



About the brand

Reliance, a major Indian conglomerate, has a significant presence in the retail fashion sector, offering a range of Garments.

Avaasa:

Avaasa is a brand within the Reliance Retail portfolio, specializing in ethnic wear.

It's particularly known for its "mix and match" concept, allowing customers to create personalized outfits by selecting individual pieces like kurtas, bottoms, and dupattas.

Avaasa provides a wide variety of affordable ethnic wear.

Avaasa products are available through Reliance Trends stores and also through online platforms like Ajio and Jiomart.

Within their fashion offerings, they have two primary product categories:

- SKD (Salwar Kurti Dupatta): Complete, matching traditional sets.
- MNM (Mix and Match): Individual kurtis, co-ord sets, and bottoms for customizable outfits.

They also provide accessories (jewelry, footwear, bags) and sell products online.

INDUSTRY INTERNSHIP

Reliance Retail,delhi

Design assistant|2024

key Responsibilities

- Assisted Head designer throughout the creative process of upcoming next year collection.
- created detailed tech packsand illustration using Adobe illustrator and adobe photoshop
- Worked on Silhouette research, print design, embroidery and tech pack development for avassa 2025 wall collection.
- Analyzed trends and created inspiration boards for new collections.
- Worked on sample fits and collaborated with production team and vendors to develop each collection.
- Worked on embroidery motifs , illustration and sample development for upcoming range.
- Sourcing new trims and fabric for upcoming collection.

Clientel profile

When creating its clothing lines, particularly Avaasa, we considered several key aspects of its target clientele:

- Affordable: Price-conscious clothing.
- Versatile: Mix-and-match for personal style.
- Culturally Relevant: Blends tradition with current trends.
- Comfortable: Practical fabrics and fits.
- Diverse Audience: Caters to various age groups and lifestyles.
- Quality Focused: Reasonable durability.
- Size Inclusive: wide range of sizes.
- Omnichannel: Online and in store shopping.



PANTONE
14-4122 TPG

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11-4201 TPG

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4300325 TPG



Vision for Viksit Bharat: is that of a "Prosperous Bharat in harmony with nature, with modern infrastructure, and providing opportunities for all citizens and all regions to reach their potential".

Finding the harmony between:

Past & Present

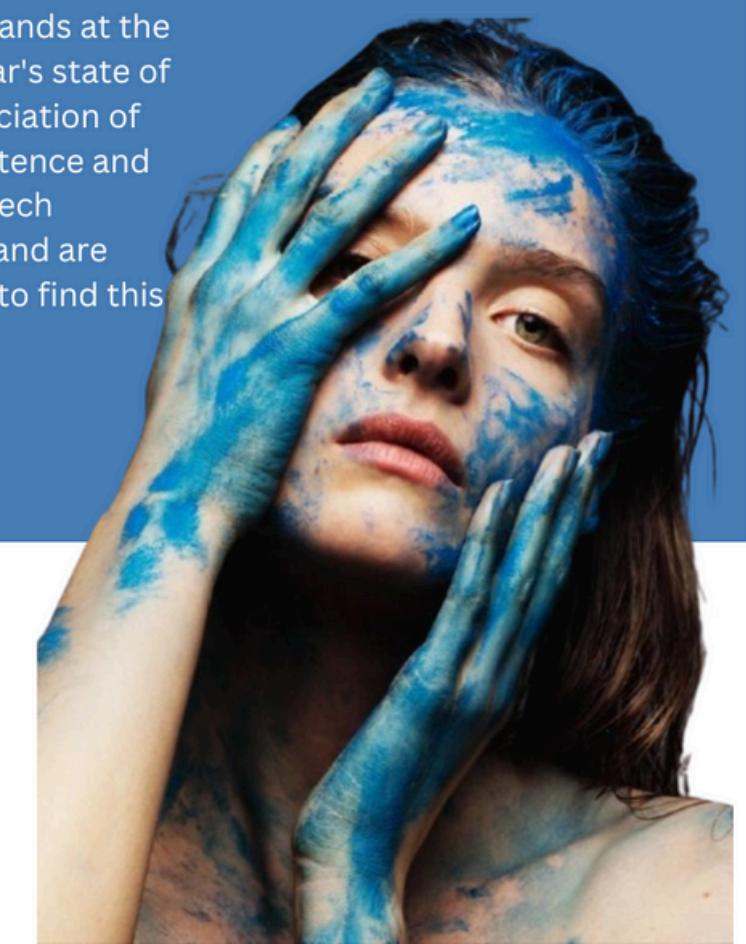
Heritage & Modern

Craft & Tech

Nature & Artificial Intelligence

Sustainability & Progress

Spring Summer 2025 season's sentiment will revolve around the concept of preservation or Sanrakshan. Preservation of nature, science, heritage, art, culture, life and self stands at the epicenter of all conscious pursuits. The previous year's state of wonder and romanticism evolves to a quieter appreciation of all that is gained and can be lost. Evaluating the existence and relationship between human, nature, progress and tech consumers begin to recognize this state of osmosis and are expected to look a lot more inward (self or country) to find this harmony.



RANGE DEVELOPMENT

O1



O2



O3



O4



O5



O6



This kurti blends classic elegance with artistic detail. Delicate lace trims the neckline, sleeves, and hem, while intricate white and brown machine embroidery is enhanced by a unique hand-painted shadow effect, adding depth and a handcrafted feel. This thoughtful combination makes it suitable for various occasions, appealing to those who appreciate craftsmanship and subtle style.

This dark blue kurti features a striking contrast with its white and yellowish hand-painted floral design, depicting flowers and branches. Delicate lace accents the neckline, sleeve middles, and hem, adding a touch of elegance to the artistic piece. The deep blue backdrop makes the vibrant floral motif pop, creating a visually captivating garment. The hand-painted nature of the design suggests a unique and artisanal quality.

This white, flared kurti makes a statement with its contemporary design. The center cut adds a modern, edgy touch, while the bishop sleeves provide a touch of romantic drama. Soft dark blue and sky blue flowers, likely printed or embroidered, add a delicate pop of color against the crisp white backdrop, enhancing the feminine appeal. The flared design adds movement and a sense of effortless style.

This dark blue co-ord set offers a modern and coordinated look. The deep blue hue provides a sophisticated backdrop for the small, screen-printed motifs. The small size of the motifs suggests a refined and understated aesthetic, rather than a bold, statement print. The coordinated nature of the set ensures a put-together look, while the screen printing technique suggests a balance of artistry and practicality.

This light beige A-line kurti blends rustic charm and refined detail. Brown leaves are hand-painted and then enhanced with machine embroidery to create a shadow effect, adding depth to the natural motif. Lace trims the neckline, hem, and sleeve bottoms, providing a delicate contrast to the organic design.

This sky blue kaftan blends bohemian style with artistic detail. Hand-painted elements enhanced by machine embroidery create a unique shadow effect, likely showcasing floral motifs, while central lace detailing adds a touch of delicate femininity.

04**05****06**

This dark blue co-ord set is elegantly detailed with white floral dori embroidery cascading from shoulder to bust, creating a striking contrast and sophisticated look. The intricate floral design adds a touch of romantic charm, while the coordinated set ensures a polished and put-together appearance. This makes it perfect for a range of occasions, from festive celebrations to more formal gatherings.

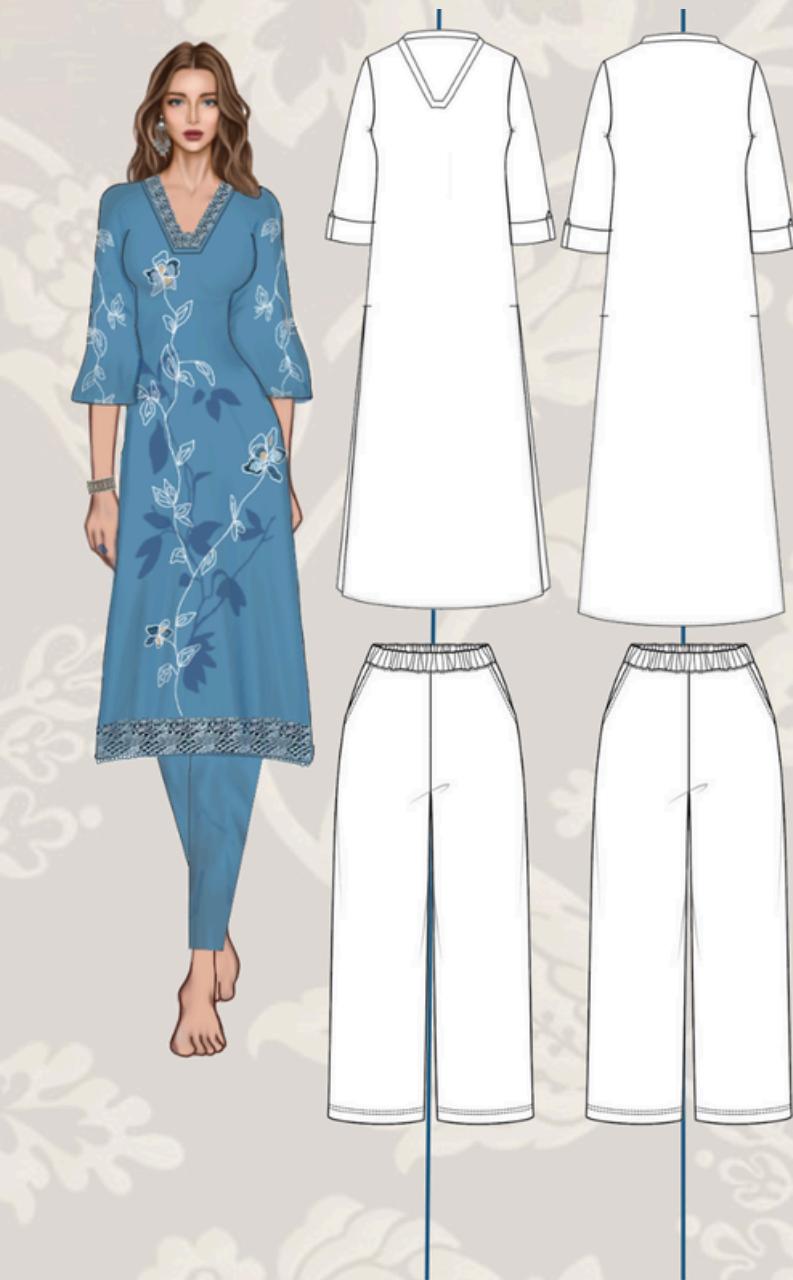
This sky blue kurti offers a fresh and feminine look. Delicate lace trims the V-neck, hem, and sleeve middles, adding a touch of elegance. Floral machine embroidery, strategically placed above the bust and near the hem, provides visual interest and enhances the kurti's charm. The light blue hue creates a soft and airy feel, perfect for warmer weather.

This white flared kurti combines contemporary style with delicate detailing. The bishop sleeves add a touch of romantic drama, while the flared silhouette creates a graceful and flowing look. Floral embroidery adorns the center front, extending from the neck to the waist, adding a focal point of intricate beauty against the crisp white backdrop.

01

Silhouette 1

The kurti's structure is defined by its flattering A-line silhouette, which gracefully flares from the bust to the hem. A V-neckline adds a touch of sophistication and elongates the neck, while the bell sleeves provide a contemporary and feminine touch, adding movement and drama to the overall design.

**02**

Silhouette 2

This A-line kurti, with a V-neck, shares a similar structure to the first, but features a unique detail in its bell sleeves. A cut in the middle of each sleeve is cleverly stitched together with lace, adding an unexpected and delicate accent to the flowing silhouette.



Silhouette 03

This flared kurti makes a statement with its contemporary silhouette. The bishop sleeves add a touch of romantic drama, balancing the modern edge of the center cut. A beautifully designed neckline further enhances the kurti's overall appeal and frames the face.



04

Silhouette 04

This co-ord set features a contemporary upper garment resembling a shirt, but with distinct design elements. The prominent central placket adds a structured and tailored look, while the near-elbow length sleeves offer a modern and slightly relaxed feel, bridging the gap between a full sleeve and a short sleeve. This combination creates a balanced and stylish silhouette.



05

Silhouette 5

This simple A-line kurti offers a classic and versatile silhouette. The A-line shape gracefully flares from the bust, providing a flattering and comfortable fit. The V-neckline adds a touch of sophistication and elongates the neck, making it a timeless and easy-to-wear piece.



06

Silhouette 06

This simple kaftan kurti offers a relaxed and breezy silhouette. Its loose, flowing design drapes effortlessly, providing both comfort and a sense of effortless style. Characterized by wide, often short sleeves and a simple neckline, the kaftan kurti is a versatile piece that can be styled in numerous ways.



07

Silhouette 7

This co-ord set features a contemporary upper garment resembling a shirt, but with distinct design elements. The prominent central placket adds a structured and tailored look, while the near-elbow length sleeves offer a modern and slightly relaxed feel, bridging the gap between a full sleeve and a short sleeve. This combination creates a balanced and stylish silhouette.



08

Silhouette 8

This flared kurti makes a statement with its contemporary silhouette. The bishop sleeves add a touch of romantic drama, balancing the modern edge of the center cut. A beautifully designed neckline further enhances the kurti's overall appeal and frames the face.



09

Silhouette 9

This simple A-line kurti offers a classic and versatile silhouette. The A-line shape gracefully flares from the bust, providing a flattering and comfortable fit. The V-neckline adds a touch of sophistication and elongates the neck, making it a timeless and easy-to-wear piece.

Fabric and surface ornamentation

This collection features a combination of decorative techniques. **Machine embroidery**, **dori embroidery** and **hand-painting** were used to create the surface ornamentation, adding intricate details and visual depth. **Lace** trim provides an elegant finishing touch to each piece.



fabric used:- linen and cotton.

Neer Range

"Neer" is an ode to the tranquil beauty of water, translated into wearable art. Crafted from breathable linen and soft cotton, the collection's palette of dark blue, sky blue, white, and beige evokes the serene depths and sun-kissed surfaces of water.

Silhouettes flow and drape like liquid silk, echoing gentle currents, while intricate machine embroidery, delicate dori work, and the unique artistry of hand-painted details add layers of depth and texture. Each piece whispers of tranquility, a wearable poem of fluidity and grace, inviting you to embrace the serenity within and embody the effortless flow of nature's most life-giving element.



PANTONE
12-1305

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FLORAL ROMANCE



Floral Romance: Where delicate blooms meet whispered promises, each print a love letter painted across fabric, capturing the ephemeral beauty of a fleeting, passionate moment.



RANGE DEVELOPMENT

O1



O2



O3



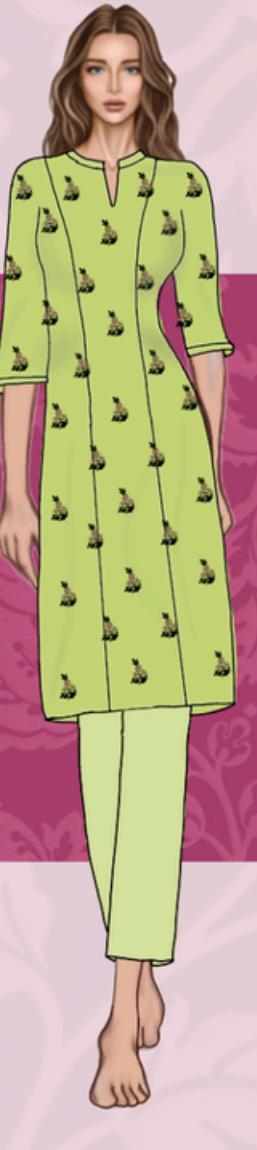
O4



O5



O6



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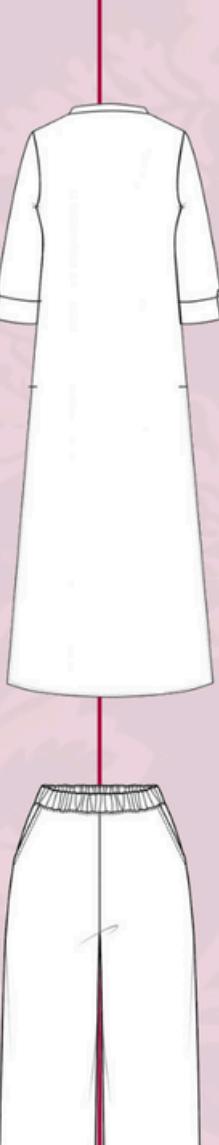
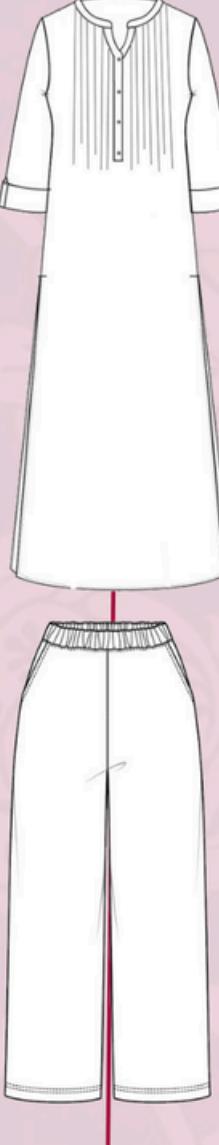
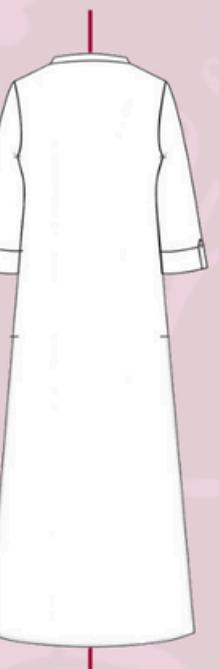
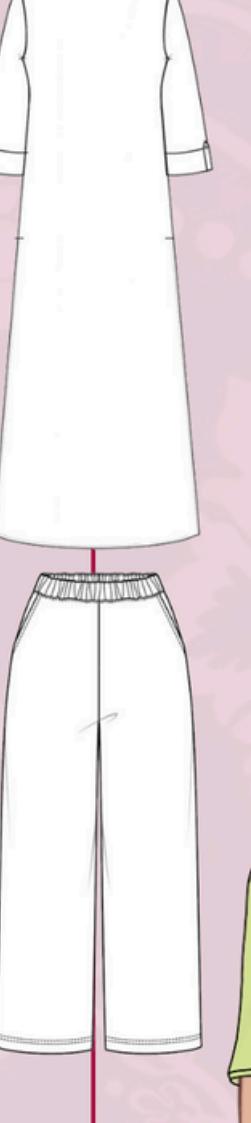
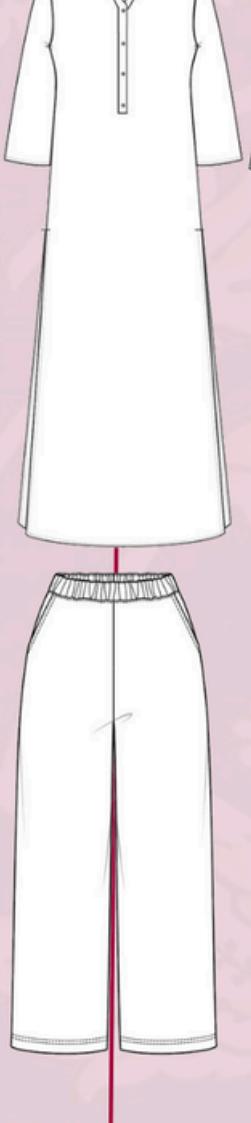
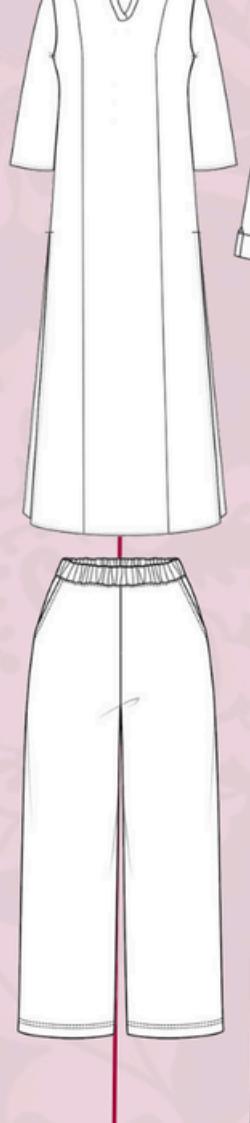
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This light beige A-line kurti blends rustic charm and refined detail. Brown leaves are hand-painted and then enhanced with machine embroidery to create a shadow effect, adding depth to the natural motif. Lace trims the neckline, hem, and sleeve bottoms, providing a delicate contrast to the organic design.

This sky blue kaftan blends bohemian style with artistic detail. Hand-painted elements enhanced by machine embroidery create a unique shadow effect, likely showcasing floral motifs, while central lace detailing adds a touch of delicate femininity.

01**Silhouette 01**

Neck pleats on an A-line kurti represent a strategic application of fabric manipulation to introduce volume and textural interest to the neckline. The controlled folding of the material creates a structured fullness, impacting the garment's overall silhouette and drape. This technique serves to both visually enhance the neckline and contribute to a refined, dimensional aesthetic.

**02****Silhouette 02**

An A-line kurti, incorporating princess seams demonstrates strategic shaping and structural definition. The princess seams provide vertical elongation and contouring, enhancing the garment's fit. The additional bust-level stitching reinforces support and contributes to a tailored silhouette, optimizing the garment's drape and form.

03**Silhouette 03**

This simple A-line kurti offers a classic and versatile silhouette. The A-line shape gracefully flares from the bust, providing a flattering and comfortable fit. The pan neckline adds a touch of sophistication and elongates the neck, making it a timeless and easy-to-wear piece.

04**Silhouette 04**

Neck pleats on an A-line kurti represent a strategic application of fabric manipulation to introduce volume and textural interest to the neckline. The controlled folding of the material creates a structured fullness, impacting the garment's overall silhouette and drape. This technique serves to both visually enhance the neckline and contribute to a refined, dimensional aesthetic.



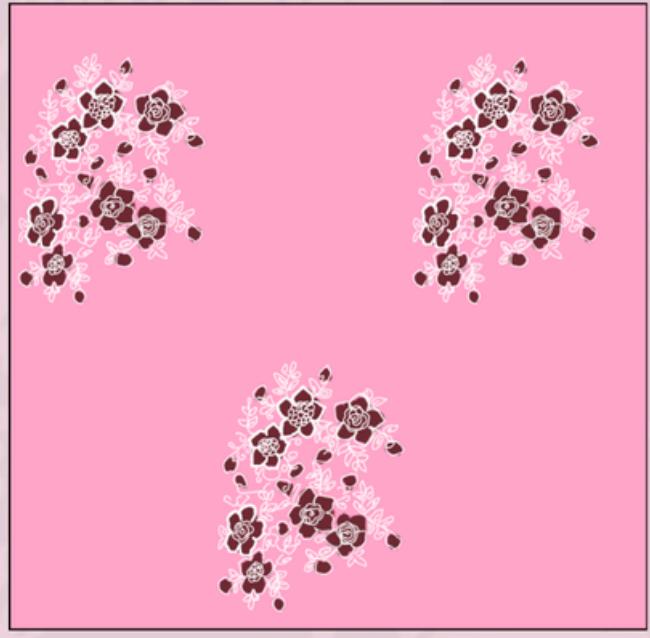
05

Silhouette 05

An A-line kurti featuring a pan collar and princess seams combines structured detailing with a flowing silhouette. The pan collar introduces a rounded, formal neckline, contrasting with the soft drape of the A-line. Princess seams provide vertical contouring, enhancing the garment's fit and contributing to a tailored appearance within the kurti's relaxed form.



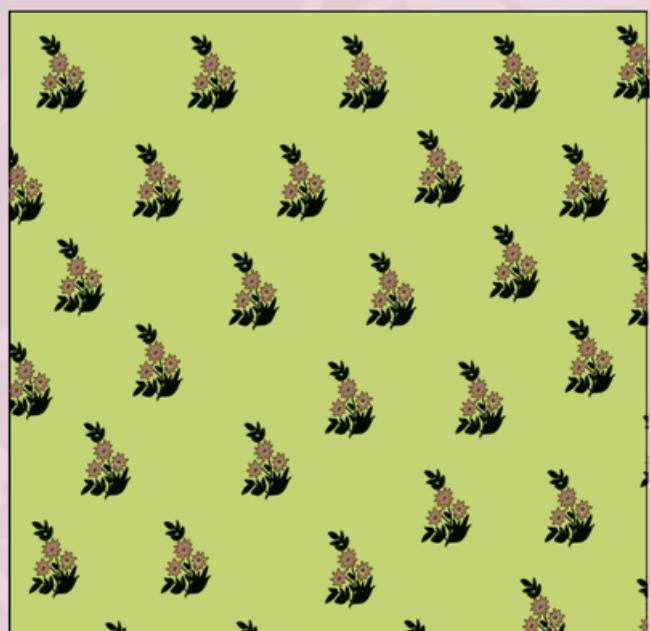
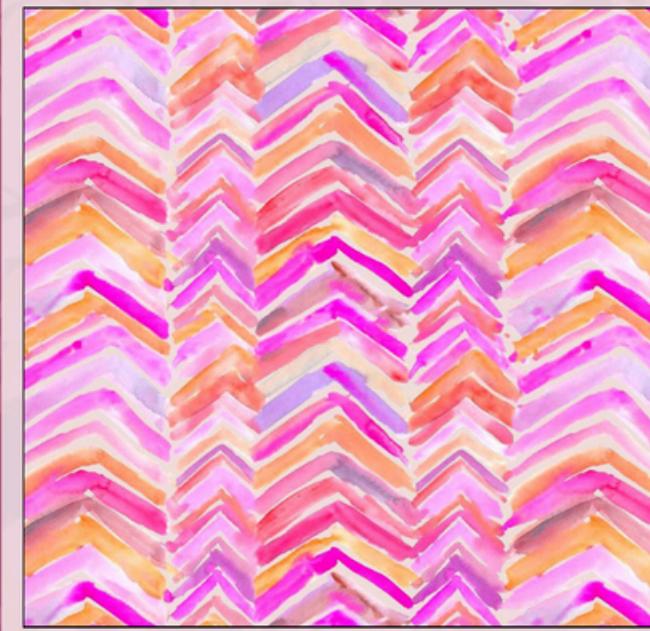
CAD development



06

Silhouette 06

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लकीरे

रेखाओं की सुंदरता उनकी सादगी में छिपी है। वे हमें याद दिलाती हैं कि जीवन की जटिलताओं के बीच भी, एक सरल रेखा में कितनी शक्ति और सौंदर्य समाहित है।

रेखाओं का सफर

हर रेखा एक कहानी कहती है। एक लकीर किसी पर्वत की चोटी से उत्तरती नदी की धारा हो सकती है, तो दूसरी एक कलाकार के कैनवास पर उभरती कल्पना। रेखाएँ हमें दिशा देती हैं, सीमाएँ निर्धारित करती हैं, और अक्सर, सीमाओं को तोड़कर नई संभावनाओं का द्वार खोलती हैं।

रेखाएँ केवल भौतिक रूप में ही नहीं, बल्कि हमारे विचारों और भावनाओं में भी विद्यमान हैं। एक स्पष्ट विचार एक सीधी रेखा की तरह होता है, जबकि उलझी हुई भावनाएँ एक जटिल वक्र रेखा की तरह।

RANGE DEVELOPMENT

O1



O2



O3



O4



O5



O6



A beige and white striped kurti suggests a clean, modern aesthetic. The neutral palette lends versatility, while stripes add a touch of casual sophistication. It's likely a piece that balances comfort and understated elegance.

A grey kurti with white print offers a modern, muted look. The grey base provides a calm, versatile foundation, while the white print adds a subtle, contrasting detail. It results in an understated yet stylish garment.

A black co-ord set with white floral motifs creates a striking contrast. The dark base emphasizes the delicate white florals, offering a blend of elegance and subtle drama. This ensemble balances sophistication with a touch of romantic detail.

A beige kurti with white stripes and floral dori embroidery balances modern lines with delicate tradition. The beige and white offer a clean, neutral base, while the dori embroidery adds intricate, artisanal detail. It's a blend of contemporary style and subtle cultural craftsmanship.

A black kurti with smocking on the neck to bust level blends classic tailoring with modern texture. The black provides a sleek, dramatic base, while the smocking adds a subtle, fitted detail. It results in a piece that's both elegant and comfortably structured.

A grey striped kurti offers a blend of casual and refined style. The grey provides a versatile, neutral base, while the stripes add a modern, dynamic element. It's a piece that's both comfortable and subtly stylish.

Silhouette 01

An A-line kurti, incorporating princess seams and bust-level stitching, demonstrates strategic shaping and structural definition. The princess seams provide vertical elongation and contouring, enhancing the garment's fit. The additional bust-level stitching reinforces support and contributes to a tailored silhouette, optimizing the garment's drape and form.



02

Silhouette 02

This kurti merges silhouette and detail. The A-line form, V-neck, Alia cut, bishop sleeves, and princess seams create a complex interplay of volume and structure. The combination of these elements aims to create a visually dynamic garment, balancing a tailored bodice with voluminous sleeves and a flowing skirt. The construction techniques highlight a focus on both fit and stylistic flair.



04

Silhouette 04

An A-line kurti, incorporating princess seams demonstrates strategic shaping and structural definition. The princess seams provide vertical elongation and contouring, enhancing the garment's fit. The additional bust-level stitching reinforces support and contributes to a tailored silhouette, optimizing the garment's drape and form.



03

Silhouette 3

This co-ord set features a contemporary upper garment resembling a shirt, but with distinct design elements. The prominent central placket adds a structured and tailored look, while the near-elbow length sleeves offer a modern and slightly relaxed feel, bridging the gap between a full sleeve and a short sleeve. This combination creates a balanced and stylish silhouette.

Silhouette 01

An A-line kurti with front smocking introduces textural manipulation to a classic silhouette. The smocking technique provides localized shaping and creates a gathered surface, adding visual interest and a degree of elasticity. This detail contrasts with the smooth A-line drape, balancing fitted and relaxed elements.



02

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कोरा



OPTICAL WHITE

COLLECTION OF FINAL PUFF AND GLITTER PRINT WITH
DELICATE THREAD EMBROIDERY AND MIRROR EMBROIDERY.

Pantone
11-4201

Pantone
12-4302



RANGE DEVELOPMENT

O1



O2



O3



O4



O5



O6



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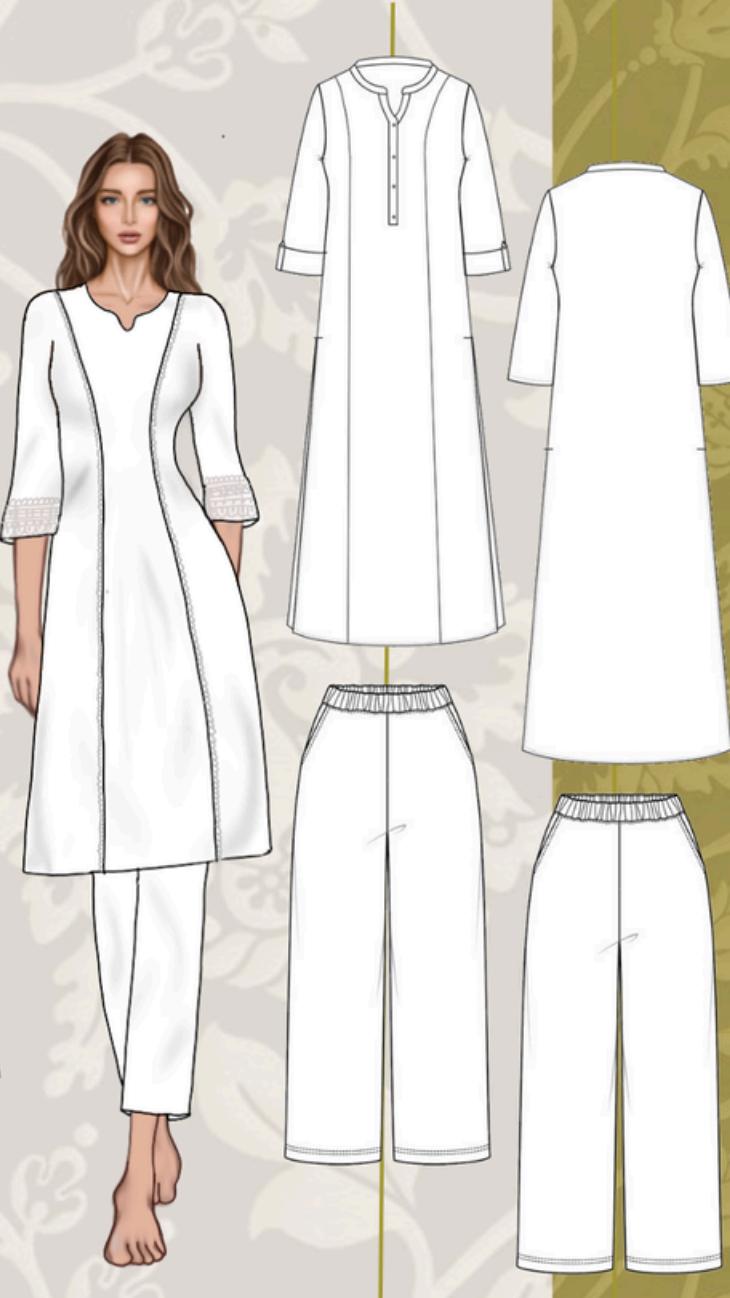
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Silhouette 01

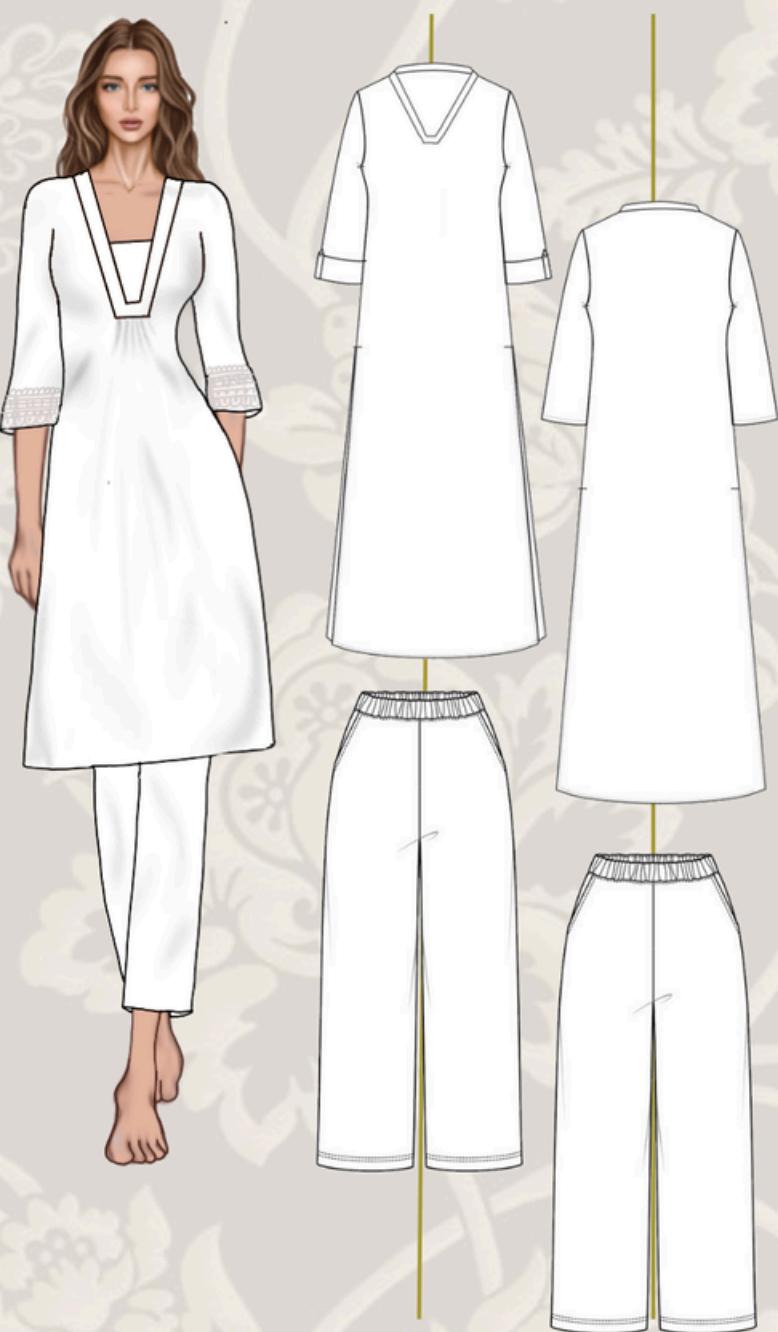
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02

Silhouette 02

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03

Silhouette 3

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04

Silhouette 04

This simple kaftan kurta offers a relaxed and breezy silhouette. Its loose, flowing design drapes effortlessly, providing both comfort and a sense of effortless style. Characterized by wide, often short sleeves and a simple neckline, the kaftan kurta is a versatile piece that can be styled in numerous ways.



Silhouette 01

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02

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CAD DEVELOPMENT



Fabric - kota doria

print - puff print

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