

LIFESTYLE PRIVATE LIMITED

INDUSTRY INTERNSHIP 2022



TEXTILE DESIGN DEPARTMENT
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
KANGRA



29-Jul-22

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Shivani Kumari**, student of National Institute of Fashion Technology, has successfully completed the Internship Project with us from **6th Jun 2022 to 1st Aug 2022**.

Her Project was completed on topic **SS 23 Womens Ethnic Wear**.

Her hard work & contribution to our Accounts are greatly appreciated.

We wish her all the very best for her future endeavors.

**For,
Lifestyle International Pvt. Ltd, Bangalore**

A handwritten signature in black ink, appearing to read 'Kumar Suraj'.

**Kumar Suraj,
HR Head- Lifestyle**

The 'lifestyle' brand logo, with the word 'lifestyle' in a lowercase, sans-serif font and a small orange circle above the letter 'i'.

Lifestyle International Pvt. Ltd

77° Town Center, Building No.3, West Wing,
Off HAL Airport Road, Yamarur P.O
Bangalore – 560 037
Phone: +91 (80) 41796565
Fax: +91 (80) 41528349
www.lifestylestores.com
(CIN – U52190KA1997PTC046775)

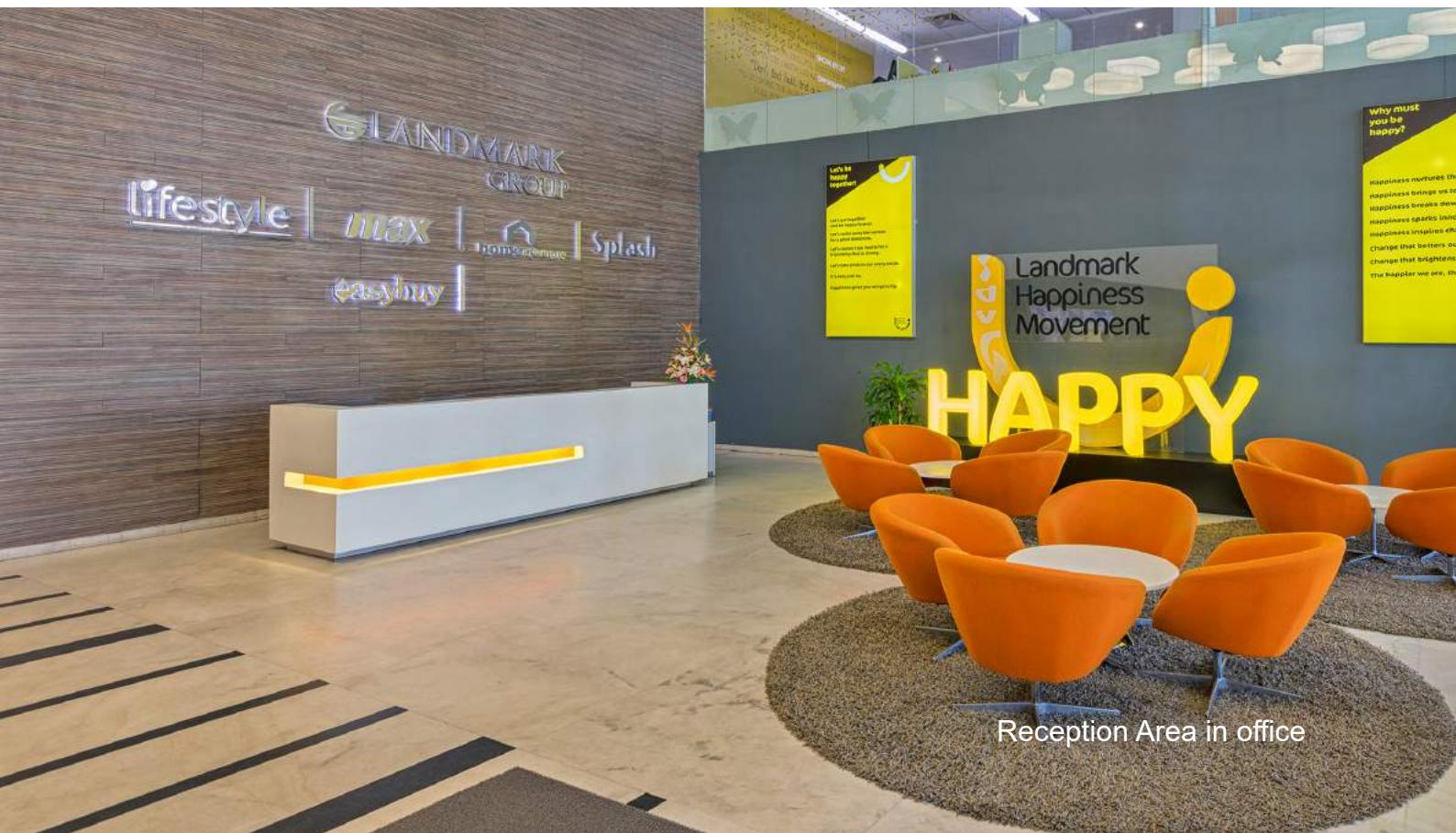


Out view of Landmark

Landmark

Landmark group is a multinational conglomerate based in Dubai UAE headed by Micky Tiani, who is the Chairman of the company. It was founded in 1973 in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organizations in the Middle East and India.

Landmark Group's business can be classified into retail, hospitality and healthcare retail is the group's core focus area and it deals mainly with apparel, footwear, furniture, electronics, cosmetics and beauty products, home improvement and baby products. Under this there is many brand such as lifestyle, max, splash, home centre, fun city, Easybuy, Citymax and so on.



Reception Area in office

Small Scale Project

Lifestyle make a design collection 6 months prior. So for upcoming season that is spring summer. It was Assigned to make collection according to their given story. So I worked for 6-7 story such as

- Anomaly
- Jodi
- Jomo
- Indian Mughal
- Flora and Fauna
- Blue Indigo
- Negative Floral and so on.

So for this I firstly did research work and took out some reference image according to the story. After that taking inspiration from story I made many motifs. From there best motifs was selected and I coloured them and brought those motifs to CAD. There I cleaned the motifs, did the threshold and made a repeat of those motifs.

I explored many other thing such as :-

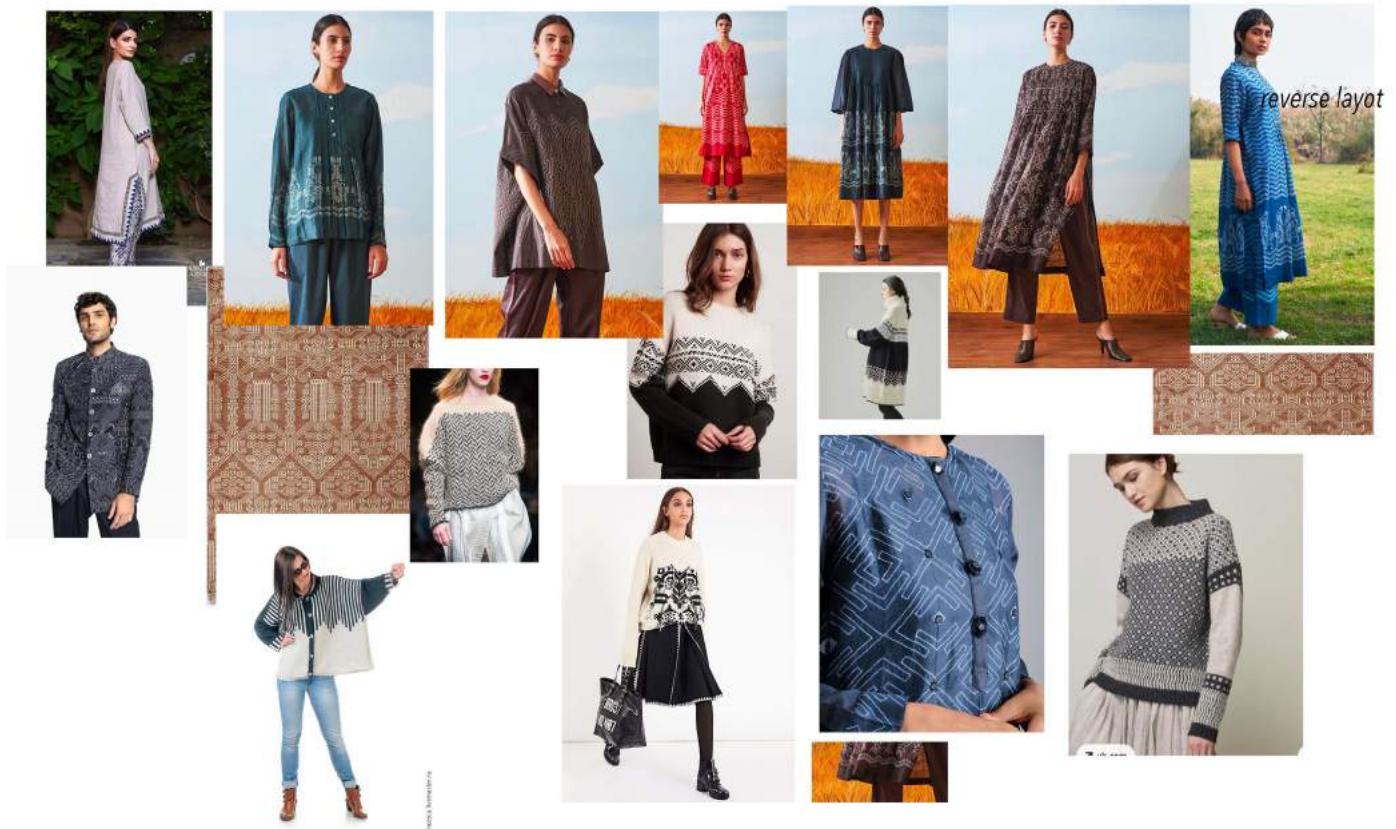
- All over in which random placement of element is made.
- I made 10 to 15 dupatta design according to the given story.
- Repeat pattern.
- Colour palette for product with the help of pantone flyer.
- Illustrator dupatta motif.
- Scarf design.
- Arrangement and cleaning of motifs in design.

Anomaly

The story “Anomaly” is inspired from Rug integrated design

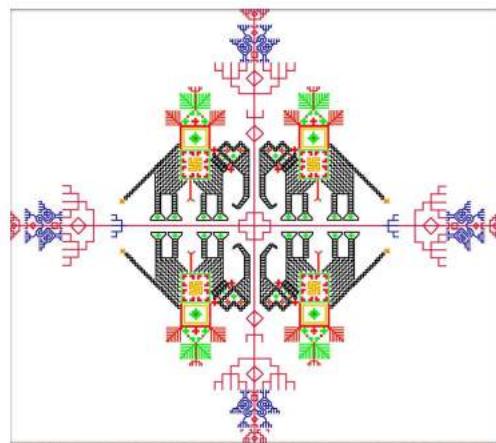
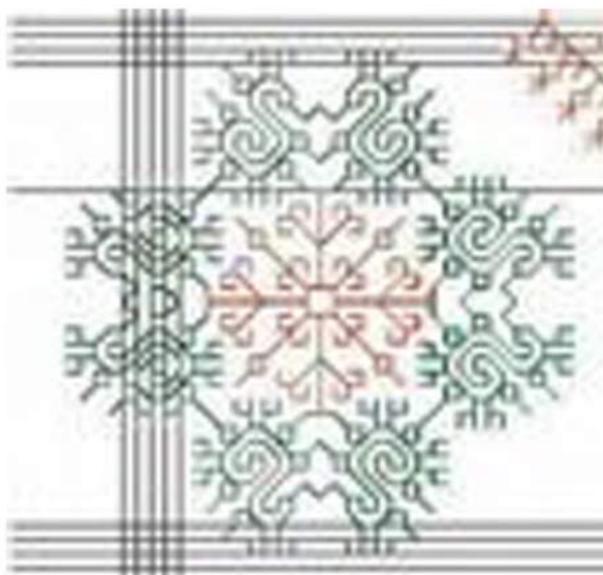
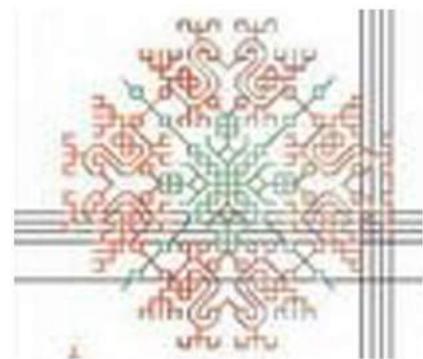
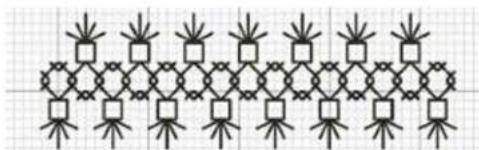
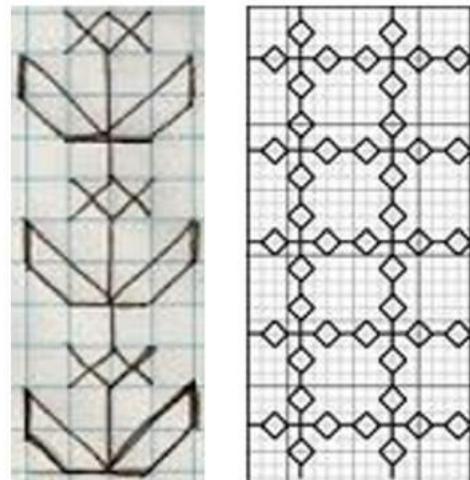


The Mood board was given by the Lifestyle

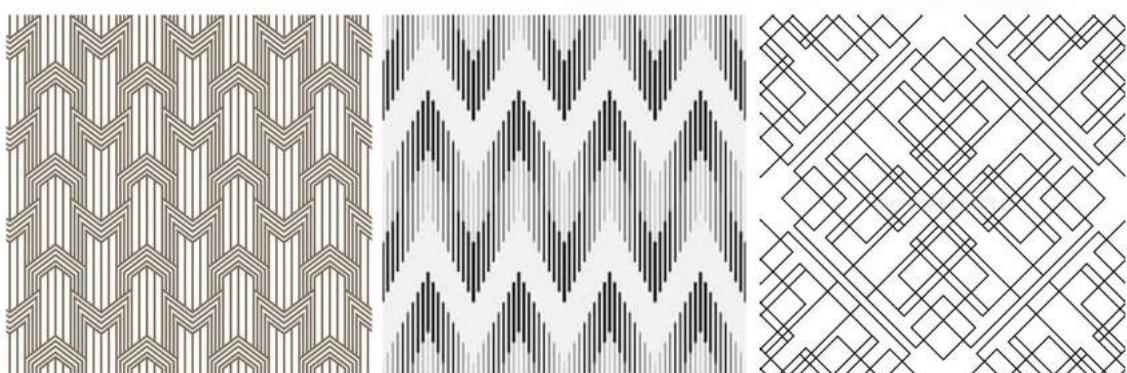


According to the given Board I was asked to do the research in which I have to show the different design idea regarding the print. In addition it was based according to per garment print.

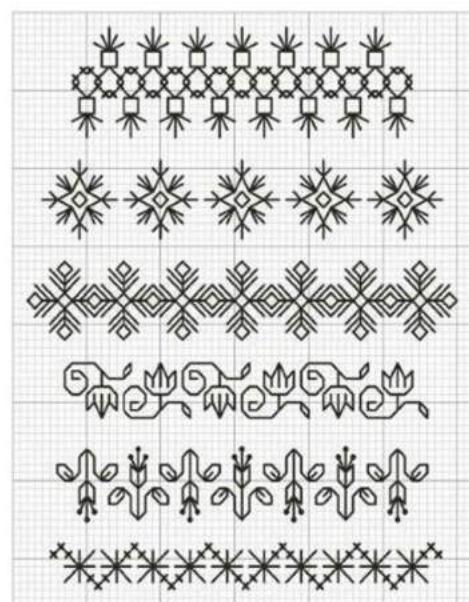
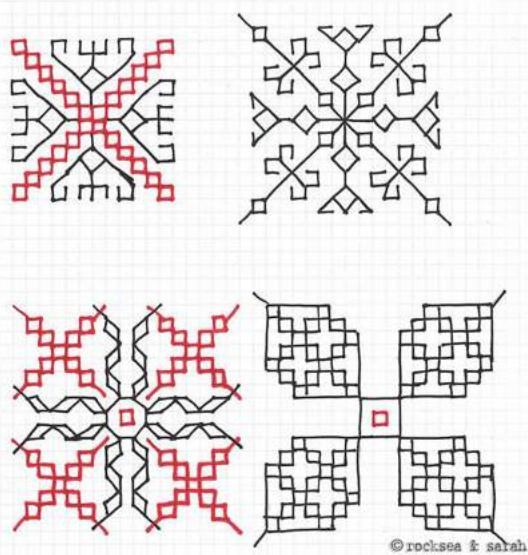
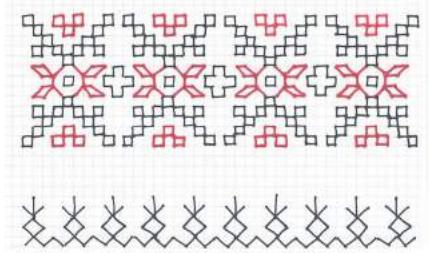
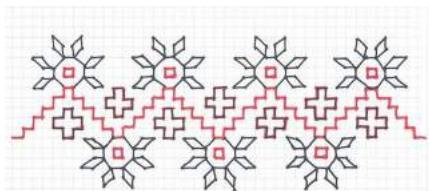
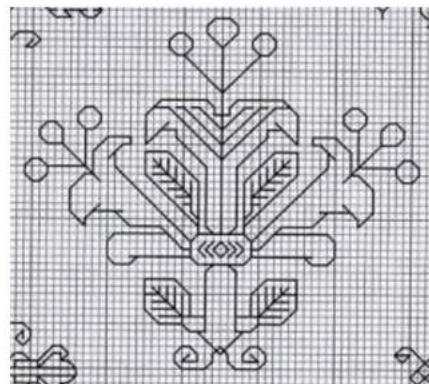
Design 1



Design 2

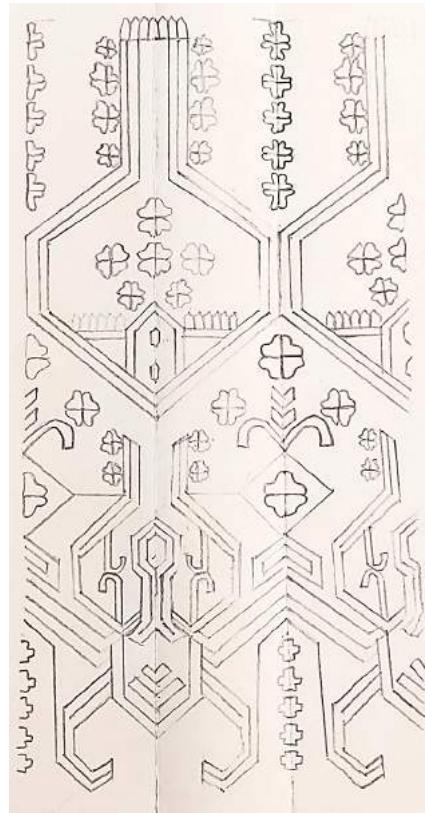


Design 3

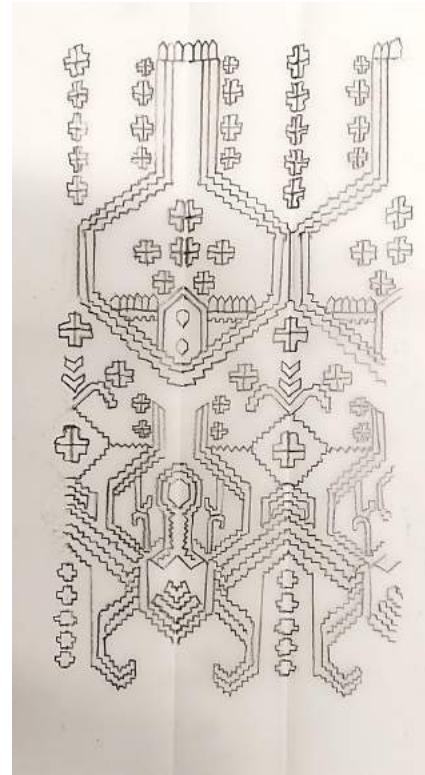




Taking the reference image the motif is designed through two way process firstly it was just suppose to make line drawing on top of that I was asked to make ladder line by taking reference of that line drawing also the size of the motif is same as the size of reference image.

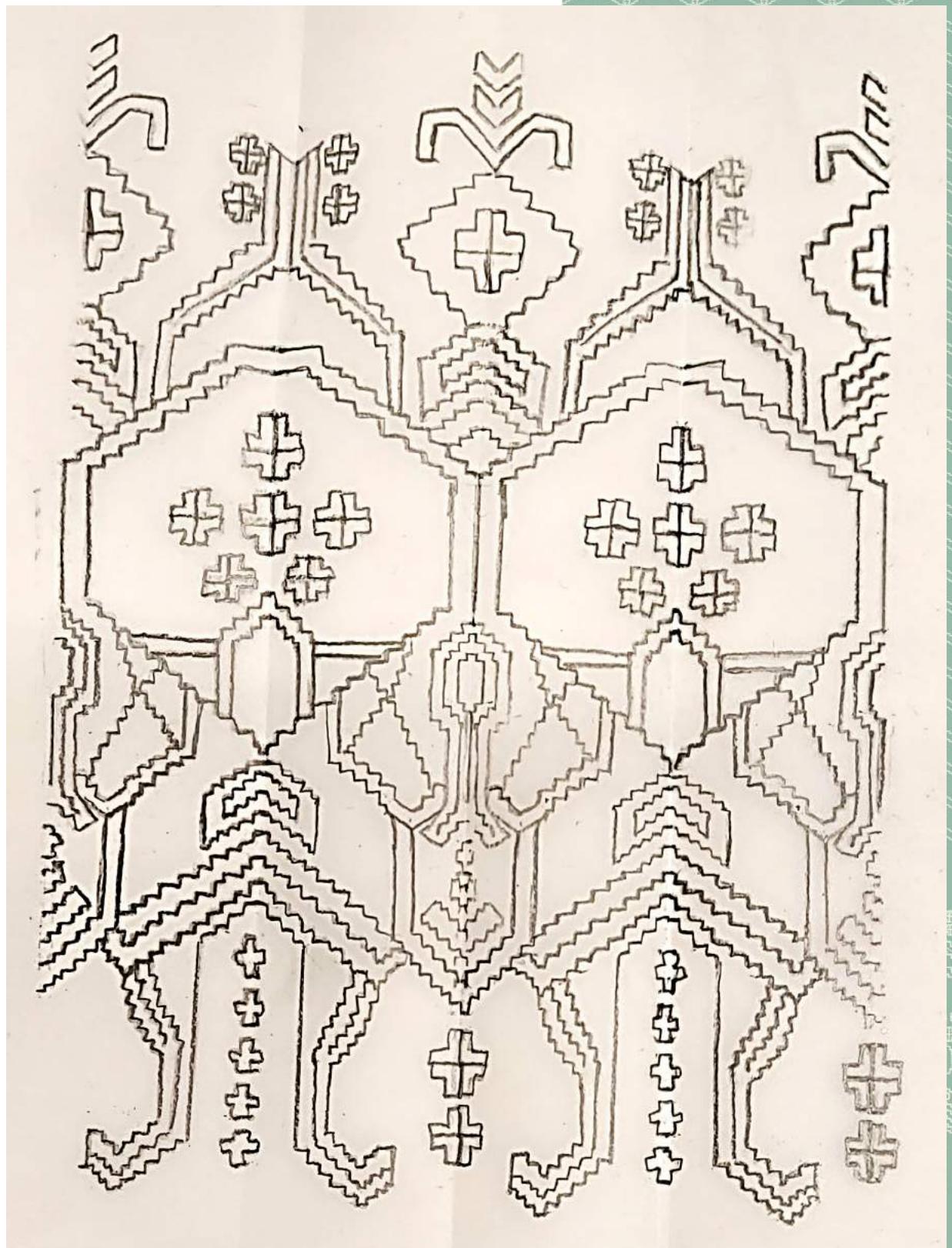


Line Drawing



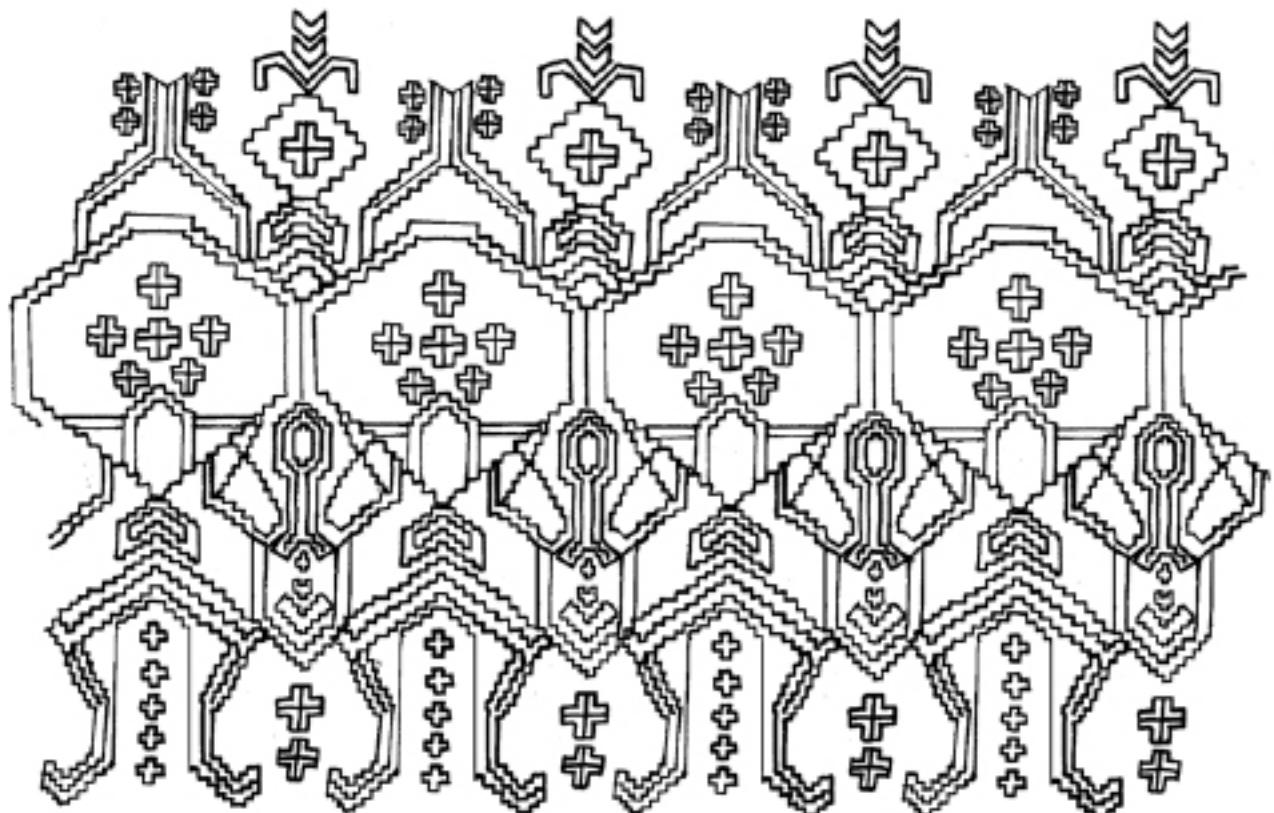
Ladder Drawing

Exploration 1 Of Motif

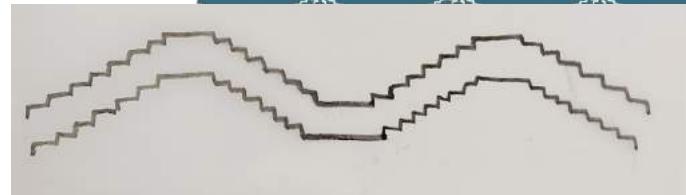
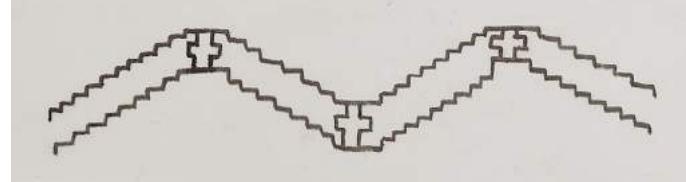
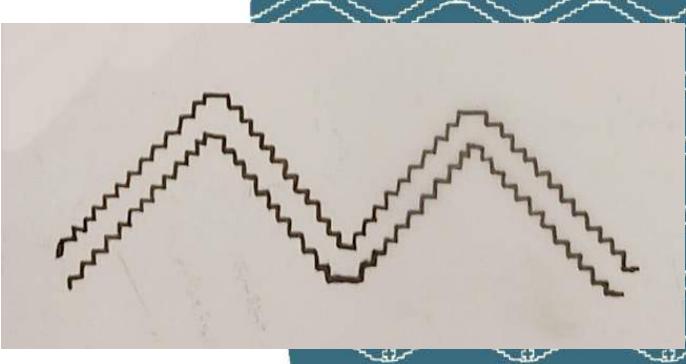
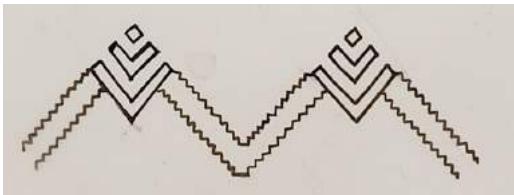
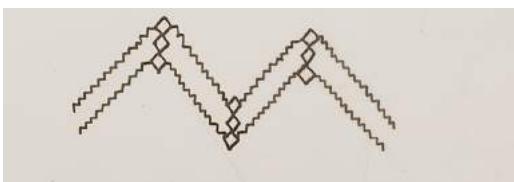
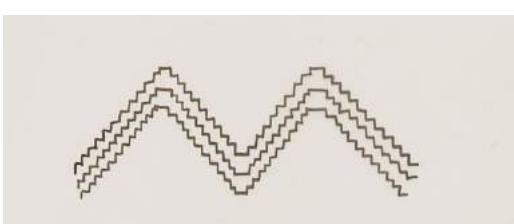
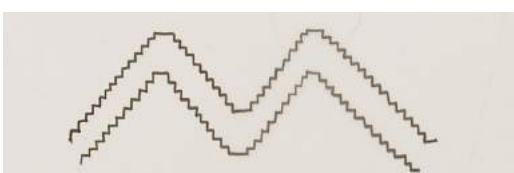
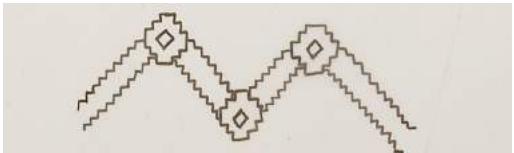


CAD

Motif are firstly scanned and brought to digital platform where it is being cleaned, then threshold is done to get this black and white effect and finally repeat is made of this.

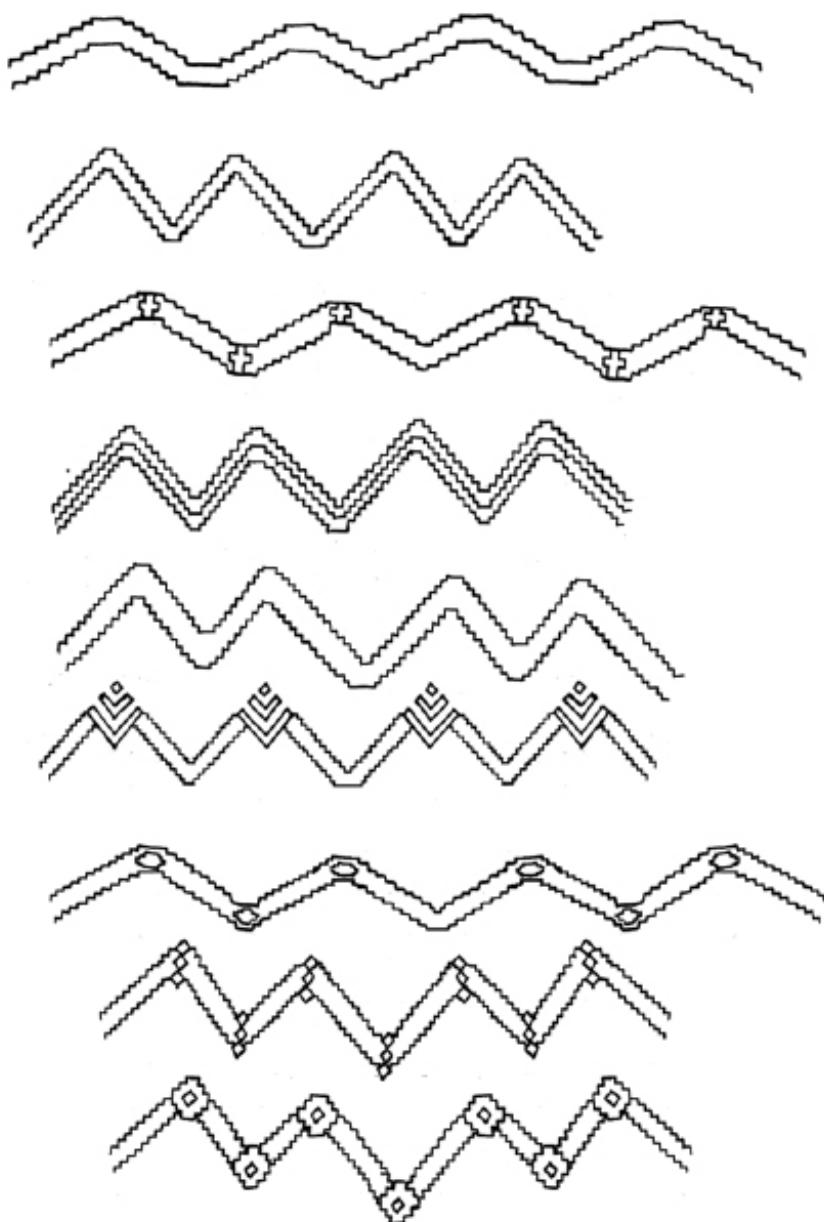


Border Design

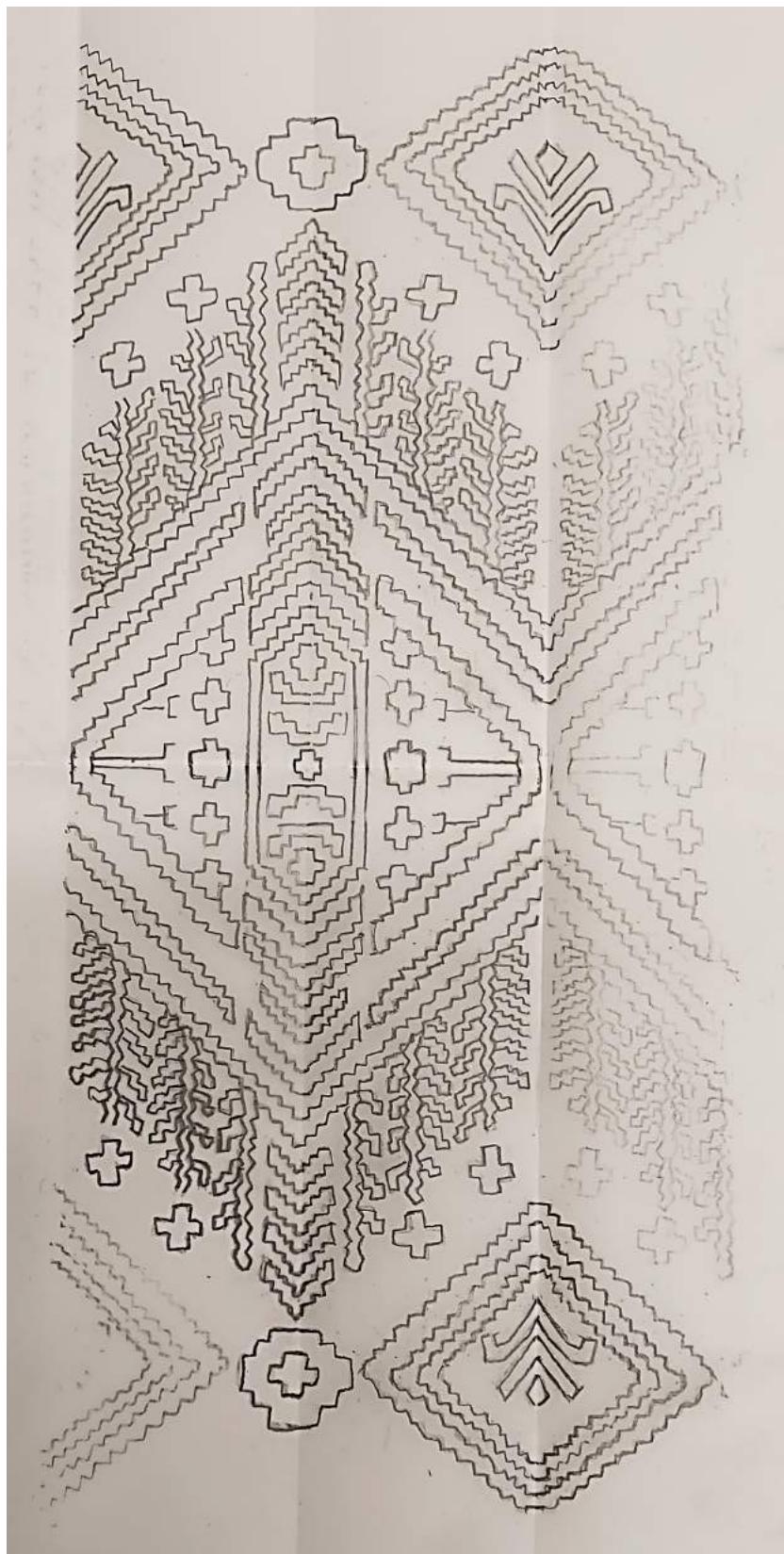


CAD

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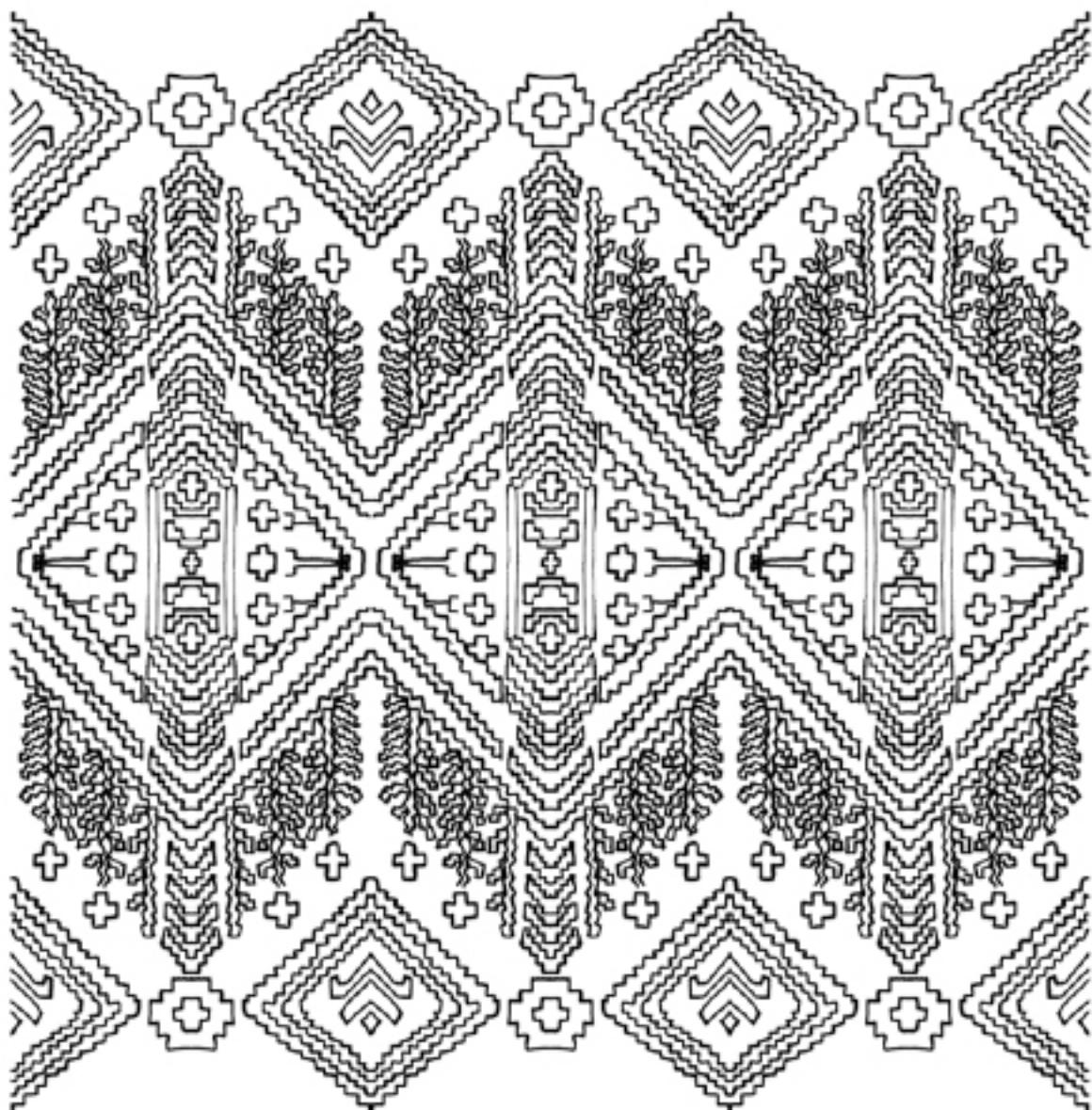


Exploration 1 Of Motif



CAD

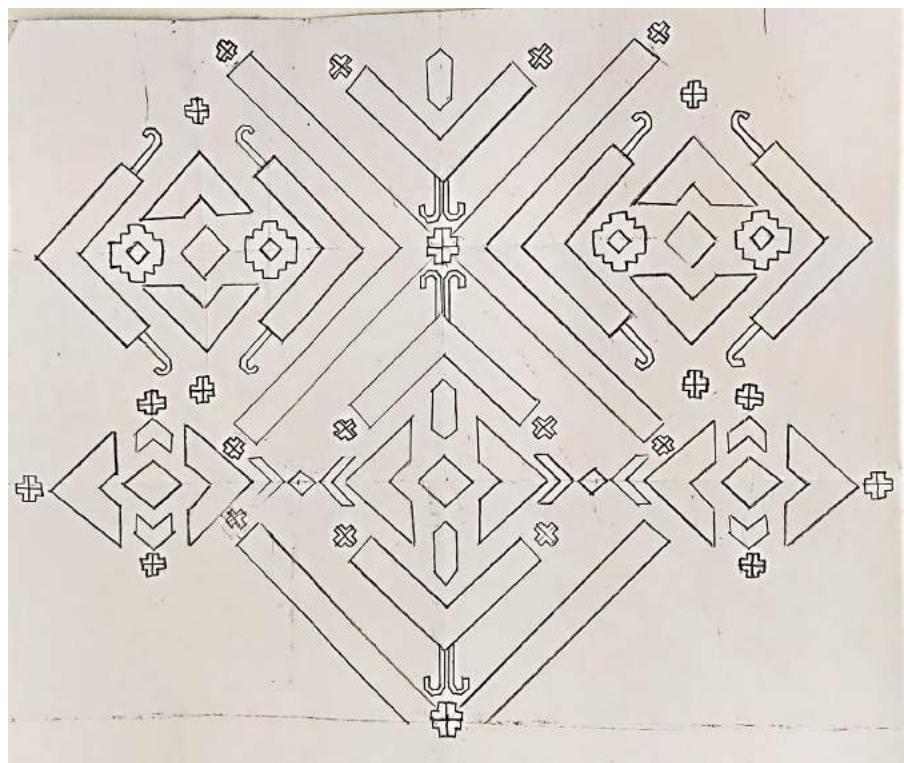
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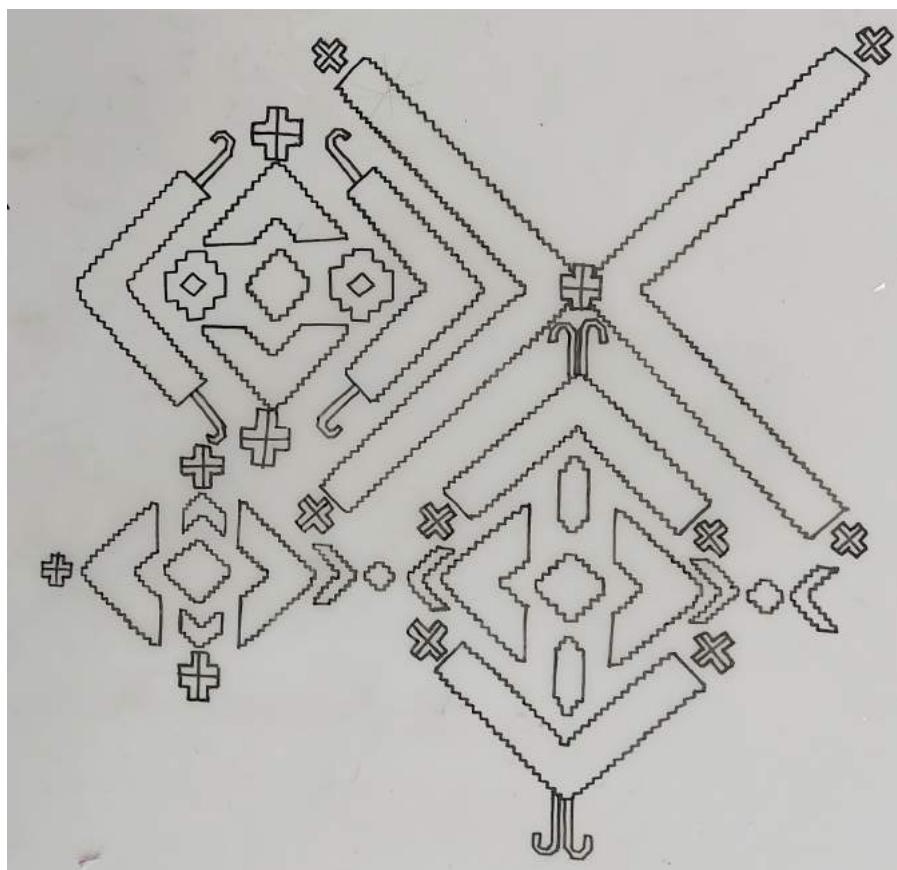
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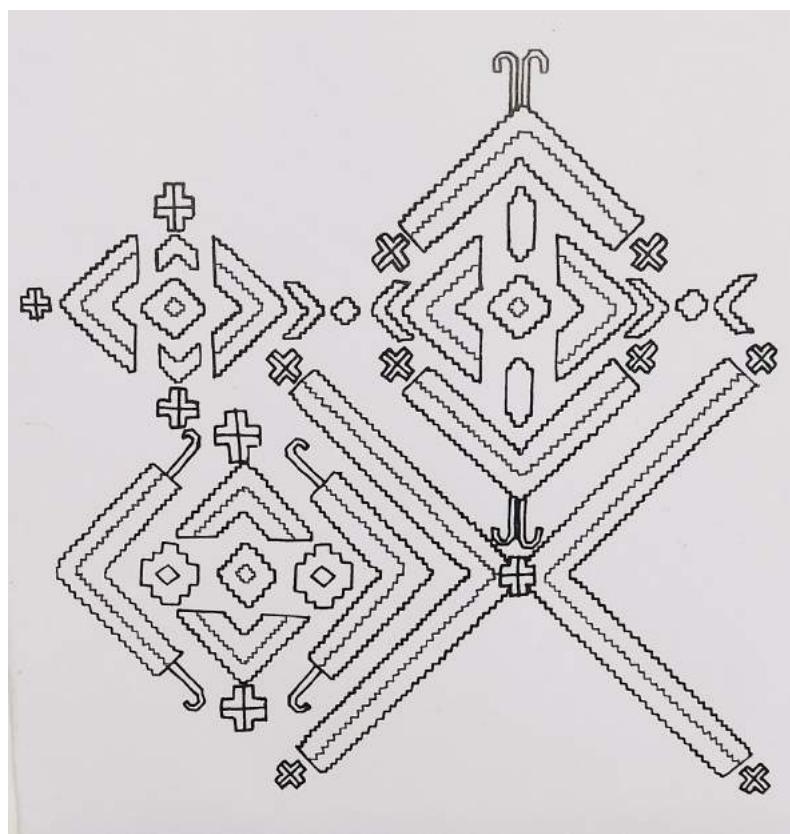
Line Drawing



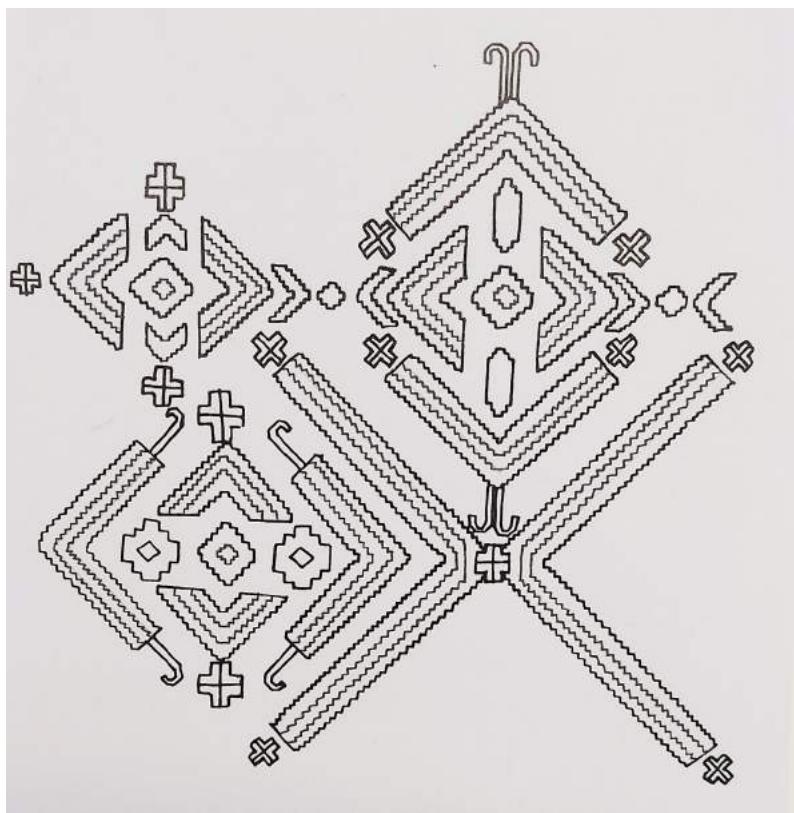
Single Ladder Line Drawing



Double Ladder Line Drawing

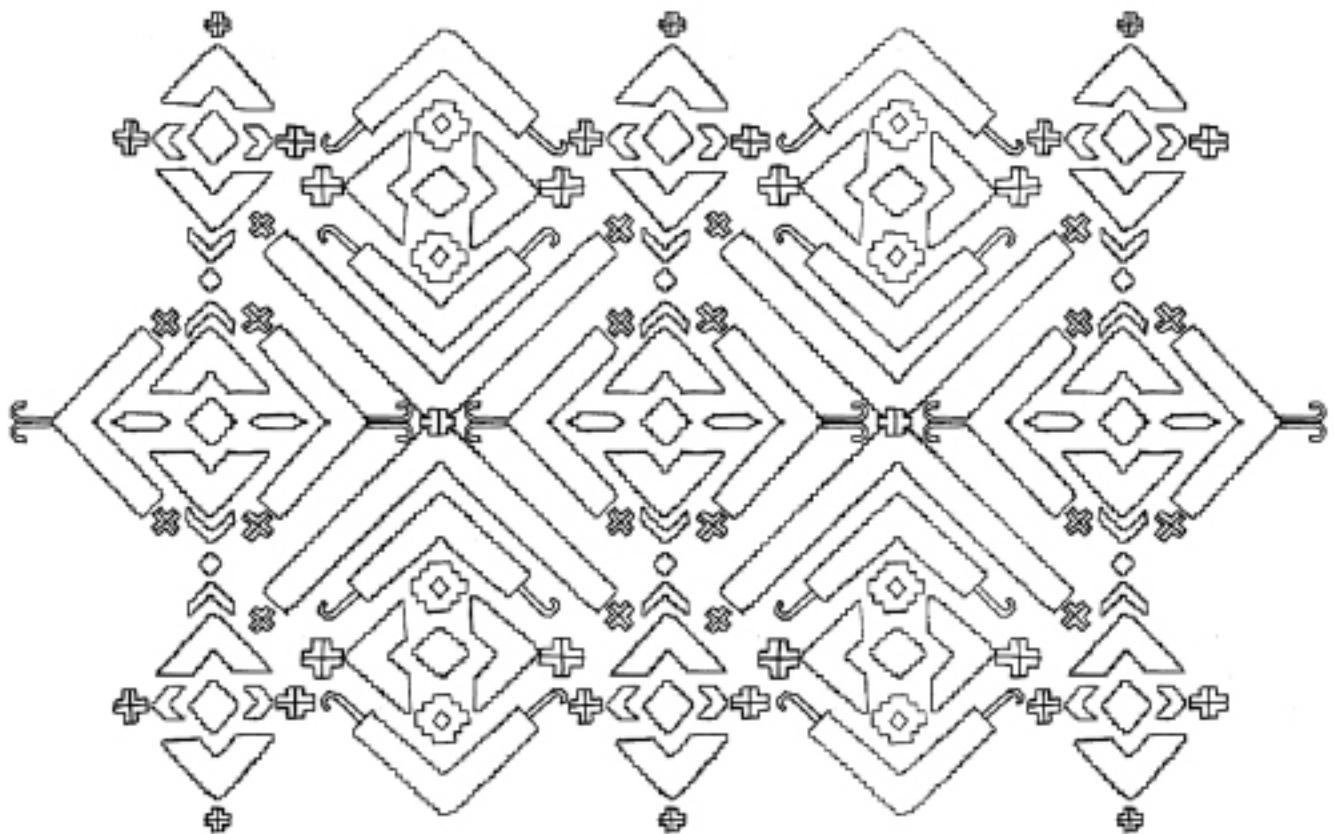


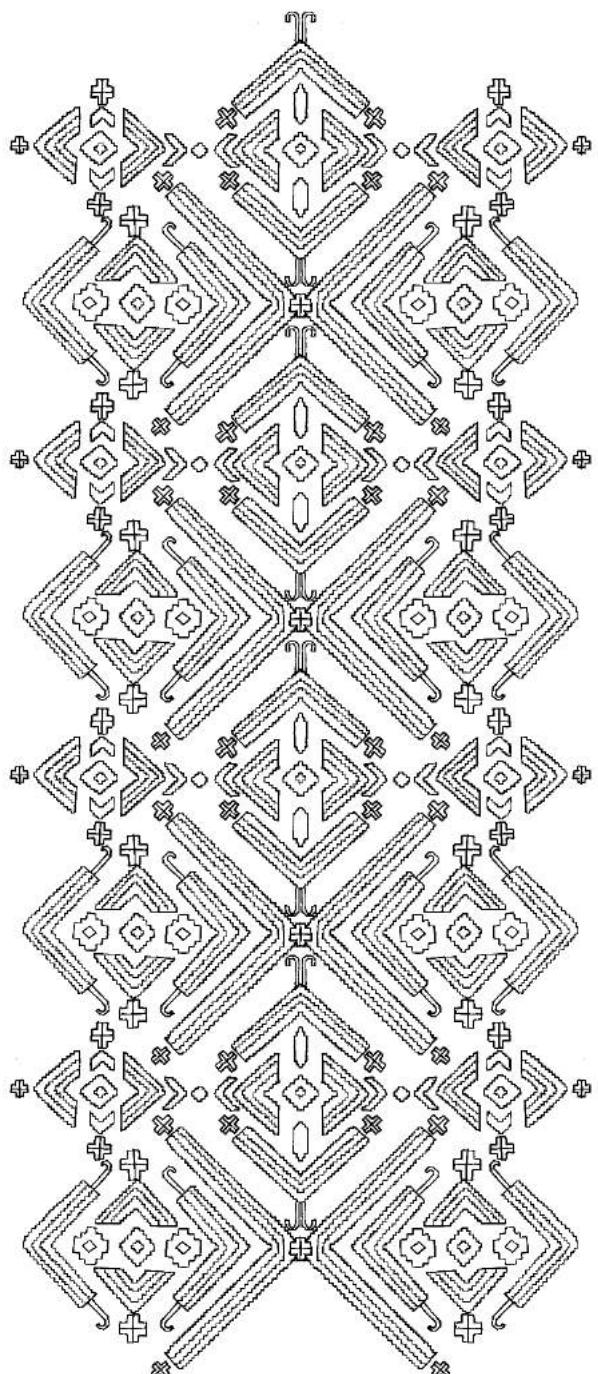
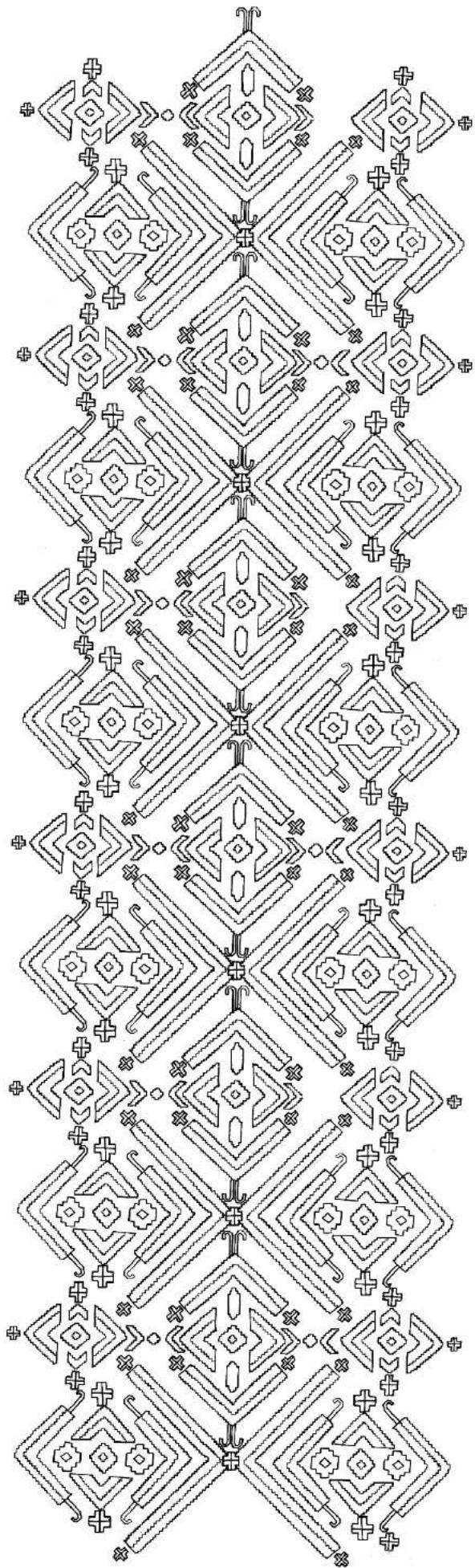
Triple Ladder Line Drawing



CAD

Motif are firstly scanned and brought to digital platform where it is being cleaned, then threshold is done to get this black and white effect and finally repeat is made of this.

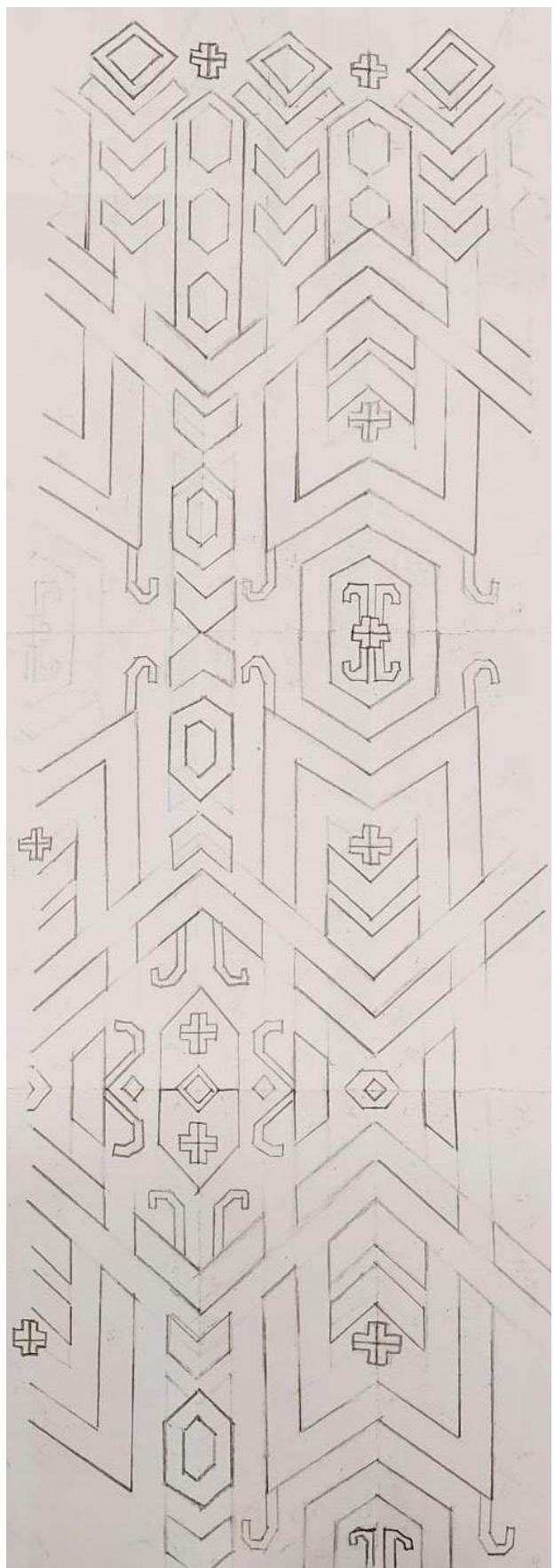




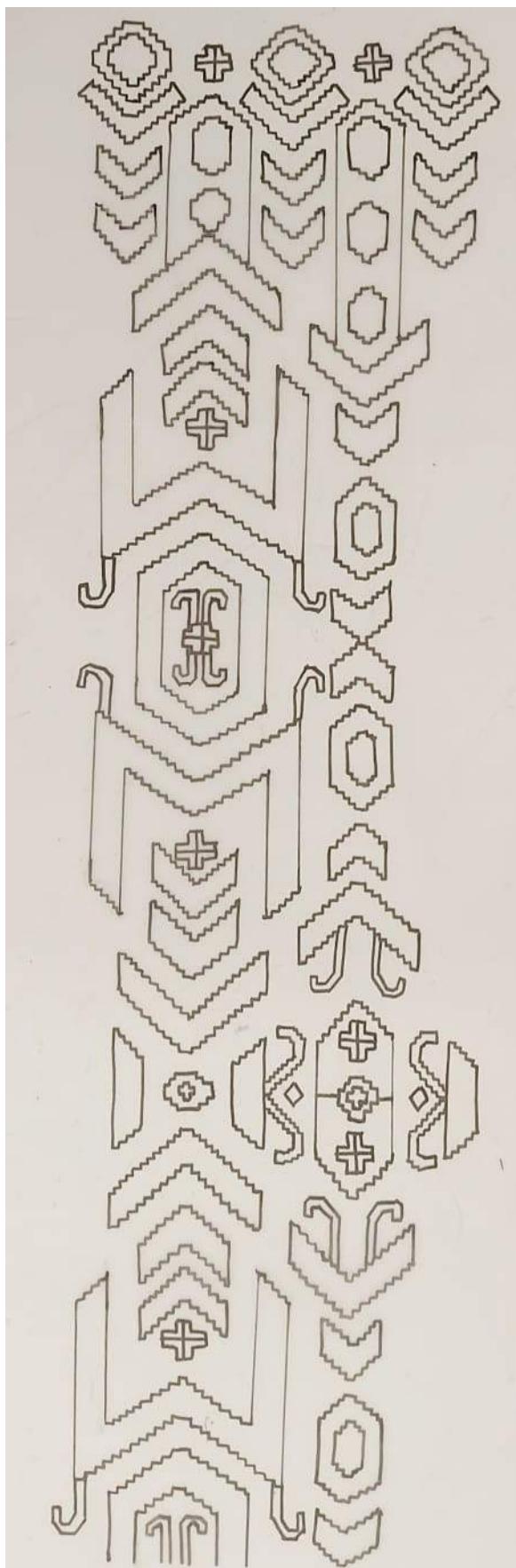
Taking the reference image the motif is designed through two way process firstly it was just suppose to make line drawing on top of that I was asked to make ladder line by taking reference of that line drawing also the size of the motif is same as the size of reference image.



Line Drawing

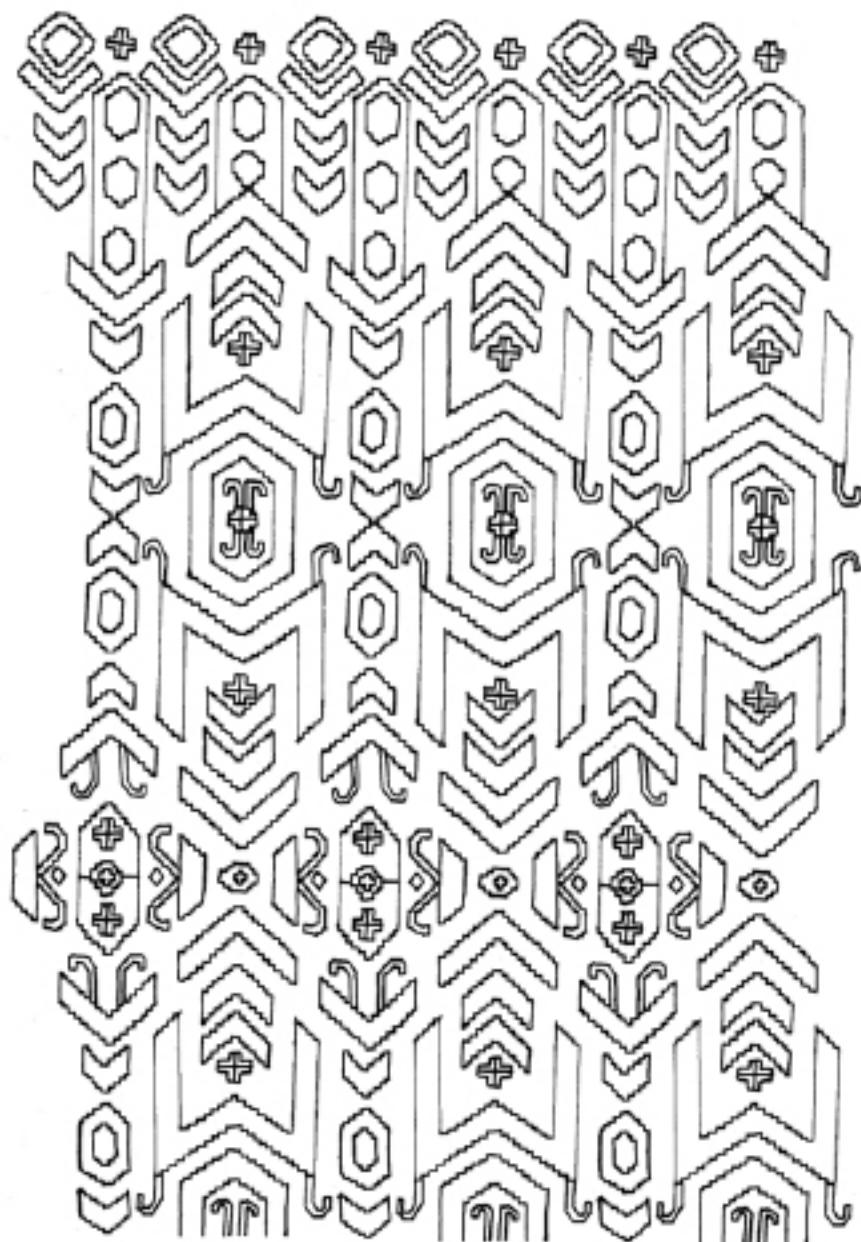


Ladder Drawing



CAD

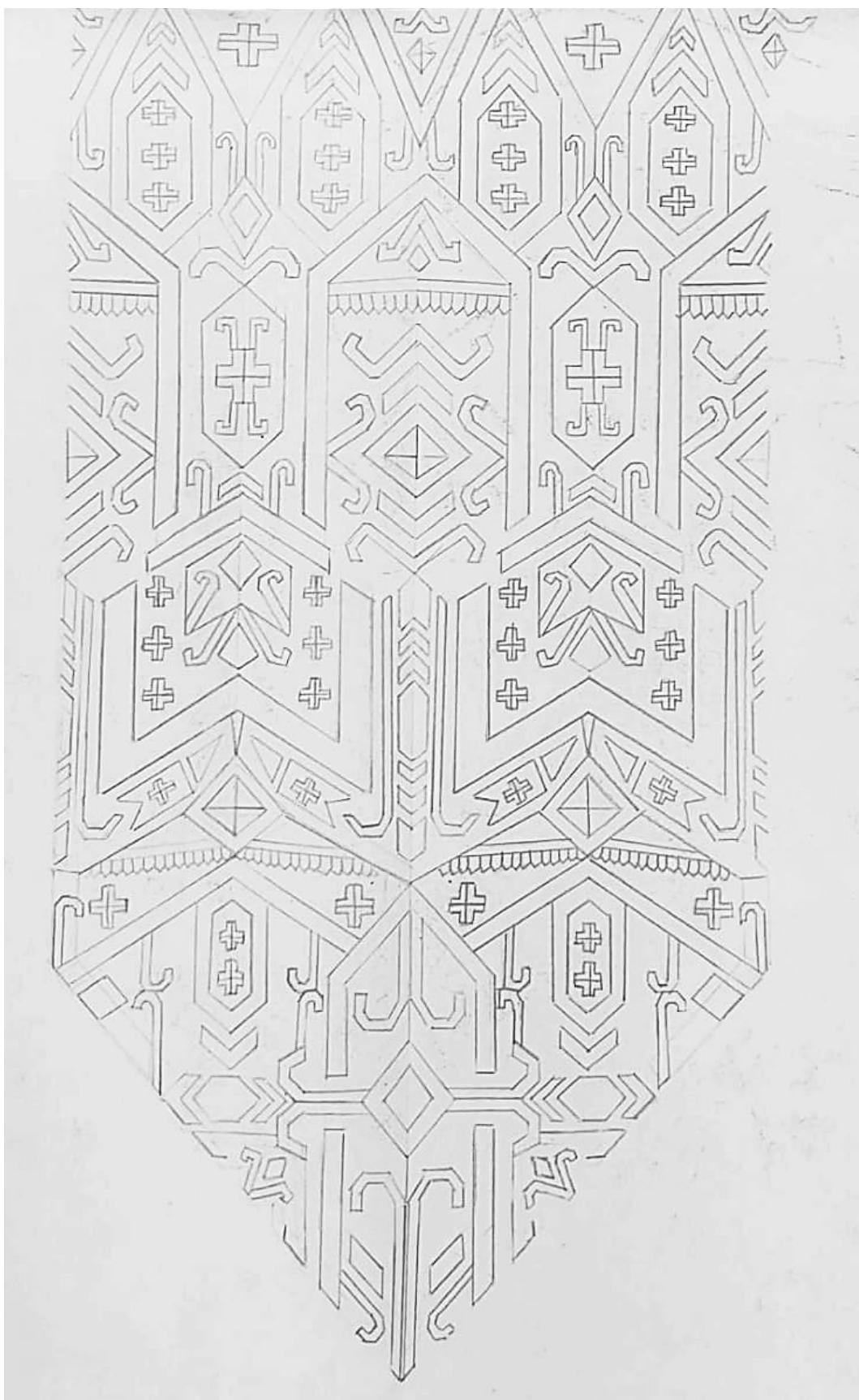
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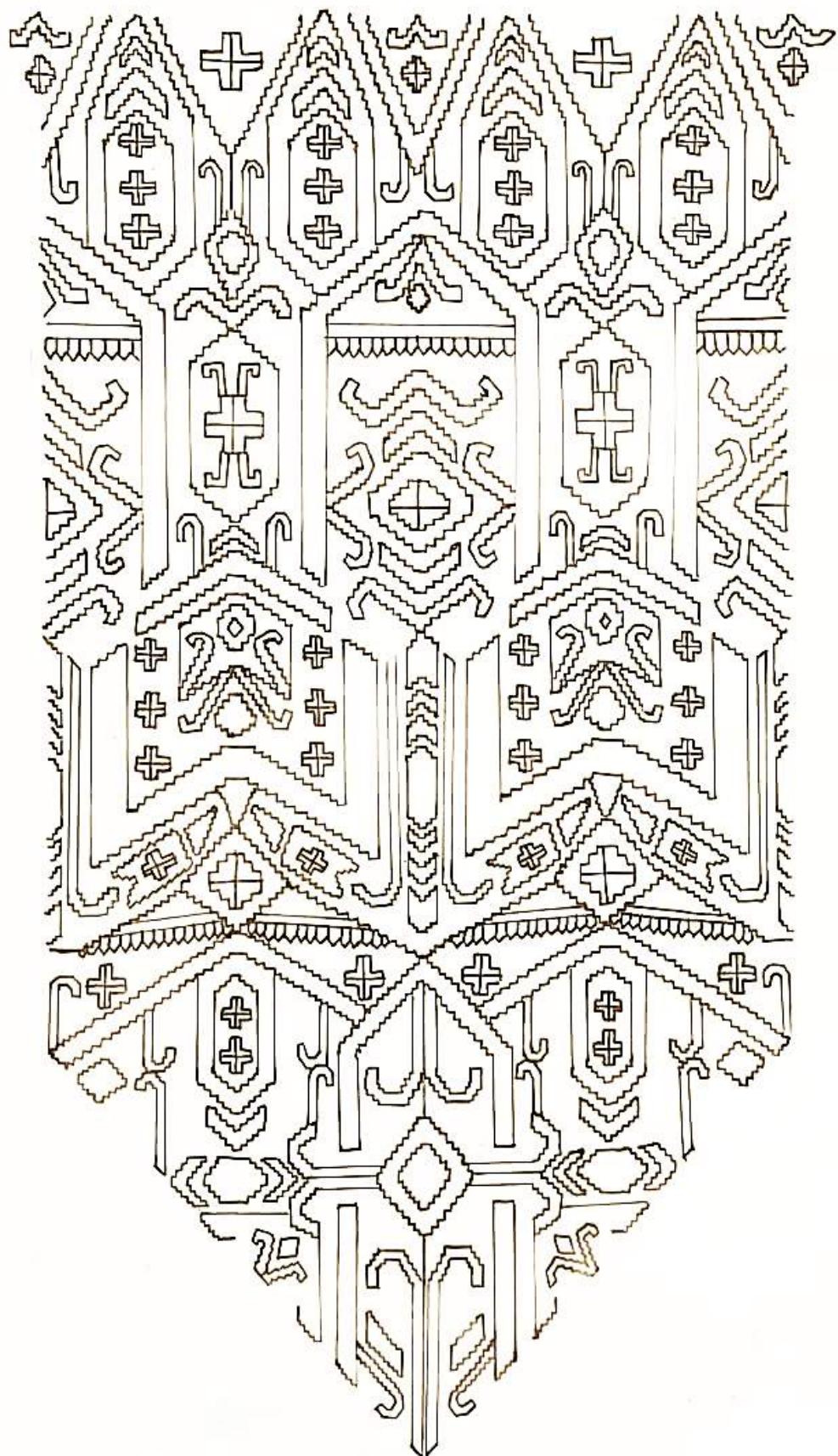
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Line Drawing

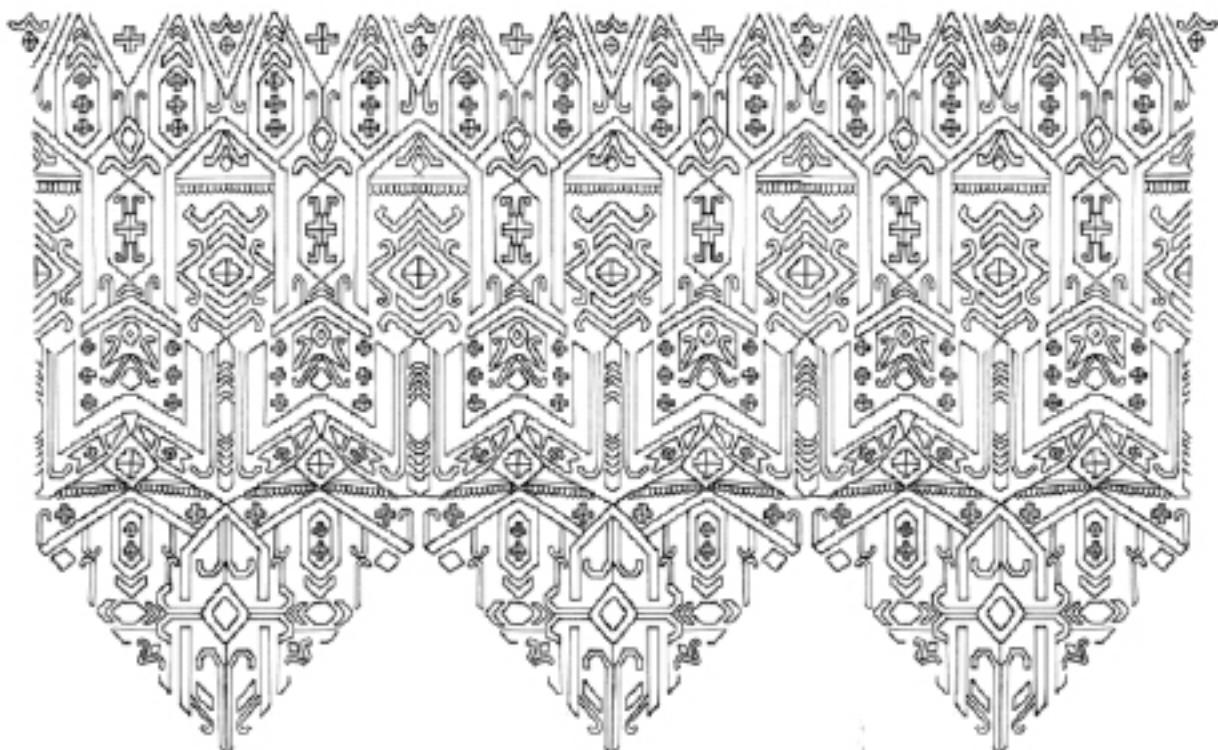


Ladder Drawing



CAD

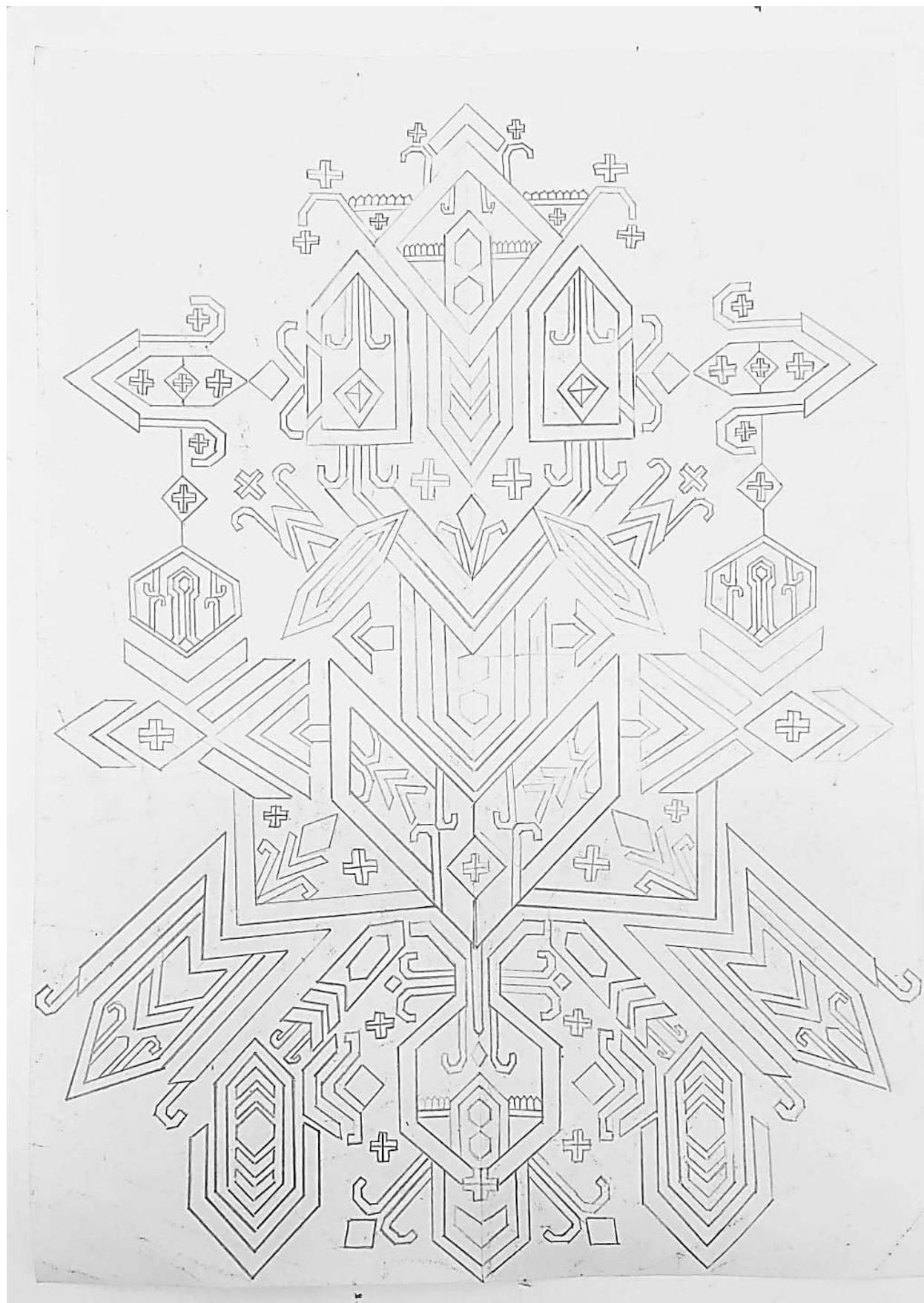
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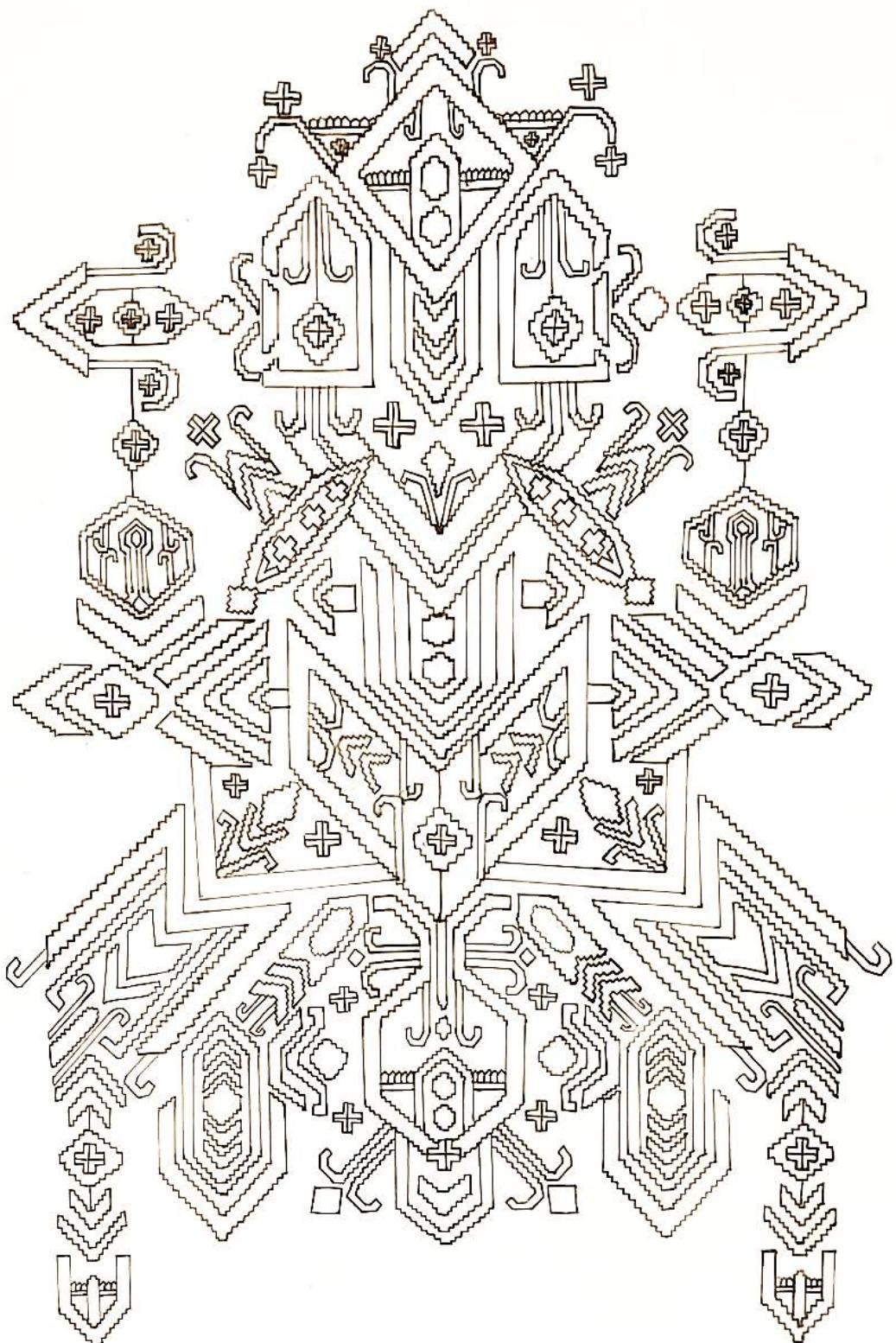
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Line Drawing

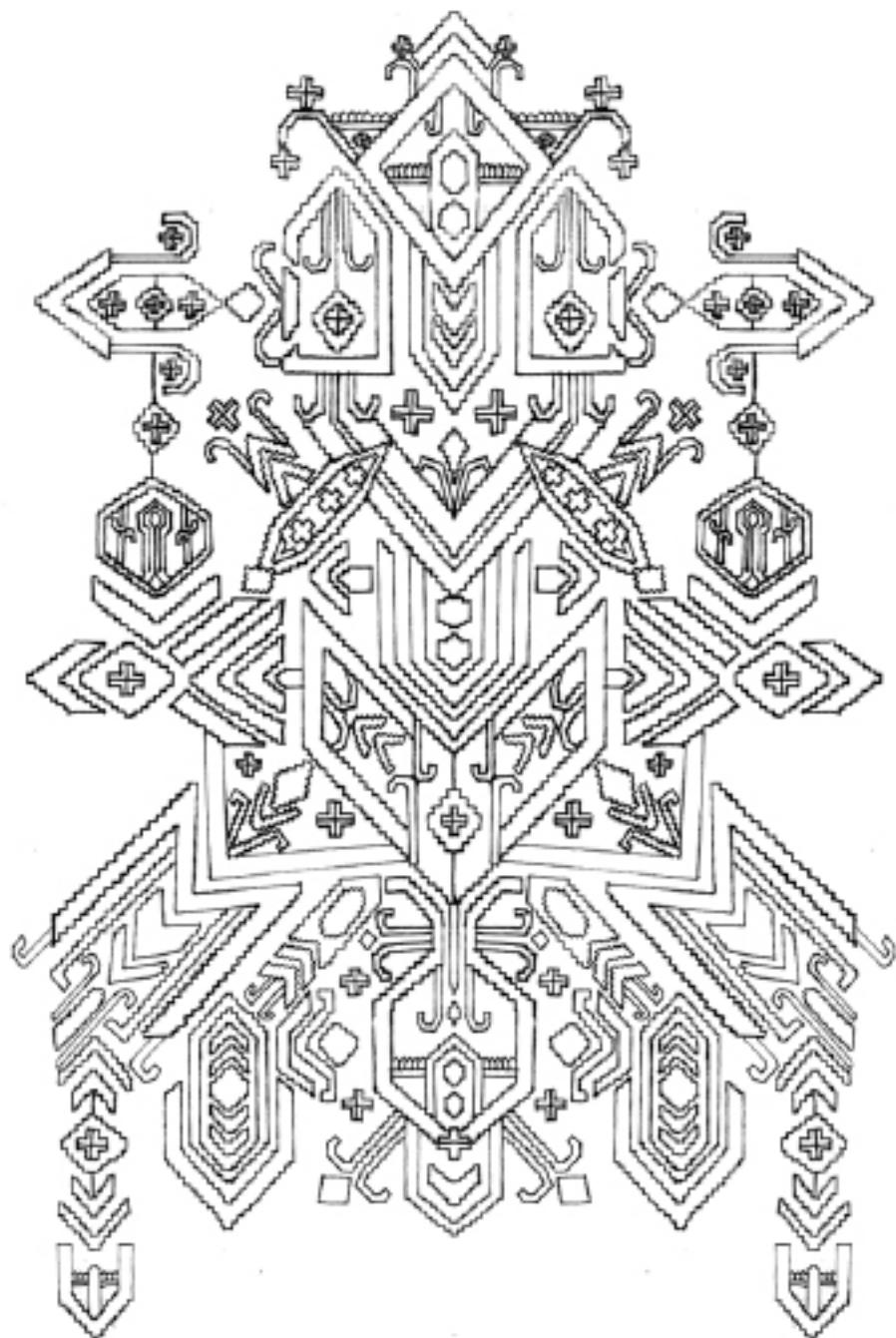


Ladder Drawing

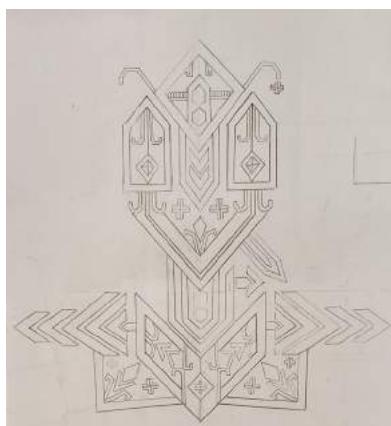
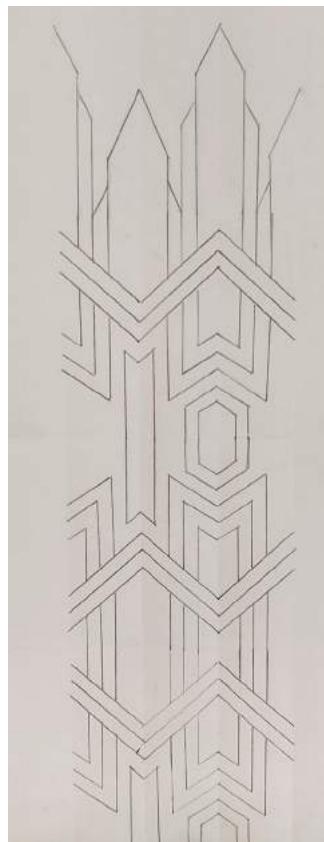
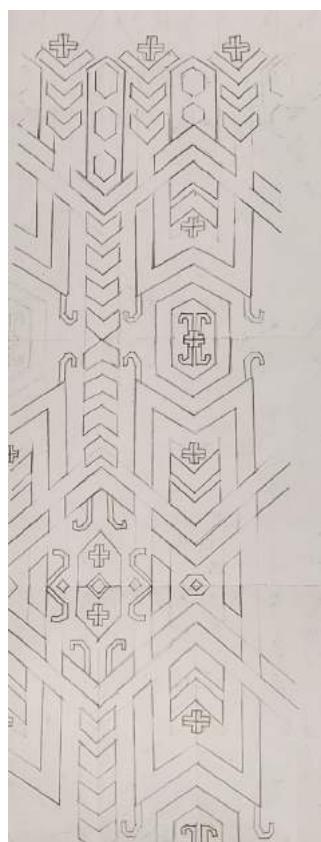
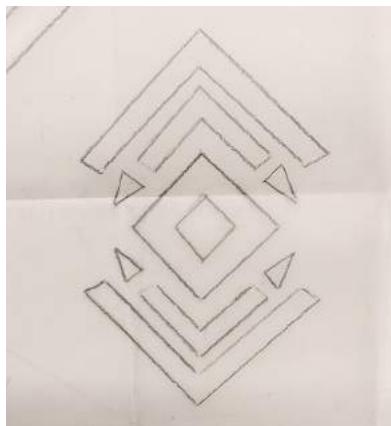
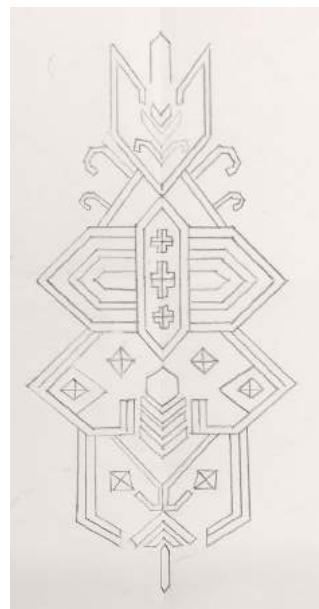
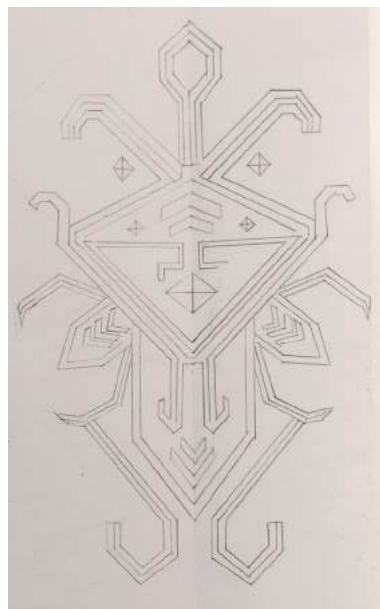
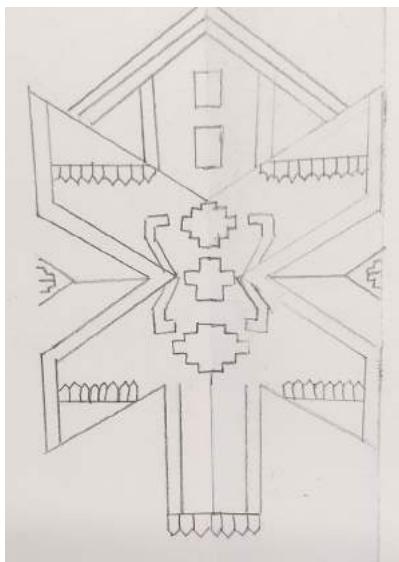
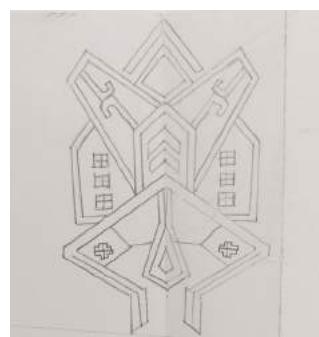
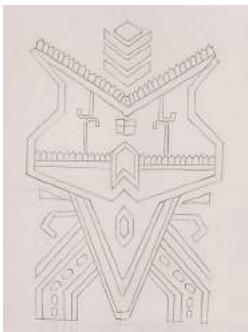


CAD

Motif are firstly scanned and brought to digital platform where it is being cleaned, then threshold is done to get this black and white effect



Exploration



Flora And Fauna

The story “Flora And Fauna” is inspired from flower and birds. In this quirky type of motif is drawn, where element gives the feel in abstract and bold way

The Mood board was given by the Lifestyle



In this the reference image was given to just see the placement and size of the motif.



The motif is drawn in to show a composition where it has a mixture of real, abstract and bold style so for this Firstly the motif has been outlined.



After the approval the texture has to be put under the outline.



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After the approval the texture has to be put under the outline.



Exploration



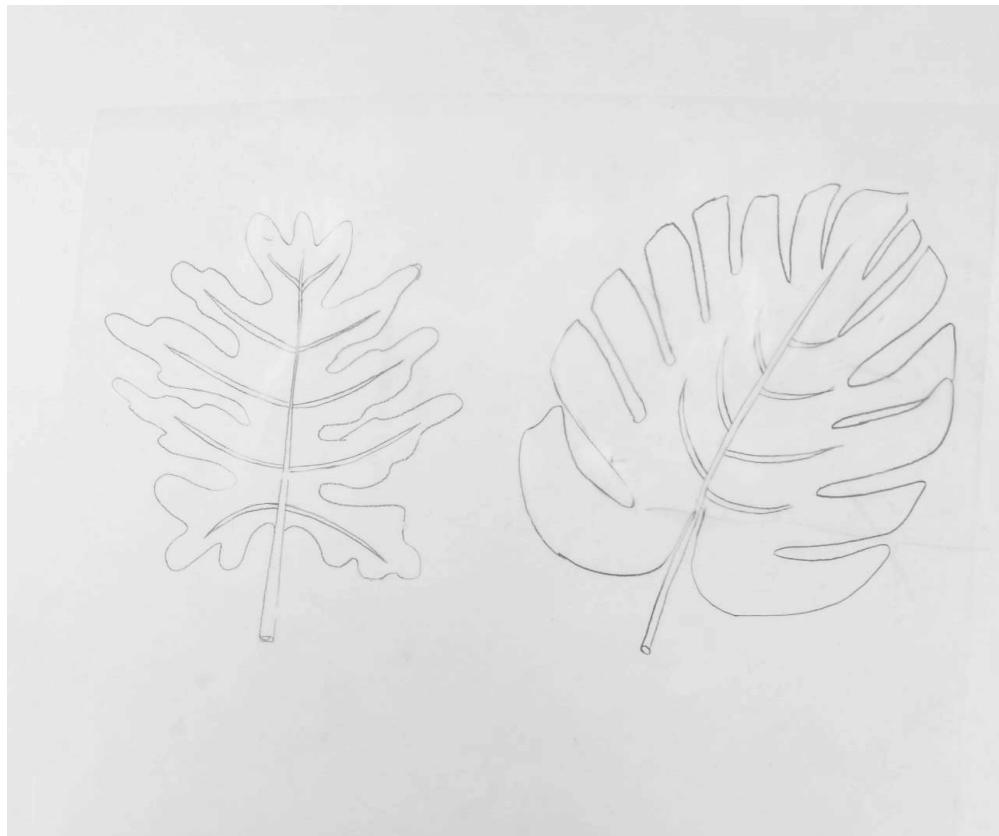
JOMO (Joy Of Missing Out)

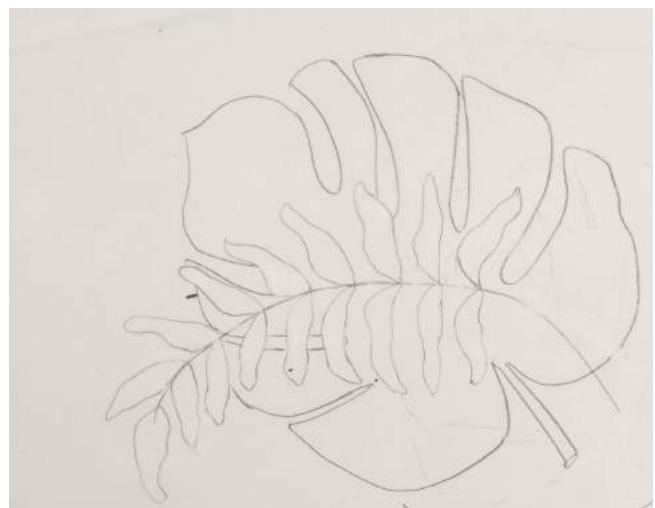
The story “JOMO” is inspired from Tropics. In this quirky type of motif is drawn, where element gives the feel in abstract and bold way.

The Mood board was given by the Lifestyle



Motif is a mixture of real, abstract and bold style so for this motif outline and texture is drawn.





Jodi

The story “Jodi” is inspired from geometric shape and flower. In this quirky type of motif is drawn, where element gives the feel in abstract and bold way

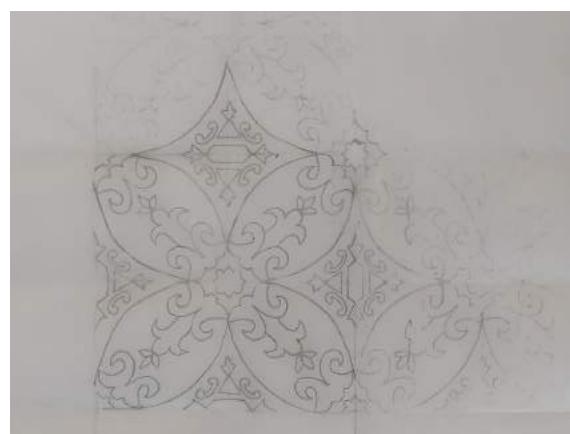
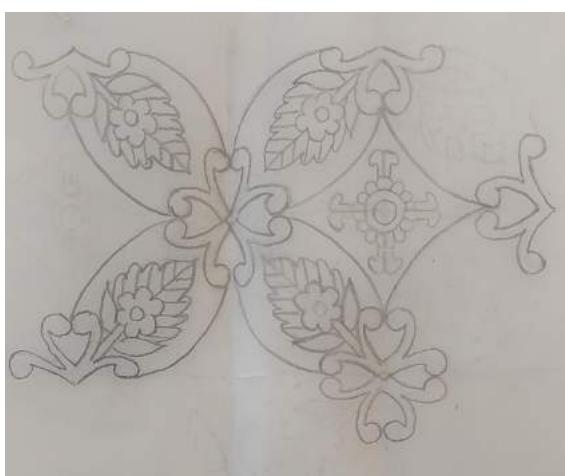
The Mood board was given by the Lifestyle



Taking the reference image the motif is designed through two way process firstly it was just suppose to draw on top of that it was asked to paint also the size of the motif is same as the size of reference image.



Pencil Drawing



Painting of the motif by poster and water colour

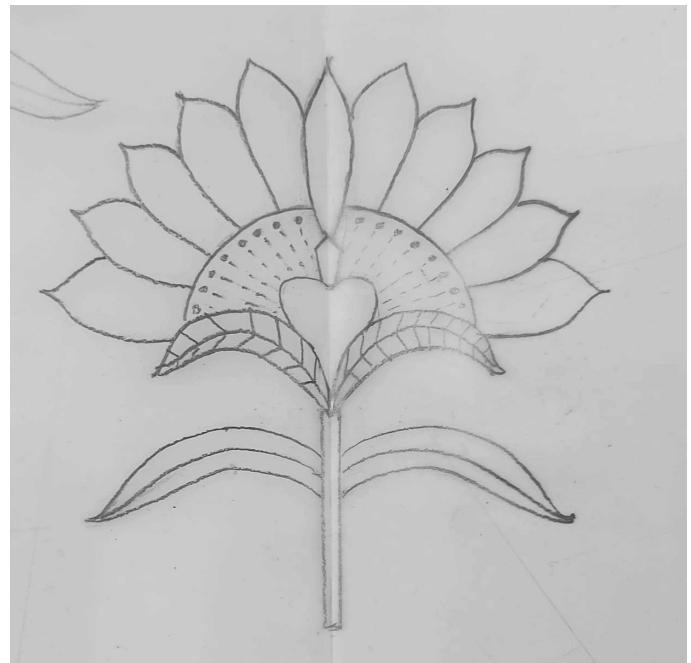
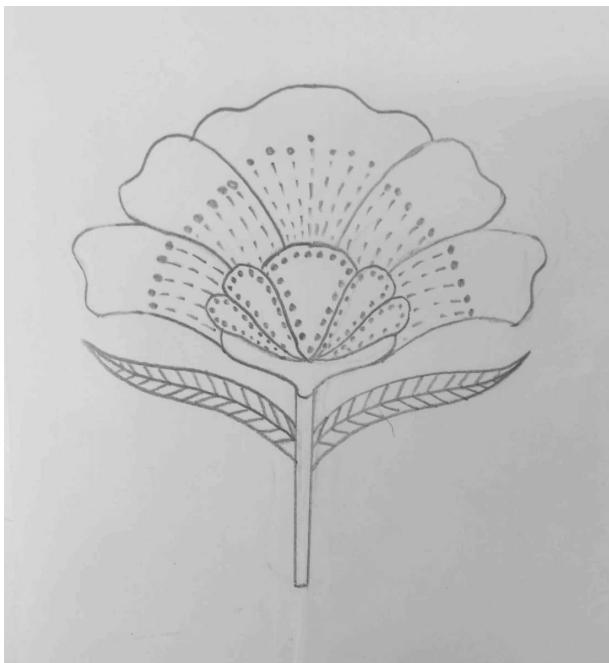
Main Motif



Border

Taking the reference image the motif is designed through two way process firstly it was just suppose to draw on top of that it was asked to paint also the size of the motif is same as the size of reference image.





Pencil Drawing



Painting of the motif by poster and water colour

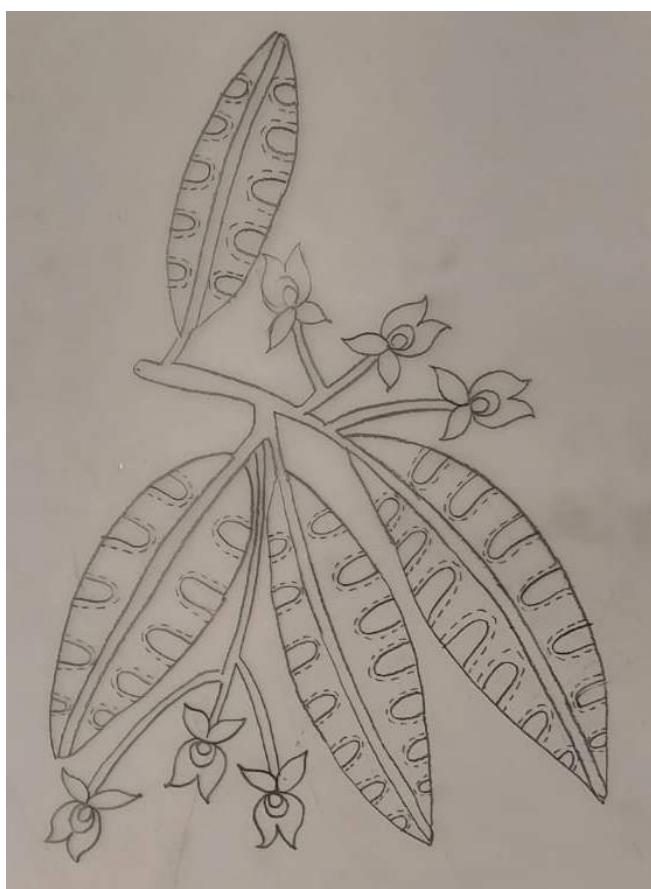
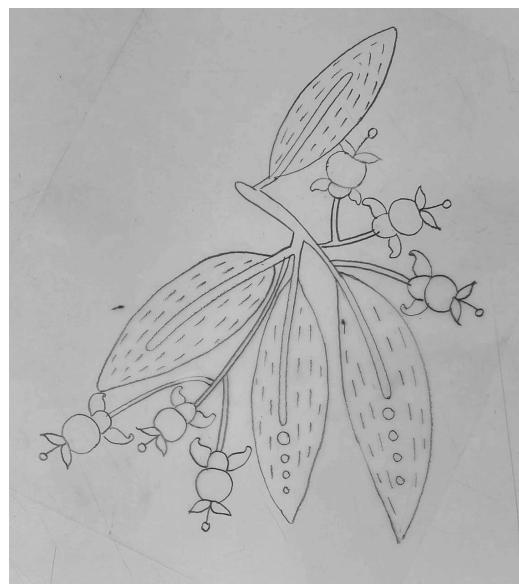


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Pencil Drawing





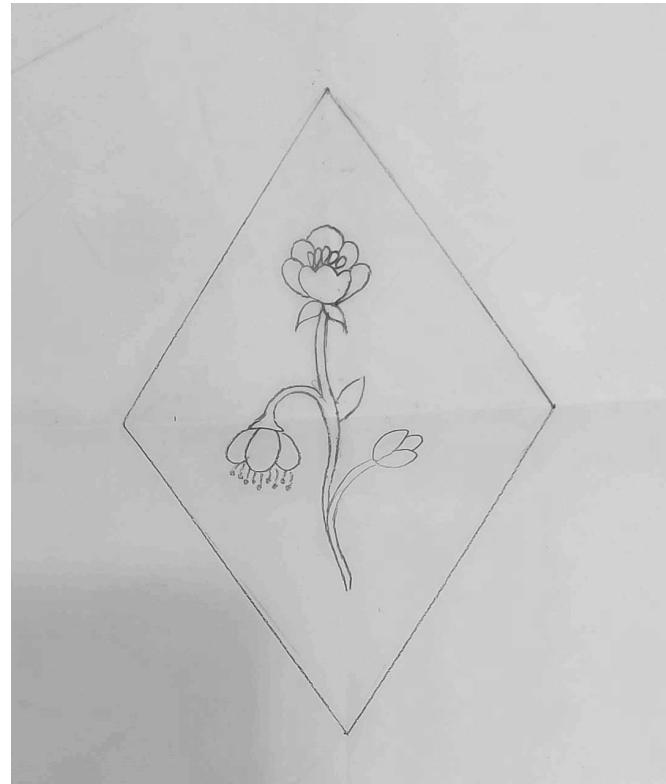
Painting of the motif by poster
and water colour



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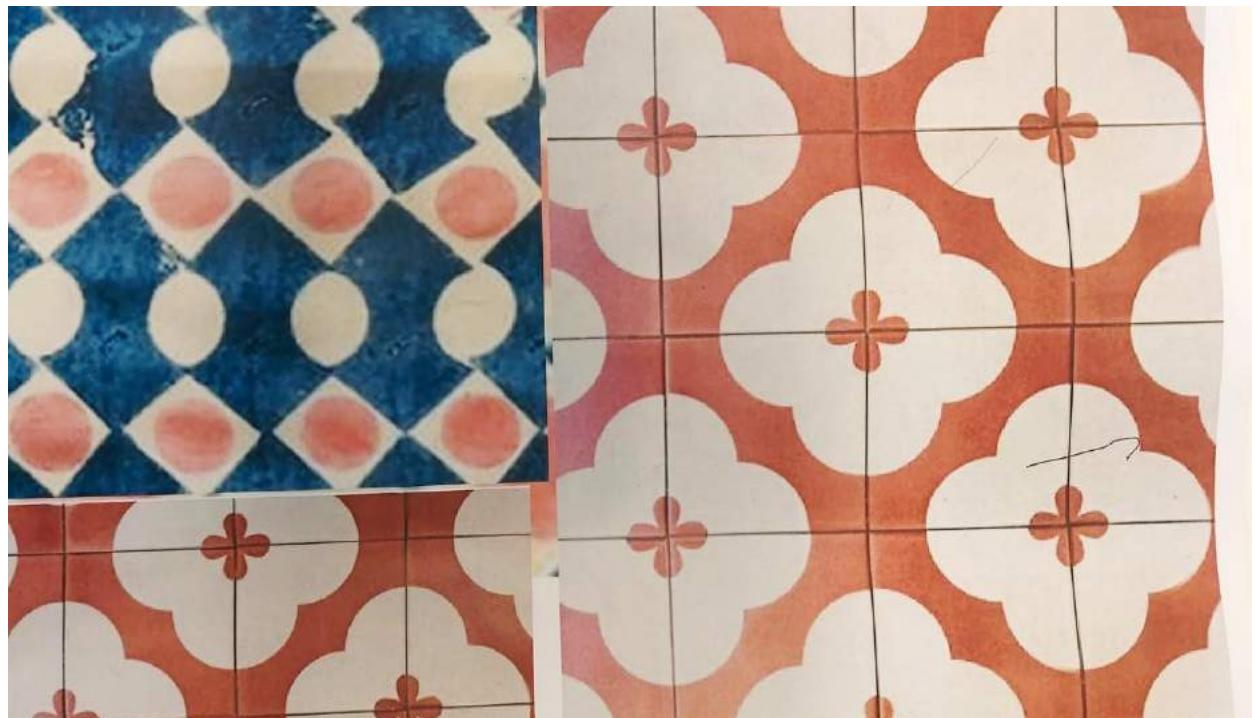
Pencil Drawing



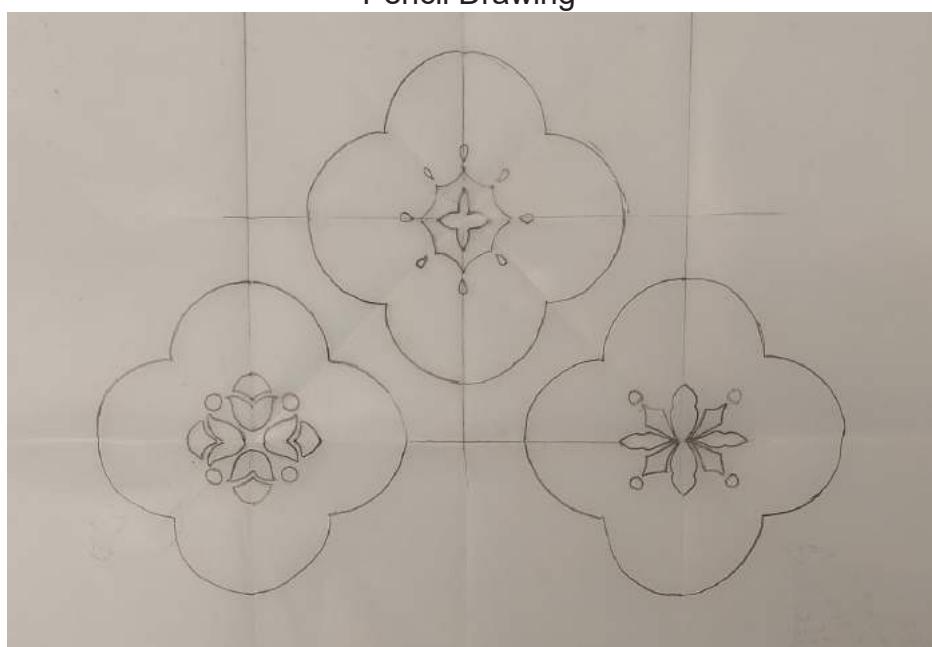
Painting of the motif by poster and water colour

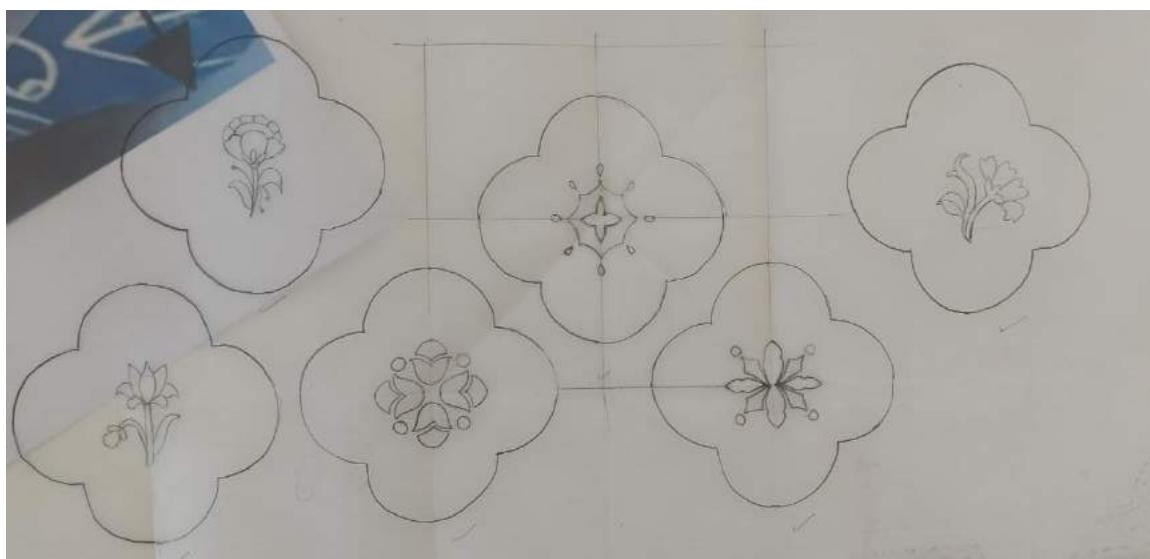
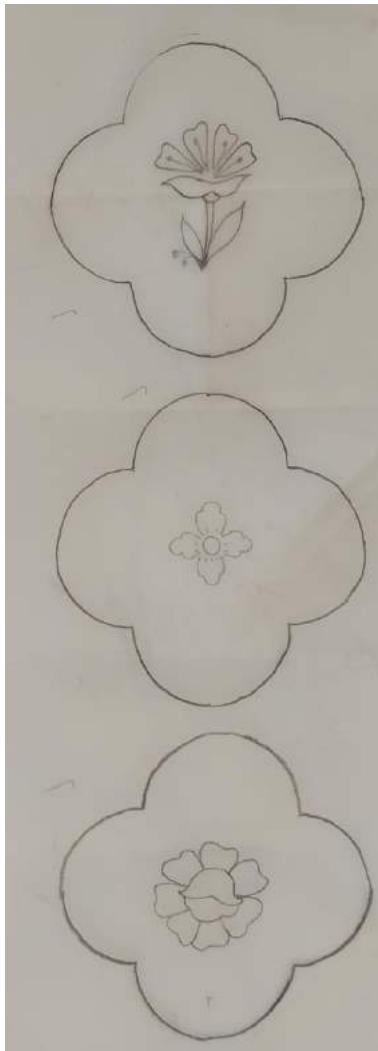


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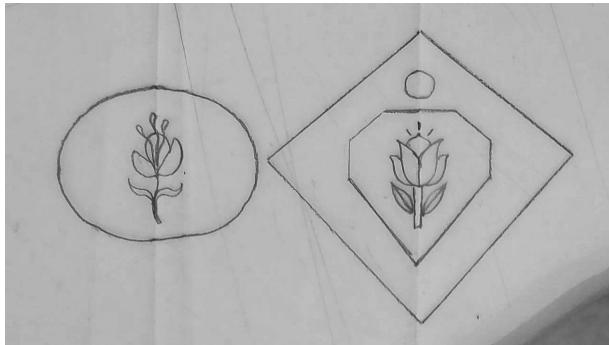


Pencil Drawing

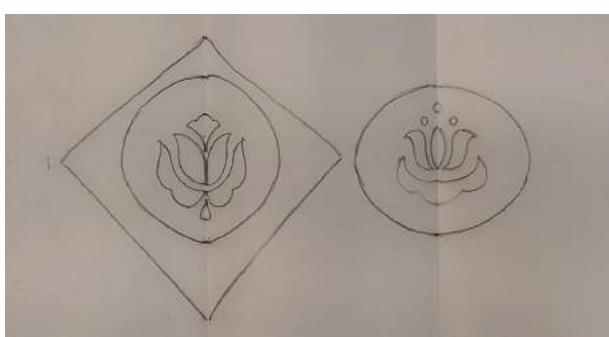
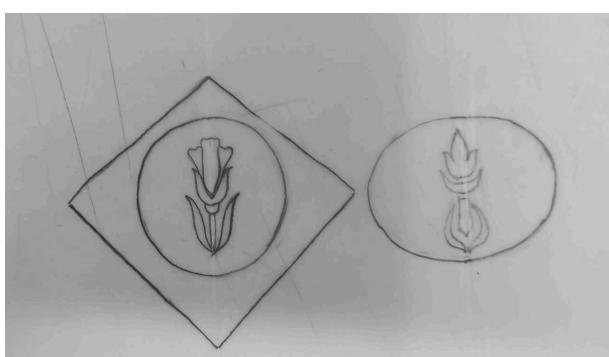
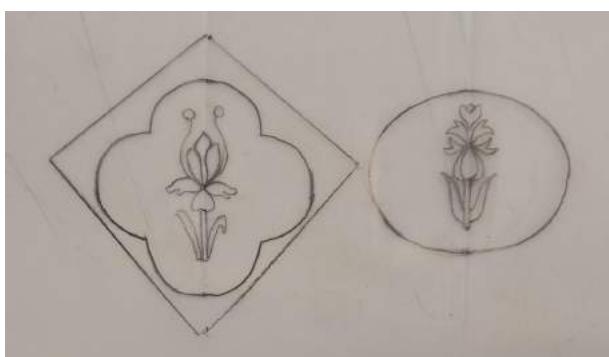




Pencil Drawing



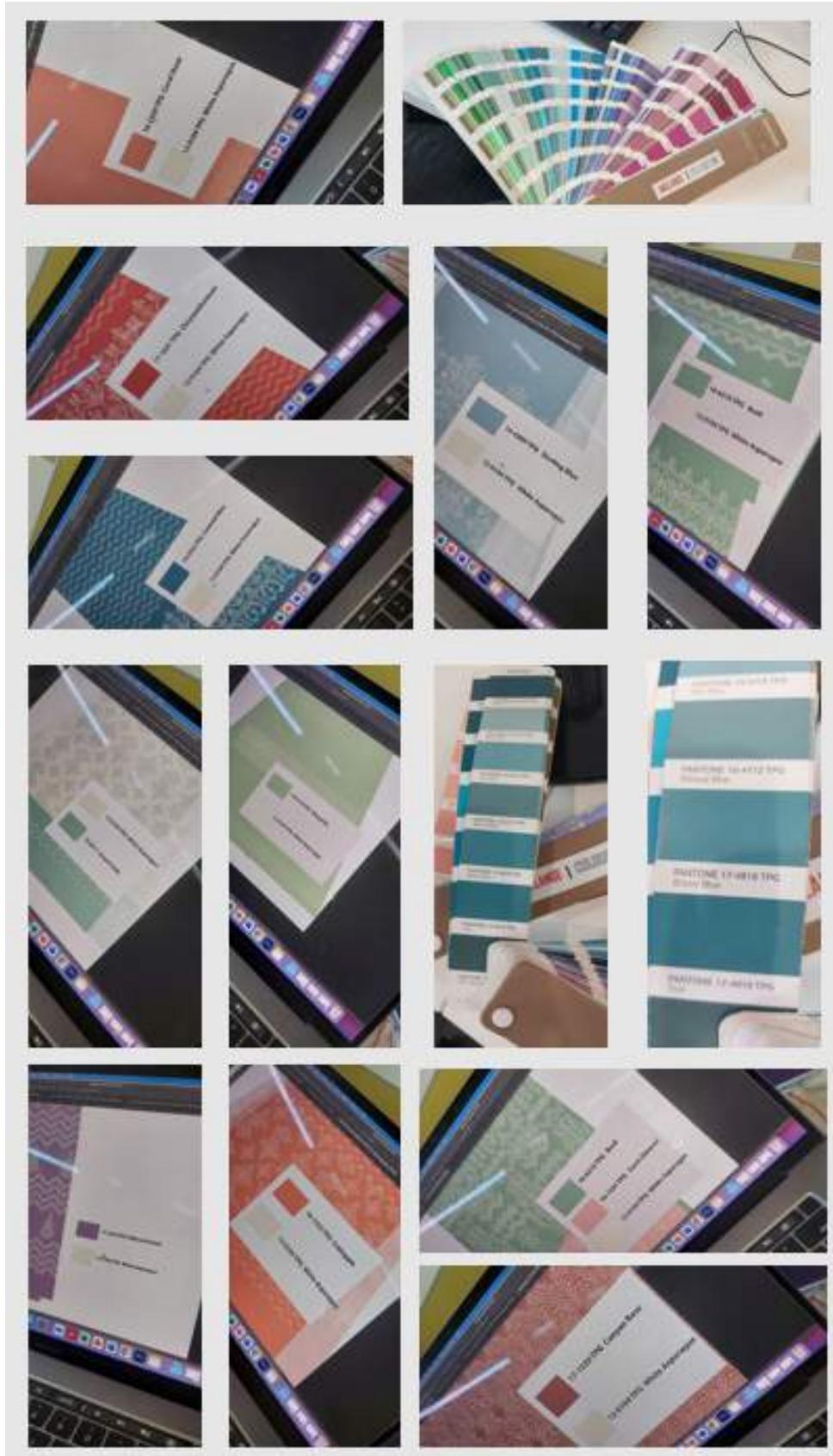
Painting of the motif by poster and water colour





MOCK UPS

Worked for Colour ways with help of pantone flyer. Pantone flyer is having a code and colour name for every colour, so in colour palette there should be correct code written or else vendor will send different colour strike off.



Conclusion

It was a great opportunity to work in industry which was provided by NIFT Kangra. Industry help me to understand the work process. There I learned design process from scratch where I worked on motifs, CAD, colour palette and so on.

This internship was very interesting and impactful. The project helped me to scale my abilities and skilled. With rich guidance and mentoring I explored and learned various technique and professionalism in the industry. Also I built my skill in communication and extra curricular things where I get to know how company work.

Lastly I would like to conclude by telling a best learning which I received from my mentor is that everywhere we go we should have a habit to learn and try to make ourself observant and live with open eye which can result as good future for designer because this help us to enhance our creativity skill and also keep us updated with the environment.