



**Cognizance.**

A n a n d . V . V

**DP2**

**ss23**  
**unisex**  
**collection**

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# About



Following the pandemic, the globe is beginning to relax and be cheerful. Everyone is attempting to mend themselves by taking vacations to natural locations. This spring-summer collection, Cognizance, is inspired by a scenario of local travellers who realised the indivisible link between environment and humanity.

Natural dyes, instead of recycled fabrics like those used in Zara's "join Life" Collection, were chosen for the capsule collection to reduce textile impact on the environment.

ZARA

Brand study



**ZARA is a Spanish apparel retailer based company specializes in fast fashion.**

Zara as of 2017 manages up to 20 clothing collections a year.

Zara stores have men's and women's clothing as well as children's clothing (Zara Kids). Zara Home designs are located in European stores. The majority of Zara customers are aged between 18 and about 35.

#### **vision**

"Give customers what they want, and get it to them faster than anyone else."

#### **Mission**

"to contribute to the sustainable development of society and that of the environment with which we interact."

**TYPE OF PRODUCTS**

BERMUDA SHORTS  
BLAZERS  
BOMBER JACKET  
HANDBAG  
HOODE  
JACKETS  
JEANS  
JERSEY  
JOGGING TROUSERS  
WAISTCOAT  
OVERSHIRT  
PUFFER  
POLO SHIRT  
SEMI-JOGGER  
SHIRTS  
SHOES  
SUITS  
SWEATSHIRTS  
T-SHIRTS  
TRENCH COATS  
TROUSERS

**COLOR PALATTE**

## VISUAL MARCHENDASING

### PRICE RANGE

₹ 990.00 - ₹ 8,000.00

### CLIENT

18 - 35

### FABRICS

COTTON  
DENIM  
KNITWEAR  
LEATHER  
LINEN  
QUILTED  
WOOL

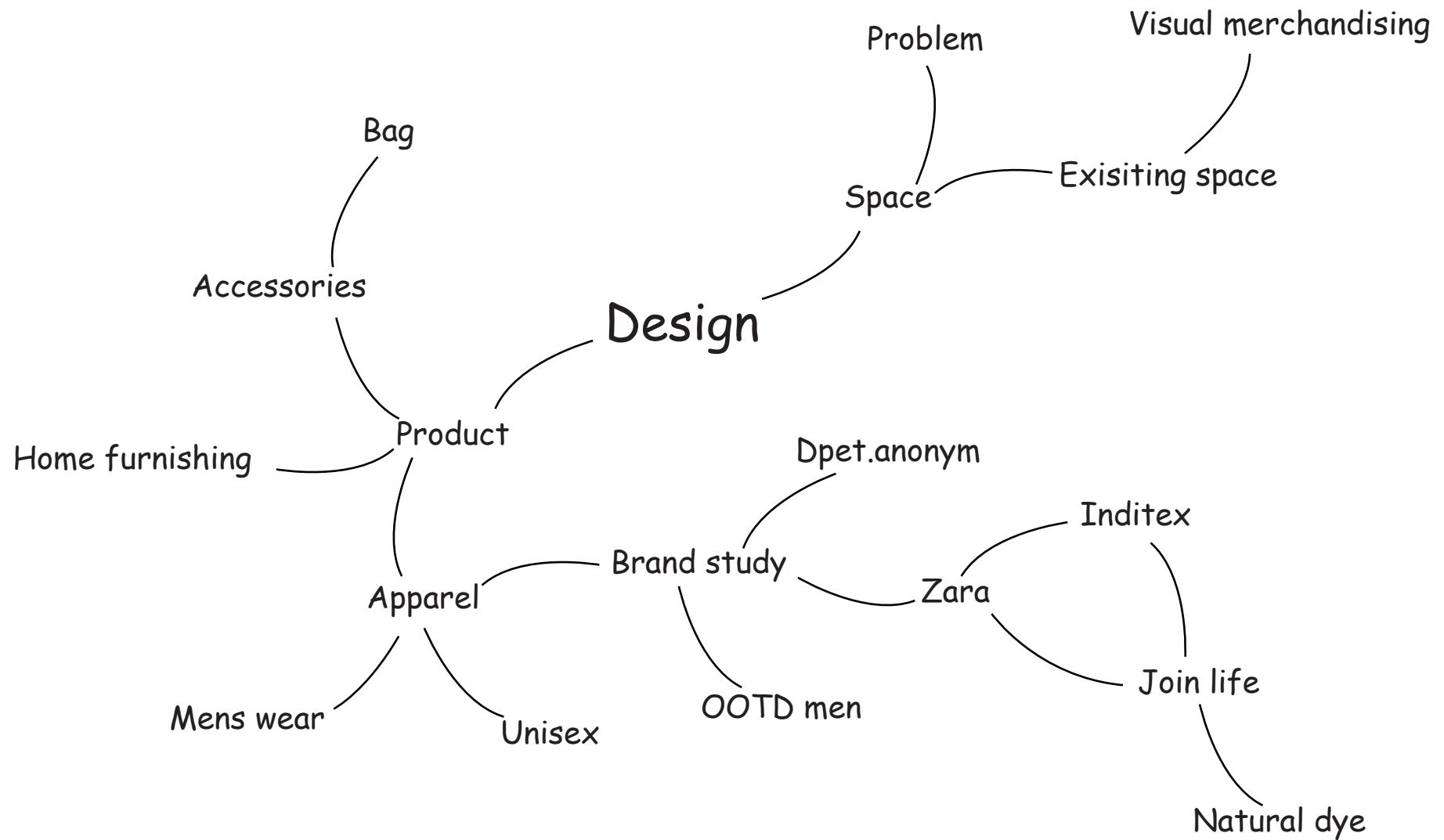




## JOIN LIFE ; sustainable collection

features a number of styles including contemporary designs made from sustainable materials. The apparel is made from recycled wool, sustainable Tencel, and organic cotton as cited on Zara's website. the label launched on 2016. they aims to minimise the environmental impact of textile manufacturing. Environmental attributes of join life is care for planet, care for fibre and care for water.

# Mind map



## Local explorer

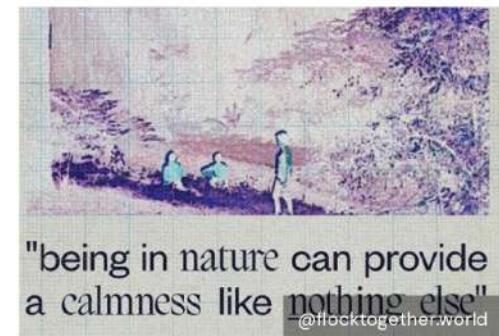
**The concept:** the pandemic has forced more people to take vacations closer to home, and appreciate the forgotten natural wonders their local area has to offer. With hyper-local day-tripping set to rise, expect to see a more laid-back approach to outdoor gear.

Casual cut-and-sew pieces printed with stripped-back graphics will be key, in an earthy colour palette. Also worth noting is the emergence of varsity lettering in outdoor gear, creating a fresh take on the perennial preppy look.

It's important to advocate for inclusion and equality in your outdoors range, so partner with collectives such as Flock Together who do just that.

**Sustainability:** with sustainability sitting high on the agenda for nature lovers, make sure to reflect this via eco-friendly sourcing and manufacturing. Swap toxic chemicals for lower-impact natural dyes, and print on undyed GOTS-certified cotton.

**Relevant for:** graphic tees, sweatshirts, accessories









#a5a397



#d7e183



#d0be95

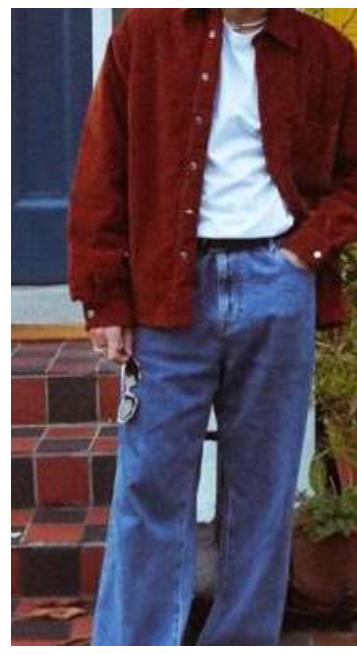


#70412c



#7f8d56

Gender	: Unisex
Age group	: 18 - 35
Location	: India
Annual income	: 300000- 600000
Interest	: Traveling, Modeling
Lifestyle	: Confident
Fashion views	: Experimental



# Natural dye

# Scouring

SOAP NUT

MLR :30G/L

TIME :1 HR BOILING

Scouring is the process of washing of the fabric to remove soluble and insoluble impurites from the fabric. for example oils, waxes and dirt.



# Kadukka treatment

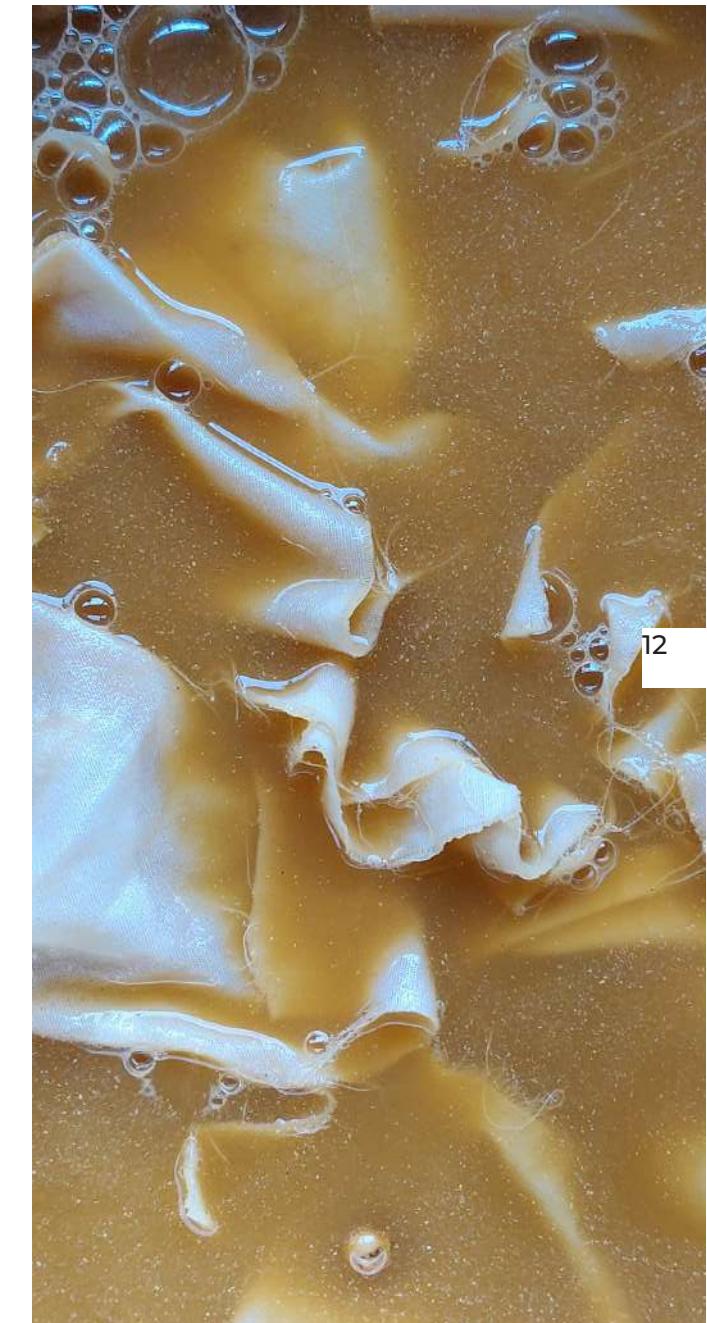
MYROBALAN/KADUKKA

MLR : 30G/L

TIME : 1 HR DIP IN WARM WATER

Myrobalan is used as a mordent in dyeing.mordent is a substance that used to set dye.

kadukka treatment helps to add a tone of yellow shade to the fabric.



# Alum treatment

ALUMINUM SULFATE

MLR : 30G/L

TIME : 1 HR DIP IN WARM WATER

aluminum sulfate is used as a mordent in dyeing.mordent is a substance that used to set dye. alum improves washfastness of all natural dyes and keep colors clear.



# Dye exploration

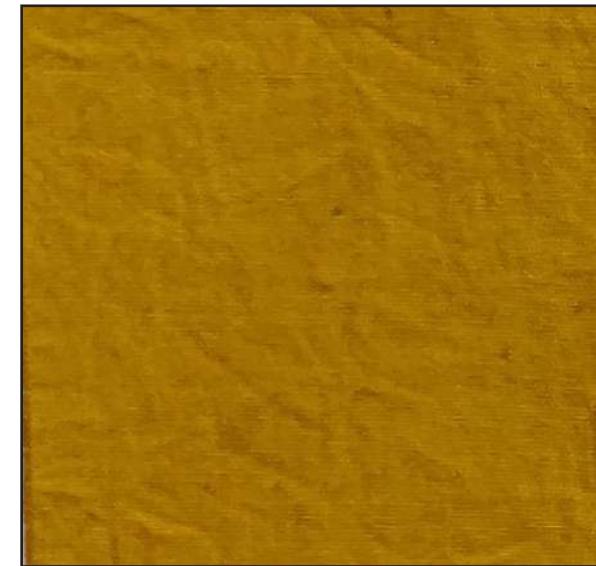
# Turmeric

YELLOW SHADE

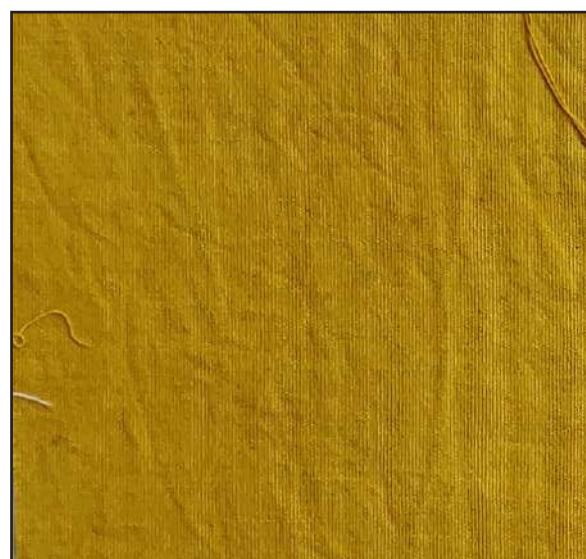
TIME : 10 MINUTS



WITHOUT KADUKKA - ALUM  
40 G/L



ALUM TREATMENT  
20 G/L



ALUM TREATMENT  
30 G/L

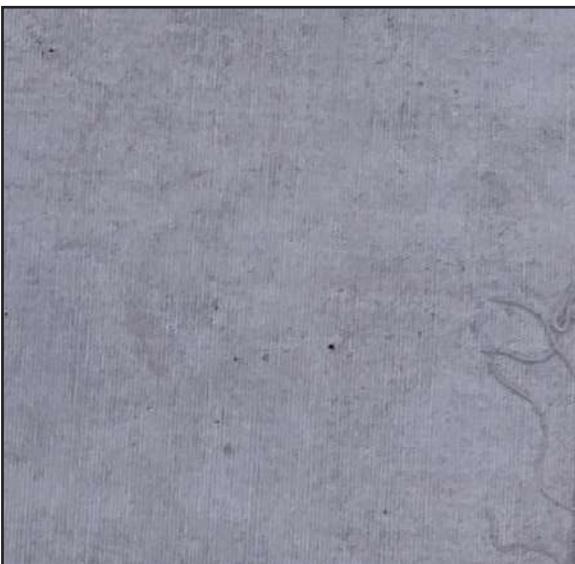


ALUM TREATMENT  
40 G/L

# Rathanjyoth

GREY SHADE

TIME : 10 MINUTS



WITHOUT KADUKKA - ALUM

10 G/L



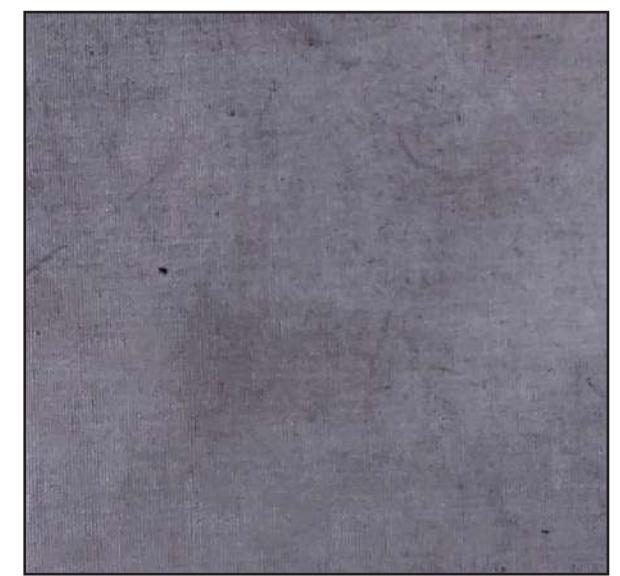
WITHOUT KADUKKA - ALUM

30 G/L



WITHOUT KADUKKA - ALUM

60 G/L



WITHOUT KADUKKA - ALUM

90 G/L

## Tea powder

BEIGE SHADE

TIME : 10 MINUTS



WITHOUT KADUKKA - ALUM  
70 G/L



WITHOUT KADUKKA - ALUM  
100 G/L



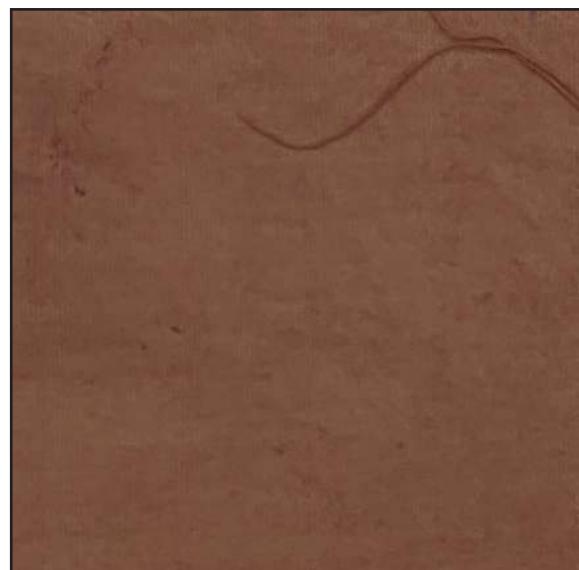
WITHOUT KADUKKA - ALUM  
150 G/L



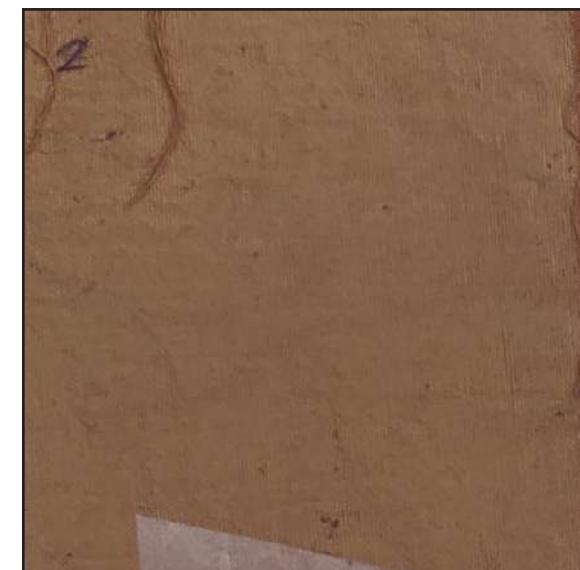
WITHOUT KADUKKA - ALUM  
90 G/L

# Cashewnut bark

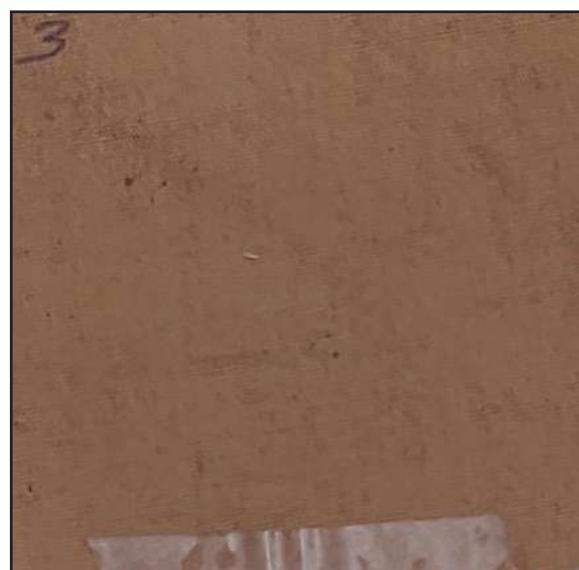
BROWN SHADE  
TIME : 10 MINUTS



ALUM TREATMENT  
20 G/L



ALUM TREATMENT  
50 G/L



ALUM TREATMENT  
100 G/L

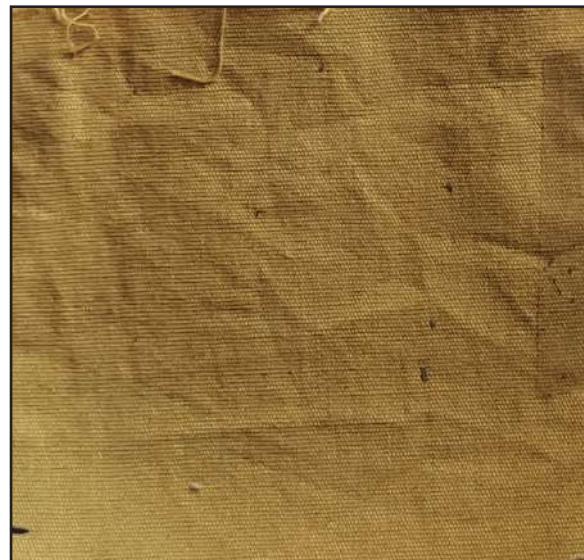


ALUM TREATMENT  
130 G/L

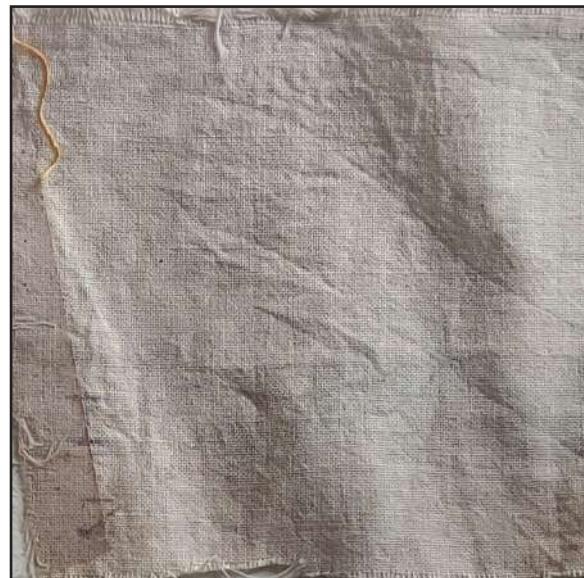
# Neelayamari powder

GREY SHADE

TIME : 10 MINUTS



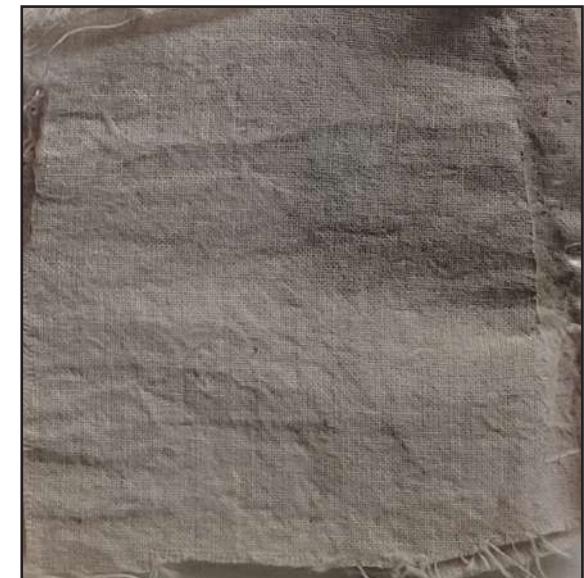
ALUM TREATMENT  
10 G/L



WITHOUT KADUKKA - ALUM  
20 G/L



WITHOUT KADUKKA - ALUM  
10 G/L



WITHOUT KADUKKA - ALUM  
30 G/L

# Onion peel

BROWN SHADE

TIME : 10 MINUTS



ALUM TREATMENT

100 G/L



ALUM TREATMENT

150 G/L



ALUM TREATMENT

200 G/L



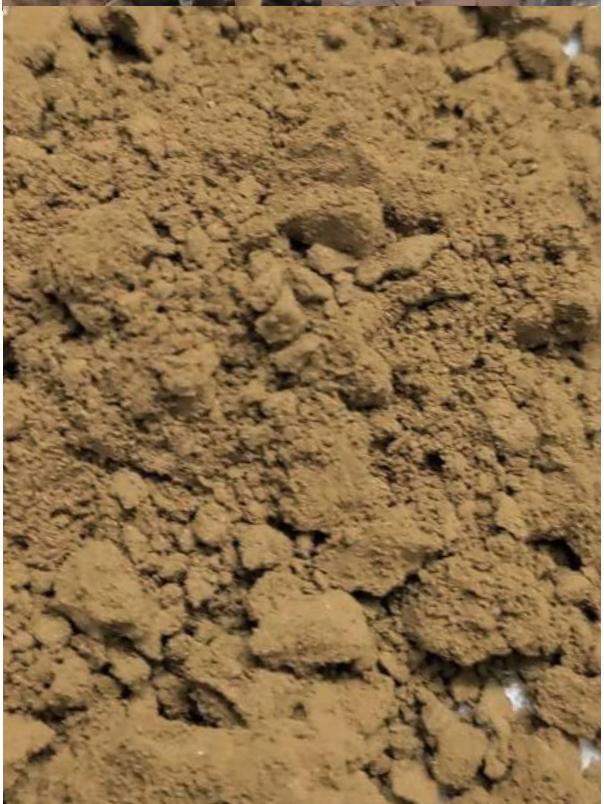
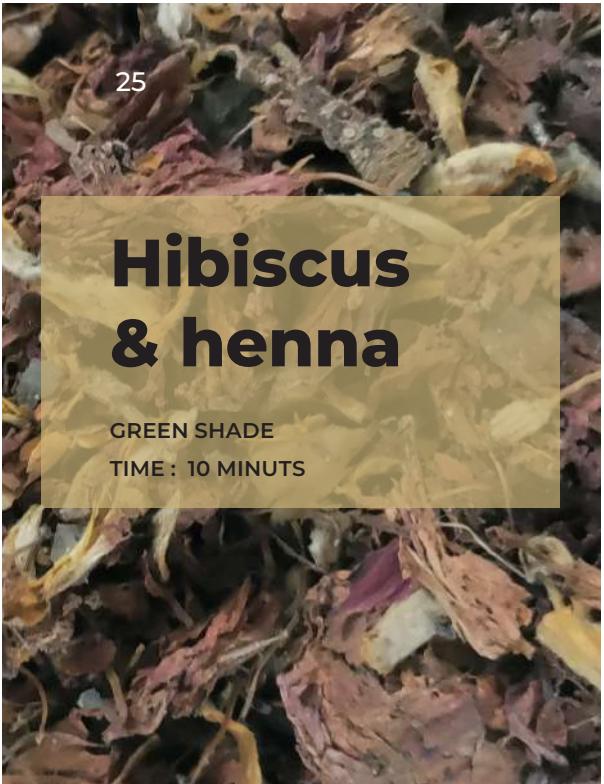
ALUM TREATMENT

300 G/L

# Hibiscus & henna

GREEN SHADE

TIME : 10 MINUTS



ALUM TREATMENT  
20 G/L HYBISCUS 10G/L HENNA



ALUM TREATMENT  
40 G/L HYBISCUS 20G/L HENNA 3SPOON ALUM



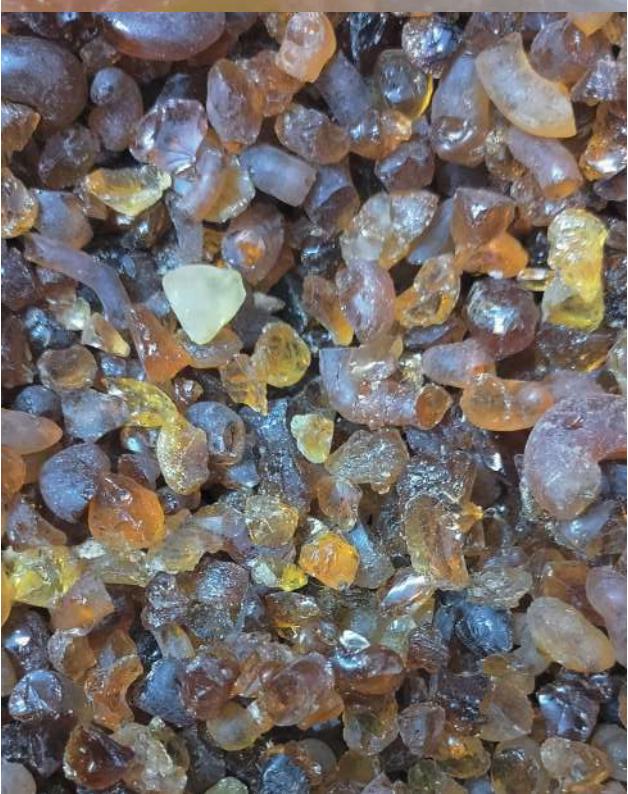
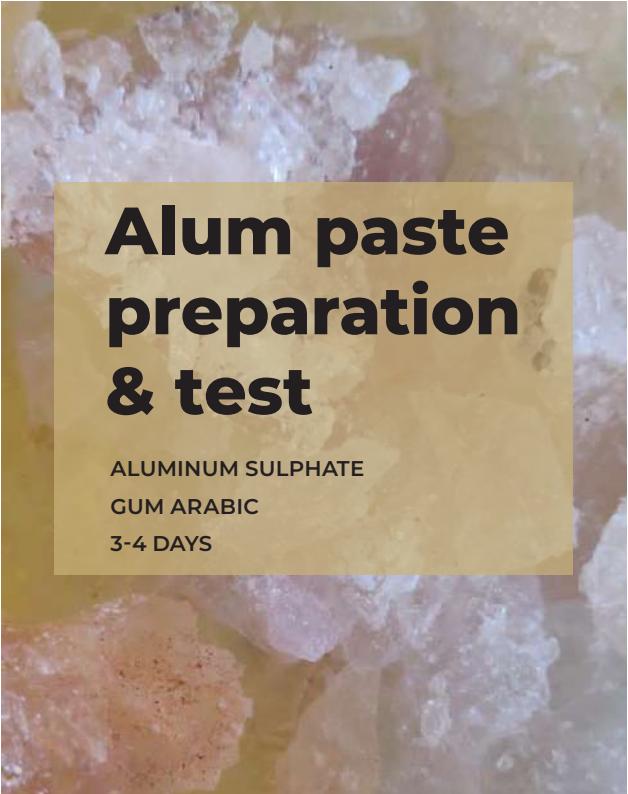
ALUM TREATMENT  
40 G/L HYBISCUS 20G/L HENNA



ALUM TREATMENT  
40 G/L HYBISCUS 20G/L HENNA 6 SPOON ALUM

# Alum paste preparation & test

ALUMINUM SULPHATE  
GUM ARABIC  
3-4 DAYS



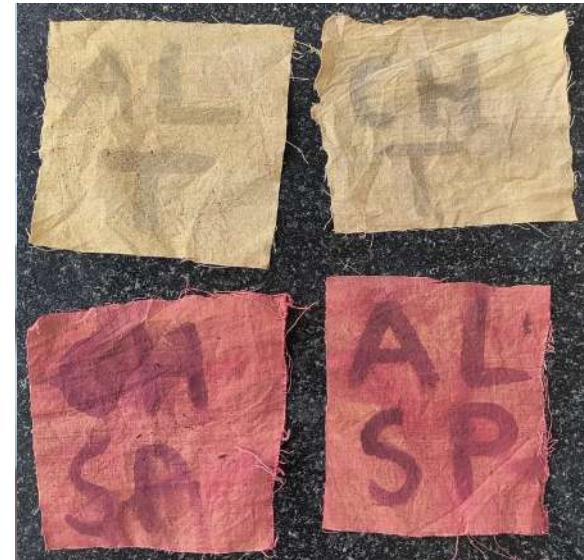
MIXING GUMARABIC WITH ALUM WATER  
MLR : 150 G/L



ALUM PASTE APPLIED ON FABRIC  
MLR : 150 G/L



AFTER 3 DAYS,  
MLR : 150 G/L



DYED FABRIC  
MLR : 150 G/L

# Eco printing

GUAVA LEAF  
UNKNOWN PLANT  
STEAMING 2 HR



LEAVES PLACED IN BETWEEN FABRIC AND PLASTIC SHEET, AND FOLDED AROUND A STICK.



GUAVA LEAF

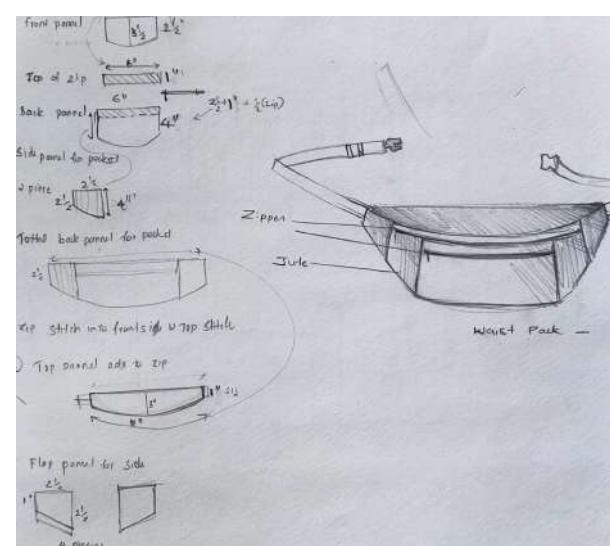
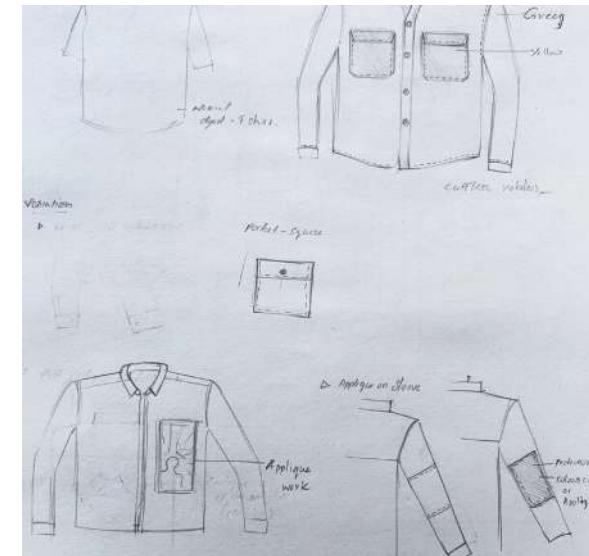
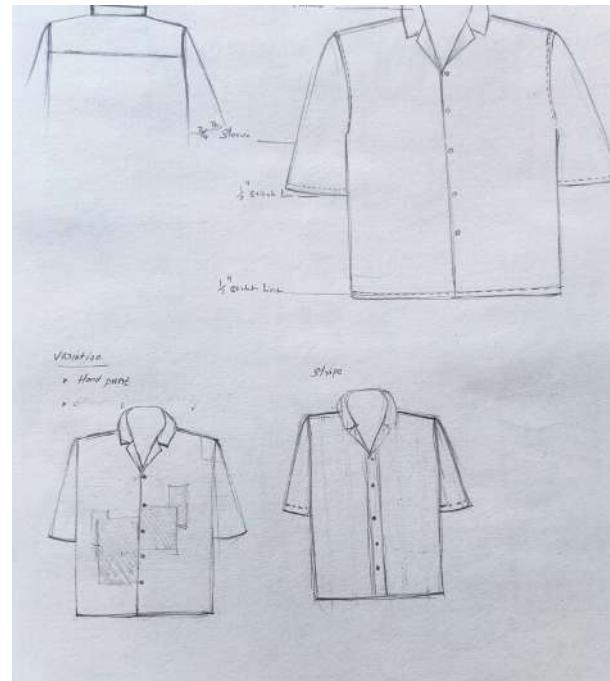
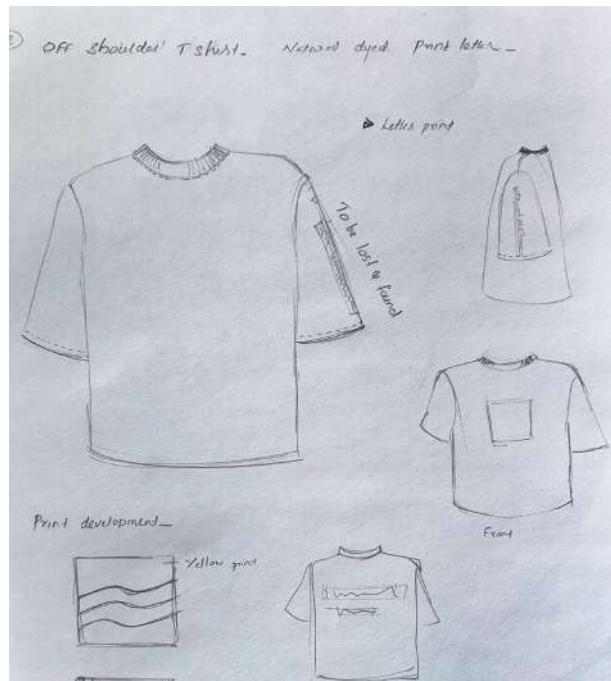


UNKNOWN PLANT

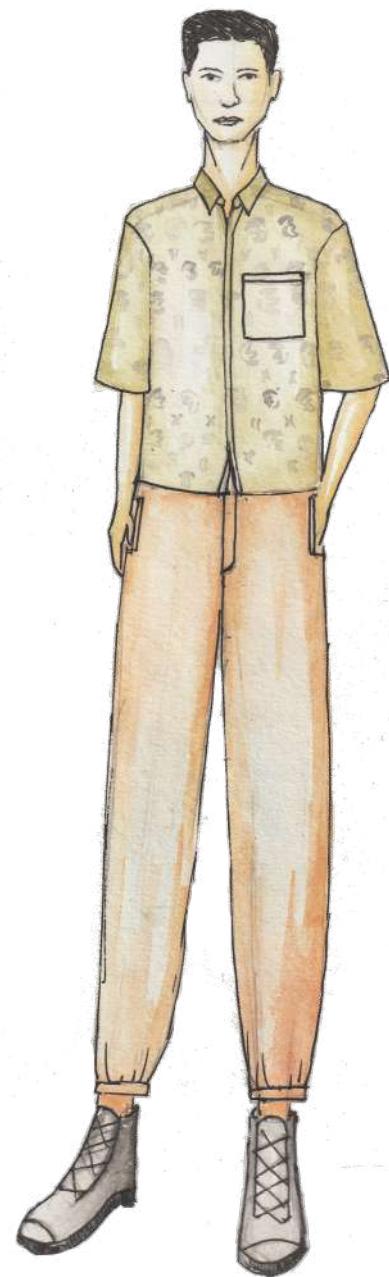
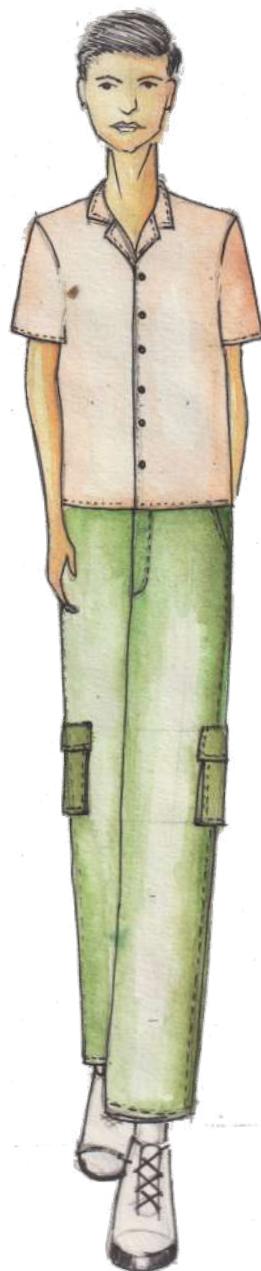
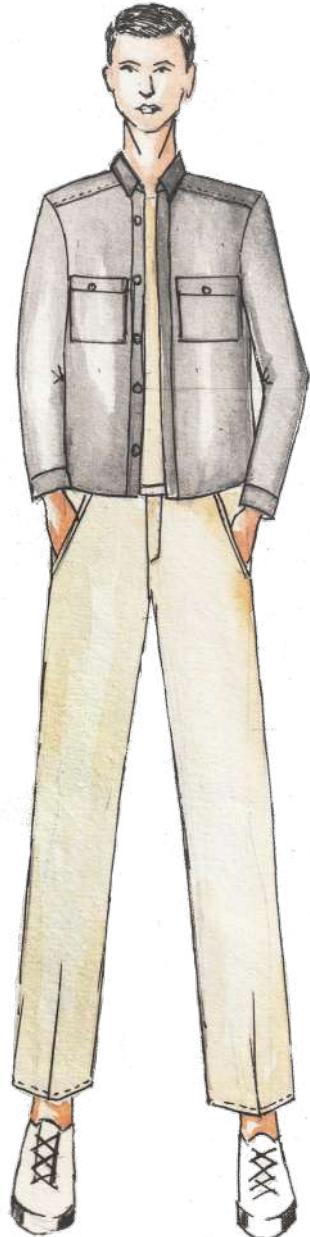
# Eco printing-mockup



# Ideation

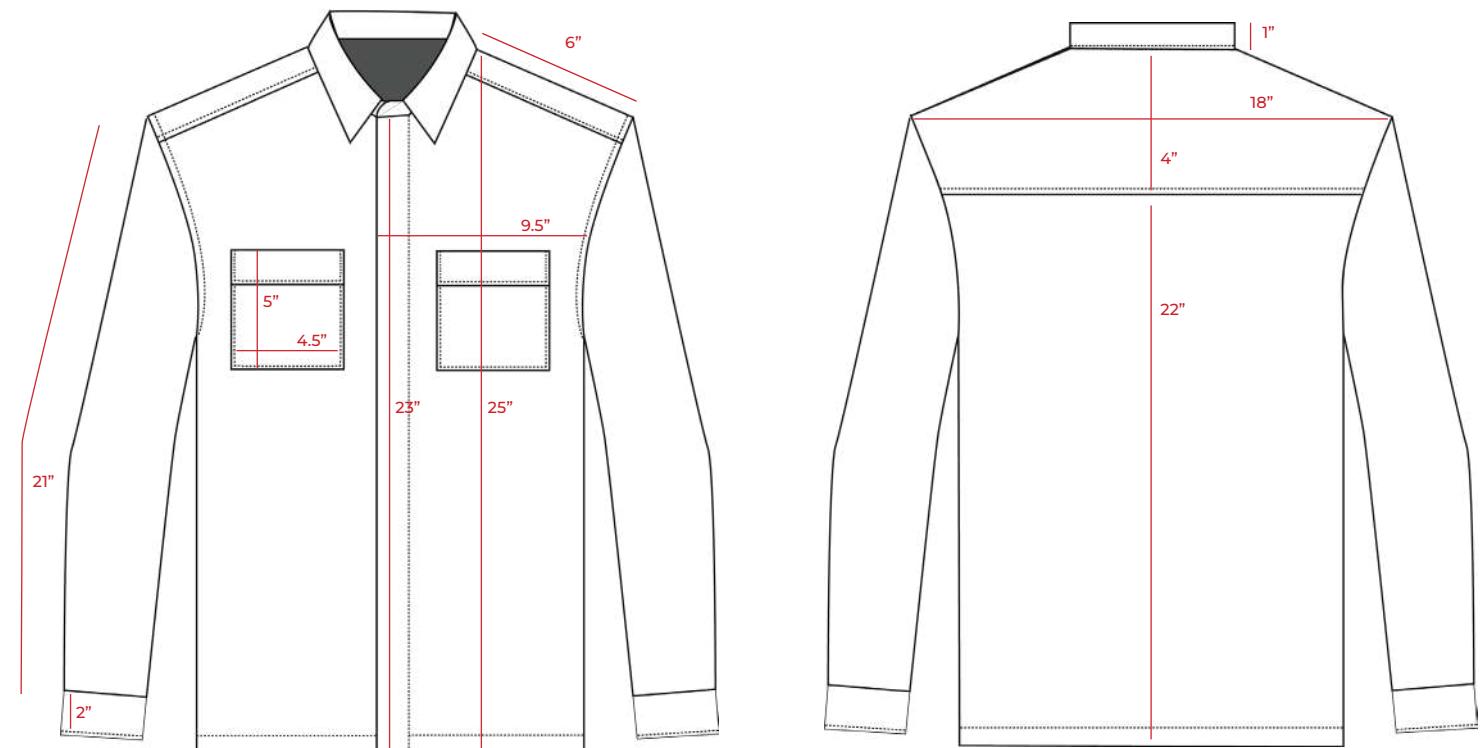
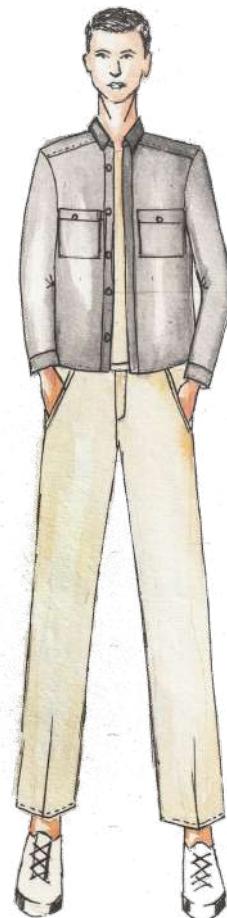


## Final Sketches



## Overshirt

Season	SS23	Style No	SS23001	Date	30-03-22
Gender	Unisex	Description	Patch on sleeve	Created by	Anand V V
Detailed Sketch					



# Process Overshirt

DRILL CO TTON



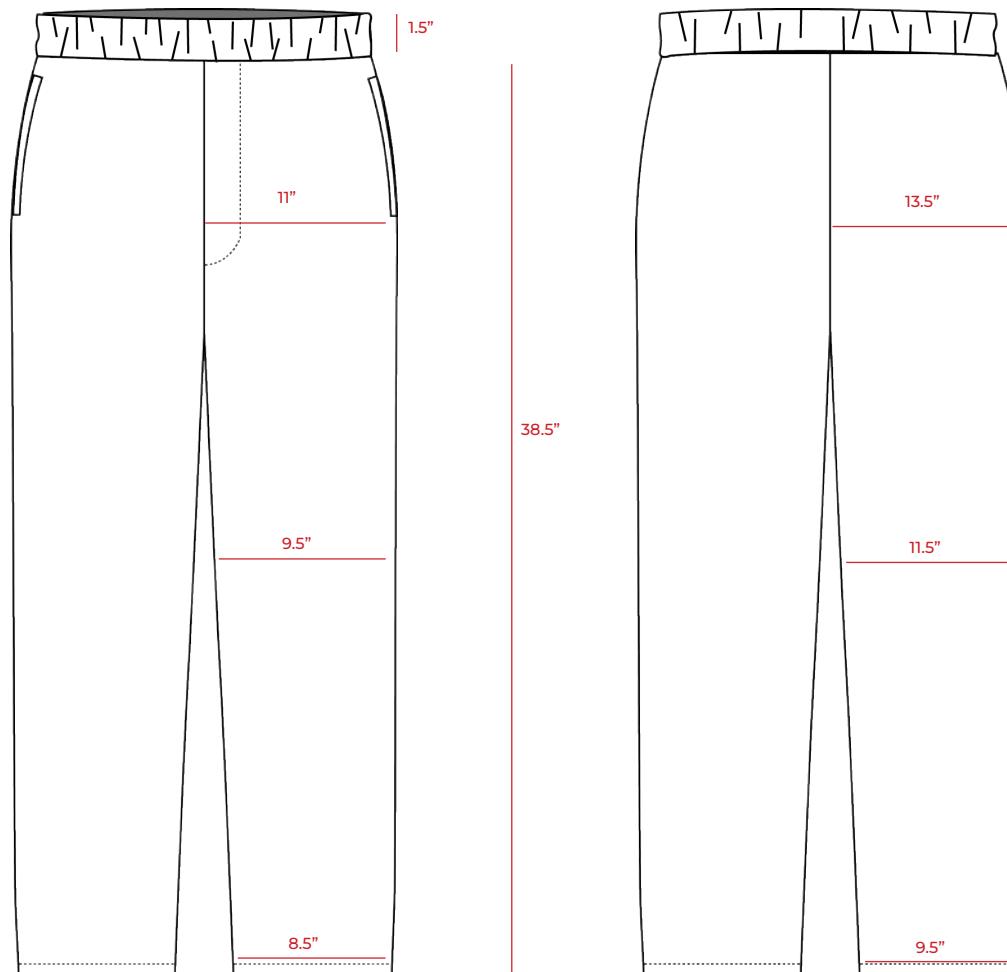
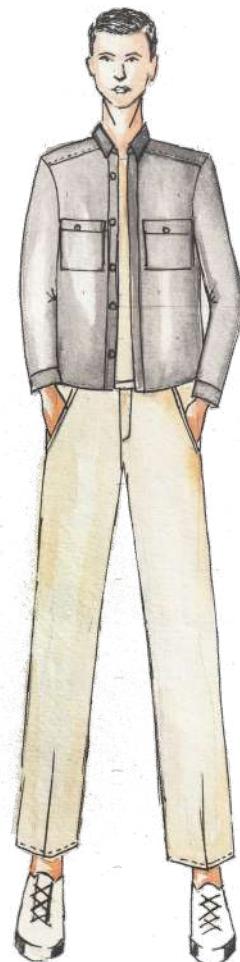
## Look board Overshirt



## Jogger waist trouser

Season	SS23	Style No	SS23002	Date	02-04-22
Gender	Unisex	Description	Relax fit	Created by	Anand V V

### Detailed Sketch



# Trouser Process

POLY COTTON



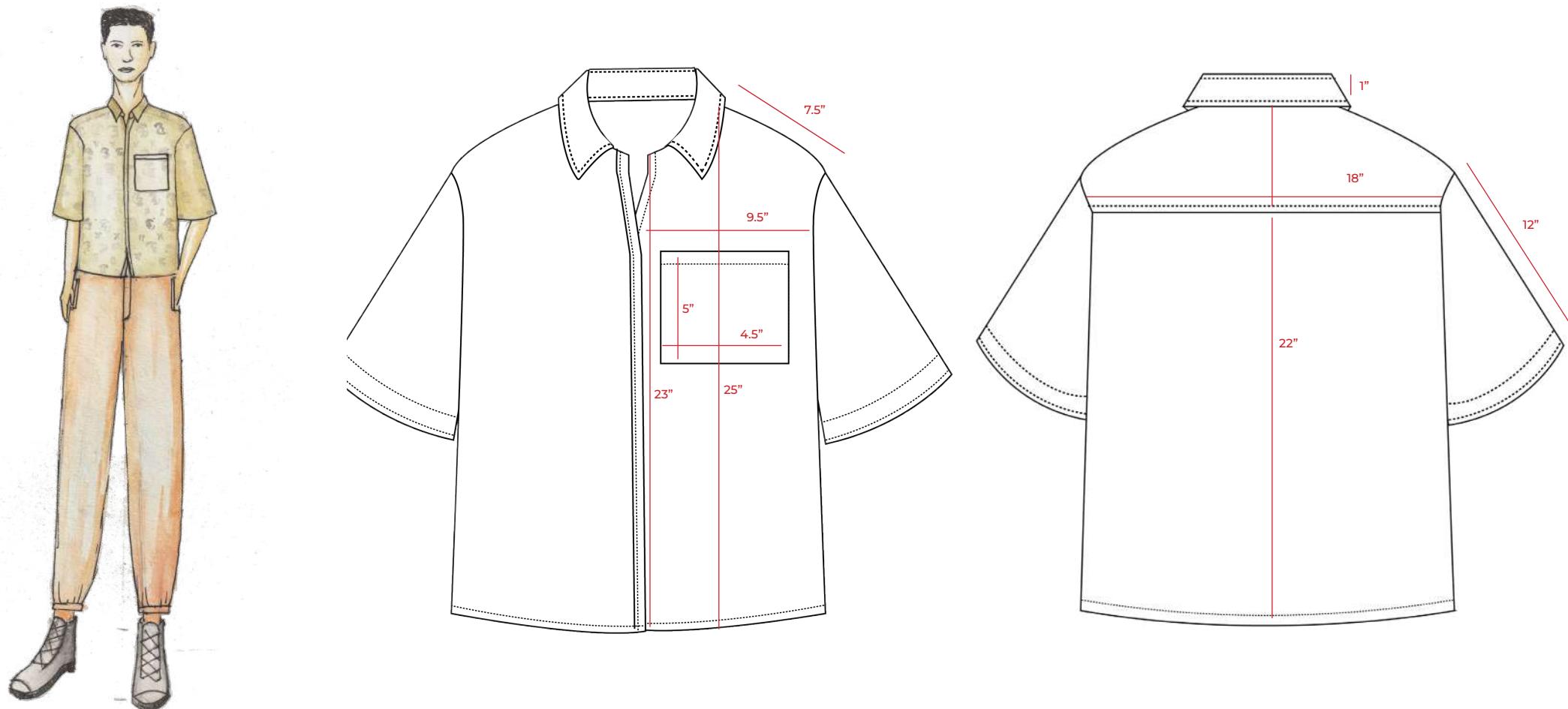
Look board  
Trouser



# Block printed shirt

Season	SS23	Style No	SS23003	Date	06-04-22
Gender	Unisex	Description	Off shoulder	Created by	Anand V V

## Detailed Sketch



# Shirt Process

MAL COTTON



Look board  
Off shoulder  
shirt



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# Jogger

Season

SS23

Style No

SS23004

Date

07-04-22

Gender

Unisex

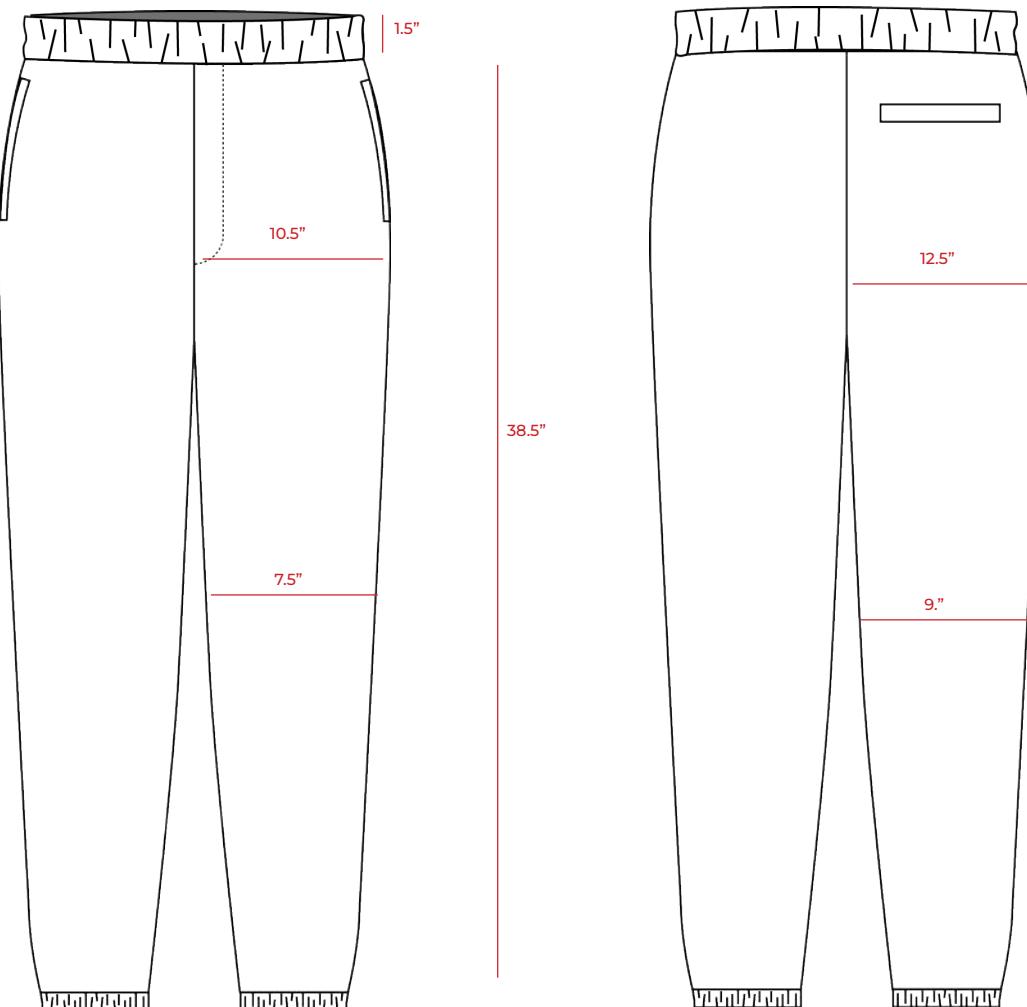
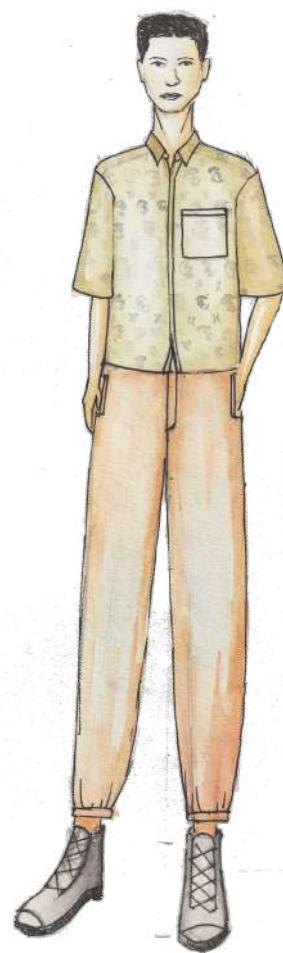
Description

Elastic waist

Created by

Anand V V

## Detailed Sketch



# Jogger Process

CANVAS



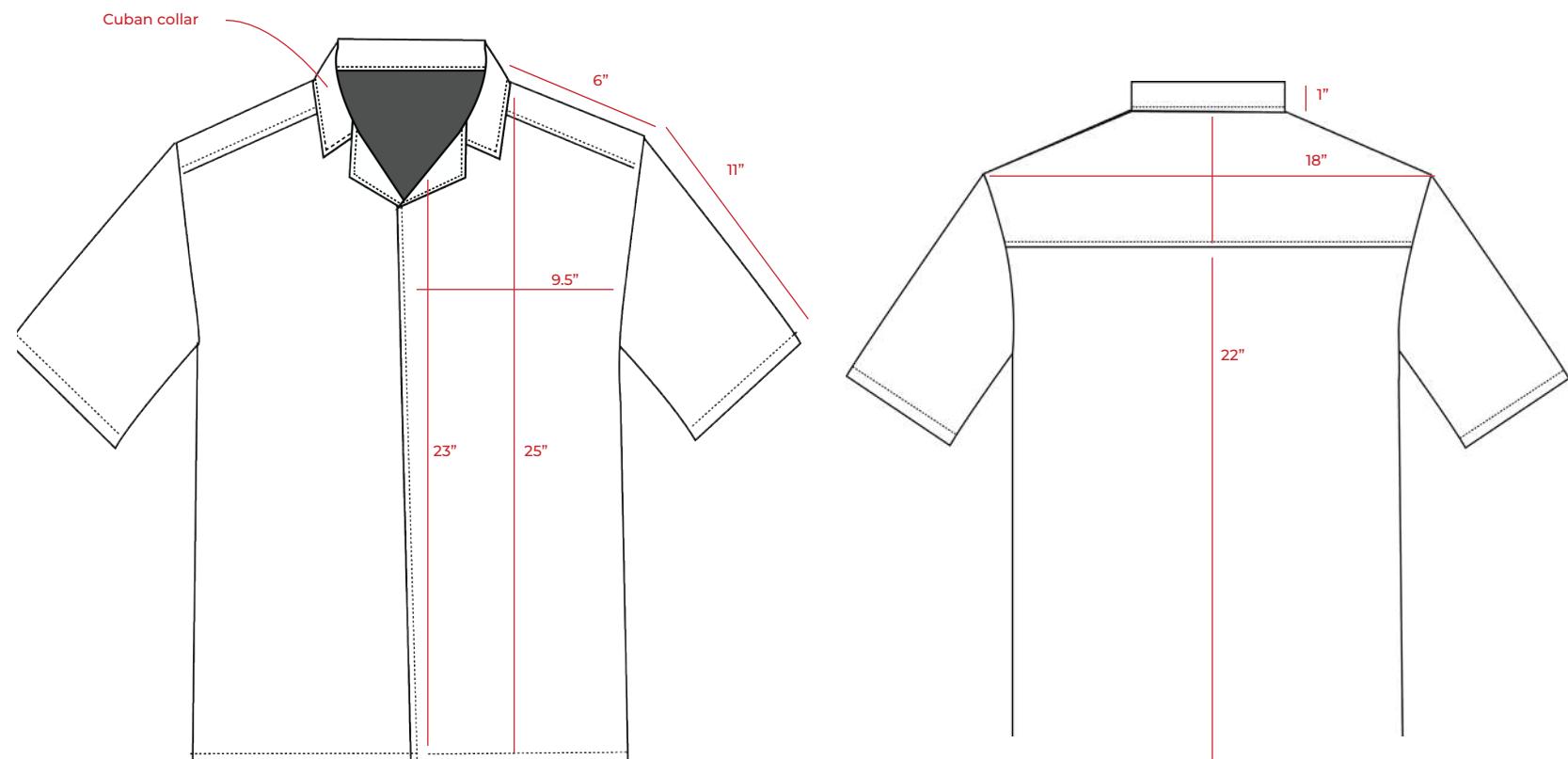
# Look board Jogger



# Cuban collar shirt

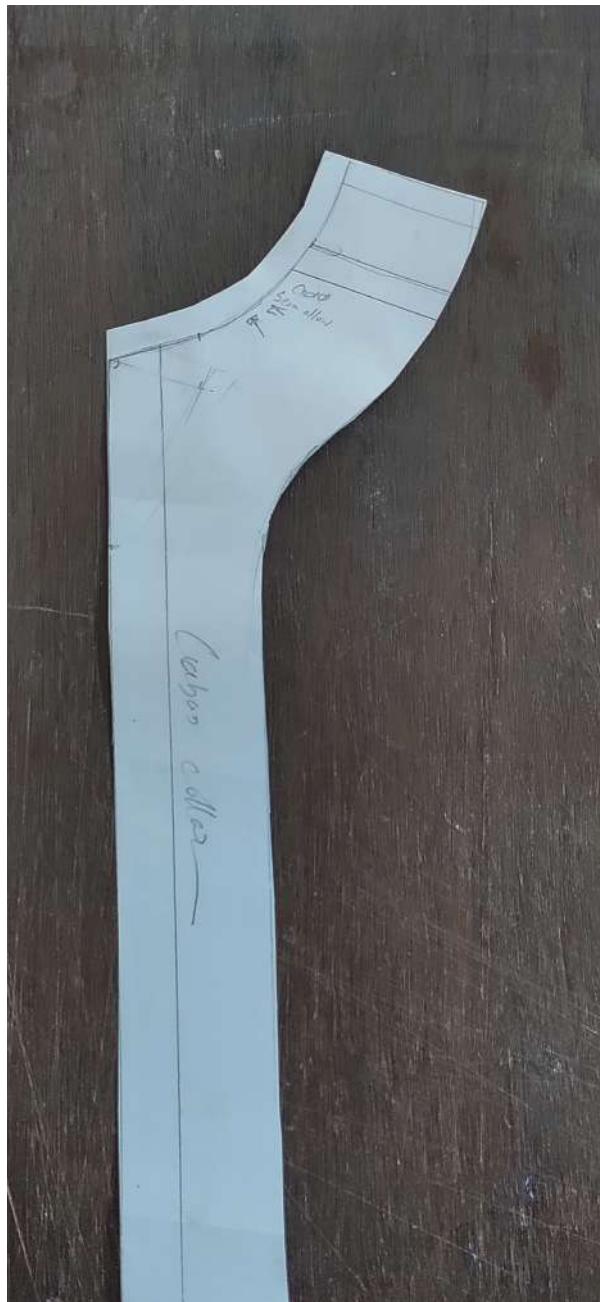
Season	SS23	Style No	SS23005	Date	09-04-22
Gender	Unisex	Description	Cuban collar	Created by	Anand V V

## Detailed Sketch



# Shirt Process

COTTON

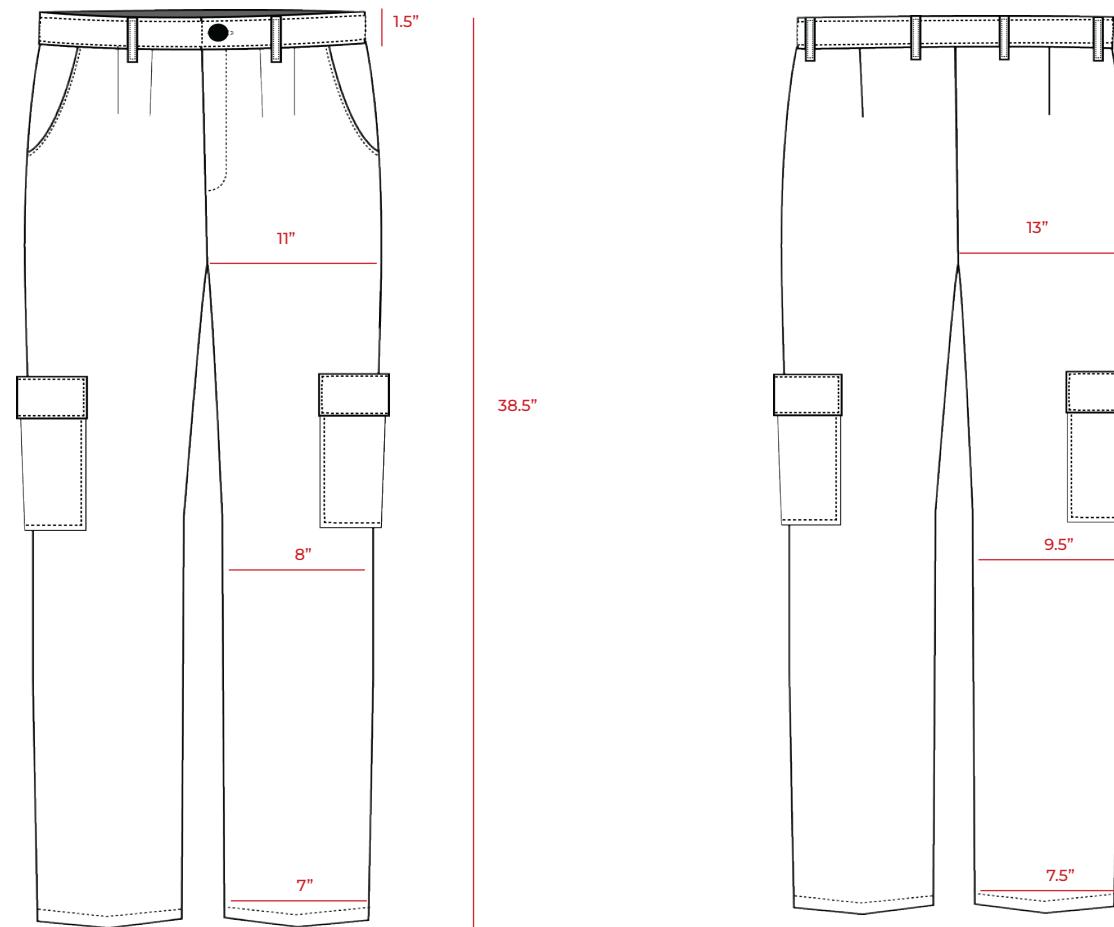
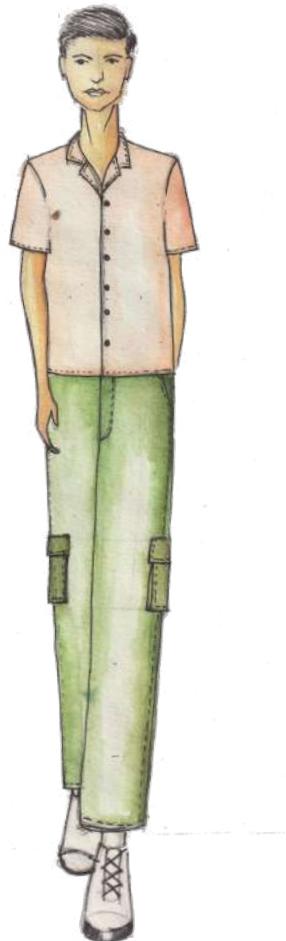


Look board  
Cuban collar  
shirt



# Cargo trouser

Season	SS23	Style No	SS23006	Date	10-04-22
Gender	Unisex	Description	Cargo pocket	Created by	Anand V V
Detailed Sketch					



# Trouser Process

DRILL COTTON

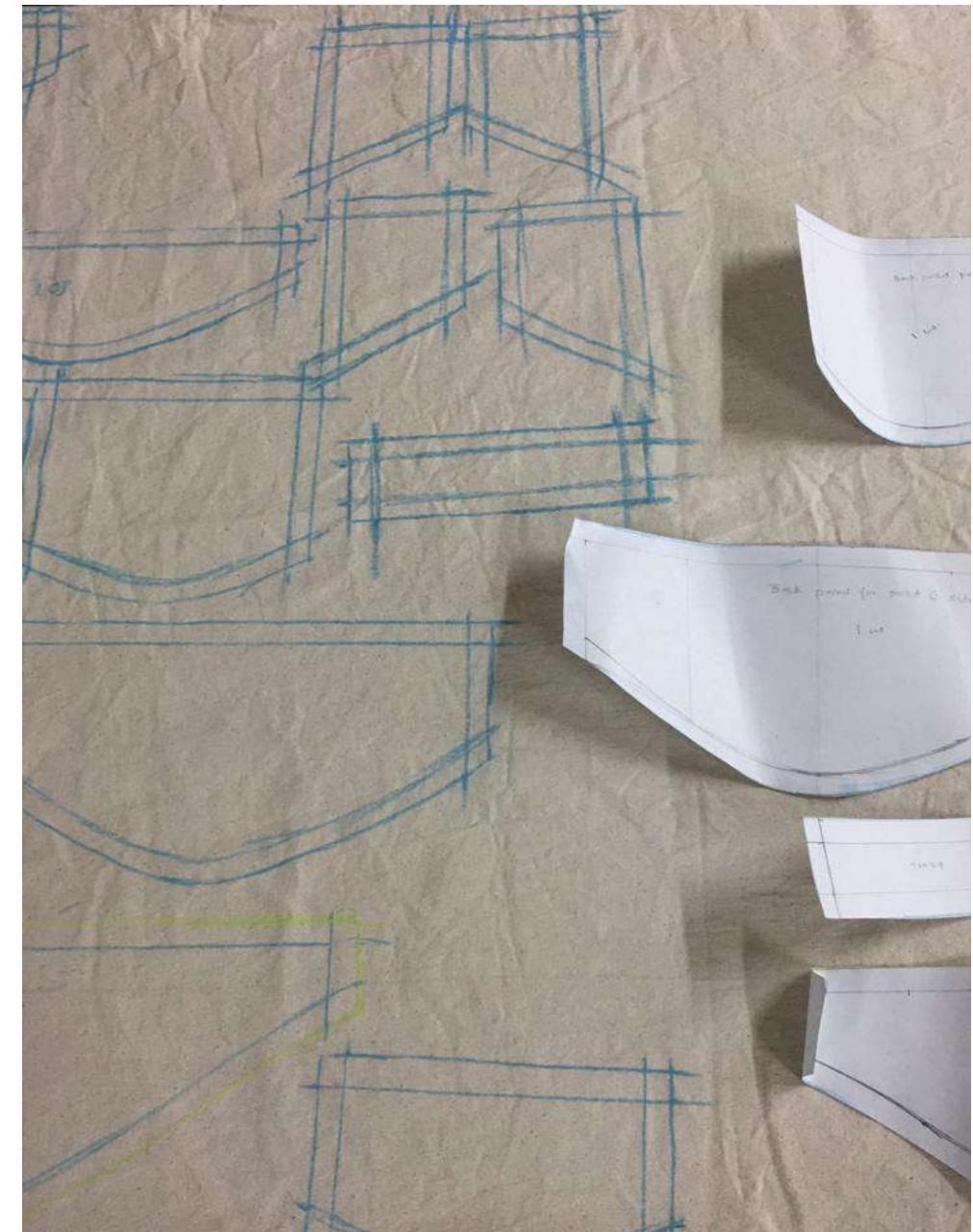


Look board  
Cargo Trouser



# waist bag Process

DRILL COTTON



Look board -  
waist bag sample

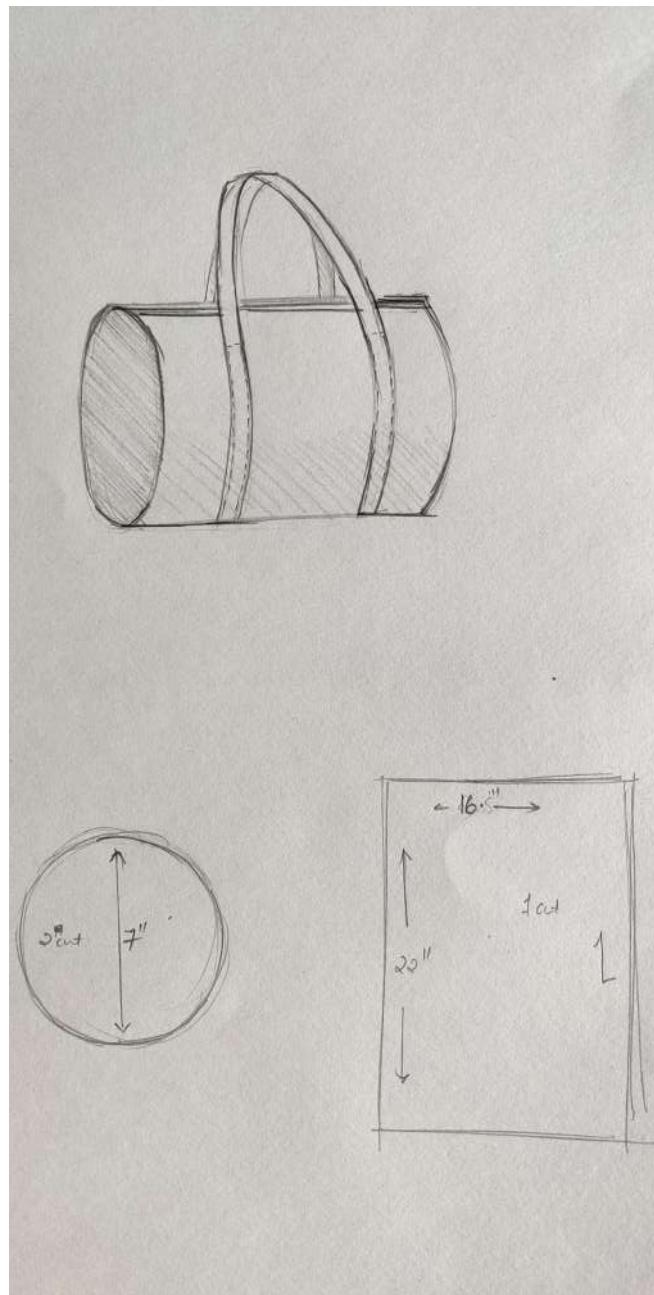


## Look board - waist bag



# Duffel bag Process

CANVAS

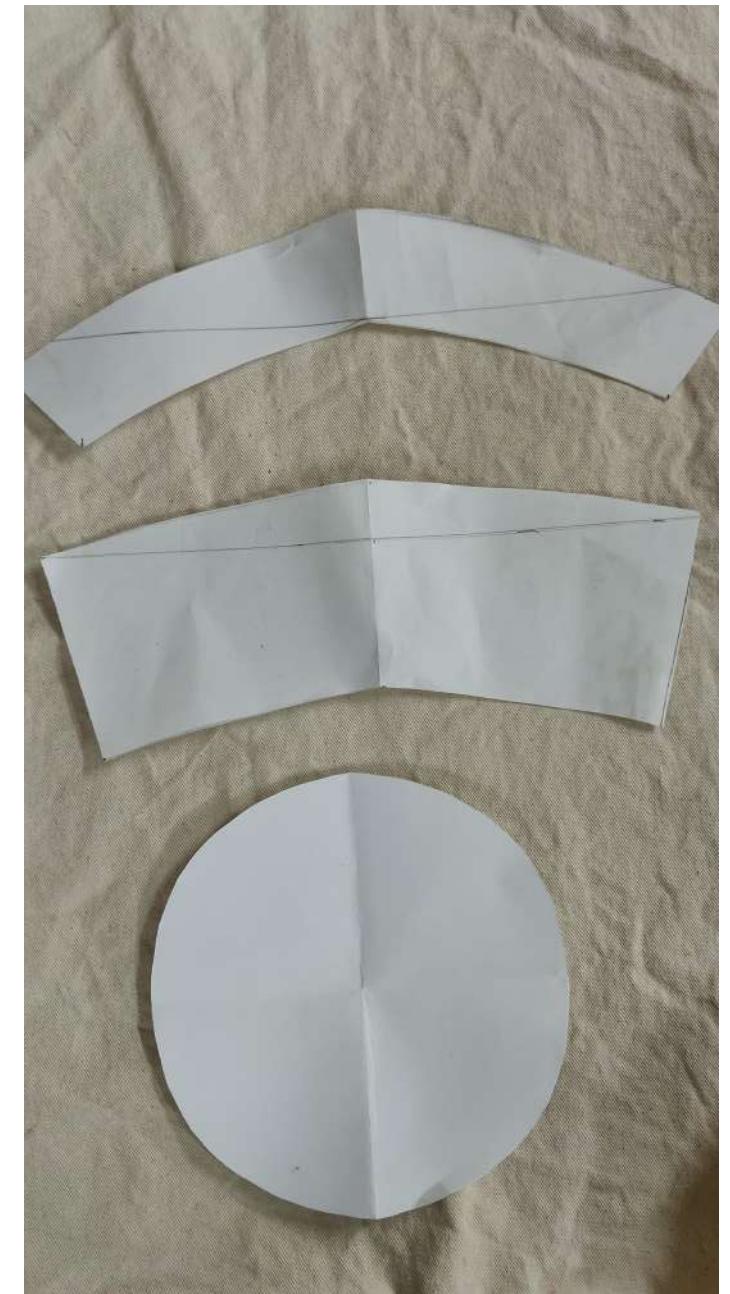
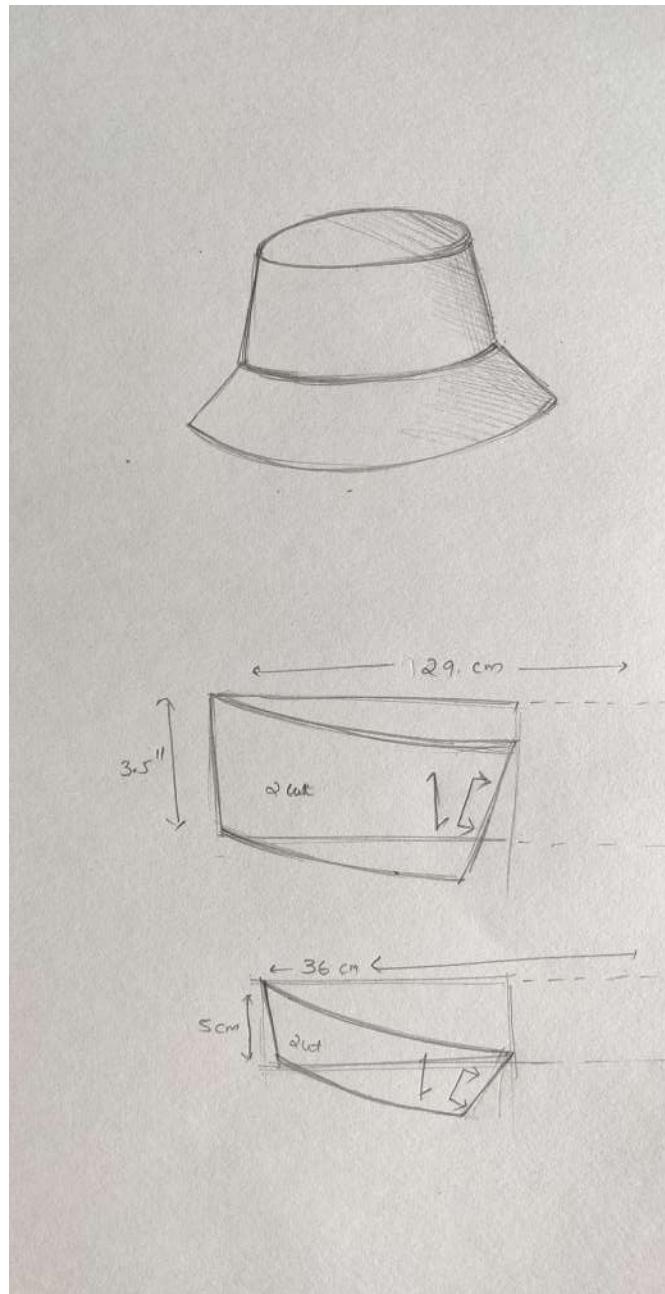


## Look board - Duffel bag



# Reversible Bucket cap

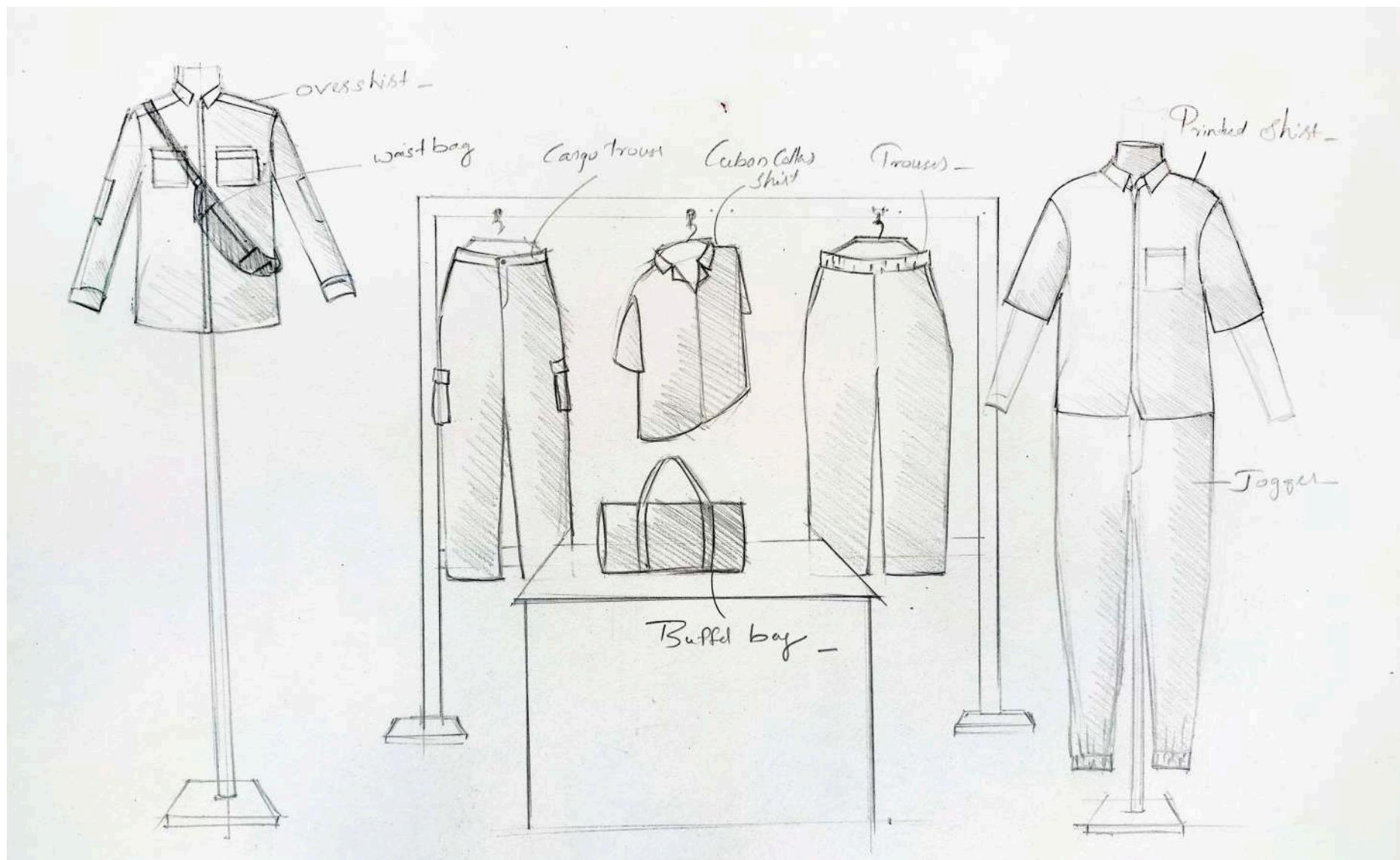
DRILL COTTON



## Look board Bucket cap



# Display Sketch



# Display



