**THE SCHEDULE**

24.12.2017- Meet with Hina .Content approval phase

Decide the logo,font, colors.

25.12.2017-Image Collection phase

26.12.2017- Image Collection phase

27.12.2017-Image Editing

28.12.2017-Organize and edit the website

29.12.2017- Organize and edit the website

30.12.2017-Approval of website design

30.12, 31.12, 1.1-Hosting

**DETAILS OF IMAGES**

**Image Gallery**

16 pics

Requirement: Hand-picked collection for the Image gallery (A collection of 16 outfits for display)

Home Page (Image Slider)

5 pictures

* Logo
* Apparel(Neatly stacked or placed in racks)
* Purses
* Jewelry
* Mannequins with 2 curated looks

As our placements start on Jan 3rd we might not be able to work on this after that. Hence we are trying to stick to the schedule to get things done. So please choose the apparel for your website on 25th.

**Checkbox for Sunday**

* Logo of Falak Fashion Flair
* Size of Images And Resolution of pics(DSLR Details)
* Font of logo(?)
* Foreground and Background Color
* Return letter Of Approval for website design
* Content Approval-About Us page
* Content Approval-Hina’s Story
* Content Approval-Designer’s Story
* Selecting 16 looks
* Selecting 5 of the best in every collection (For Image Slider)
* Take a picture of Hina using DSLR
* Fb page? Permission letter for fb and insta
* Inform Hina about adding pics to fb and insta pages
* Address, other nitty-gritties to be confirmed
* Get the letter from hina
* Inform her that we will give her 5 reviews

Designer’s Story-

Every pearl stringed in Seema Nair’s jewelry tells a tale. The vibrant motifs, the colorful designs and elegant designs are the perfect fit for every occasion. The statement necklaces will be a head-turner. A student of Fashion designing (Diane Von Furstenberg) and founder of Lavender, her designs are have a classic traditional outlook with a modern touch making them wadrobe essentials.

A student of National School Of Design, Shaima Aslam is a dynamic fashion designer from Chennai. With the vision of providing trendy Apparels every design of hers is unique. An upcoming fashion designer, she has curated the looks for celebrities like Anu Hasan. It would be apt to say that she has the right blend of fashion and tradition in her apparel pieces.

Gulaal Studio has the perfect marriage between the unparalled ethnic look and contemporary style. A designer of couture clothing, their design solutions provide a warm and stylish take on the classic salwar suits. Having designed the apparels for actresses like Aditi Rao Hydari and Kajal Aggarwal, they know the nuances of styling. They have even defined the designer pieces worn by the Bollywood Fashion Icon Sonam Kapoor.

The Chennai based Clothing brand Shuki has the most comfortable looking clothes. After, Fashion’s about being comfortable. An upcoming entrepreuneur, her apparels have the perfect look millennials. These quirky looks will make sure that you look stunning. The casual look of these contemporary outfits suit every occasion.

About Us Story

“There’s only one good, legitimate reason to start a business, It’s to change the world “said Phil Libin. This is the cause taken up by Hina mam which led to the founding of the Falak fashion House. Amidst the bustle of the busy Eldams Road lies this compact, chic boutique. The appropriate cut, the precise sleeve length, the nice texture of the cloth are just the things that you need for every occasion to flatter your flawless self. Here at Falak Fashion House every single detail is taken care of by the passionate designers and Hina mam to ensure that you get nothing less than the best. Be it a traditional festival that you want to pep up with your elegant trendy clothes, to show-off your fashionable avatar for a casual reunion, to spice up your wardrobe with the latest fads or just to feel special about yourself after a tiring week gift yourself a unique, classy piece of Falak apparels.

It takes visionary to understand a cause. But it takes a pioneer to take up the cause. While several upscale fashion stores try to sell the clichéd traditional pieces, the Falak Fashion House tries to give a fashionable spin-off to every traditional dress. From the elegant cold shoulder kurtis to the fancy tops and the funky t-shirts every apparel accentuates your look. With this pop-up store Hina mam provides a platform for the dynamic, deserving entrepreneurs. Falak is not just about apparels and fashion. With every apparel you purchase, you support these enterprising entrepreneurs.

One dress, one visit, one purchase is all that it takes to demonstrate your solidarity. Designed by these lit designers every apparel is a masterpiece.Choose Falak Fashion House for your OOTD to turn your fb likes to love and wow. Choose Falak to make eyes turn at a party. Choose Falak to spruce up your wardrobe.Come,Discover the Diva In you!!!

I approve the following content for publishing on the website. I also take full responsibility for the designer stories and the marketing of their labels and clothes. I understand that Srividhya S Subramanian and Sakshi Srirangam have just expressed their opinion about the collections and in no way have they tarnished or tainted the image of either Falak Fashion Flair, the designers or their labels.

**FALAK FASHION FLAIR**

From

Hina

Falak Fashion Flair

Teynampet

Chennai

24.12.2017

I allow Srividhya S Subramanian and Sakshi Srirangam to handle the official social media handles (Facebook and Instagram ) until they get the website up and running. If Falak Fashion Flair does not have the same already, I allow them to create new accounts for this purpose. I hereby authorize them to use handle the social media for Falak Fashion Flair. I understand that only the collection approved by me will be showcased on these platforms. Also, I handover my logo to them for display.