

# Product Portfolio

RAASHI PACHISIA

# Theme: RUSTIC FUTURE



“

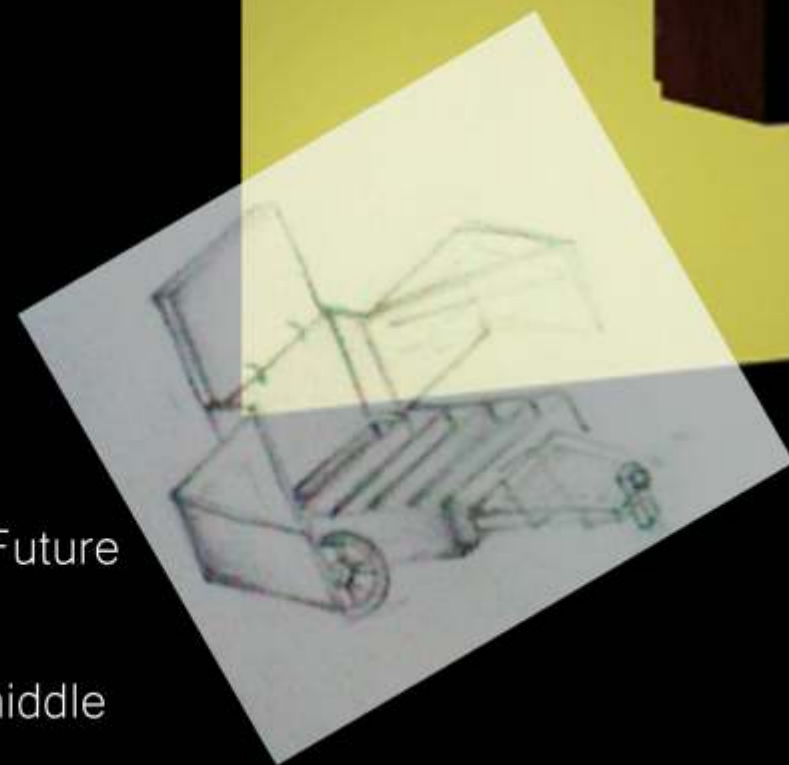
My interpretation of the future when there will be depleting resources and changing equilibrium and everyone will return to their roots and simple way of living to help the planet in their own way.

The products are inspired by objects used in rural life, contemporarized with an element of surprise in its function”



# Bar Table

An elegant piece inspired by common sight of the beautiful indian countryside- the Bullock Cart. This bar stand is classy, and innovative while being practical, catering to those who are keen to bring alive a few elements of Rustic India in their own new world.



Inspiration: Rustic Future  
Space: Lounge  
Customer: Upper middle  
and elite class





# Detailing

The complete Rustic feel



Space Saving

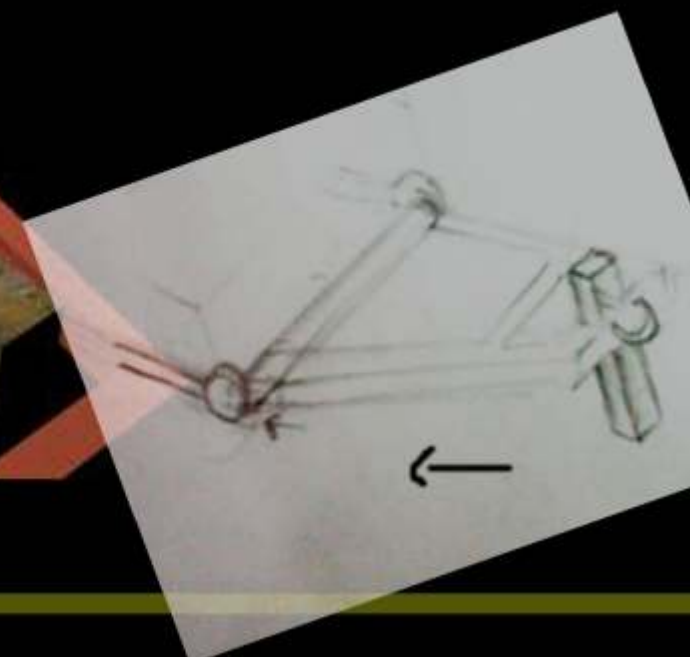


Table for serving



Push in and pull out mechanism

Shelving for bottles, glasses, and cutlery



# Wall Clock



Inspiration: Rustic Future

Space: Lounge

Customer: Upper middle  
and elite class

The water flows from one  
pot to another every hour.

The wall clock is inspired  
by the rural way of using  
and conserving water.

Ladies travelling far with  
pots to fill with water and  
bringing it back to their  
family timely.

This subtly reminds us  
how precious water is an  
is an ode to the effort  
put in by villagers.

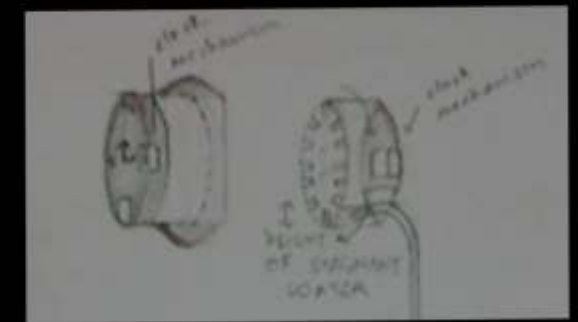




# Detailing



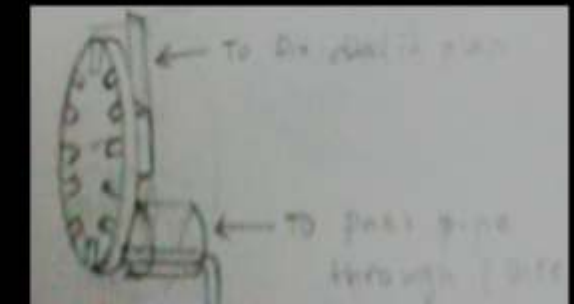
Mechanism of water flow every hour.



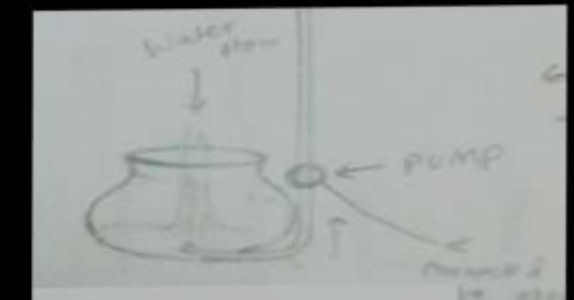
Disk with slots at every 30 degrees controlling water flow



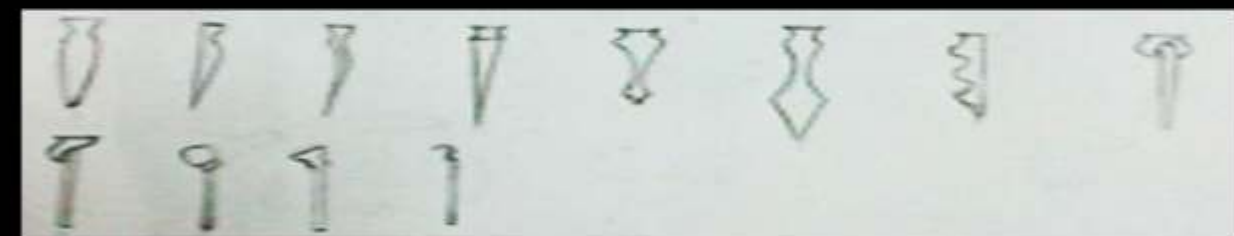
Pump hidden in pot to recirculate water



Bamboo covering pipe



Hour and minute  
Hand exploration



# Lighting



Inspiration: Rustic Future  
Space: Lounge  
Customer: Upper middle  
and elite class

An ode to the art contributed  
by a potter and his effort in lighting  
up his life.

This table lamp brings alive one of  
the oldest professions blesses to us  
by Mother Earth- Pottery.

Creative yet so simple and classy,  
a piece that lights up any evening  
with hope and appreciation of Earth.





# Lighting



Bulb fixing.

This table lighting is inspired by the Potter's wheel and the movement involved in its function. The wheel is turned clockwise to switch on the light in the pot and counter clockwise to switch it off. The cut outs in the pot are inspired by jali work.



Inspiration



Protrusion hits light switch for on/off



A conversation starter



# Seating Arrangement

Seating Arrangement inspired by the weave of the “khadiya”, is a modern, different and space efficient way of seating. It gives you the entire Indian rustic feel with the way one sits as well.

It brings us to the simple way of life and reminds us that it can be comfortable and aesthetic as well.



Inspiration: Rustic Future

Space: Lounge

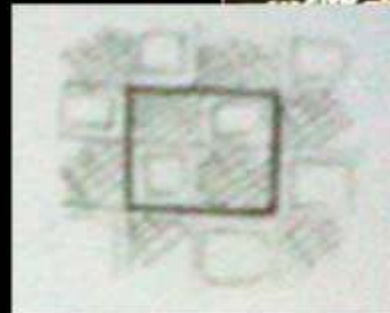
Customer: Upper middle  
and elite class



# Detailing



Inspiration: Khatiya weave



Seating arrangement Variation



The Seating is inspired by the weave of the khatiya.  
The user sits cross legged in the typical indian rural style.  
The seating and table can be separated to accommodate more users and also for a whole new look.



Space Efficient



# Hardware Detailing and Product Development

“  
Modifying Lotus Sunscreen Lotion  
Bottle, with Chamfer Detailing  
and Trend Detailing”

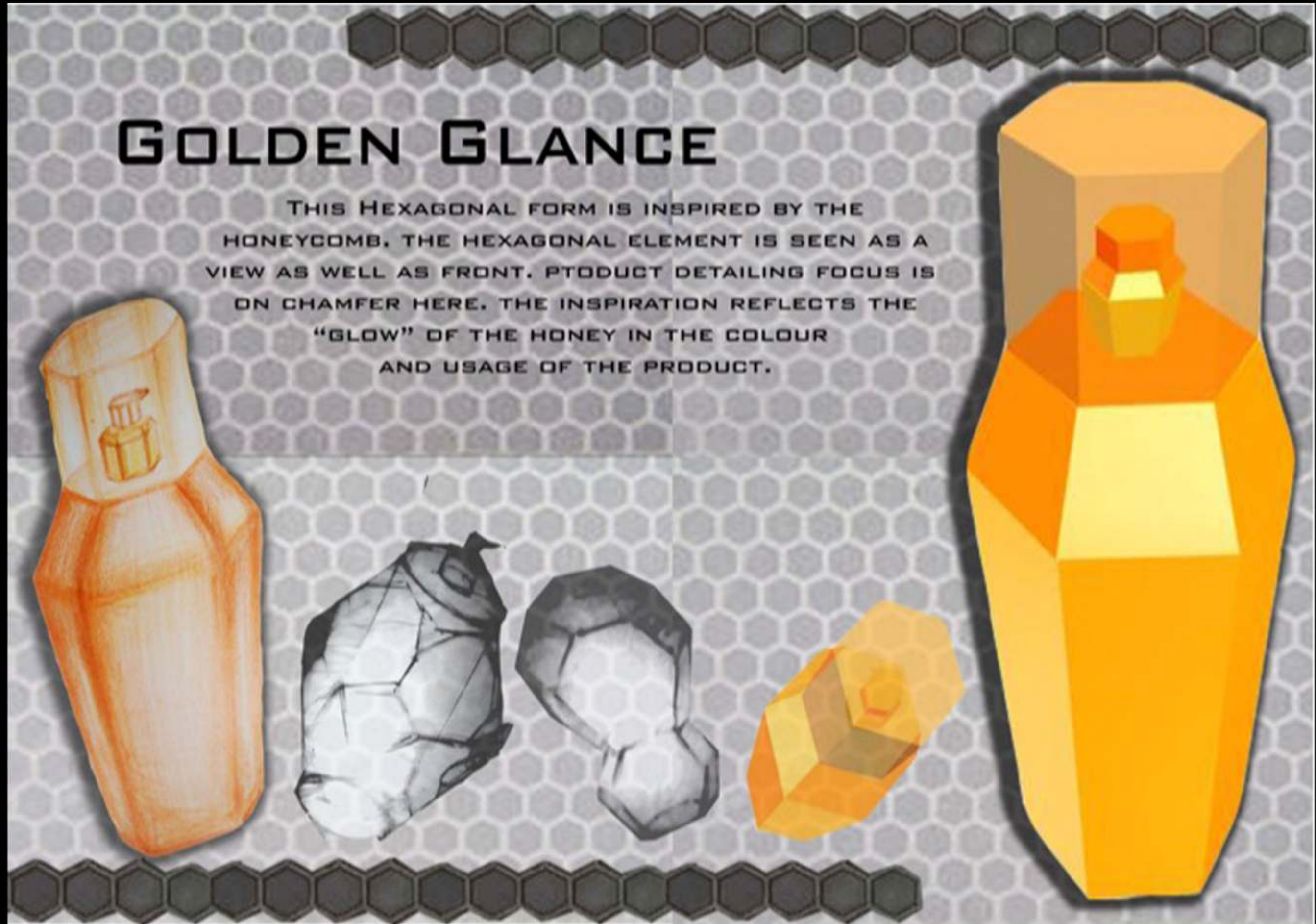
# Lotus Sunscreen Bottle Hardware Detailing and Product Development (Chamfer)

## GLEAM

This sleek product is influenced by the hexagonal elements of a Honeycomb. Chamfering has led to the extruded yet rounded hexagon is seen.







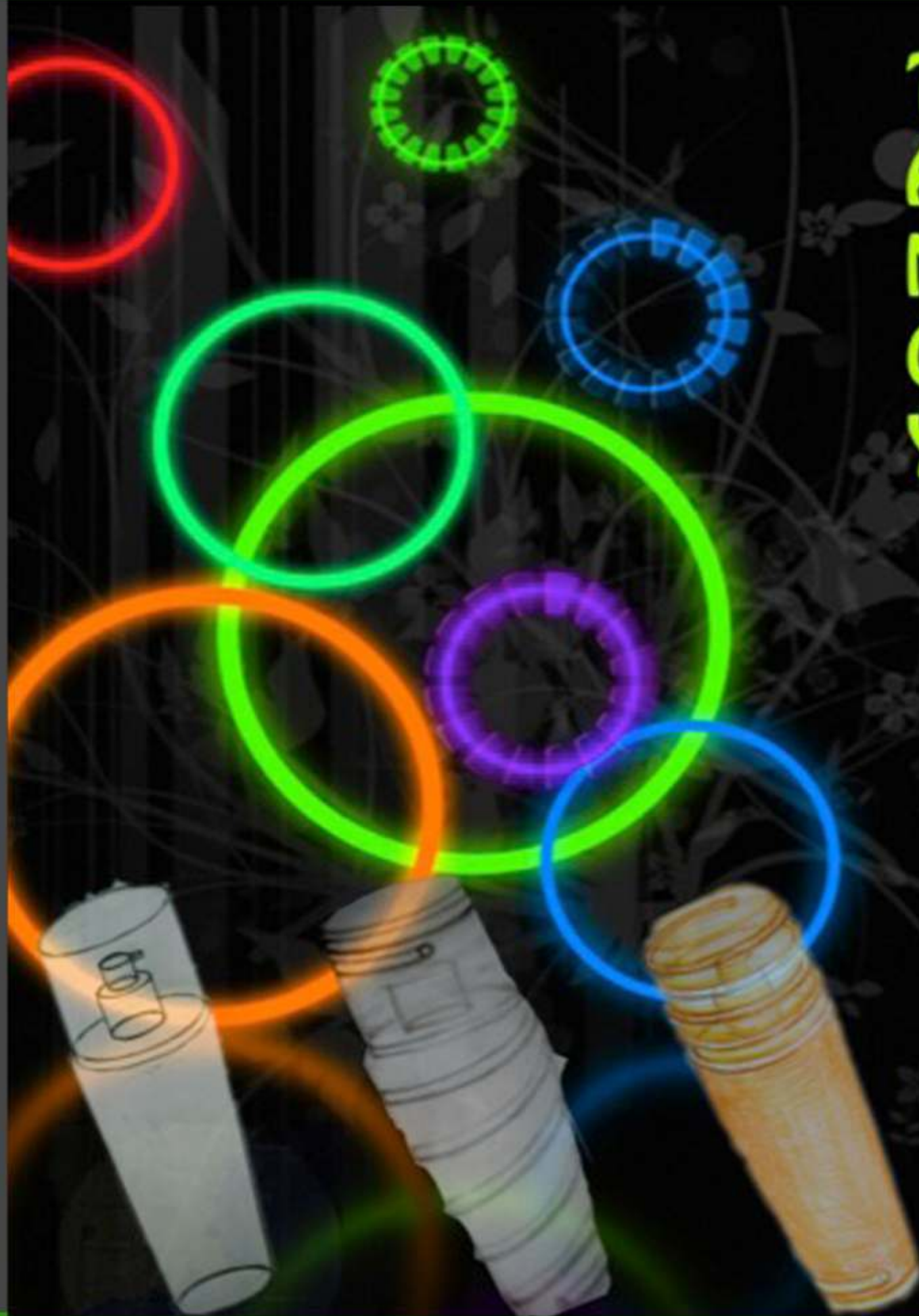


# Lotus Sunscreen Bottle Hardware Detailing and Product Development (Trend)





# Lotus Sunscreen Bottle Hardware Detailing and Product Development (Trend)



TANGY  
SWIRLS

The inspiration being a popular trend today-Neon, this product brings out an important part of the subject- i.e, Neon tubes which have been replicated and wrapped around parts of product.





# Theme: COLOURS

“ The eco-friendly and funky collection of Trash Bins uplifts the mood and spirits of the consumer and the room. The colours come out vivaciously with the Environment friendly materials used. Add some colour in your room and life! ”



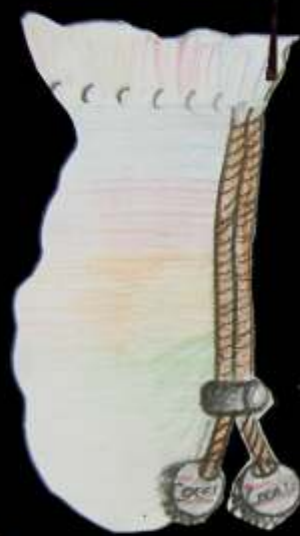
# Trash Bin Design Solution



Inspiration: Colours

Material: Waste wrappers

Consumer: 12-20 years Individual



Closing mechanism with coke  
bottle cap ends



Recycled Paper packet fixed  
in the bin



Rendered Sketch



A different view



# Trash Bin Design Solution

Matchboxes  
stitched  
together



Inspiration: Colours  
Material: Matchbox, Rubber  
Consumer: 13-20 year Individuals

Newspaper Lining  
inside



Provision given to  
carry bin



Flap opening for  
large trash objects  
and for cleaning



Rubber opening  
to avoid exposure of  
trash to outside



# Trash Bin Design Solution

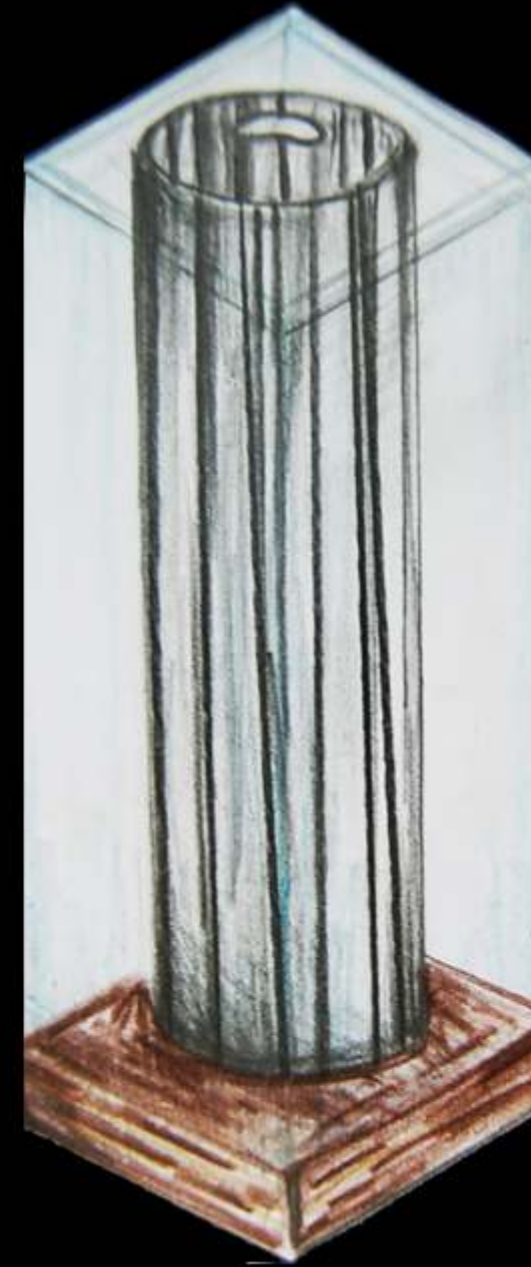


Potpourri

Wooden Base



Potpourri packed between the acrylic and stainless steel bin.



Another cylinder inside inside the stainless steel cylinder to throw the trash in. This inner cylinder can be removed for cleaning purpose



Inspiration: Colours

Material: Acrylic, Stainless steel, Wood

Consumer: 20- 50 year Individuals

# Reusable Champagne Bottle Packaging Solutions

“ The thought behind these packaging solutions subtly reminds the users of the challenges the world is facing, and encourages them to follow one of the R;s (recycle, reduce, reuse).

The packages are inspired by Champagne itself and work around the Concept of reusing.”



# Reusable Champagne Bottle Packaging Solution

This classy Champagne Bottle Holder can be easily related to Luxury, Elegance and Royalty.

A limited edition, this package encourages users to not waste resources and reuse, by offering consumers ingenious reusability solutions. The Product is made of ecofriendly materials



Embossed logo



Brand Tag

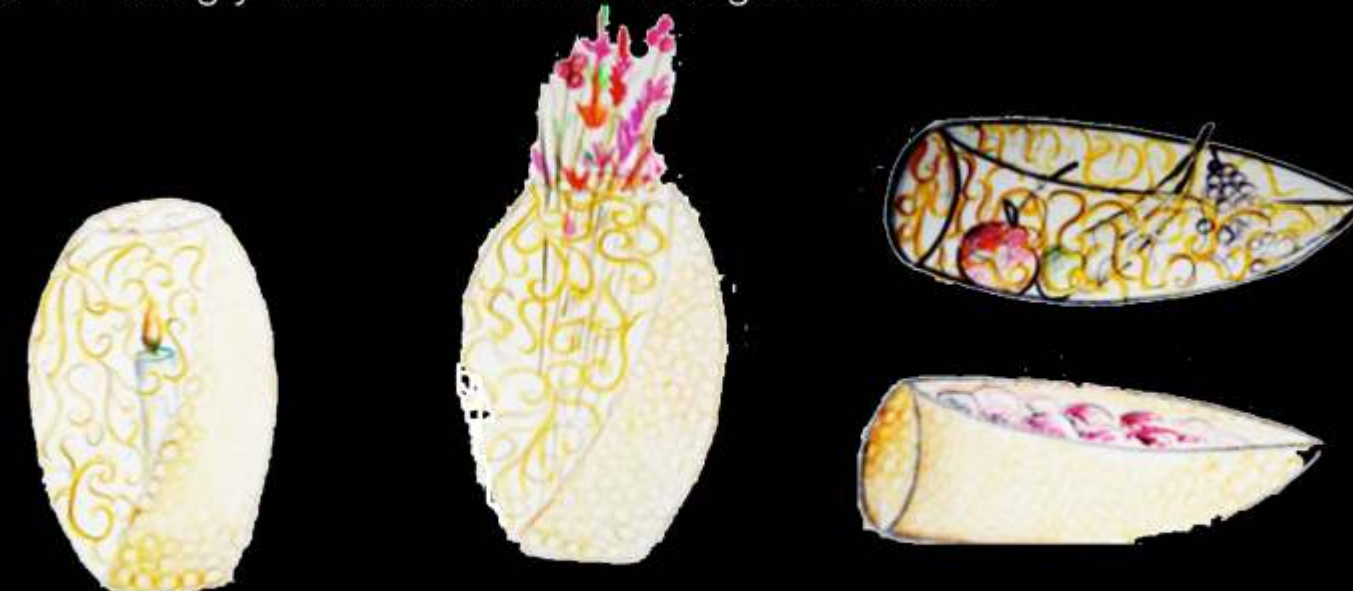
Magnetic strips to join the 2 parts



The package interiors is a soft protective removable cushioning with a bottle cavity so as to snugly fit in the Dom Perignon bottle.



Inspired by Palace of Versailles decor



Reusable as candle stand, flower vase, fruit and chocolate tray



# Reusable Champagne Bottle Packaging



Swarovski crystals element

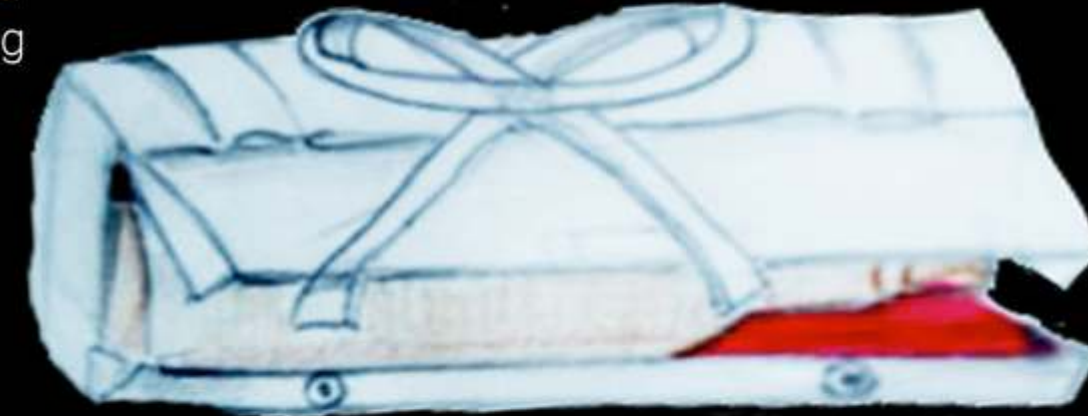


Sticker logo



Satin outer with cushioning

Magnetic buttons to fasten



Velvet lining with protective cushioning

Inspiration: high fashion



Inspired by high fashion or “haute couture” prevalent in France synonymous to luxury and grandeur like that of champagne, this Champagne bottle Package can be reused as a Clutch Purse. in addition to encouraging users to go green, it is made with ecofriendly materials.



# Reusable Champagne Bottle Packaging

Three photo  
frames



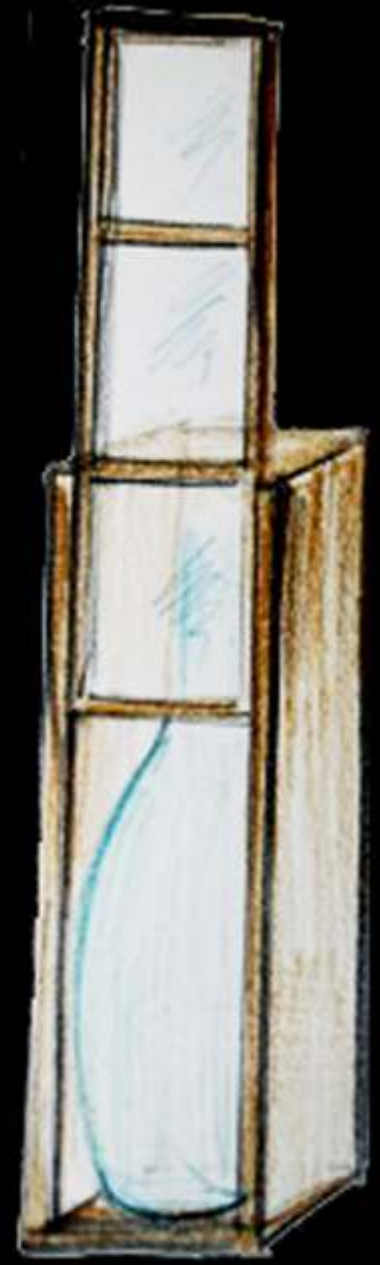
Inspired by celebration of Life, which is also symbolic of Champagne, this Reusable Champagne Bottle Package can be used as a triple photo holder. Alternately it can be used as a CD holder or just a multipurpose box.



Sticker Logo



CD holder



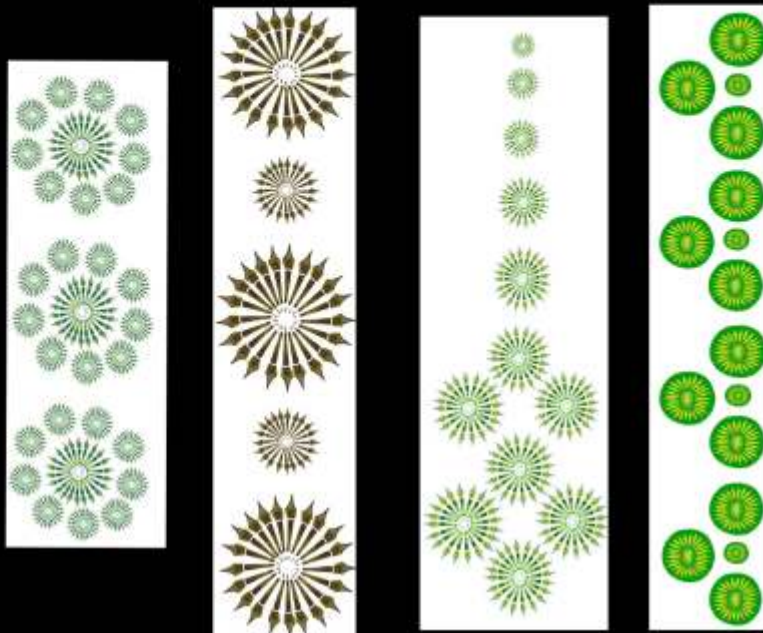
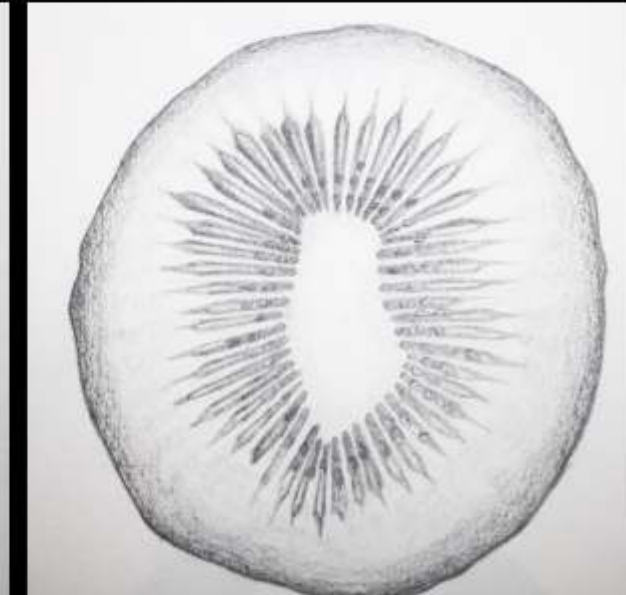
Sliding  
Mechanism

# Motif Exploration and Surface Ornamentation

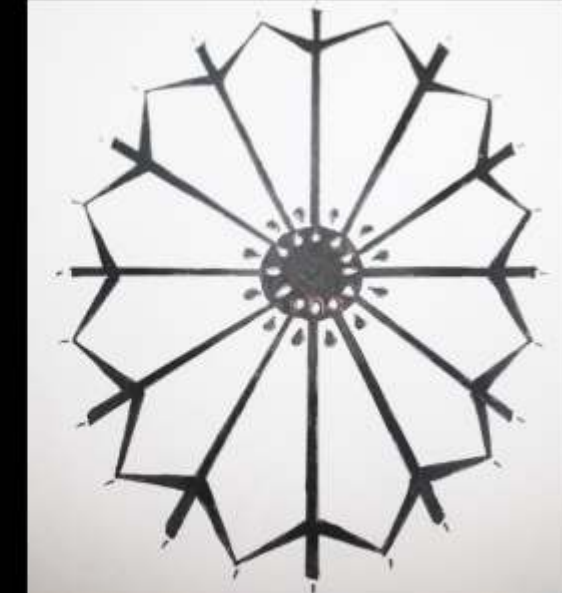
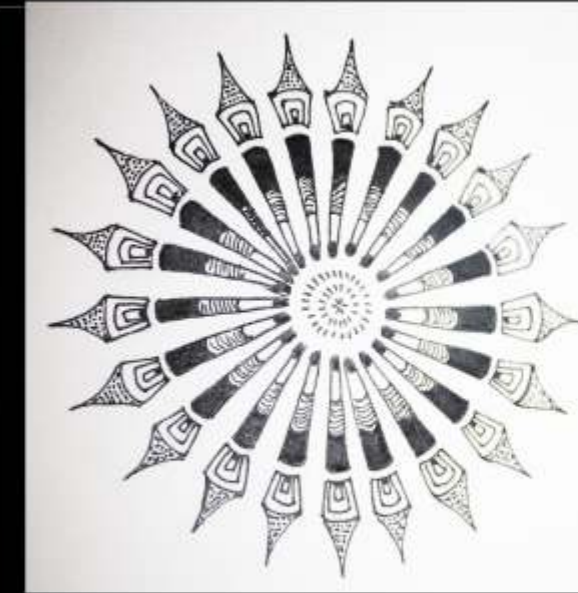
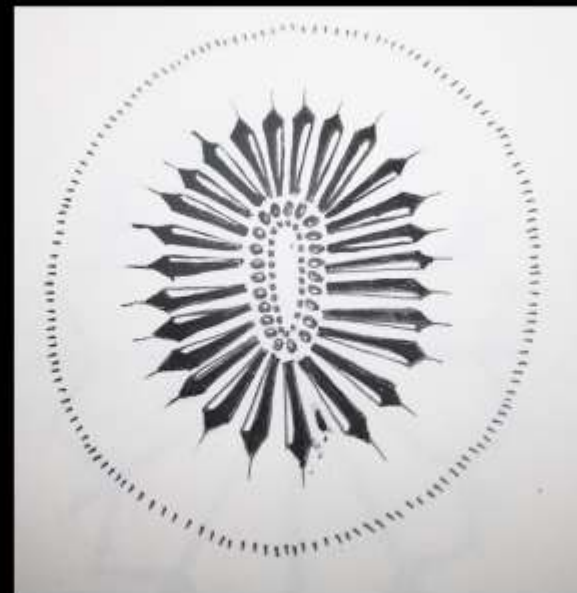
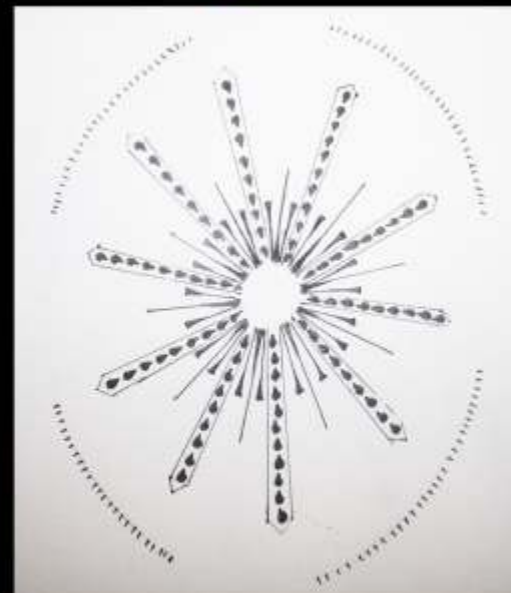
“The crosssection of A Kiwi studied extensively and taken as an inspiration for Motifs used in surface ornamentation in Metal embossing, Stone Carving, Screen Printing and Embroidery,”



# Motifs



Motifs inspired by Kiwi fruit.  
Repetition can be done to make patterns  
for surface ornamentation





# Theme: ME;HIDDEN SELF

“

Trapped in me are hidden  
secrets and emotions waiting to get out and experience  
the world.

I want to break free and love myself-  
love myself for who I am, caress and pamper myself,  
indulge in more than I can imagine.

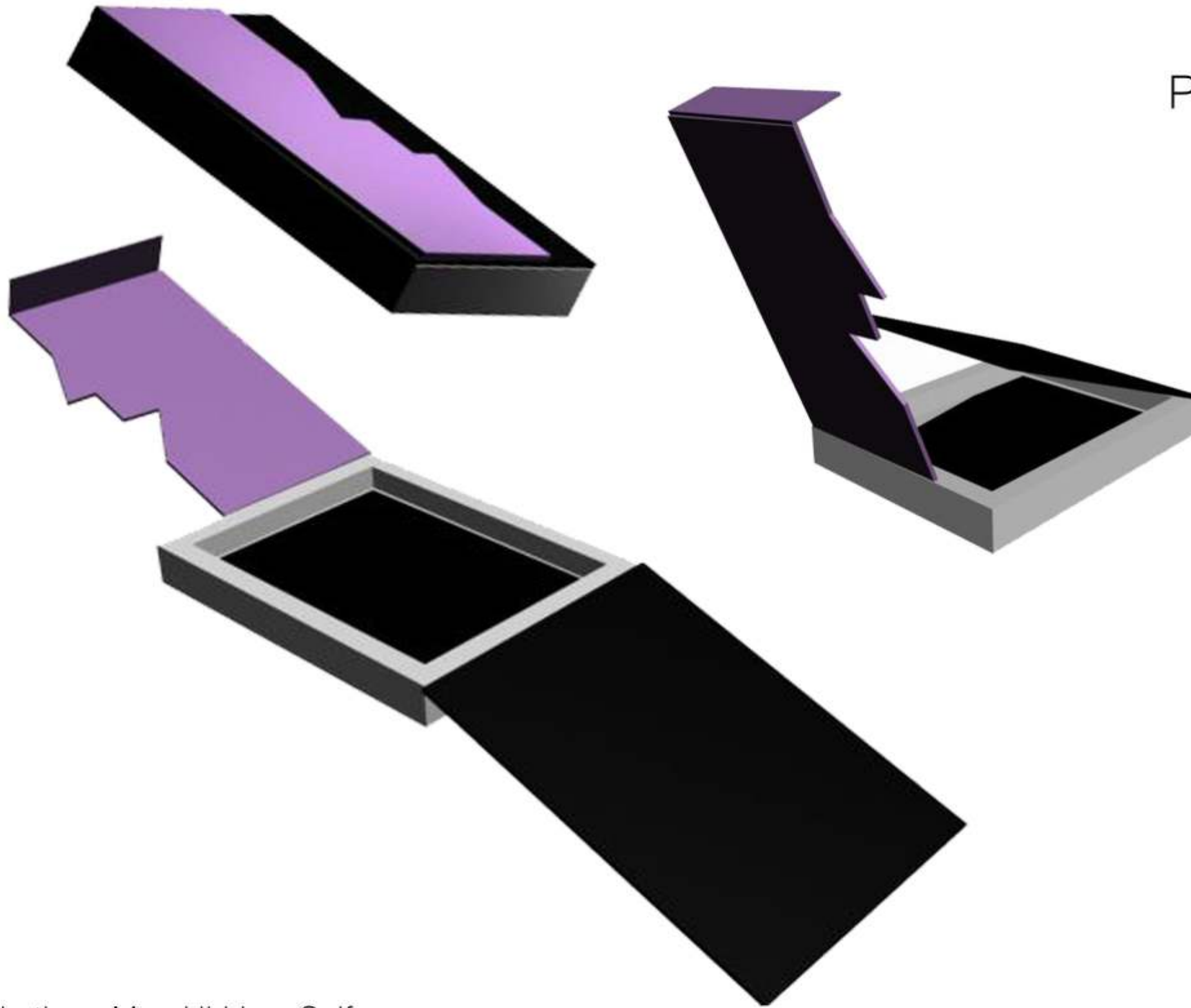
I want the world to see how I'm reflected  
in the mirror.

”

I want, I desire, I love....ME



# Packaging Solutions for Estelle (Selected for top 3)



## Packaging for Jewellery Set

Shows two sides of a woman by the positive and negative space created.

The layers symbolise the many layers hidden in a woman which are peeled off one by one as to encourage a women to show her true self, her true identity, without any qualms about society.

Inspiration: Me; Hidden Self

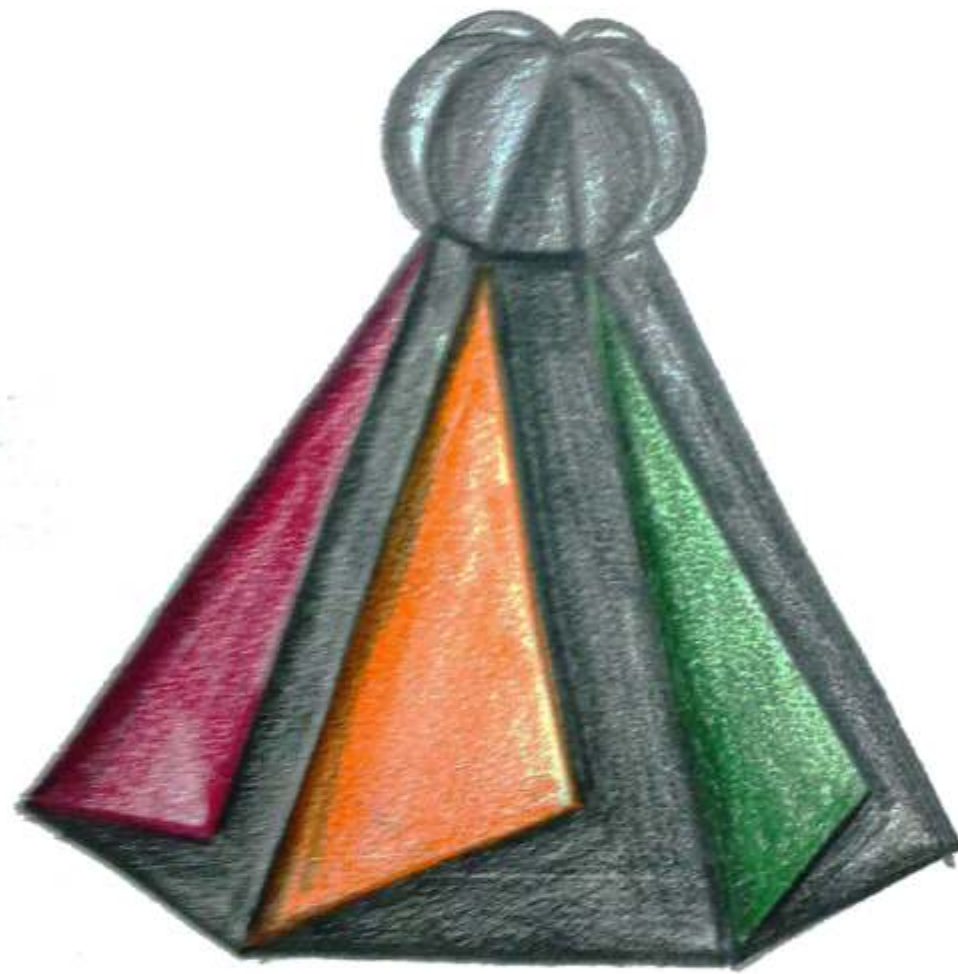
Client: Estelle

Consumer: Women (20-40 years

Middle class and upper middle class)

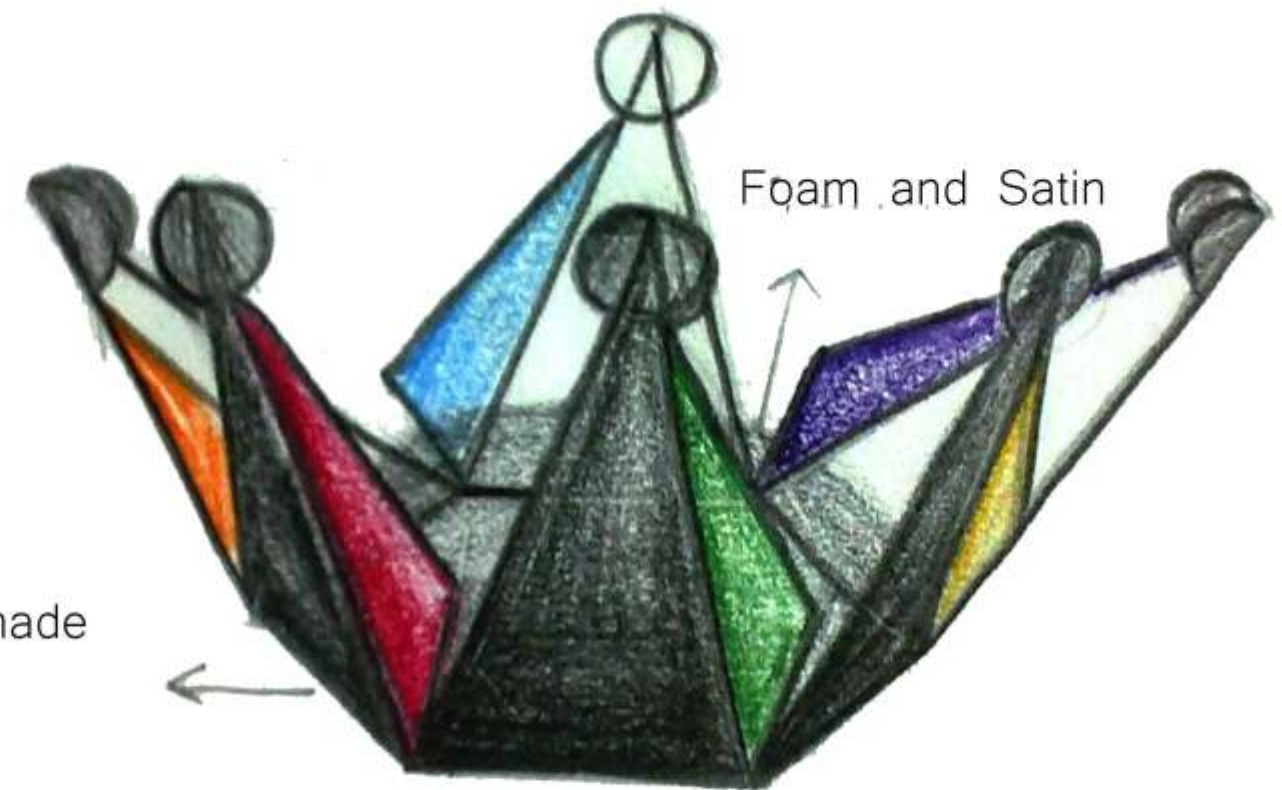


# Packaging Solutions for Estelle (Selected for top 3)



Closed Package

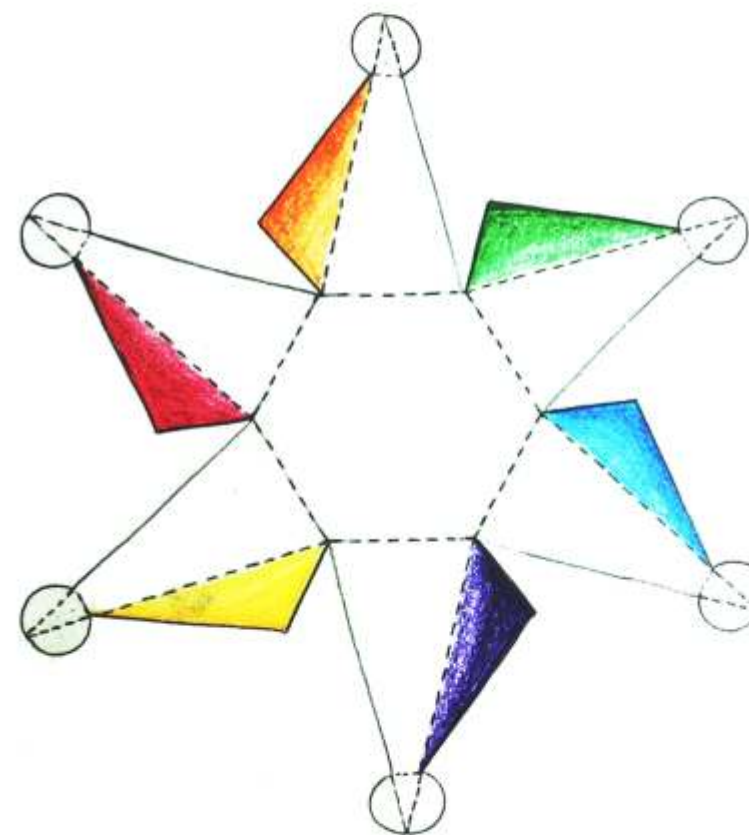
Flaps hold the body together



Handmade Paper

Foam and Satin

Package for Ring, Earrings, or Pendant



The concept of Fission and Fusion is applied here.

A woman breaks free and brings out the colours in her, but also hold herself together very well.

This Ring/Earring/Pendant Package is ideal for gifting purposes.

Inspiration: Me; Hidden Self

Client: Estelle

Consumer: Women (20-40 years

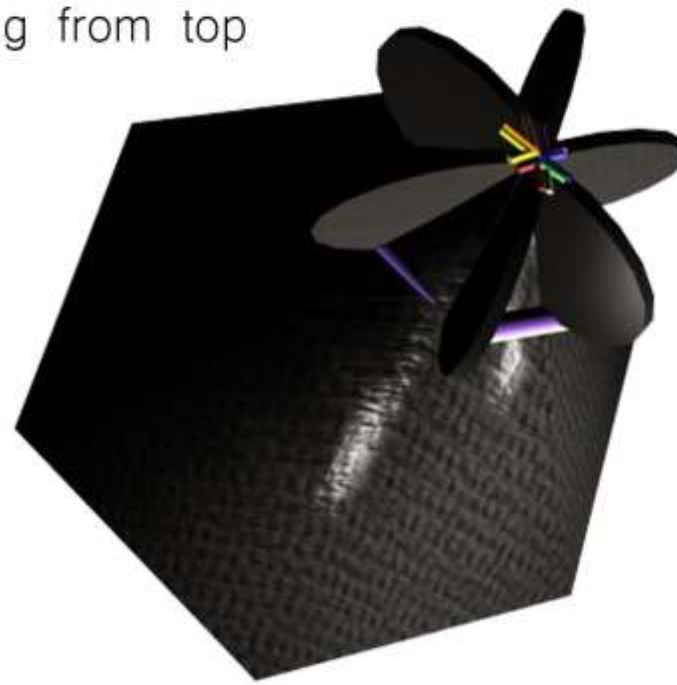
Middle Class and Upper middle class



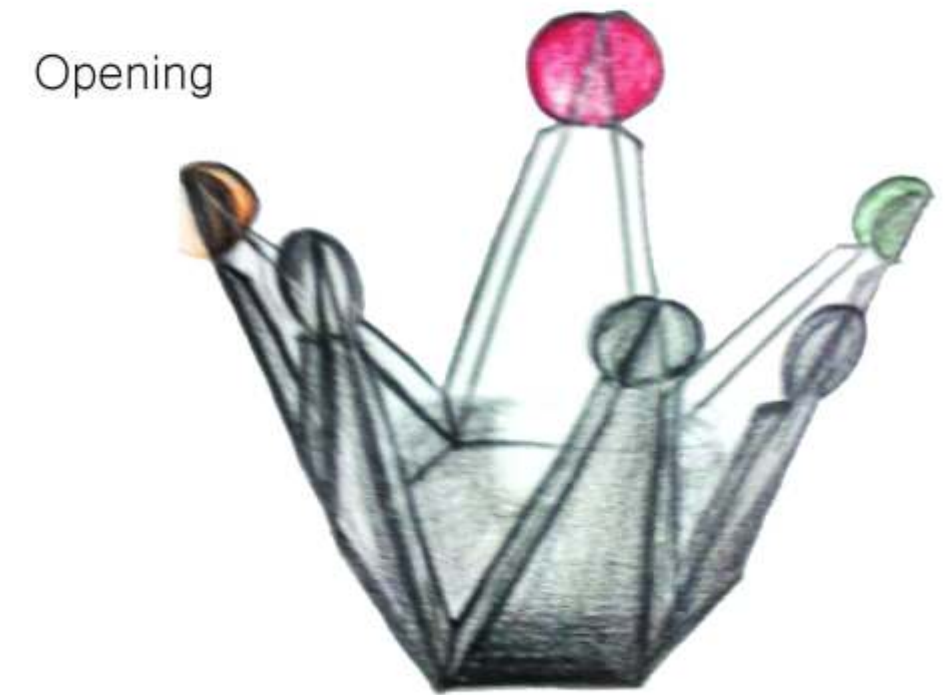
# Packaging Solutions for Estelle (Selected for top 3)



Colours showing from top

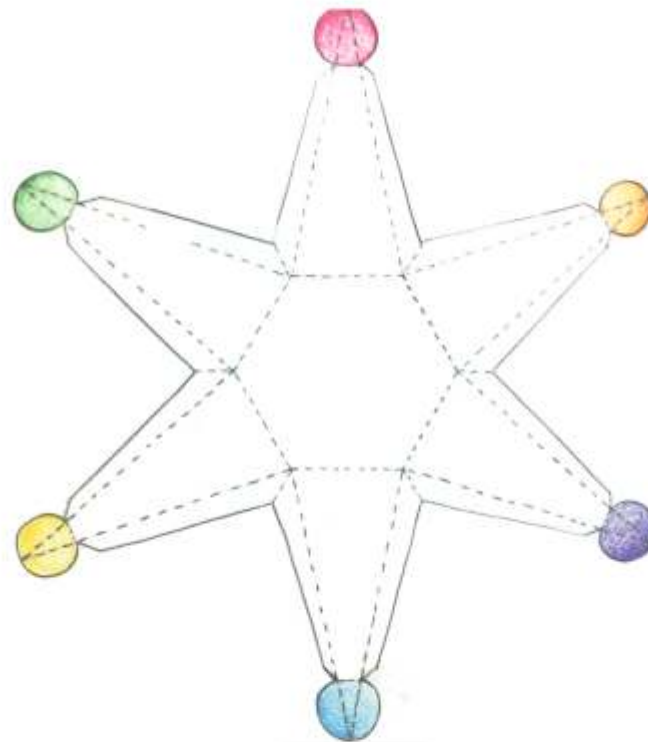


A pouch like closing



Opening

Package for Idols



The concept of Fission and Fusion is applied here.

Breaking out from the norm and celebrating life with colour is what this package depicts.

This Idol Package is ideal for gifting purposes.

Inspiration: Me; Hidden Self

Client: Estelle

Consumer: Women (20-40 years)

Middle Class and Upper middle class

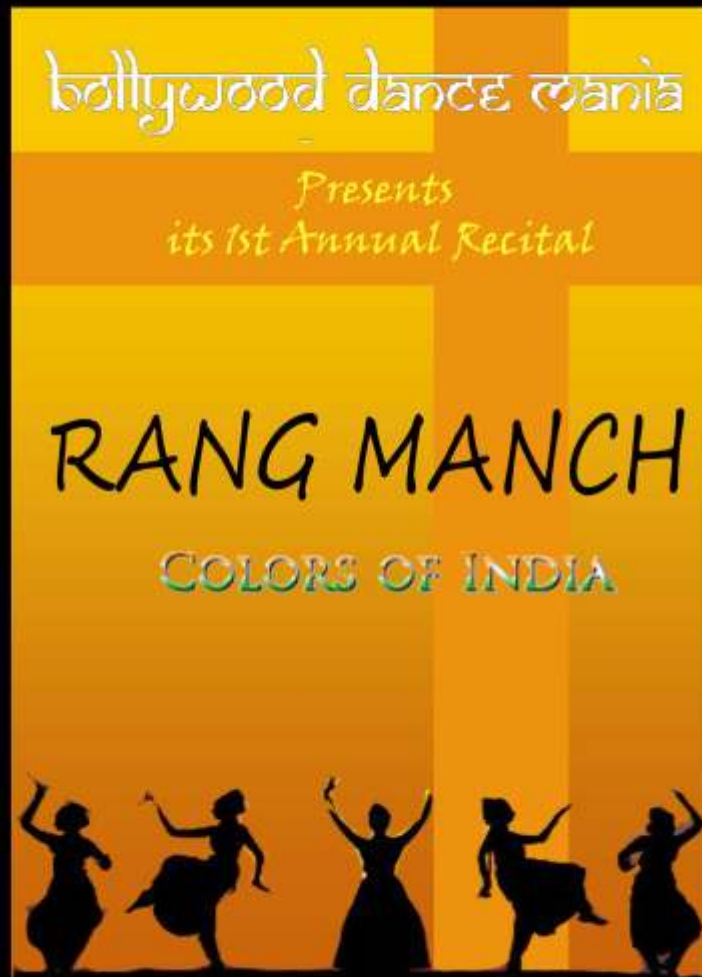


# Promotion Material and Merchandise for U.S based Company

“ Part time job since 2008  
as a Graphic Designer for a  
U.S based dance company,  
Bollywood Dance Mania.”



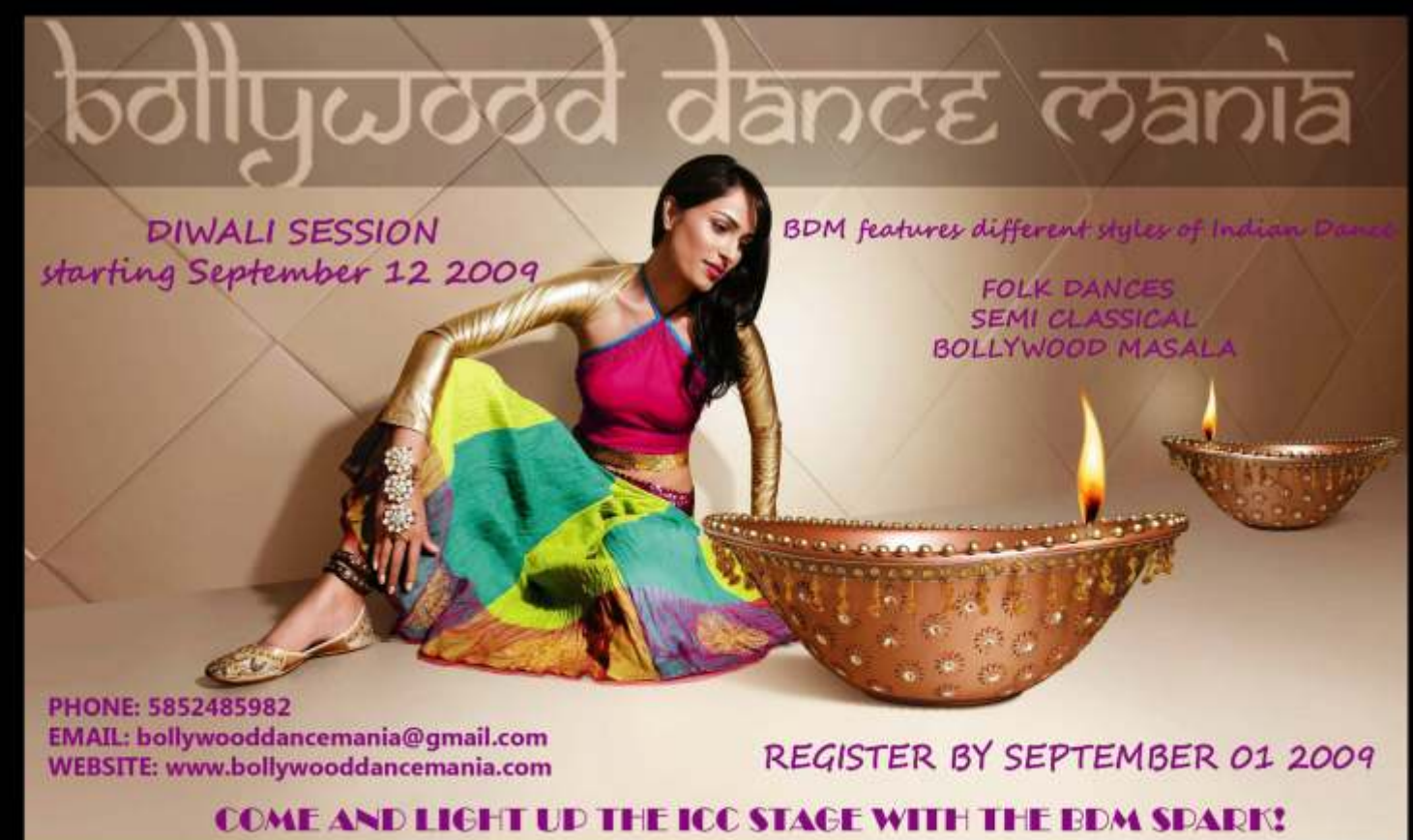
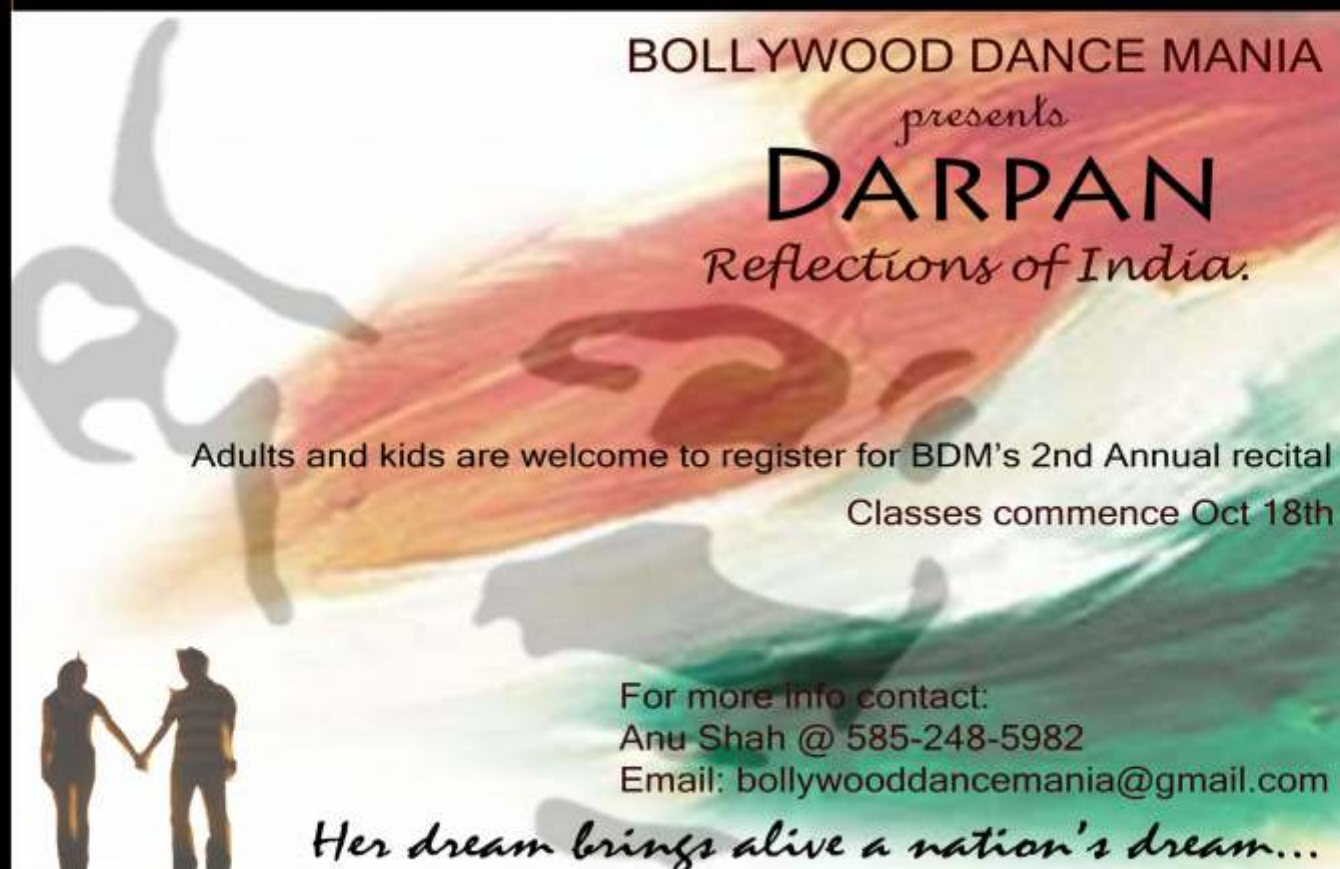
# Graphic Design (Promotion and merchandise for Bollywood Dance Mania, New York, U.S.A)



Graphic work done for  
Bollywood Dance Mania, a Dance  
and Drama Company.



Posters, Playbill, Logo, Merchandise, Audio Visuals, tickets, Brochure





# Photography



Culture



Intricate work in Paigah Tombs



Paigah Tomb



Poverty



Product Photography-  
symbolising the intimacy between a man and woman



Innocence