Portfolio

Ayushi Dasgupta

(Fashion Design)

BD/18/318

Industry Internship
2021
House Of Amoha
&
In-house Label Pooja Singhal

amoha
MULTI DESIGNER STORE

Under The Guidance Of:

Ms. Anamika Debnath

Associate Professor

Fashion Design Department

Submitted By:

Ayushi Dasgupta

Fashion Design Department

BD/18/318

POOJA SINGHAL
MADE IN INDIA

National Institute Of Fashion Technology, Kolkata
September 2021

Industry Internship Plan

amoha multi designer store

Subject: Internship Completion Letter Dated: 8.09.2021

To Whomsoever it may Concern

This is to certify that Ayushi Dasgupta, a student at NIFT Kolkata, interned with Amoha, multi designer store and Label Pooja Singhal for a period of 8 Weeks starting from 25th June till 8th August 2021.

Ayushi came on board with fresh ideas and perspective. She is a keen learner as well as an open listener. She helped with the mood boards, design illustrations as well as print design ideas for the same. She understood the concepts well and what was being sought for in the collection.

We wish her all the best for the future in the Fashion and Design.

Regards,

Pooja Singhal
(owner Amoha)

29, Central Market, West Punjabi Bagh. New Delhi-110026
Ph: 011-25221122/ 9810062644. Email: houseofamoha18@gmail.com

STUDENT NAME: Ayushi Dasgupta (BD/18/318)

BRAND: House Of Amoha and in-house label, Pooja Singhal

INDUSTRY MENTOR: Pooja Singhal

FACULTY MENTOR: Ms. Anamika Debnath, Associate Professor (Fashion Design Department)

MINOR PROJECT

Task-

- To make detailed flat sketches of 3 silhouettes for the ongoing brand collection- Dor.

DESIGN PROJECT

Task 1-

- To study about 'Shikargah' and how it can be applied in prints for garments.
- Preparation of a theme board based on the same and colour board which depicts the mood of India.
- Making a board depicting the target market

Task 2-

- Making a motif inspiration board and deriving elements from the same.
- Making 5-6 prints designs
- Making 3-4 colourways of selected design with repeat placements.

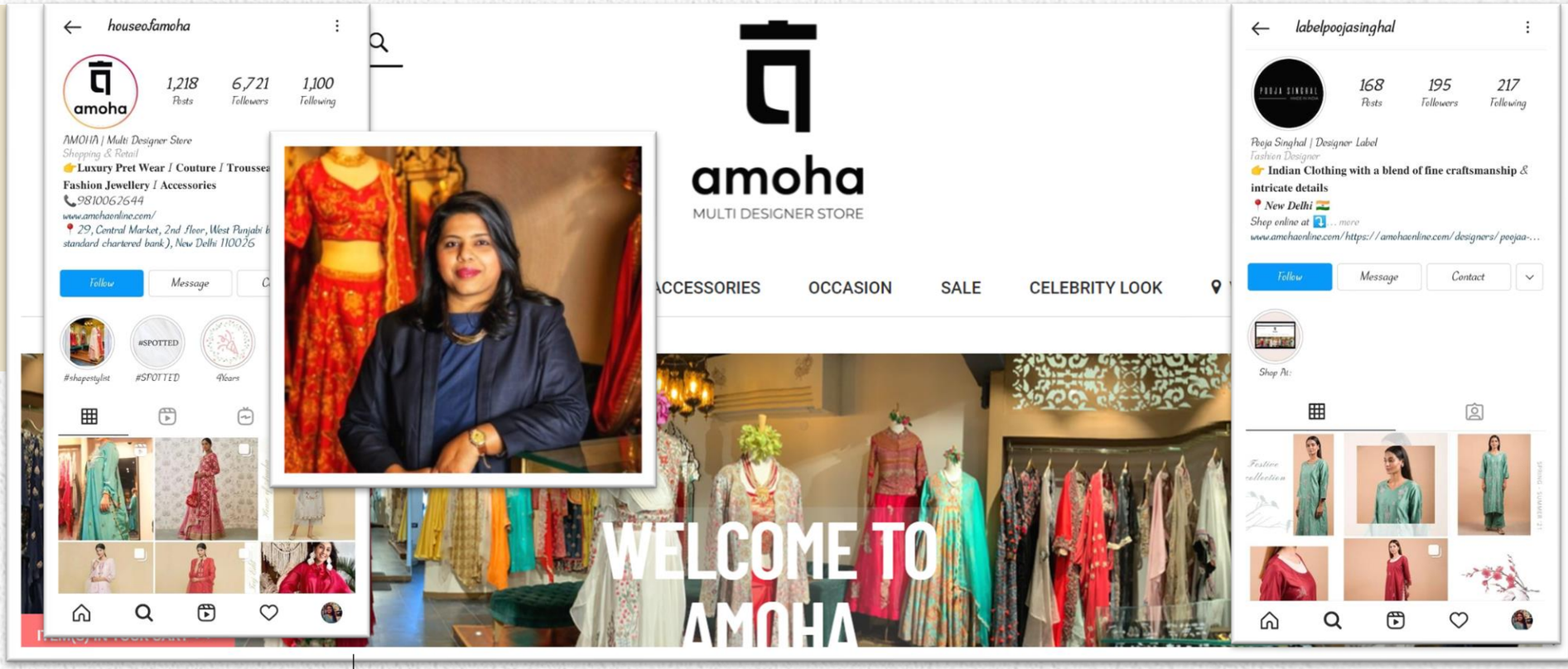
Task 3-

- Making a silhouette inspiration board to understand the direction of silhouettes.
- Making sketches of 25-30 ensembles.
- Making rendered illustration of the selected ensemble range, depicting 2 colourways.

Task 4-

- Making detailed flat sketches of the range along with technical sheets.

About Amoha & In-House Label Pooja Singhal



Founded in 2017, Amoha is the brainchild of Pooja Singhal who saw potential and a need for a multi-designer store in the west of Delhi. With most multi-designer outfits being situated in the other part of the city, she wanted to create a curated designer experience that showcases the exquisite culture rich and contemporary designer labels from across the country under one roof, Amoha.

Pooja Singhal has built Amoha around the philosophy of the soulful desires of the Modern Indian woman; who is equal parts rooted and contemporary, nostalgic and strong, practical and wild. Amoha toils and travels, in its pursuit to bring the ideal clothes closer to their ideal closet – making available authentic, culture rich, bespoke designs and styles ranging from the contemporary cuts of Mumbai to the colourful drapes of Jaipur to the intricate embroideries of Kolkata and Delhi, and more. The owner of " House of Amoha", Pooja Singhal, launched the first collection of her in-house brand "Pooja Singhal" in the festive season of 2020. she wanted to create an Indian brand, for the contemporary women, who love their roots and heritage.

The products: Pooja Singhal put forward her collection which showcased the fine blend of Indian craftsmanship and intricate details. She takes inspiration from various Indian themes and traditional crafts. Her collections are for festivals and celebrations.
All her collections are made from natural handwoven fabrics and are hand screen printed or hand embroidered.

Target Market

Demographical Segmentation:

- AGE- 28- 36 year olds
- SEX- female
- OCCUPATION- creative sector, designer, architect, actress, dancer, etc.
- WORKING ENVIRONMENT- mostly indoor with occasional outdoors.
- INCOME LEVEL- Rs. 15-20 lakhs per annum
- MARITAL STATUS- unmarried/ married
- OCCASION TYPE- weddings and receptions, festivals

Geographical Segmentation:

- LOCATION- Delhi, India
- MARKET TYPE- West Delhi, online
- CLIMATE TYPE- tropical, humid and hot

Psychographic Segmentation:

- PERSONALITY TRAITS- cheerful and lively, open minded, ambivert, thinker,
- VALUES- believes in standing out with elegance, respects Indian culture
- HOBBIES- watching period dramas, travelling, reading, listening to soulful music
- LIFESTYLE- health conscious, eats a lot of nutritious food, attends official parties and brunches
- SHOPPING BEHAVIOUR- prefers shopping from designer brands, buys for occasions and when needed. a niche loyal and successful follower. appreciate hand-looms, organic dyes and textiles
- PREFERENCES- organic fibres, modest clothes, warm bright colours, modern Indian silhouettes, relaxed fit

The Collection

Theme & Concept

Shikargah is a term for motif designs that depict a hunting scene on fabric. While it is difficult to put a date on when Shikargah started being woven on Benarasi saris, they are believed to pre-date the British Raj. In the word "**Shikargah**", "Shikar" means hunting and "Gah" means place.

Shikargah has a very fine balance between the positive (the motif) and the negative spaces (blank spaces). The pattern is very evenly distributed with full coverage and a well-balanced design. From depicting the typical Lion and Deer hunt to showing King on an elephant and the Jungle birds.

The theme for the collection is “Mughal Shikar”. Prints are developed based on Shikargah. The theme board depicts the elements of the hunts and the paintings that depict such scenes.

Colour & Mood

The mood of the collection is derived from the "Warmth of India". It derives bright colours that we find in our country abundantly- in nature or spices or textiles. The colours match the essence of the brand and combines it with the mood and theme of the project. The silhouettes are inspired from the clothes of the Mughal period, with a touch of contemporary trends- resulting in ensemble collection for the modern Indian women.

Material Board

Final Print Motif

Colourways & Repeat Placements

Print Technique- Screen Printing
The prints are developed on the lines of Shikargah, incorporating 4 colours in each colourway, using elements of animals and flora.

m1

m2

m3

m5

m4

Final Print Motif

Colourways & Repeat Placements

Print Technique- Screen Printing
The prints are developed on the lines of Shikargah, incorporating 4 colours in each colourway, using elements of animals and flora.

PANTONE®
16-1448 TCX
Burnt Orange

PANTONE
2410 C

PANTONE®
229 C

PANTONE®
14-0958 TCX
Bumblebee

PANTONE
7449 U

PANTONE®
19-4922 TCX
Teal Green

PANTONE®
14-0958 TCX
Bumblebee

PANTONE®
17-1937
Hot Pink

m6

m9

m7

m8

The Range

ENSEMBLE E1

Top- *high low kurta, printed sleeves and gathered flare at waist.*

Bottom- *flared palazzo pants with printed border panel*

Top- *fit and flared short kurta with yoke, full sleeves and knife pleated flare at waist.*

Bottom- *sharara pants with printed tiered flare from knee.*

ENSEMBLE E2

ENSEMBLE E3

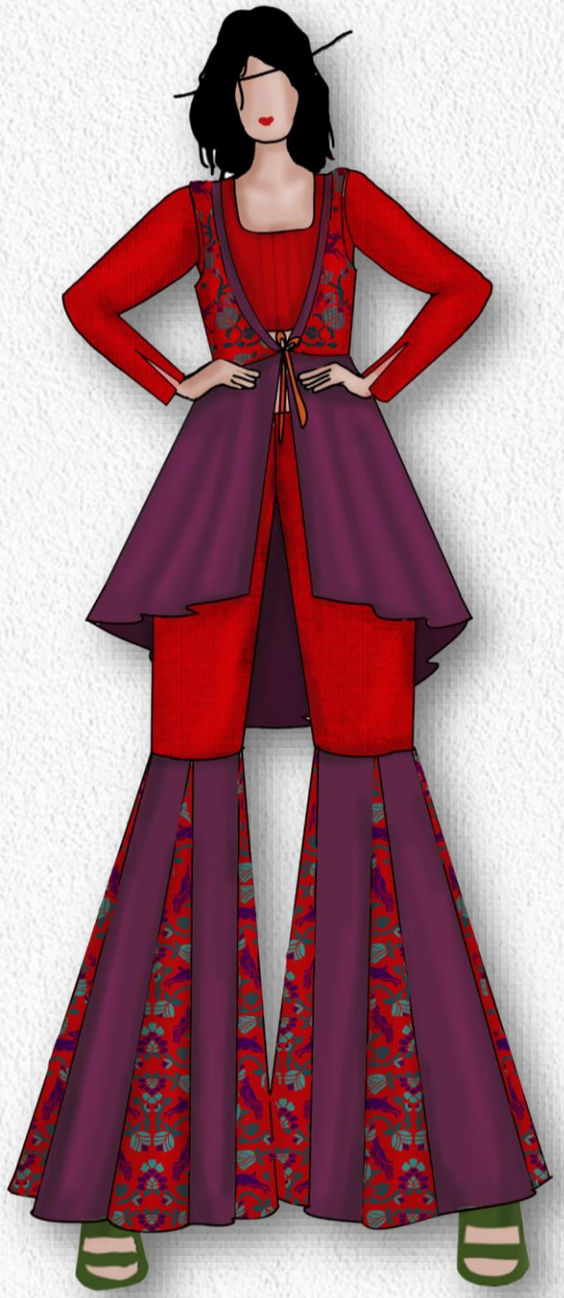
Top- *fit and flared long kurta, printed yoke, 4/5th sleeves with slits, knife pleated flare at waist*

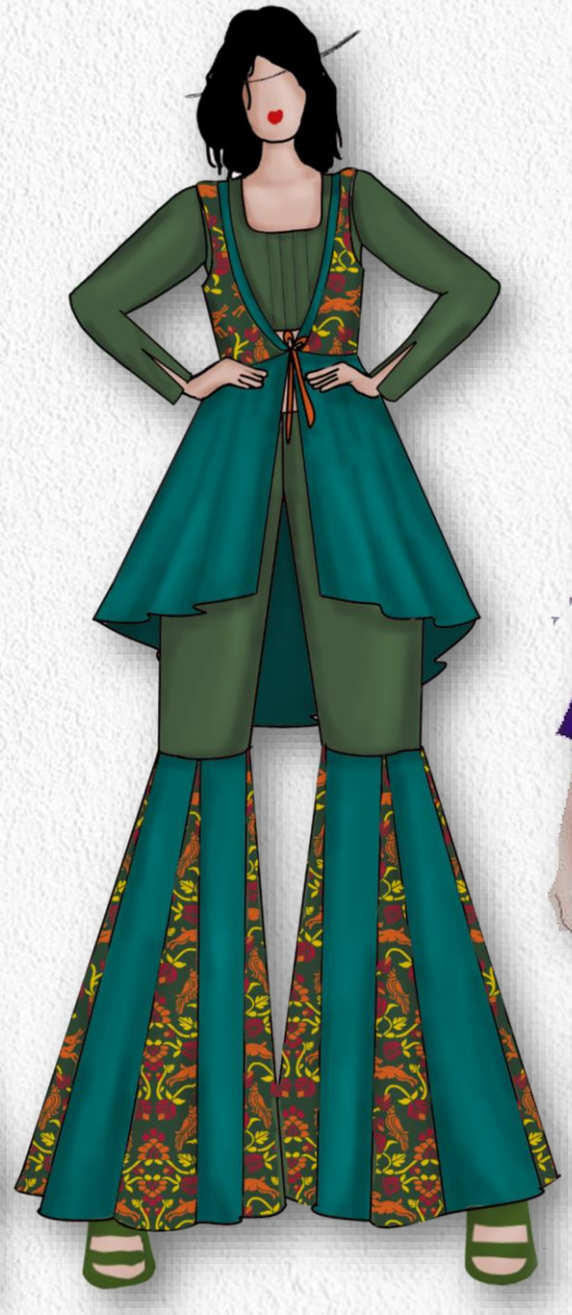
Bottom- *printed straight pants with slits.*

The Range

ENSEMBLE E4

Top- *A-line kurta, printed yoke, full sleeves and gathered ruffles at hem.*
Bottom- *sharara pants, printed gathered flare from above knee*





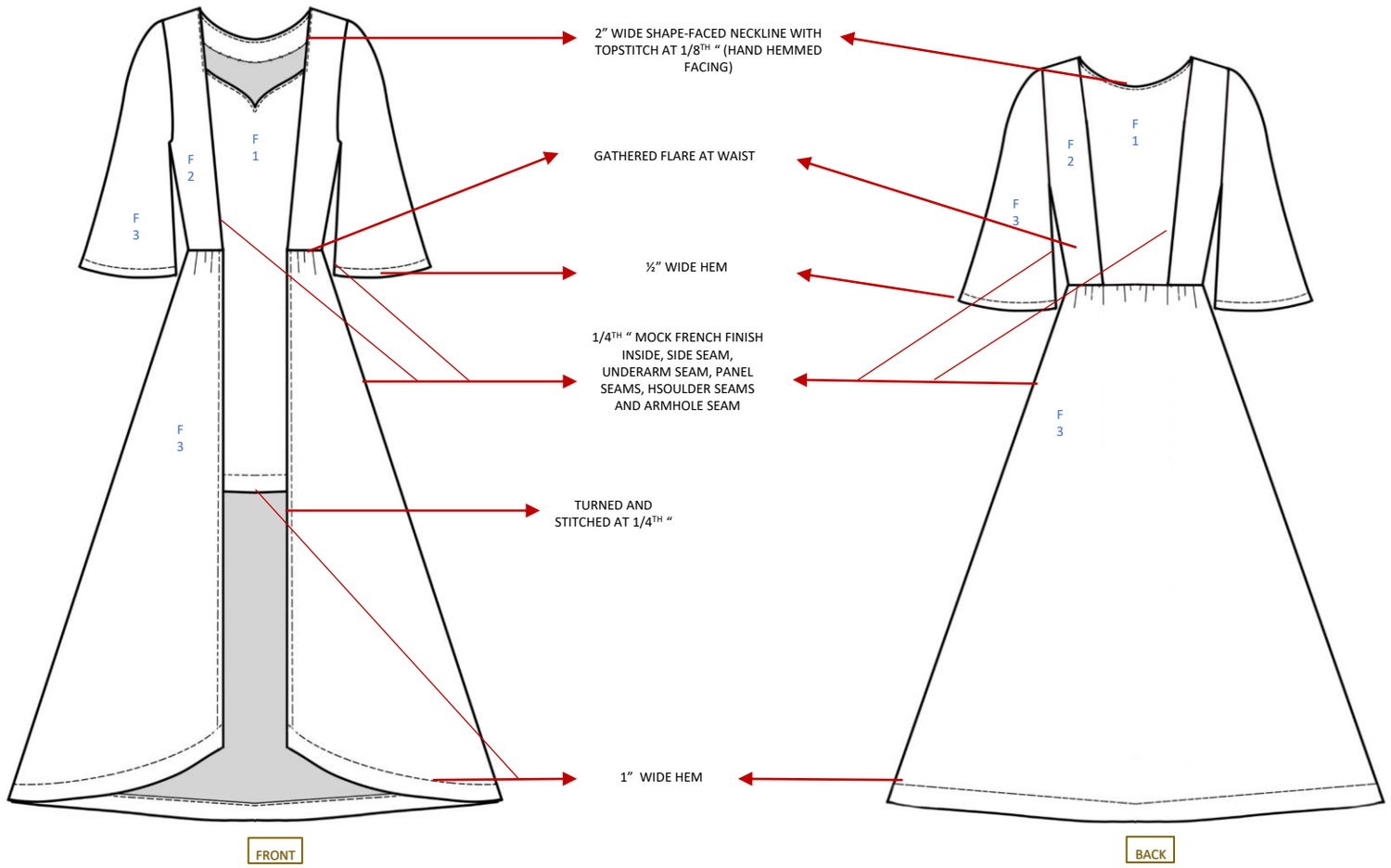
Top- *full sleeved crop top with tucks*
Jacket: *sleeveless jacket with gathered high-low flare at waist.*
Bottom- *flared palazzo pants with printed godets.*

ENSEMBLE E5

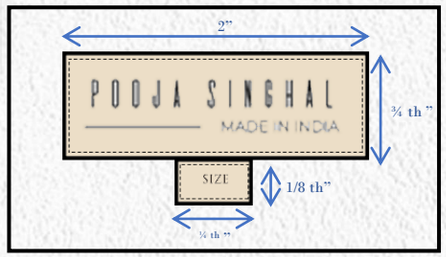
ENSEMBLE E6

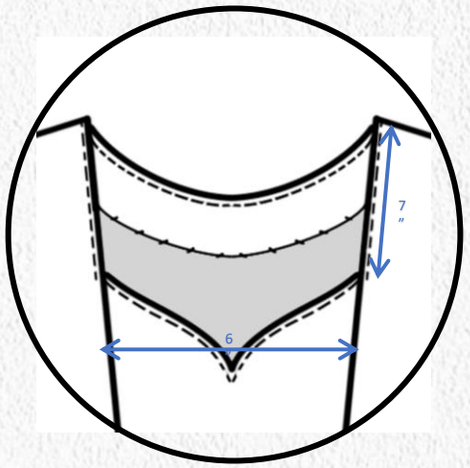
Top- *asymmetric hem kurta, printed panel, flared sleeves and partial gathered flare at waist.*
Bottom- *printed A-line skirt with gathered flare solid colour panel.*

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FESTIVE WEAR	High-low fit and flare kurta	A/W 21	E-1A	INDIA

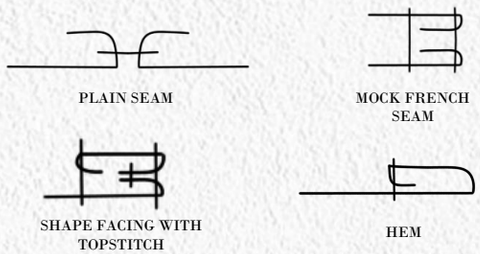


BODY MEASUREMENTS (INCHES)	M	L	XL
BUST	36	38	40
UPPER WAIST	28	30	32
ROUND WAIST	30	32	34
ACROSS SHOULDER	14.5	15	16
HIGH SHOLDER POINT TO WAISTLINE	15.5	16	16.5
ARMHOLE CIRCUMFERENCE	16.5	17	17.7
GARMENT MEASUREMENTS			
FRONT LENGTH AT PRINCESS LINE	42	43	44
BACK LENGTH AT C.B.	44	45	46
LENGTH OF CENTRAL PANEL	26	27	28
SLEEVE LENGTH	12	12.5	13
SLEEVE HEM CIRCUMFERENCE	13	13.5	14
HEM WIDTH	32	34	36
FRONT NECK DEPTH	9	9.5	10
BACK NECK DEPTH	4	4.5	5
SHOULDER WIDTH	3	3.5	4





SEAMS, HEMS AND FINISHES USED



Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	nil
Fit :	Fit and flared
Fabric:	Handwoven chanderi silk; poplin cotton lining
Print	Hand screen print- shikargah

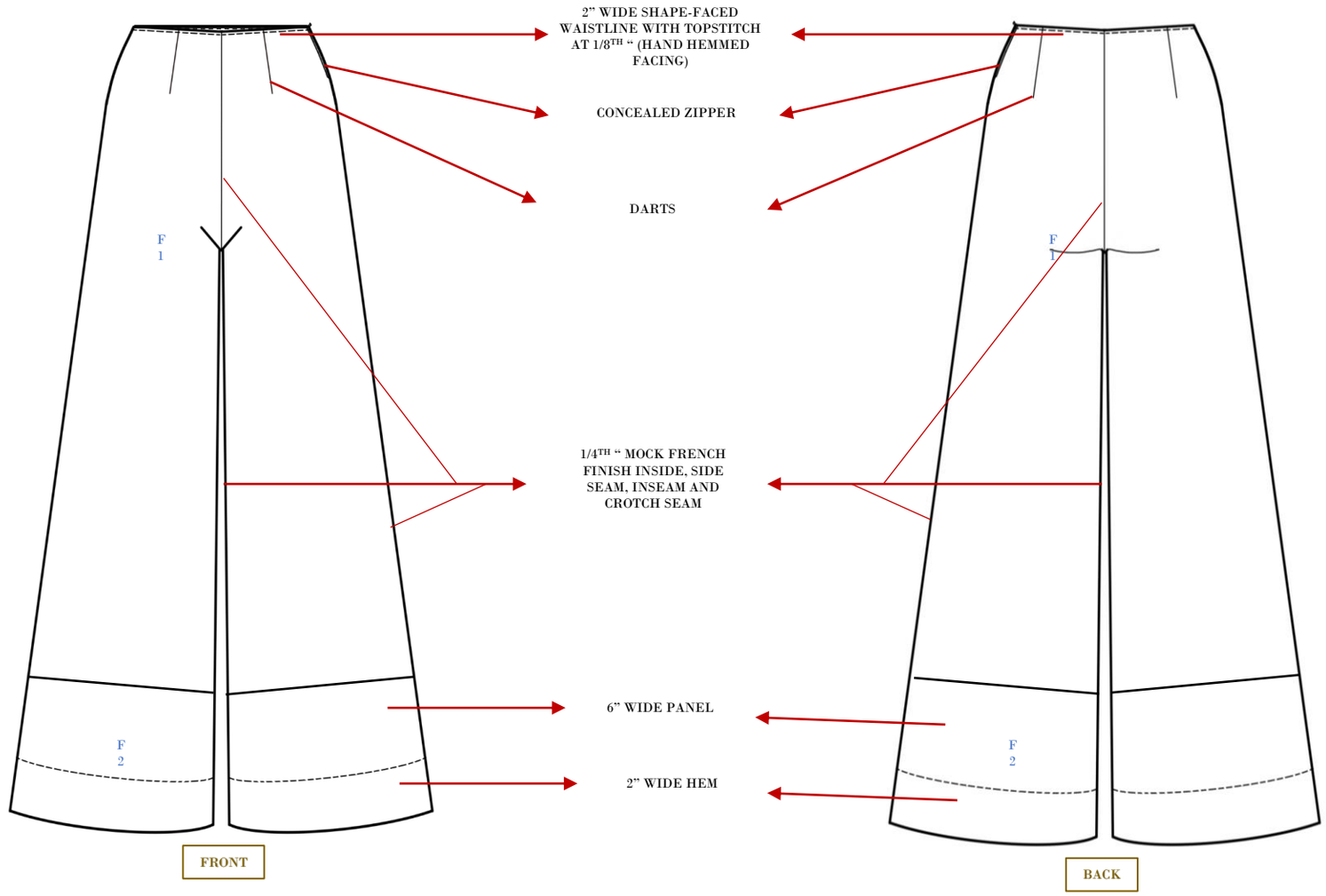
Fabric F1:

Fabric F2:

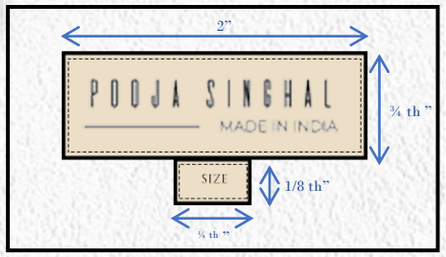
Fabric F3:

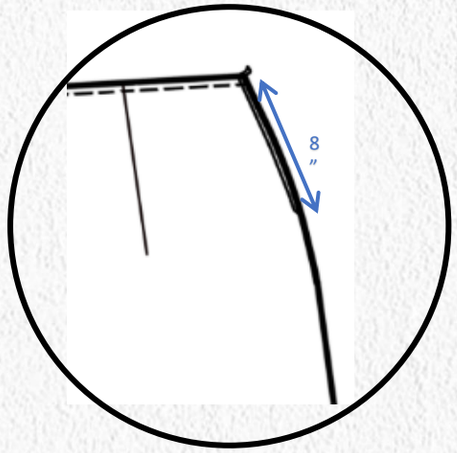
POOJA SINGHAL
MADE IN INDIA

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FESTIVE WEAR	A-line palazzo pants	A/W 21	E-1B	INDIA

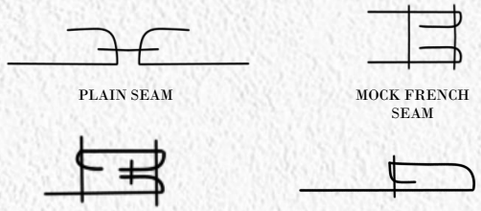


BODY MEASUREMENT (INCHES)	M	L	XL
WAIST	30	32	34
HIP	38	40	42
CROTCH DEPTH	14	13.5	15
GARMENT MEASUREMENT			
LENGTH	38	39	40
HEM WIDTH	16	16.5	17
WIDTH AT KNEE	12	13	14





SEAMS, HEMS AND FINISHES USED



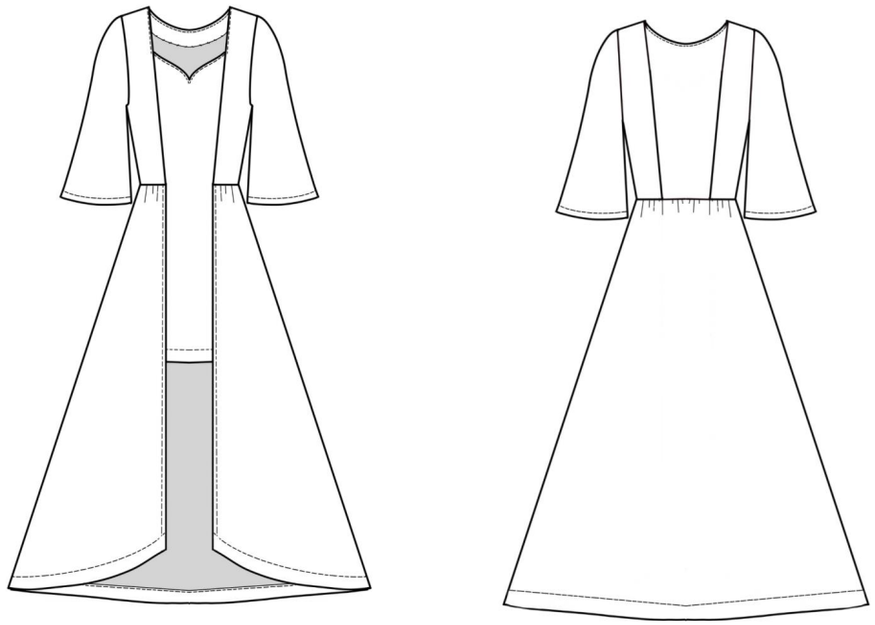
Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Concealed zipper (8")
Fit :	A-line
Fabric:	Handwoven chanderi silk; poplin cotton lining
Print	Hand screen print- shikargah

Fabric F1:

Fabric F2:

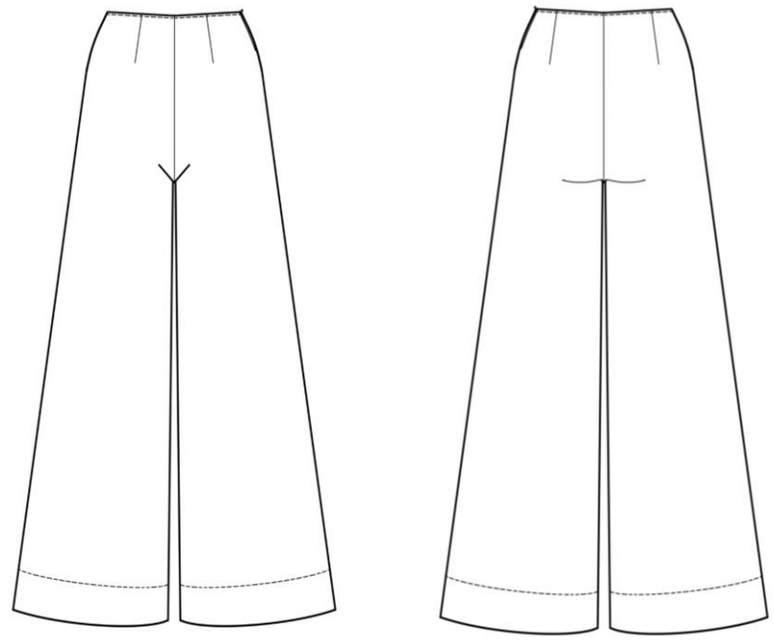
POOJA SINGHAL
MADE IN INDIA

PRODUCT CATEGORY	DESCRIPTION	SEASON	STYLE NO	COUNTRY	SIZE RANGE
Women's FESTIVE WEAR	High-low fit and flare kurta	A/W 21	E-1A	INDIA	M, L, XL



ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- Chanderi Silk (48" width)	4 m	200/ m	800
LINING- Poplin Cotton	4 m	35/ m	140
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	4 hrs.	100/hr.	400
PRINTING	3 m	80/ m	240
OVERHEAD			100
TOTAL COST PRICE			**1925.5**

PRODUCT CATEGORY	DESCRIPTION	SEASON	STYLE NO	COUN TRY	SIZE RANGE
Women's FESTIVE WEAR	A-line palazzo pants	A/W 21	E-1B	INDIA	M, L, XL

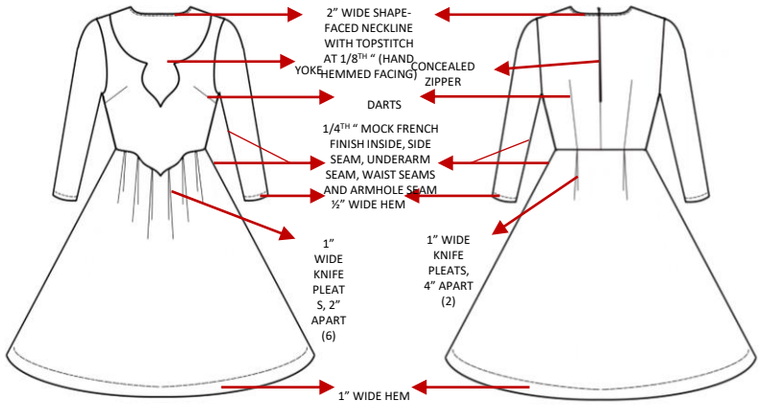


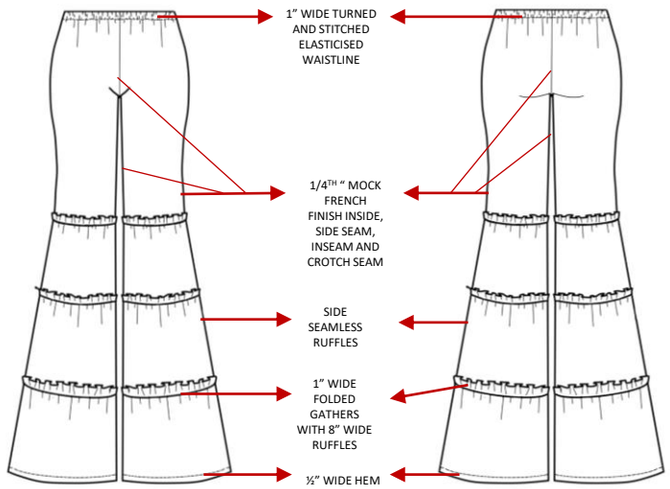
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- Chanderi Silk (48" width)	2 m	200/ m	400
LINING- Poplin Cotton	2 m	35/ m	70
SEWING THREAD- Blended	1 reels	2/ reel	2
TRIMS- Labels, Tags	4 (1 hangtag, 1 wash care label, 1 size label, 1 concealed zipper)	0.5 / piece + 15 for c. z	1.5 + 15
LABOUR COSTS			
PATTERN MAKING AND CUTTING	1 hr.	80/ hr.	80
SEWING AND FINISHING	2 hrs.	100/hr.	200
PRINTING	0.25 m	80/ m	20
OVERHEAD			100
TOTAL COST PRICE			**888.5**

Total Ensemble Manufacturing Price = Rs. 2814

Flat Sketches

E2





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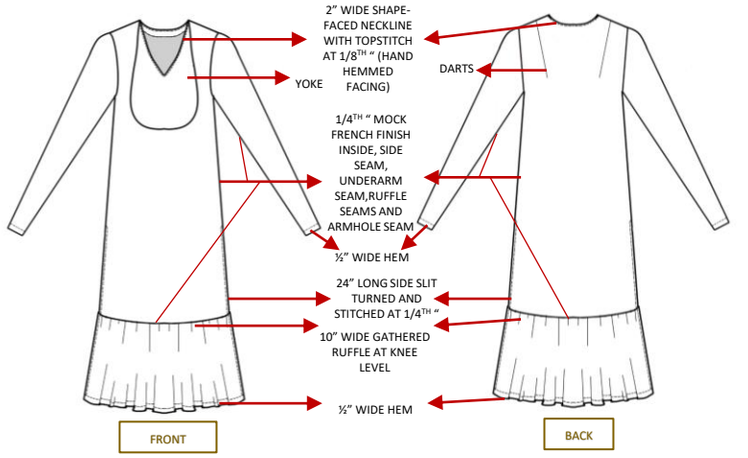

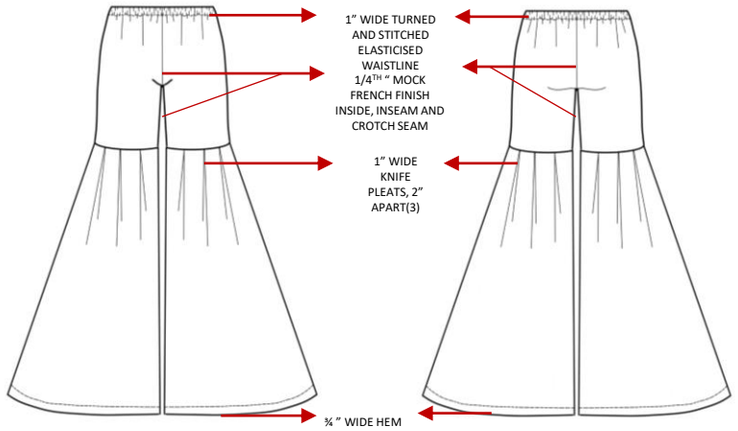

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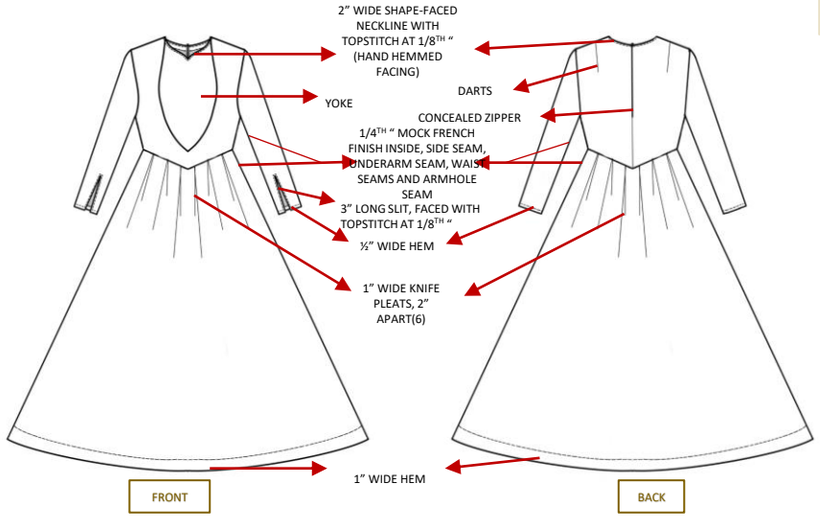
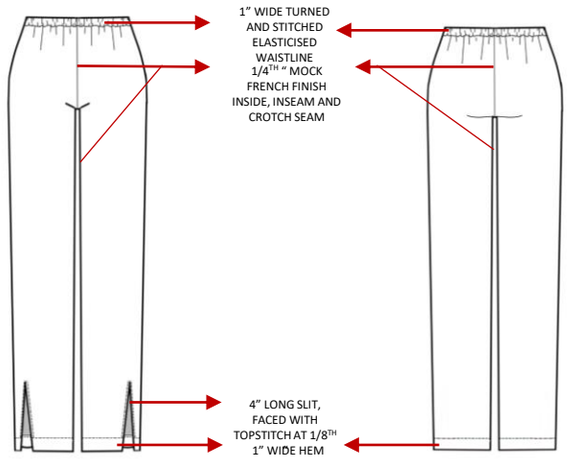
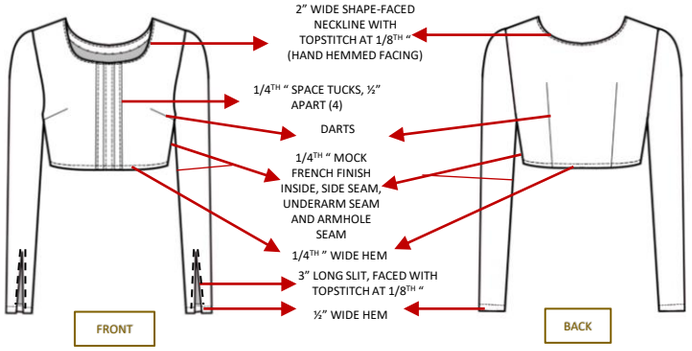
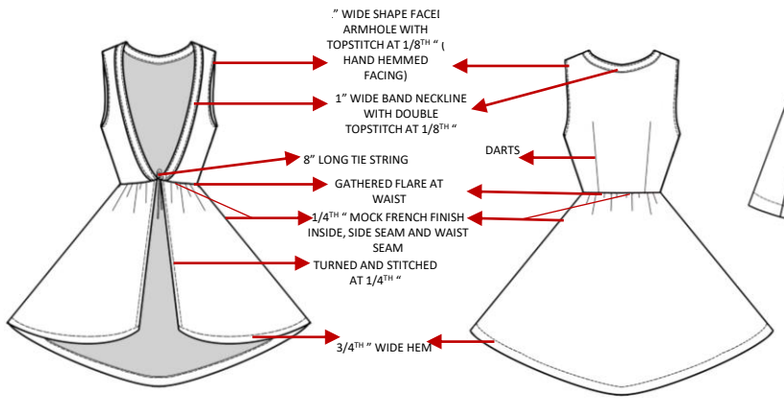
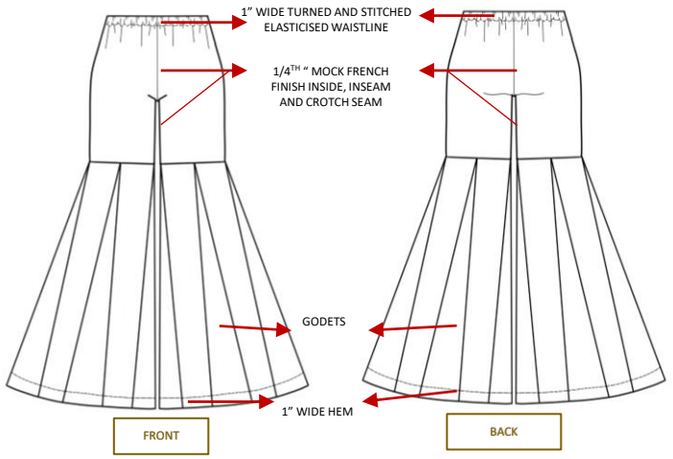


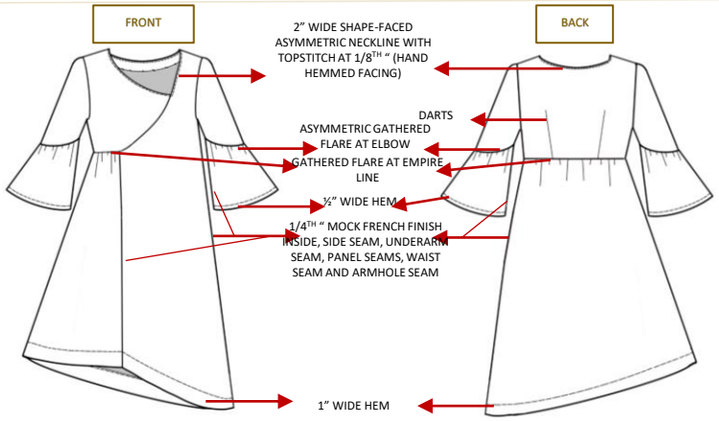


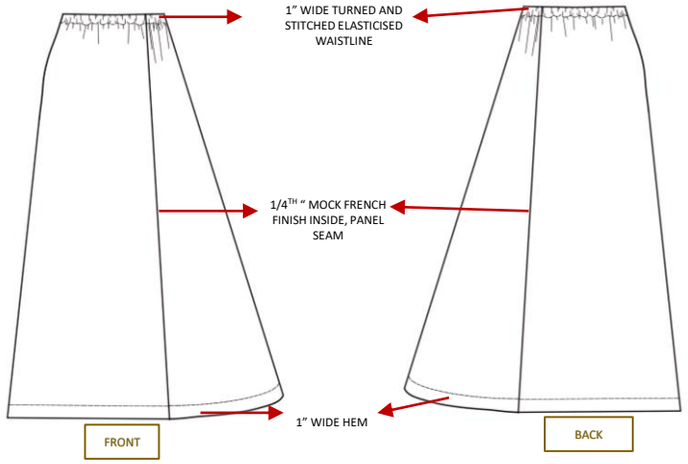






E5





E6

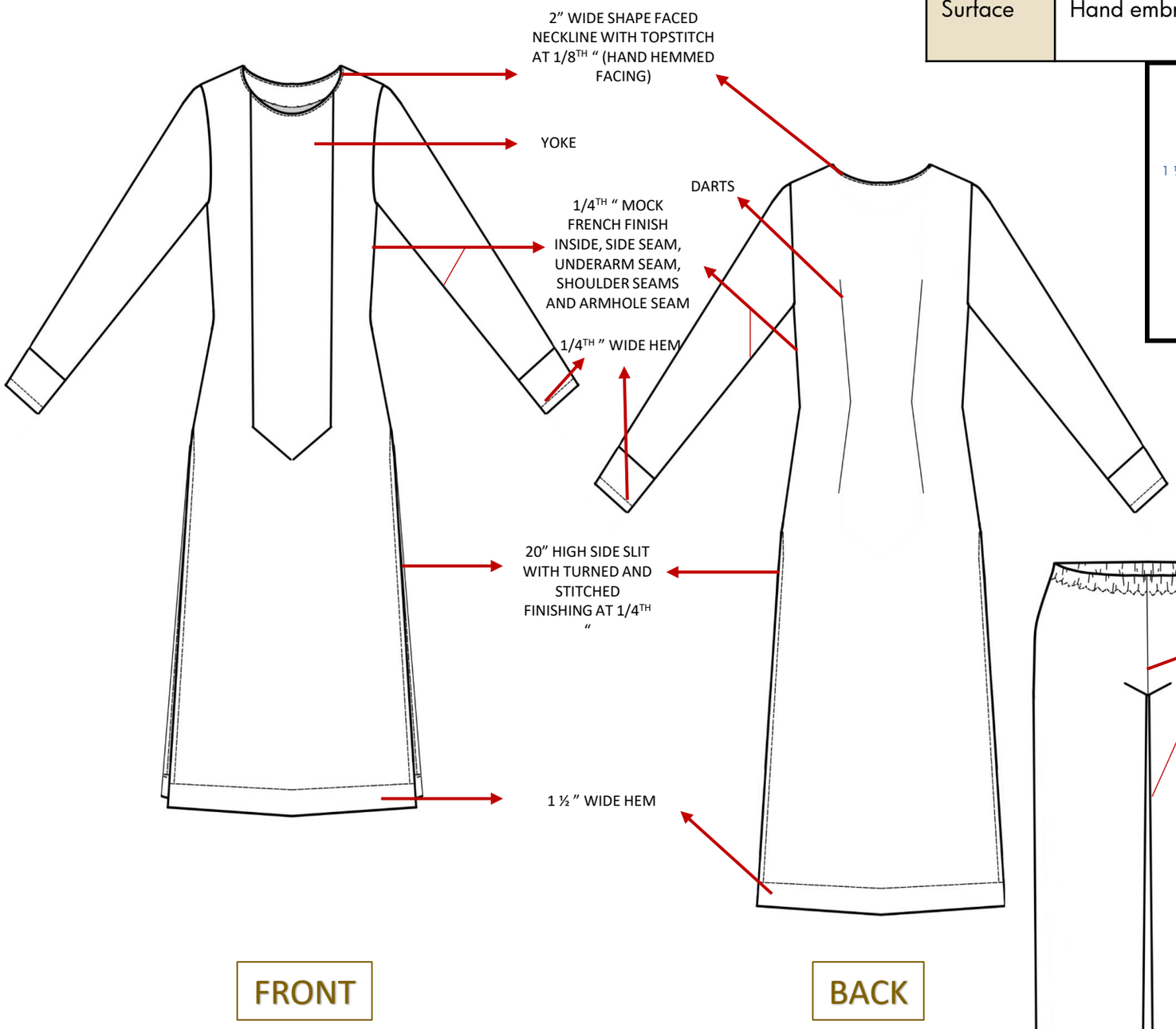
Mini Project

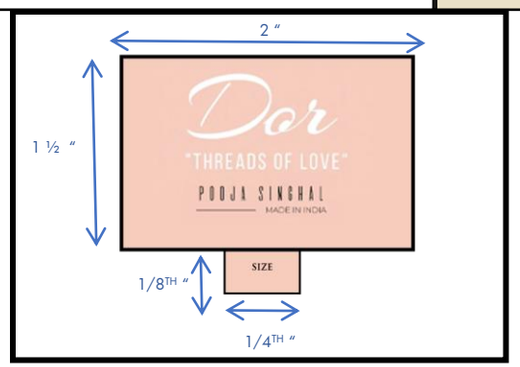
To make detailed flat sketches of three ensemble whose design ideas were provided, as a part of the latest collection that was already in progress when I was taken on board.
The collection is now ready to be launched.

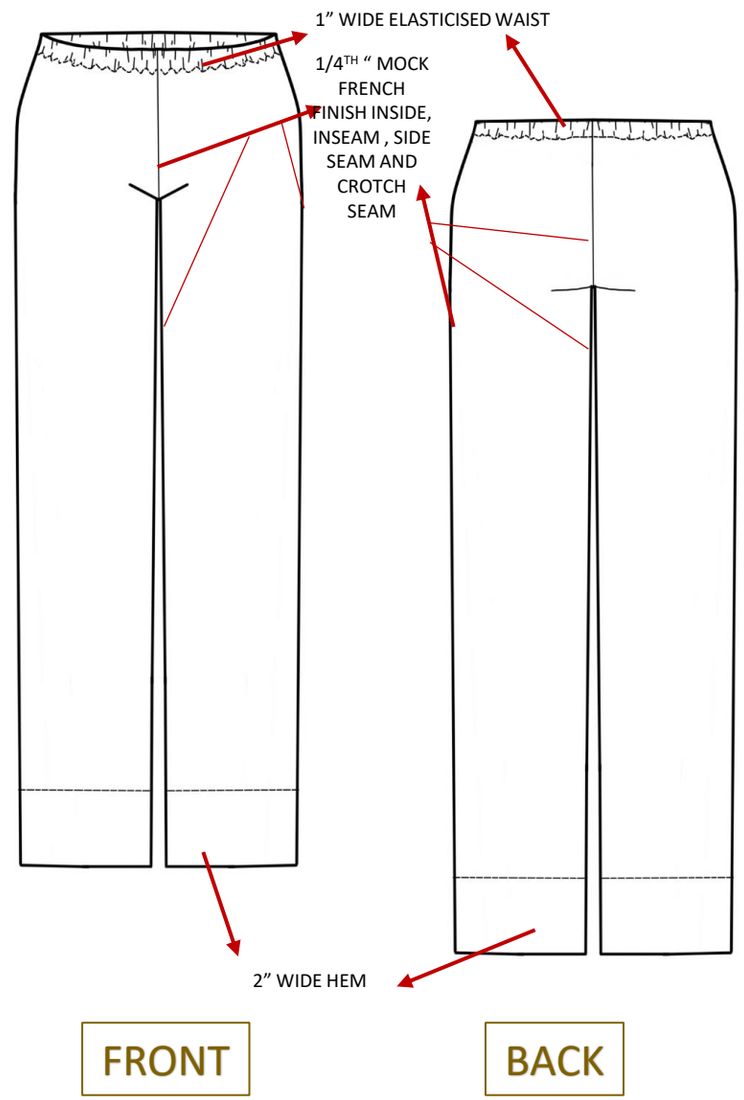
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Festive Wear- DOR	Full Sleeve Kurta With Straight Palazzos	Monsoon 21	1	INDIA

Sewing thread:	matching polyester threads
Stitch length:	2.5 mm
Closure:	Pants- elastic

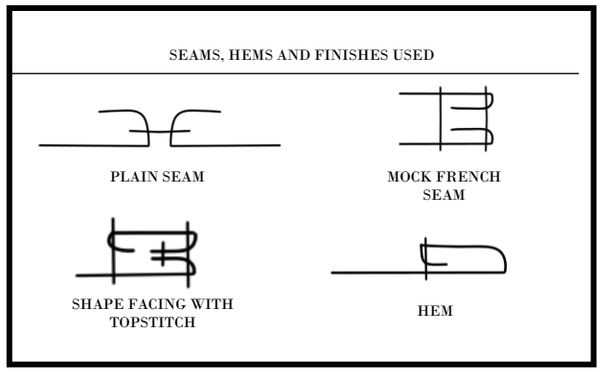
Surface	Hand embroidered and printed chanderi







SET 1

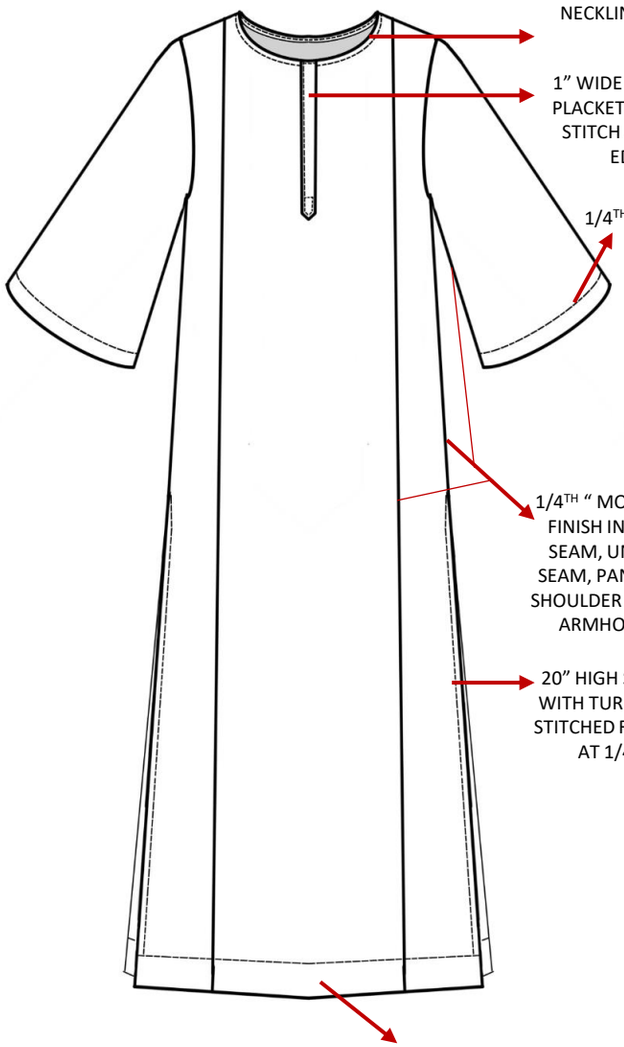


POOJA SINGHAL
MADE IN INDIA

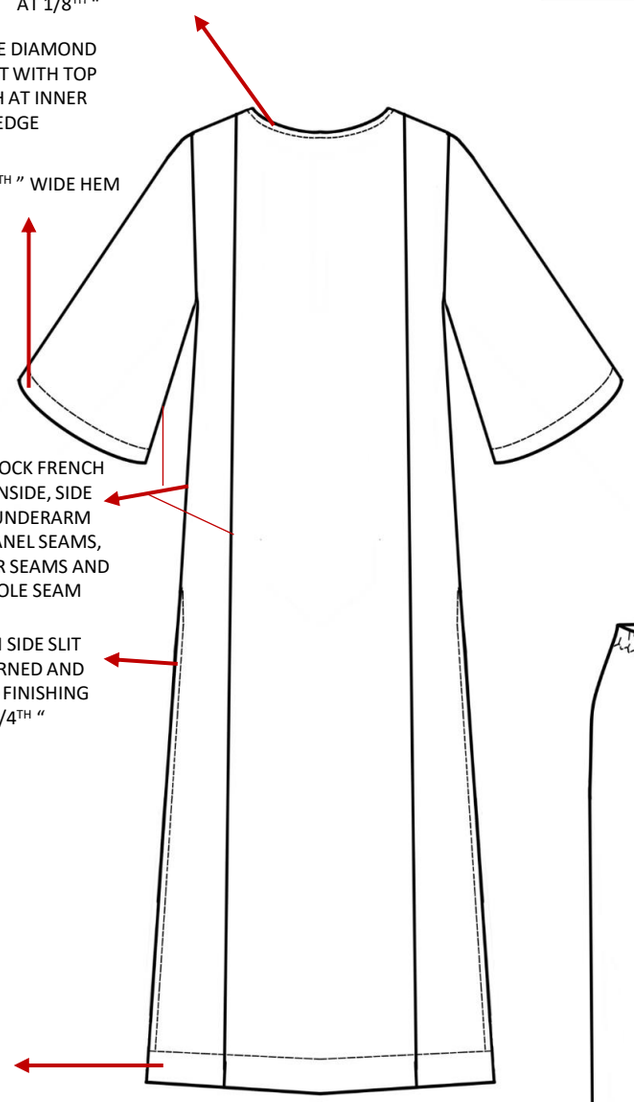
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Festive Wear- DOR	Flared Sleeve panel Kurta With Straight Palazzos	Monsoon 21	2	INDIA

Sewing thread:	matching polyester threads
Stitch length:	2.5 mm
Closure:	Pants- elastic

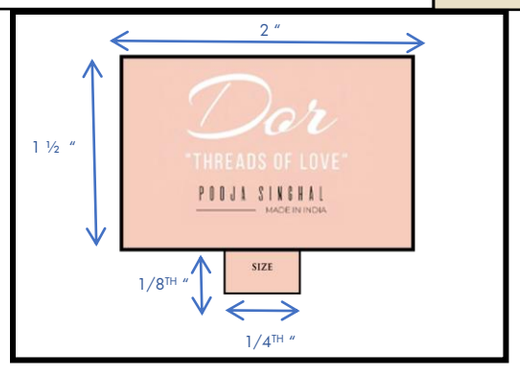
Surface	Hand embroidered and printed chanderi



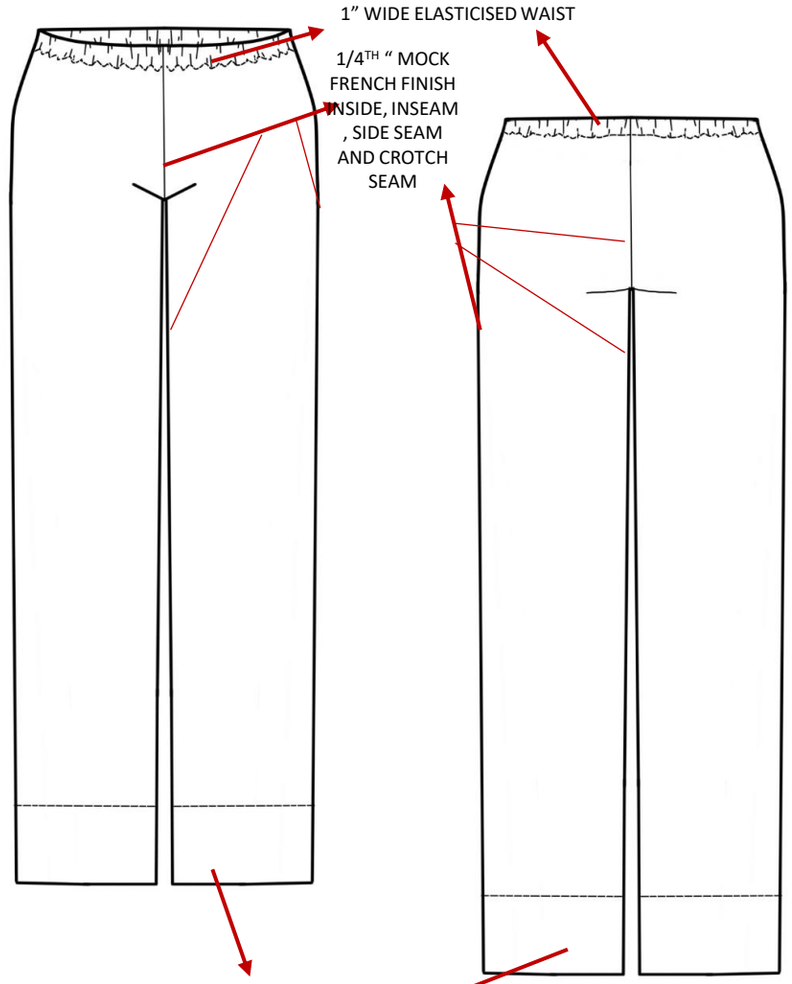
FRONT



BACK

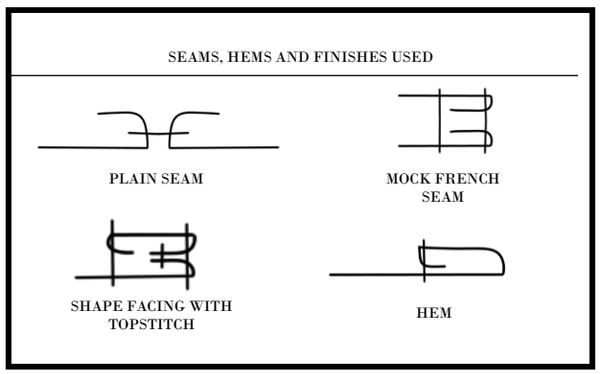


SET 2



FRONT

BACK

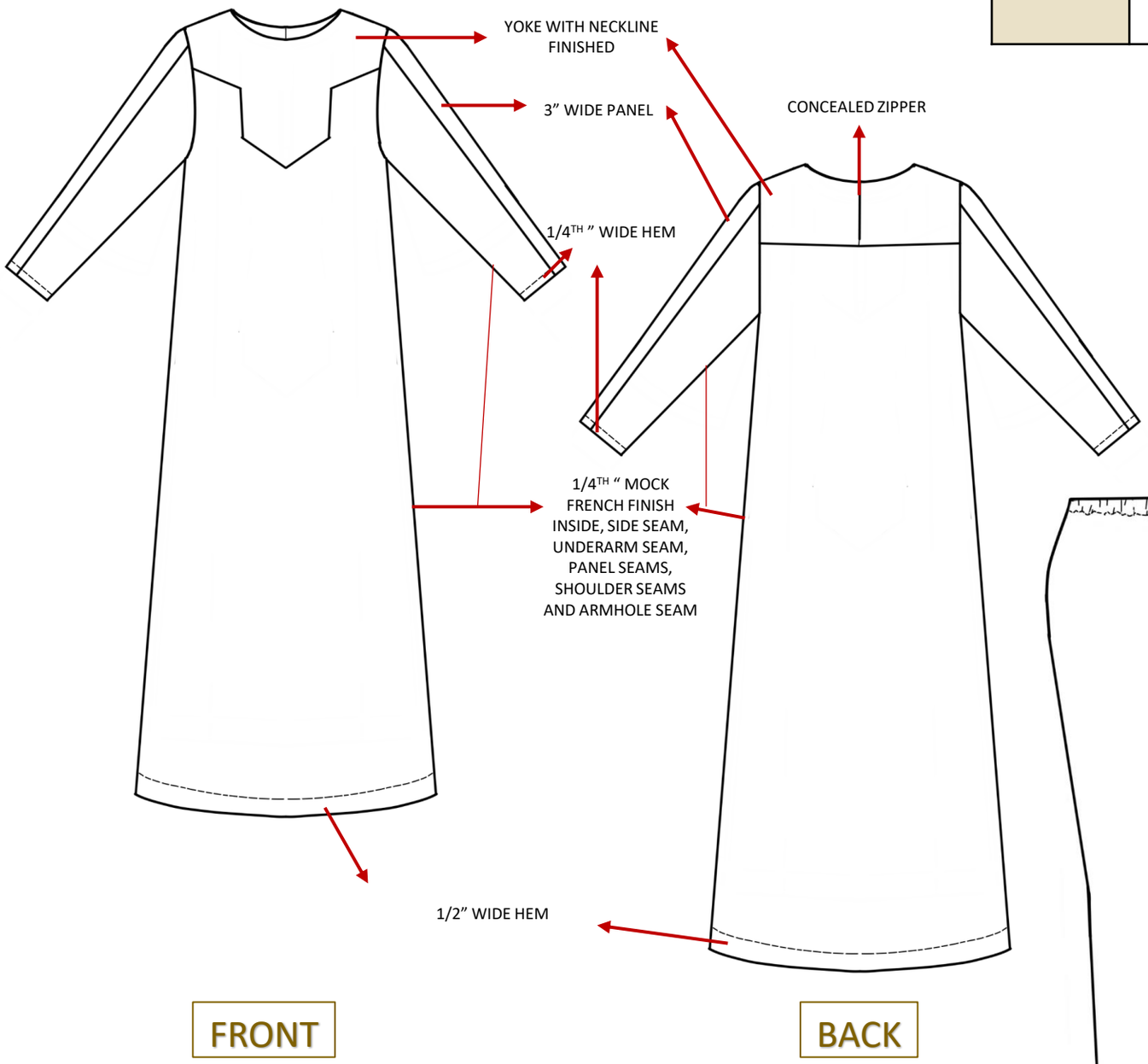


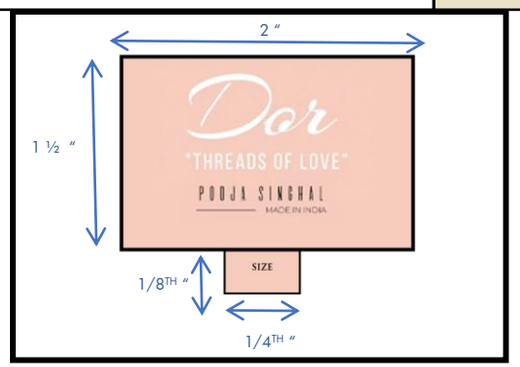
POOJA SINGHAL
MADE IN INDIA

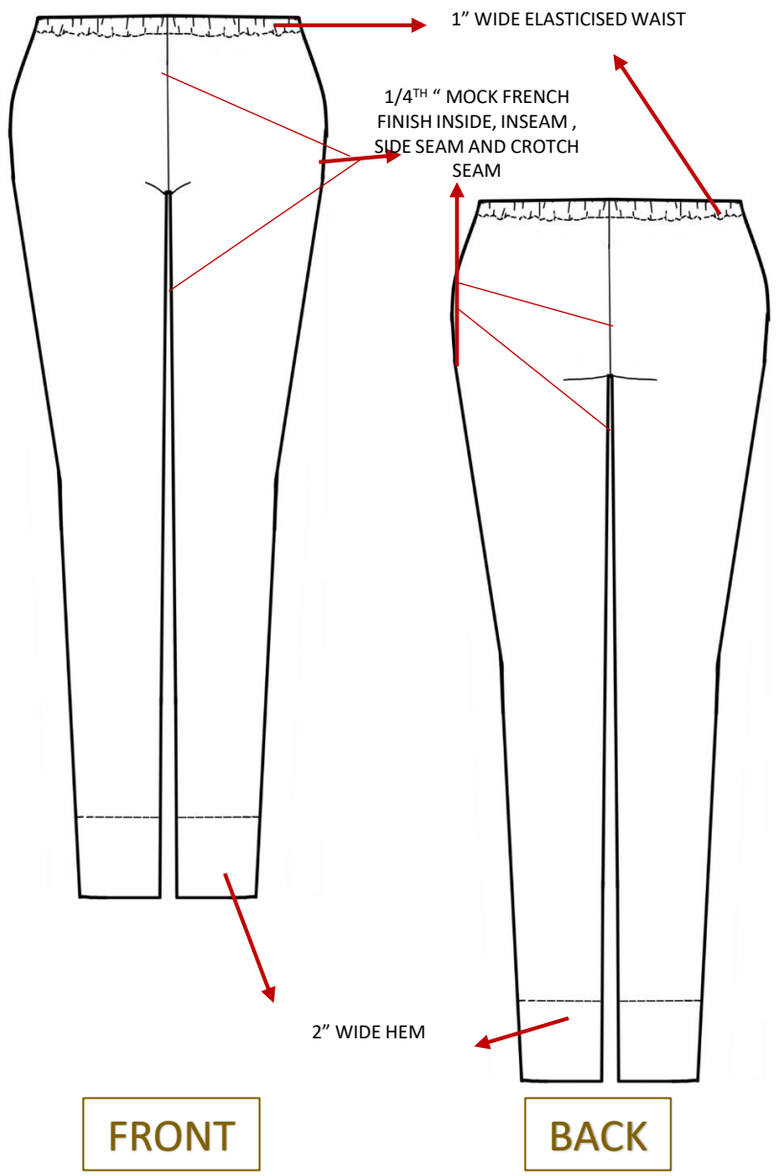
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Festive Wear- DOR	Panel Sleeve straight Kurta With pencil pants	Monsoon 21	3	INDIA

Surface	Hand embroidered and printed chanderi

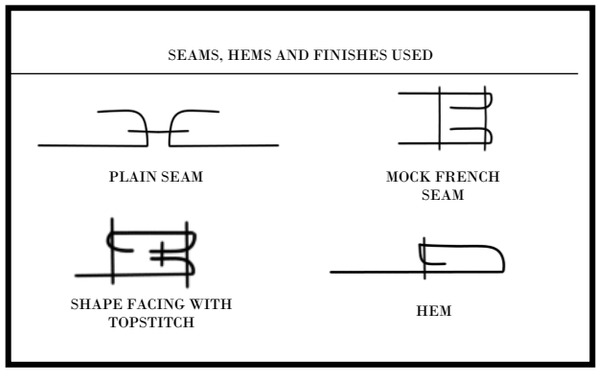
Sewing thread:	matching polyester threads
Stitch length:	2.5 mm
Closure:	Pants- elastic







SET 3



POOJA SINGHAL
MADE IN INDIA

Couture Range Development

Wine & Shine

Ayushi Dasgupta

BD/18/318

FD

Project Brief

The project aims to develop a mini range of couture garments, taking an inspiration from an appropriate theme, here, the legendary, Marilyn Monroe. A theme and inspiration board is to be developed along with another mood and colour board which guide the viewer to understand the essence that is expected out of the collection.

A client board is made to understand the requirements and develop the garments further.

A range is designed according to the above mentioned parameters. Two selected garments specification sheets are developed and are realised by pattern-making and detailed garment construction of a test-fit, followed by final garment.

Story

The project draws inspiration from the icon Marylin Monroe's fashion and style. The mood of classiness, elegance, boldness are expressed through colours textures and silhouettes.

We take reference from the bodycon silhouettes, deep/ plunge necklines, solid colours, the flowy dress, that were iconic of the actress-model.

Blonde Bombshell

Marilyn Monroe was an American actress, model and singer, born in 1936.

She is popularly called the Blonde Bombshell for being an emblematic icon during the 1950s and 60s sexual revolution.
She is an eternal fashion icon with many of her costumes and look from her films have become iconic. The most popular being her dress flying as she poses in “the seven year itch” movie.
Monroe ended her life in 1962 by overdosing herself.

Inspiration & Theme board

Wine & Shine

Pantone 200 C
Hex: #BA0C2F
RGB: (186,12,47)

Hex: #f0c86d
RGB: (240,200,109)
CMYK: (0,17,55,6)

Pantone 402 C
Hex: #9D968D
RGB: (157,150,141)

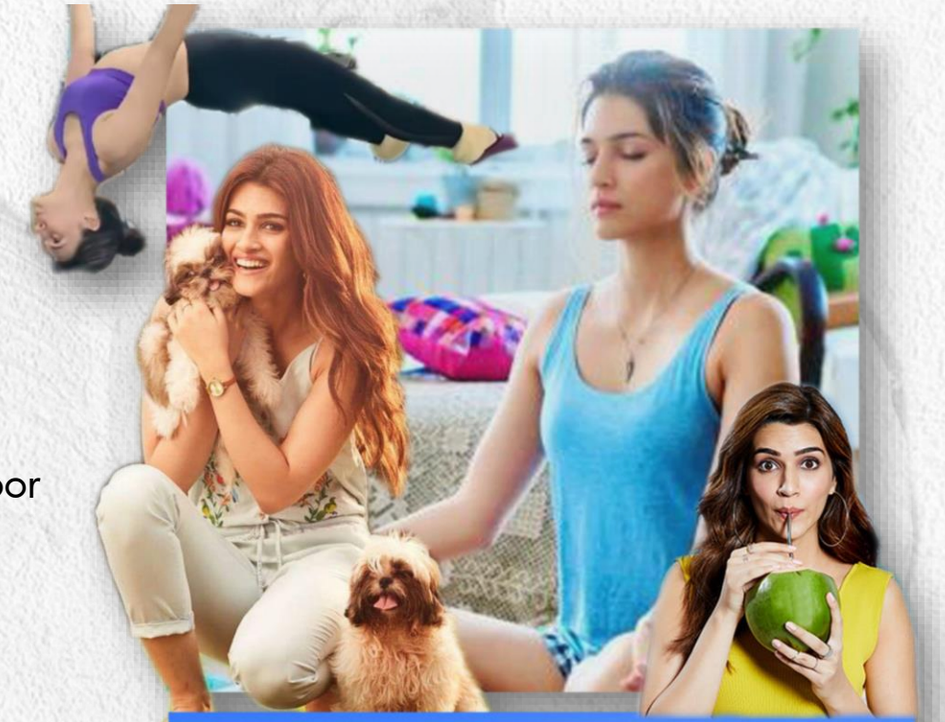
Pantone Neutral Black C
Hex: #222223
RGB: (34,34,35)

Mood and colour board

Client Profile

Demographics:

- NAME- Kriti Sanon
- AGE- 30 year olds
- SEX- female
- OCCUPATION- actress, dancer, model.
- WORKING ENVIRONMENT- indoor and occasional outdoors shoots.
- INCOME LEVEL- Rs. 5 crore per annum (approx.)
- MARITAL STATUS- unmarried
- OCCASION TYPE- parties, dates



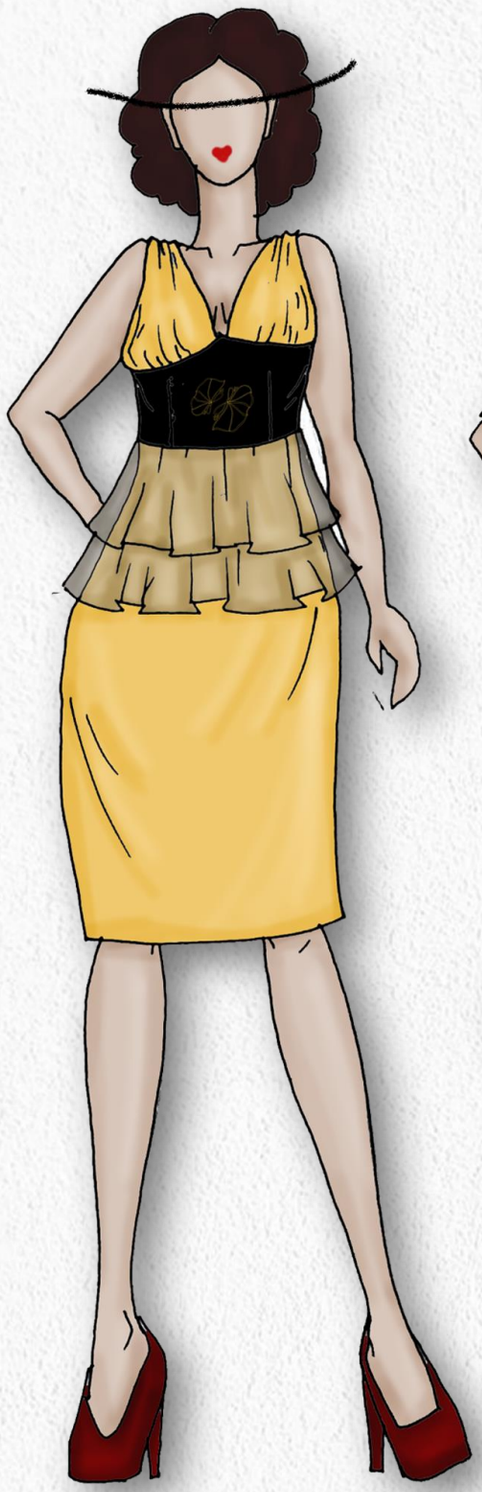
Geographical Location:

- LOCATION- Mumbai , India
- MARKET TYPE- small boutique of designer
- CLIMATE TYPE- humid, tropical

Psychographics:

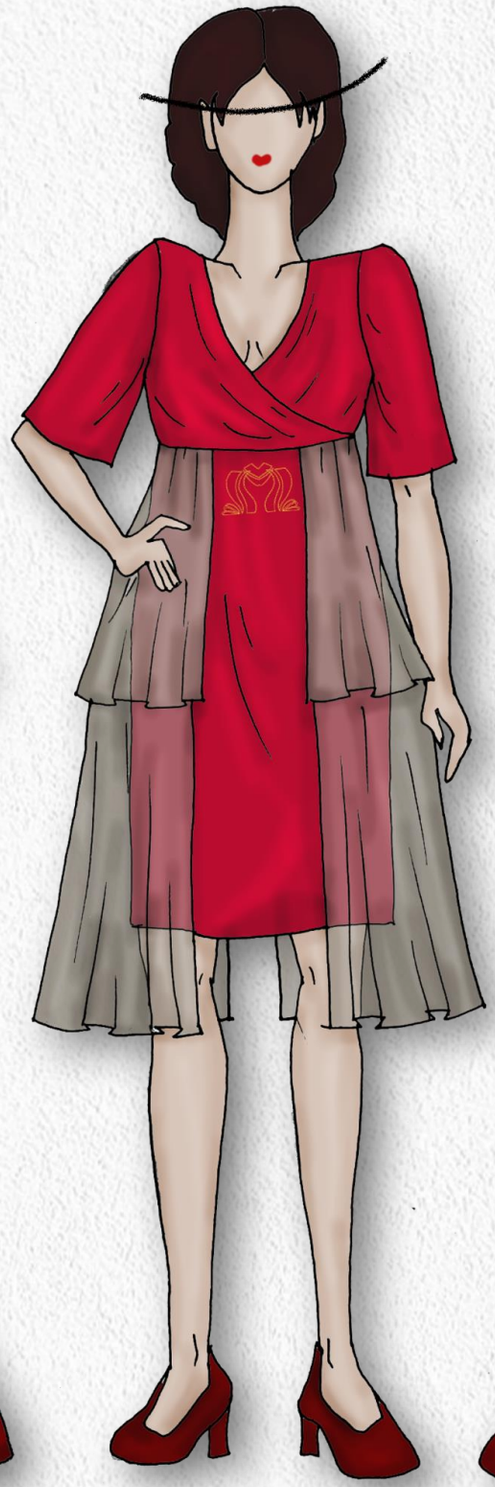
- PERSONALITY TRAITS- cheerful and lively, simplistic and minimalistic, open minded, ambivert, thinker,
- VALUES- conscious about environment and animals, believes in standing out with charm and elegance
- HOBBIES- meditation, cooking, watching cricket, listening to music
- LIFESTYLE- health conscious, eats a lot of nutritious food, exercises and meditates attends official parties and events
- SHOPPING BEHAVIOUR- prefers shopping from designers, buys for occasions a niche loyal and successful follower
- PREFERENCES- natural fibres, modest clothes, pastels , earthy colours and neutrals, trendy and innovative silhouettes,

The Range



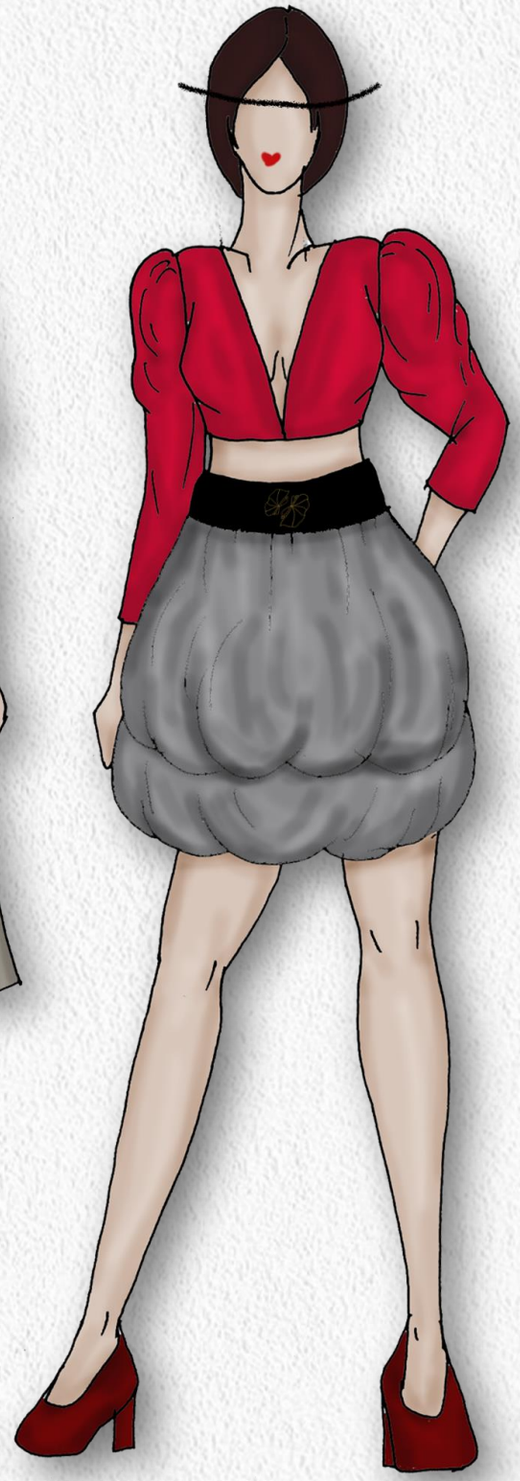
Bodycon dress with ruffled waist, gathered bodice and yoke

E 1



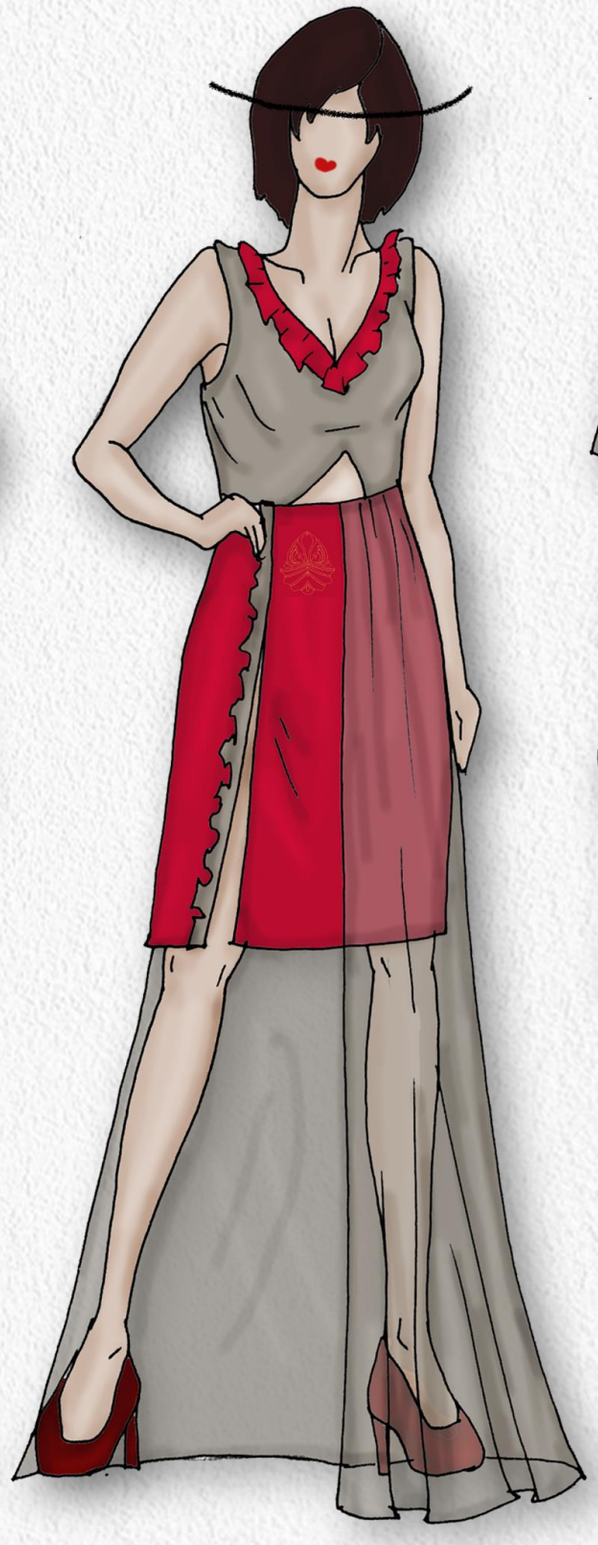
Cross body dress with layered gathered details

E 2



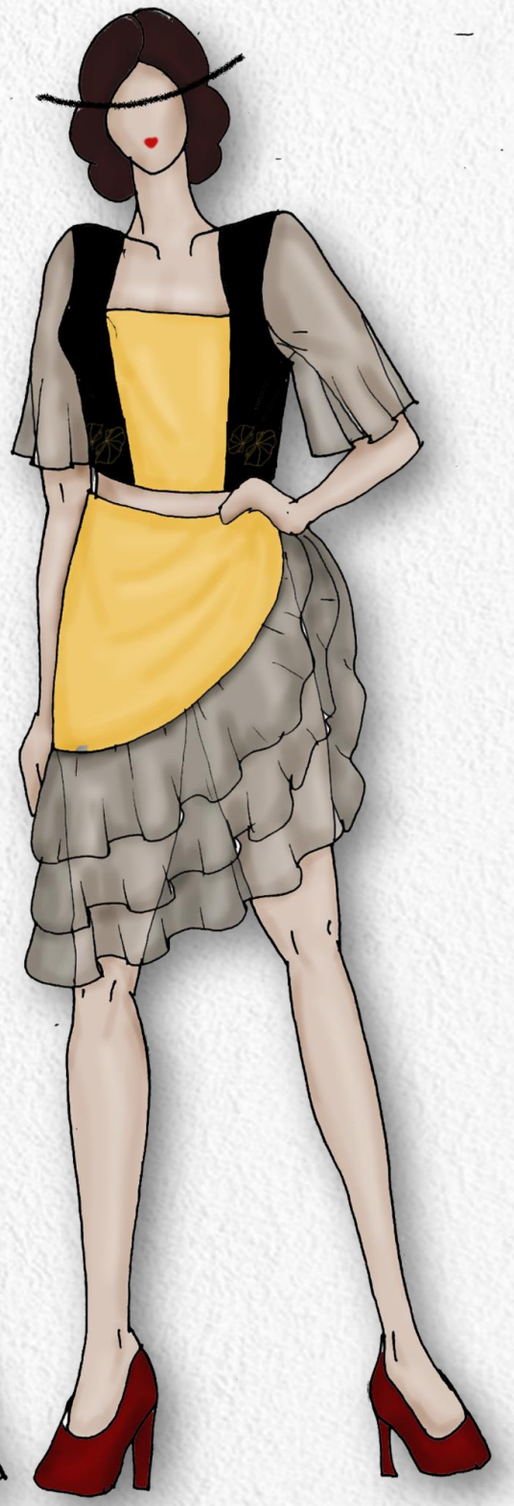
Plunge neck bodice with leg-o-mutton sleeves, double layered balloon skirt

E 3



Bodycon dress with cut-out waist, ruffled neckline and slit, gathered layer

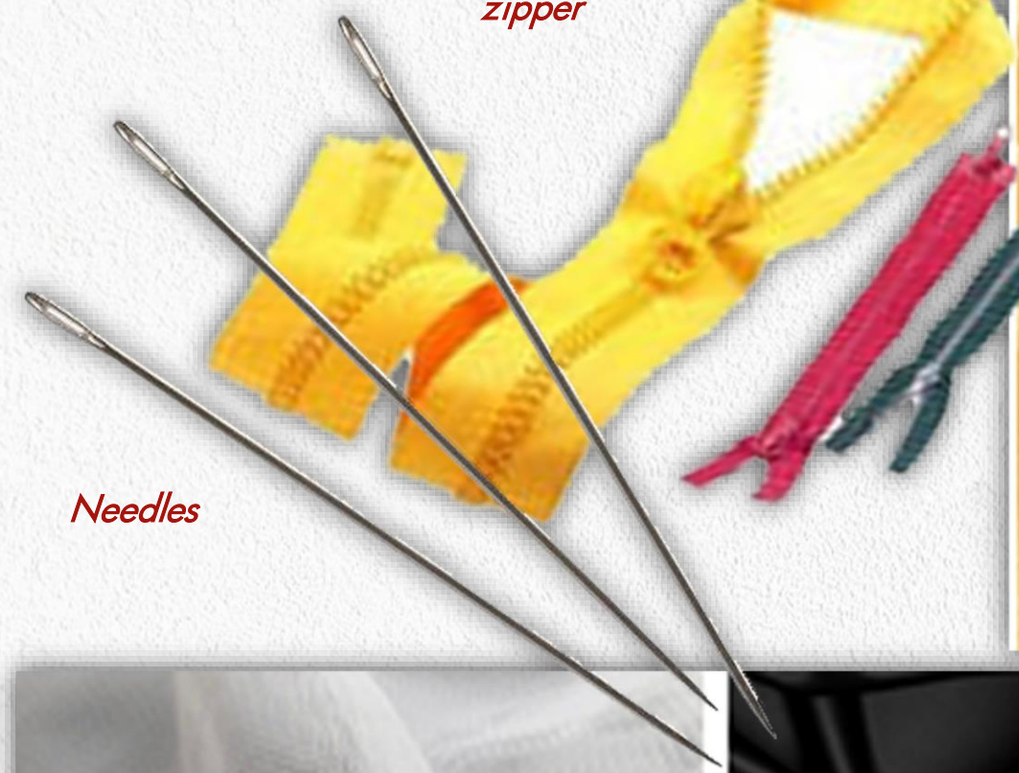
E 4



Panel bodice with flared sleeves, asymmetric ruffled pencil skirt

E 5

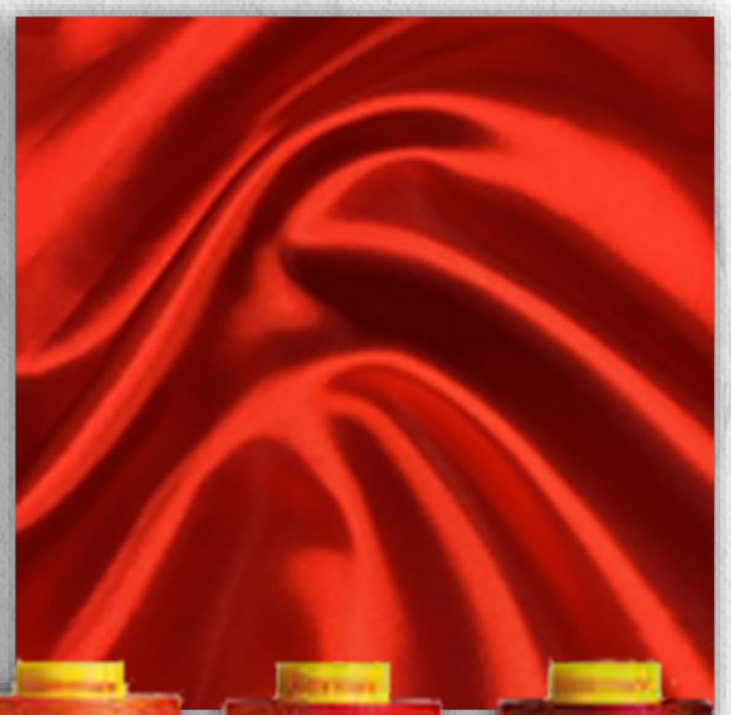
Material Board



Concealed zipper

Needles

Velvet

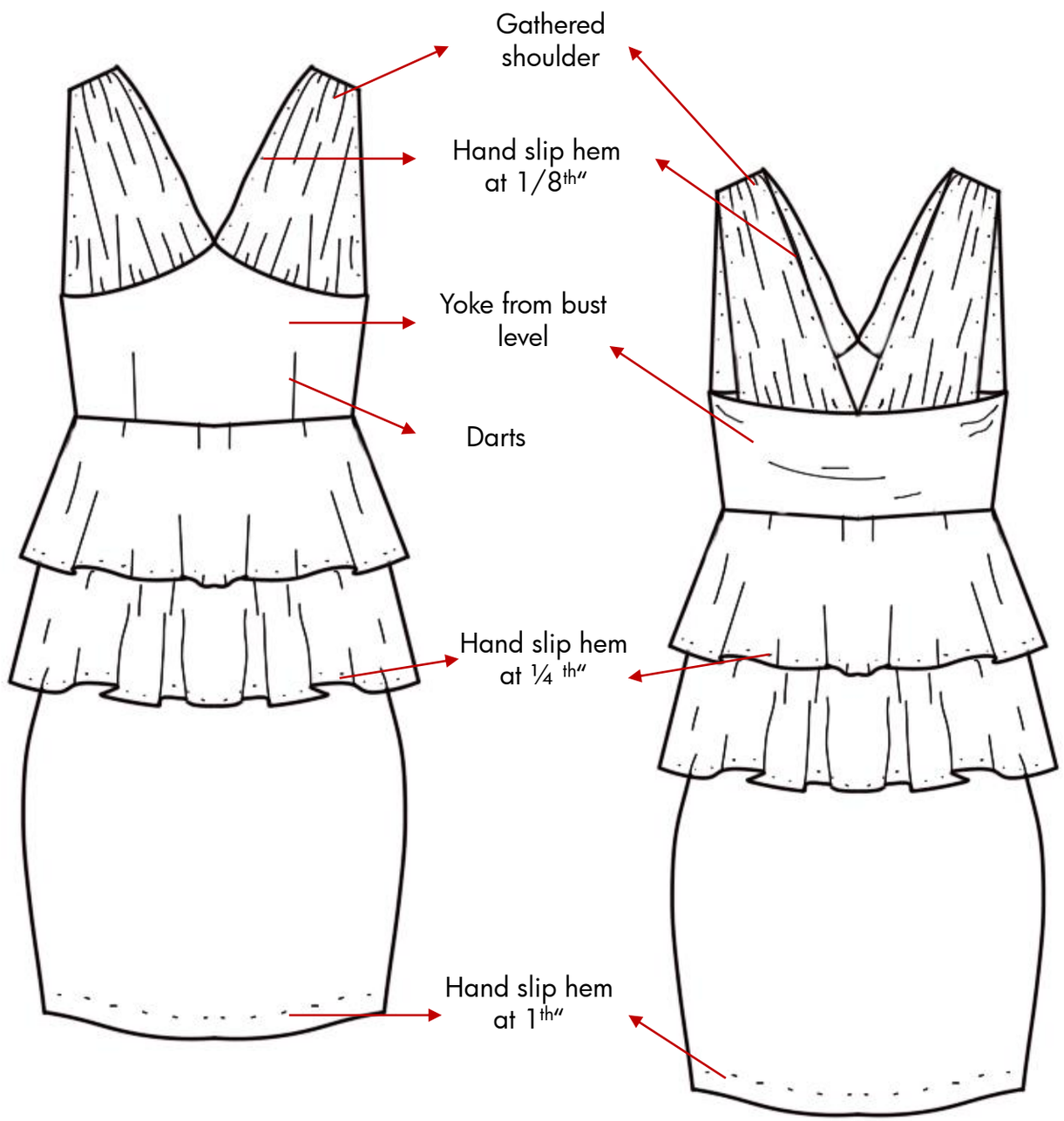


Satin

Net

Sewing threads

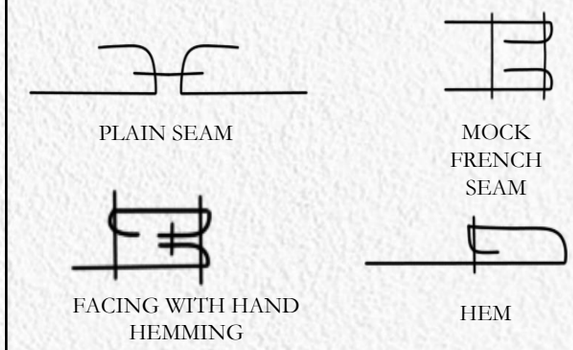
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Bodycon dress with ruffled waist	S/S 22	E-1	INDIA



Front **Back**

Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Nil
Fit :	bodycon
Fabric:	Velvet and net

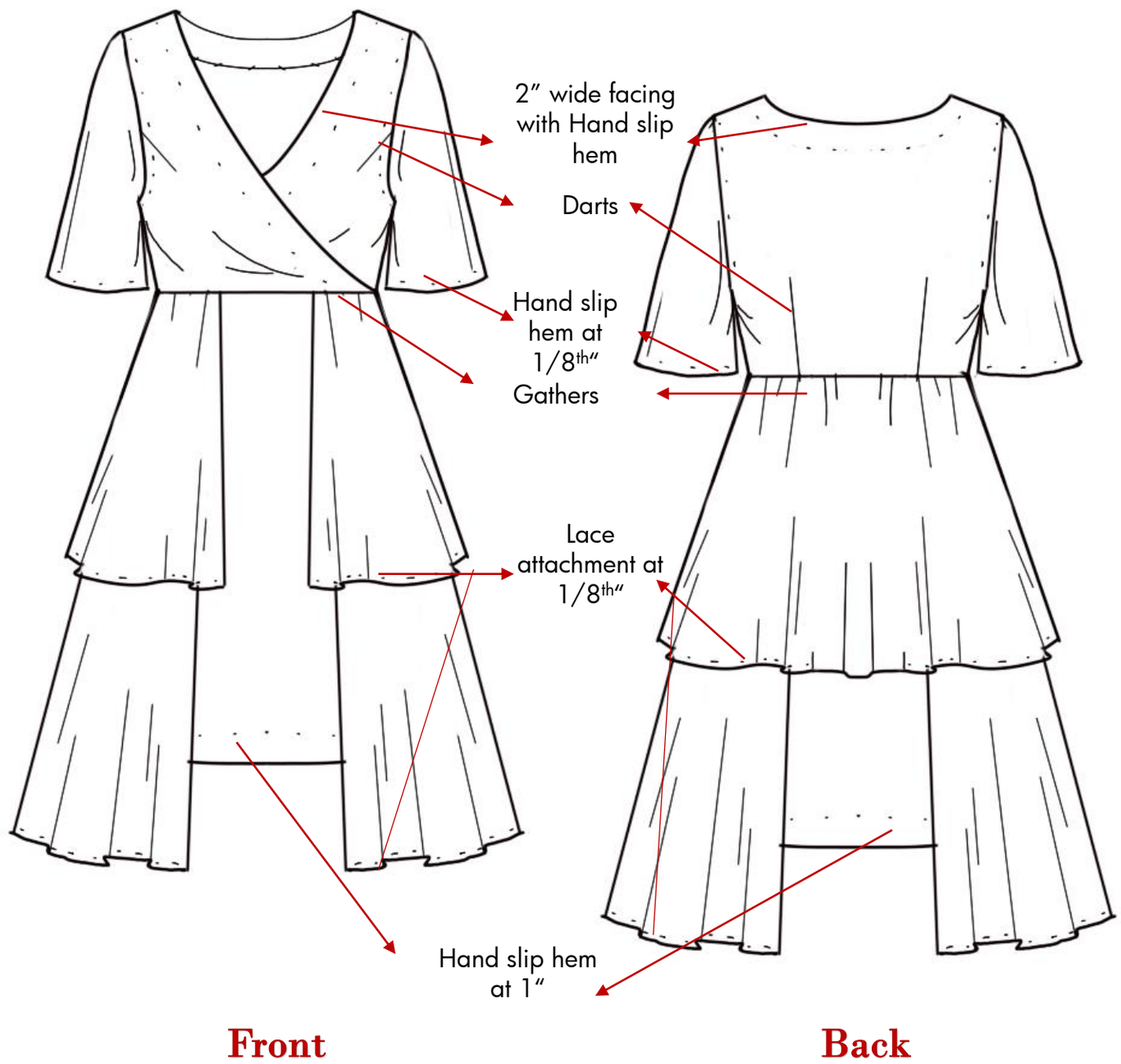
SEAMS, HEMS AND FINISHES USED



Measurements	(Inches")
Bust	36
Upper Waist	28
Round Waist	34
Across Shoulder	15
High Shoulder Point To Waistline	18
Armhole Circumference	16
Skirt Length	24
Ruffle layer 1 Length	8
Ruffle layer 2 Length	12
Yoke front height	8
Yoke back height	5
Front Neck Depth	10
Back Neck Depth	8
Shoulder Width	3

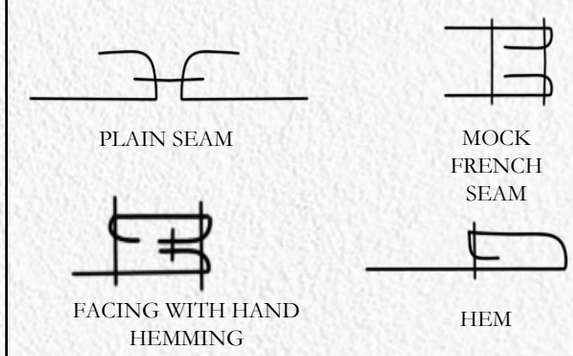
Fabrics:

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Cross body dress with gathered details	S/S 22	E-2	INDIA



Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Nil
Fit :	Regular , flared
Fabric:	Velvet and net

SEAMS, HEMS AND FINISHES USED



Measurements	(Inches")
Bust	**36**
Upper Waist	32
Round Waist	**34**
Across Shoulder	**15**
High Shoulder Point To Waistline	**18**
Armhole Circumference	**16**
Skirt Length	**22**
Ruffle layer 1 Length	12
Ruffle layer 2 Length	28
Sleeve length	12
Sleeve circumference	18
Front Neck Depth	7.5
Back Neck Depth	2
Shoulder Width	3.5

Fabrics:

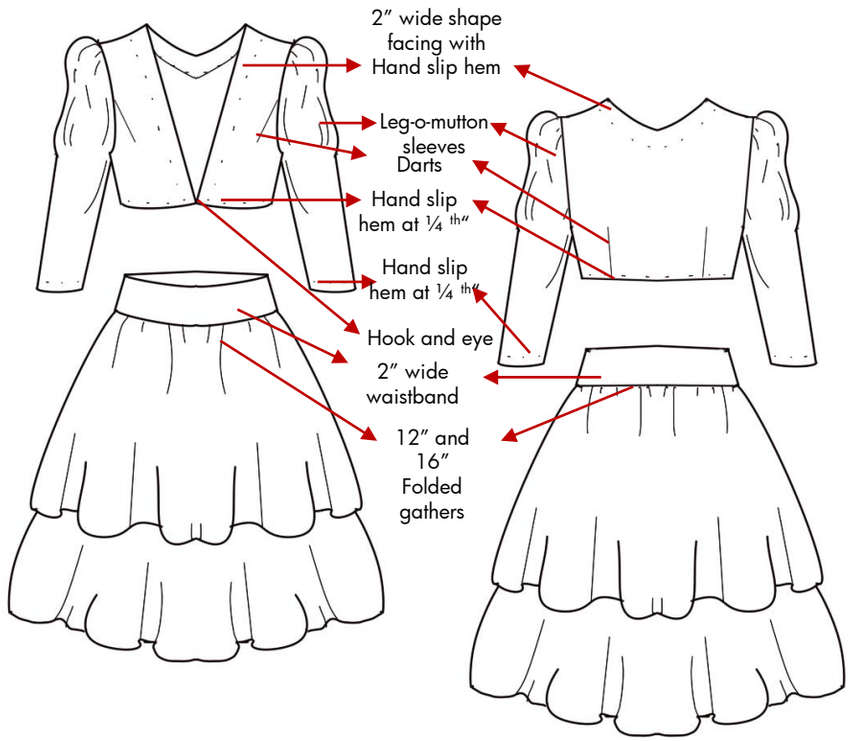
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Bodycon dress with ruffled waist	S/S 22	E-1	INDIA

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- • *Velvet* • *Satin* • *Net*	 2 m 0.5 m 1.5 m	 350/m 450/m 340/m	 700 225 510
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	150/ hr.	450
SEWING AND FINISHING	4 hrs.	300/hr.	1200
EMBROIDERY	3 hrs.	120/ m	360
OVERHEAD			100
TOTAL COST PRICE			3550.5

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Cross body dress with gathered details	S/S 22	E-2	INDIA

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- • *Satin* • *Net*	 2 m 2 m	 450/m 340/m	 900 680
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	150/ hr.	450
SEWING AND FINISHING	4 hrs.	300/hr.	1200
EMBROIDERY	3 hrs.	120/ m	360
OVERHEAD			100
TOTAL COST PRICE			3695.5

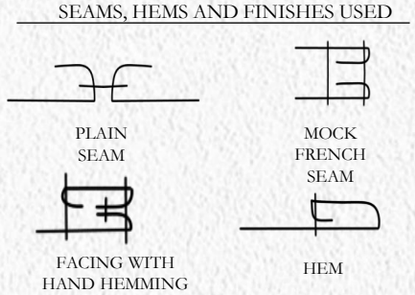
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Plunge neck bodice, balloon skirt	S/S 22	E-3	INDIA



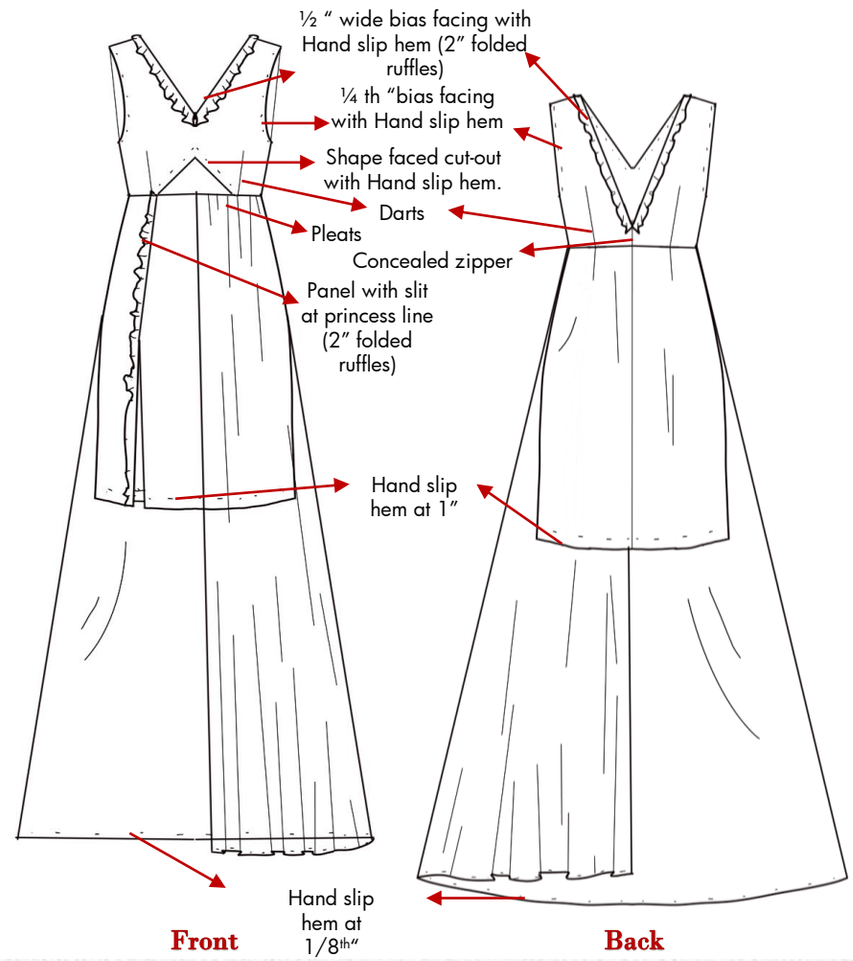
Front **Back**

Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Hook and eye
Fit :	Regular
Fabric:	Velvet, satin and net

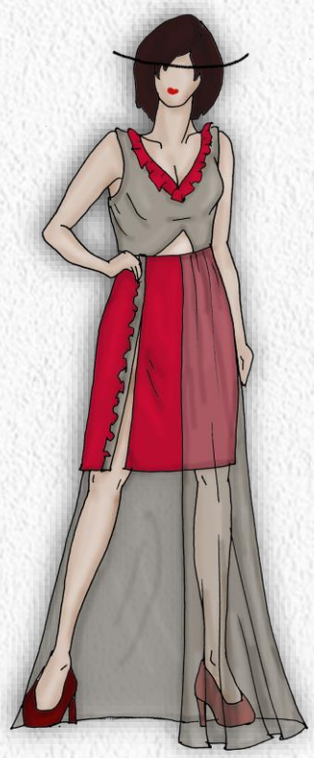
SEAMS, HEMS AND FINISHES USED



PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Bodycon dress with cut-out waist	S/S 22	E-4	INDIA

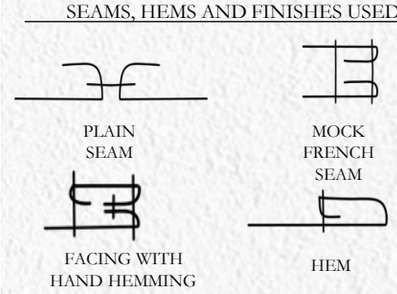


Front **Back**

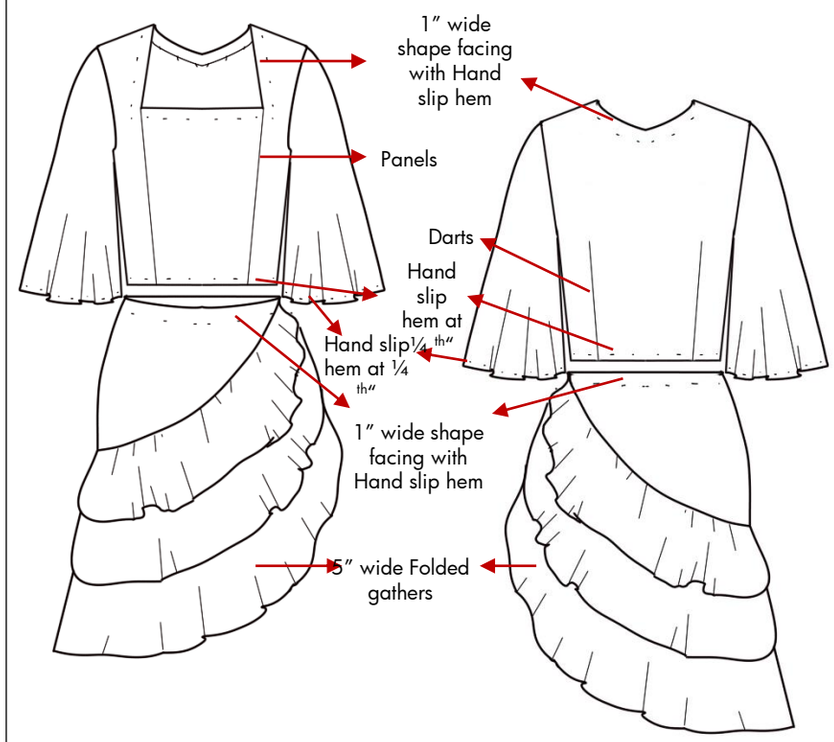


Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	nil
Fit :	Bodycon
Fabric:	Satin and net

SEAMS, HEMS AND FINISHES USED



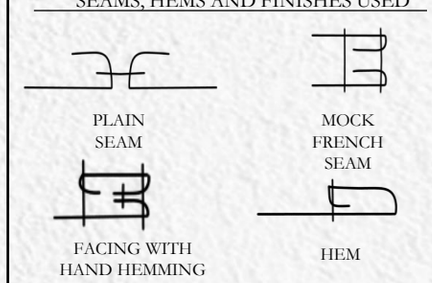
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's party wear	Panel bodice, ruffled pencil skirt	S/S 22	E-5	INDIA



Front **Back**

Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	nil
Fit :	Bodycon
Fabric:	Satin and net

SEAMS, HEMS AND FINISHES USED



Pattern E1

Cut 2
Panel 1 (gathered bodice front)
Cut 2
Panel 2 (gathered bodice back)
Panel 3 (yoke front)
Cut 2
On Fold
Panel 4 (yoke back)
Cut 2
On Fold
Cut 2
On Fold
Panel 5 (skirt)
Panel 7 (layer 2 ruffles)
Panel 6 (layer 1 ruffles)

Toile-Fit E1

Modifications For Final Garment: hand slip hemming to be used instead of machine hems that have been used for the purpose of test fit. Yoke to be used in double layer. Seams to be finished using mock-French technique. Actual fabrics to be used in place of muslin.

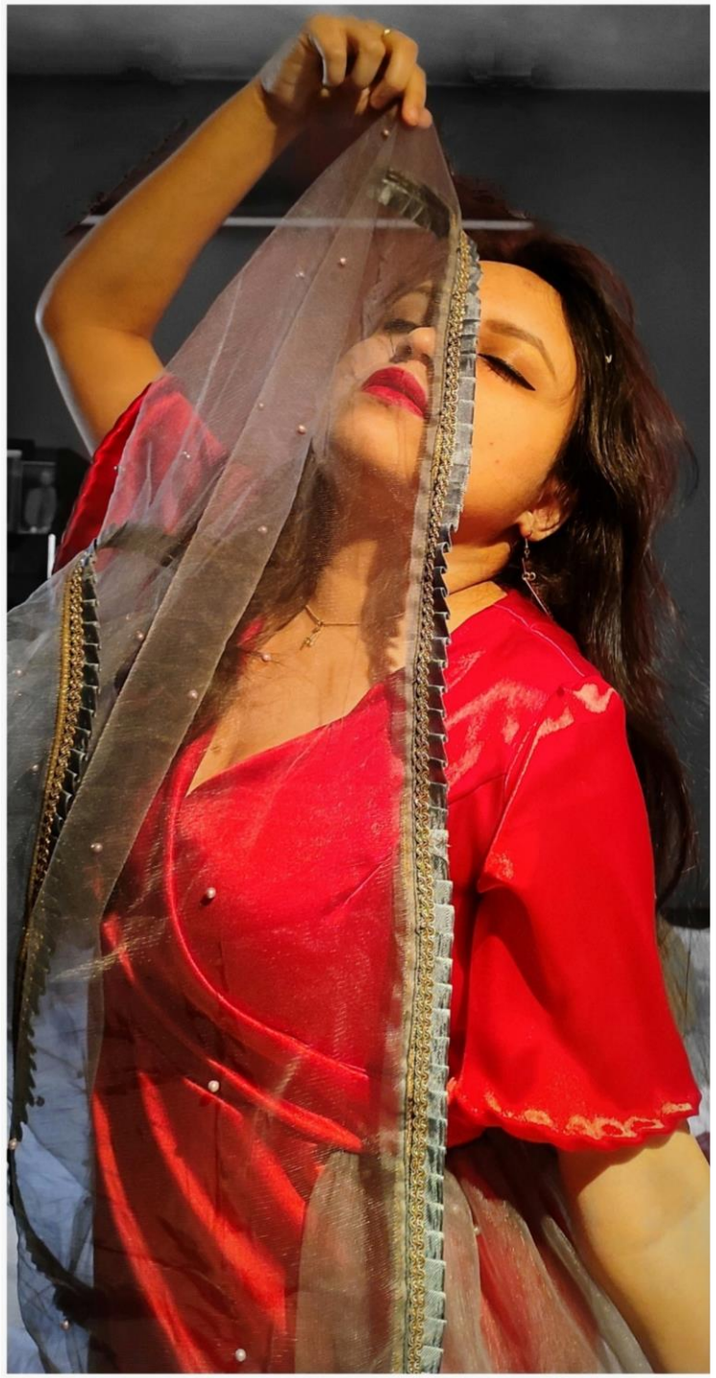
Pattern E2

Cut 2
Panel 1 (cross bodice front)
Cut 2
Panel 6 (bell sleeves)
Cut 2
On Fold
Panel 3 (skirt)
Cut 2
On Fold
Panel 4 (gathers layer 1)
Panel 2 (cross bodice back)
On Fold
Panel 5 (gathers layer 2)

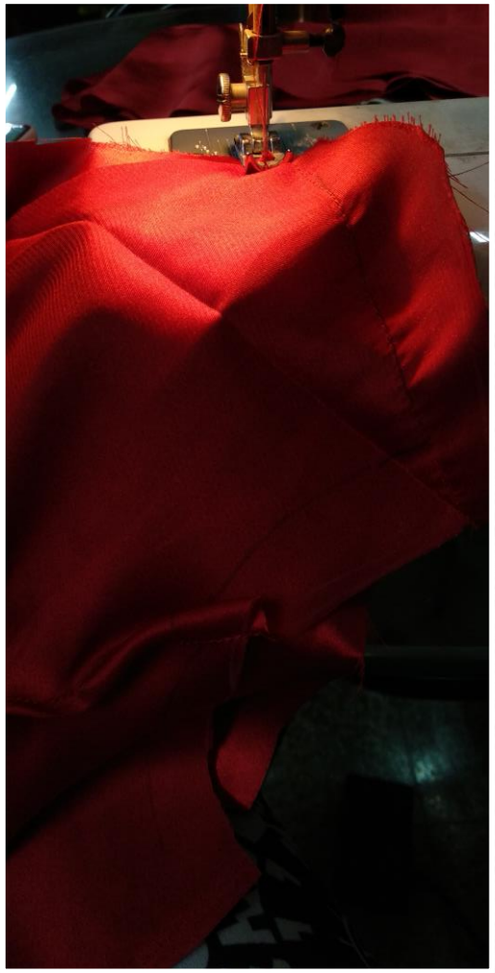
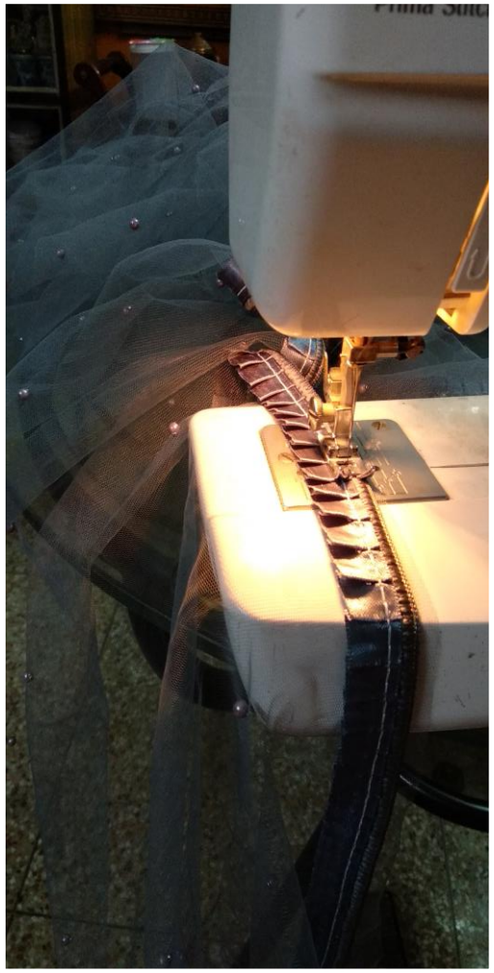
Toile-Fit E2

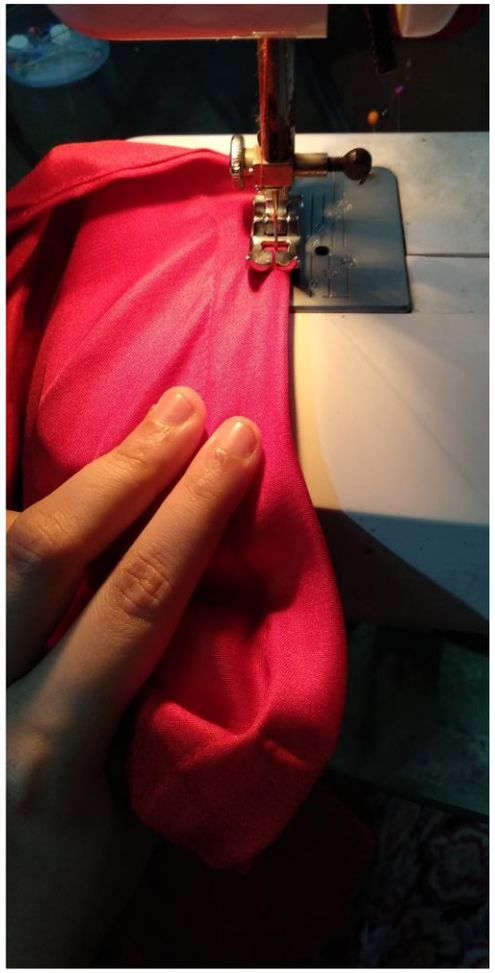
Modifications For Final Garment: hand slip hemming to be used instead of machine hems that have been used for the purpose of test fit. Seams to be finished using mock-French technique. Actual fabrics to be used in place of muslin.

Garment Photoshoot



Garment Construction



Process

- After pattern drafting, the patterns are traced on the fabric and cut with necessary seam allowances.
- The darts are closed.
- The shoulders are stitched, finished by mock French.
- The side seams are stitched and mock French finished.
- The sleeves are attached and finished.
- Facing attached to neckline and hand hemmed.
- Sleeves hem is hand hemmed.
- Waist seam attached and finished.
- The lower panel is hand hemmed at 1″
- The laces is attached to net layers.
- Laces are gathered.
- The gathered lace layers are attached to waistline by hand stitching to maintain accuracy.

Goopy Gyne Bagha Byne

CBPD Project – Shantipur Cluster

Submitted by –

Ayushi Dasgupta

Ayushi Suman

Nimisha Diwakar

Revathi Lakshman

Shreya Dan

Sweta Kumari

Tripti Parasrampuria

About Shantipur

The handloom textiles constitute a timeless facet of the rich cultural heritage of India. As an economic activity, handloom sector occupies a place next only to agriculture in providing livelihood to the people. About 65.51 lakh persons are directly or indirectly engaged in weaving and as- sociated activities in the handloom sector. The element of art and craft present in Indian handlooms makes it a potential sector for the upper segments of the market, both domestic as well as abroad . However, the sector is beset with manifold problems such as obsolete technologies, unorganized production systems, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and above all, competition from power looms and mill sector. In spite of all these constraints, hand- loom forms a precious part of the generational legacy and exemplifies the richness and diversity of our country and the artistry of the weavers. Stats: About 65.51 lakh persons are directly or indirectly engaged in weaving and as- sociated activities in the handloom sector. As estimated, about 84% of total handlooms in the world are in India.

Location: Shantipur is a municipal town of Nadia district of west Bengal. It is about 90 km away from Kolkata and is well connected by road (NH- 34) and train.

The Raw Materials :

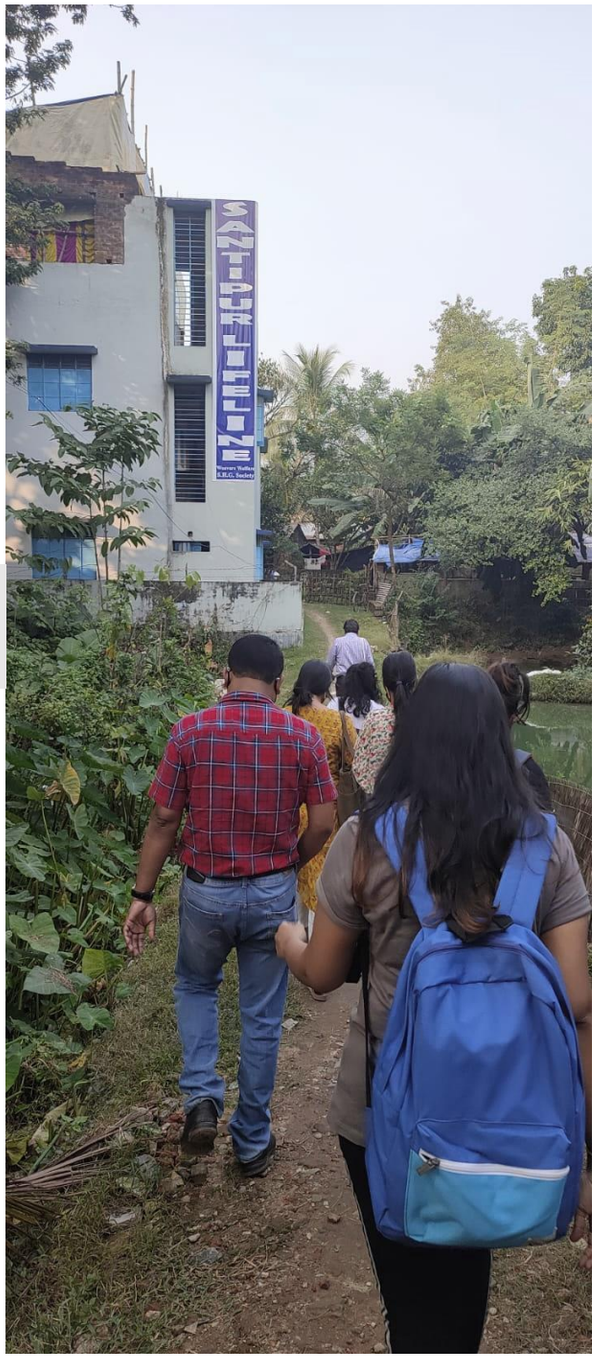
The raw materials are imported from Kolkata or the nearest market and some of the raw materials are obtained from NHDC .The raw materials contain yarns (both dyed and non-dyed) and dyes.

The Process :

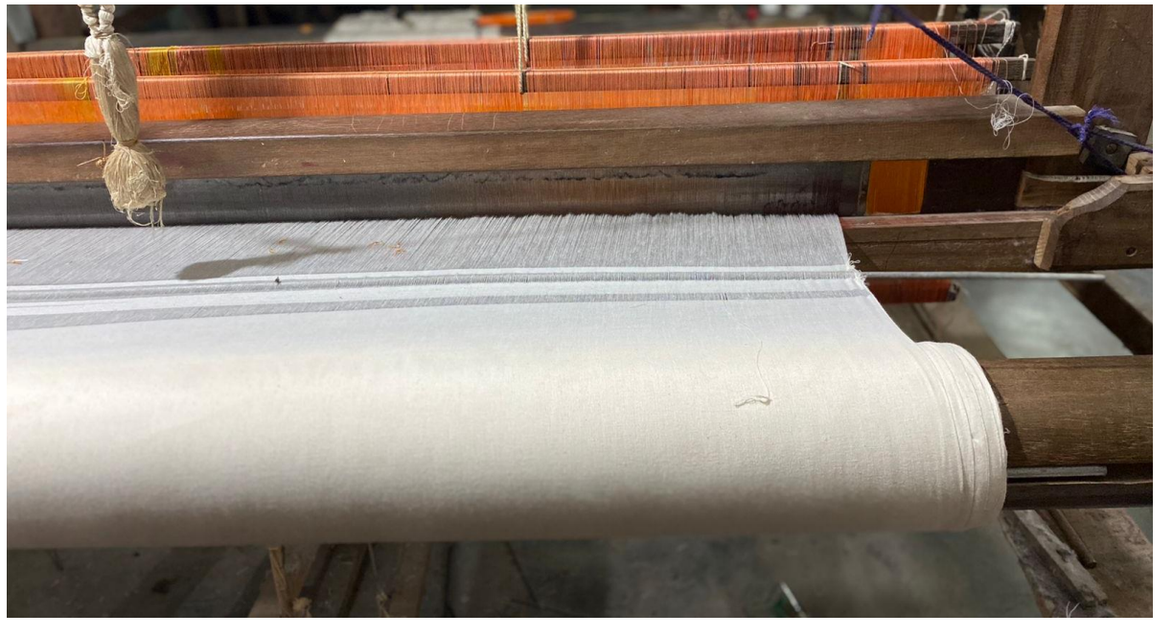
Both dyeing and weaving is done in Shantipur. Weaving contains two types of process- the primary process and the secondary process. Before weaving and after dyeing a few processes are carried out Sizing, Drumming, setting the beam in the loom. And all these process take approximately 10 days before the actual weaving begin.

Motifs:

The most remarkable part of about the Jamdani weaving technique is that the motifs are not sketched or outlined on the fabric. Instead, they are drawn on a translucent graph paper and placed underneath the warp. Though Jamdani technique is famous for sarees, it is also used to make scarves, handkerchiefs and dupattas. Popular motifs include panna Hajar (thousand emeralds), kalka (paisley), butidar (small flowers), fulwar (flowers arranged in straight rows), tersa (diagonal patterns), jalar (motifs evenly covering the entire saree), duria (polka spots) and char- kona (rectangular motifs).



Fabric being developed | Cluster visit



Cluster Visit 24.11.21

SWOT Analysis

Strengths

1. Handloom is an age old, perhaps the oldest surviving craft in India. Since thousands of years it has been a speciality of our country, recognised by the rest of the world
2. Exportable quality materials.
3. Can be used for making dress materials for the West.
4. Natural raw materials - Environment friendly - sustainable production process (cotton, linen, silk).
5. Dyeing facility - both natural & chemical dyeing done - all dyes used international standard.
6. Easy availability of raw materials.
7. Connection with local markets and Kolkata.

Opportunities

1. Government interventions to promote handloom and regulate quality, pricing, wages.
2. Female handloom co-operatives employ women can help them become self-sufficient and increase the number of weavers & artisans.
3. Institutes like NIFT, NID and other designers "interventions - increases interest of customers - Newer, modern, dynamic designs, motifs, fabric, weaves, colours & dyes,
4. Parallel industries like garment manufacture can help.
5. Diversified production - export interest - better earnings.
6. Marketing can increase demand.
7. Modernisation of dyeing unit - advanced technology like Hank-dyeing, Boiler & efficient treatmentplant.8. Increasing demand & trend for handlooms in recent times.

Weakness

1. Time taking process.
2. Lack of proper marketing channel.
3. Ignorance of the artisans about the markets of their products.
4. Inability to catch up with the fast pace of fashion - slower changes in motifs & designs compared to demands.

Threats

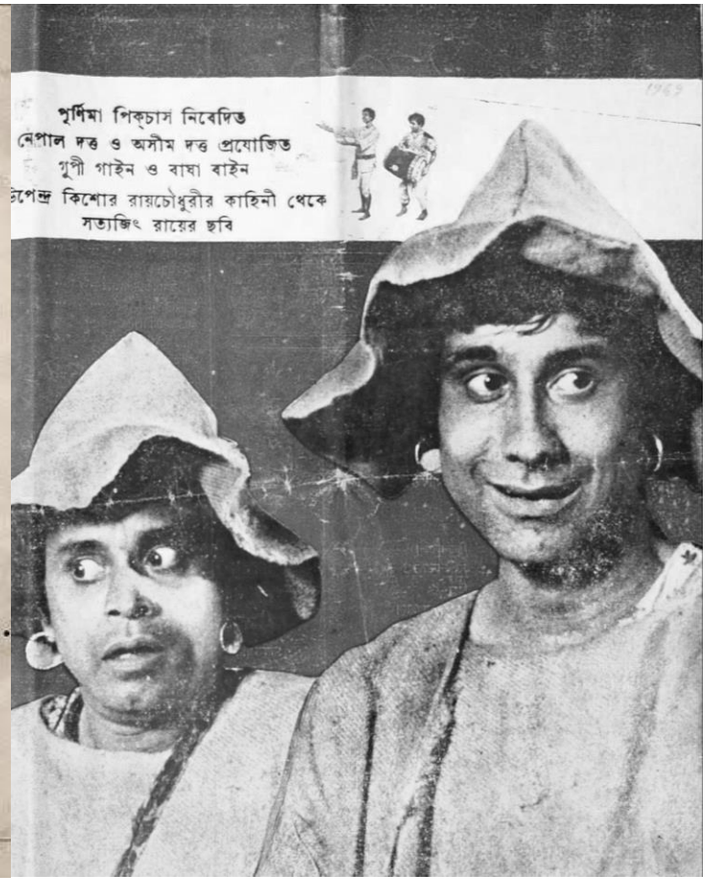
1. Increased production of similar looking power loom sarees at a lower price range n lesser time, more quantity.
2. Lack of Labour - weavers shifting toother professions due to less wages.
3. Middlemen exploiting the artisans. Insufficient loans and funding.
4. Present biggest challenge is theCOVID-19 pandemic.
5. Artisans suffer due to unemployment & lack of work & thus earnings stopped for months. Even now it is slow-paced.

Goopy Gyne Bagha Byne - Inspiration

Goopy Gyne Bagha Byne is a 1969 Indian fantasy adventure comedy film written and directed by Satyajit Ray .

It is a story of two character Gopi and Bagha who meet in a jungle being banished by the king of their village. They by Chance meet The king of Ghost and were given three boons for their simplicity and Innocence. Goopy Gyne Bagha Byne' has a very conventional good vs evil theme in terms of storytelling.

It is understandable that Ray wanted to maintain a breezy, light-hearted note so as to appeal to children. While it is a fantasy film for children, it is a film for all people as it has fun, comedy, beautiful lyrics, historical effects, unique costumes, great music and Its visuals also deserve a special mention. The film was shot mainly in Rajasthan, and many of the props and costumes.



Theme Board

Mood - Colour Board

PANTONE 426 C

PANTONE 2032 C

PANTONE 7058 C

PANTONE 11-0105 TPX

Client Board

Name : Karuna Ezara

Age: 28 to 35 years

Monthly disposable income: INR 50,000 to 100,000

Gender: Female

Body type: All Body Type

Country: India

City: Kolkata and Mumbai

Climate: Tropical

Market: Both on-line and off-line

Product Category: Casual Wear

Lifestyle: Slow and ethical lifestyle with a vibrant approach towards living.

Occupation: Writer, Fashion Blogger, Corporate Worker.

Aesthetic: Vibrant colours, classic silhouettes with minimal detailing

Silhouette Board

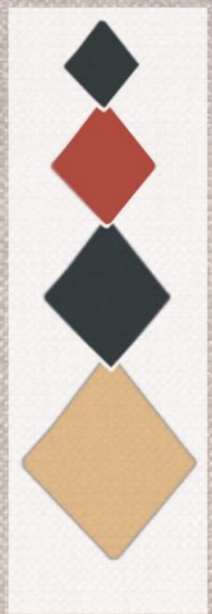
Resort Wear S/S 22

PANTONE 426 C

PANTONE 2032 C

PANTONE 7058 C

PANTONE 11-0105 TPX



Wrap Over V neckline and a lot of tunics.

V neck and wrap around silhouettes with tie up is seen alot in the movie therefore it can be a good addition to the collection considering the ease of wearing as well as the casual yet fun look make it perfect for the next resort look.

Interestingchecks, stripes and motif play that is seen in our entire collection with the help of panelling.

Resort Shirts

A summer staple, the resort shirt continues to show be the favourite trend of the customers for the S/S 22 season. This style can be paired as a standalone item or as a part of a #matchingset a perfect silhouette to make your handloom more diverse in its usiblity. Similar type of shirts have also been worn by the actors in the movie styled with a bucket hat making it a perfect inspiration for a resortwear collection.

Long Tunics with straight Cut pants

The tunic and trouser set stands out as a key #destinationdressing item, according to the WGSN as well as a sophisticated take on the #resortwear story, offering a multitude of possibilities and combinations that appeal to the cost-conscious targeted consumer.

Vacay maxi

A style suitable for #staycations and beachy getaways, the maxi dress is the ultimate #vibrantvacation piece, fusing essential qualities for the post-pandemic consumer – comfort and versatility – without compromising on design hence perfect silhouette for S/S 22.

Volimunous Skirts

Comfort at the forefront and elasticated waistbands for ease of wear to appeal to a wide range of body types as we are targeting the Indian market can be a good trend to add in the collection. This trend again can be worn as a matching set or styled as individual piece to make it diverse in use making it relevant for hand loom.

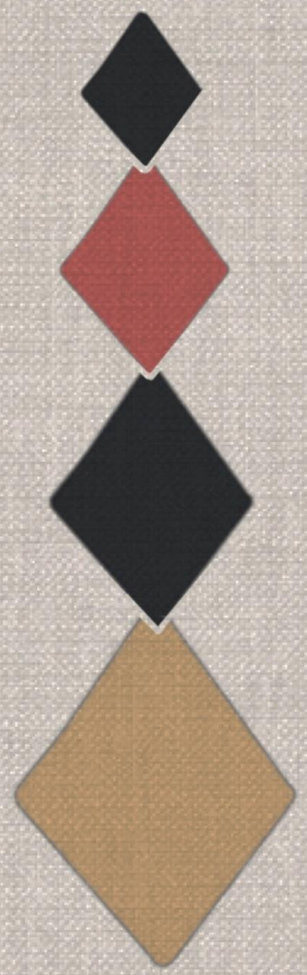
The Poster by Ray

Here, we have analysed the movie poster that was designed by ray himself and taken inspiration from the poster to develop the folowing motifs. The poster has a particular style. The elements used in the poster are mainly geometric and the motifs are mainty created by utilizing the negative spaces.

Motif 1:

Motif 3:

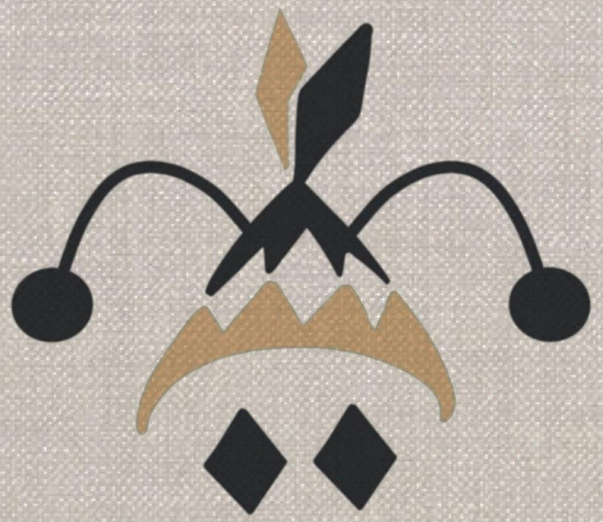
Motif 2:



Borphi!

Barphi was such a character that became legendary in spite of it short time appreace in the movie. As the name suggests which literally means rhombus had his own unique style. These motifs are inspires from the look of barphi.

Motif 4:



Motif 5:

Motif 6:

These Brahmin ghost are not only interesting because of their appearace or the styling but also because of the amazing silhouettes. Ray has experimented a lot with the silhouettes.

Brahmin Ghost

The Laughing Shoes

These motifs are inpired from the iconic shoes that were portrayed in the movies. The special shoes that were gifted by the ghost king to the protagonist. These shoes are quite interesting with the twisted tips and the demonic eyes and teeth engraved or painted on the shoes.

Motif 6:

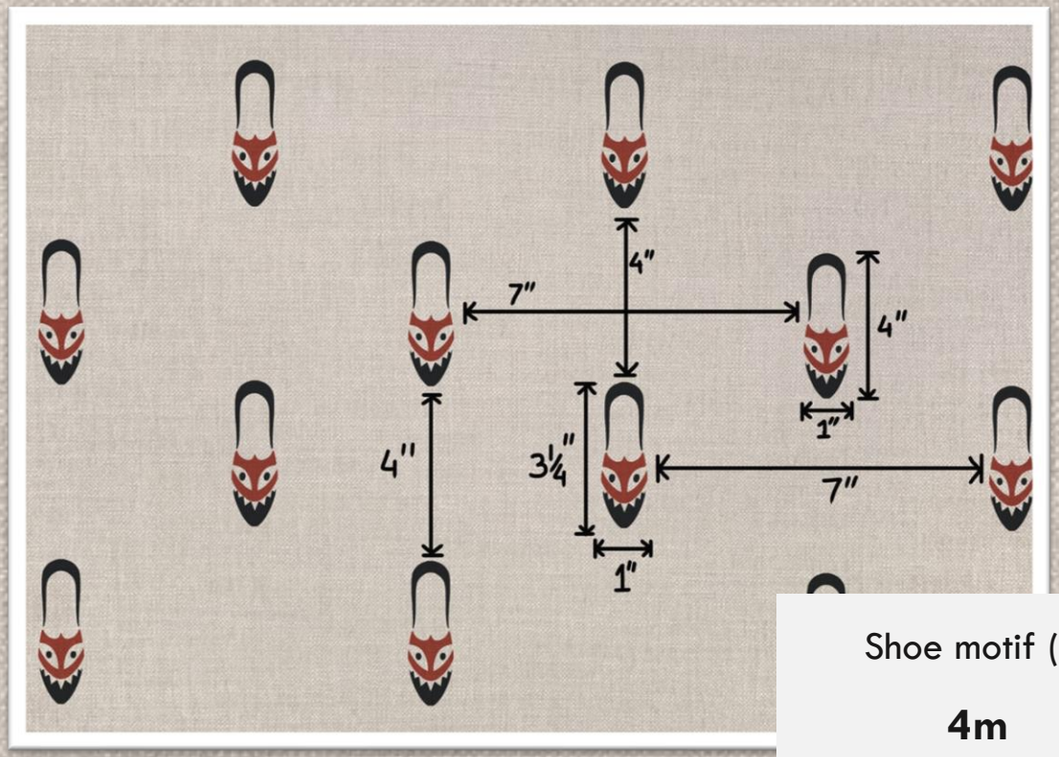
Motif 7:

Motif 6:

The Dancing Ghost

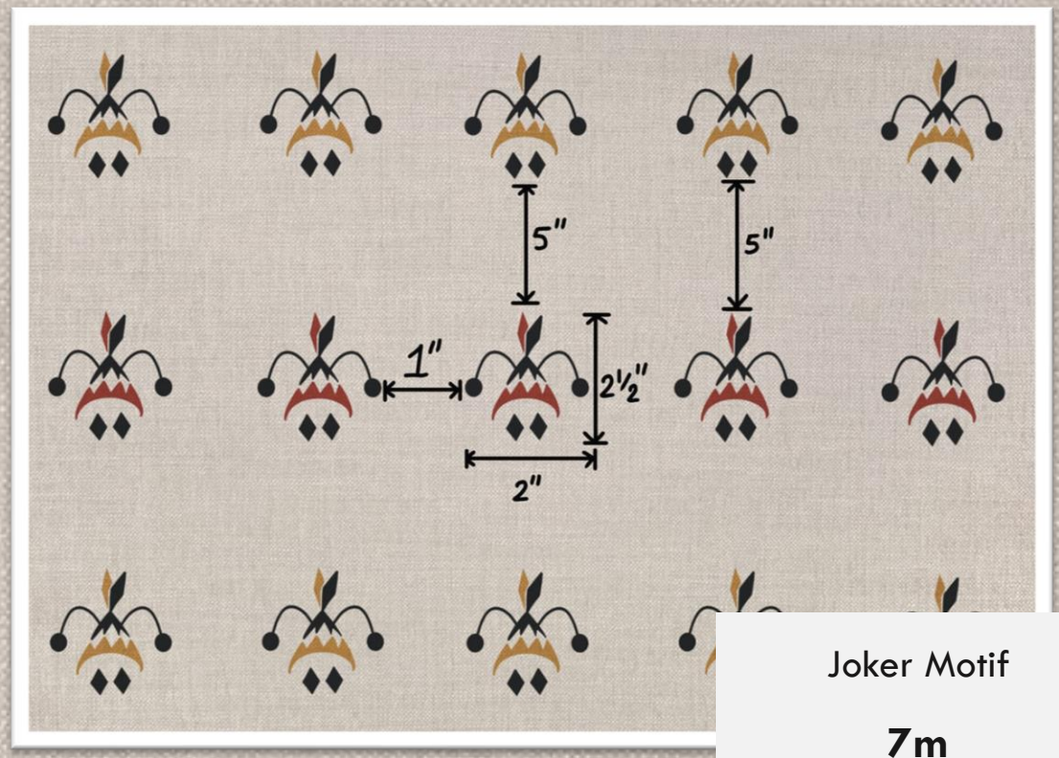
This motif is inspired from the interesting ghost figurines that were portrayed in the movie.

Final Motif Placements With Spacing and Consumption



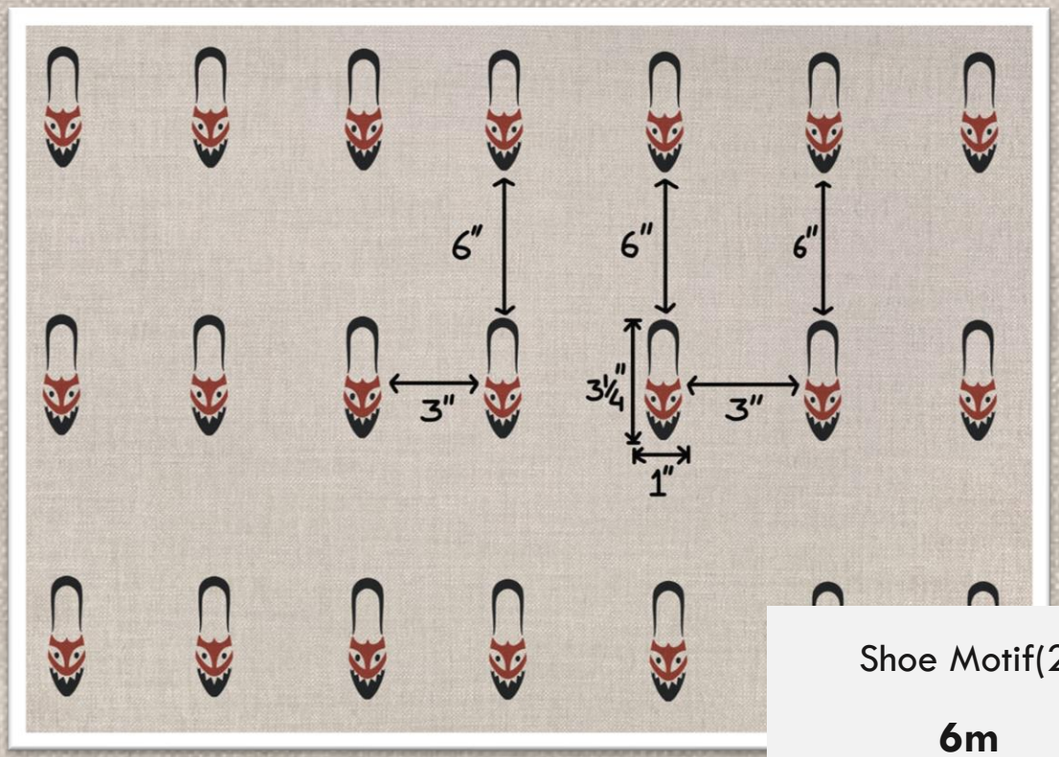
Shoe motif (1)

4m



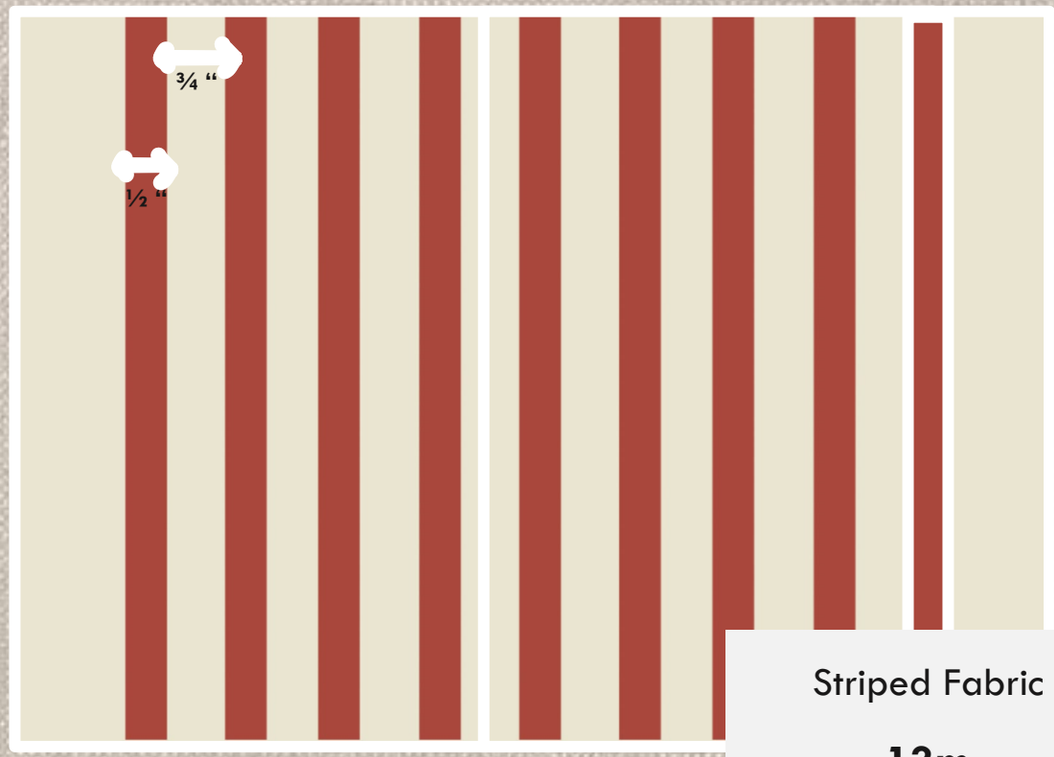
Joker Motif

7m



Shoe Motif(2)

6m



Striped Fabric

13m

Final Collection

Breezy set

The Breezy set is known for its comfortable yet chic silhouette. It consists of a crop top and a flared A line skirt . It is accentuated with simple motif play and use of a large number of panels.

Fabric estimate :

Stripe fabric – 2m

Joker motif – 2m

Plain fabric – 2. 5m

Layup set

The Layup set is the most trendy ensemble of the collection. It consists of an asymmetric crop top and a pair of culottes . The culottes have multiple panels with motifs accentuating the look.

Fabric estimate :

Stripe fabric – 1m

Shoe motif – 1.5m

Plain fabric – 1m

Joker motif – 1.5m

Satya set

The Satya set again consists of 2 pieces of clothing .

The straight fit striped pants , the A- line full sleeve kurta with panels and an simplistic appeal.

Fabric estimate :

Stripe fabric – 3m

Joker motif – 1.5m

Plain fabric – 3m

Tier dress

The Tier dress is a very simple , flowy and elegant dress.

It consists of notch collars , a front placket and is completely enhanced with the play of motifs and stripes .

Fabric estimate :

Stripe fabric – 3m

Shoe motif – 3m

Quaint dress

The Quaint dress reflects the elegance of a simple , classic silhouette. This dress consists of motif play in the side seam panel while rest off the dress is plain , balancing it out.

Fabric estimate :

Stripe fabric – 1m

Joker motif– 1m

Plain fabric – 3m

Shoe motif – 1m

Panel set

The panel set is a simple set of a pair of pants and a crop top. The minute details of the set like the patch pockets and the side panels with motifs accentuates the entire look.

Fabric estimate :

Stripe fabric – 1.5m

shoe motif – 2m

Plain fabric – 3m

Wrap set

The wrap set is known for its contemporary silhouette and modern play of motifs .

This ensemble consists of 2 pieces

the pants , the tie up kurta with panels.

Fabric estimate :

Stripe fabric – 4m

Plain fabric – 1m

Joker motif – 2m

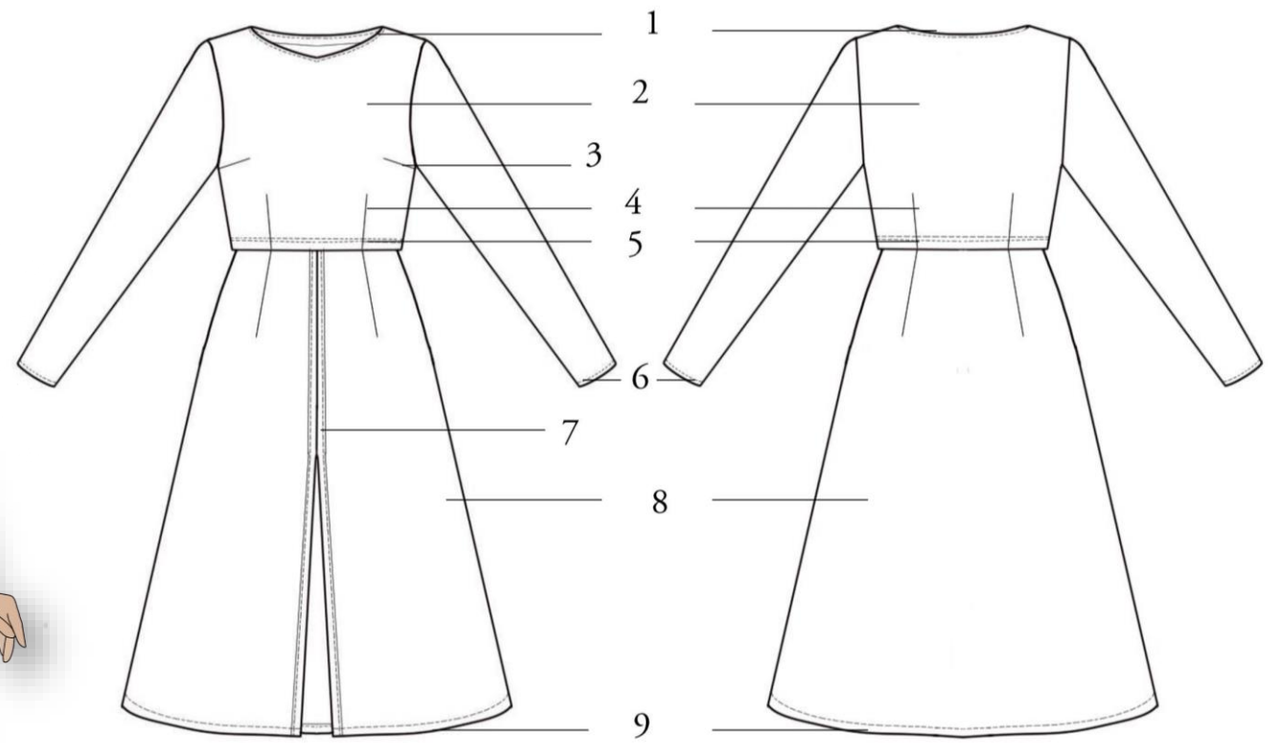
Garment: Satya Set (upper garment)

Season: S/S 22

Garment Details: Kurta with spread V-neck and full sleeves with folded waist

Category: Resort Wear

Material: Cotton handwoven fabric with jamdani motifs



Garment Details:

1	Facing at the neckline
2	Motif 1
3	Underarm dart
4	Darts at the waist
5	Folded waistline with double topstitch
6	Narrow hem
7	1" wide placket with topstitch
8	Plain fabric
9	Narrow hem
10	
11	
12	

Motifs:

Motif 1	Front and back upper panels and sleeves

Colours and Prints:

PANTONE 11-0105 TPX	PANTONE 426 C	PANTONE 2032 C	PANTONE 7058 C			
COLOUR 1:	COLOUR 2:	COLOUR 3:	COLOUR 4:	Motif 1	Plain fabric	Motif 2:

Satya set

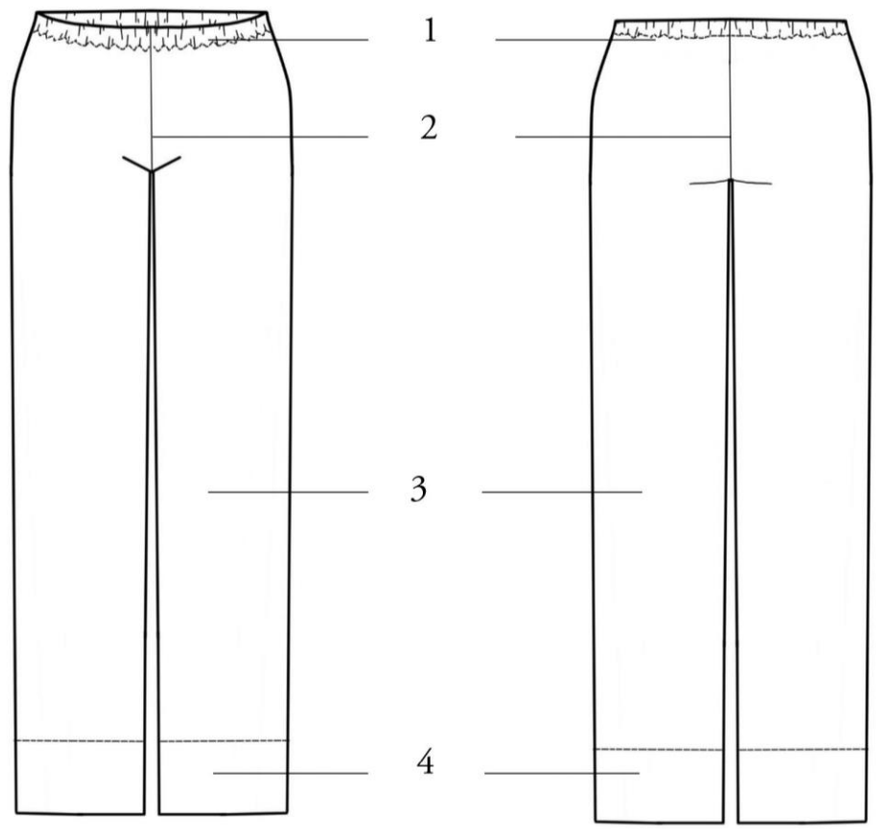
Garment: Satya Set (lower garment)

Season: S/S 22

Garment Details: Striped straight pants

Category: Resort Wear

Material: Cotton handwoven fabric with jamdani motifs



Garment Details:

1	Elasticised waist
2	Inseam
3	Striped fabric (motif 1)
4	Wide hem
5	
6	
7	
8	
9	
10	
11	
12	

Motifs:

Motif 1	Straight pants

Colours and Prints:

PANTONE 11-0105 TPX

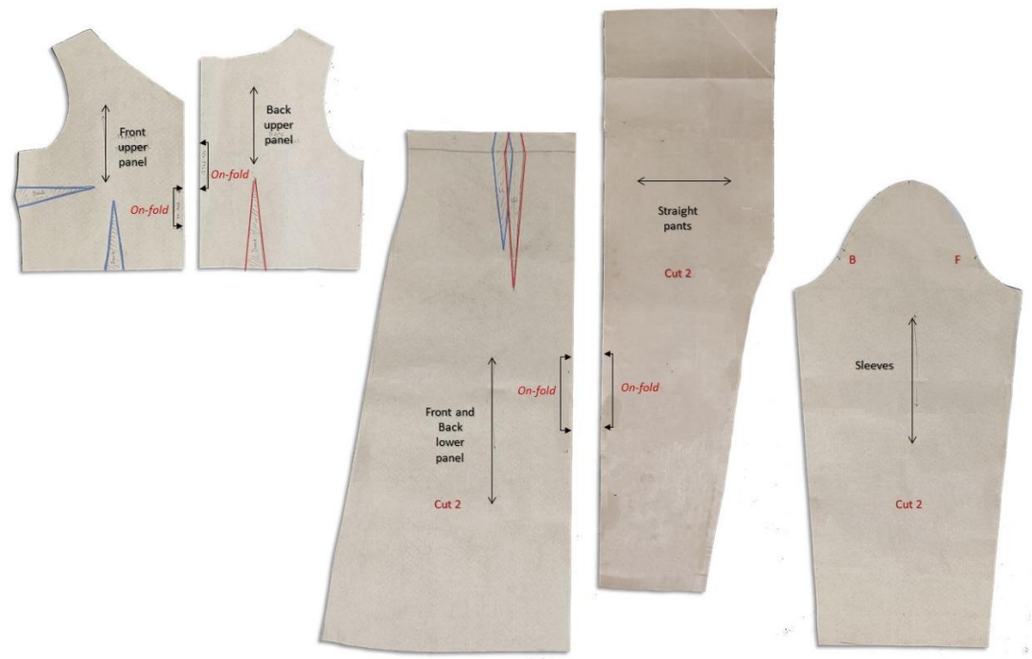
COLOUR 1:

PANTONE 2032 C

COLOUR 3:

Motif 1

Satya set



FINAL PATTERNS

Satya Set - Final test fit and patterns

Satya Set - Final Garment Photoshoot

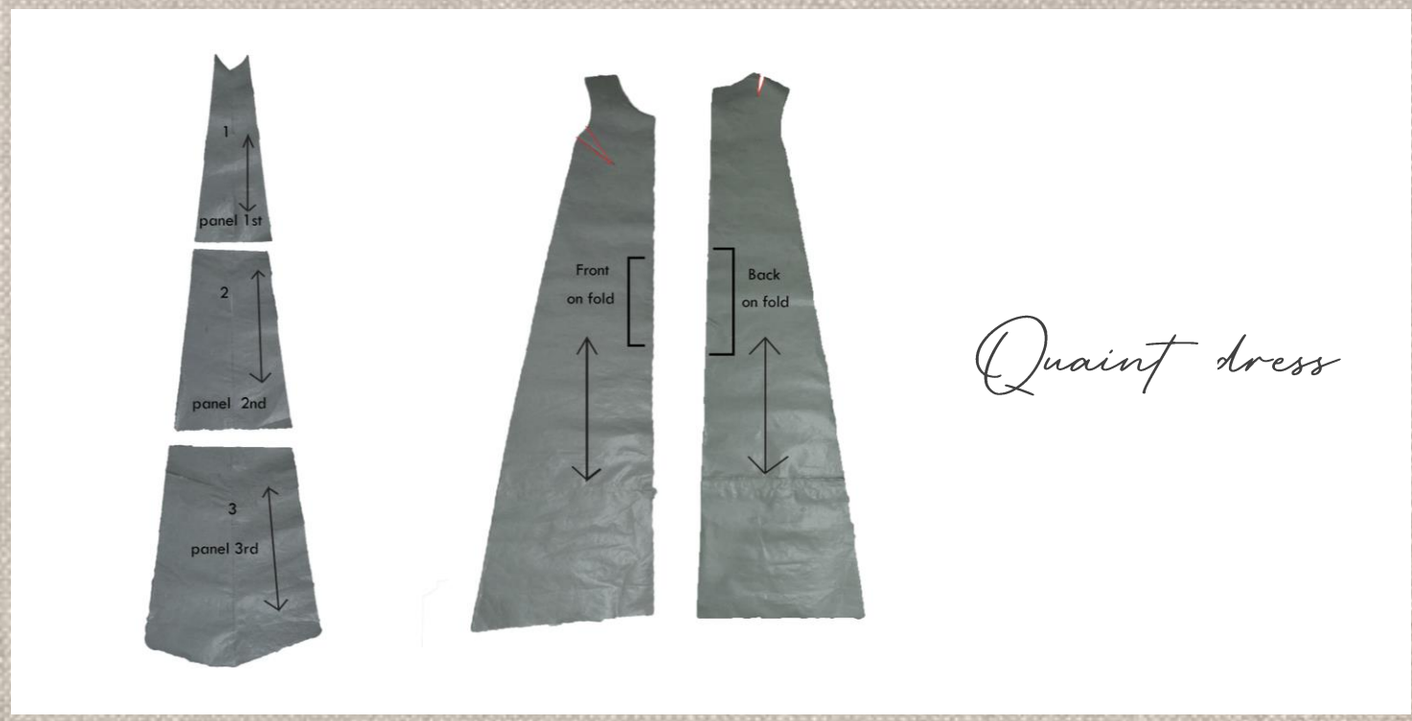
Panel Set

Breezy Set

Layup Set

Wrap Set

Tier dress



Quaint dress

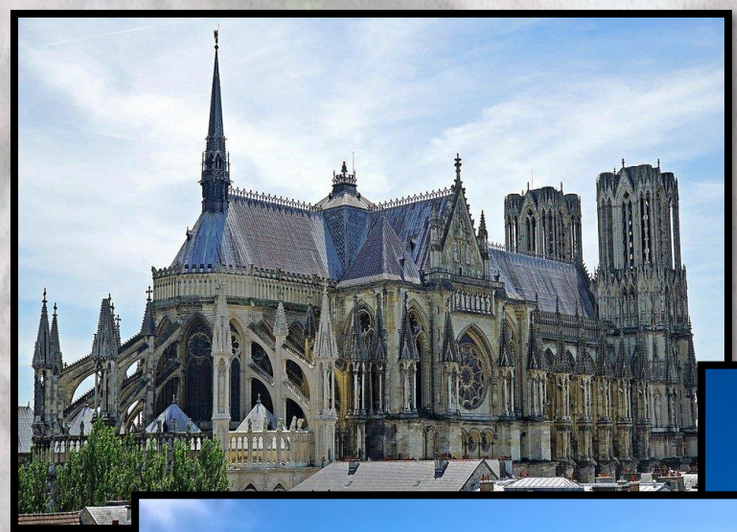
Final Garments Photoshoot

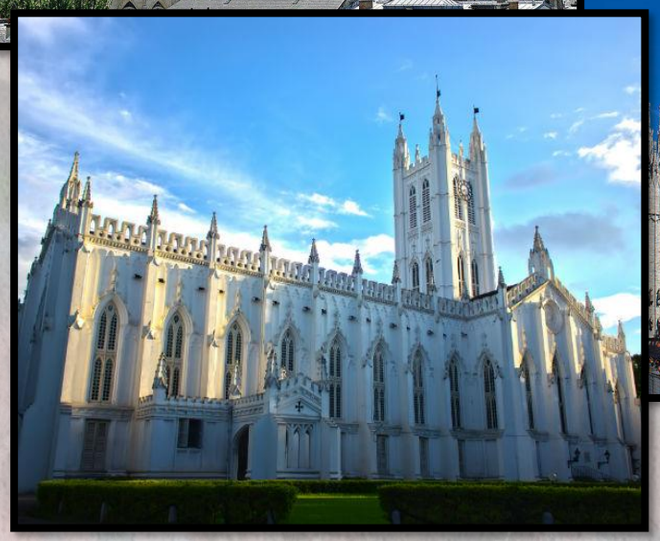
Total costing

DESCRIPTION	RATE	QUANTITY	TOTAL AMOUNT
SEWING THREADS	3/ reel	10 reels	30
WARP YARN	75/m	46 m	3220
WEFT YARN	625/kg	1 kg	625
HARNESSING	2100		2100
PUNCH CARD	1560		1560
DRUMMING	600		600
WEAVING	4280		4280
SNAP BUTTONS	20		20
BUTTONS	20		20
ZIPPER	30		30
ELASTIC	20		20
PATTERN MAKING	200/ ensemble	7 ensemble	1400
STITCHING	500/ ensemble	7 ensemble	3500
TRANSPORTATION	200		200
OVERHEAD	400		400
TOTAL			**18,005**

GOTHIC ARCHITECTURE

Surface and Range Development



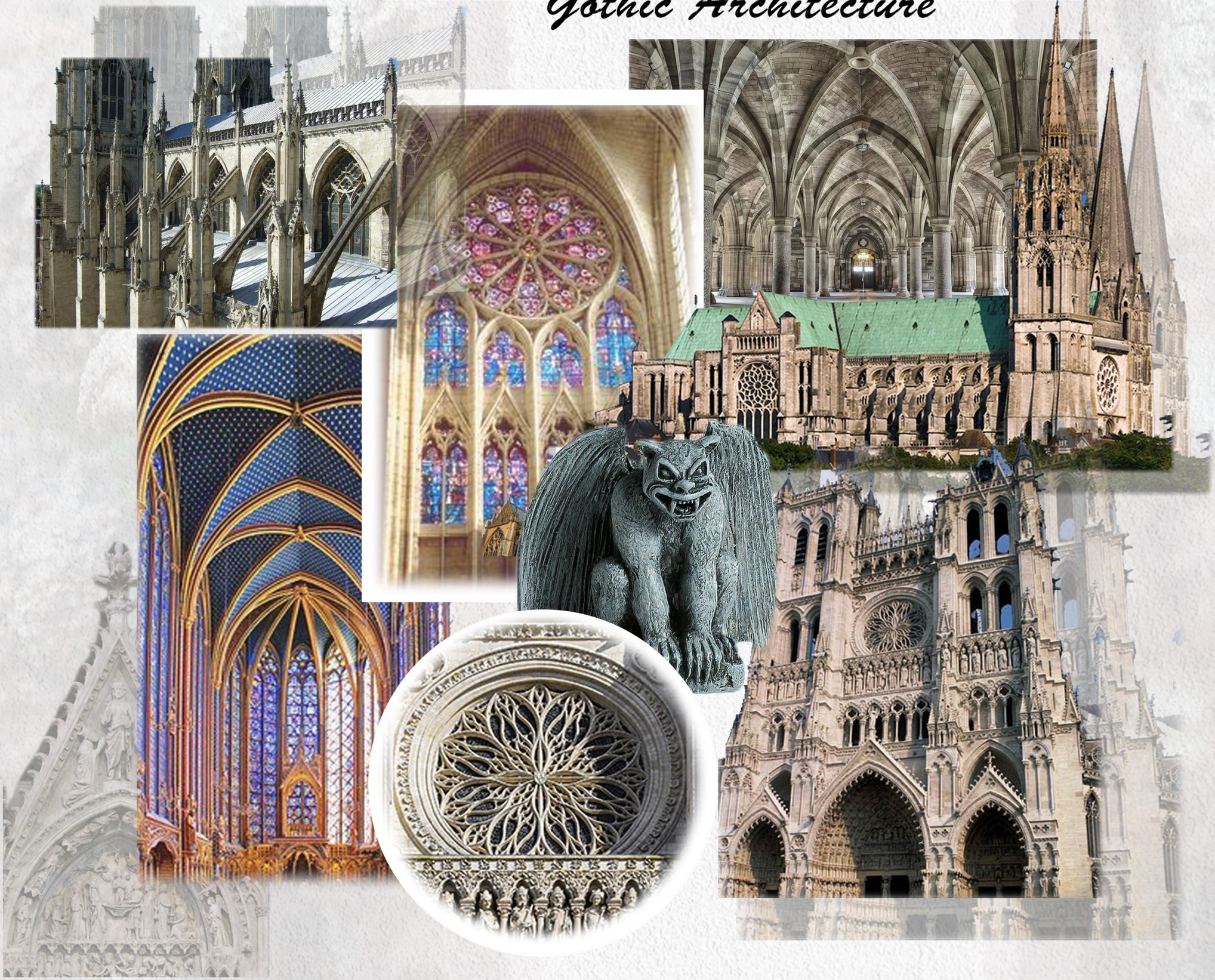


Ayushi Dasgupta

FD

BD/18/318

Gothic Architecture



PANTONE 141C

PANTONE 4655C

PANTONE 412C

PANTONE 688C

PANTONE 259C

PANTONE COOL GRAY 9C

PANTONE 5487C

PANTONE 5783C

PANTONE 7686C

PANTONE 7689C

I have taken my theme for motif development as Gothic Architecture. Gothic architecture is an European style of architecture that values height and exhibits an intricate and delicate aesthetic. Though its roots are French, the Gothic approach can be found in churches, cathedrals, and other similar buildings in Europe and beyond. I have taken inspiration from the silhouettes, shapes, lines and forms of the different elements of gothic architecture and the colour palette seen on the buildings or stained glasses or gargoyles.

Target Market

Demographical Segmentation:

- AGE- 16-22 year olds
- SEX- female
- OCCUPATION- creative sector, designer, architect, actress, dancer,
- WORKING ENVIRONMENT- mostly indoor with occasional outdoors.
- INCOME LEVEL- Rs. 5-8 lakhs per annum
- MARITAL STATUS- unmarried
- OCCASION TYPE- summer wear, day outings

Geographical Segmentation:

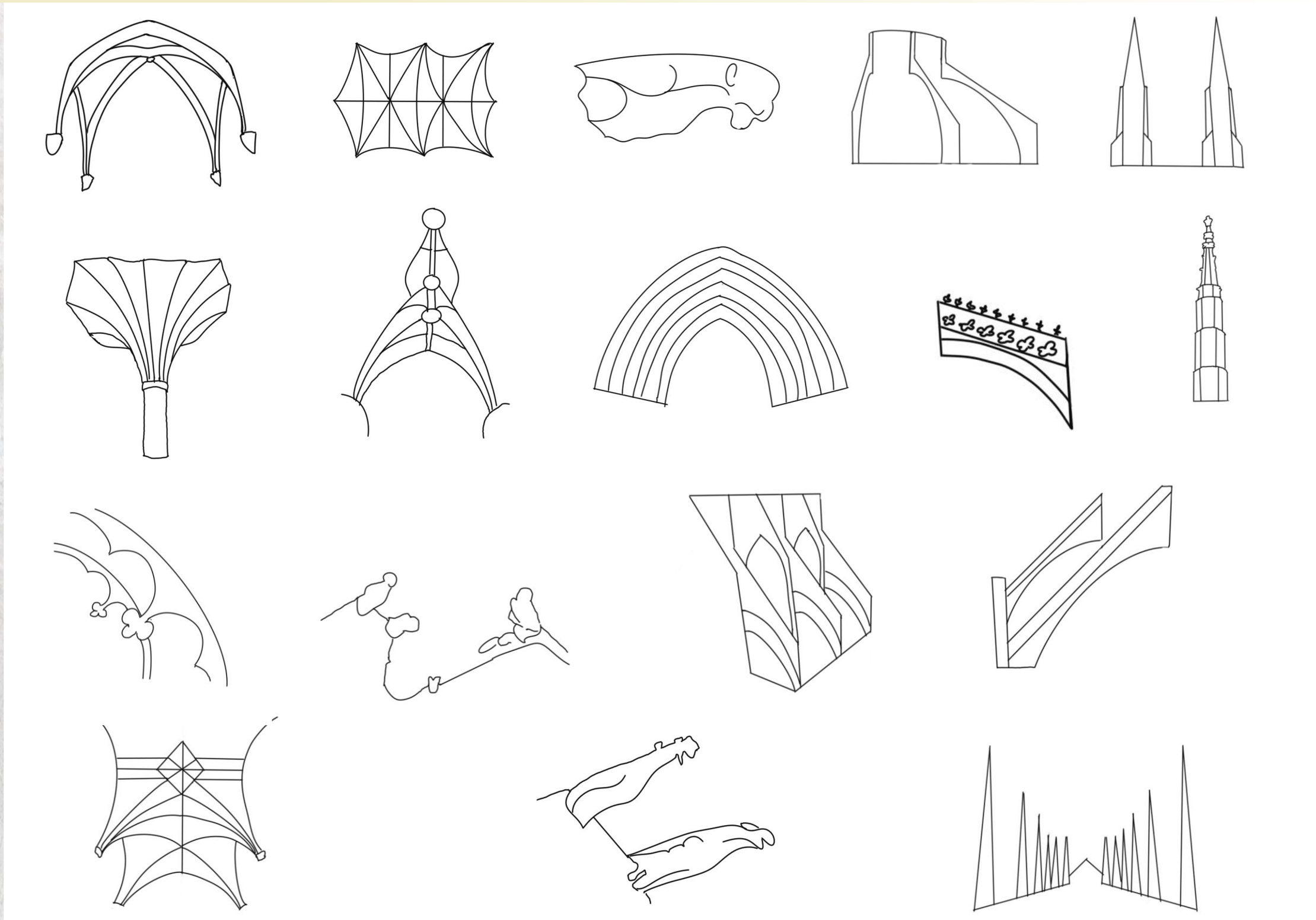
- LOCATION- Kolkata, India
- MARKET TYPE- small boutique, social media
- CLIMATE TYPE- tropical, humid and hot

Psychographic Segmentation:

- PERSONALITY TRAITS- cheerful and lively, open minded, ambivert
- VALUES- believes in standing out with simplicity
- HOBBIES- watching period dramas, travelling, reading, listening to soulful music
- LIFESTYLE- health conscious, eats a lot of nutritious food, attends official parties and brunches, goes to beaches
- SHOPPING BEHAVIOUR- prefers shopping from small designer brands, buys for occasions and when needed. a niche loyal and successful follower. appreciate hand-looms, organic dyes and textiles.
- PREFERENCES- organic fibres, warm bright colours, modern Indian silhouettes, relaxed fit

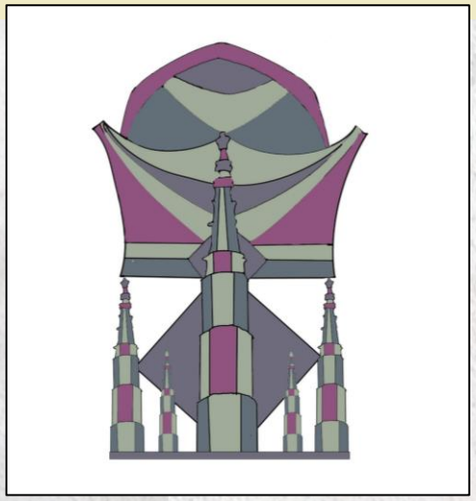
Material Board

Motif Explorations

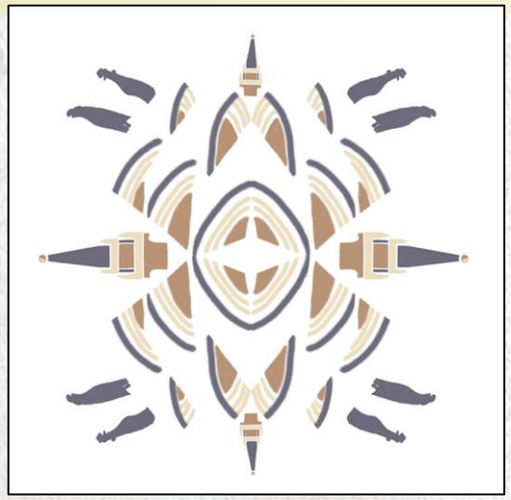


The various elements of gothic architecture, like the arches, vaults, buttresses, spires, gargoyles, rose windows, stained glasses, etc. were studied and elements from them were traced and explored for the motif development. The derived elements were permuted and combined to develop the final motif silhouettes which were then finalized using the colour palette.

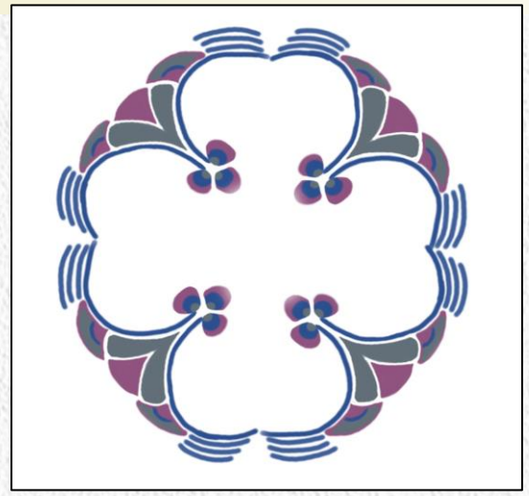
Motifs And Swatches Of Heat-transfer Printing
(Highlighted With Embroidery)



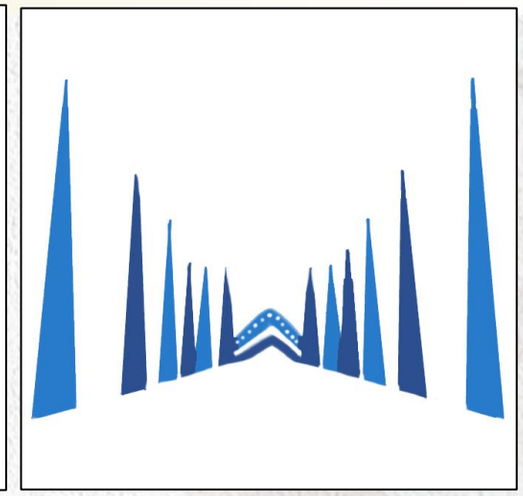
MOTIF 1



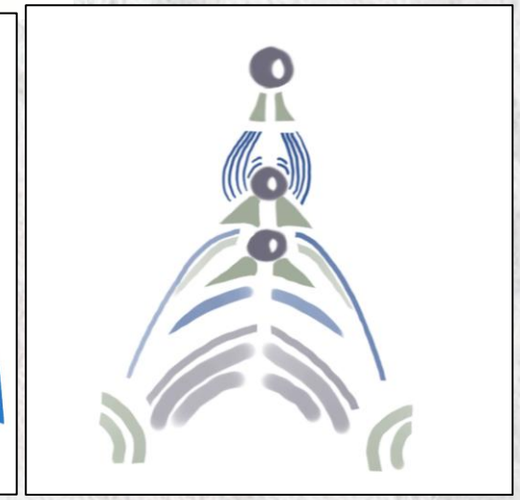
MOTIF 2



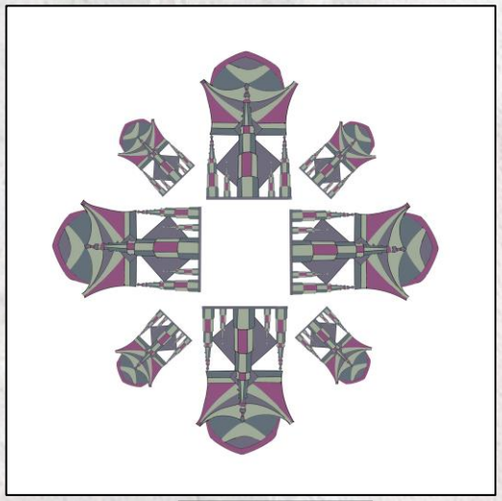
MOTIF 3



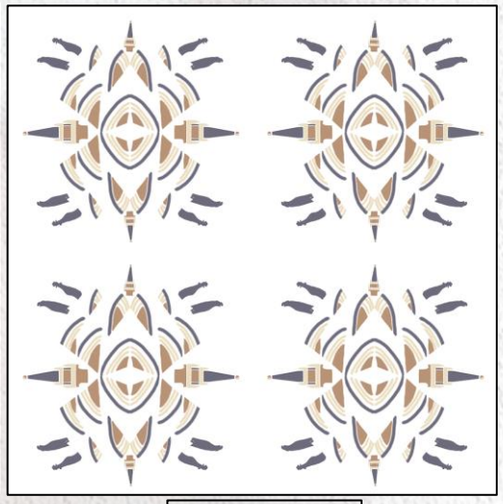
MOTIF 4



MOTIF 5



PLACEMENT



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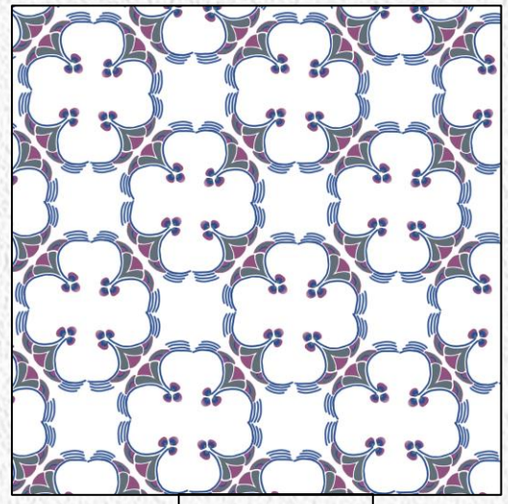
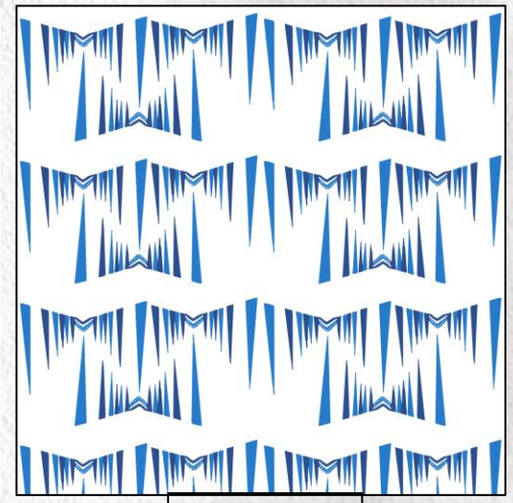
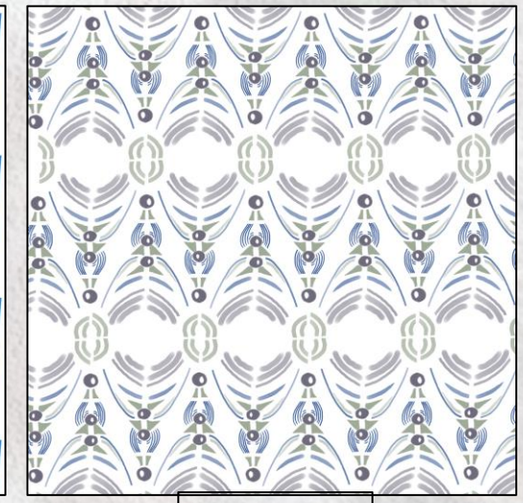


PLACEMENT



PLACEMENT

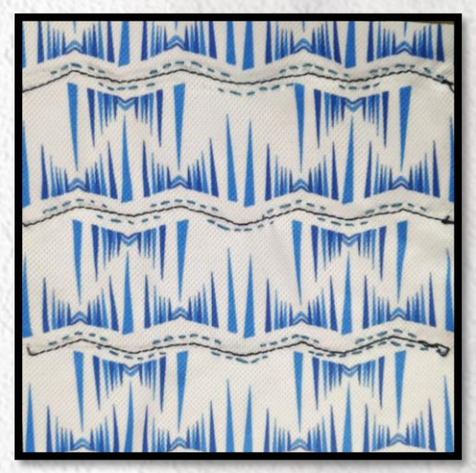


PLACEMENT

A1. DIGITAL PRINTED SWATCH (WITH CHAIN AND HERINGBONE STITCH)

A2. DIGITAL PRINTED (WITH CHAIN STITCH)

A3. DIGITAL PRINTED SWATCH (WITH FRENCH KNOT STITCH)

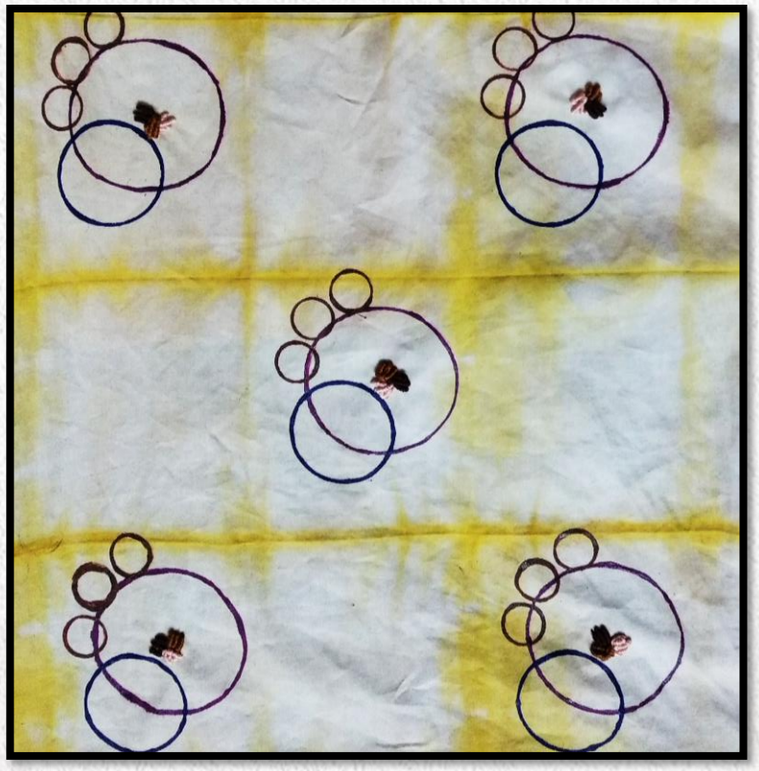


A4. DIGITAL PRINTED SWATCH (WITH PLAIN STITCH)

A5.DIGITAL PRINTED SWATCH (WITH LAZY DAISY STITCH)

Hand-made Dye And Embroidery Swatches

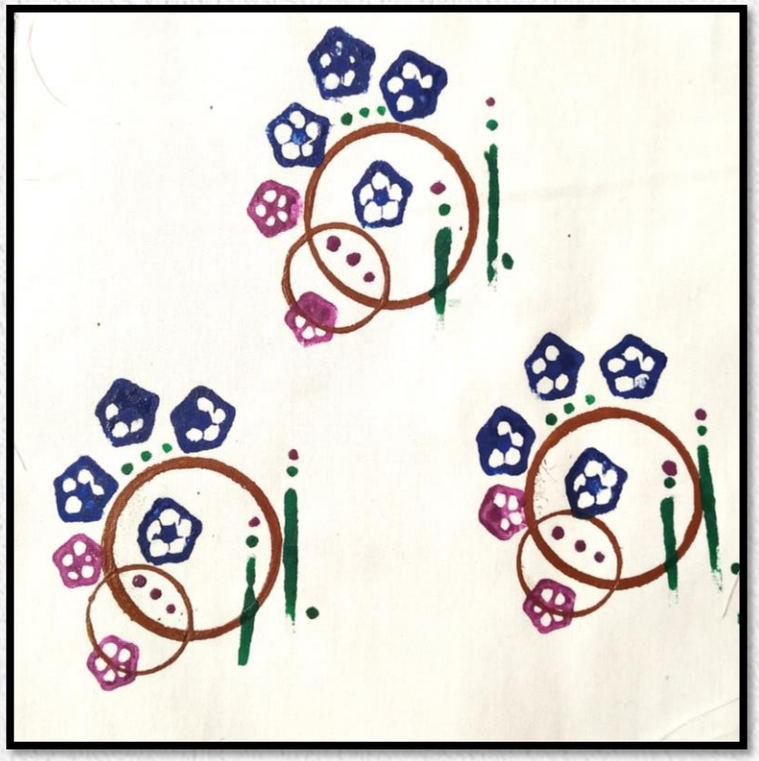
B1.TIE AND DYE USING COIN AND POLYESTER THREADS, WITH TEA AND TURMERIC (WITH CHAIN AND FEATHER STITCH)



B2. TIE AND DYE, WITH TEA AND TURMERIC AND BLOCK PRINTED USING FABRIC PAINT AND BOTTLE CAPS (WITH FRENCH SITCHES)

B3. TIE AND DYE USING COINS, PULSES AND POLYESTER THREADS, WITH TEA AND TURMERIC

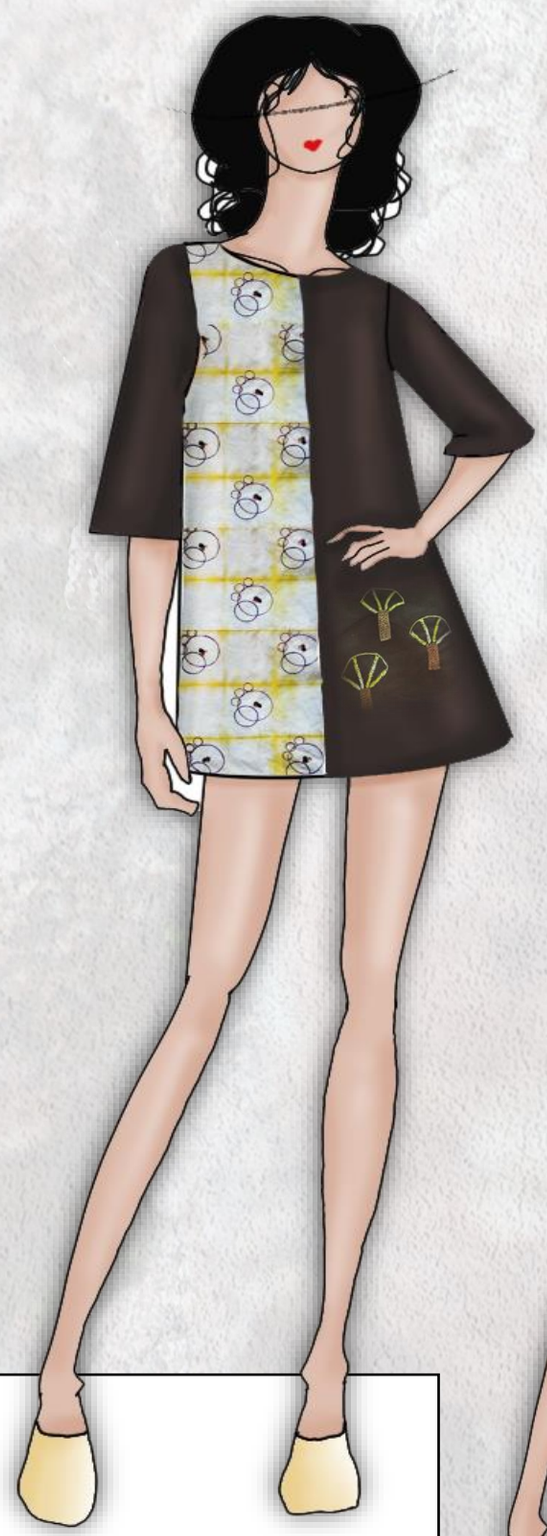
B4. TIE AND DYE USING COINS, RUBBER BANDS WITH TURMERIC



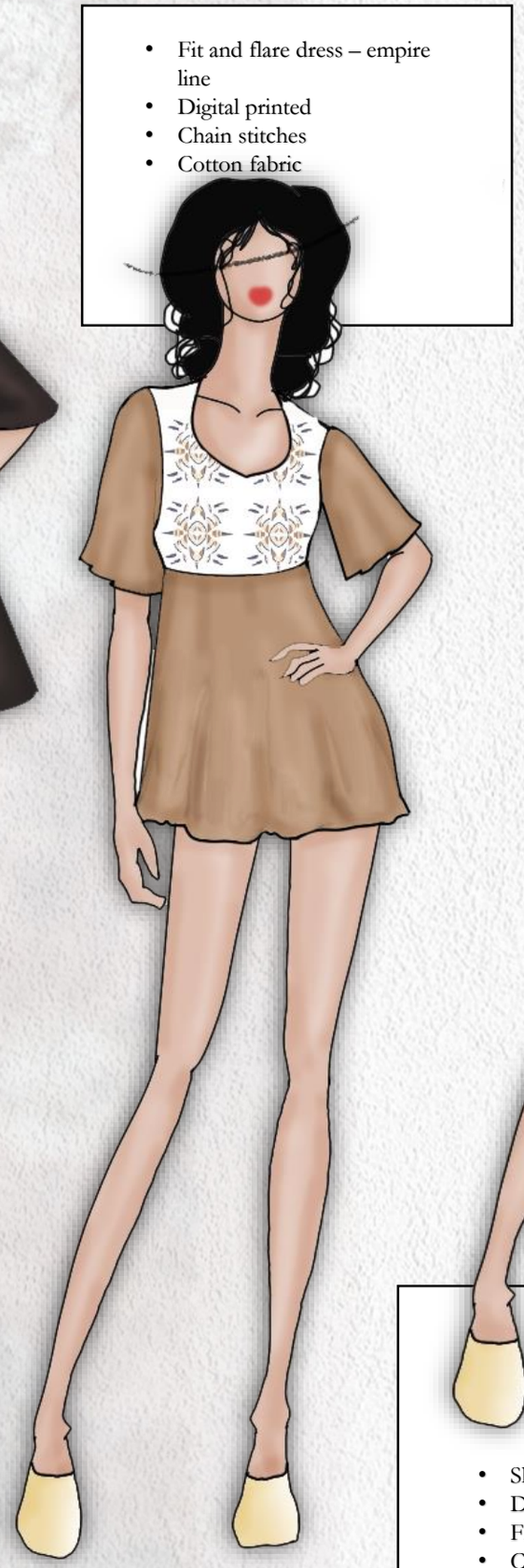
B5. BLOCK PRINTING USING PERFUME CAP, MATCHSTICKS AND LADIESFINGER, WITH FABRIC PAINT

B6. CHAIN STITCH, PLAIN STITCH AND FEATHER STITCH HAND EMBROIDERY ON COTTON FABRIC

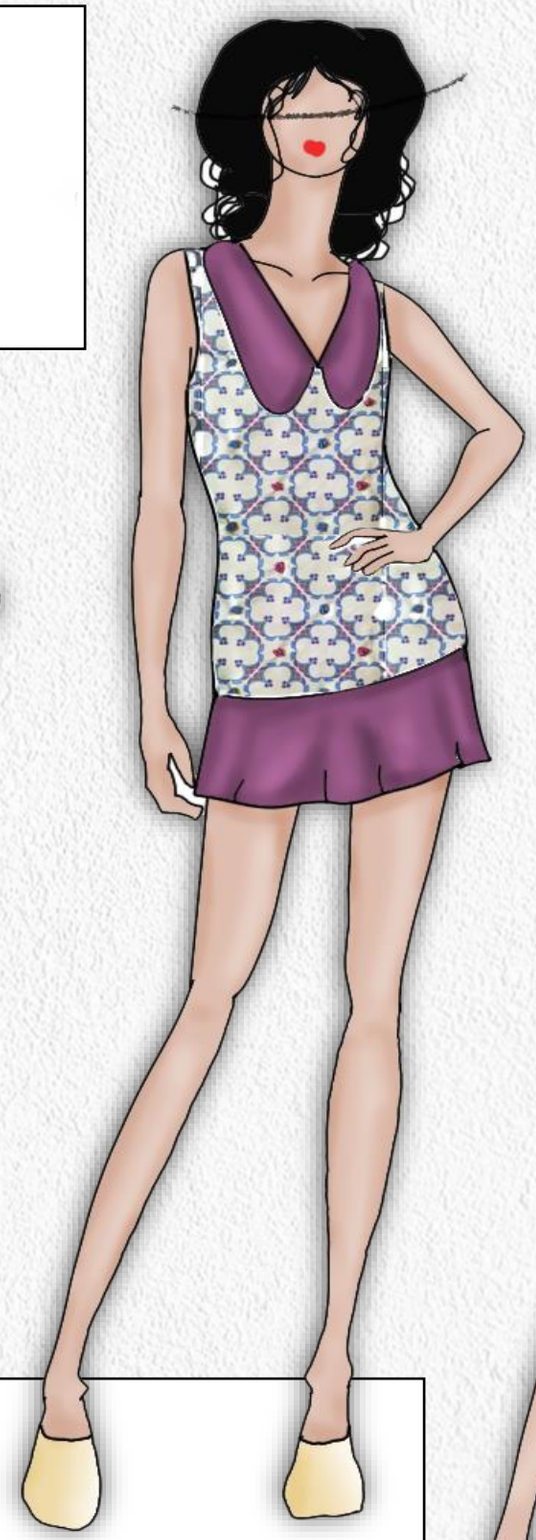
The Range Of Mini Dresses



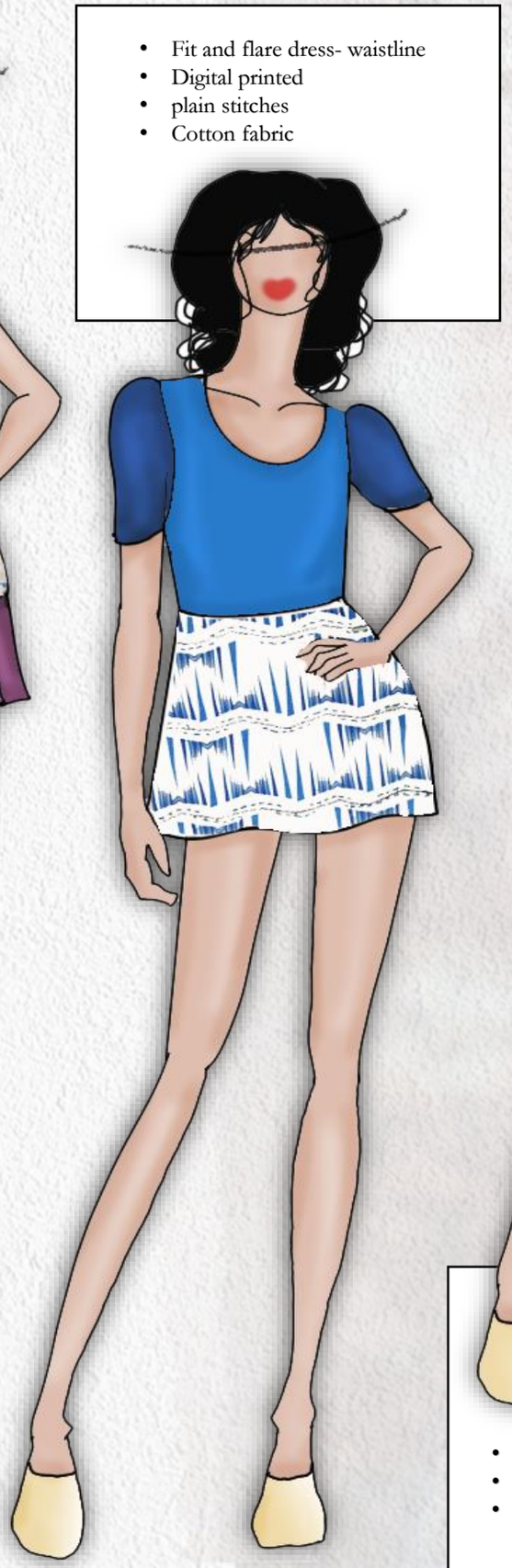
- Tent dress
- Shibori tie-dye and block prints French knots, chain, plain and fly stitches
- Cotton fabric



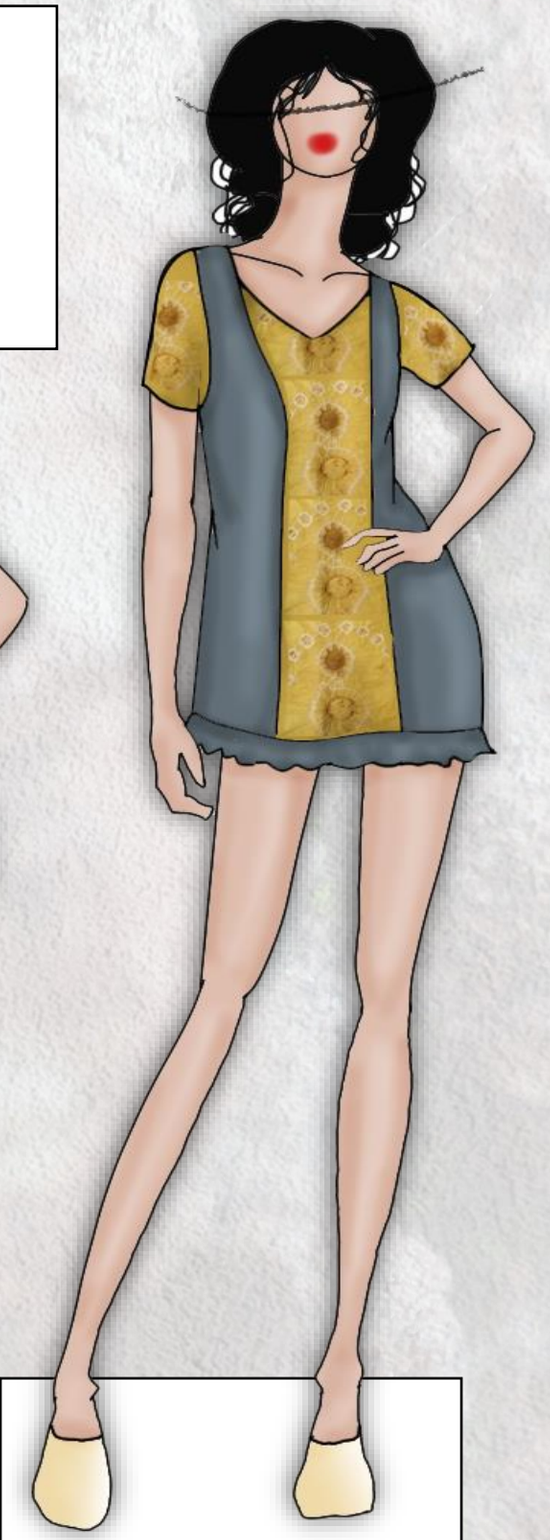
- Fit and flare dress – empire line
- Digital printed
- Chain stitches
- Cotton fabric



- Shift dress with ruffled hem
- Digital prints
- French knots
- Cotton fabric

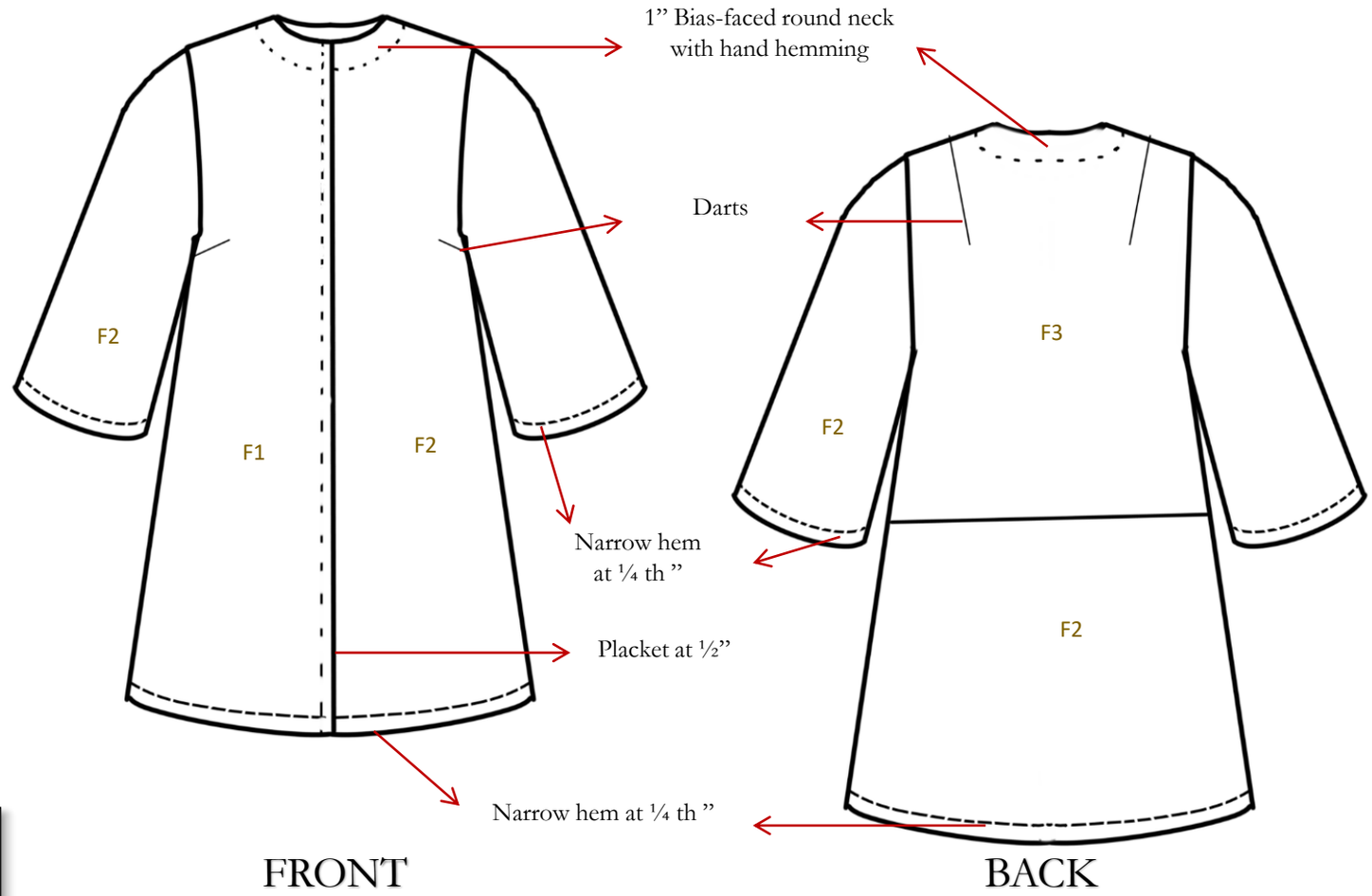


- Fit and flare dress- waistline
- Digital printed
- plain stitches
- Cotton fabric

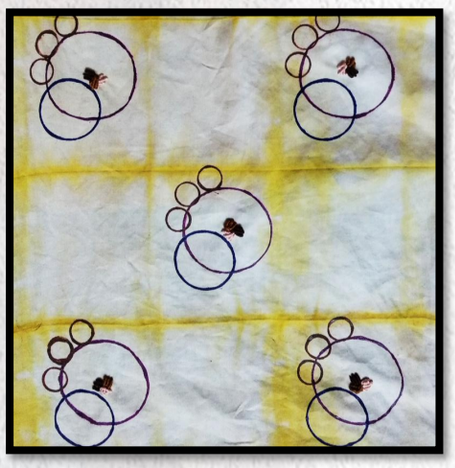


- Panelled shift dress- ruffled hem
- Shibori tie-dye prints
- Cotton fabric

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Summer Wear	Mini Tent Dress	S/S 22	D1	INDIA



Fabric F1: B4



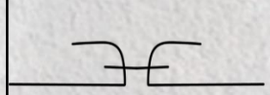
Fabric F2: PLAIN COTTON &/ B2

Fabric F3: B6

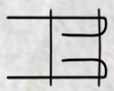
Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Hook and eye
Fit :	Tent
Fabric:	Cambric cotton
Surface	Digital heat-transfer print. Hand embroidery

Body Measurements (Inches)	M
Bust	36
Upper Waist	28
Round Waist	30
Across Shoulder	14.5
High Shoulder Point To Waistline	15.5
Armhole Circumference	16.5
Garment Measurements	
Front Length	30
Back Length	31
Sleeve Length	14
Sleeve Hem Circumference	11.5
Hem Width	30
Front Neck Depth	6
Back Neck Depth	1.5
Shoulder Width	3.5

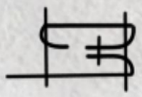
SEAMS, HEMS AND FINISHES USED



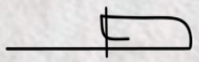
PLAIN SEAM



MOCK FRENCH SEAM

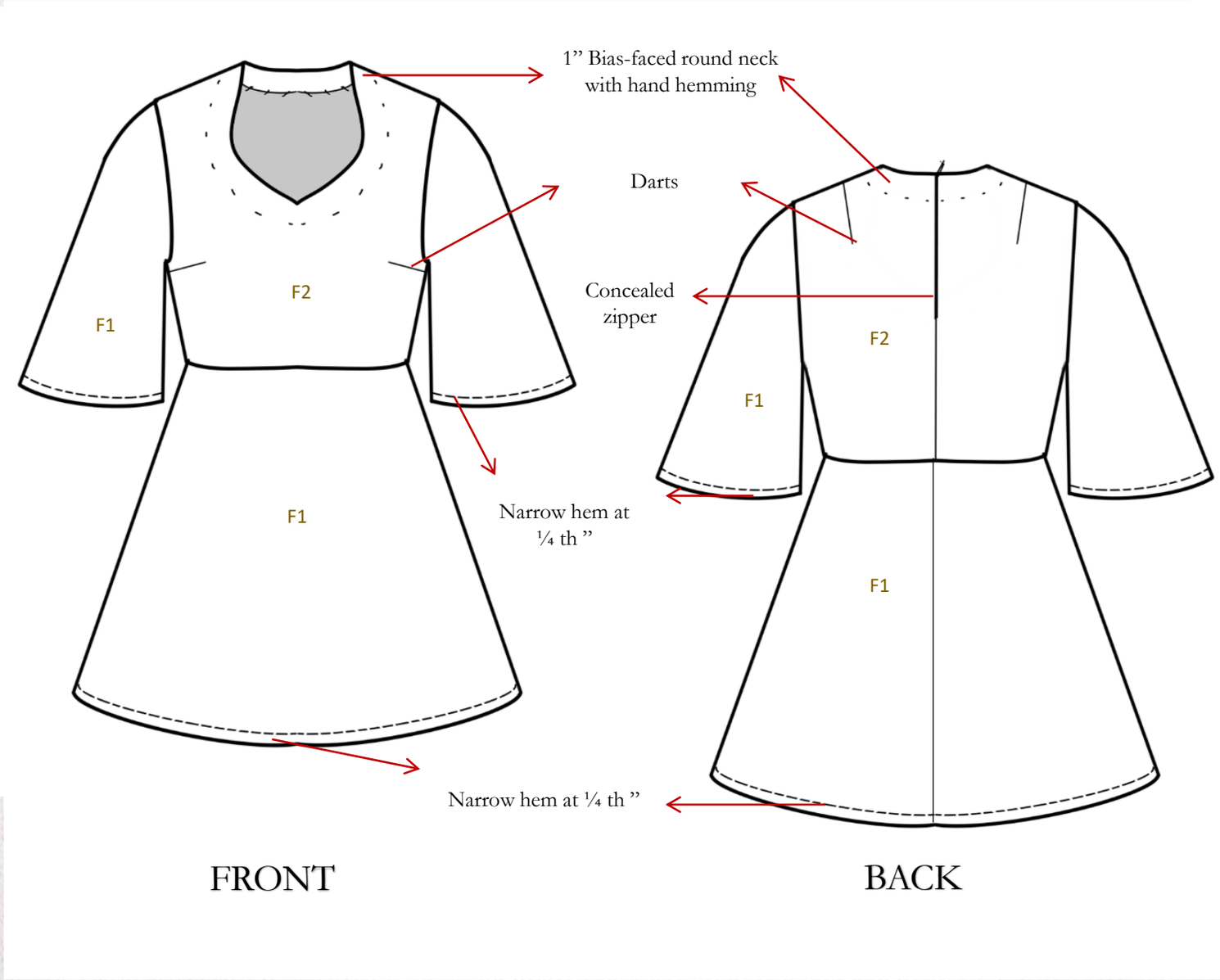


BIAS FACING WITH HAND HEMMING



HEM, PLACKET

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Summer Wear	Mini fit-and-flare Dress	S/S 22	D2	INDIA



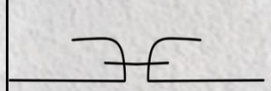
Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Concealed zipper
Fit :	Fit and flared
Fabric:	Cambric cotton
Surface	Digital heat-transfer print, hand embroidery

Body Measurements (Inches)	M
Bust	36
Upper Waist	28
Round Waist	30
Across Shoulder	14.5
High Shoulder Point To Waistline	15.5
Armhole Circumference	16.5
Garment Measurements	
Front Length	30
Back Length	31
Sleeve Length	7
Sleeve Hem Circumference	17
Hem Width	32
Front Neck Depth	9
Back Neck Depth	1.5
Shoulder Width	3.5

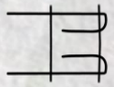
Fabric F1:PLAIN COTTON

Fabric F2: A2

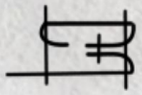
SEAMS, HEMS AND FINISHES USED



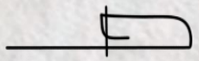
PLAIN SEAM



MOCK FRENCH SEAM

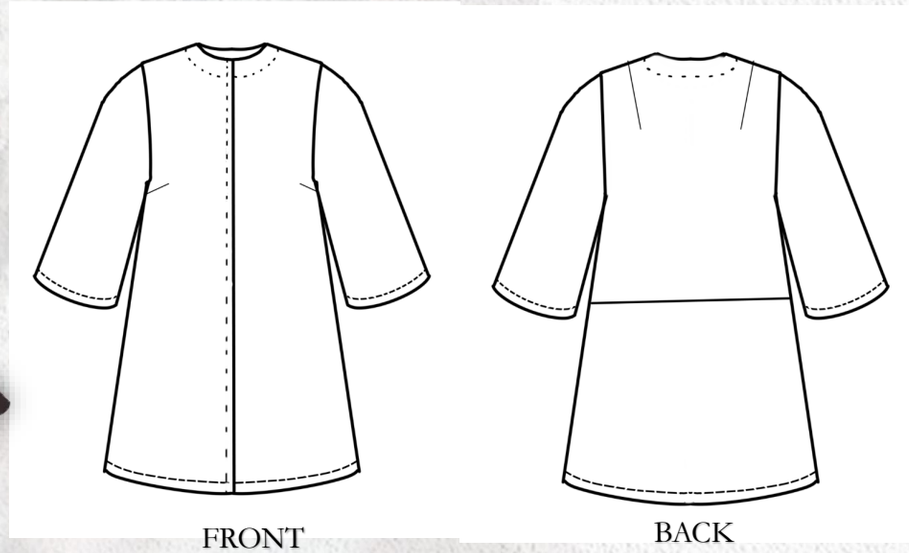


BIAS FACING WITH HAND HEMMING



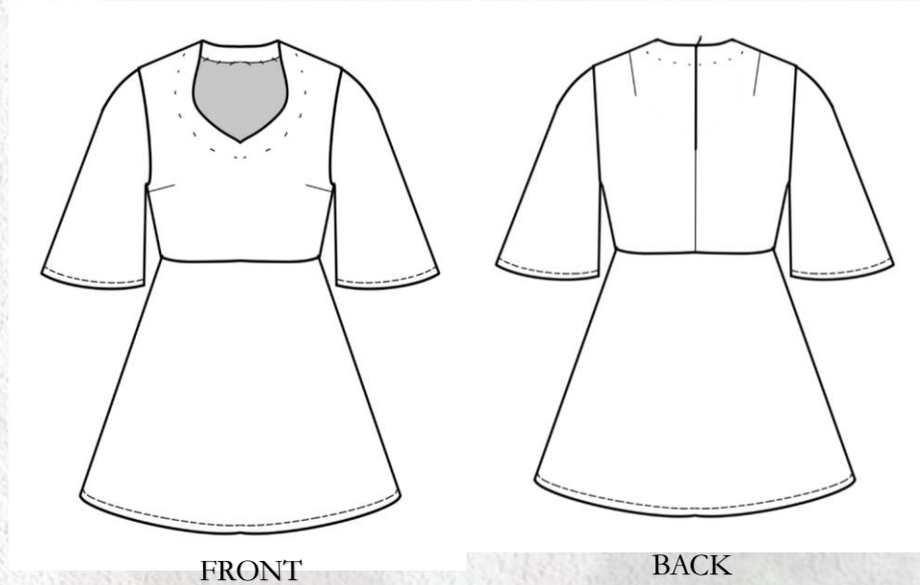
HEM, PLACKET

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Summer Wear	Mini Tent Dress	S/S 22	D1	INDIA



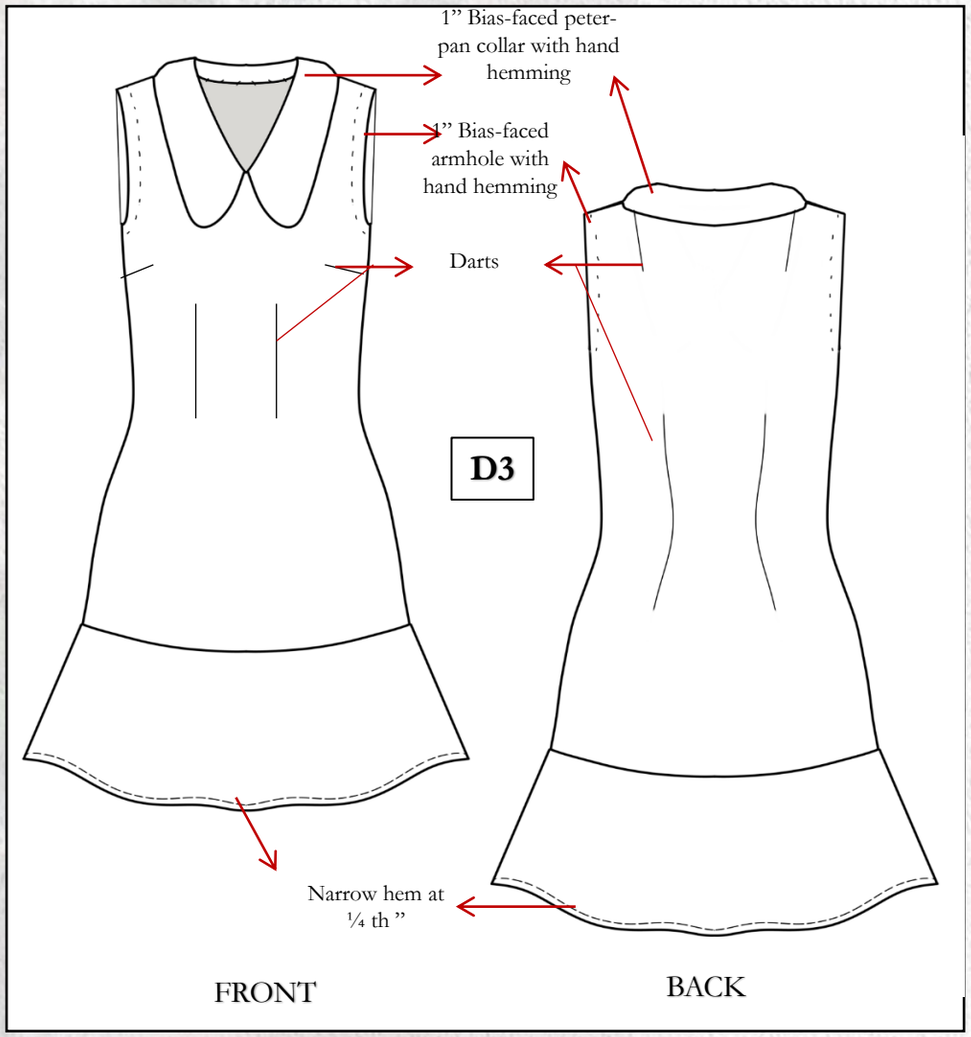
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- Cambric cotton (44" width)	2 m	80/ m	160
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	2 hrs.	80/ hr.	160
SEWING AND FINISHING	2 hrs.	100/hr.	200
PRINTING + EMBROIDERY	1 m	60/ m	60
OVERHEAD			100
TOTAL COST PRICE			**685.5**

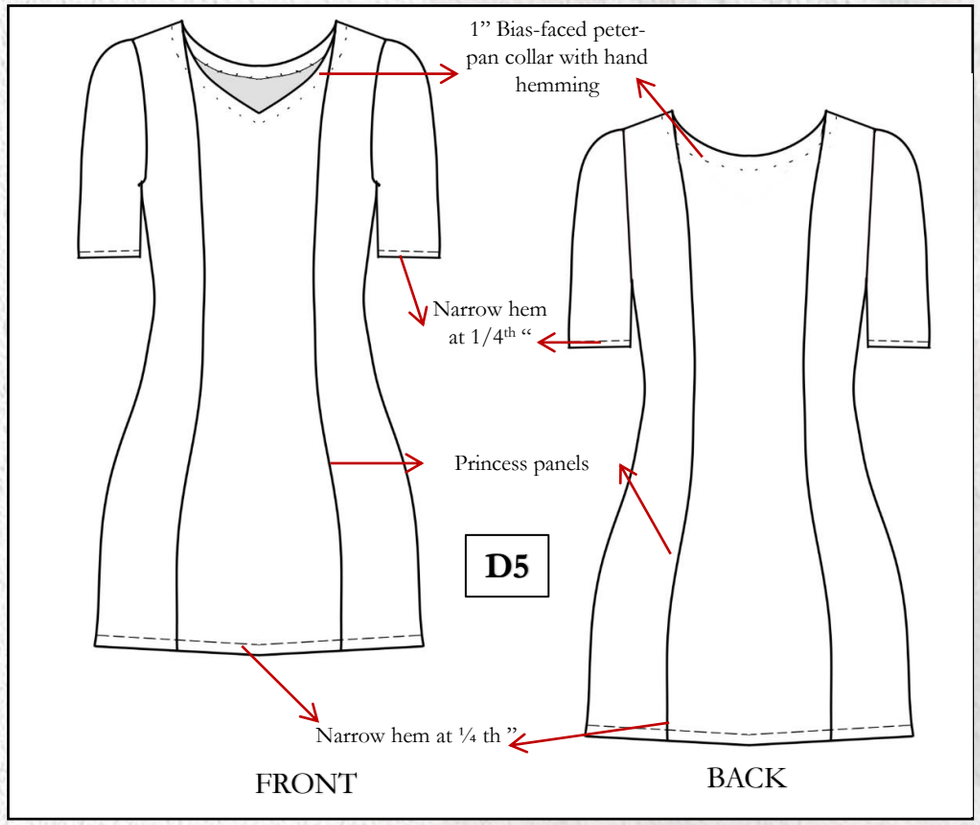
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's Summer Wear	Mini fit-and-flare Dress	S/S 22	D2	INDIA



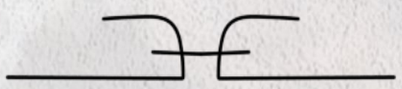
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- Cambric cotton (44" width)	2 m	80/ m	160
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	2 hrs.	80/ hr.	160
SEWING AND FINISHING	2 hrs.	100/hr.	200
PRINTING + EMBROIDERY	½ m	60/ m	30
OVERHEAD			100
TOTAL COST PRICE			**655.5**

Flat Sketches

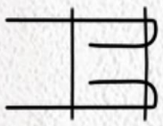




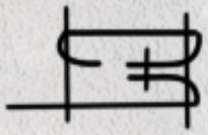
SEAMS, HEMS AND FINISHES USED



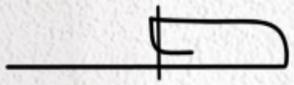
PLAIN SEAM



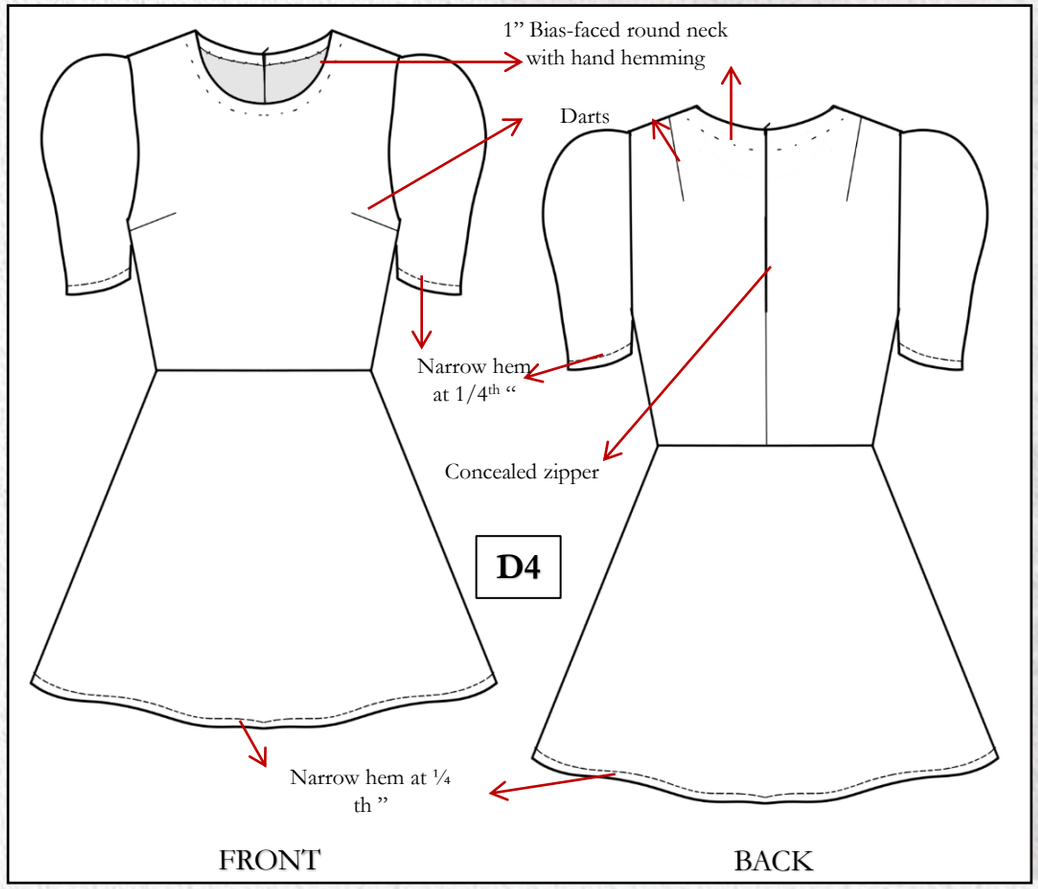
MOCK FRENCH SEAM



BIAS FACING WITH HAND HEMMING



HEM, PLACKET



Final Product

Tent Dress With Shibori Tie-dye And Block Prints Along With French Knots And Chain, Plain And Fly Stitches. Inspired From Gothic Architecture

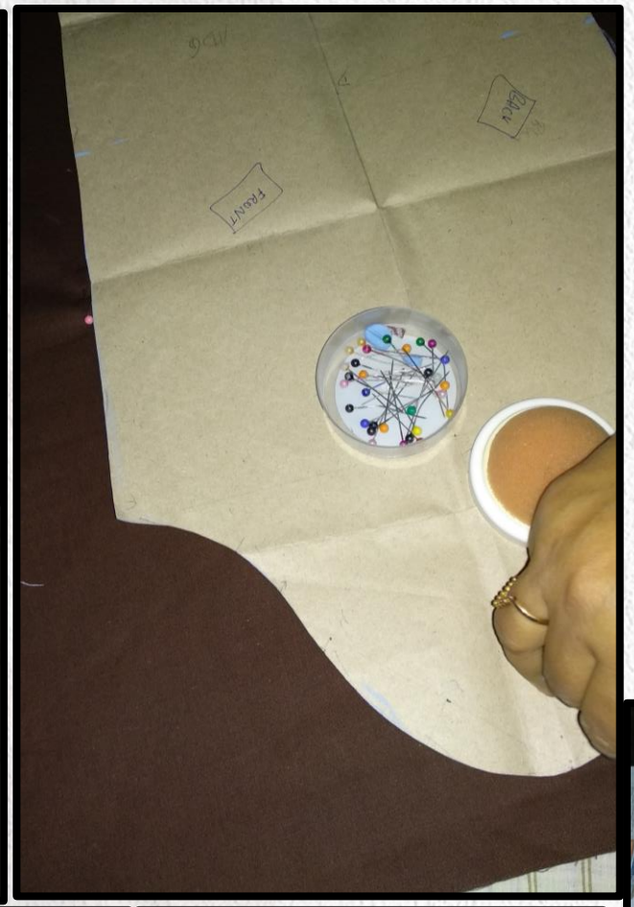
RIGHT SIDE

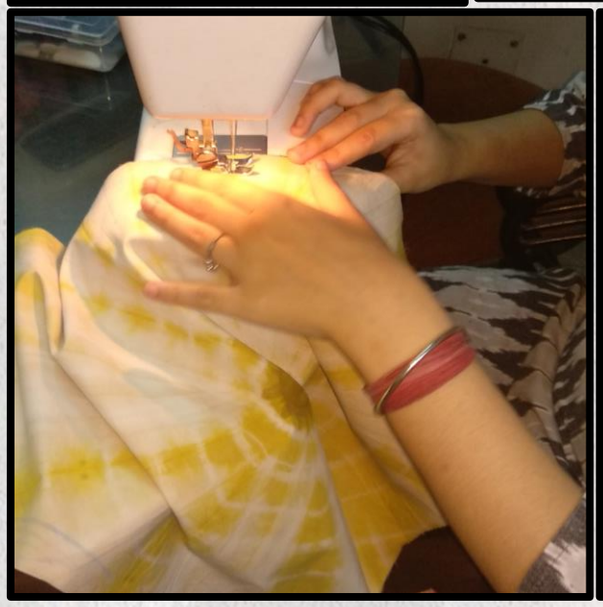
← FRONT →

WRONG SIDE

← BACK →

The Process



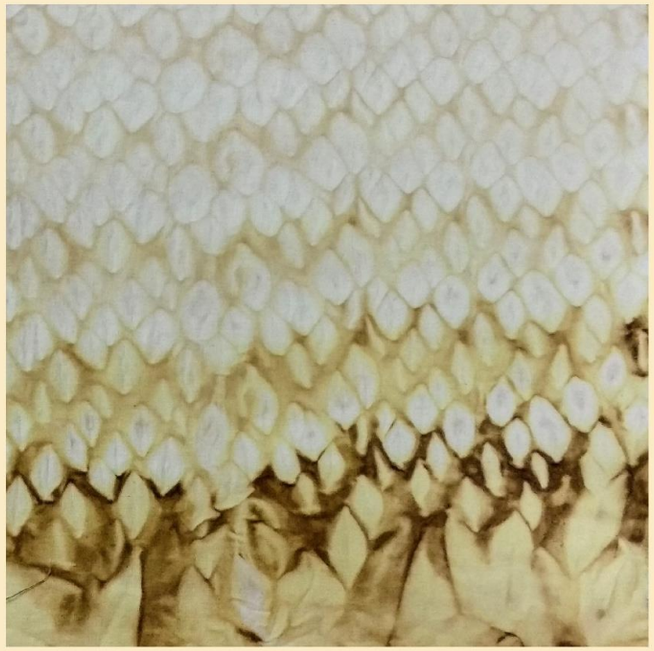


1. Pattern is made according to design and measurements. **2.** Pattern traced on cloth and cut with seam allowances. **3**. The white cotton fabric is dyed according to design with prints. **4.** The seams are stitched, sleeves attached. **5.** The hems are turned and stitched at 1/4th ". **6**. The seams are mock French finished**. 7**. The neckline is finished using bias facing and hand hemming. **8**. The placket is turned and hand hemmed. **9**. The hook and eye are attached. **10**. The embroideries are done.

Turmeric and Tea Tie-n-Dye Swatches

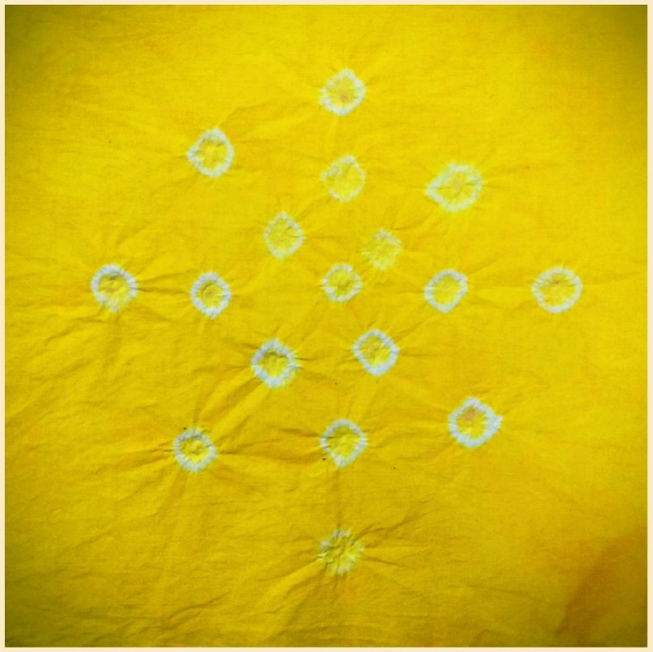
CD wrapped

Rouching 2

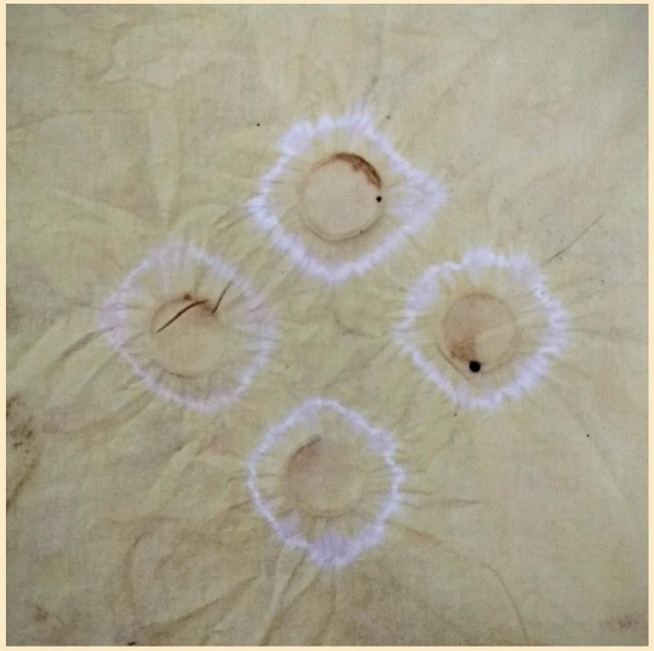


Fan folding shibori

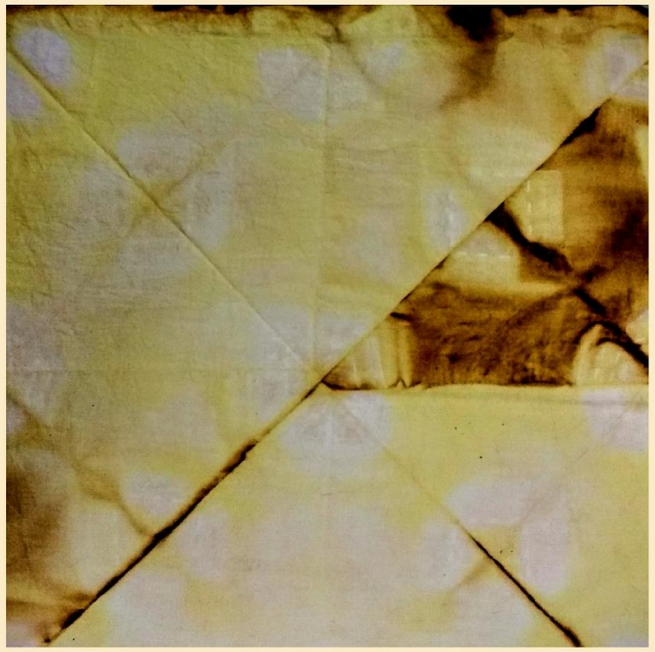
Bandhni using beads



Bandhni with coins



Clamped folded shibori



La Princesa Rosa

The Jacket Range

Ayushi Dasgupta
FD
BD/18/318

La Princesa Rosa

Pantone 673 C
Hex: #D986BA
RGB: (217,134,186)

Hex: #cc6c97
RGB: (204,108,151)
CMYK: (0,47,26,20)

Pantone 493 C
Hex: #DC8699
RGB: (220,134,153)

Mood and Concept note:

The project is set in the mood of La Princesa Rosa, which translates to the pink princess. It is about the power of pink and the gender associated with the colour most commonly- female. It takes inspiration from everything feminine to put forward the message that being feminine, being pink is not a set back, it does not signify weakness, rather the colour is so striking that it has its own powers, it catches attention, it stands out.
The silhouettes of the mini range of jackets are structured yet feminine, depicting the power as well as the flexible and fluid side of women.

Target Market

Demographical Segmentation:

- AGE- 16-25 year olds
- SEX- female
- OCCUPATION- creative sector, designer, architect, actress, dancer,
- WORKING ENVIRONMENT- mostly indoor with occasional outdoors.
- INCOME LEVEL- Rs. 8-10 lakhs per annum
- MARITAL STATUS- unmarried
- OCCASION TYPE- winter wear

Geographical Segmentation:

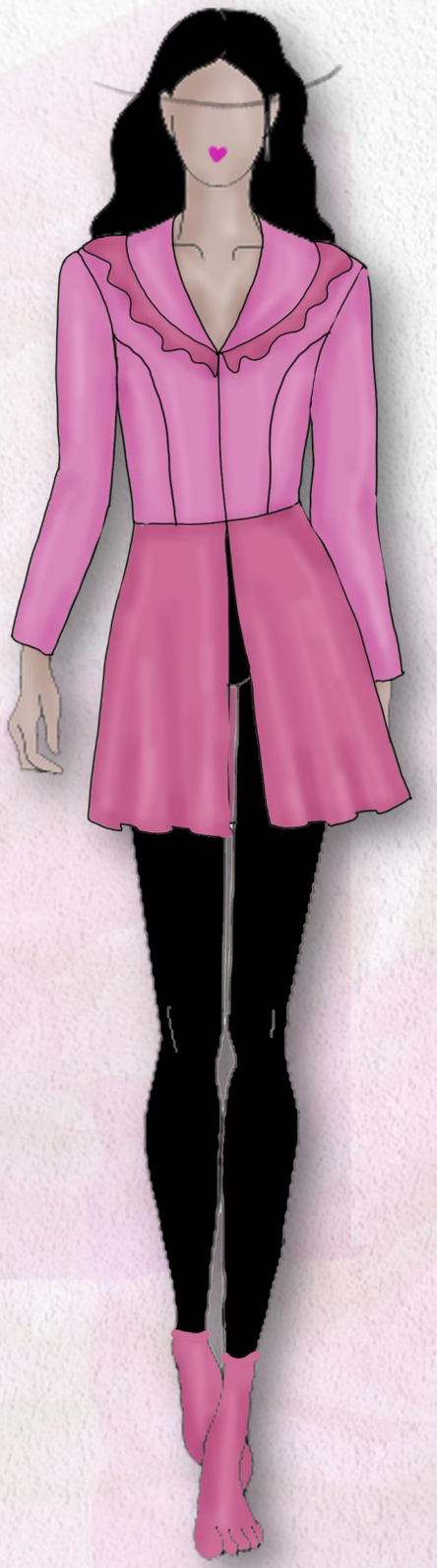
- LOCATION- Mumbai , India
- MARKET TYPE- small boutique, social media
- CLIMATE TYPE- mild winters

Psychographic Segmentation:

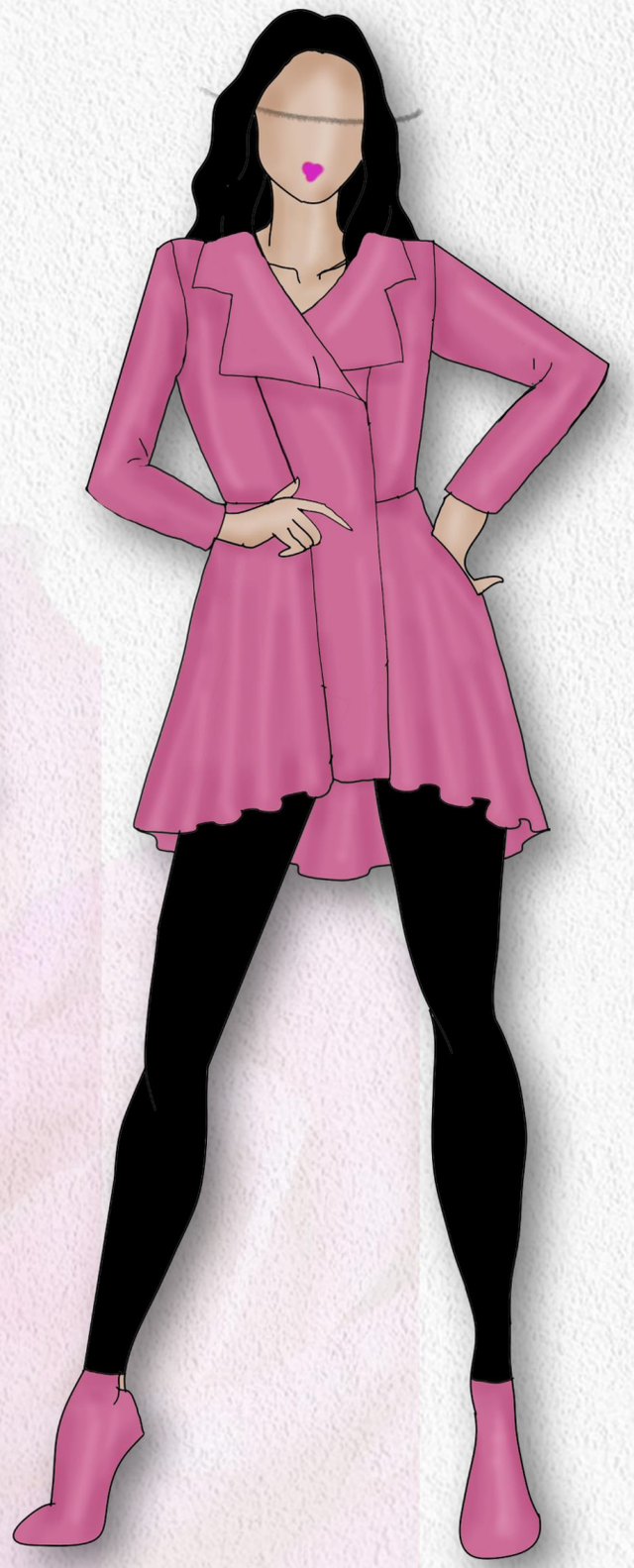
- PERSONALITY TRAITS- cheerful and lively, open minded, ambivert
- VALUES- believes in standing out with simplicity
- HOBBIES- watching period dramas, travelling, reading, listening to soulful music
- LIFESTYLE- health conscious, eats a lot of nutritious food, attends official parties and brunches, goes to beaches
- SHOPPING BEHAVIOUR- prefers shopping from small designer brands, buys for occasions and when needed. a niche loyal and successful follower.
- PREFERENCES- natural fibres, warm bright colours, modern structured silhouettes.

Material Board

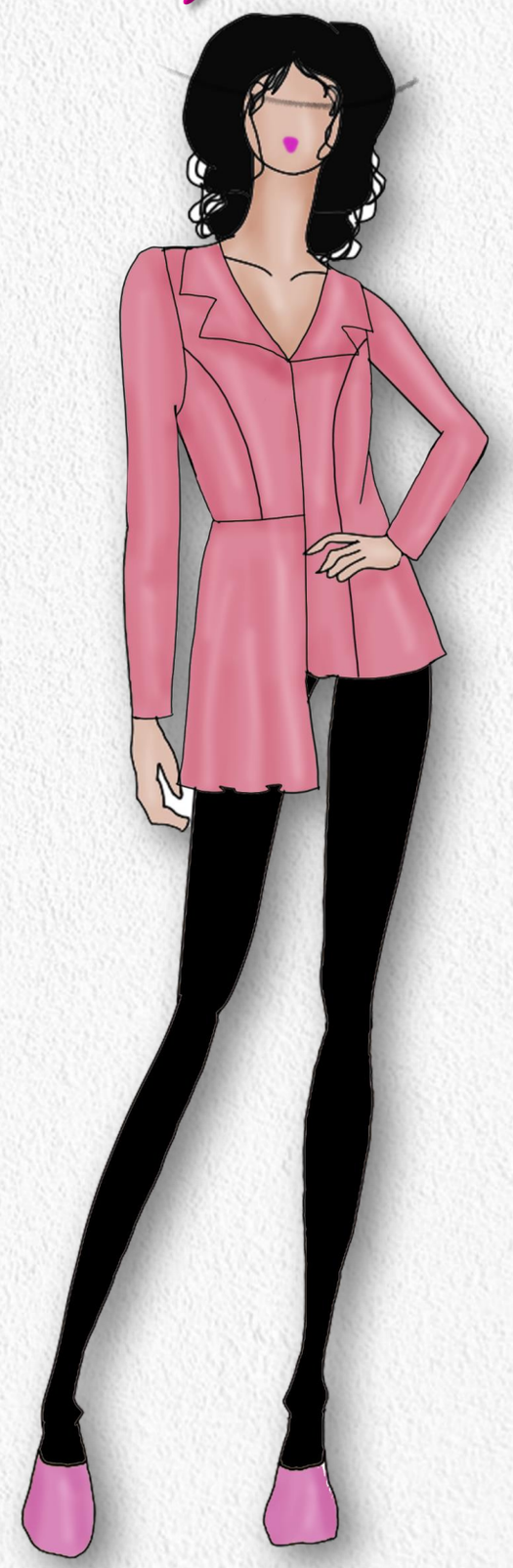
The Range



J1
Fit-flared jacket with
ruffled shawl collar



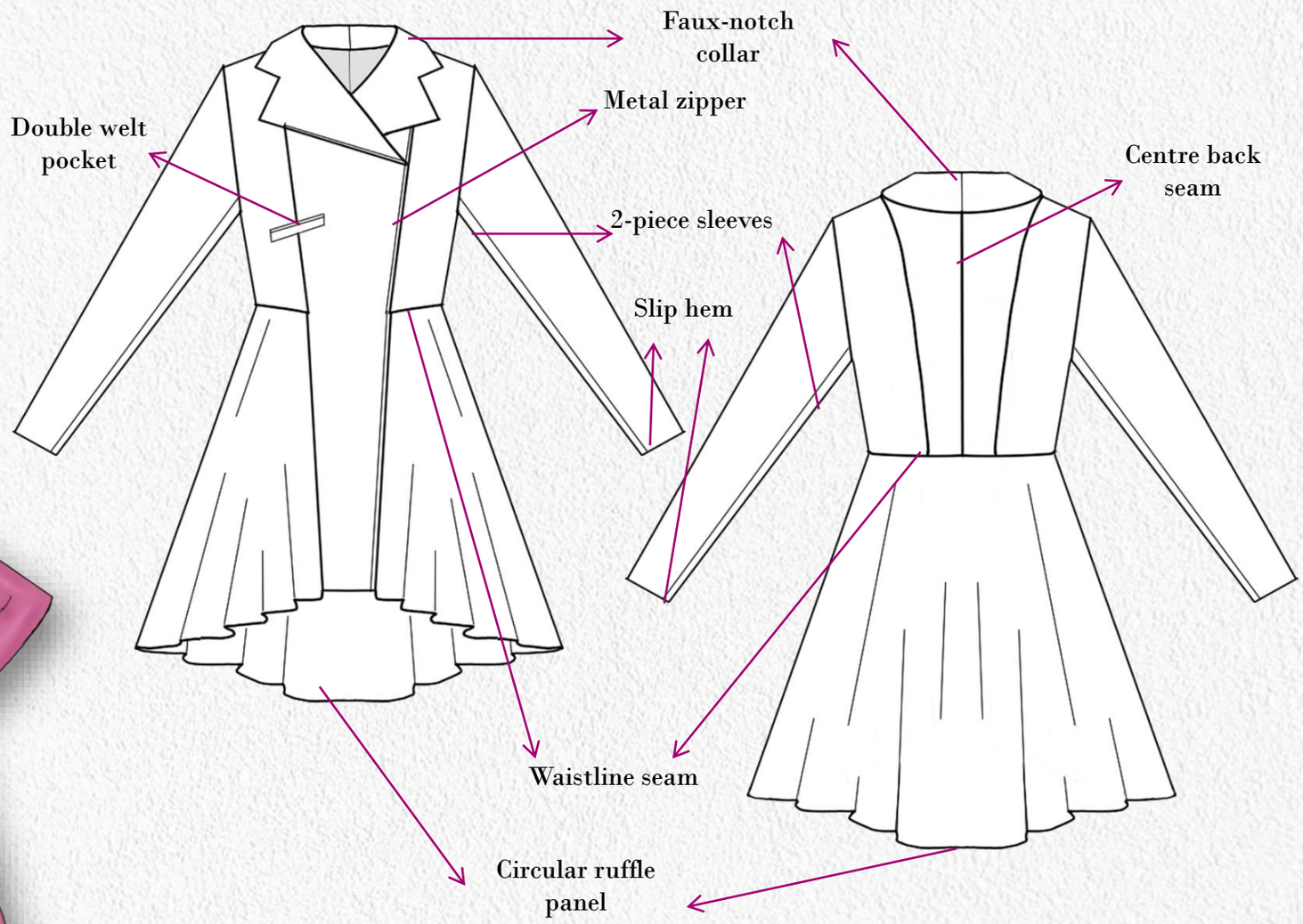
J2
Fit-flared jacket with faux-
notch collar and circular ruffles



J3
Fit-flared asymmetric
jacket with half ruffle

J4
Fit-flared jacket with
ruffles and shawl collar

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's winter	Fit - flared jacket with faux-notch collar, circular ruffles	A/W 23	J-2	INDIA



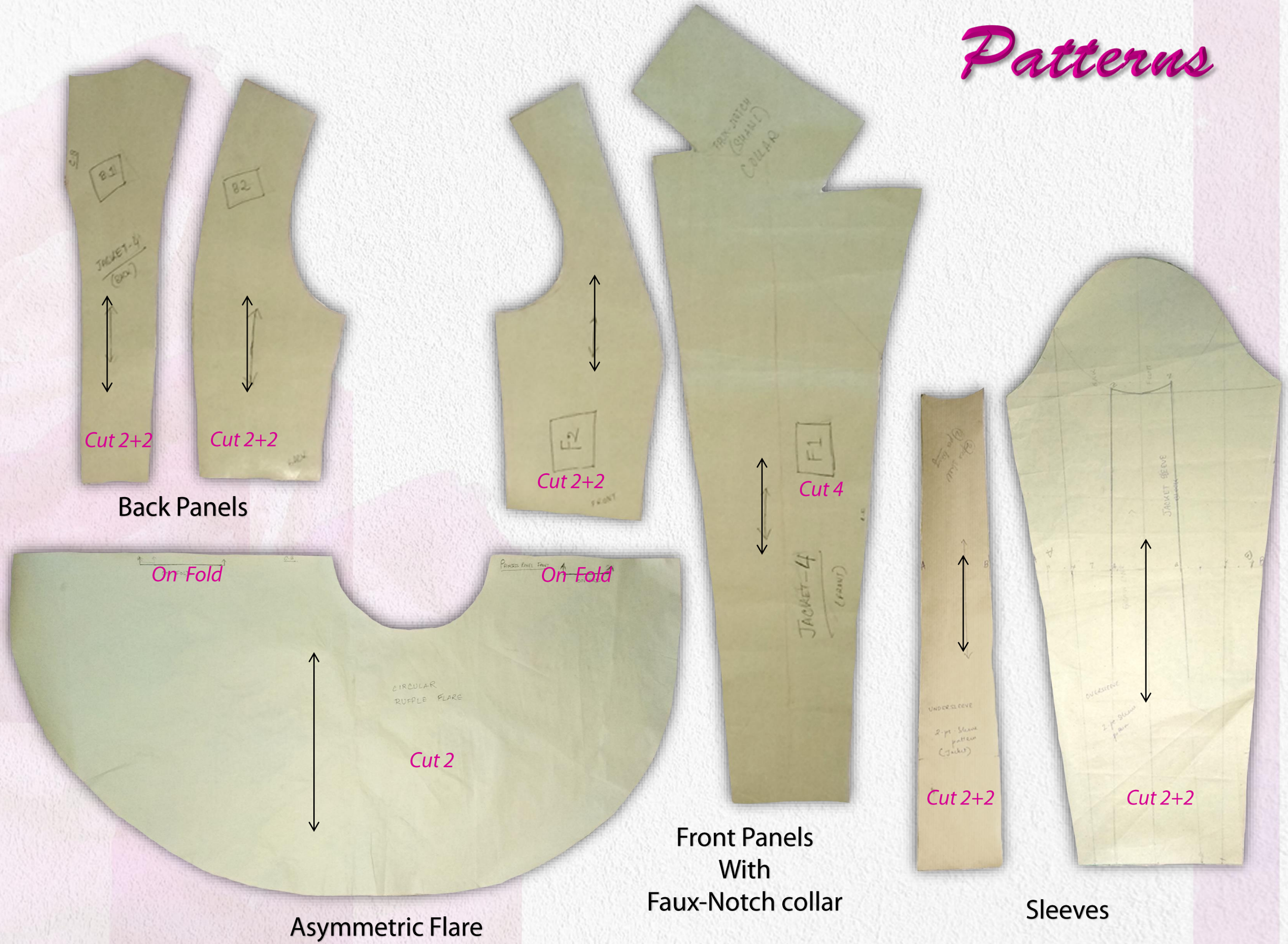
Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Metal zipper
Fit :	Fit -n- flare
Fabric:	Blended cotton: cotton lining

Measurements	(Inches")
Bust	36
Upper Waist	28
Round Waist	34
Across Shoulder	15
High Shoulder Point To Waistline	18
Armhole Circumference	16
Ruffle panel Length (C.B)	20
Ruffle panel length (princess line)	12
Sleeve hem width	4.5
Zipper length	23
Pocket width	5
Collar width (C.F)	5
Shoulder Width	5

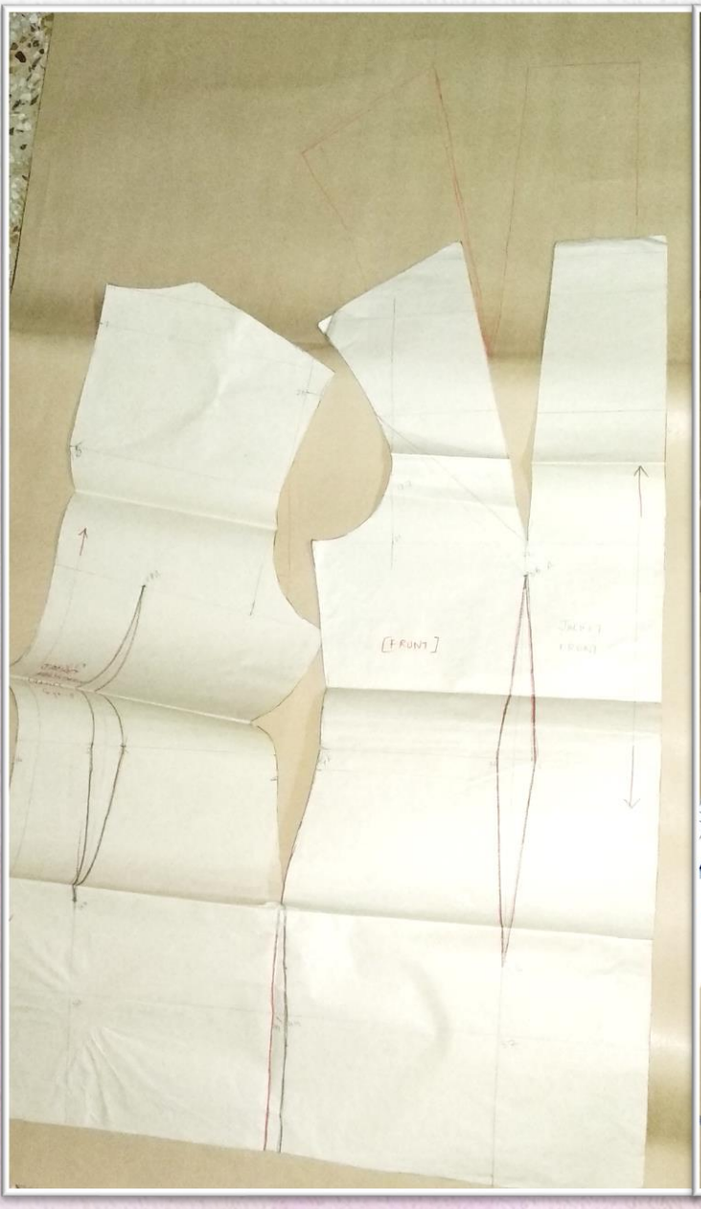
Fabric:

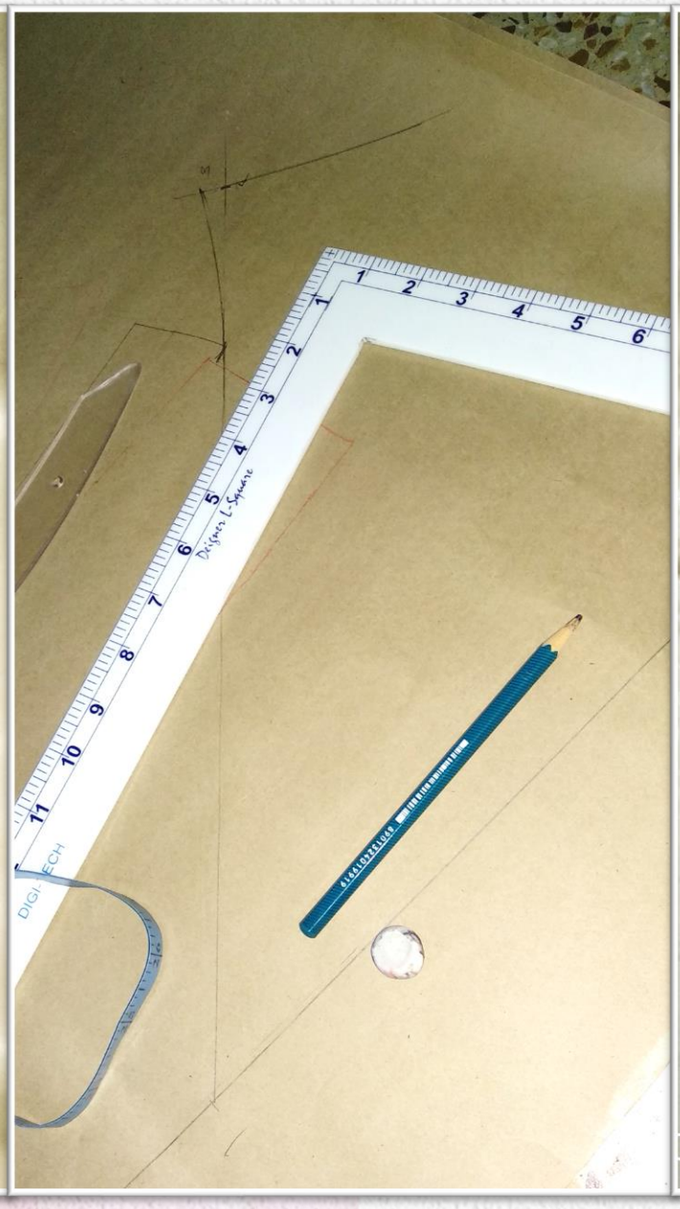
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- • *Cotton blend (shell)* • *Cotton (lining)*	6 m 5.5 m	350/m 450/m	700 225
SEWING THREAD- Blended	3 reels	2/ reel	6
TRIMS- Labels, Tags, sipper	3 (1 hangtag, 1 wash care label, 1 size label), 1 metal zipper	0.5 / piece + 50	50.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	5 hrs.	150/ hr.	450
SEWING AND FINISHING	6 hrs.	300/hr.	1200
OVERHEAD			500
TOTAL COST PRICE			3550.5

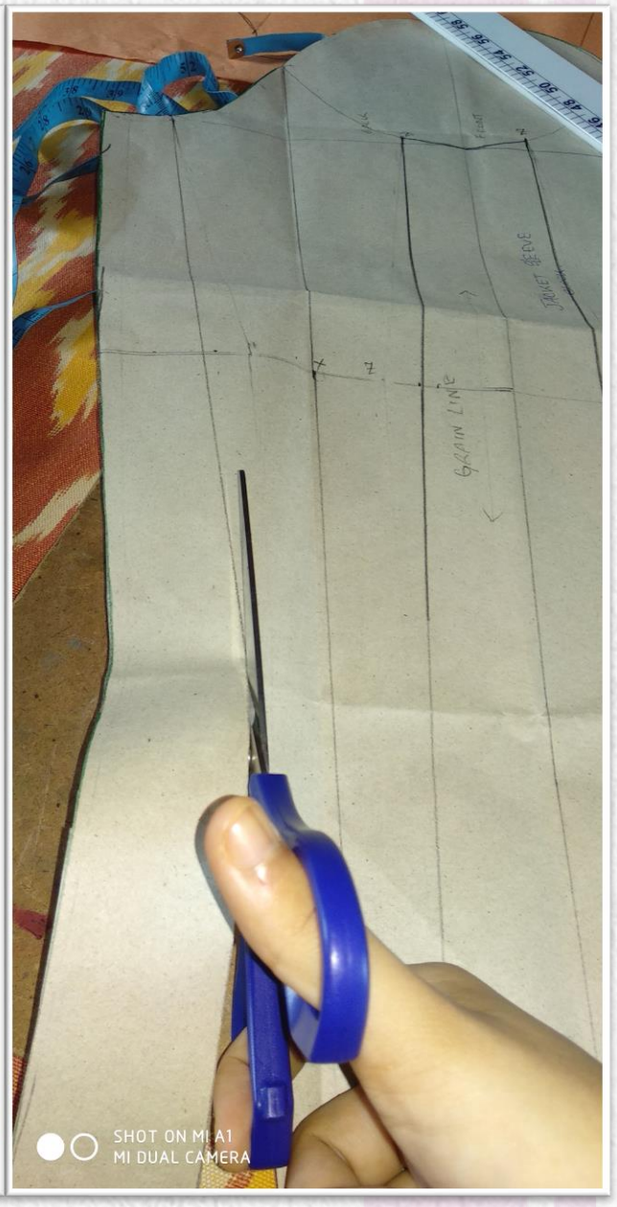
Patterns


B1
JACKET-4
(BACK)
Cut 2+2
B2
Cut 2+2
Back Panels
F2
Cut 2+2
FRONT
TRIM-NOTCH
(SHAWL)
COLLAR
F1
Cut 4
JACKET-4
(FRONT)
Front Panels
With
Faux-Notch collar
On Fold
On Fold
CIRCULAR
RUFFLE FLARE
Cut 2
Asymmetric Flare
UNDERSLEEVE
2-pc Sleeve
pattern
(Jacket)
Cut 2+2
JACKET SLEEVE
OVERSLEEVE
2 pc Sleeve
pattern
Cut 2+2
Sleeves

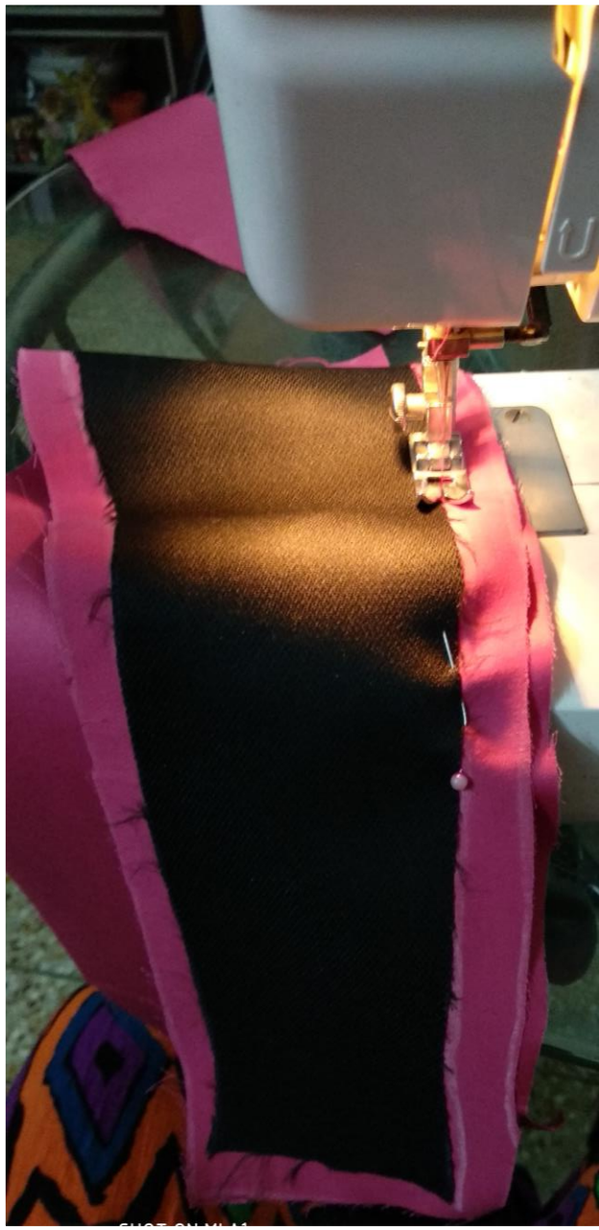
Garment Photoshoot







Pattern Drafting And Cutting



Pattern Tracing, Fabric Cutting And Interlining Attachment

Garment Construction, Zipper, Welt Pocket, Lining And Shoulder Pad Attachment

RE- Imagine

Heritage Crafts For The Future Of Fashion

THE W- PROJECT - INDUSTRY PROJECT

AYUSHI DASGUPTA

FD

BD/18/318

ABOUT W

W is a premium fusion wear brand for women, which merges Indian and western sensibilities with an emphasis on distinctive design and styling. It is part of the fashion conglomerate TCNS CLOTHING CO. LIMITED, born in 2001.

W brings in trendy work and casual wear along with minimalistic occasion wear for the modern women of today, who are fashion conscious and like to set a trend. India does not have a standard size NF chart , so, W did Anthropometric studies in 2002, a complete body measurement to create a range of smarter and perfect fits.

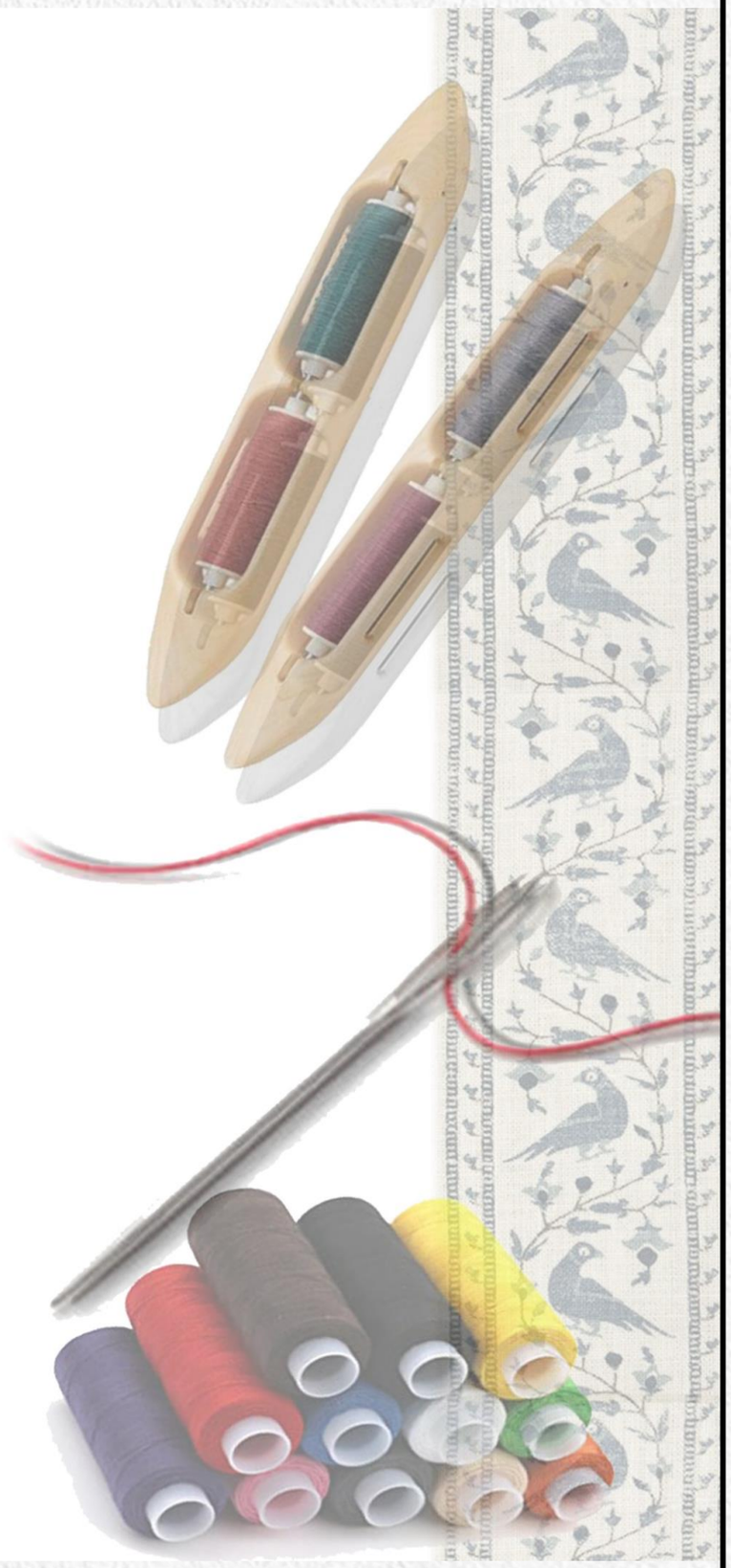
They were the first to introduce 6 sizes in India when most were offering 3 sizes. Again in 2011, they revised the study and introduced the seventh size.

CLIENT BOARD

"She is not divided by age or season, but united by thoughts and consciousness."

PROJECT BRIEF

The project aims to revive the traditional heritage crafts through modern designs for the contemporary customers of today. Taking the craft of kantha and developing jamdani inspired motifs, we arrive at ensembles for the women, which are reimagination of these heritage craftsmanship.



Re-imagining kantha through the lens of jamdani

GEO NAISSANCE

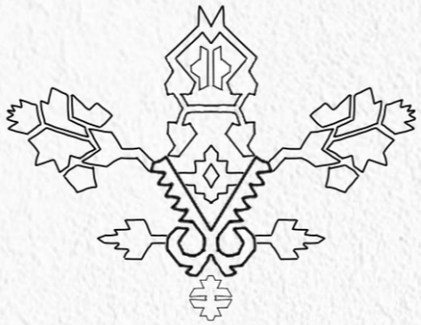
Geo-Naissance means the birth from earth. The mood captures the essence of the things being born from earth, or all natural phenomenon. The motifs, silhouettes and details of the collection has its roots in the concept, expressed through colours, textures and forms.

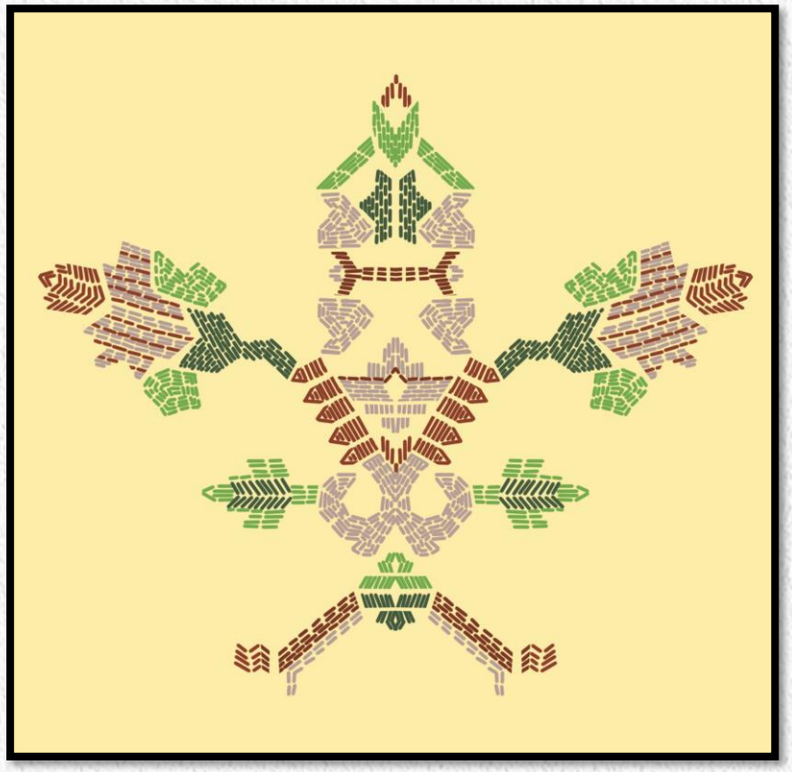
Mood And Colour

Material Board

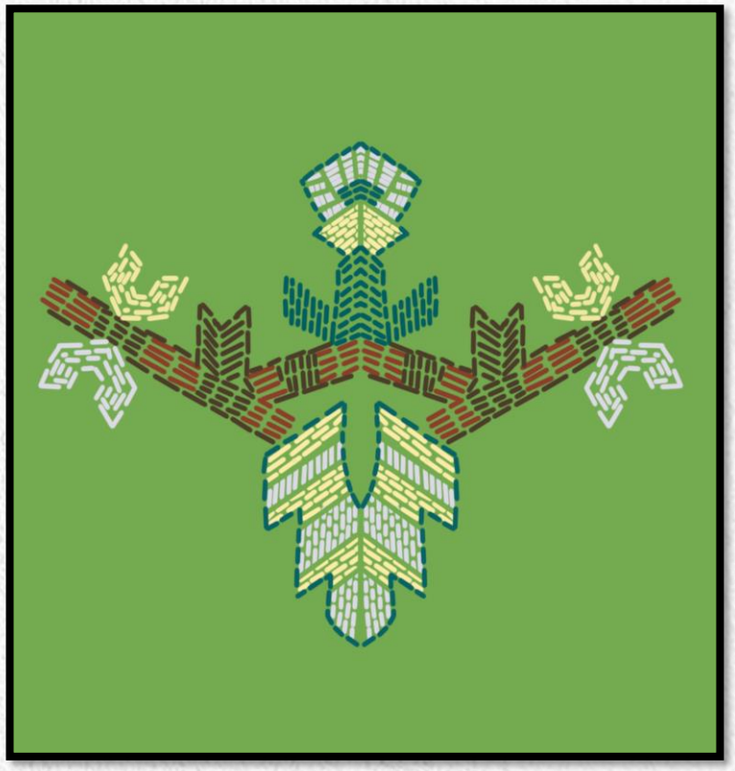
JAMDANI MOTIFS DEVELOPMENT

Motif Explorations





MOTIF 1



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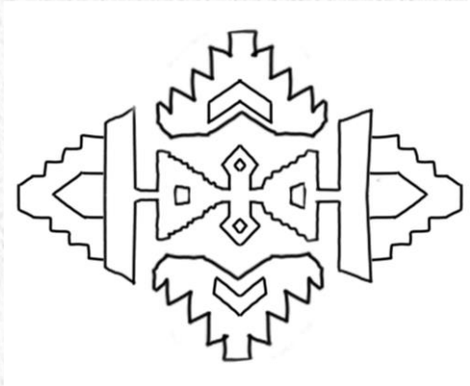

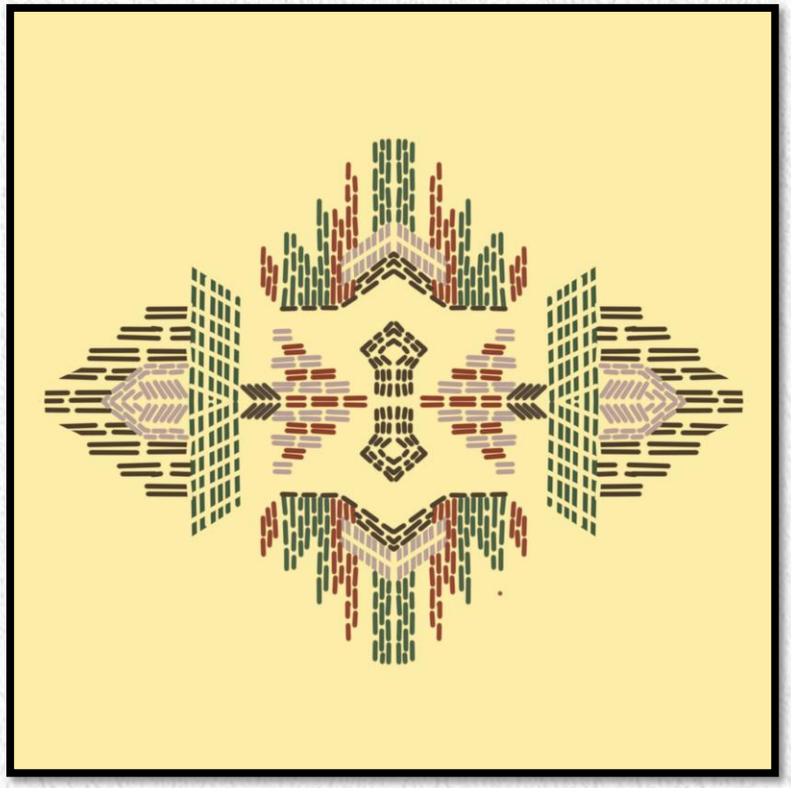

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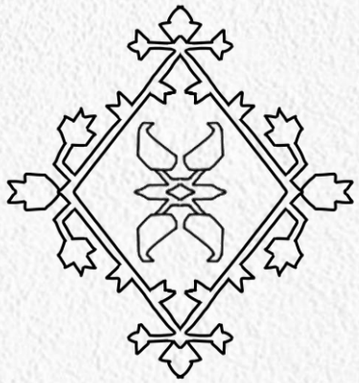
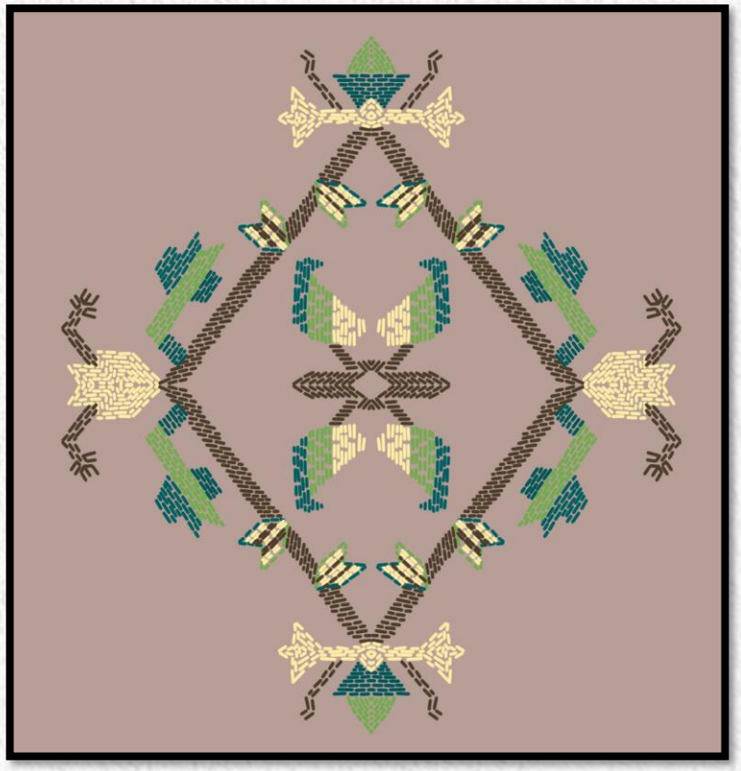
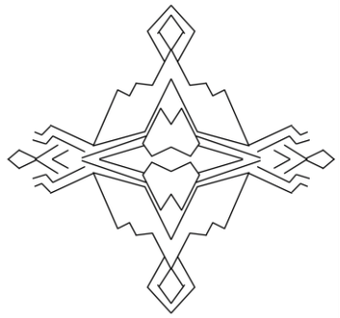


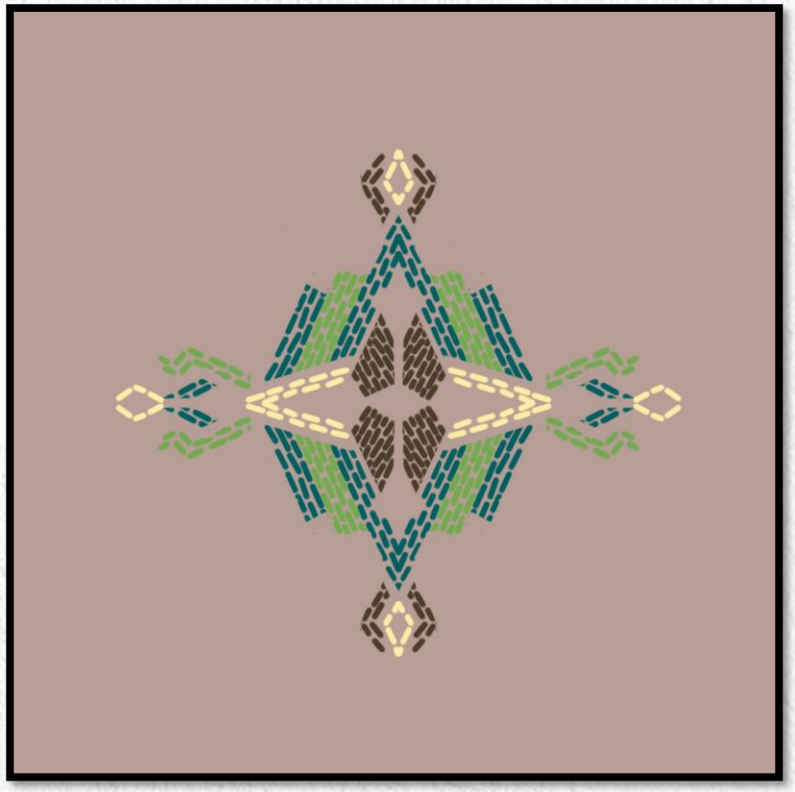


MOTIF 4

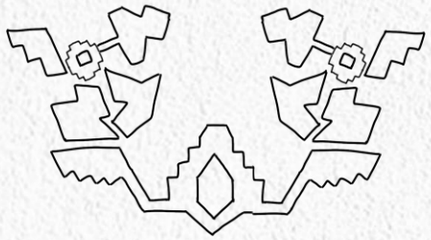
Final Motifs

MOTIF 5

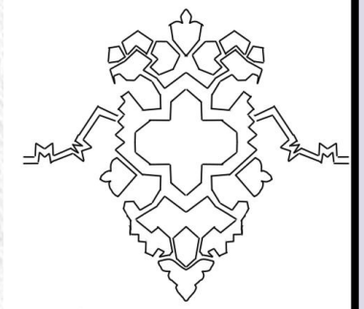


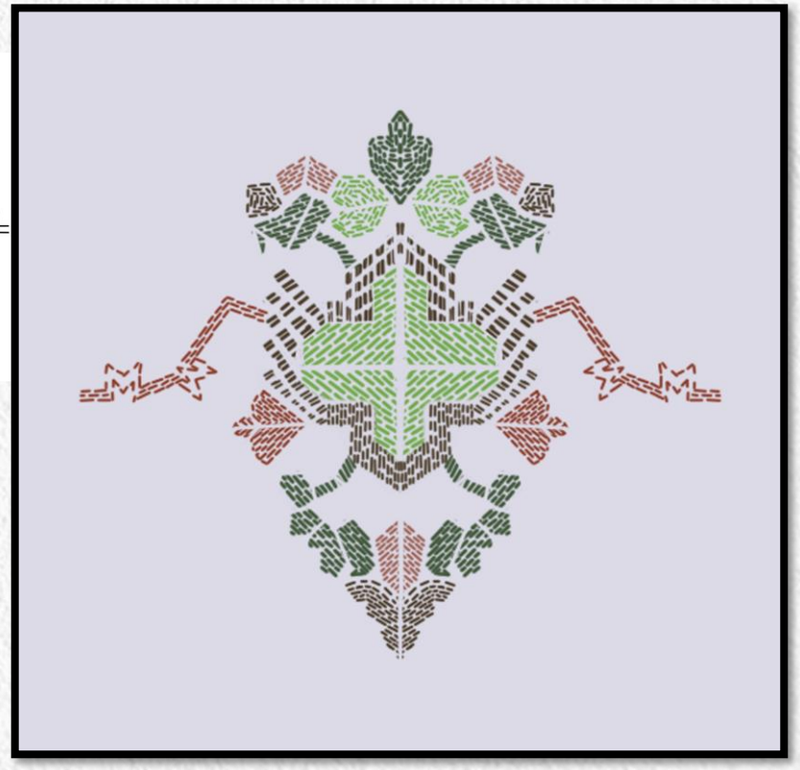


MOTIF 6



MOTIF 7





MOTIF 8

Final Motifs

THE RANGE

ENSEMBLE 1
The first ensemble is a two-piece set featuring a midi flared dress with front slits and a angrakha style asymmetric jacket.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

ENSEMBLE 2
The second ensemble is a two-piece set featuring a panelled kameez with flared sleeves and a one-piece sharara.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

ENSEMBLE 3
The third ensemble is a two-piece set featuring a panelled Anarkali with godets and a dhoti style pants.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

ENSEMBLE 4
The fourth ensemble is a two-piece set featuring an Anarkali with yoke and a panelled palazzo.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

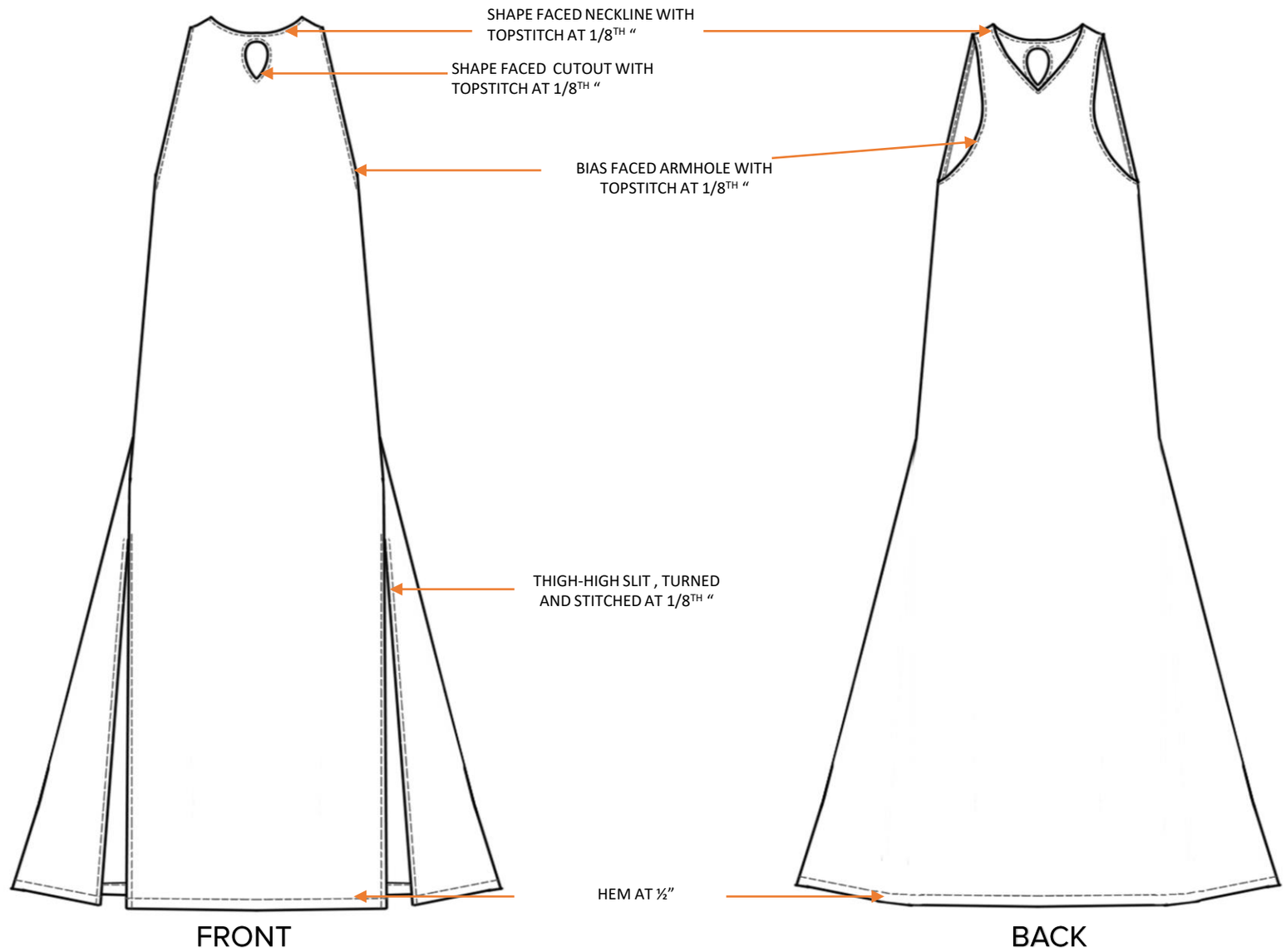
ENSEMBLE 5
The fifth ensemble is a two-piece set featuring a asymmetric gathered kurta and a flared palazzo with godets.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

ENSEMBLE 6
The sixth ensemble is a two-piece set featuring a panelled flared kurti with bishop sleeves and a balloon style pants.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

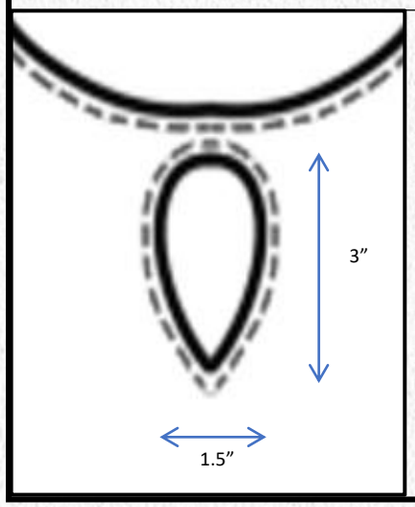
ENSEMBLE 6
The sixth ensemble is a two-piece set featuring a panelled flared kurti with bishop sleeves and a balloon style pants.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are 0-waste and sustainable.

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FUSION WEAR	Midi dress with slits	S/S 22	E-1A	INDIA

Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	Nil
Fit :	A-line flared
Miscella neous	High slits at side seam
Fabric:	Cotton
Motifs used :	5, 7



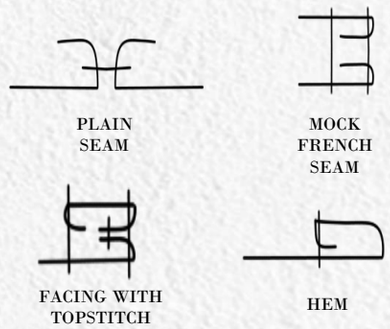
BODY MEASUREMENTS (INCHES)	M
BUST	36
UPPER WAIST	28
ROUND WAIST	30
ACROSS SHOULDER	14.5
HIGH SHOLDER POINT TO WAISTLINE	15.5
ARMHOLE CIRCUMFERENCE	16.5
GARMENT MEASUREMENTS	
FRONT LENGTH OF LEFT SIDE	44
BACK LENGTH	45
SLEEVE LENGTH	-
SLEEVE HEM CIRCUMFERENCE	-
HEM WIDTH	32
FRONT NECK DEPTH	5
BACK NECK DEPTH	8
SHOULDER WIDTH	2.5



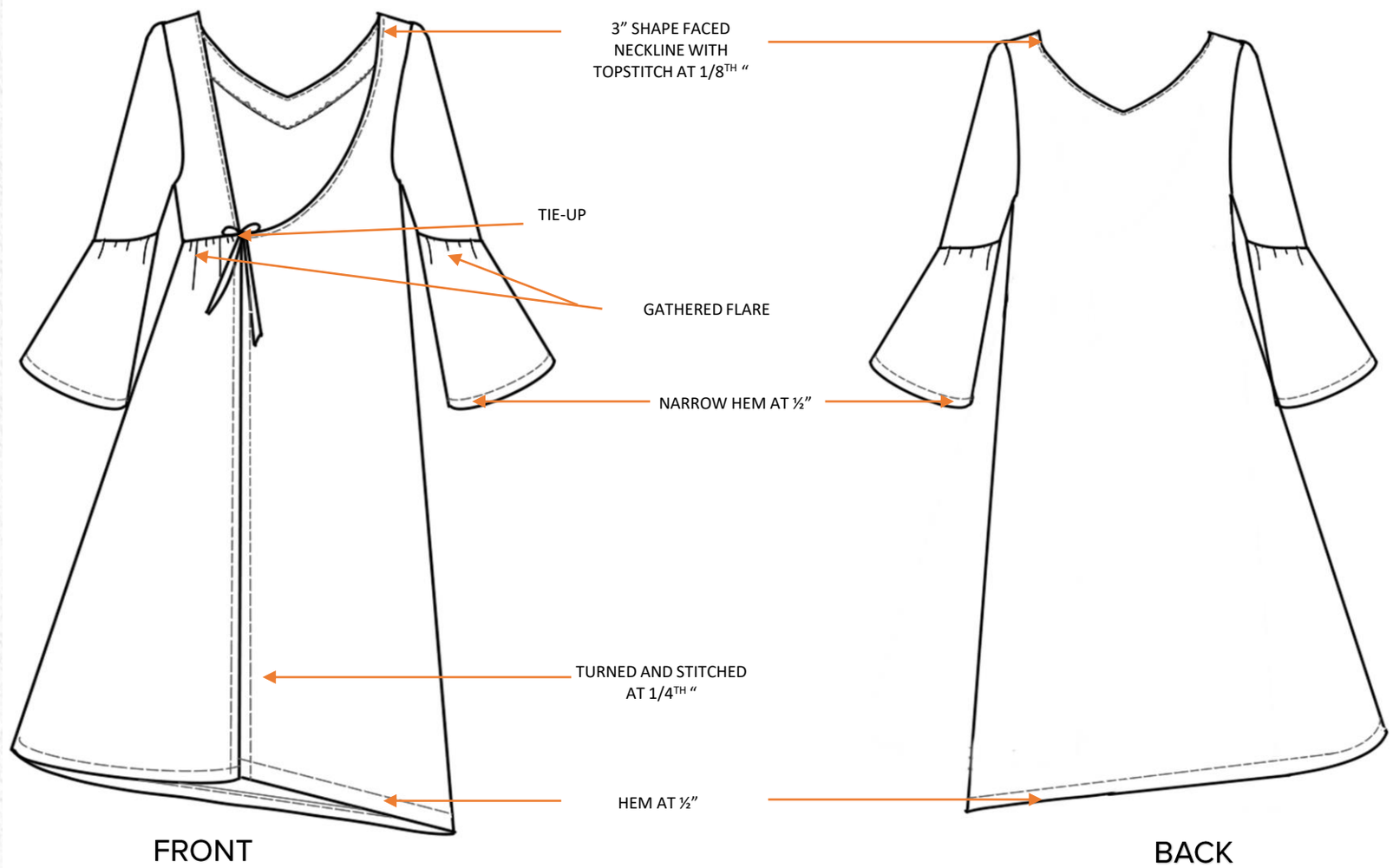
MOTIF 5

MOTIF 7

SEAMS, HEMS AND FINISHES USED

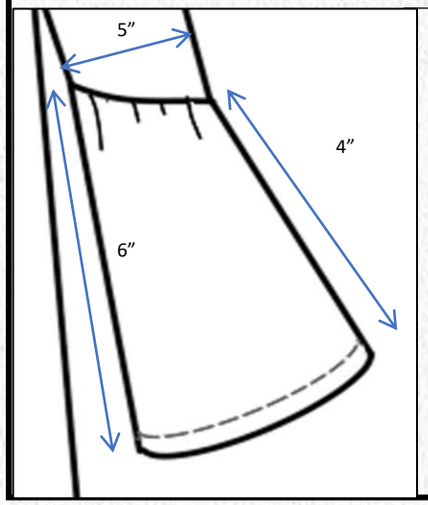


PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FUSION WEAR	Angrakha style asymmetric jacket	S/S 22	E-1B	INDIA

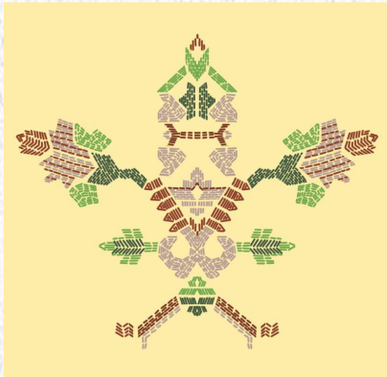


Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Closure:	String tie-up
Fit :	Regular
Miscellaneous	Gathered panel, gathered sleeve hem
Fabric:	cotton
Motifs used :	1,2,3

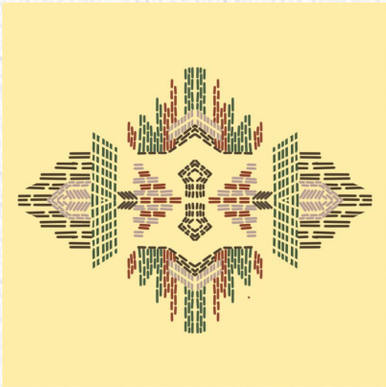
BODY MEASUREMENTS (INCHES)	M
BUST	36
UPPER WAIST	28
ROUND WAIST	30
ACROSS SHOULDER	14.5
HIGH SHOLDER POINT TO WAISTLINE	15.5
ARMHOLE CIRCUMFERENCE	16.5
GARMENT MEASUREMENTS	
FRONT LENGTH OF LEFT SIDE	36
LENGTH OF RIGHT PANEL	30
SLEEVE LENGTH	14
SLEEVE HEM CIRCUMFERENCE	15
HEM WIDTH	30
FRONT NECK DEPTH	16
BACK NECK DEPTH	6
SHOULDER WIDTH	3



MOTIF 1

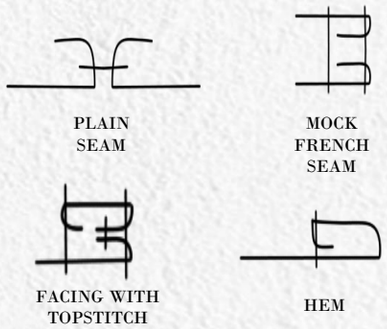


MOTIF 2



MOTIF 3

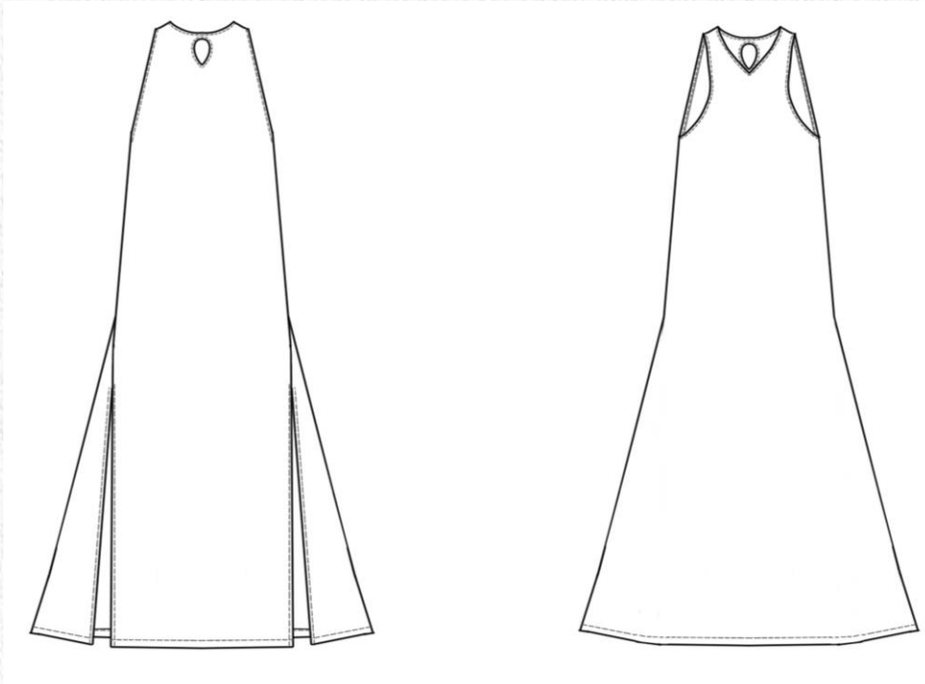
SEAMS, HEMS AND FINISHES USED



ENSEMBLE 1

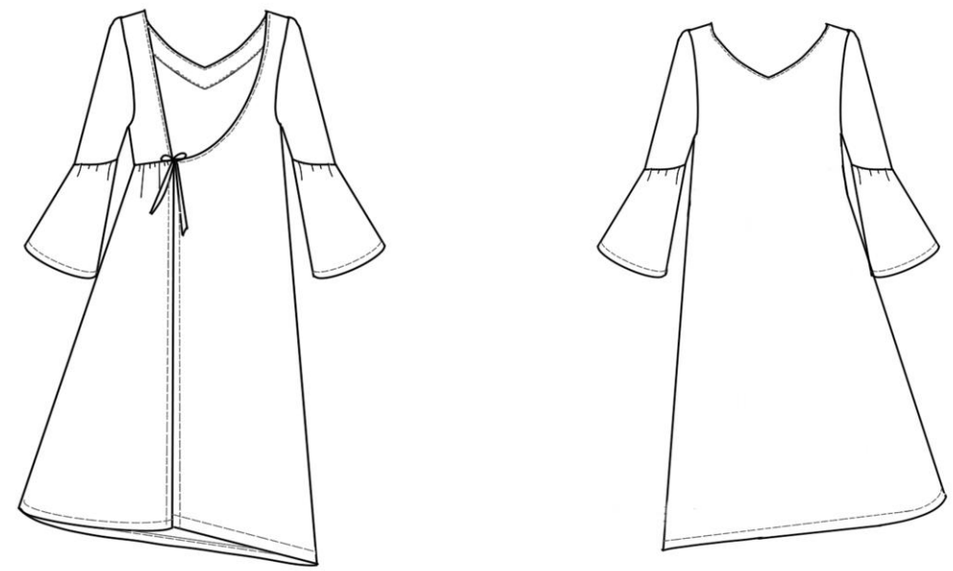
The first ensemble is a two-piece set featuring a midi flared dress with front slits and a angrakha style asymmetric jacket.
The fabric used is cotton with kantha embroidered jamdani motifs. The materials are
0-waste and sustainable.

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FUSION WEAR	Midi dress with slits	S/S 22	E-1A	INDIA



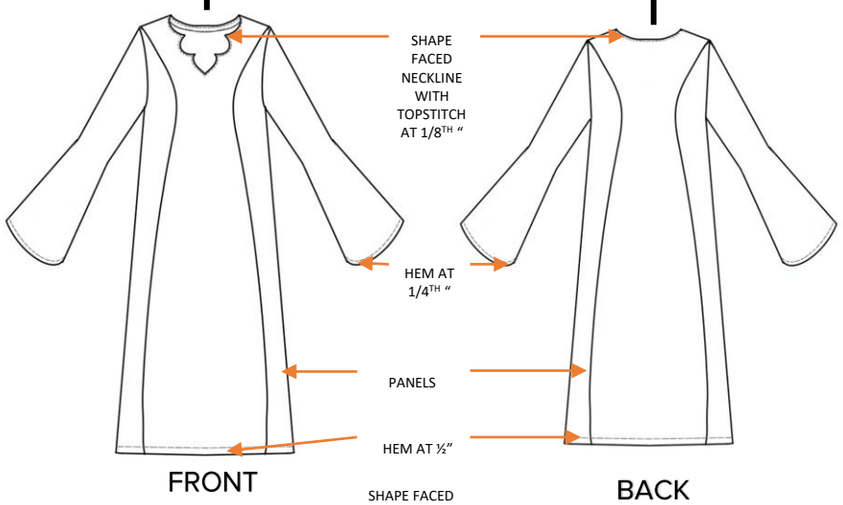
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- handloom cotton (44" width)	3 m	120/ m	360
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	2 hrs.	80/ hr.	160
SEWING AND FINISHING	3 hrs.	100/hr.	300
EMBROIDERY	3 hrs.	120/ hr.	360
OVERHEAD			100
TOTAL COST PRICE			**1285.5**

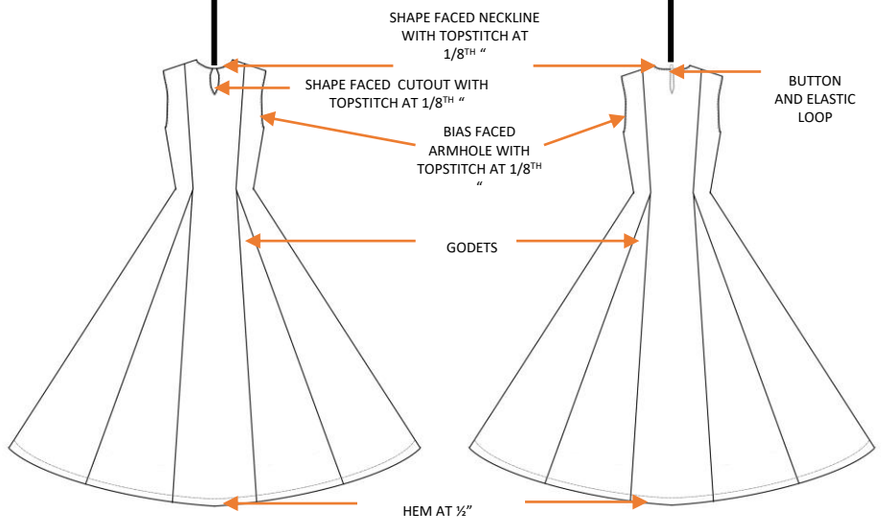
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's FUSION WEAR	Angrakha style asymmetric jacket	S/S 22	E-1B	INDIA

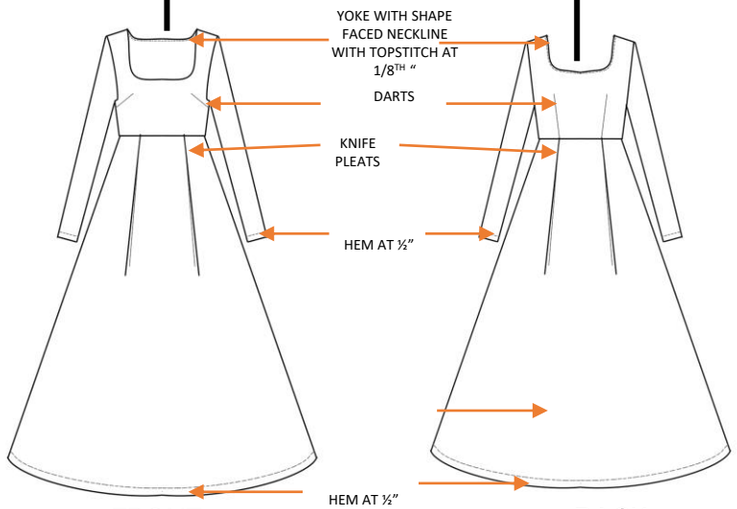


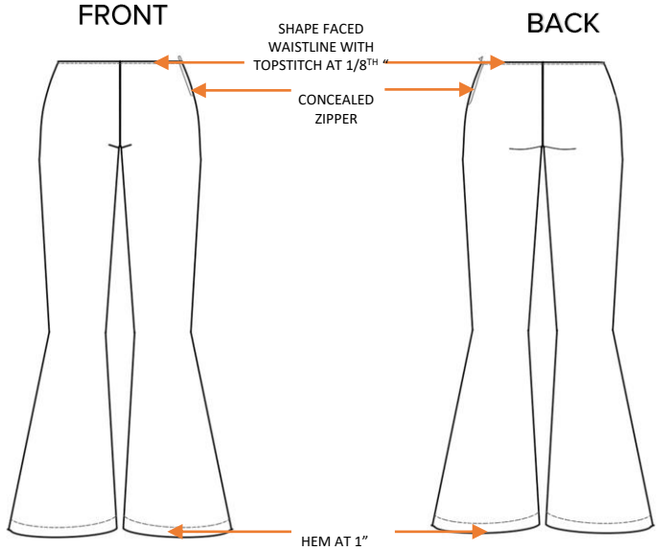
ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- Cambric cotton (44" width)	2.5 m	120/ m	300
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	2 hrs.	80/ hr.	160
SEWING AND FINISHING	3 hrs.	100/hr.	300
EMBROIDERY	3 hrs.	120/ hr.	360
OVERHEAD			100
TOTAL COST PRICE			**1225.5**

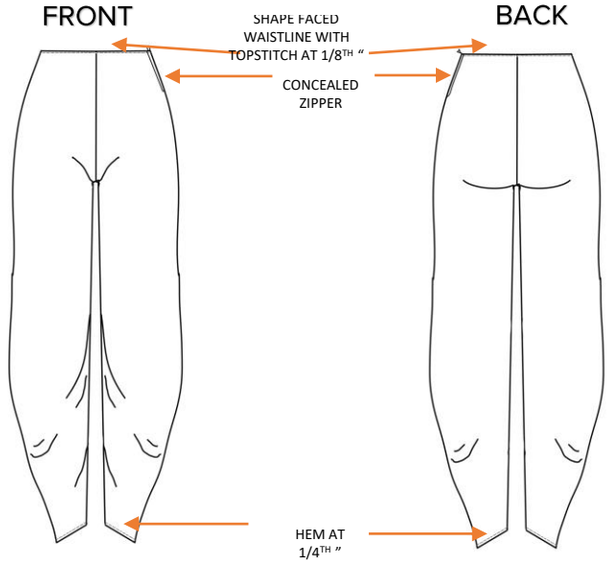
Total Ensemble Manufacturing Price = Rs. 2511

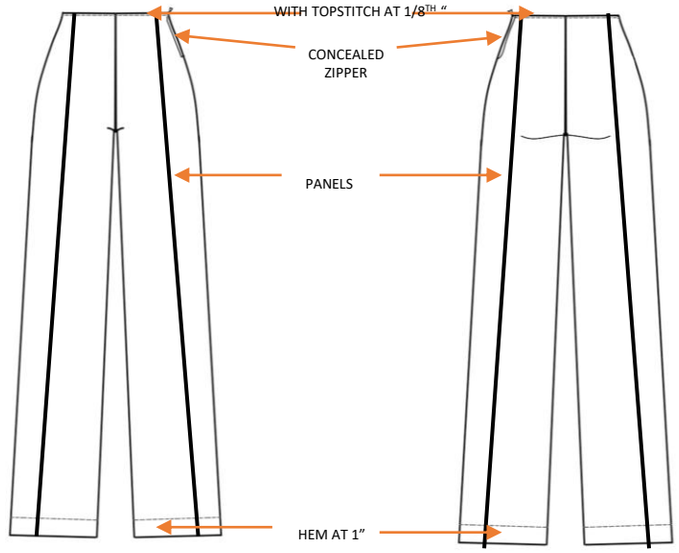


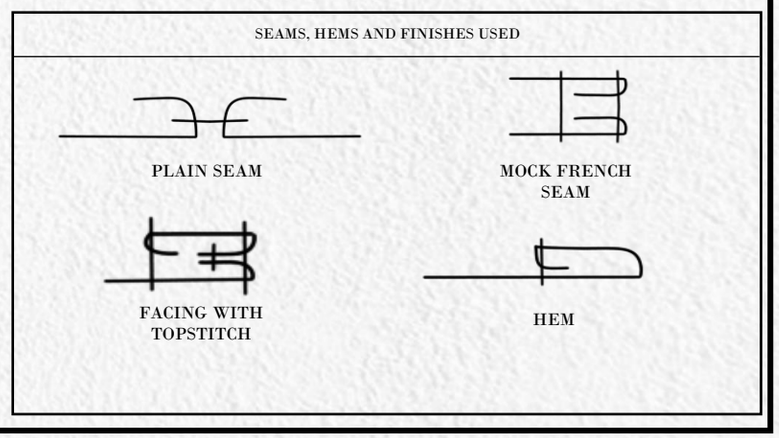






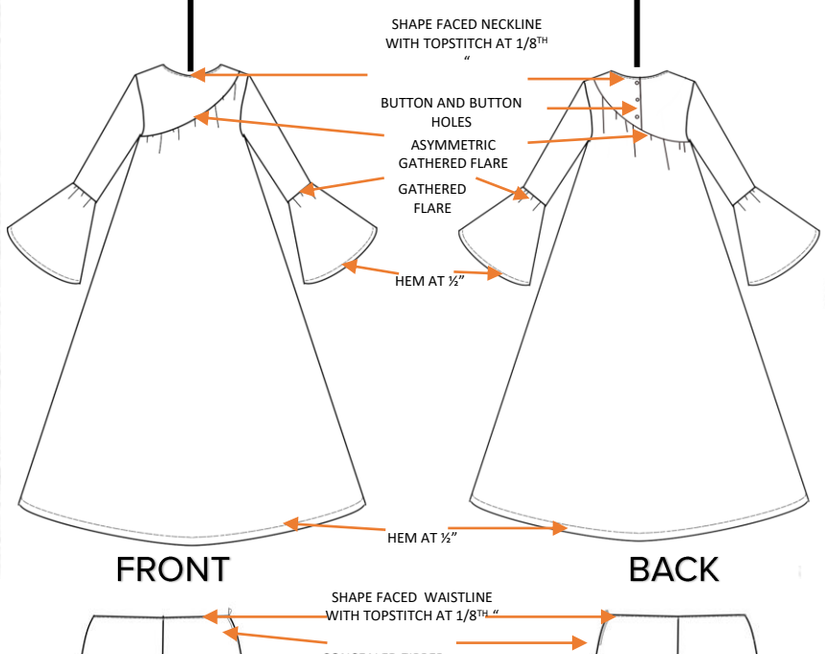


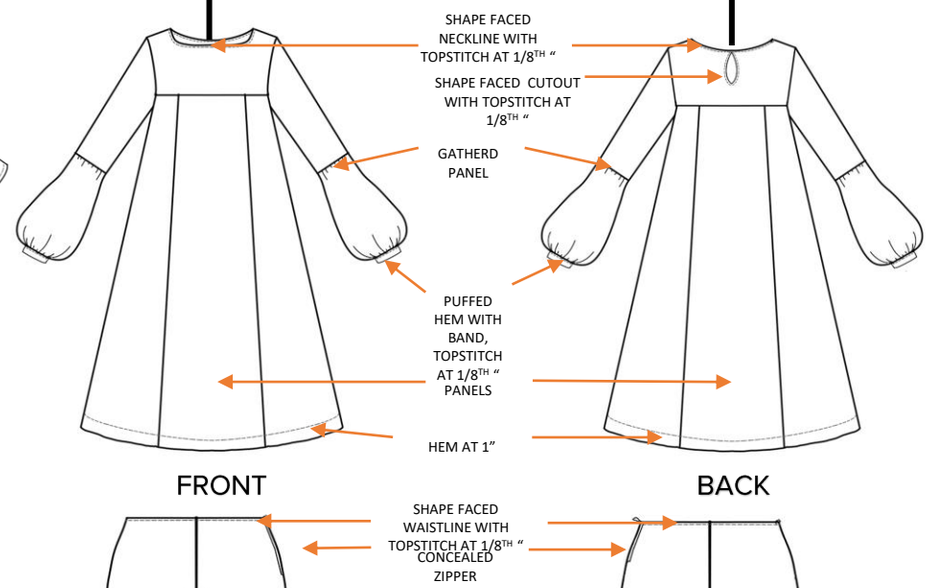


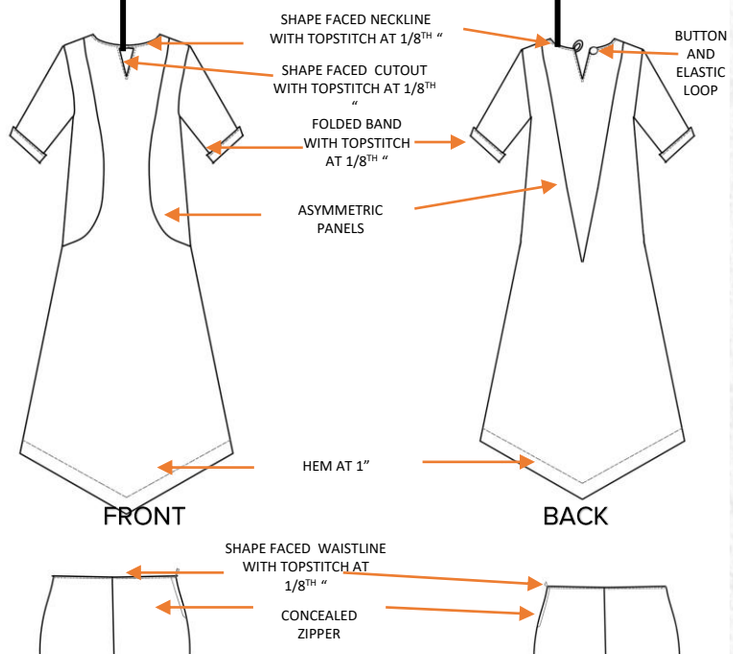


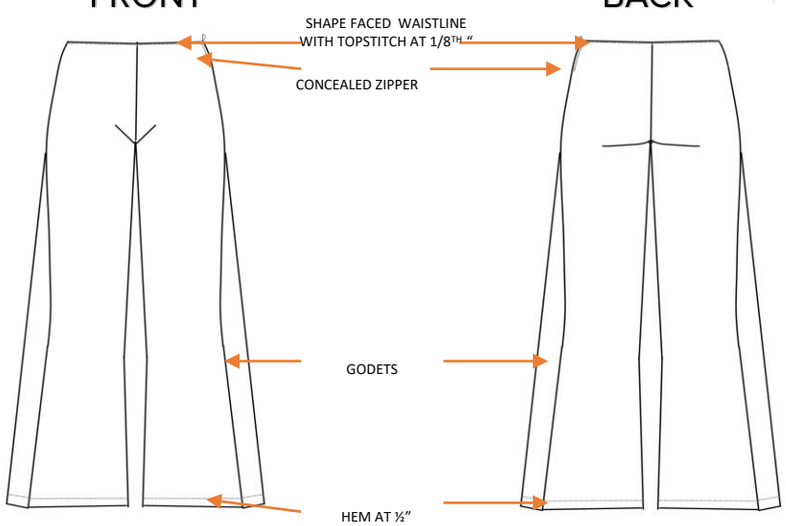
Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Fabric:	cotton

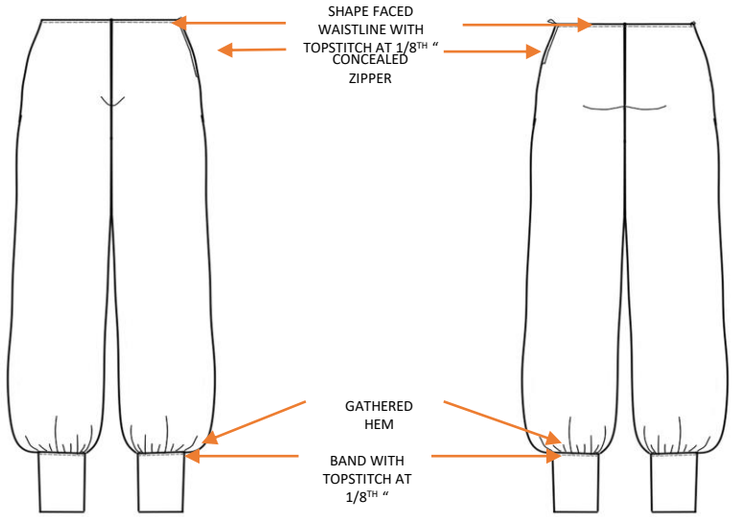
Flat Sketches

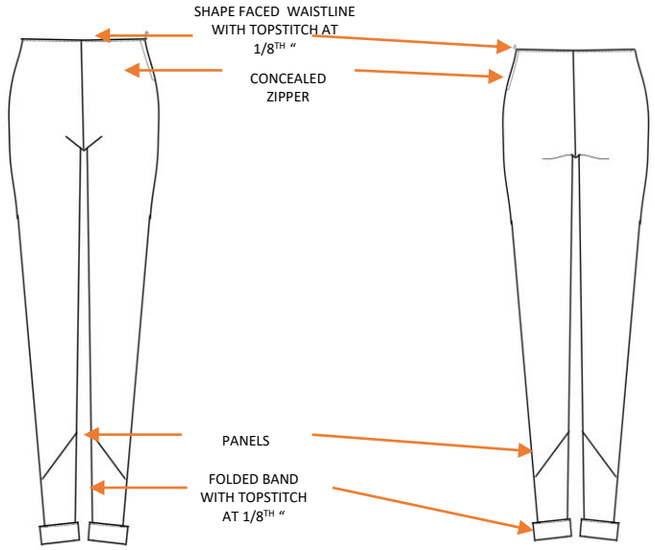






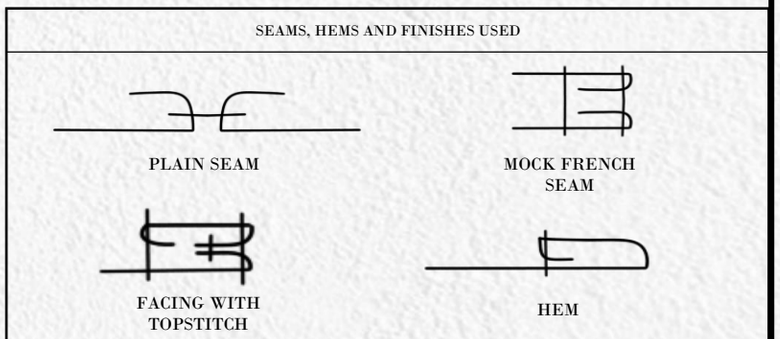






Sewing thread:	matching blended threads
Stitch length:	2.5 mm
Fabric:	cotton

Flat Sketches



FASHION DESIGN AND ILLUSTRATION

FORECAST BASED

By:
AYUSHI DASGUPTA
FD
BD/18/318

SUSTAINABLE INDIAN BRAN FOR STUDY

UPASANA®
Auroville

Project brief

The project aims to study a sustainable fashion brand, here, Upasana, from Auroville. We analyse the brand ideologies, aims and styles to develop a range based on forecast for the brand, fusing with our personal interpretations and styles.

A theme is taken for the collection, and range is developed in a mood, in accordance with the forecast. Specification sheets along with anticipated cost sheets are prepared for the collection pieces.

Women from tsunami affected villages with the Tsunamika dolls they made

UPASANA®
Auroville

Upasana is a clothing company located in Auroville, Tamil Nadu, India. It was founded by fashion designer, Uma Prajapati in 1997.

Upasana started with ₹2,000 under the tree that today shades her glass-façade store. Representing India through textiles was the primary goal.

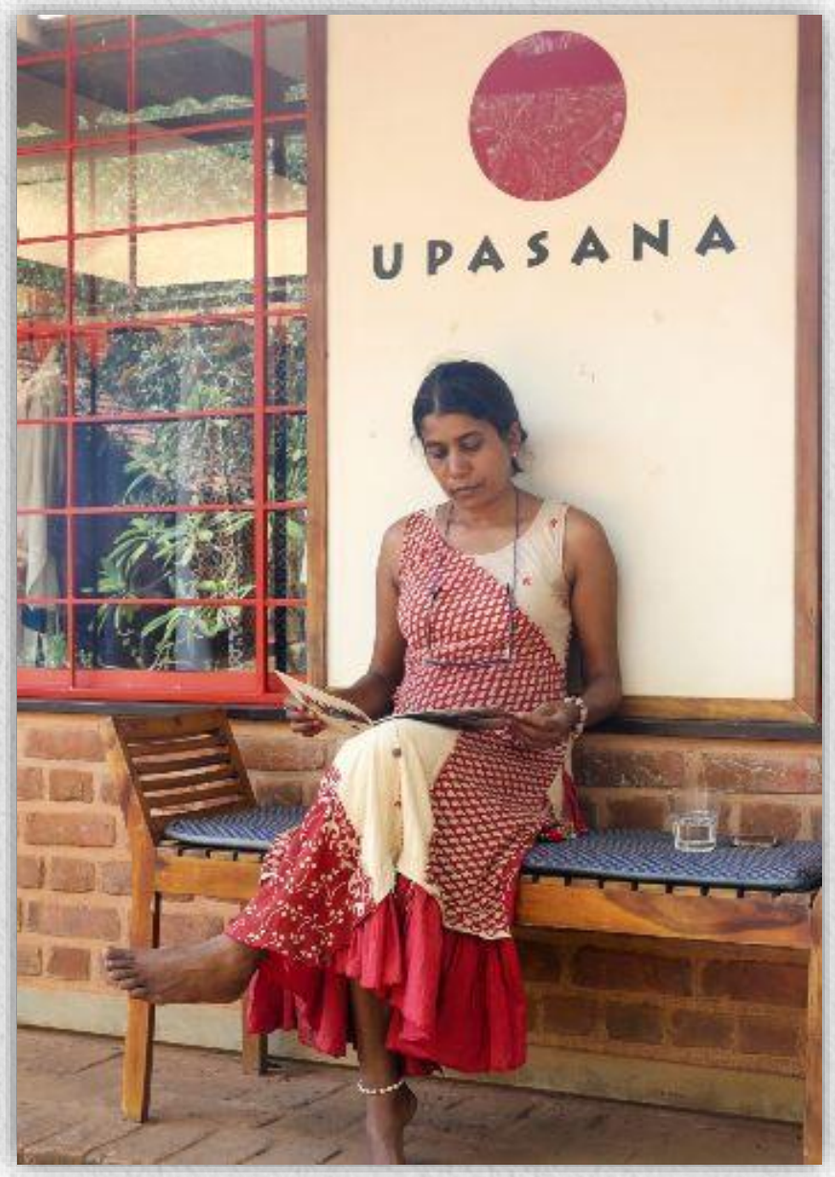
It is a place where creativity, fashion, design, Indian culture, business, social responsibility and spiritual progress get woven seamlessly together.

Known for many unique projects for mankind and soul, the most well-known is the Tsunamika dolls project for women who were affected by the Tsunami. The brand designs and produces garments in Indian silhouettes with contemporary elements to it. The silhouettes are mostly voluminous, free flowing, breathable and gives an aesthetical feeling of comfort. The brand uses ruffles and flares, mix and match of fabrics, pleats and tucks and plays with pegs to create its aesthetics.

The brand produces scarves, stole and handbags apart from garments, all following their 'zero-waste' philosophy. It features creative pattern making and most uniquely the textiles used make the products connected to the earth and rooted to our country overall.

BRAND IDEOLOGY

The brand believes that Clothing has the power to change lives, of farmers, spinners, weavers, printers, tailors, designers and many more who have invisibly woven their souls into what we wear. Upasana honours them all, consciously, at every stage of crafting the products. Like the ideas of life in Auroville, Shifting fashion to touch the soul instead of just the body, as life is interconnected- Beauty is beyond vanity. The process of creation is as precious as giving a beautiful product. They honour flaws in weaving as part of honouring life, streak of shade in dye as part of natural shades. They silently celebrate the fading of natural dyes as we gracefully watch ourselves change through time. They design for mortality while honouring life, nature and inner growth.



- The fabric woven out of hand spun yarn on handlooms is called “khadi”, while mill spun yarn woven on handlooms are called “handloom” fabrics. India has more than 500 specialised handloom weaving clusters spread across the country, the brand is working with some of these clusters to ensure they sustain their livelihood and to produce clothes that are environmentally conscious.
- Along with indigo, the brand uses a range of natural dyes in its clothes like sandalwood and tulsi.
- Organic cotton, that is grown without use of any chemical fertilizers, is used by the brand.
- Upasana also works with hand-block clusters around the country and makes sure to encourage craftsmen to continue pursuing their skill.
- They create art wear with resources that are traditionally considered as waste. To them fashion is a zero waste space.

UPASANA
Auroville

TARGET MARKET

PSYCHOGRAPHICAL SEGMENTATION:

- PERSONALITY TRAITS- cheerful and lively, simplistic and minimalistic, open minded, ambivert, thinker,
- VALUES- conscious about environment, believes in standing out with simplicity and elegance,
- HOBBIES- watching period dramas, travelling, reading, listening to soulful music
- LIFESTYLE- health conscious, eats a lot of nutritious food, attends official parties and brunches
- SHOPPING BEHAVIOUR- prefers shopping from sustainable brands, buys for occasions and when needed. a niche loyal and successful follower. appreciate hand-looms, organic dyes and textiles
- PREFERENCES- organic fibres, modest clothes, pastels , earthy colours and neutrals, modern Indian silhouettes, relaxed fit

DEMOGRAPHICAL SEGMENTATION:

- AGE- 28- 36 year olds
- SEX- female
- OCCUPATION- creative sector, designer, architect, actress, dancer, etc.
- WORKING ENVIRONMENT- mostly indoor with occasional outdoors.
- INCOME LEVEL- Rs. 15-20 lakhs per annum
- MARITAL STATUS- unmarried/ married
- OCCASION TYPE- casual wear, brunch parties, daytime events

GEOGRAPHICAL SEGMENTATION:

- LOCATION- Auroville, T.N and spread pan-India
- MARKET TYPE- small store in Auroville, online
- CLIMATE TYPE- tropical, humid and hot

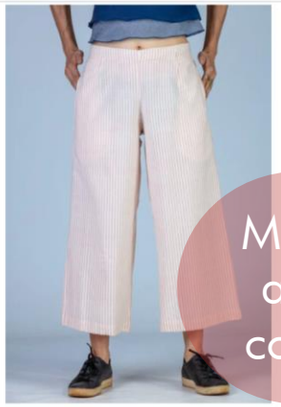
BEST SELLERS

SPRING/SUMMER 2021

SERENE BLUE ORGANIC COTTON STRIPED DRESS — RS. 2,900.00

SERENE PINK ORGANIC COTTON STRIPED DRESS — RS. 2,900.00

VEDIKA WHITE ORGANIC COTTON JACKET DRESS



Red striped Organic cotton Pants - NILA — RS. 2,900.00

RAGA-BLUE ORGANIC COTTON CHECKED DRESS

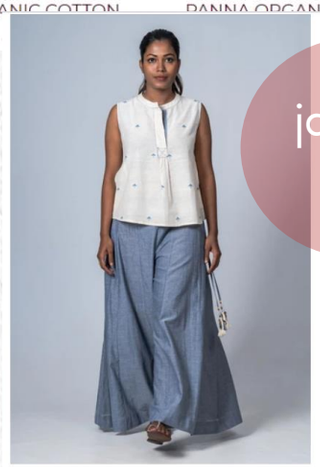
PANNA ORGANIC COTTON V

Red Organic Cotton White Striped Bottom - NILA — RS. 2,900.00

PIA - JAMDANI TOP — RS. 3,200.00

Off White Organic Cotton Stripec Bottom - NILA — RS. 2,900.00

#upasanafashion
#upasanaauroville
@upasana.in



AHELI OFFWHITE KHADI JAMDANI TOP — RS. 2,300.00

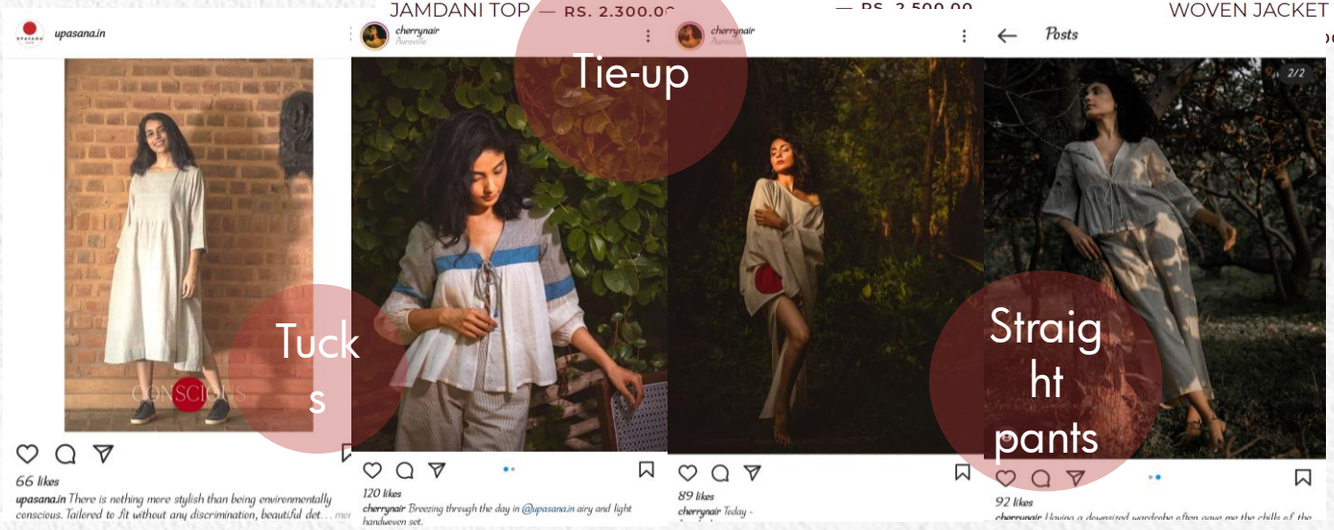
JUBA- WHITE FINE KHADI TOP — RS. 2,500.00

NOORI-OFF WHITE HAND WOVEN JACKET TOP

UPASANA®
Auroville

NEW SHOP ABOUT US JOIN US

Sort by Best selling



FORECAST BOARD
SPRING/SUMMER 2022

WGSN

DEVI

The one who creates the world, is the one who destroys the evil

The Theme of this collection celebrates the divine power of womanhood. The collection pays tribute to all women, who create and all the powerful women who shatter the evil in society- through every form of their existence, through their smile and their eyes, their mind and their soul. The range is about pride in being a woman.

MOOD BOARD WITH COLOUR STORY

Dusk is that time of the day, all living organisms look forward to for retiring for the day. It's the time the birds fly back to the nests, animals return to shelters and humans return home from daily work. These are the hours of the day that signal us to relax and refresh our minds from all the stress and exhaustion of the long day. The sky and scenery turns picturesque with lovely colours lighting up for us to smile and rest.

The mood of the collection is based on "MEETING DUSK", a concept inspired from the retiring hours of the day. The collection features garments in lovely colours, that have elements of trends forecasted for SPRING/SUMMER 2022, is in the mood of DUSK hours and celebrates the power of womanhood through the theme DEVI.

The Range

Spring/Summer 2022

ENSEMBLE 1

The first ensemble is a two-piece coordinate featuring a tie-up top with shirred peplum and flutter sleeves and an asymmetric gharara.

ENSEMBLE 2

The second ensemble is a three-piece set featuring a sleeveless panelled kurta with tucks below yoke and straight pants and a volume jacket with tiered ruffles at sleeve hem.

ENSEMBLE 3

The third ensemble is a two-piece separate featuring a volume panelled shirt with pleated draped detail and ruffled hem and a pencil pants.

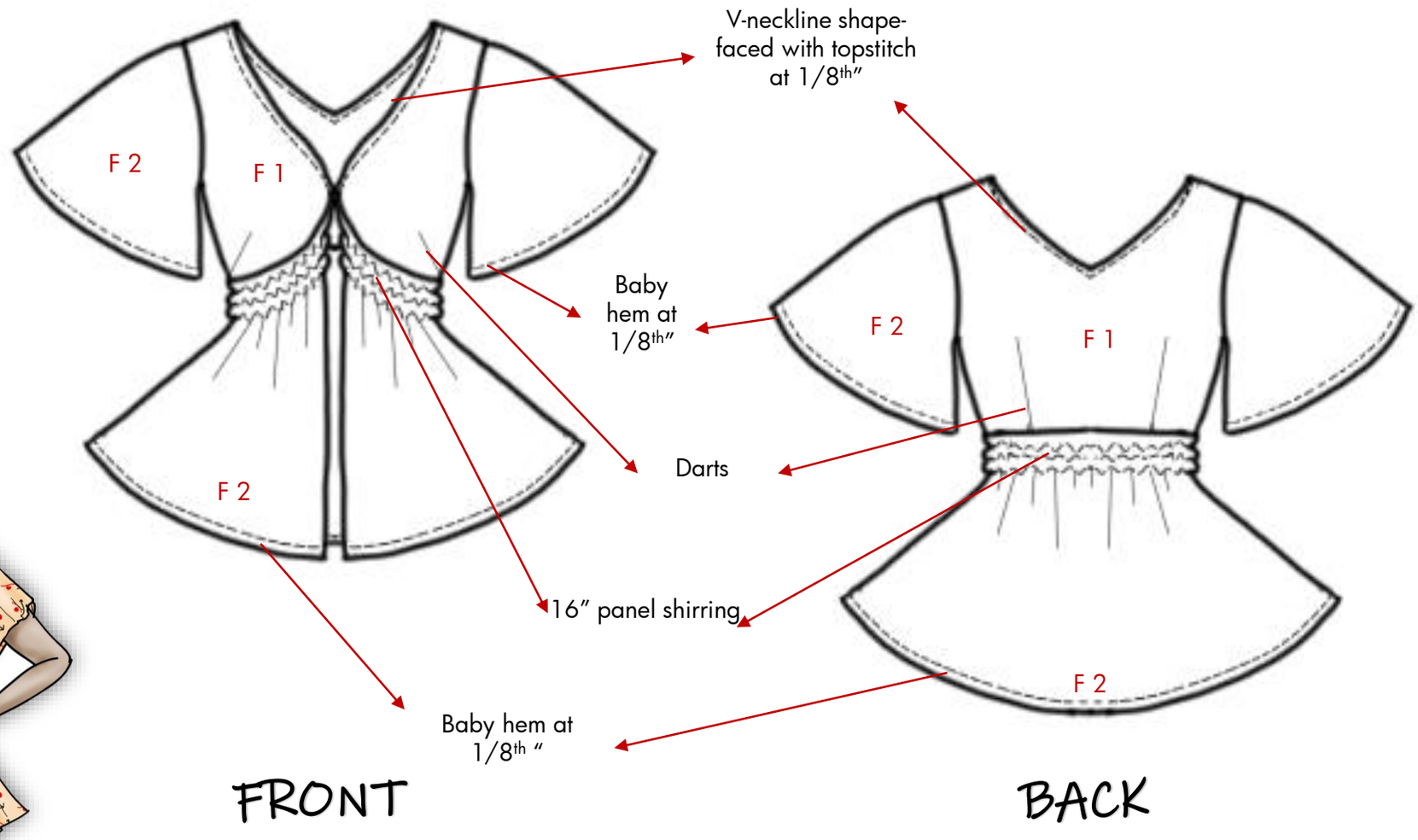
ENSEMBLE 4

The fourth ensemble is a three-piece coordinate featuring a tie-up top with shirred sleeveless, tiered flare dress-cum-kurti with tucks paired with a panelled palazzo and a scalloped hem jacket.

ENSEMBLE 5

The final ensemble is a two-piece coordinate featuring a sleeveless A-line flare panelled kurta with tucks and a tiered flare skirt. The look is complemented with a printed stole

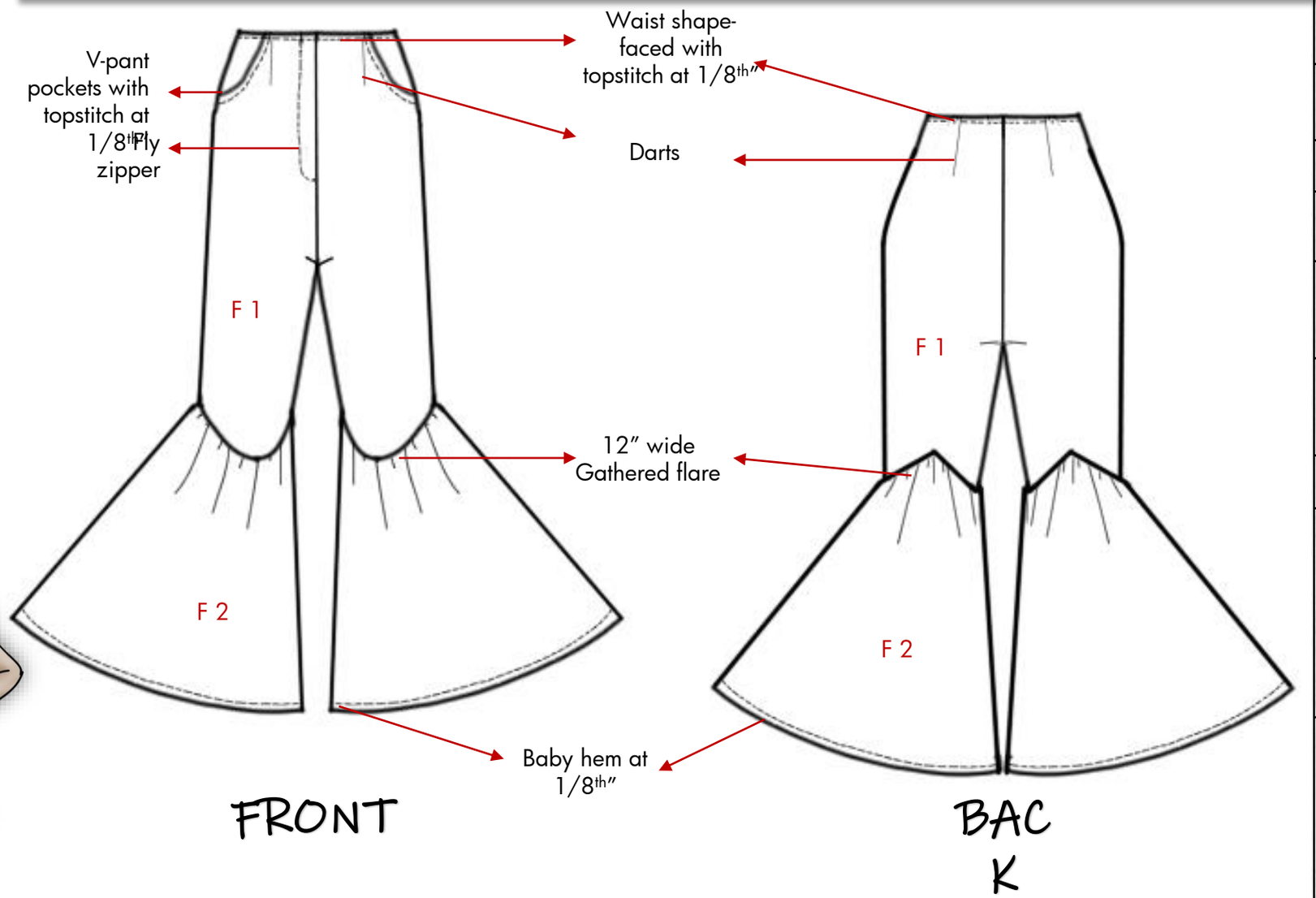
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's CASUAL WEAR	Shirred peplum top	S/S 22	E-1A	INDIA



Size range:	S , m , l
Sewing thread:	matching cotton threads
Stitch length:	2.5 mm
Closure:	Hook and eye
Fit :	Regular, with shirred peplum and flutter sleeves
Miscellaneous	Shirring at peplum, flutter sleeves
Fabric:	cotton
Colour	
Swatches:	f 1 F 2

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- - Cotton	2m	400/m	800
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	2 hrs.	150/hr.	300
PRINTING	1.5 m	120/ m	180
OVERHEAD			100
TOTAL COST PRICE			1625.5

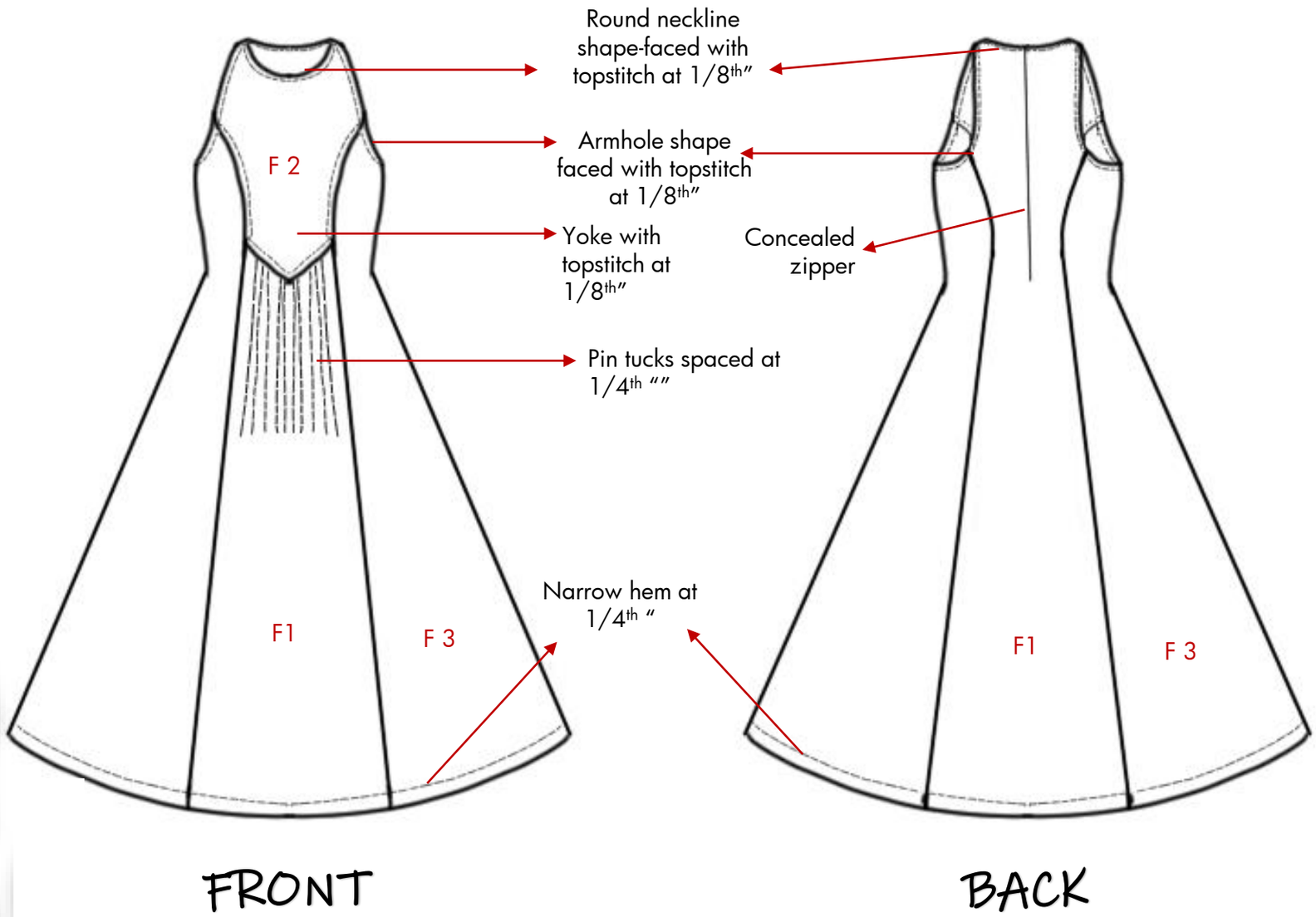
PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's CASUAL WEAR	Gharara pants	S/S 22	E-1B	INDIA

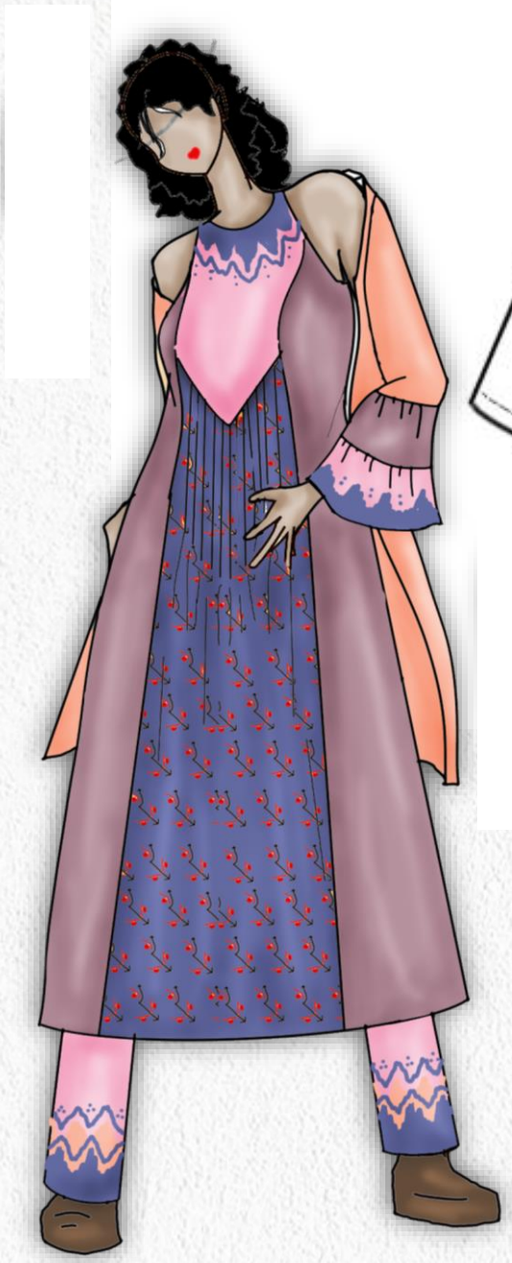


Size range:	S , m , l
Sewing thread:	matching cotton threads
Stitch length:	2.5 mm
Closure:	Fly zipper
Fit :	Regular, with asymmetric gathered flare at knee
Miscellaneous	Asymmetric gathered flare at knee, pant pockets
Fabric:	cotton
Colour	
Swatches:	F 1 F 2

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- - Cotton	3m	400/m	1200
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	2 hrs.	150/hr.	300
PRINTING	2 m	120/ m	240
OVERHEAD			100
TOTAL COST PRICE			2085.5

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's CASUAL WEAR	Panelled flare dress-cum-kurti	S/S 22	E-2A	INDIA

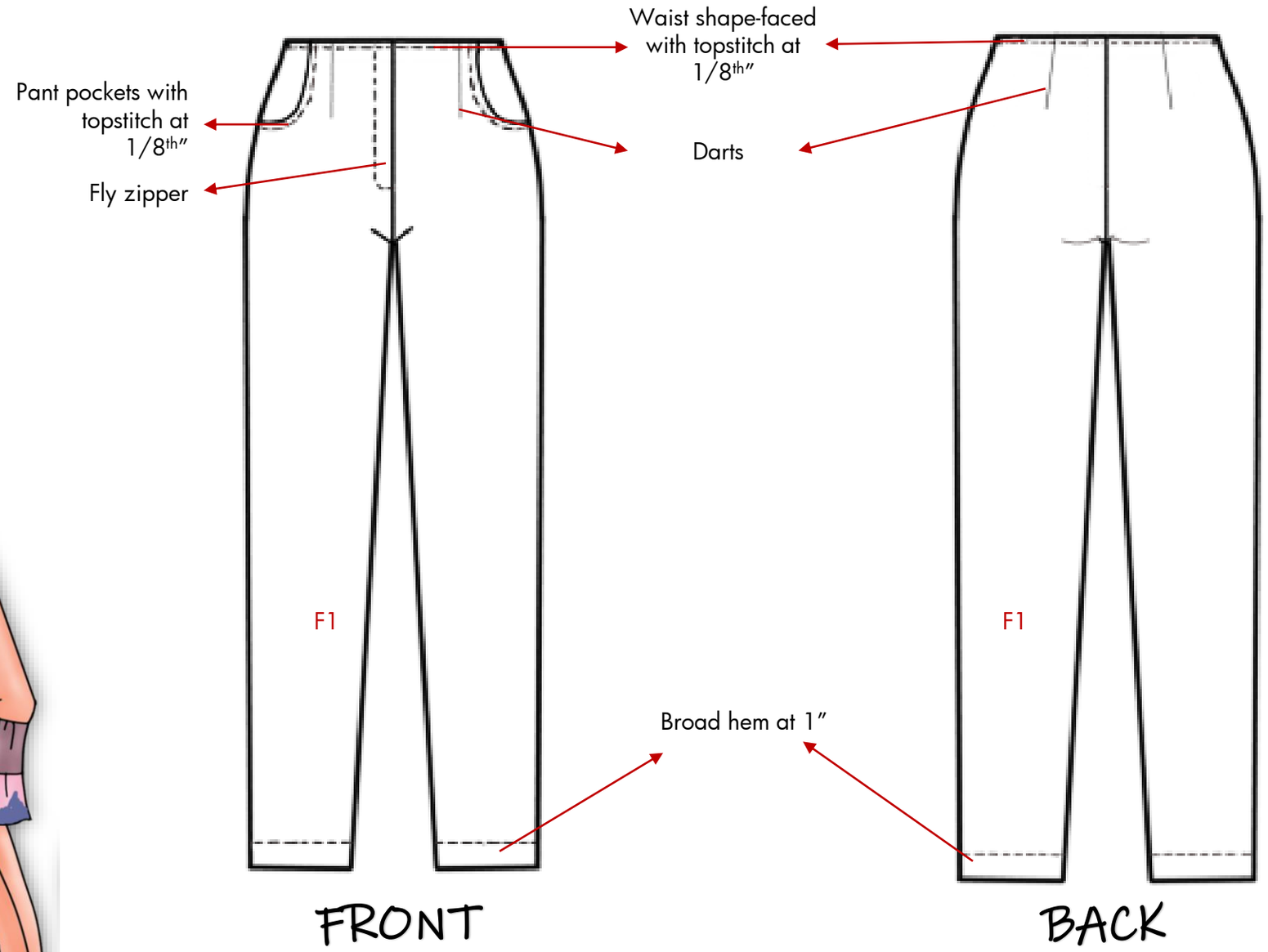




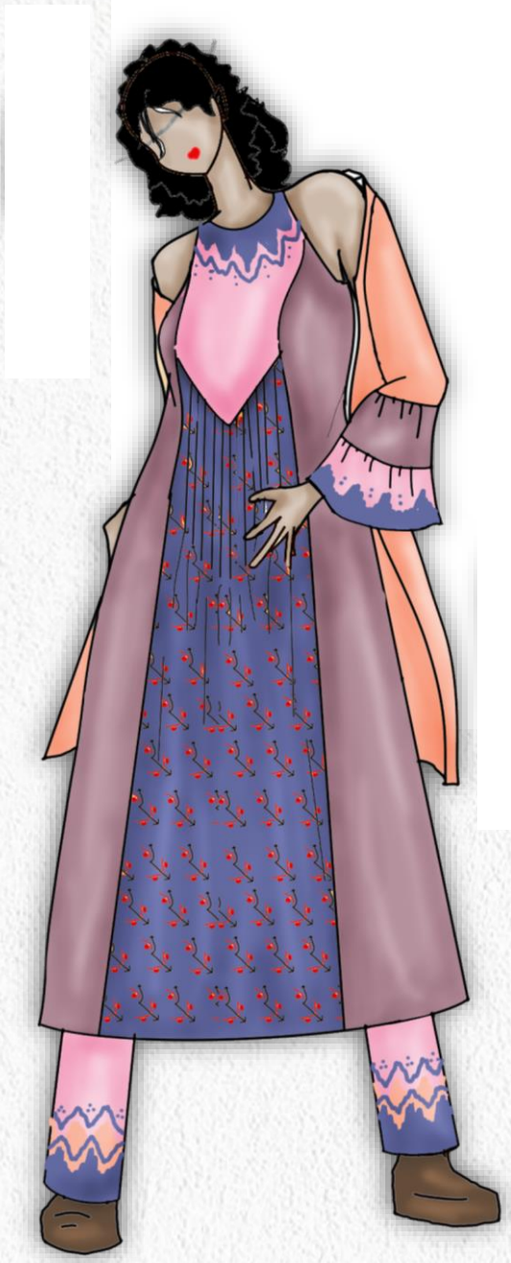
Size range:	S , m , l , xl
Sewing thread:	matching cotton threads
Stitch length:	2.5 mm
Closure:	Concealed zipper
Fit :	A-line flare
Miscellaneous	Pin tucks below yoke, yoked panel
Fabric:	cotton
Colour	
Swatches:	f 1, f 2, f 3

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- - Cotton	3.5 m	400/m	1400
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	2 hrs.	150/hr.	300
PRINTING	1.5 m	120/ m	180
OVERHEAD			100
TOTAL COST PRICE			2225.5

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's CASUAL WEAR	Straight pants	S/S 22	E-2B	INDIA

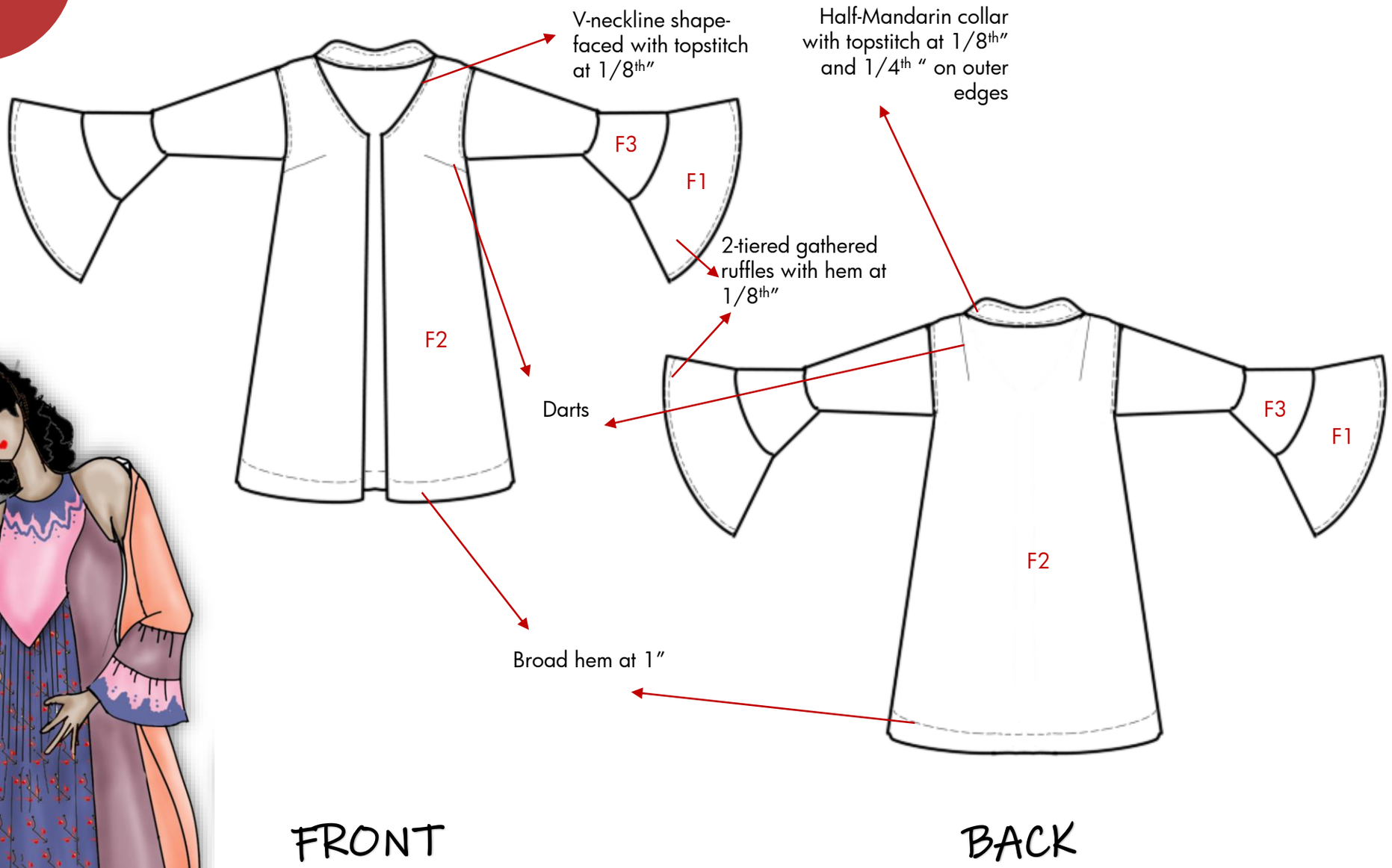


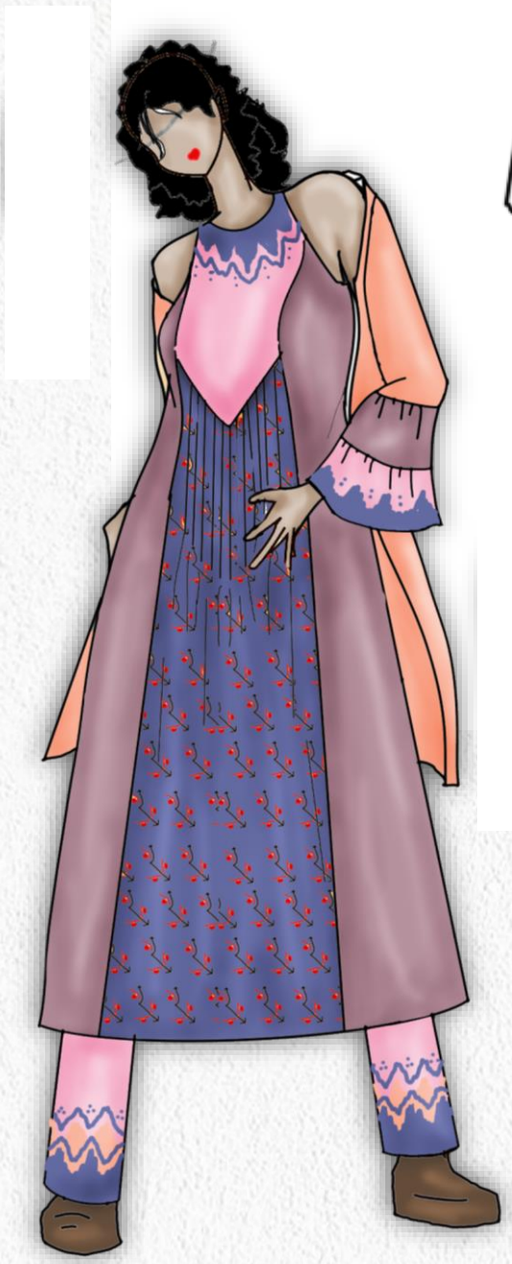
Size range:	S , m , l
Sewing thread:	matching cotton threads
Stitch length :	2.5 mm
Closure:	Fly zipper
Fit :	Regular, straight
Miscellaneous	Pant pockets
Fabric:	cotton
Colour	
Swatches:	F 1



ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- - Cotton	2m	400/m	800
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	2 hrs.	150/hr.	300
PRINTING		120/ m	
OVERHEAD			100
TOTAL COST PRICE			1445.5

PRODUCT CATEGORY	DESCRIPTION:	SEASON	STYLE NO	COUNTRY
Women's CASUAL WEAR	Jacket with tiered flare sleeve hem	S/S 22	E-2C	INDIA





Size range:	S , m , l , xl
Sewing thread:	matching cotton threads
Stitch length:	2.5 mm
Closure:	Nil (open front jacket)
Fit :	Oversized
Miscellaneous	Half-Mandarin collar, tiered flare at sleeve hem
Fabric:	cotton
Colour	
Swatches:	F 1 f 2 F 3

ITEM	QUANTITY	COST (Rs.)	TOTAL AMOUNT (Rs.)
FABRIC- - Cotton	3m	400/m	1200
SEWING THREAD- Blended	2 reels	2/ reel	4
TRIMS- Labels, Tags	3 (1 hangtag, 1 wash care label, 1 size label)	0.5 / piece	1.5
LABOUR COSTS			
PATTERN MAKING AND CUTTING	3 hrs.	80/ hr.	240
SEWING AND FINISHING	2 hrs.	150/hr.	300
PRINTING		120/ m	
OVERHEAD			100
TOTAL COST PRICE			1845.5

Thank you