

# MENS WEAR



# MEN'S WEAR



## CLIENT PROFILE

### Who is Amit Rautela?

Amit, a 20-year-old fashion design student, hails from Dehradun, Uttarakhand. His lifelong residence amidst the majestic mountains has cultivated within him a profound aesthetic appreciation for the natural world, particularly the delicate beauty of flowers and the vibrant melodies of birdsong.

### His hobbies?

Traveling, Gardening, playing games, painting.

### Social status

upper middle class

# AMIT RAUTELA

The collage includes a portrait of Amit Rautela, a grid of various fashion items like shirts and pants, and two smaller photographs of him in different settings.

**His Shopping Behaviour?**

something that defines his personality, aesthetic , loves dark and bold colours.

He love ethnic fashion and streetwear fashion both.

He admires hand work and local artisans.

**Interest ?**

A sophisticated individual who appreciates the delicate allure of florals and the dramatic intensity of dark hues. Inspired by the unique fusion of traditional and contemporary styles exemplified by Rahul Mishra's work.



# Dark Bloom



- Modern Masculinity: Classic silhouettes are reinterpreted with bold, experimental designs.
- Textural Play: Luxurious fabrics and unexpected material combinations elevate the collection.
- A Harmonious Contrast: The fusion of nature's beauty and urban edge creates a striking aesthetic. A collection that dares to challenge norms, celebrating the duality of man: strong yet sensitive, dark yet romantic.

A juxtaposition of darkness and light, strength and delicacy. This collection explores the unexpected beauty of floral motifs against a backdrop of rich, somber hues.

## Key Elements:

- Dark Base, Floral Grace: A foundation of deep, masculine tones sets the stage for vibrant, intricate floral patterns.



# RANGE DEVELOPMENT

O1



O2



O3



O4



O5



O6



01

## Silhouette 1

The jacket's structure is defined by a bold, diagonal placket, creating an asymmetric and deconstructed aesthetic. A cinched waist, achieved with a belt, juxtaposes fitted form against the garment's fluid lines. This design choice results in a visually dynamic piece that blends unconventional construction with a hint of tailored definition.



02

## Silhouette 2

This garment echoes the previous design, but with a reversed placket orientation, mirroring traditional Japanese closures. The diagonal placket, now running right-to-left, maintains the deconstructed aesthetic while referencing historical garment structures. The inclusion of a waist belt continues to provide a point of fitted contrast, balancing the garment's overall fluid form and reinforcing its unique silhouette. This reversal of the placket creates a subtle yet significant shift in visual direction, adding a layer of cultural reference to the modern design.



03

## Silhouette 3

This shirt reimagines traditional kimono closures with a contemporary twist. The right-side tie closure emulates the overlapping front of a kimono, introducing a sense of cultural reference. The inclusion of pleats in one half of the shirt creates an asymmetric volume, adding textural and structural interest. This combination of a culturally inspired closure with modern pleating techniques results in a garment that balances tradition with contemporary design.



04

## Silhouette 4

A full-sleeve jacket with a mid-front zipper presents a classic, functional structure. The full sleeves provide complete arm coverage, emphasizing practicality. The central zipper serves as the primary closure, creating a clean, vertical line that influences the garment's silhouette. This design emphasizes a streamlined, utilitarian aesthetic.



## Final garment

A kurta with a pan neckline and wide-leg pants refines the traditional silhouette with a touch of structured detail. The pan neckline, characterized by its rounded, flat shape, introduces a formal element, framing the face. The wide-leg pants maintain a sense of modern fluidity, balancing the neckline's structure with relaxed volume. This pairing creates a sophisticated ensemble, blending classic kurta elements with contemporary tailoring.



A black full-sleeve basket jacket, featuring four front pockets, combines utilitarian design with a structured silhouette. The two inseam pockets offer a streamlined, concealed storage solution, while the two external patch pockets add visual texture and accessible functionality. The full sleeves provide complete coverage, enhancing the garment's practicality. This pocket configuration, coupled with the basket jacket's form, results in a piece that balances functional storage with a clean, contemporary aesthetic.



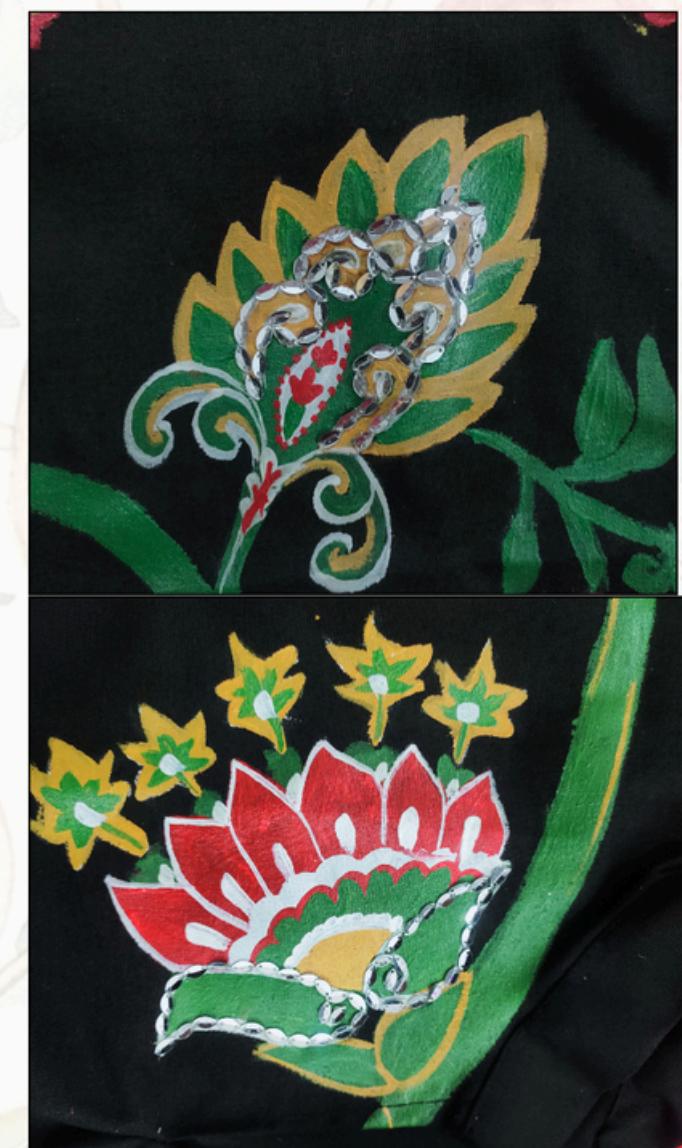
## Surface development

A minimalist bodice serves as the foundation for a cascade of flowing fabric, draped asymmetrically from shoulder to waist, creating a sense of effortless movement. This fluid top is juxtaposed with tailored shorts for a contemporary balance of ease and structure.



### Surface development

Tiny beads are added on top of the painted design to make the surface look more interesting. They add sparkle and texture, making the painted area stand out.

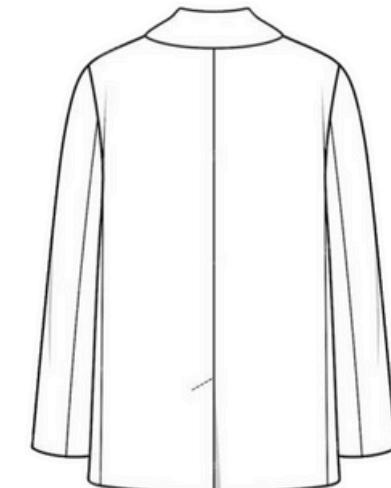


# SPEC SHEET COST SHEET

Feature	Details
Style Number	men1111
Garment Type	Men's Shirt Jacket
Size Range	M
Season	Autumn/winter
Fabric	Cotton
Color	Black
Trims	Buttons
Measurements (Size M)	
Bust	36 inches (34" + 2")
High Waist	30 inches (28" + 2")
Waist	32 inches (30" + 2")
Hip	38 inches (36" + 2")
Across Shoulder	17 inches (17"+ 2")
Sleeve Length	22 inches (22"+2")
Back Length	22 inches (22"+2")
Front Length	22 inches (22"+2")
cap height	15 inches (15"+2")
wrist	17 inches (17"+2")
Construction Details	
Front & Back	Panels with center back seam
Sleeves	Set-in
Collar	With stand
Closure	Button-down front
Pockets	Four patch pockets on front
Hem	Straight hem on body and sleeves
Seam Type	SSb or SSc
SPI	12
Button Hole	Straight Buttonhole



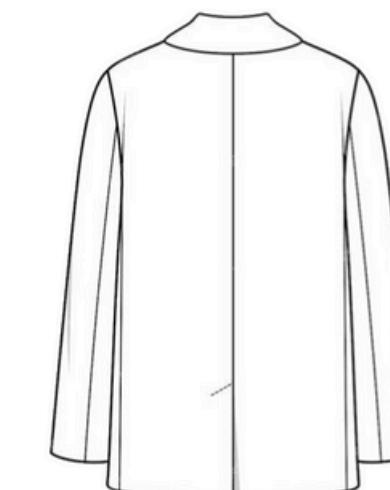
Front



Back



Front



Back



Thread



Buttons

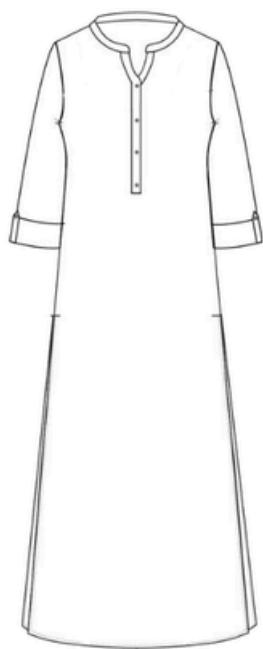
Cost sheet of jacket

Item	Description	Unit	Quantity	Consume Rate	Total Cost (INR)
Fabric	Cotton	Meter	4	300	1200
Trims & Accessories					
	Buttons		8	20	160
	Shoulder Pads	Pair	1	50	50
	Interlining	Estimated meter	2	100	200
	Thread	Estimated cone	1	50	50
Labor					
	Cutting	Estimated piece	1	200	200
	Sewing	Estimated piece	1	500	500
	Finishing	Estimated piece	1	100	100
	Quality Control	Estimated piece	1	50	50
Printing/Embroidery					
	None				
Total Production Cost					2510/-
Profit Margin Calculation:					
Selling Price:					2510 rupees * 3 = 7530 rupees
Profit:					7530 rupees - 2510 rupees = 5020 rupees
Profit Margin:					(5020 rupees / 7530 rupees) * 100% = 66.66%
Final selling price					7530/-

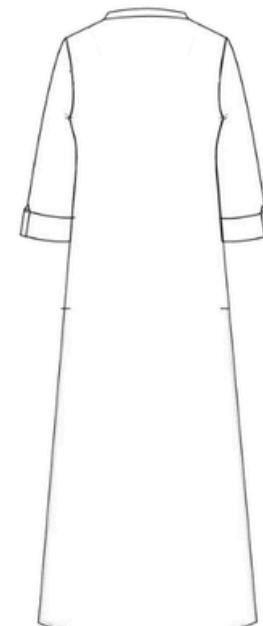
# COST SHEET SPEC SHEET

## Cost sheet of kurta

Item	Description	Unit	Quantity.	Rate/Cost Per Un	Total Cost (INR)
Fabric	Khadi Cotton	Meter	1.5	400	600
<b>Trims &amp; Accessories</b>					
Labor	Thread	Estimated cone	1	5	5
	Cutting	Estimated piece	1	150	150
	Sewing	Estimated piece	1	300	300
	Finishing	Estimated piece	1	80	80
	Quality Control	Estimated piece	1	40	40
<b>Printing/Embroidery</b>					
	Labour Hand	Per hour	4	150	600
	Painting				
	Paint & Brushes	Set			300
<b>Total Production Cost</b>					2075/-
<b>Profit Margin Calculation:</b>					
Selling Price: 2075 rupees * 3 = 6225 rupees					
Profit: 6225 rupees - 2075 rupees = 4150 rupees					
Profit Margin: (4150 rupees / 6225 rupees) * 100% = 66.66%					



Front



Back



Fabric



Thread

Feature	Details
Style Number	men1112
Garment Type	Kurta
Size Range	M
Fabric	Khadi
Color	(To be added)
Trims	None
<b>Measurements (Size M)</b>	
Bust	34 inches
High Waist	28 inches
Waist	30 inches
Hip	36 inches
Across shoulder	17 inches
Sleeve Length	22 inches
Kurta Length	38 inches
Cap height	15 inches
Elbow	10 inches
<b>Construction Details</b>	
Front & Back	Panels with side slits
Sleeves	Set-in, three-quarter sleeves with cuff
Neckline	Mandarin collar with a V-opening and a button placket
Closure Hem	Button placket at the V-opening
Seam Type	Straight hem SSb or SSc for main seams, LS for attaching cuffs and potentially for side seams for added durability
SPI	12
buttonHole	Straight buttonholes
Placket Type	Faced button placket



Front

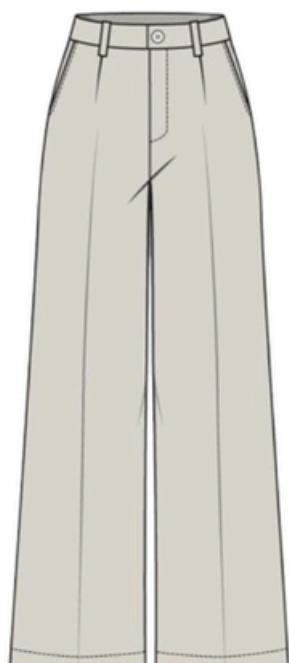


Back

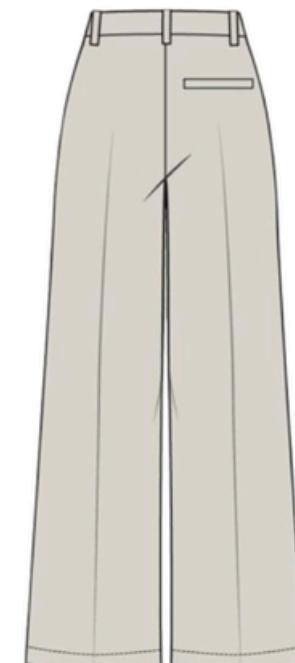
# COST SHEET SPEC SHEET

## Cost sheet of bottom wear

Item	Description	Unit	Quantity.	Rate/Cost Per Unit	Total Cost (INR)		
Fabric	Khadi Cotton	Meter	1.5	400	600		
<b>Trims &amp; Accessories</b>							
Labor	Thread	Estimated cone	1	5	5		
	Cutting	Estimated piece	1	150	150		
	Sewing	Estimated piece	1	300	300		
	Finishing	Estimated piece	1	80	80		
	Quality Control	Estimated piece	1	40	40		
<b>Printing/Embroidery</b>							
	Labour Hand	Per hour	4	150	600		
	Painting						
	Paint & Brushes	Set			300		
<b>Total Production Cost</b>				2075/-			
<b>Profit Margin Calculation:</b>							
Selling Price: 2075 rupees * 3 = 6225 rupees							
Profit: 6225 rupees - 2075 rupees = 4150 rupees							
Profit Margin: (4150 rupees / 6225 rupees) * 100% = 66.66%							



Front



Back

Feature	Details
Style Number	Men1113
Garment Type	Straight-fit Trousers
Size Range	M
Fabric	Cotton Twill
Fabric Weight	medium-weight
Color	Black
Trims	Zipper (for fly), Hook and Eye closure
<b>Measurements (Size M)</b>	
High Waist	28
lower waist	30
Hip	34
Thigh	18
length	40
<b>Construction Details</b>	
Waistband	Standard waistband with belt loops
Pockets	Two front pockets (likely slanted or welt), Two back in-seam pockets
Fly Hem	Zipper fly Straight hem
Seam Type	SSb or SSC for main seams, LS for attaching waistband)
SPI	12



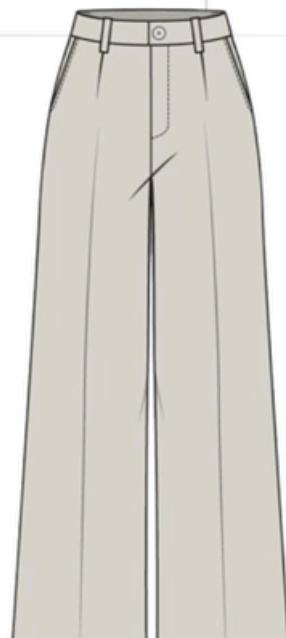
Fabric



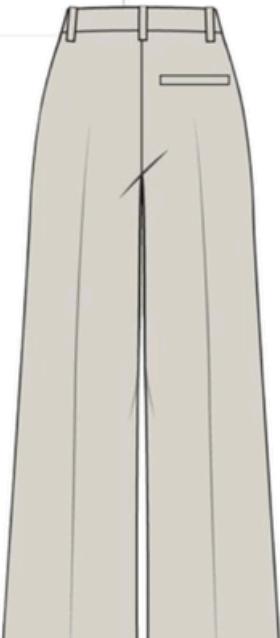
Button



Thread



Front



Back



**DARK  
BLOOM**

# DARK BLOOM

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A FUSION OF  
MASCULINITY AND  
FLORAL ELEGANCE

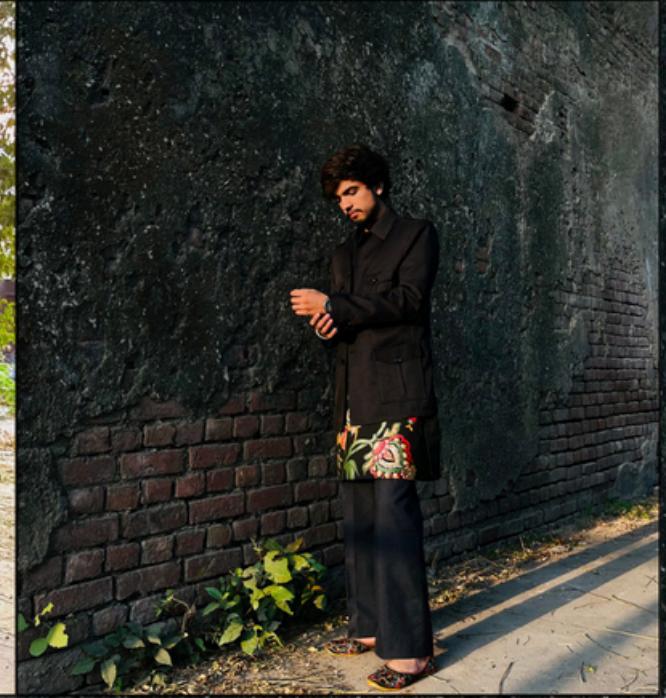
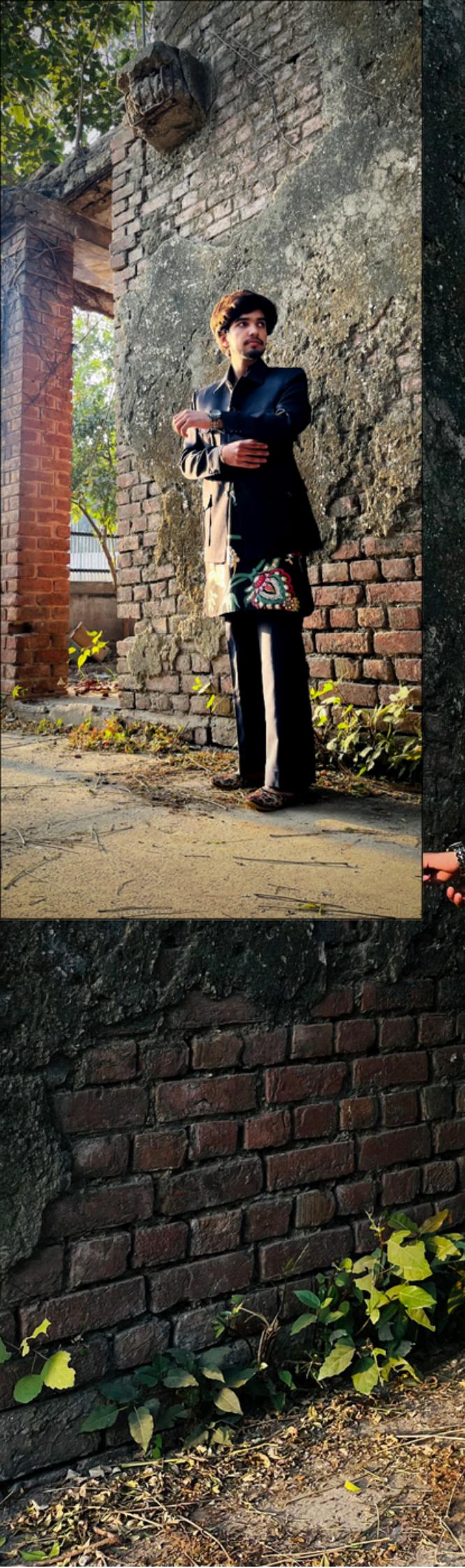
A foundation of  
deep, masculine  
tones sets the  
stage for vibrant,  
intricate floral  
patterns.



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20  
25

# WORK OF ART



## DARK BLOOM FIT FOR MEN

Black khadi's breath, a floral bloom,  
Hand-painted dreams, dispelling gloom.  
Each painted petal, soft and bright,  
A midnight garden, pure delight.

