

# INDUSTRY INTERNSHIP

Active clothing| Punjab



## About the brand

Active clothing export houses play a crucial role in the global apparel industry, specializing in the production and distribution of sportswear and athleisure wear to international markets. These businesses manage the entire supply chain, from sourcing performance fabrics and designing innovative garments to manufacturing and shipping finished products to retailers and distributors worldwide.<sup>1</sup> They navigate complex logistics, stringent quality control measures, and evolving fashion trends to meet the demands of a competitive global market.

## Design assistant|2025

### key Responsibilities

- Designed and created kidswear toys and accessories, contributing to product development and practical skills.
- Participated in character development, providing creative input for upcoming project concepts and designs.
- Gained experience in the kidswear industry through hands-on creation and conceptual character work.
- Assisted Head designer throughout the creative process of upcoming collection.
- Created detailed tech packs and illustration using Adobe Illustrator and Adobe Photoshop
- Worked on Silhouette research, print design, embroidery and tech pack .

### Clientel profile

Active Clothing Co. Ltd. serves a diverse clientele, including major global brands like Levi's and Benetton, offering men's, women's, and children's apparel across various styles. Key production considerations include:

- High Quality: Rigorous quality control and certifications.
- Innovative Design: In-house design, trend focus, and advanced technology.
- Sustainability: Eco-friendly materials and processes.
- Client Customization: Tailored solutions and brand alignment.
- Efficient Logistics: On-time delivery and strong supply chain.
- Global Standards: Meeting international regulations.

# Gazes and different types of knit fabric swatches



7/8 gaze



7 gaze



7 gaze



10 gaze



7 gaze



7 gaze



10 gaze



7 gaze



7 gaze



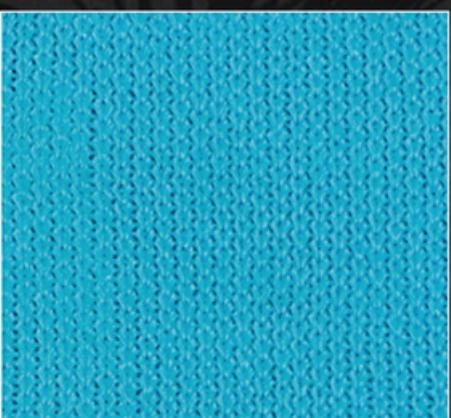
Single jersey knit



Rib knit



Purl knit



Interlock knit fabric



Tericot



Origami knit



Pointelle knit



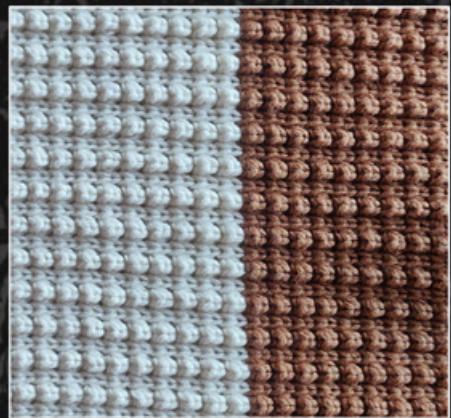
Pointelle jacquard



Multiple rib structure



Cable knit



Waffle knit



Blister jacquard

# PROJECT -I

Menswear

Print technique used:- screen printing



I'm exploring the untapped potential of polo shirts in streetwear. While t-shirts and hoodies dominate the scene, I believe polos offer a unique canvas for creative expression. My concept focuses on injecting fresh, innovative designs into this classic garment, pushing its boundaries beyond traditional sportswear.

84563c

d4a488

ffffff

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# RANGE DEVELOPMENT

O1



O2



O3



O4



O5



O6



This knit polo offers casual style with a classic collar and button placket. Screen-printed graphics on the sleeve and front bodice provide a modern, eye-catching detail.

This illustrated polo features your unique screen-printed designs on the sleeve and front, blending classic style with a modern, artistic touch.

This polo shirt presents a canvas for abstract expression. Its classic silhouette is punctuated by a dynamic, screen-printed design, transforming a familiar garment into a wearable piece of modern art.

This beige cut-and-sew polo features a striking contrast, with panels of deep black strategically incorporated into its design. The interplay of neutral beige and bold black creates a modern, visually compelling aesthetic.

This crisp white cut-and-sew polo is punctuated by warm brown accents. Brown panels define the design, complementing the matching collar and a practical flap pocket on the left chest, creating a refined, yet subtly utilitarian aesthetic.

This simple beige t-shirt features a distinctive touch: a 'cool man' print located in the bottom corner. It adds a subtle, stylish detail to the otherwise plain shirt.

# POLO TSHIRT MOCKUPS

O1



O3



O5



O8



O10



O12



O2



O4



O6



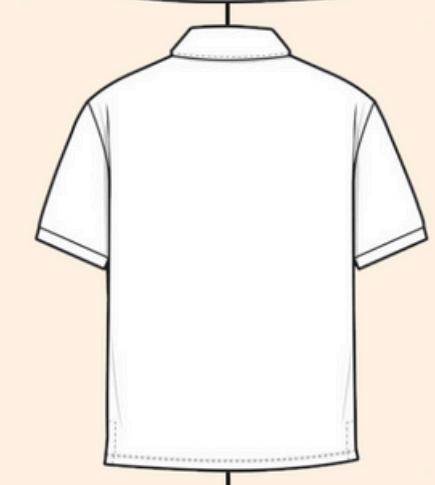
O9



O11



O13



# PROJECT 2

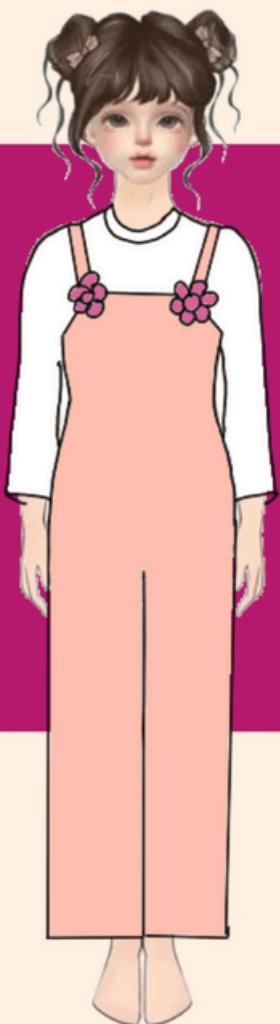


## THE MOON STORY

Upon the moon's soft glow, rabbits dance with pestle  
and bowl, weaving rice to mochi's dream, a sweet  
gift whispered to the world.

# RANGE DEVELOPMENT

O1



Backpack

O2



Sidebag

O3



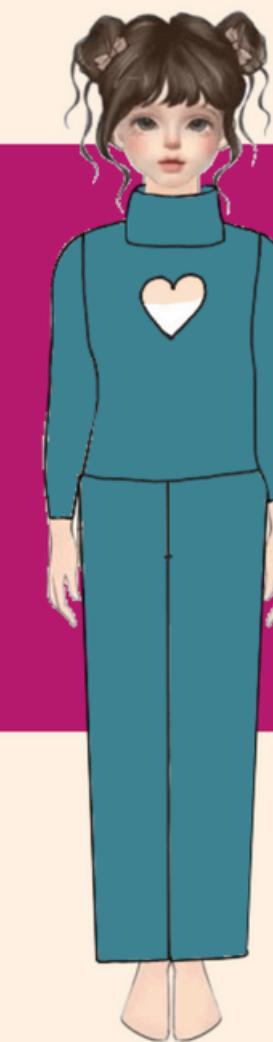
Accessories

O4



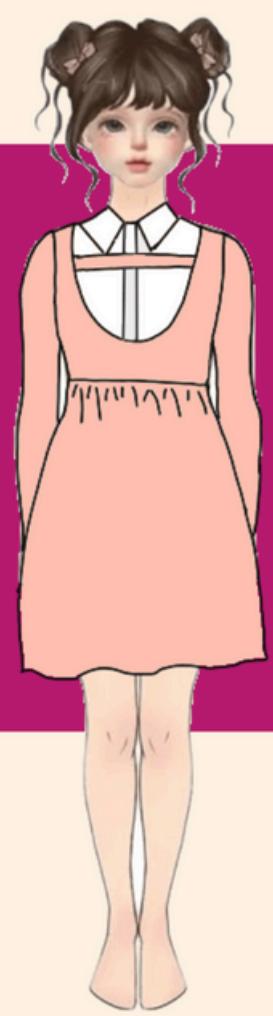
Sidebag

O5



Backpack

O6



Backpack