

DESIGN BRIEF

Design a comfortable yet stylish Beret hat for everyday chic styling. Document the process and also make mockup before the final product.

USER PERSONA

DEMOGRAPHICS

- **Age Group:** 22–35 years
- **Location:** Urban areas (Mumbai, Delhi, global fashion hubs)
- **Occupation:** Fashion influencers, content creators
- **Income:** Middle to upper-middle class, with disposable income
- **Behavior:** Seek unique accessories to elevate their style.

MOTIVATION

- Stand out as trendsetters with versatile, high-quality, statement pieces
- Balance authenticity with staying ahead of fast-moving fashion trends

CHALLENGES

- Keeping their style fresh while pushing boundaries
- Aligning fashion choices with personal and audience preferences

Individuality

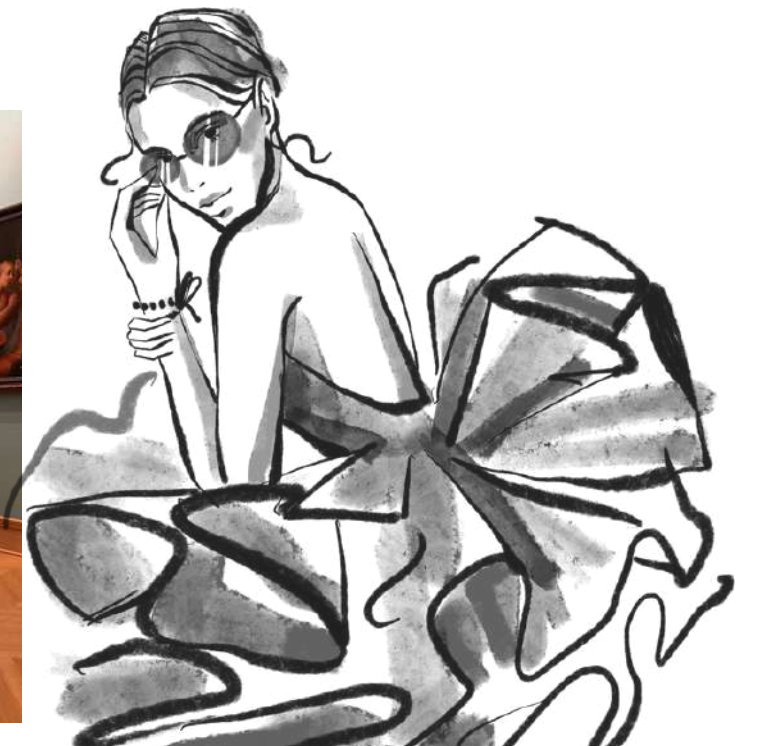
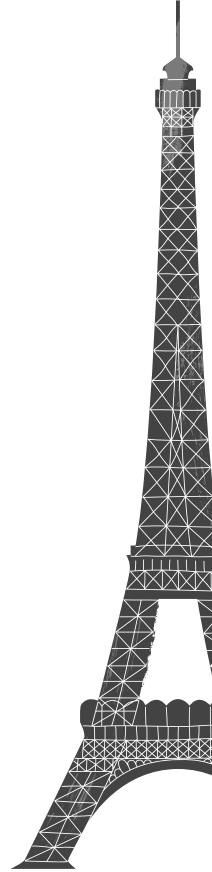
Bold



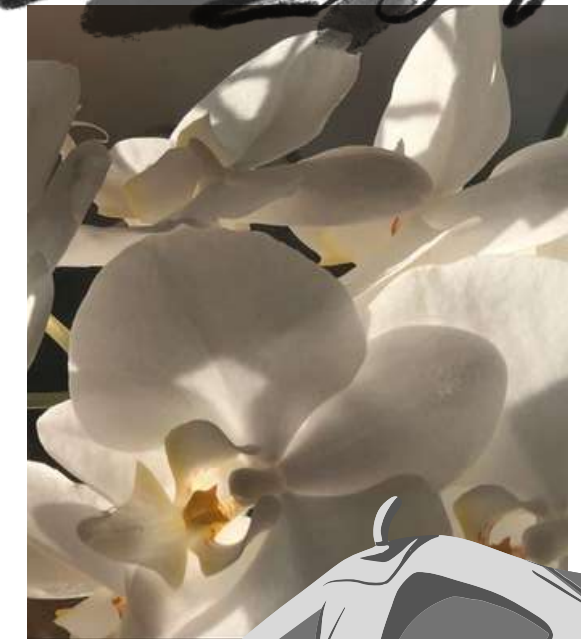
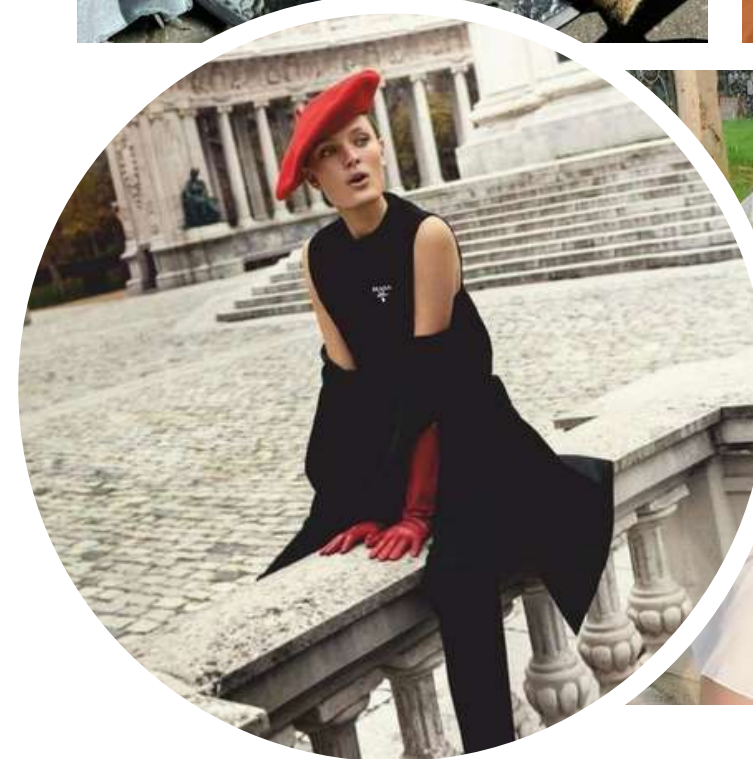
→ Trend-setters

→ Experimental

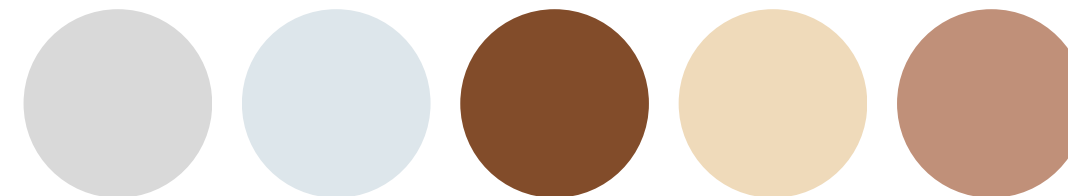
CONCEPT



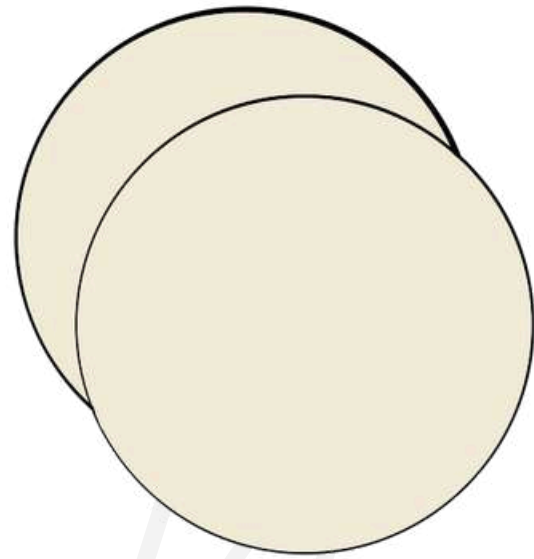
Concept



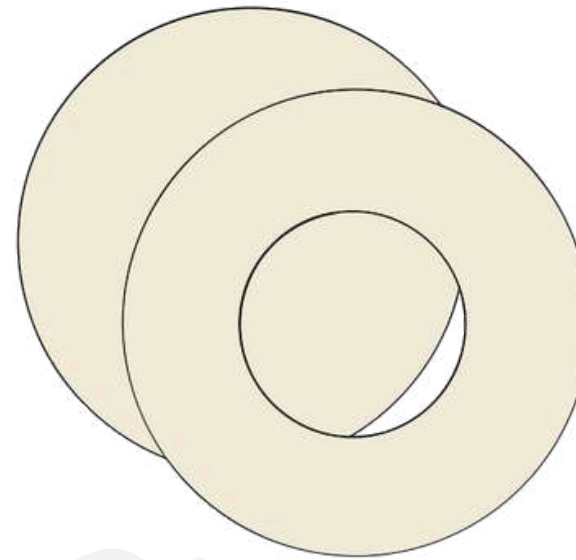
The beret hat concept is designed for fashion-forward influencers who seek versatile, everyday accessories. It offers a chic and practical design that can easily complement various outfits, from casual to stylish. The hat serves as a staple piece that enhances everyday looks while maintaining a modern, fashion-forward appeal.



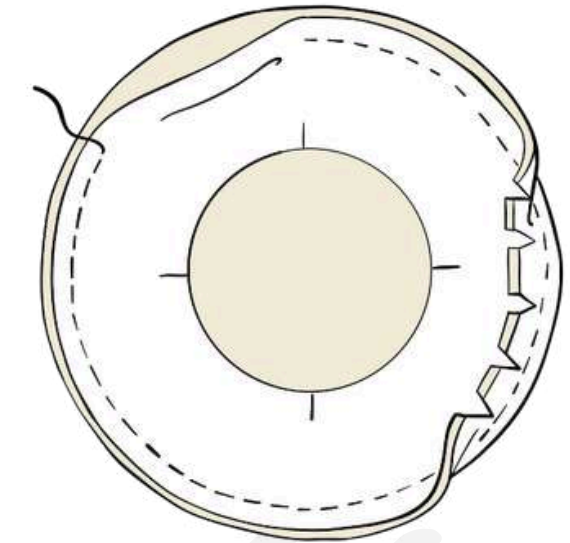
MAKING PROCESS



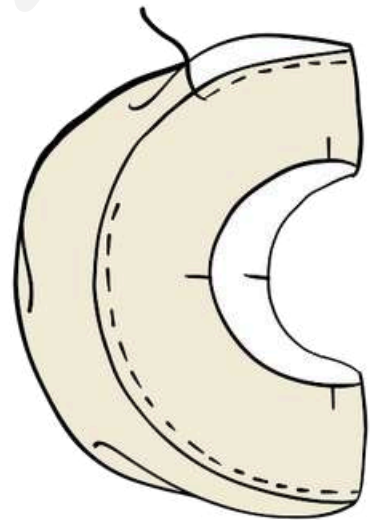
Cut 2 circles of diameter 12 inch.



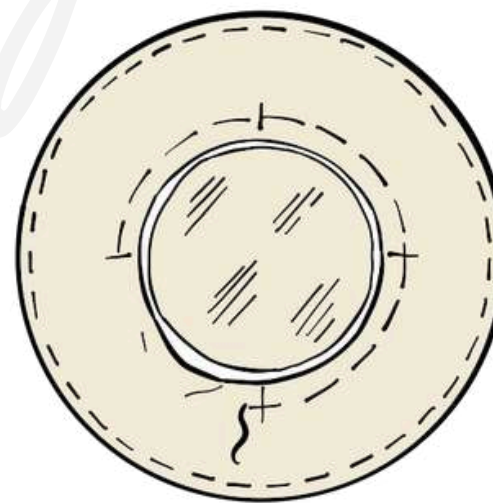
From one of them subtract another circle whose perimeter is equal to the forehead size of your client.



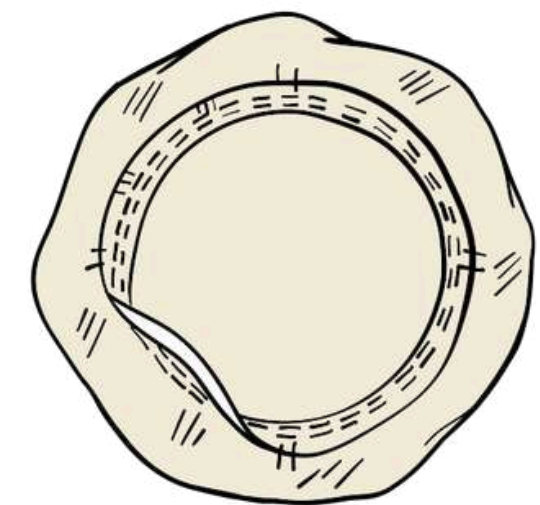
Pin the upper and lower fabric sections together, right sides facing; stitch. Press seams toward the lower section, notching as needed.



Topstitch lower section $\frac{1}{4}$ " (6mm) from seam. Trim seam allowance.



Construct the lining as with the fabric. Pin the lining inside the fabric, wrong sides together, and baste with raw edges even.



Stitch the outermost headband seam to the inner seam and turn it upside down.

BERET IN MAKE



Prototype of



Beret



Photo



Shoot

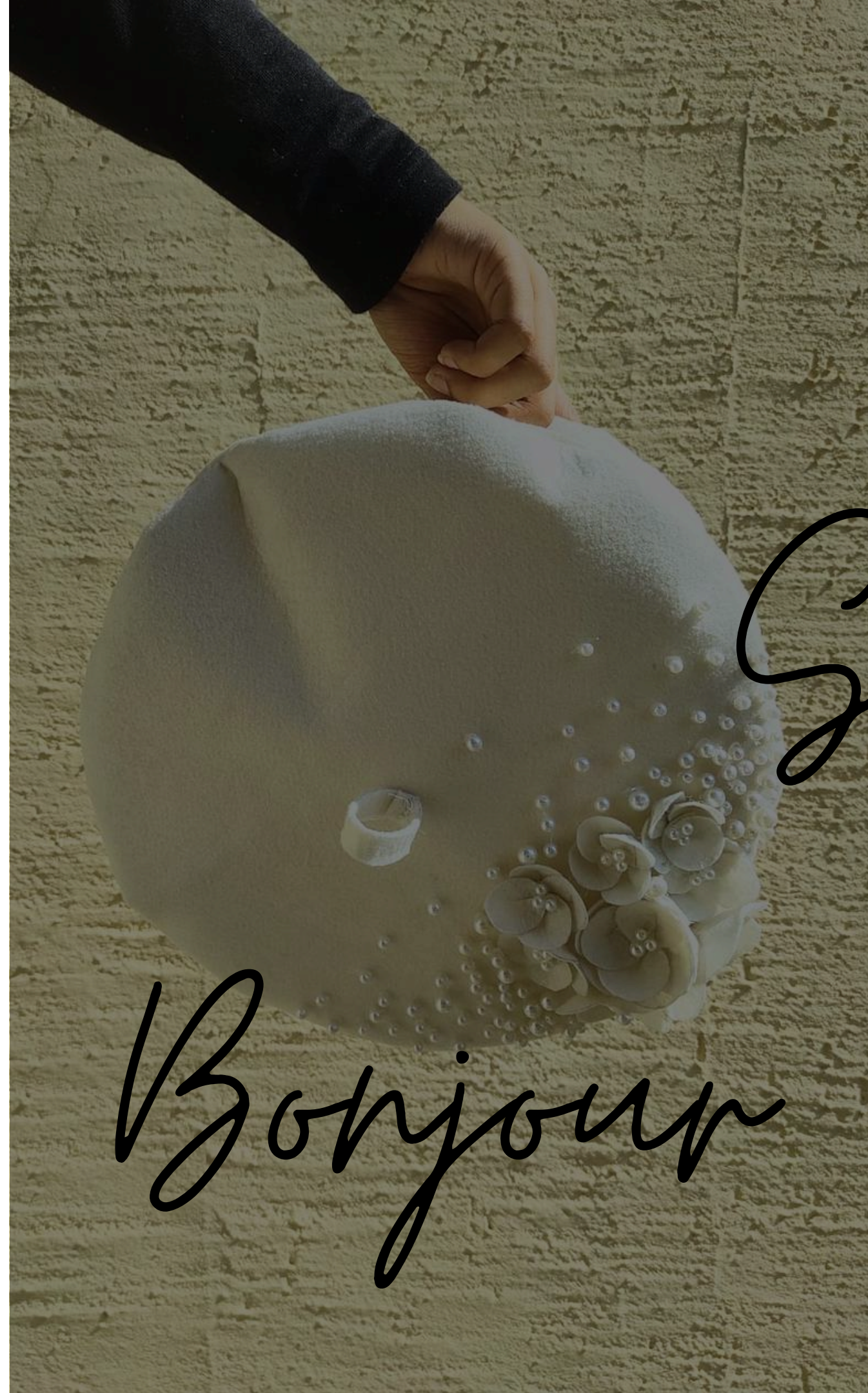


A hand is holding a light-colored beret hat against a textured, light-colored background. The hat is decorated with a cluster of fabric flowers and small beads on the right side. The text "BERET HAT" is centered above the word "Bonjour!".

BERET HAT

Bonjour!

(hand-stitched)



Shoot

Bonjour



