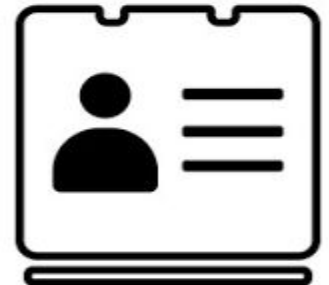# DIGITAL PORTFOLIO

STUDENT NAME : HASEENA SHERIFA . M

REGISTER NO AND NMID : 2428B0222 / asbru3j2428b0222

DEPARTMENT : Computer Science with Data Analytics

COLLEGE : Tiruppur Kumaran College for Women
Bharathiyar University .

FASHION DESIGN

AGENDA

- PROBLEM STATEMENT
- PROJECT OVERVIEW
- END USERS
- TOOLS AND TECHNOLOGIES
- PORTFOLIO DESIGN AND LAYOUT
- FEATURES AND FUNTIONALITY
- RESULTS AND SCREENSHOT
- CONCLUSION
- GITHUB LINK

PROBLEM STATEMENT

 Fashion designers struggle to create clothes that fit everyone well .

Its hard to balance style , comfort and sustainability . Materials that are eco –friendly can be costly or limited . Fashion trends change quickly , causing waste . Customers want unique designs that last longer . Designer need to create stylish , comfortable and sustainable fashion . Many cloths are not comfortable or durable . Fashion often ignores different body sizes and shapes .

PROJECT OVERVIEW

❖ A creative fashion project exploring innovative designs that merge tradition , style and sustainability .

❖ This project develops a unique clothing collection highlighting model aesthetics with eco-conscious choices.

❖ A fashion design journey from concept to garment, blending culture , creativity and functionality.

❖ Designing a sustainable fashion collection that reflects current trends while promoting ethical practices.

❖ A project aimed at redefining fashion by combining artistic inspiration, technology and sustainability.

👤 ABOUT ME

   I am a passionate fashion designer who loves blending creativity with Functionality. My design philosophy focuses on creating innovative, sustainable, And stylish garments that reflect personality and culture. With a strong foundation in sketching , draping and digital design, I aim to bring unique concepts to life while keeping comfort and elegance in mind.

🔄 PROJECTS

1. Evening gown collection

- o   Inspired by the elegance of flowing water
- o   Used silk and chiffon fabrics with hand embroidery.
- o   created sketches , fabric, swatches and a final runway-ready design.

2.Casual wears

- o   Casual wear is designed to be easy to wear , focusing on comfort with

relaxed fits and soft, breathable fabrics.

o Casual wear combines basic , minimalist designs with trendy elements , allowing
People to look good without trying too hard.

3.Spring collection

o use of light weight materials like cotton and crepe to keep cool as temperatures
rise.

o predominance of pastels , floral motifs, bright colors and playful patterns that
evoke
The freshness and bloom of spring.

SKILLS

❑ Sketching & illustration
❑ pattern making
❑ Fabric knowledge

WHO ARE THE END USERS ?

- In fashion design , the end users are the final consumer who buy and Wear fashion products. These are the people designers ultimately design For their needs , preferences , life style and behavior influence every parts Of the design process .

- Fashion is not just about creativity – its also about function , fit , identity And expression.

- They are the target audience that the product is ultimately made for – not the retailers , buyers are manufacturers but the people who buy the fashion to wear it .

⚙ TOOLS AND TECHNIQUES

Tools :

Fashion designers use a wide range of tools to bring their creative visions to life , Combining both traditional techniques and modern technology . Essential physical Tools include sketch books , pencils , measuring tapes , fabric , scissors and dress Forms , which are used for sketching , pattern making and draping fabric . For Sewing and garment construction , tools like sewing machines , over lockers and Irons are indispensable . In the digital space , software such as Adobe illustrator , CLO 3d and TUKA cad allows designers to create detailed technical sketches , digital Patterns and 3D garment simulations .

Techniques :

- beginning the design process with sketches to visualize style , silhouette , And garment details .
- creating templates for cutting and assembling fabric pieces including flat Pattern drafting and draping on mannequins.
- physically manipulating fabric on a form to develop design shapes and fit.

- stitching fabric pieces with techniques including couture sewing and invisible seams. .
- applying knowledge of color matching , harmonies and impacts on design aesthetics .
- utilizing computer- aided design to streamline the design and pattern making Process .

PORTFOLIO DESIGN AND LAYOUT

Cover page :
   Features the designer's name , logo, and contact details for clear identification.
Navigation :
   Simple menu at the top enables effortless movement across sections like Collections , skills and contact .
Skills and collections :
   skills are quantified and visually displayed; collections are separated with large, labeled cards .
Responsiveness :
   The layout adapts to multiple devices and screen sizes , optimizing readability and usability .

⬡ FEATURES AND FUNCTIONALITY

Features :

- **Silhouette and shape** : The overall outline and form defines garment style and Body interaction.
- **Line, texture and color** : Elements that influence movement , tactile sensation, Mood and emotion .
- **Material choice** : Fabrics dictate drape, durability and visual texture , influencing Both look and function.

Functionality :

- **Performance and utility** : Clothing designed for specific activities which may Include moisture management, flexibility or technical features like water-Proofing.
- **Protection** : Apparel for weather, occupational hazards or even medical needs .
- **Inclusive Design** : Adaptive clothing for accessibility, considering mobility or Sensory needs .

RESULTS AND SCREENSHOT
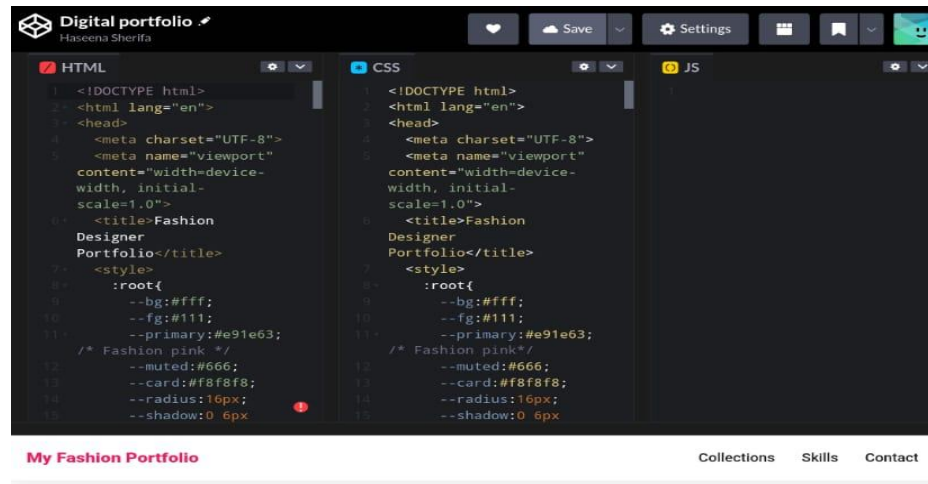
See My Work

My Collections

Collection 1

Spring Collection

Collection 2

Casual Wear

Collection 3

Evening Gowns

Skills

Sketching & Illustration

Pattern Making

Fabric Knowledge

Contact Me

M.Haseena sherifa

Your Email

Your Address

submit

CONCLUSION

Fashion design is the art of expressing creativity through clothing ,
Blending style with culture and innovation . It reflects individuality while
Shaping trends and inspiring confidence.

Fashion design is more than creating ;it is an art form that blends creativity, culture and functionality. It reflects identity, expresses individuality and
often sets the tone for social trends. A successful fashion designer not
only designs garments but also understands fabric, color, history and market needs.