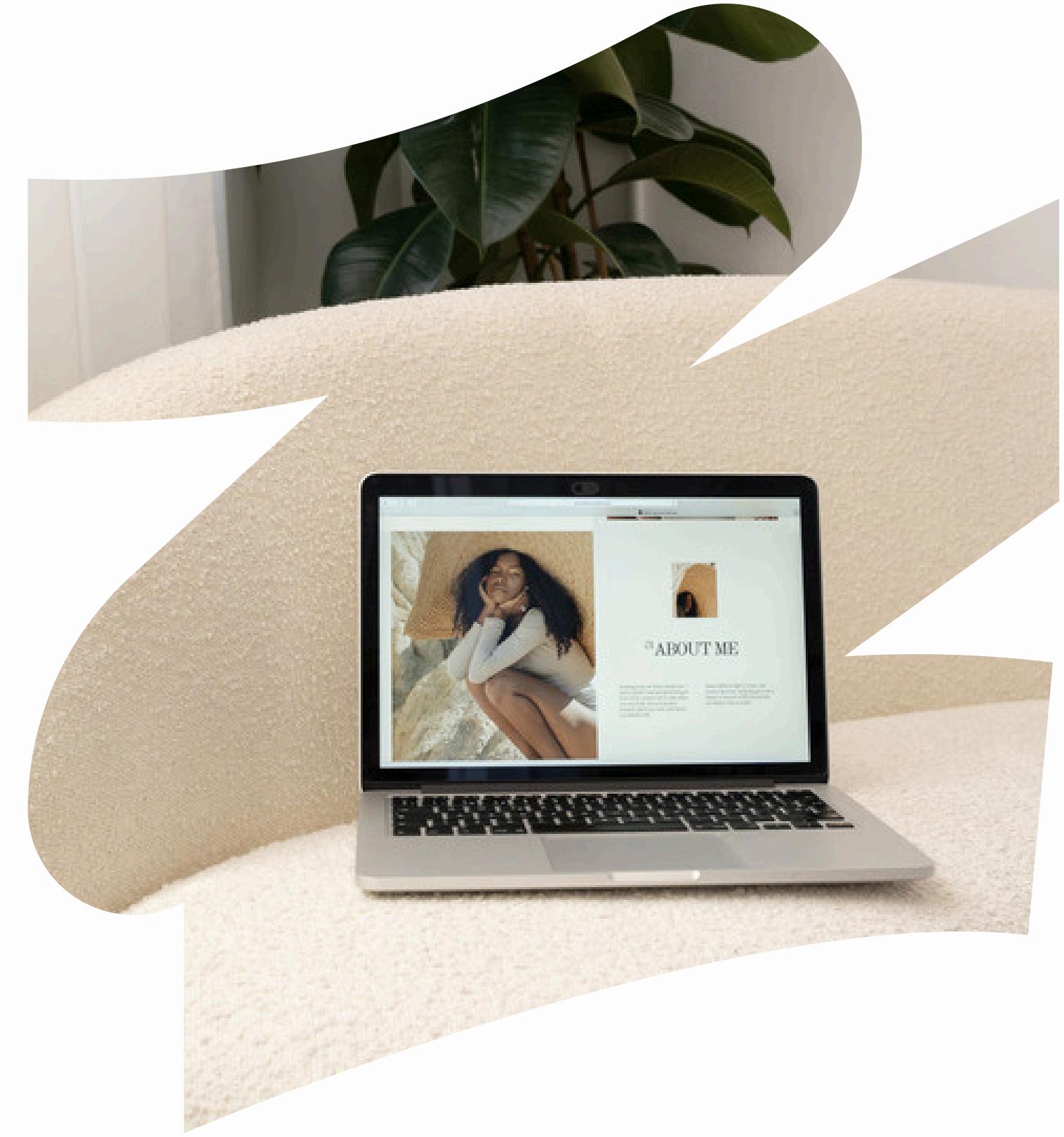


Design Portfolio



By : Akanksha

Introduction

About me

I am a dedicated fashion enthusiast with a creative approach and a strong work ethic. I hold a degree in Leather Goods and Accessory Design from the Footwear Design and Development Institute. Skilled in styling, designing, crafting, and illustration, I thrive both independently and in collaborative settings. I view each project as an opportunity for growth, continuously refining my design expertise while advancing my career.



DESIGN PROJECTS

ANECDOTES



"A modern romance, exploring the dramatic flair and rich palettes of the Regency era and timeless Monochrome Basics."

NATURALIZER



Naturalizer focuses on our gentle but a sure advancement towards a minimal and Sustainable life.

ECO ESSENCE

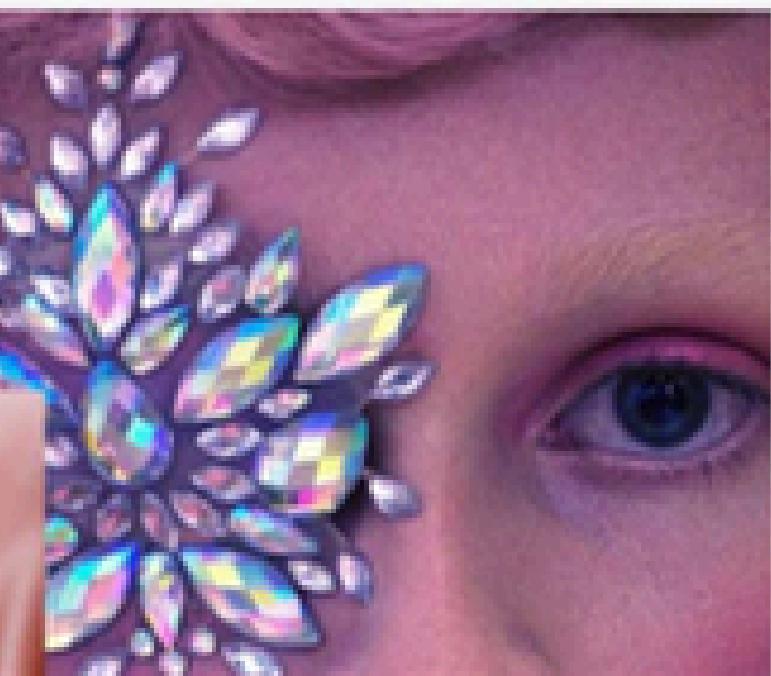


A collection dedicated to world environment day.
The leather skins we use for Eco Essence range are made from sustainable materials.

ILLUSTRATIONS



Created an educational yet aesthetically engaging field guide. The goal was to elevate often-overlooked elements of nature through meticulous detail and clean, traditional media..



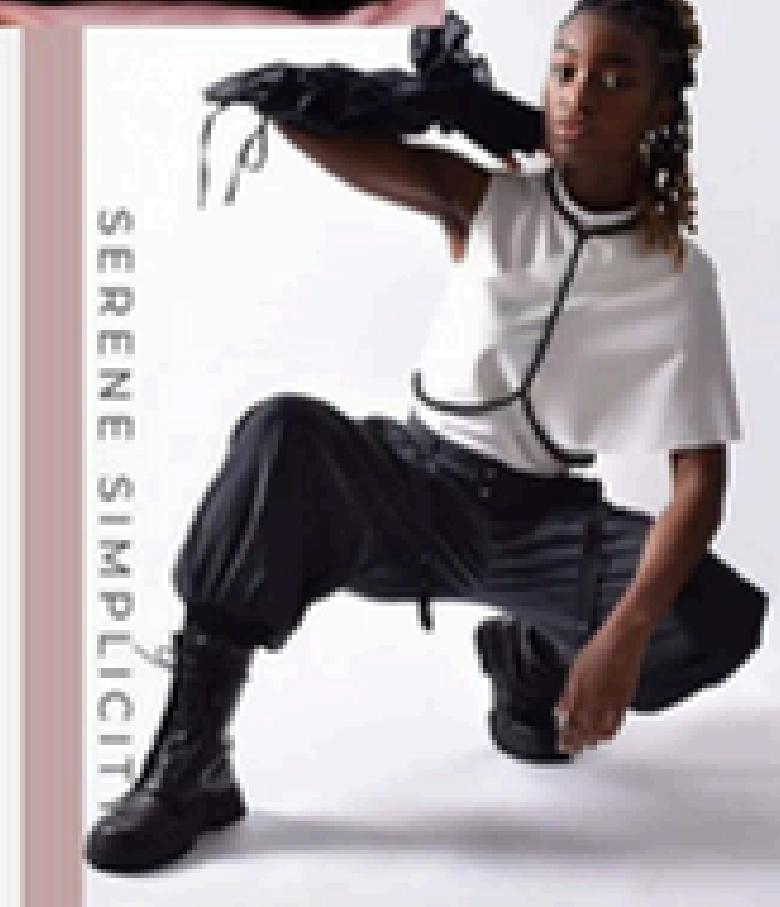
SMARTER
SIMPLER



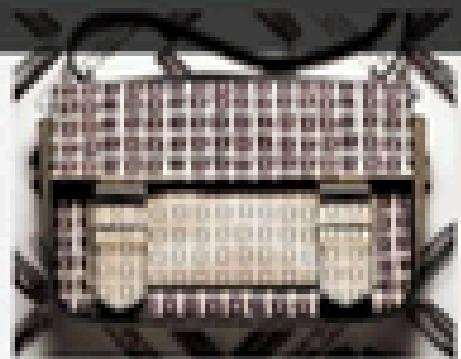
PROJECT 01

ANECDOTES

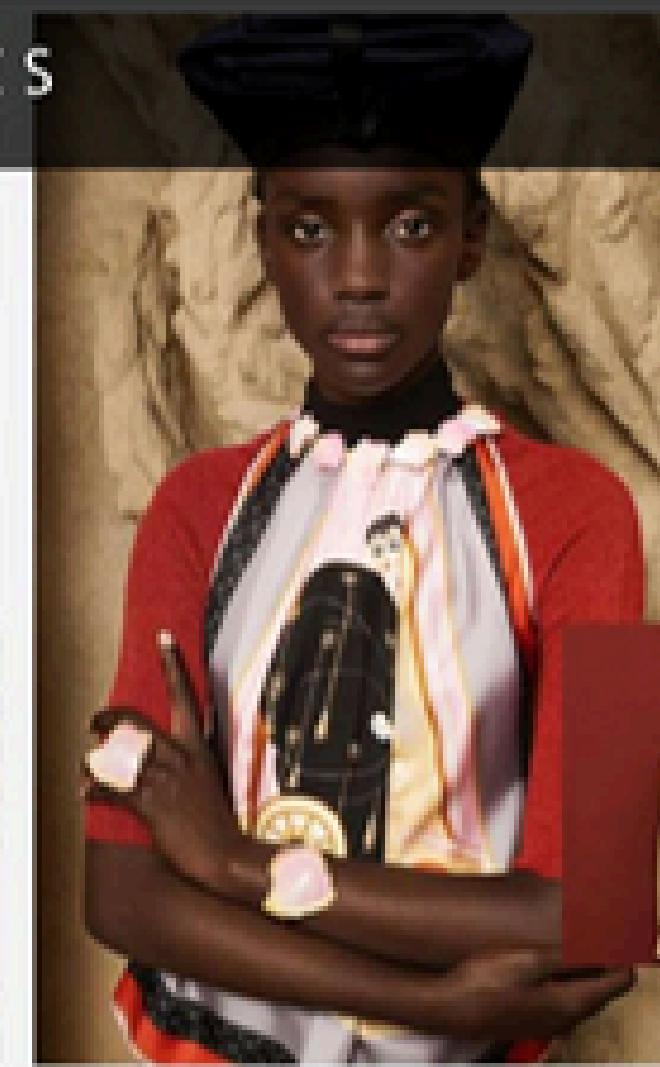
SS - 2023



SERENE SIMPLICITY



MONOCHROME BASICS



PAST TIMES



RED & BLUE

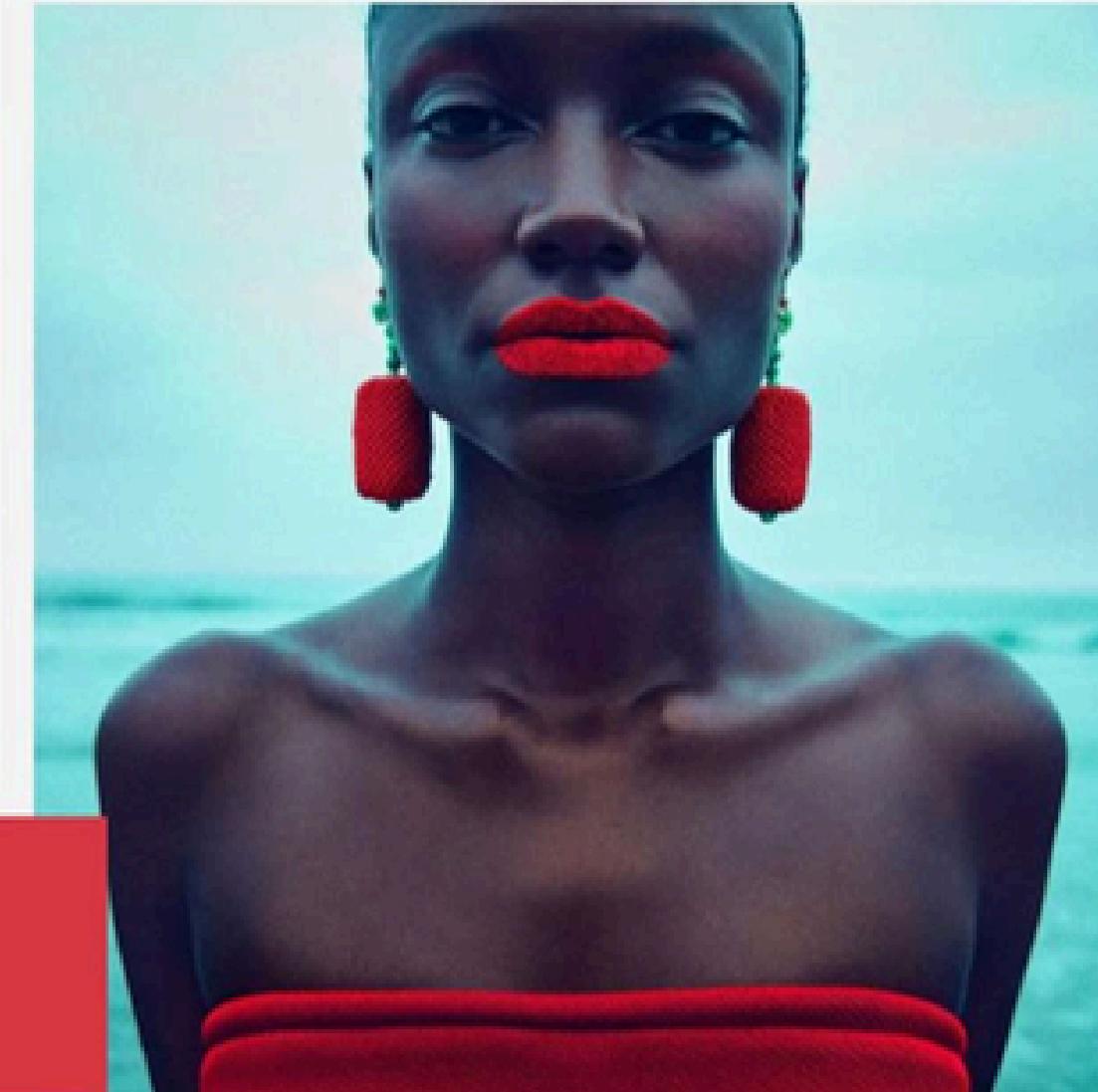


A: Turquoise Sea

B: Lazuli Blue

D: Luscious Red

E: Tranquil Blue



- Bold color combination of red and blue to transition primary brights.
- A comforting, familiar palette ideal for updating core and contemporary #collectionessentials

METALLIC NEUTRALS



Gold and bronze offer alternative metallic for a refreshing summer glow

PATENT CROC



Textured gloss updates classic leathers all year round, adding a sophisticated shine to bags.

OVERSIZED CHAIN LINKS



Maxi-minimalist trend, oversized chain details update as a functional strap or a strong contrasting design.

JOYFUL EXPRESSION



Block graphics and splashes of dopamine brights.

AB CRYSTALS

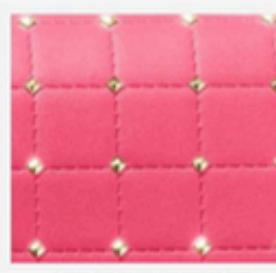


Crystals with AB coatings, finish is an iridescent, rainbow-like coating that reflects a full spectrum of colours.

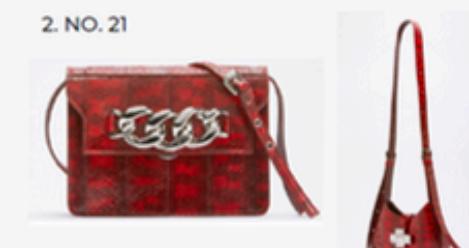
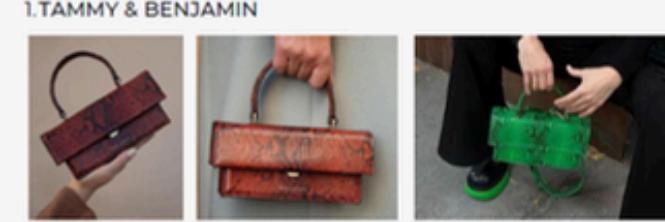
STUD & CRYSTAL EMBOSSED



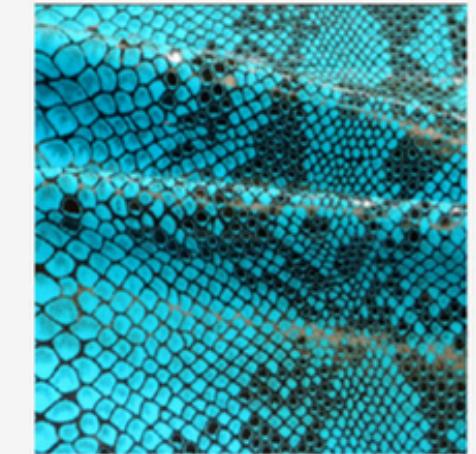
PATTERN/TEXTURE



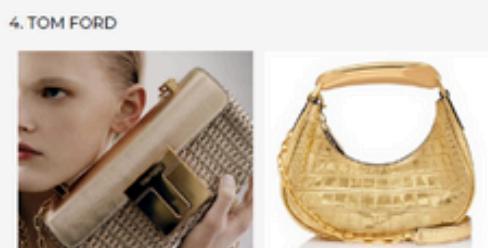
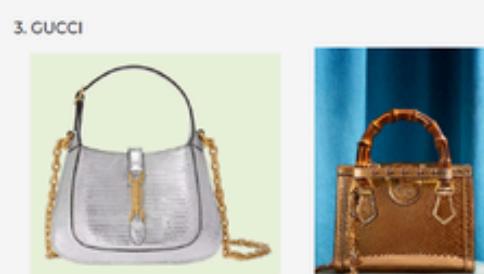
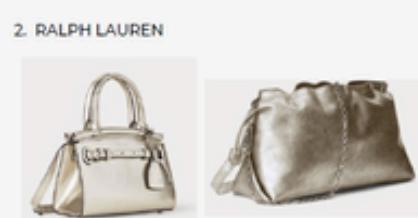
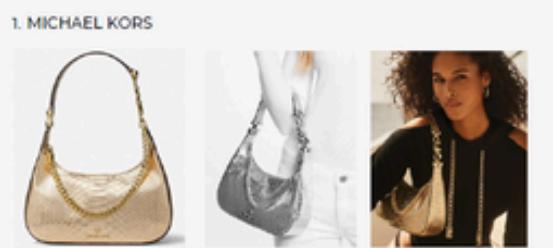
COLORED SNAKE TEXTURES



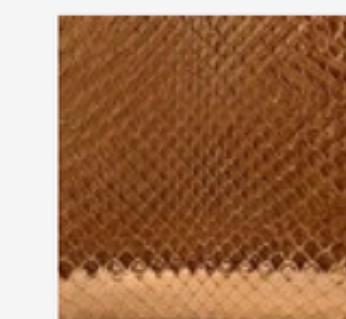
PATTERN/TEXTURE



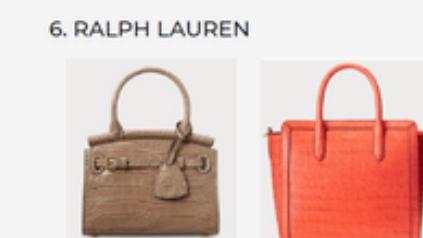
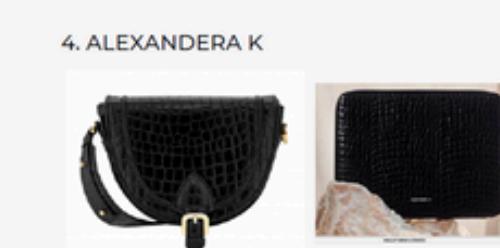
METALLIC NEUTRALS



PATTERN/TEXTURE

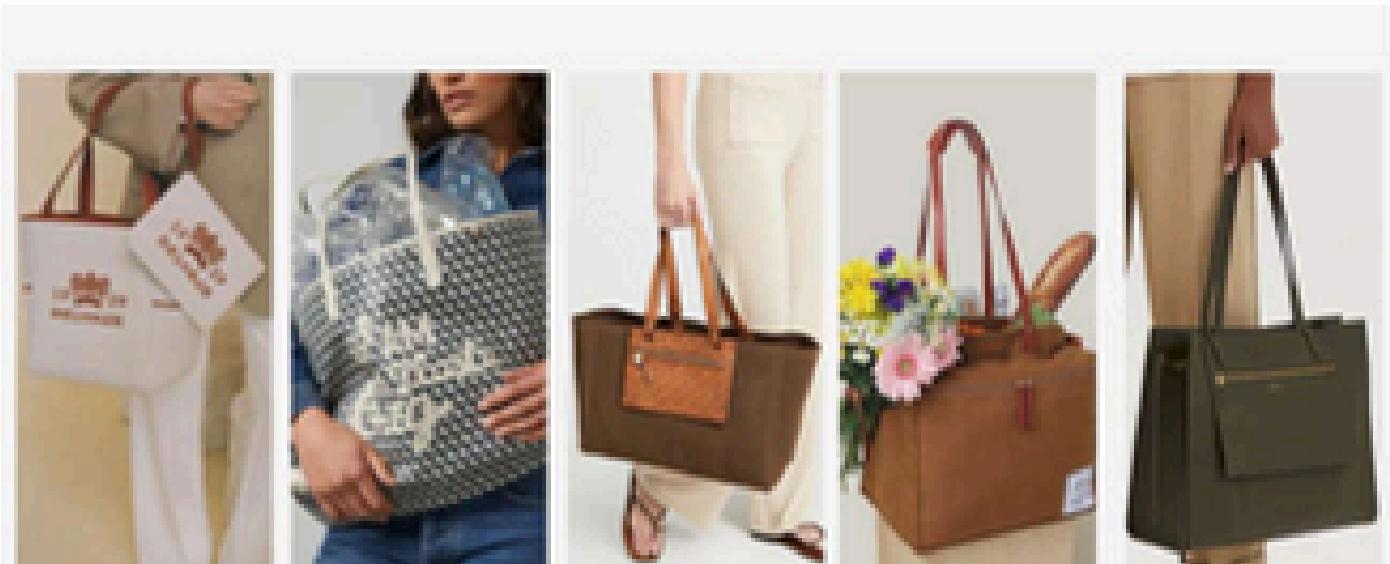


CROCO EMBOSSED TEXTURE



PATTERN/TEXTURE





TRANSSEASONAL COLOURS

RECYCLED MATERIALS

MIXED MATERIALS

AMPLE STORAGE

ZIPPED OUTER POCKETS

THE TOTE BAG

- Multipurpose qualities
- Large structure that provides ample storage
- Various inner and outer compartments
- Front zipped pockets
- Transseasonal appeal



MULTI-MATERIAL STRAPS

MINIMALIST HARDWARE

PERSONALISATION AND MODULAR STRAPS

SEASONAL TONES AND EXTRAVAGANT POCKETS

MACRO-WEAVE BAG

THE CROSS-BODY BAG

- Space to carry and swiftly access daily essentials
- Classic saddle and camera shapes are important
- Creative touch with alphabet hardware
- Multi-material straps that include rope or chain

C O R E U P D A T E



CRAFT MIX MATERIALS

FEATURE HANDLES AND HARDWARE

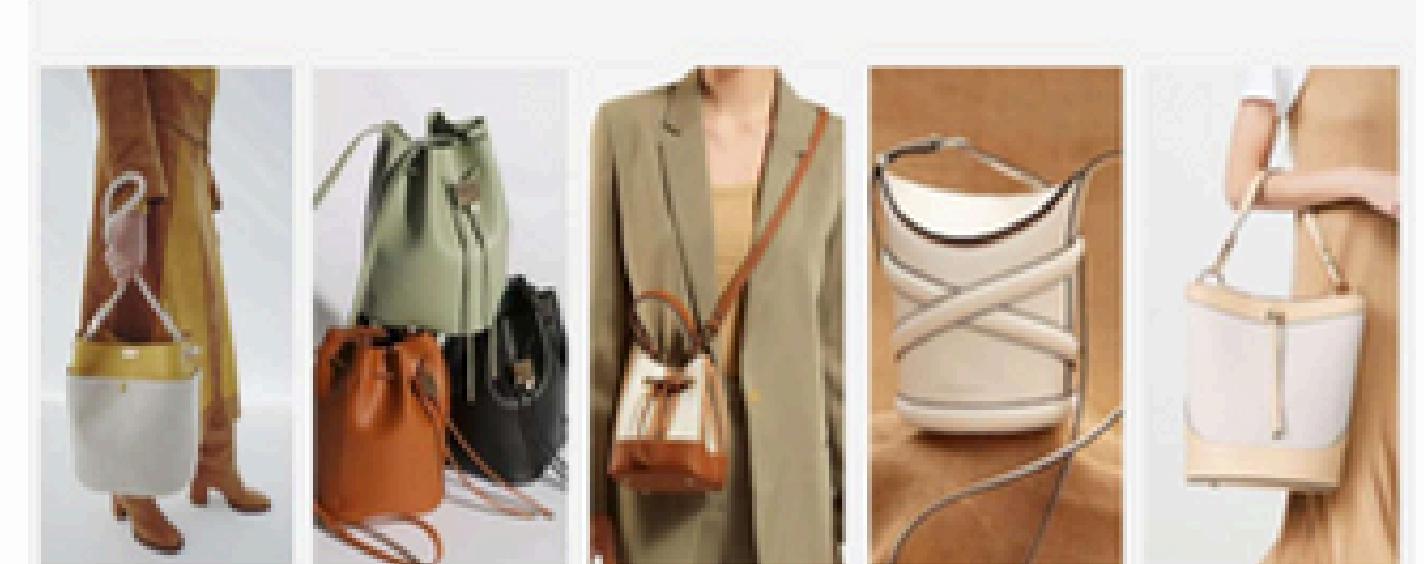
NEUTRAL TONES

TONAL COLOUR BLOCKING

MINIMALIST FLAP CLOSURES

THE TOP-HANDLE BAG

- Contemporary, structured silhouette
- Smaller scale
- Maintain investment qualities with neutral tones
- Minimalist design
- Matte leather
- Color blocking in seasonal tones
- EDIBLE GREEN & GOLDEN HOUR - theme



MATERIAL CONTRAST

MINIMALIST HARDWARE

SUMMER TONES

STRUCTURED SHAPE

NEUTRAL TONES

THE BUCKET BAG

- Ample storage and a modern aesthetic
- Structured shapes
- classic matte-finish leather combined with minimalist hardware



ANECDOTES



WHITE + RED + NAVY BODY



WHITE + RED + EMERALD GREEN



NAVY + RED + WHITE BODY



NAVY + RED + DARK GREEN



STYLE: SATCHEL BAG

STYLE: STRUCTURE BAG



NAVY + RED + WHITE BODY



NAVY + RED + EMERALD GREEN

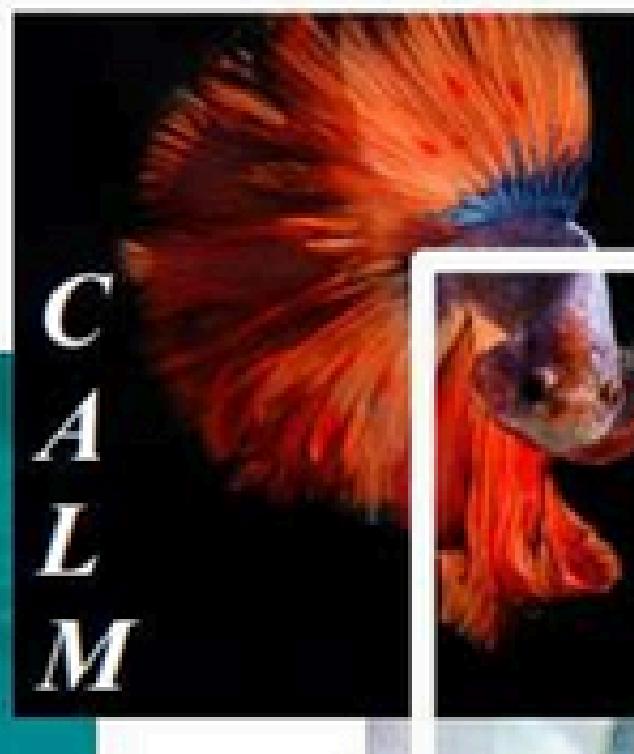
STYLE: CROSSBODY BAG

INSPIRATION BOARD



PROJECT 02

We dump 8 million metric tons of garbage into the Ocean each year.



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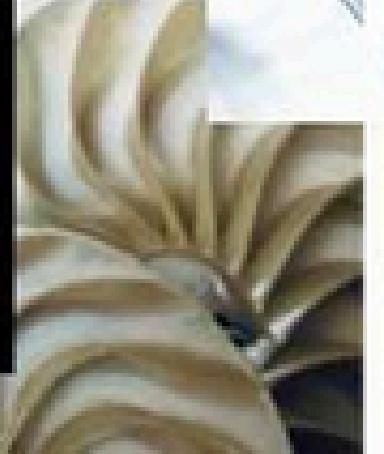


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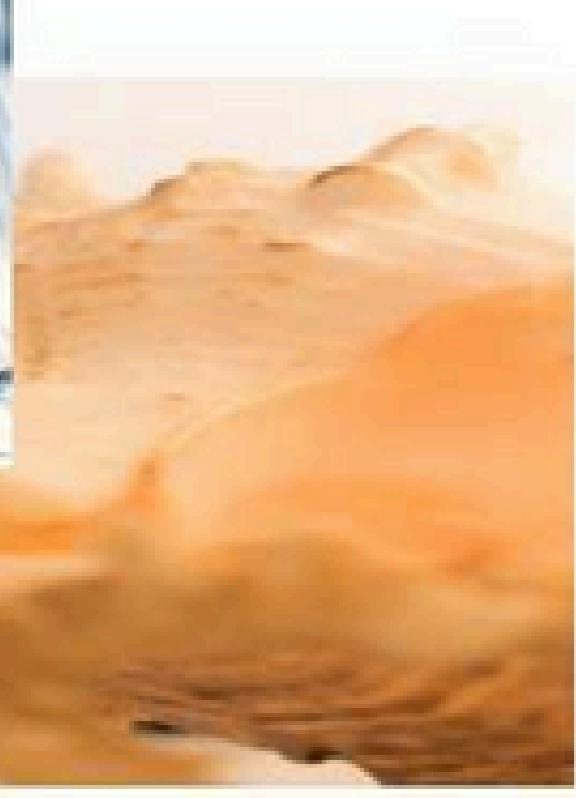
NATURALIZER



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AW 2024\25





INSPIRATION

NATURALIZER

The power of nature transcends all forces. Nature is a symbol in itself. It focuses on our gentle but a sure advancement towards a minimal and Sustainable life. The Naturalizer collection is inspired by an array of vivid colors, texture, and material that creates the illusion of coral reefs, different species of fish, ocean waves, sea shells, starfish and other forms of marine life.

Elemental Design Direction

SIMPLICITY FACTOR

- Clean lines
- Detailing
- premium feel
- Relaxed look
- Envelope silhouette
- Vintage Inspired
- Utility
- Aesthetics of modern architecture
- Directional & protective

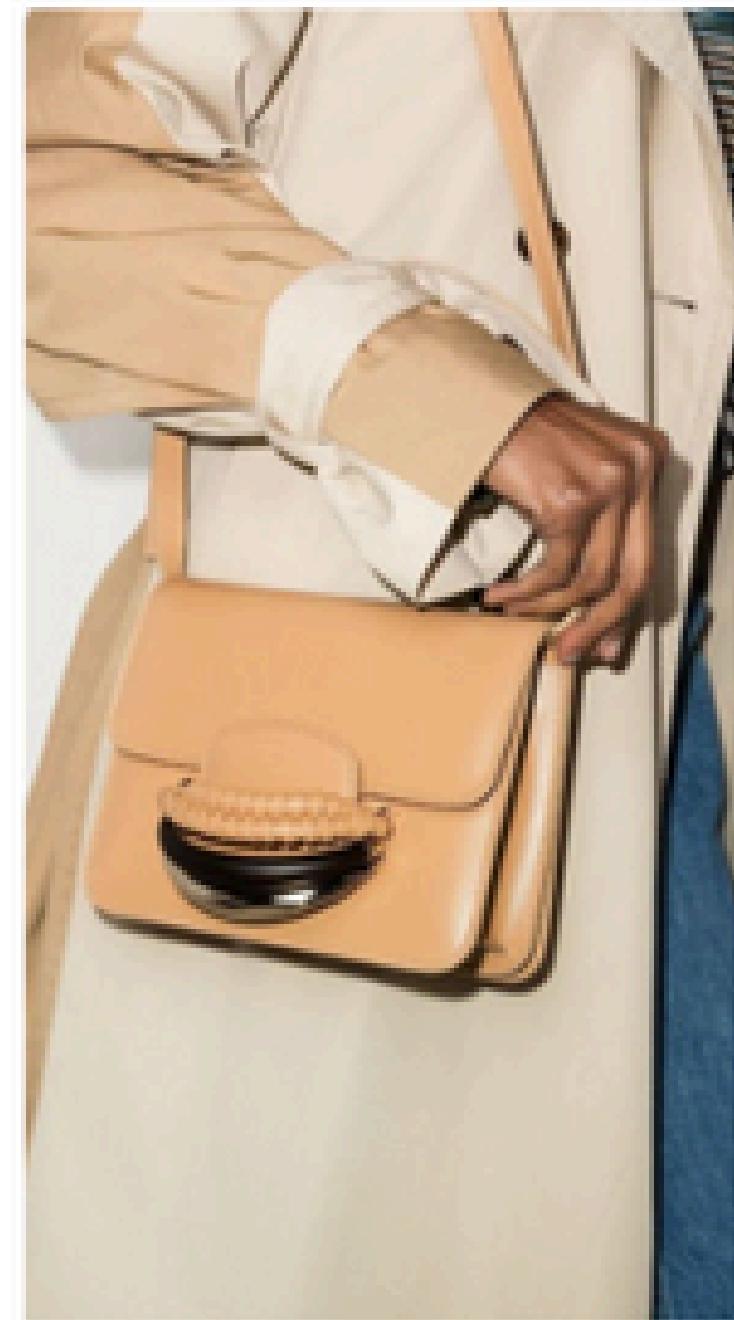
SILHOUETTE

- Mini bags(chain straps)
- Box clutch
- Oversized Hobo
- CROSS BODY
- TRAPEZOID SHAPE
- Utility Belt (hand-free)

ENSEMBLES

- Chain straps
- Detachable cross body.
- Oversized handles
- Turn - locks
- Curb chains/ weighty
- Plastic chains(retro look)
- Emblem Buckles
- Novelty closures
- shells/semi-precious stones for adornment
- Silver hardware

SMART SHOULDER



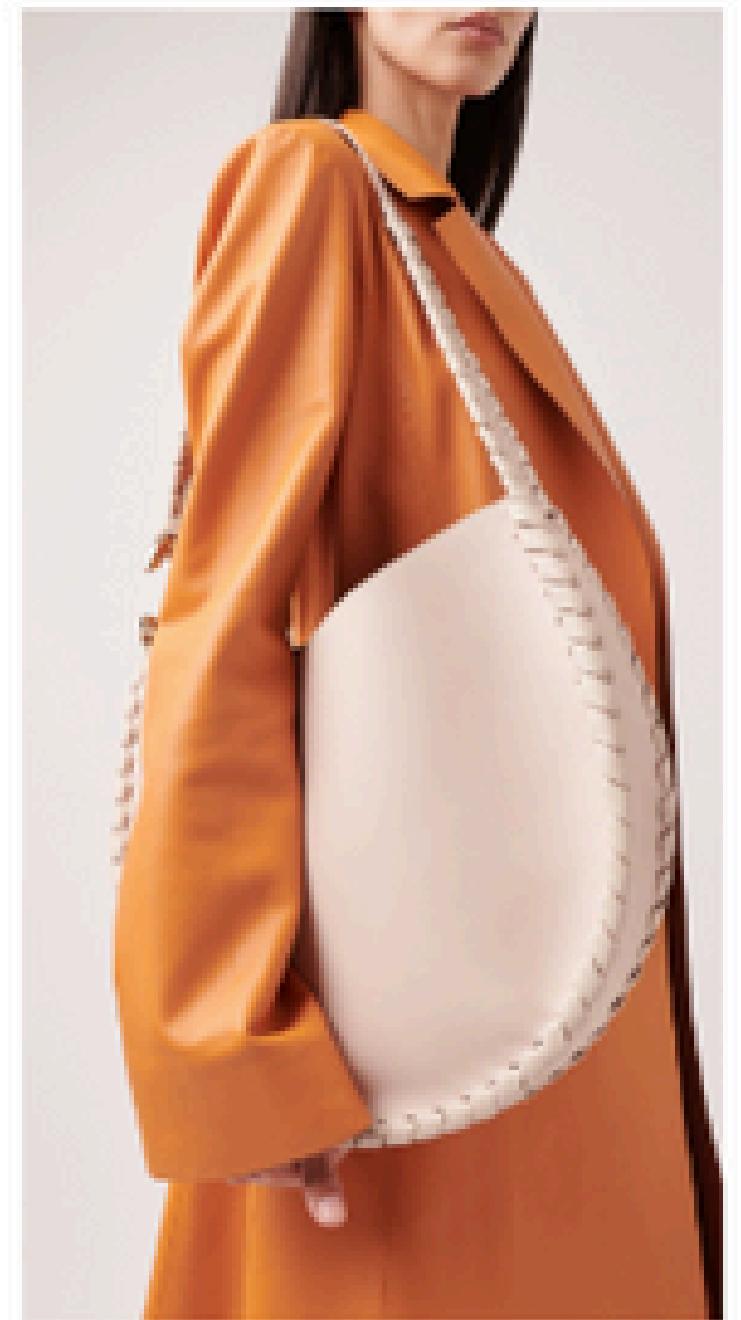
BUMPER



MINI TOTE



SLOUCHY SCOOP SHOULDER



SCULPTURAL



VISUAL GOALS: CONCEPT FORMULATION

DA MILANO
WE ARE YOUR VISION OF STYLE
LUXURY AND LIFESTYLE.

Strongly following the Indian season calendar with dedicated infographics promotions.

Elegant use of pastel colours, sparkles with a thematic approach towards brand awareness.

Product tabletop view promoting luxury and the elements to fit in.

Store appearance update via country feel conveyed in background.



HIDESIGN
HANDCRAFTED THE FORGOTTEN WAY. CRAFTMANSHIP | VEGTANNED

SUSTAINABLE FUTURE

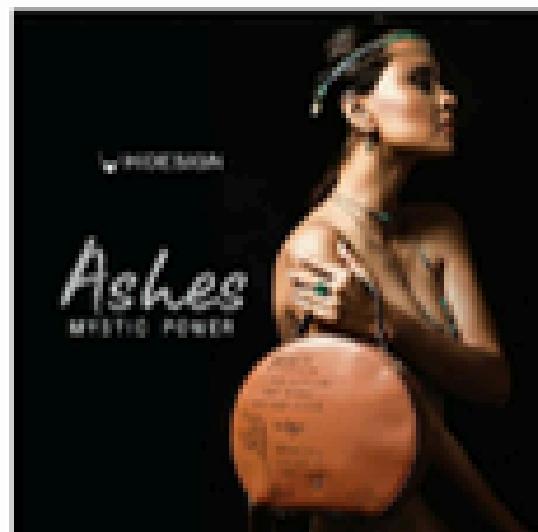
#HandcraftedWithLove

Caricature infographics to connect with the audience with humor.

Promotion by celebrities and influencers.

Giveaway promotional strategy.
Gods Love brass and so do we!

Updated With largest marketing influence like Covid. introduced mask and other accessories.



NAPPA DORI
THE STORY OF NAPPA DORI IN IMAGES

Offering a bespoke range of exquisite corporate gifts options for all enterprise models, from small scale to blue-chip companies.

Product utility has been vastly emphasized.

Connection via questions like "How do you like our all-new color."

Corporate gifting and collaboration strategy. Celebration of the anniversary.



CHARLES & KIETH
THE OFFICIAL CHARLES & KEITH INSTAGRAM

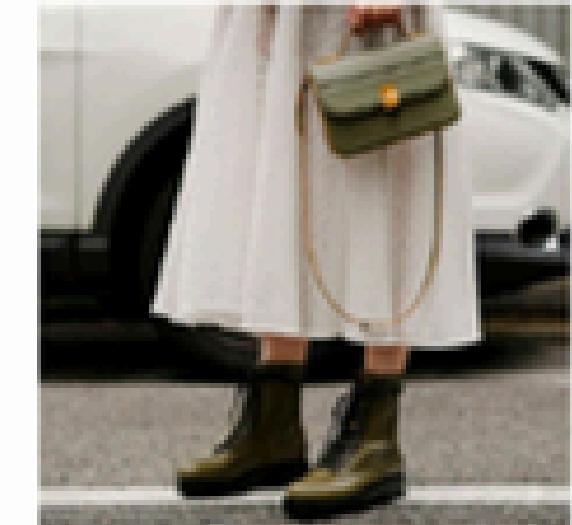
Campaign Presentation. No branding on posts.

Soothing feel conveyed via page.

Product features highlighted in the description, Gifts for her as a catching marketing pitch.

Question Connection: How will you style this piece? Let us know in the comments section below.

Highlights from magazines spot



LEADING DOMESTIC BRANDS ANALYSIS

	 HIDESIGN Handcrafted. Since 1978.	 CAPRESE	 LAVIE BAGS & SHOES	 DA MILANO ITALIA	 Baggit
USP	Real Leather crafted the forgotten way	Everyday bag with stylish twist	Bag for every mood	Sophistication & Class	Practical & Go to bags
Price Range	Rs 2,000-25,000	Rs 1,000-4,000	Rs 1,000- 5000	Rs. 5000- Rs 20,000	Rs. 800 - 5,000
Target Audience	High Income Group (25-40 Years)	Young Ladies	Confident Young & style and conscious ladies	Men & Women (25-33 yrs)	Students & Professionals
Point of Difference	Classy & Sophistication	Sleek cut Design	Dynamic Colours	Quality (made from Italian Hide)	Casual Look

Customer & Target Market

MUSE Persona

- Value quality
- Touch of luxury
- Classic | Fashionable touch
- Personal shopping advisor
- Follow trends
- high expectations
- best possible customer experience.
- spend 30% on luxury goods, monthly
- feel valued by the brand
- In shop shoppers

DEMOGRAPHICS

South Asia, Iran, East Asia and the West

POST COVID-19

- 68 per cent of respondents have reduced shopping in-store
- 49 per cent are shopping online more.

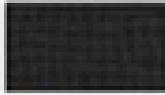
1A



NATURALIZER: PATCHWORK



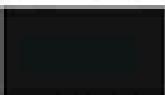
PERSONALISED RIVET



SAFFIANO GRAIN



SUEDE GRAIN



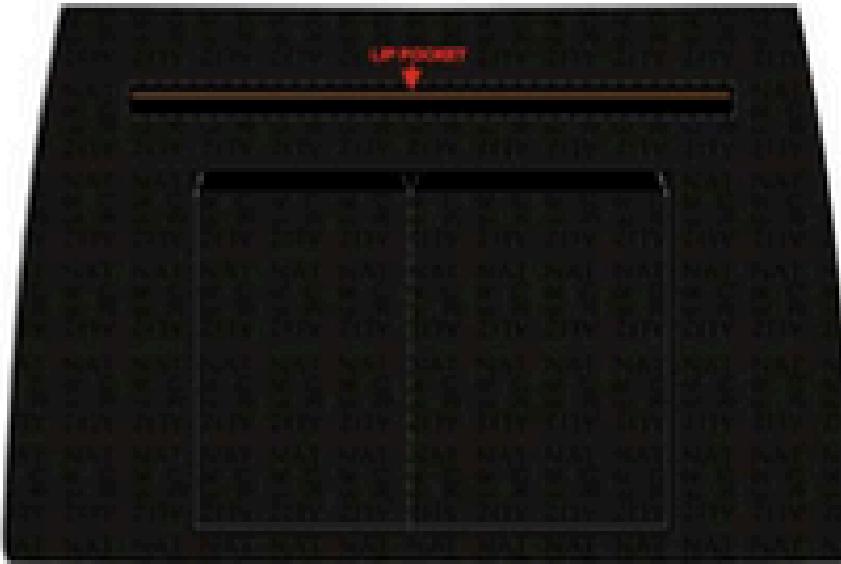
YDM GRAIN

DIMENSION OF THE PRODUCT

13"W X 8"H X 5"D

HANDLE DROP: 4"





INSIDE WALL FRONT



TOP VIEW



INSIDE WALL BACK

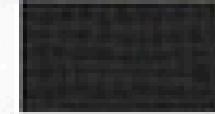


BASE VIEW

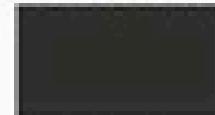




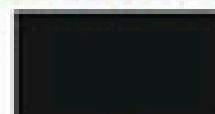
HARDWARE FINISH: LIGHT GOLD



SAFFIANO GRAIN



SUEDE GRAIN



YDM GRAIN

DIMENSION OF THE PRODUCT
8.25" W X 5.5" H X 2.25" D

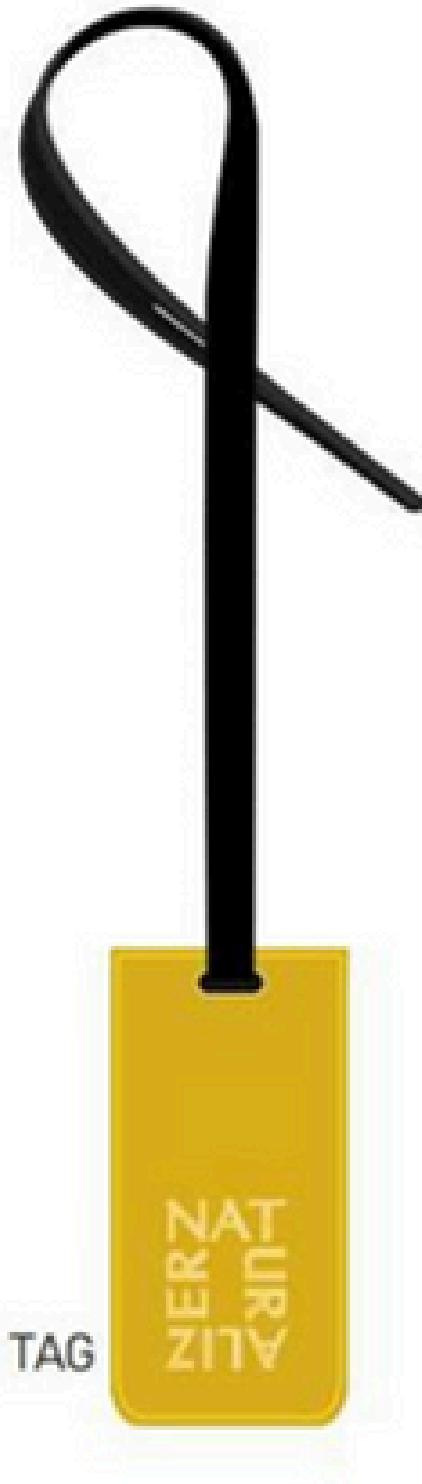




TASSEL DETAIL



SIDE VIEW



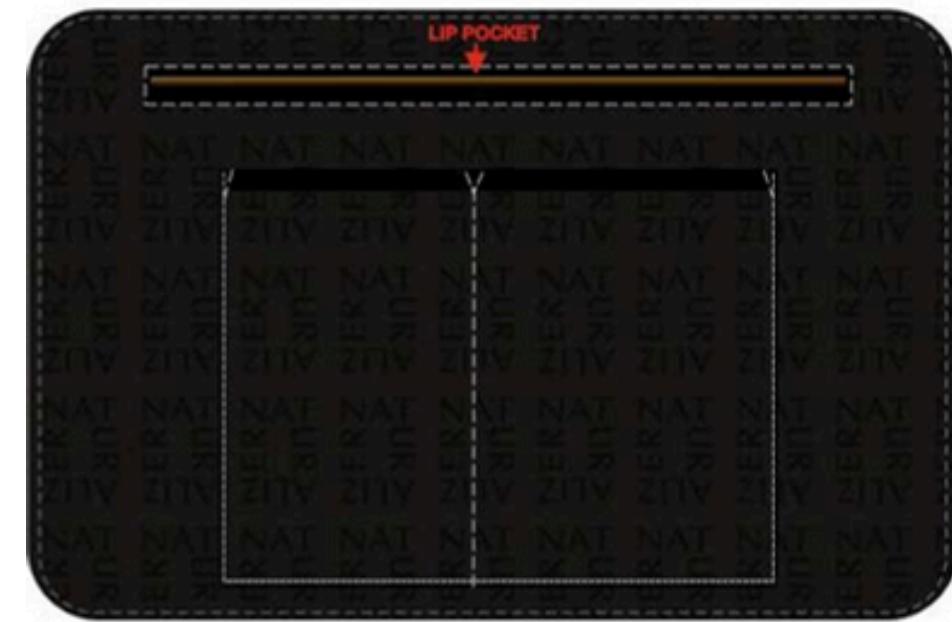
LUGGAGE TAG



TOP VIEW DETAIL



BACK VIEW



INSIDE CONSTRUCTION

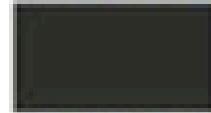




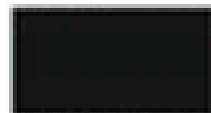
HARDWARE FINISH: LIGHT GOLD



SAFFIANO GRAIN



SUEDE GRAIN



YDM GRAIN

DIMENSION OF THE PRODUCT

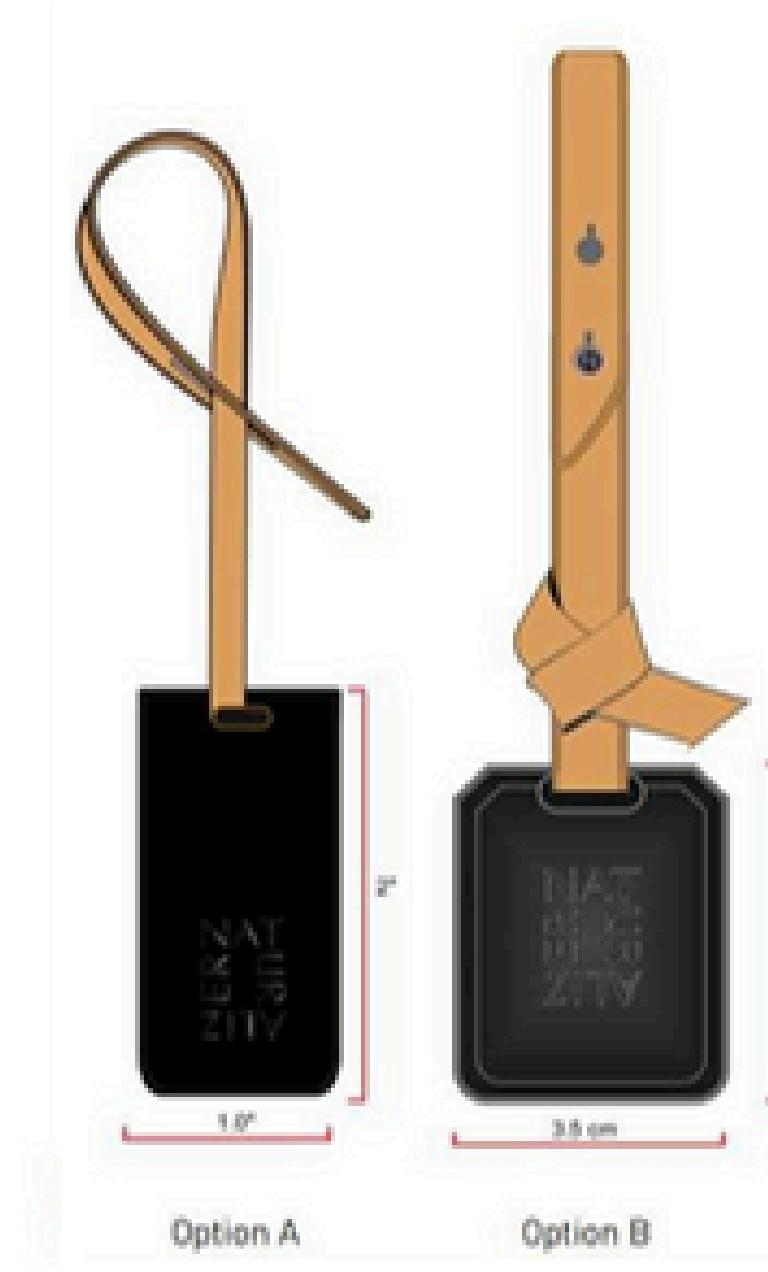
7.25"W X 4"H X 1.5"D



1B



NATURALIZER:WHIPSTITCH



BASE VIEW



NEW LETTER LOGO



IVORY



CAMEL

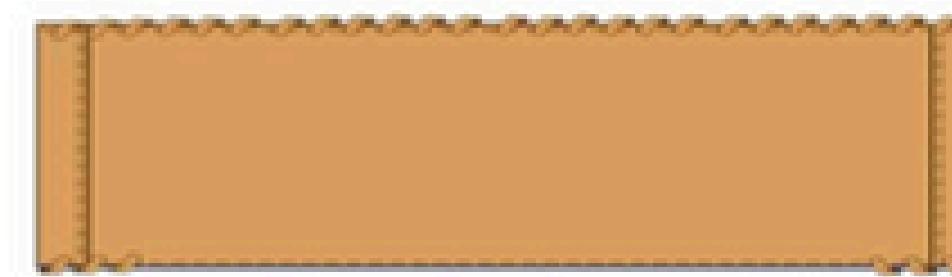
DIMENSION OF THE PRODUCT
 $14^{\prime\prime}$ (L) x $9\frac{1}{2}^{\prime\prime}$ (H) x $5\frac{3}{4}^{\prime\prime}$ (W)

HANDLE DROP: $6\frac{1}{2}^{\prime\prime}$





CONCEALED BACK ZIPPER



BASE VIEW



HARDWARE FINISH: GUN METAL



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NEW LETTER LOGO



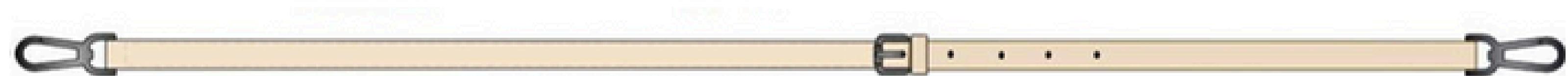
IVORY



CAMEL

DIMENSION OF THE PRODUCT
12 1/2" (L) x 10 1/2" (H) x 3 1/2" (W)

HANDLE DROP: 7 3/4"





HARDWARE FINISH: GUN METAL



NEW LETTER LOGO



IVORY



CAMEL

DIMENSION OF THE PRODUCT
12 1/2" (L) x 10 1/2" (H) x 3 1/2" (W)

HANDLE DROP: 7 3/4"



SUSTAINABLE FASHION

HOUSE OF SUSTAINABLE LUXURY

#SUSTAINABLE FASHION

BRANDS ON SUSTAINABLE LUXURY

Sams^onite

TUMI

BALLY


BURBERRY
LONDON

Introduction

Sustainable luxury is the future. It is not an eco-friendly product seeking a premium image but instead, it is a luxury product with sustainable values."Primarily Leather has been known and closely associated with the concept of Luxury on the other hand products with ecological balance such as recycled polyester, pinatex, cork etc has less longevity and aesthetic appeal. "Henceforth the concept of introducing a nice category of Eco-friendly products has a great potential.

Luxurious brands caught up to embracing concept of sustainability would help them preserve their brand image and reputation and perhaps even create extra value and gain competitive advantage over other brands, they are now, more than ever before, eager to integrate sustainability into their brand USP.

As per the research, it has been observed that leading luxury brands are taking steps in this direction of better environment future and are introducing the idea of 'sustainable luxury' as an integral part of their own brand image.

WHY SUSTAINABLE LUXURY ?

ETHICS + AESTHETICS = SUSTAINABILITY

Sustainable Luxury is the Future.

- Gen Z are accountable for at least 30% of the sales of luxury brands. This is expected to rise to 45% by 2025.
- 73% of Millenial consumers would willingly spend a little more if it comes from a socially conscious brand.

Sustainability sets you Apart from the Rest.

Sustainability luxury is when a luxury brand takes up measures to make the product sustainable and not when an eco-friendly product tries to become a luxury product by raising prices. In the long run, sustainability will be the key to differ between a good and responsible brand and a reckless money-making brand.

Sustainable Luxury promotes Transparency.

Nowadays consumers expect transparency. They need information about every detail, the process of creating the luxury product, the materials used, the back hand labourers, and the rest. They want to make sure that their purchase decisions reflect their ethics.

MATERIALS

RECYCLED POLYESTER: made of recycled ocean plastic

PINATEX - made from pineapple leaf fibre. Piñatex is a revolutionary alternative to traditional and plastic-based leather made from up-cycling by-products from the pineapple industry. a durable, light weight and water-resistant plant-based material that offers practicality to everyday accessories.

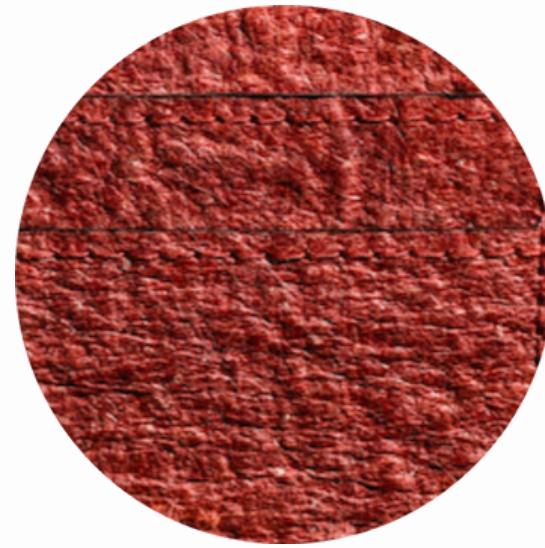
MALAI - Made from coconuts

PETA APPROVED 100% Premium Vegan PU Leather
Leather with minimal chemical treatment and therefore is less harmful to the environment

ZERO-WASTE policy and recycles any leftover materials and reuses for bag linings.



POLYESTER



MALAI



PINATEX



WAXED CANVAS



BURBERRY

ECONYL® – a sustainable nylon yarn made from regenerated fishing nets, fabric scraps and industrial plastic.



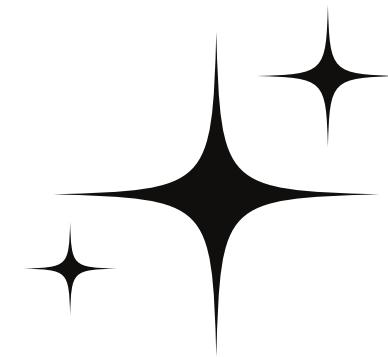
BALLY

B-Echo made from environmentally-friendly, GRS-certified materials



SAMSONITE

Introducing Recyclex™, an innovative product created from 100% recycled rPET plastic bottles, which is strong and durable like polyester fabric made from new materials, but with the added benefit of reducing the amount of plastic waste that exists.



MARKET RESEARCH REPORT

HOME GROWN BRANDS WITH SUSTAINABLE VISION

FORTH
• Made in India •



ECO ESSENCE



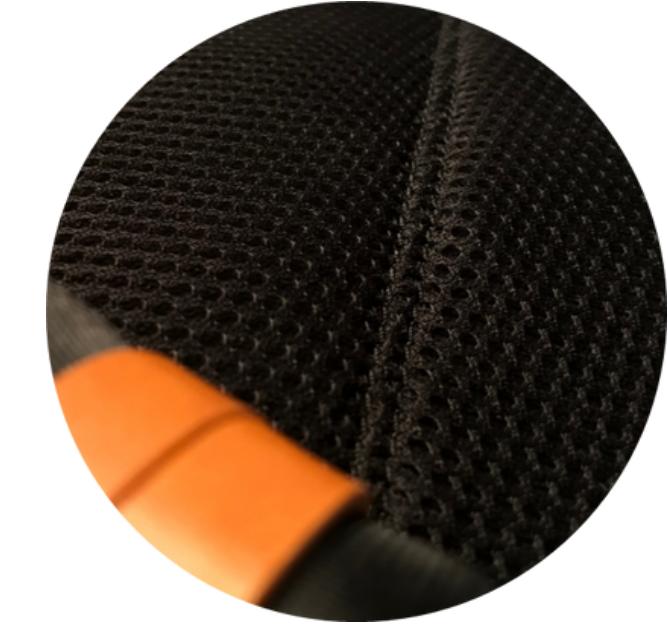
NICKEL FREE HARDWARE



ECO FRIENDLY LEATHER



LIGHTWEIGHT MESH



BLACK TAN COMBINATION



ECO ESSENCE

SUSTAINABLE COLLECTION

STYLE: BRIEFCASE



ECO FRIENDLY LEATHER



NICKEL FREE HARDWARE



RECYCLED POLYESTER



ECO ESSENCE

SUSTAINABLE COLLECTION

STYLE: SLING



PREMIUM WEBBING



RECYCLED POLYESTER



ECO ESSENCE

SUSTAINABLE COLLECTION

STYLE: TOILETRY CASE



RECYCLED POLYESTER



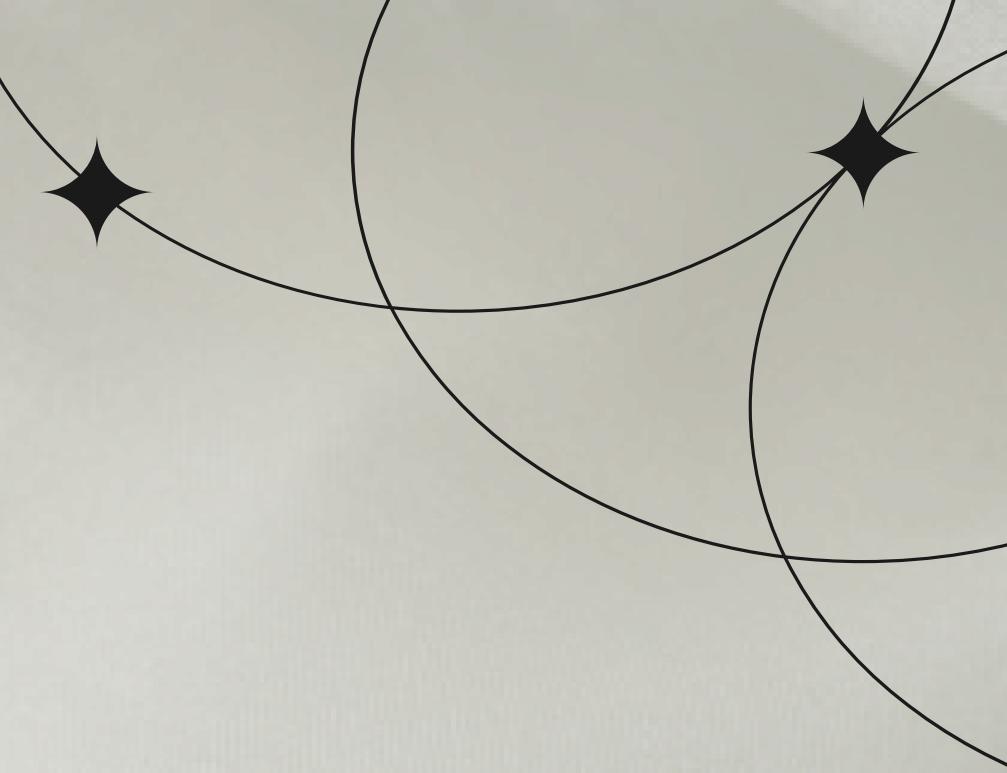
ECO FRIENDLY LEATHER



MULTI UTILITY SPACE



ECO ESSENCE



ILLUSTRATIONS

MEN'S BACKPACK

COLLECTION : HUSH PUPPIES



MEN'S BACKPACK

COLLECTION : HUSH PUPPIES









Let's Work Together

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✉ akanksha4180@gmail.com

🏡 Gurugram, Haryana

