

Where Fabric Becomes Poetry.

In the world of Indian couture, we begin with a belief: to elevate a garment from fashion to art. Each piece is crafted to be brimming with regal charm, a masterpiece developed with our artisans. It is a world of timeless artistry, where color is the language of desire and delicate botanicals capture fleeting moments of intimacy.



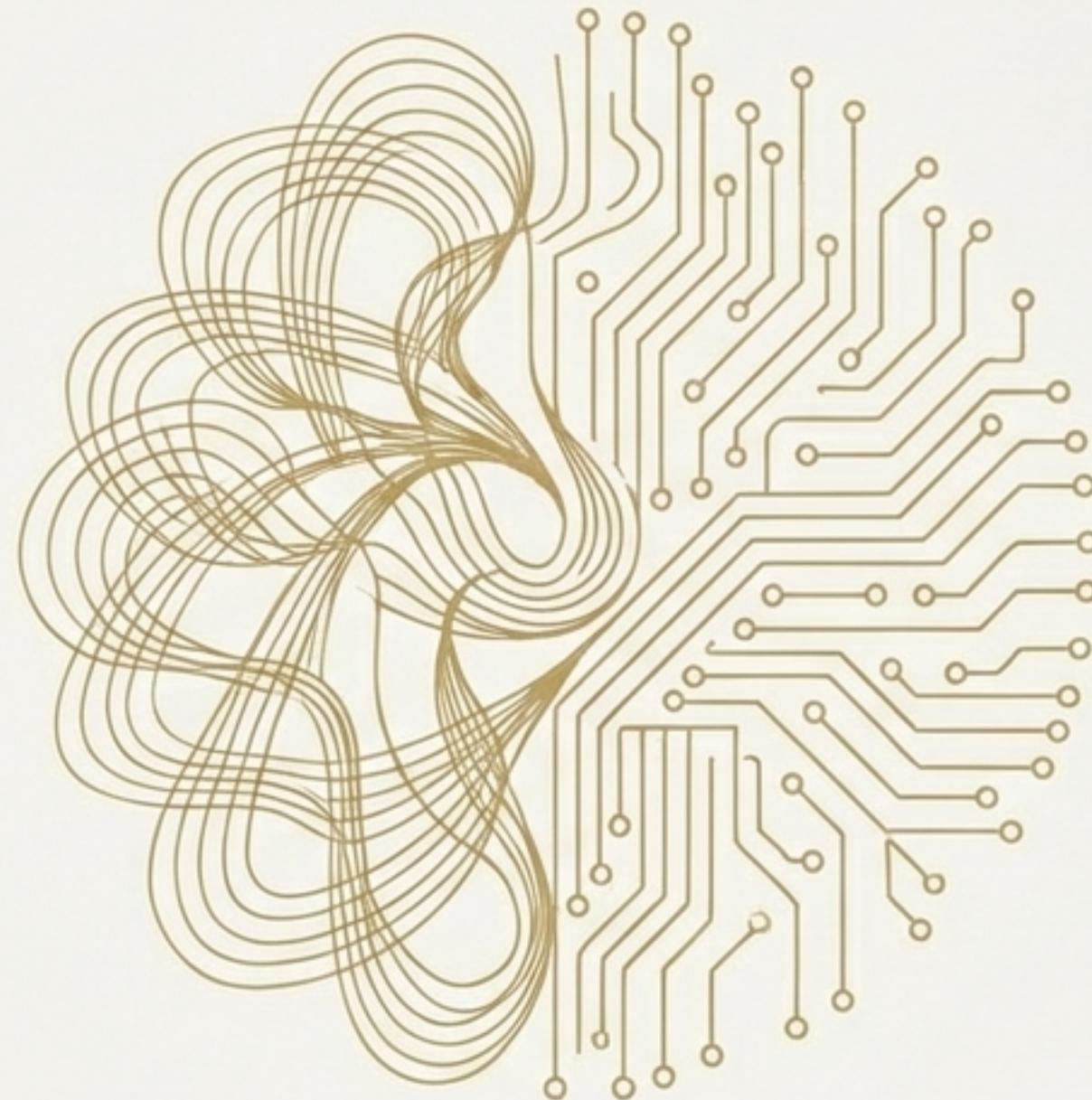


And Code Becomes a Creative Partner.

Simultaneously, a new creative frontier is expanding: the realm of algorithmic creativity and computational aesthetics.

Here, generative models offer limitless potential, capable of producing patterns and complexities that challenge the boundaries of human imagination.

This is not technology for its own sake; it is a new partner in the design process.



Introducing the Digital Artisan: Aakash Kumar

A dedicated and creative professional who stands at the nexus of heritage craft and digital innovation. He translates artistic vision into production-ready reality, merging the soul of embroidery with the power of AI.



2+ Years: Specialised
experience in
embroidery digitising.



98%: Client satisfaction
rate through accurate
design delivery.



8+: Professional
software tools and
technologies mastered.

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Phone: +91 9650519154

Location: New Delhi, India

A New Kind of Toolkit: Fusing Craft and Code

Mastery of Craft

The foundational skills of a master digitiser, ensuring every design is beautiful, practical, and production-ready.

- Advanced Wilcom Embroidery Studio Proficiency
- Fabric-Friendly Stitch Optimisation
- Vector Design Creation for Embroidery
- Quality Control and Testing



Mastery of Code

The forward-facing skills of an innovator, leveraging technology to unlock new creative possibilities and efficiencies.

- AI-Powered Design Generation & Enhancement
- Web Development (HTML5, CSS3, JavaScript)
- Digital Marketing (Google Ads & Meta Ads)
- Creative Design Thinking with AI

The Hybrid Creative Process



Ideation & Prompt Crafting

The process begins with human creativity—conceptualising themes, motifs, and narratives. This artistic direction is then translated into sophisticated prompts for AI tools.



AI-Powered Generation

Generative AI tools like Midjourney are used to explore a vast array of unique patterns, complex compositions, and novel design concepts at a speed impossible to achieve manually.



Artistic Refinement & Digitisation

The most promising AI-generated concepts are brought into Wilcom Embroidery Studio. Here, the artisan's skill takes over—refining, adapting, and meticulously digitising the design, ensuring every stitch is optimised for fabric and production.



Production-Ready Asset

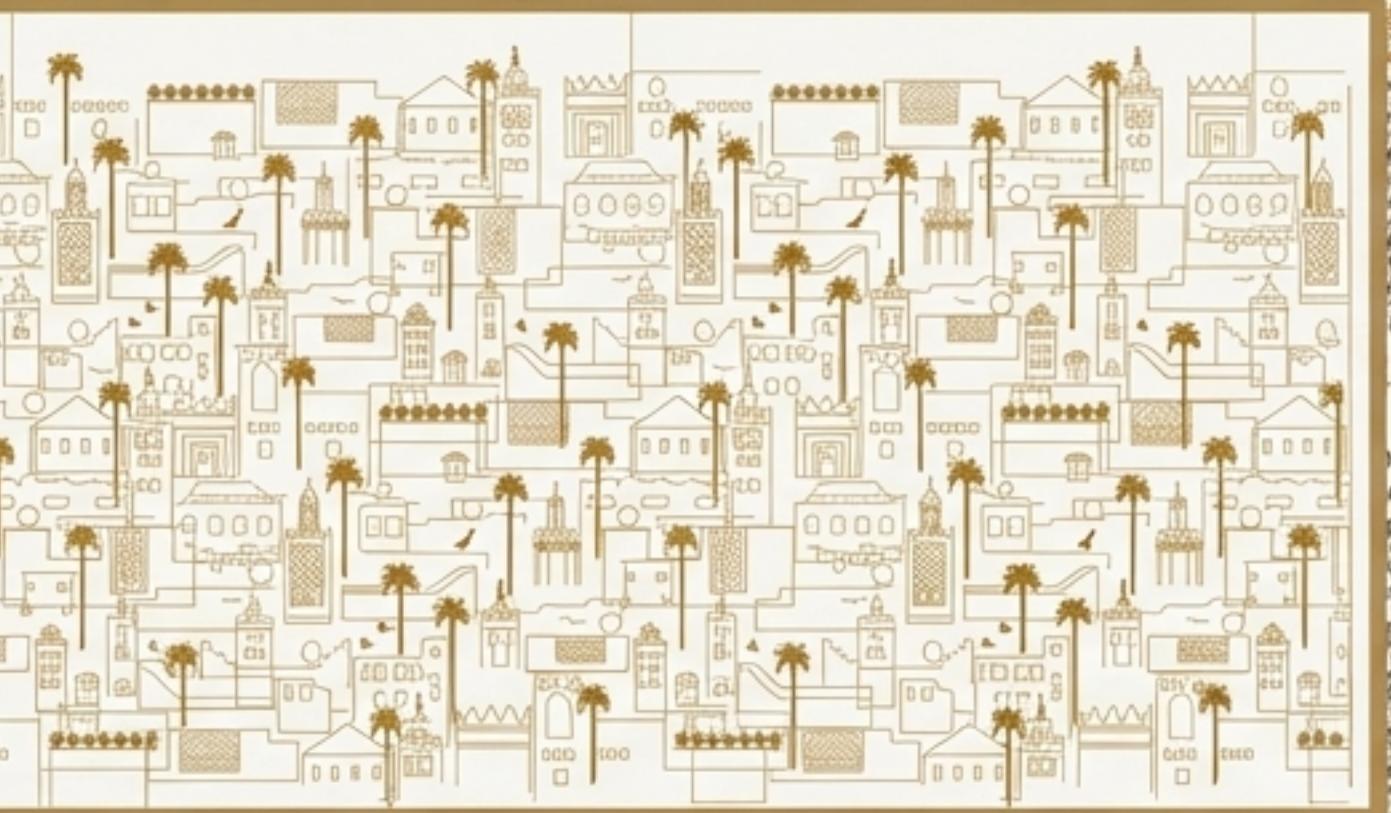
The final output is a high-quality, technically flawless digital embroidery file, ready for commercial application, containing a level of detail and creativity born from the human-machine partnership.

A Gallery of Woven Futures: Reimagining Heritage

Applying the hybrid process to classic motifs—paisleys, florals, and traditional butis. The result is a richer, more intricate interpretation of heritage that feels both timeless and completely new.

A Gallery of Woven Futures: Narratives in Thread

Embroidery that tells a story. From enchanted forests to architectural landscapes, this process allows for the creation of panoramic scenes and intricate narratives rendered entirely in thread.





A Gallery of Woven Futures: The Generative Garden

Exploring the beauty of non-repeating, infinitely variable floral and botanical patterns. This approach allows for the creation of designs that feel organic, unmanicured, and as unique as nature itself.

Sahil Kochhar

Powering Couture: The Artistry of Sahil Kochhar

The Sahil Kochhar brand is defined by its ability to create collections that are "unmanicured, mystical, and full of emotional richness."

The brand's signature embroideries, which draw inspiration from "the jungles of India" and "flower-laden" and "flower-laden meadows," require a design capability that can produce immense complexity and narrative depth.

This hybrid design process is the engine that enables this vision, allowing for the creation of surreal foliage and intricate florals that "curve around the body like a language spoken without sound."

Sahil Kochhar, B-149, Sector-6, Noida



Patr

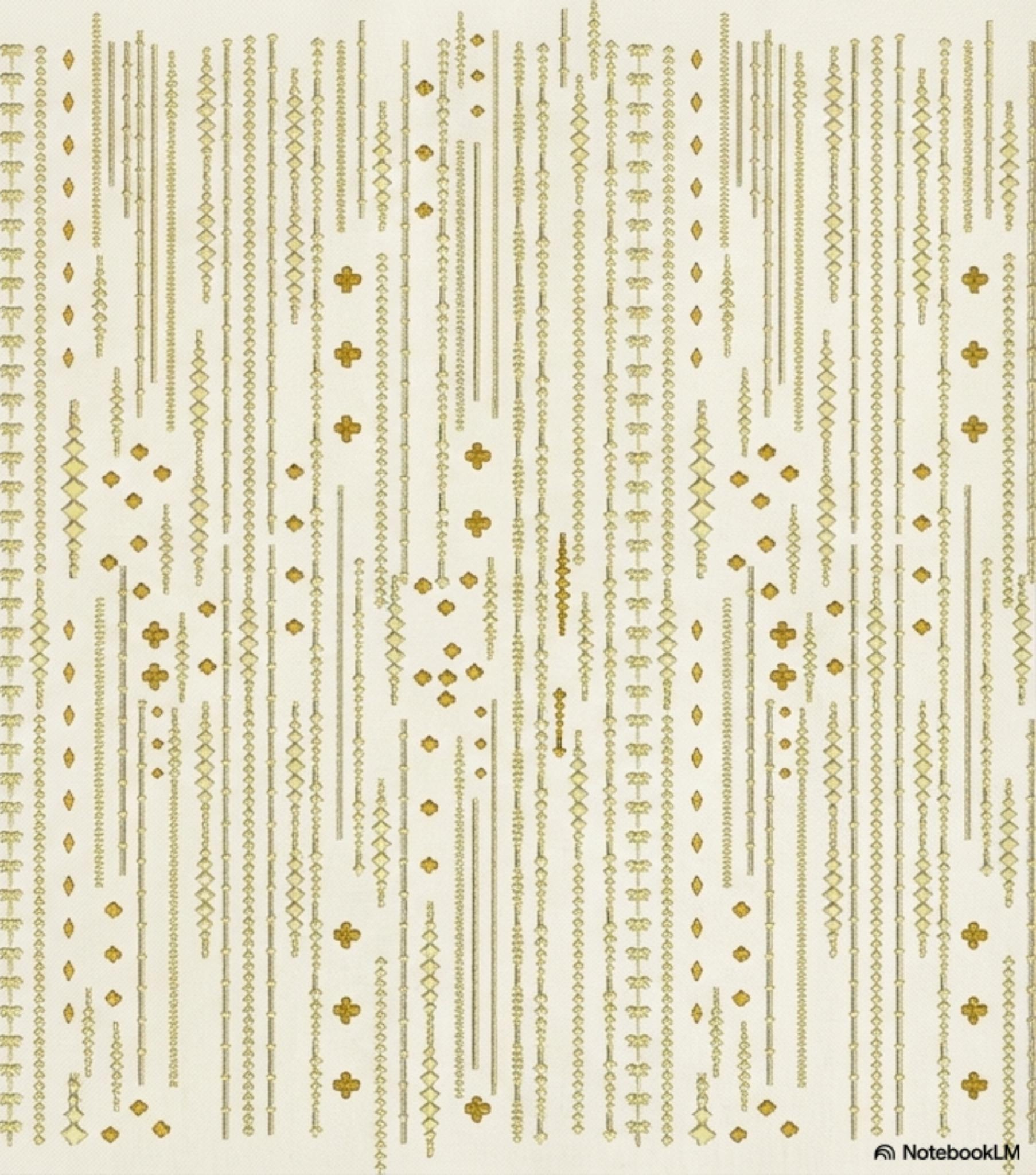
Defining Contemporary: The Edge of Patr

For the contemporary menswear brand Patr, the mission is to infuse 'traditional craftsmanship with a refined contemporary edge.'

The brand requires designs that are modern yet rooted in heritage, suitable for a different audience and price point.

The same core design engine that powers couture provides Patr with unique, detailed embroidery that elevates its kurtas and bundis, allowing the brand to merge timeless craftsmanship with modern silhouettes efficiently and at scale.

Patr (Kiari), B-149, Sector-6, Noida – 201301



The Strategic Advantage: A Future-Proofed Design Engine



1. Unprecedented Creative Range

Generate designs from mystical, organic florals for couture to clean, contemporary patterns for ready-to-wear, all from a single, versatile capability.



2. Accelerated Design Cycles

Leverage AI to rapidly ideate and explore thousands of design variations, drastically reducing the time from concept to production-ready digital file.



3. Defensible Market Uniqueness

Create proprietary, complex, and narrative-rich embroidery patterns that are incredibly difficult for competitors to replicate, building a unique brand signature.



4. Scalable Artistic Vision

Empower creative directors to execute more ambitious visions without being constrained by the time limitations of traditional manual design methods.

Core Competencies and Technical Proficiencies

Core Competencies

- Advanced Wilcom Embroidery Studio proficiency
- Vector design creation for embroidery
- AI-powered design generation & enhancement
- Fabric-friendly stitch optimisation
- Production workflow optimisation
- Design scaling and density adjustment
- Quality control and testing

Technical Skills

Design & Digitising

Wilcom Embroidery Studio, Adobe Photoshop, CorelDRAW

AI Tools

ChatGPT, Midjourney, etc.

Web Technologies

HTML5, CSS3, JavaScript, E-commerce Development

Business Software

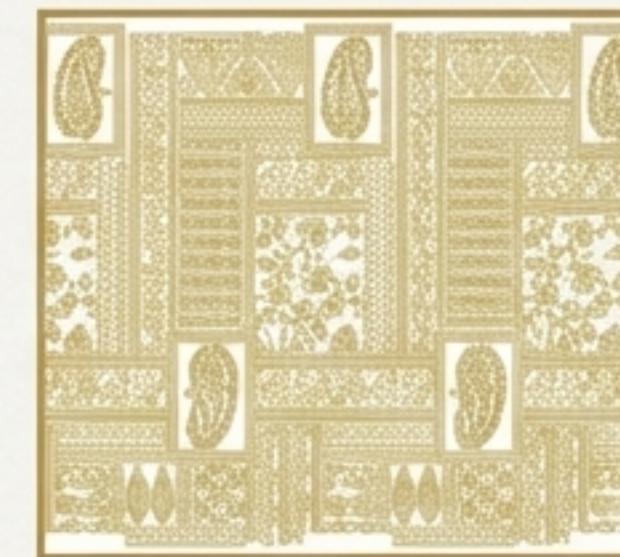
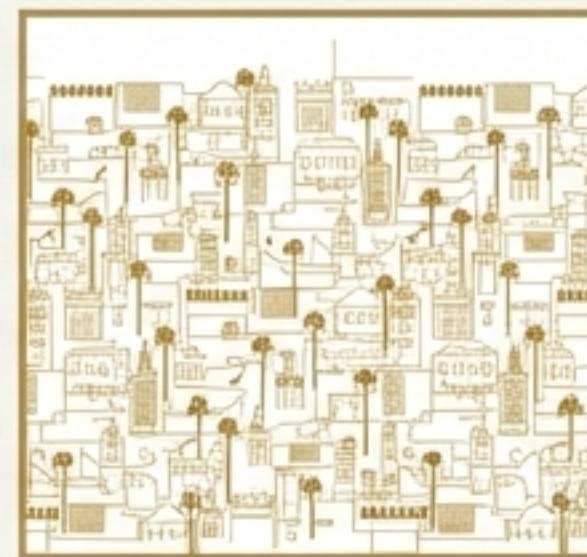
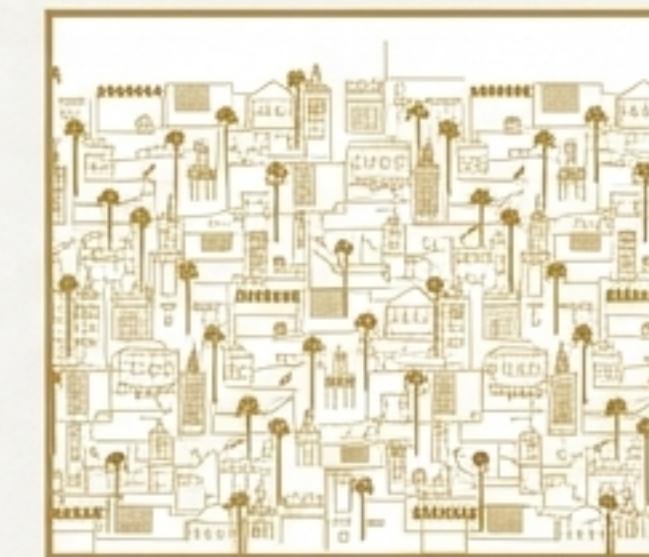
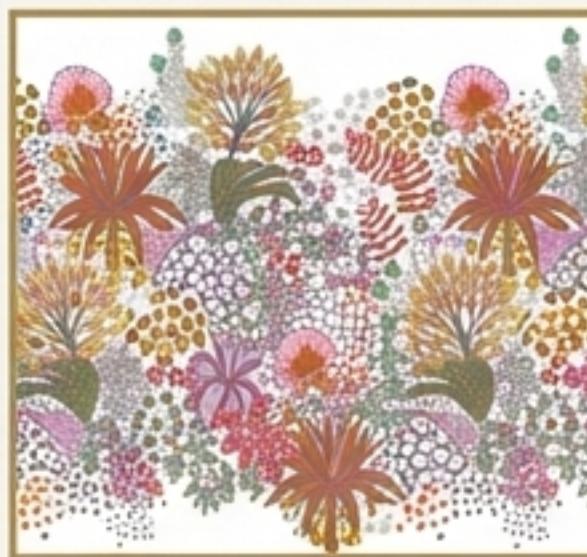
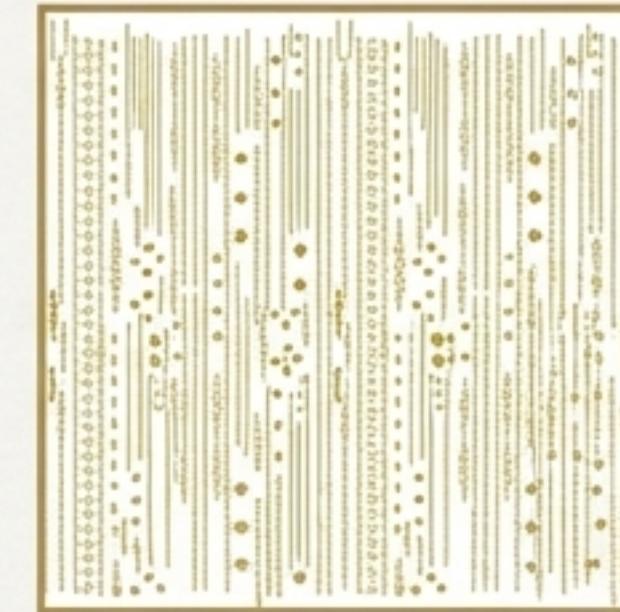
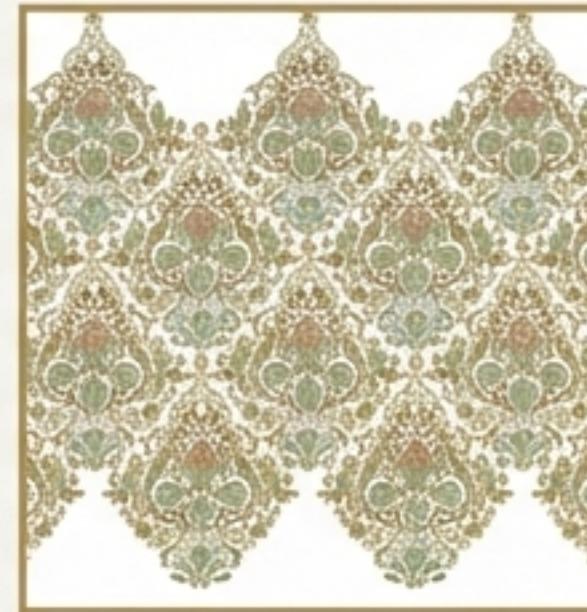
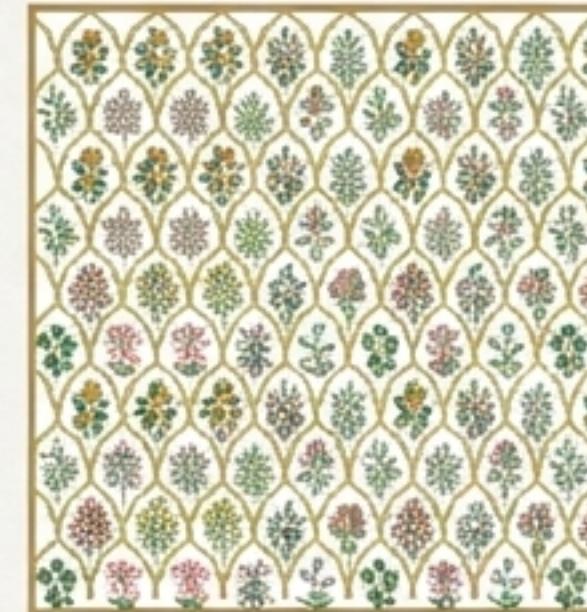
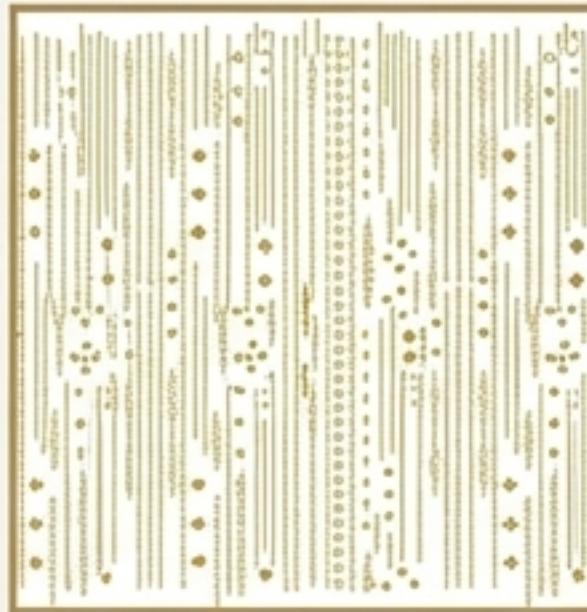
Tally ERP 9, Microsoft Office Suite

Professional Skills

- Client communication & management
- Project time management
- Creative design thinking with AI
- Team collaboration & Training

Portfolio Showcase: Selected Works

A selection of **professional embroidery designs**, showcasing a range of styles from traditional to contemporary, many created with AI-assistance to enhance complexity and creativity.



The Future is Woven.

We are not just designing garments; we are engineering the future of textile artistry. By weaving together the threads of human craftsmanship and machine intelligence, we create what comes next.

Aakash Kumar

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