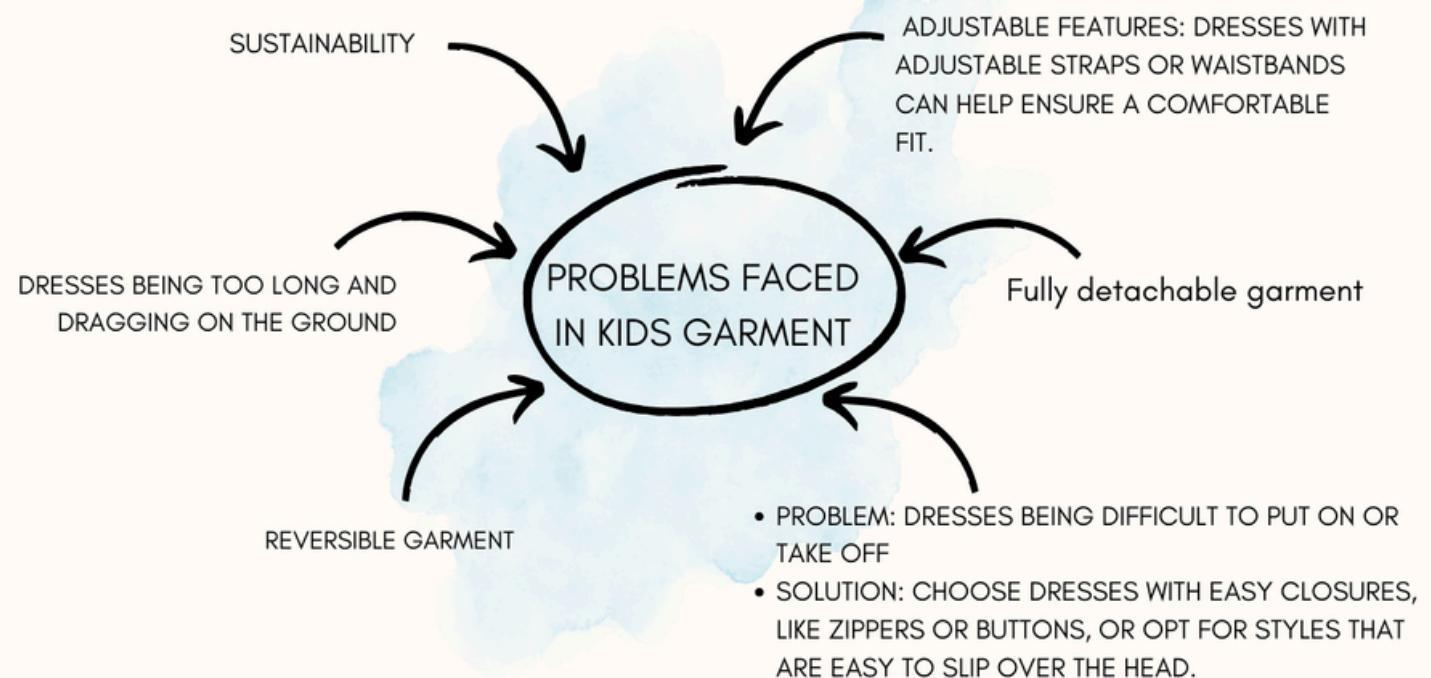




Kids wear

PROBLEMS FACED IN KIDS GARMENTS



CLIENT PROFILE

Who is Shreya Thakur?

Shreya, at seven years old, is a bundle of energy and imagination residing in the bustling city of Gurgaon. Her world is a vibrant tapestry woven with the colorful threads of anime. Her eyes light up when she talks about her favorite characters, their adventures sparking her own creative spirit. She loves to draw, often sketching her own versions of anime.

Her hobbies?

Shreya sketches fantastical beasts and designs her own heroic armor, inspired by the strength and power she sees in mythical tales. She also enjoys creating elaborate stories where she and her friends embody legendary characters.

Social status

upper middle class

Shreya Thakur



Her Shopping Behaviour?

Shreya's drawn to clothes that feel like they're for an adventure – anything that lets her run and jump. She loves unique textures and details, especially jackets that feel like they're part of a hero's outfit. If a garment looks like it has a story, she's immediately interested.

Interest ?

Shreya's sketchbook is filled with dragons and knights, inspired by her well-loved legend book. In the park, she's always the griffin rider or forest defender, bringing her stories to life with sound effects and dramatic poses.

REBORN



Concept: A fashion project that champions sustainability and creativity by transforming old denim jeans and other garments into unique, one-of-a-kind pieces. By giving new life to discarded clothing, this project promotes a circular economy and encourages consumers to appreciate the value of timeless fashion. Each piece is a testament to the project's commitment to environmental responsibility and its ability to turn discarded items into wearable works of art.



Accessories focus



Hat



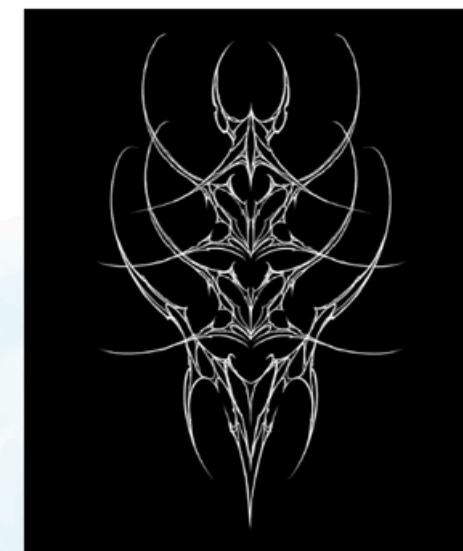
Bag



Boots



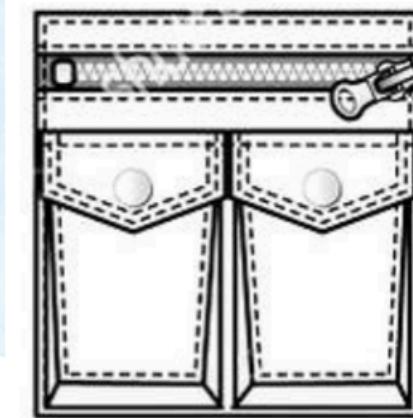
clips



FRONT PRINT



BACK PRINT



POCKET



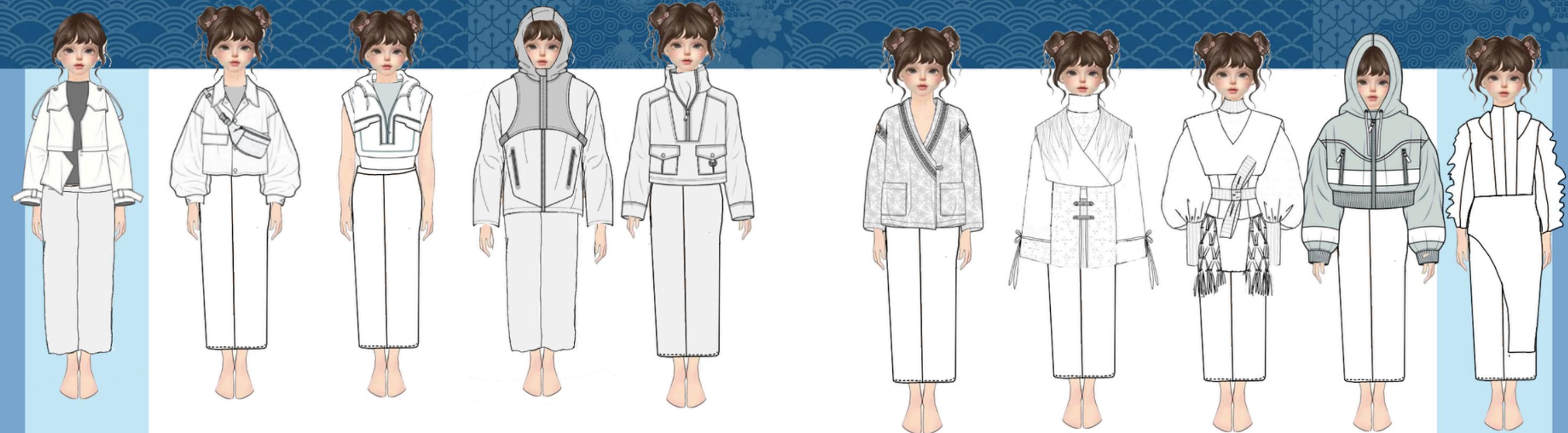
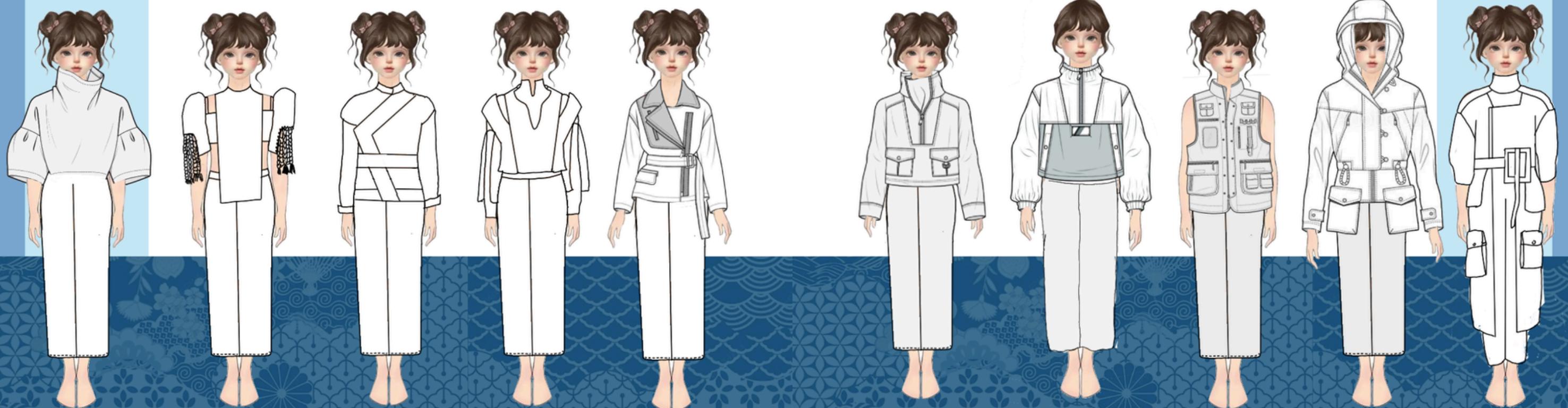
REFERENCE

Product focus



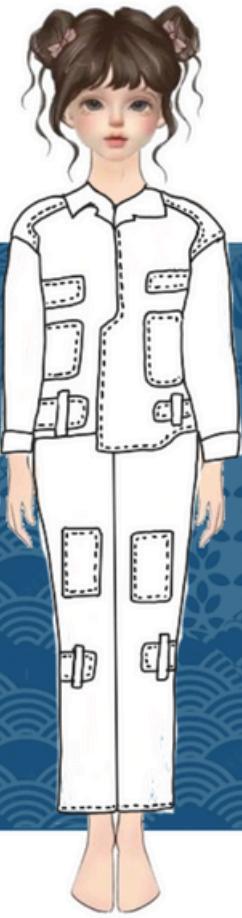
SILHOUETTES EXPLORATION





FINAL LINEUP

O1



O2



O3



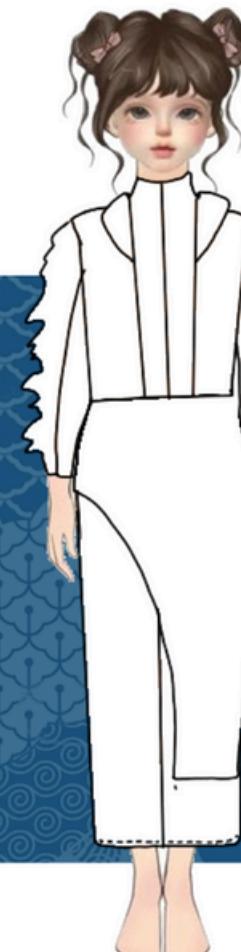
O4



O5



O6



This kidswear set embodies a practical, yet stylish, utility aesthetic. The combination of a multi-pocketed, top-stitched jacket with straight-fit pants suggests a durable, streetwear-influenced design. The emphasis on functional details indicates a focus on active wear, while the overall look maintains a trendy, gender-neutral appeal. This style balances ruggedness with modern kid's fashion.

This layered kidswear ensemble presents a fusion of traditional and contemporary styles. The fitted trousers offer a modern, streamlined base, while the kurta, with its uniquely shaped hem, introduces a touch of cultural flair. The addition of a jacket with flowy sleeves adds a whimsical, bohemian layer, creating a dynamic and visually interesting silhouette. This combination blends tailored elements with relaxed, flowing details, suggesting a sophisticated yet playful approach to children's fashion.

This kidswear outfit blends playful details with modern cuts. The top, featuring gathered or cowl sleeves, adds a soft, feminine touch, while the jacket with shoulder cut-outs introduces a contemporary, edgy element. The smocked pants provide textural interest and a comfortable, flexible fit. This combination balances delicate details with bolder design choices, creating a unique and fashion-forward look for children.

This kidswear look leans heavily into a utilitarian, practical aesthetic. Straight-fit pants provide a classic, comfortable base, while the sleeveless jacket, laden with a variety of pockets, both small and large, emphasizes functionality and a rugged style. The abundance of pockets suggests a focus on active play and exploration, making it a functional yet stylish choice.

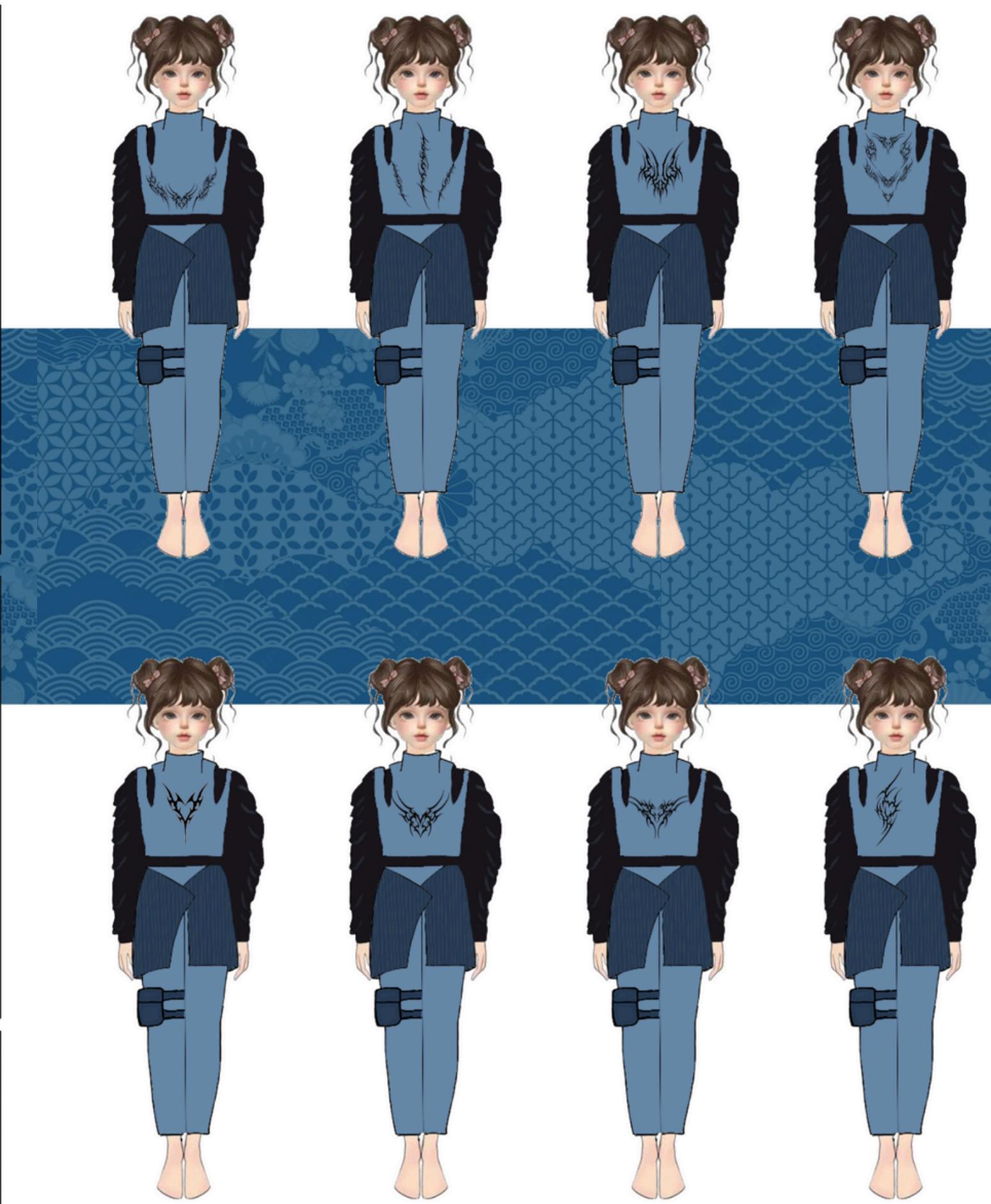
This kidswear outfit presents a refined, yet subtly detailed look. A jacket featuring braid embellishments on the sleeves adds a touch of classic tailoring and visual interest, elevating a simple piece. Paired with straight-fit pants, the ensemble maintains a clean, streamlined silhouette, ensuring comfort and versatility. This combination balances traditional decorative elements with a modern, practical design, creating a polished and age-appropriate style.

This kidswear ensemble blends subtle details with a clean silhouette. The jacket's gathered sleeves add a touch of volume and feminine flair, contrasting with the structured straight-fit pants. The addition of a side panel detail on the pants introduces a modern, slightly sporty element, breaking up the simplicity of the design. This combination balances playful details with a practical foundation, creating a stylish and comfortable outfit for active children.

PRINT EXPLORATION



PRINT VARIATION



01

Final garment

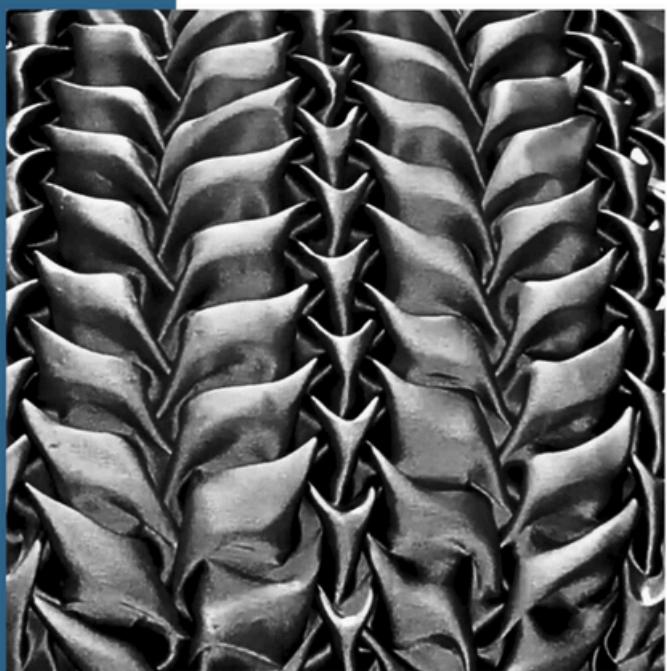
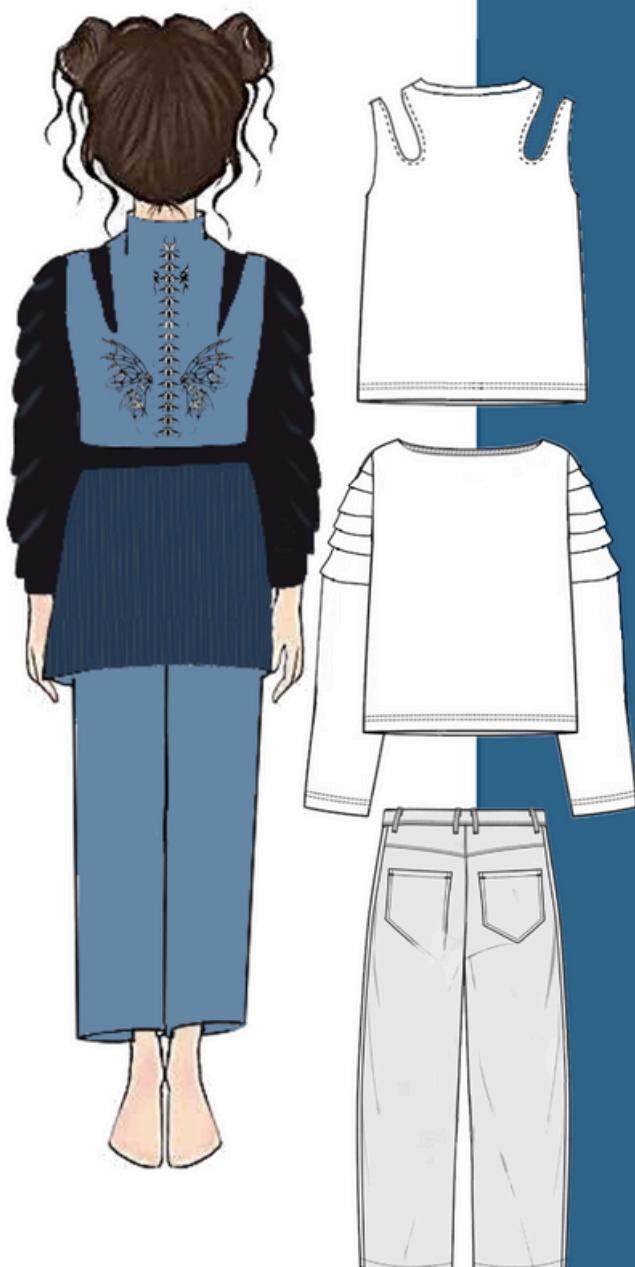
This final kidswear piece offers a unique blend of textural interest and relaxed comfort. The cowl sleeves provide a soft, draped silhouette, while the smocked pants offer a flexible, comfortable fit. The use of khadi fabric adds a distinct, artisanal touch, highlighting natural textures and a conscious choice of material. This combination of flowing sleeves, textured pants, and earthy fabric creates a garment that's both stylish and culturally aware, emphasizing comfort and natural elegance for children.



02

Silhouette 2

This final kidswear garment makes a bold, artistic statement. A jacket featuring cut-out shoulder details introduces a modern, edgy touch, while the hand-painted designs on both the front and back transform it into a wearable piece of art. This combination of contemporary cuts and handcrafted embellishments creates a unique and expressive piece, allowing children to showcase individuality and creativity through their clothing.



03

Surface development

Smocking is a surface ornamentation technique that gathers fabric with stitching to create textured, decorative patterns. This method adds both visual depth and tactile interest to textiles. Historically, it provided elasticity in clothing before the invention of modern elastic, and today it remains a cherished decorative craft.

04

Surface development

a hand-painted backbone with wings. That evokes a powerful and striking image. The stark beauty of the skeletal structure, softened and transformed by the delicate, ethereal wings, creates a captivating contrast. The hand-painted quality adds a layer of raw, intimate artistry, making the piece both haunting and beautiful. The imperfections of the brushstrokes, the subtle variations in color, all contribute to the unique and compelling nature of art.



Kidswear Spec Sheet: Unisex Khadi Top (Size M - 7-8 Years)

1. Garment Identification:

Garment Type: Top
Gender: Unisex
Size: M (7-8 Years)
Season: Fall/Winter
Fabric: Khadi
Color: Black
Style Number: kidswearop01

2. Fabric Details:

Fabric Type: Khadi
Composition: 100% Cotton
Weight: 180-220 GSM (Grams per Square Meter)
Finish: Hemming
Shrinkage: +/- 5%

3. Construction Details:

Seam Type: Normal seam and Topstitch
Stitch Density: 12 SPI (Stitches Per Inch)
Neckline: Round Neck
Sleeve Type: Cowl Sleeve
Cuffs: None
Hem: Simply finished
Pocket: None
Zipper: Center Back Zipper .

4. Measurement Specifications (Inches):

Measurement Point	Tolerance	M (7-8 Years) (Inches)
Chest (Across)	+/- 0.5"	15"
Body Length (HPS)	+/- 0.5"	20"
Sleeve Length (CB)	+/- 0.5"	20"
Neck Width	+/- 0.25"	6"
Neck Depth	+/- 0.25"	2"
Zipper Length	+/- 0.5"	12"

5. Trim and Accessories:

Zipper: Center back zipper. (Specify material, and type, Example nylon coil zipper)

Neck Label: Woven Label with Brand Logo and Size

Care Label: Printed Satin Label with Care Instructions and Composition

6. Print/Embroidery Details:

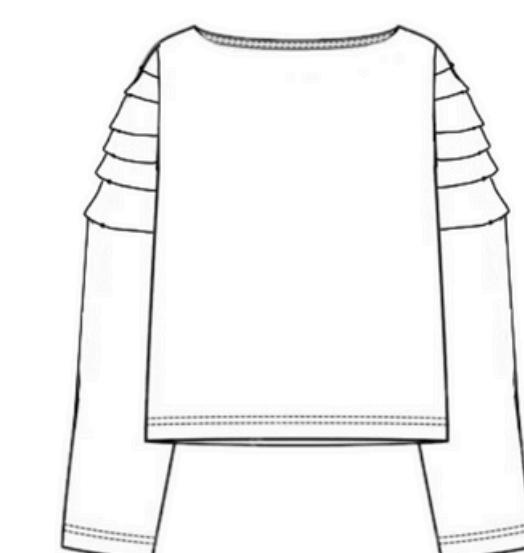
None

7. Care Instructions:

Machine wash cold with like colors.
Tumble dry low or hang dry.
Iron on medium heat if needed.
Do not bleach.



FRONT



BACK

Kidswear Spec Sheet: Straight Fit Trousers with Smocking (Size M - 7-8 Years)

1. Garment Identification:

Garment Type: Trousers
Style: Straight Fit
Gender: Unisex
Size: M (7-8 Years)
Season: Fall/Winter
Fabric: Khadi
Color: Black

2. Fabric Details:

Fabric Type: Khadi
Composition: 100% Cotton
Weight: 180-220 GSM (Grams per Square Meter)
Shrinkage: +/- 5%
Color Fastness: Wash: 3-4, Rub: 3-4

3. Construction Details:

Seam Type: Normal seam
Stitch Density: 12 SPI (Stitches Per Inch)
Waistband: Elastic
Leg Style: Straight Fit
Hem: Simply finished or Hem with topstitch.
Pockets: none
Smocking: Canadian smocking



FRONT



BACK

4. Measurement Specifications (Inches):

Measurement Point Tolerance M (7-8 Years) (Inches)
Waist (Relaxed) +/- 0.5" 22"
Waist (Stretched) +/- 0.5" 26"
Inseam +/- 0.5" 24"
Outseam +/- 0.5" 32"
Leg Opening (Flat) +/- 0.25" 7"
Rise +/- 0.5" 9"
Elastic Width +/- 0.25" 1.5"

5. Trim and Accessories:

Elastic

7. Care Instructions:

Machine wash cold with like colors.
Tumble dry low or hang dry.
Iron on medium heat if needed.
Do not bleach.

1. Garment Identification:

Garment Type: Jacket

Style: Sleeveless

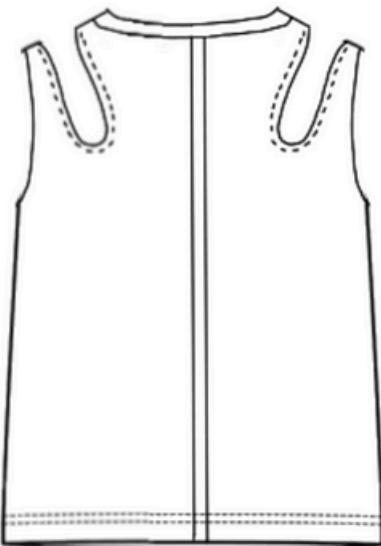
Gender: Unisex

Size: M (7-8 Years)

Season: Fall/Winter

Fabric: Denim

Color: Dark Wash



FRONT



BACK

2. Fabric Details:

Fabric Type: Denim

Composition : 100% Cotton or 98% Cotton/2% Spandex

Weight: 10-12 oz.

Shrinkage: +/- 3-5%

Color Fastness: Wash: 3-4, Rub: 3-4

3. Construction Details:

Seam Type: Normal seam, Topstitch

Stitch Density: 10-12 SPI (Stitches Per Inch)

Neckline: Round neck

Sleeve Type: Sleeveless (Cut shoulder)

Hem: Simply finished or Hem with topstitch.

Zipper: Center Front Zipper

Shoulder Detail: Cut shoulder detail.

4. Measurement Specifications (Inches):

Measurement Point Tolerance M (7-8 Years) (Inches)

Chest (Across) +/- 0.5" 15"

Body Length (HPS) +/- 0.5" 20"

Shoulder Width +/- 0.5" 13"

Neck Width +/- 0.25" 6"

Neck Depth +/- 0.25" 2"

Zipper Length +/- 0.5" 14"

Armhole Opening +/- 0.5" 7"

HPS: High Point Shoulder

5. Trim and Accessories:

Zipper: Center front zipper

6. Print/Embroidery Details:

Print Type: Hand-painted

Location: Front and Back

7. Care Instructions:

Machine wash cold with like colors.

Tumble dry low or hang dry.

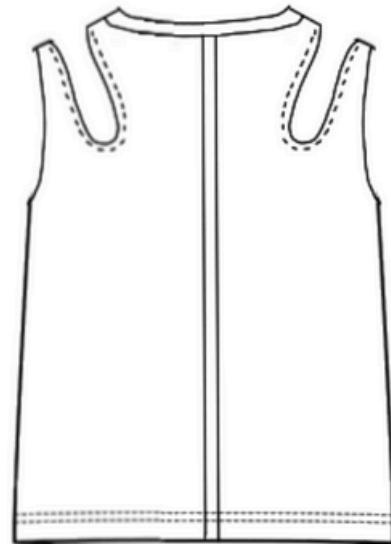
Iron on medium heat if needed.

Do not bleach.

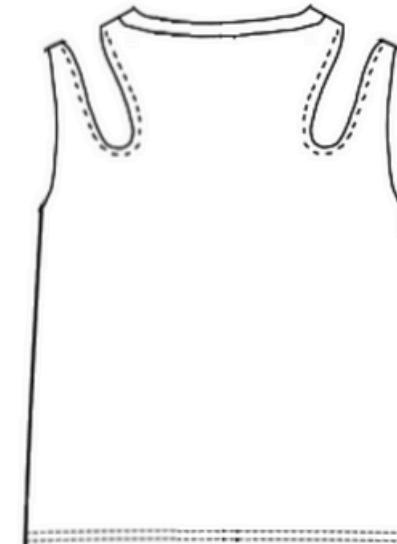
Wash inside out to protect hand painted artwork.

COST SHEET

Category	Item/Description	Quantity	Unit Cost (INR)	Total Cost (INR)	Notes
A. Material Costs					
	Recycled Denim -		0	0	Recycled, Free of Cost
	Zipper (Standard)	1	10	10	Local Market Price
	Cotton Thread (S)	1	5	5	Local Market Price
	Fabric Paints (As-		-	300	fabric colour
	Brushes & Tools -		-	115	Paint brush , colour palette
	Labels	2	20.75	41.5	[Specify Label Type]
Total Material Costs					
B. Labor Costs (Total: ₹600)					
	Denim Deconstru1 task		-	150	
	Garment Sewing 1 task		-	300	
	Hand-Painting Ap1 task		-	100	
	Finishing & Label1 task		-	50	
Total Labor Costs					
Total Garment Cost					
1071.5(Material + Labor)					



FRONT



BACK

7. Care Instructions:

Machine wash cold with like colors.

Tumble dry low or hang dry.

Iron on medium heat if needed.

Do not bleach.

Wash inside out to protect hand painted artwork.

SLANTIN STOKE

Fresh kicks, fire fit, biggest smile. Seeing someone walk out feeling like them? That's the real drip





CHERRY BLOSSOM



Concept: A fashion collection inspired by the delicate beauty of cherry blossoms. Featuring floral prints, Japanese silhouettes, and soft pastel hues, this collection captures the essence of spring and the fleeting nature of beauty. Each piece is designed to evoke a sense of tranquility and elegance, celebrating the ephemeral nature of the cherry blossom and its enduring symbolism of renewal and hope.



Accessories focus



Bracelet



Sneakers



Hair clip



Side bag



Kimono



Dress



Jumpsuit



RANGE DEVELOPMENT

O1



O2



O3



O4



O5



Pink, cropped kimono-style top with a pan collar, side tie, center pleats, and a print. Modern and playful kidswear. The pan collar adds a touch of classic detail, while the side tie creates an asymmetrical, adjustable fit. The print adds visual interest, and the pleats offer volume and movement.

This kidswear illustration showcases a bold, culturally-inspired design. The top features a unique detached sleeve and a graphic of a woman holding a Chinese lamp, while the wide-leg pants display a circular print. The overall look is artistic, whimsical, and fashion-forward.

This stylized kidswear illustration features a high-necked top with dramatic, layered sleeves and a lantern print, paired with wide-leg pants adorned with fan prints. The design blends Eastern influences with a modern, almost futuristic silhouette.

This kidswear illustration features a pink kimono-style top with a central graphic of a woman in traditional Asian attire, complemented by wide sleeves and a high neck. It is paired with wide-leg pants adorned with a delicate floral branch. The design blends Asian aesthetics with a modern, youthful silhouette, creating a playful yet elegant look. The high neck adds a touch of formality, while the wide sleeves and pants offer comfort and freedom of movement.

This kidswear illustration showcases a modern, edgy design with a feminine twist. The cropped top features a high neckline and a central graphic with cultural elements, adding a touch of narrative and visual interest. The deconstructed pants, with their overlapping panels, straps, and a utilitarian pouch, create a sense of movement and depth. The soft pink color palette balances the edginess, resulting in a unique and fashion-forward look for kids.

PRINT EXPLORATION

final garment

Overall Impression:

This illustration presents a highly stylized and culturally infused kidswear design. It blends elements of Eastern aesthetics with a modern, almost futuristic silhouette, creating a unique and eye-catching look.

Key Style Elements and Interpretations:

Color Palette:

The palette is a mix of muted and vibrant tones. The soft lilac pants contrast with the more detailed, darker top.

The use of gold and warm tones in the fan and lantern prints adds richness and visual interest.

Top: Structure and Detailing:

High Neck: The prominent, structured high neck gives the garment a formal, almost regal feel. It also hints at a historical or traditional influence.

Sleeve Design: The sleeves are a key feature, with a layered and almost architectural quality. They appear voluminous and detached from a traditional shoulder seam, creating a dramatic silhouette.

Lantern Print: The central lantern print is a strong focal point, emphasizing the Eastern inspiration. The lantern is rendered in a detailed, almost 3D style, adding depth to the design.



Pants: Simplicity and Contrast:

The pants provide a simple and clean base, allowing the detailed top to stand out.

The wide-leg silhouette suggests comfort and ease of movement.

Fan Print: The fan print on the pants reinforces the cultural theme and adds a decorative element. The placement of the fans on the lower leg draws the eye downwards.

Futuristic Hint:

The high neck and the way the sleeves are designed give a slight futuristic feeling to the garment.

Possible Target Audience and Context:

- This design would appeal to children and parents who appreciate contemporary and fashion-forward clothing.
- It could be suitable for casual outings, streetwear-inspired looks, or as a statement piece for fashion-conscious children.
- The design suggests a child who is confident, expressive, and enjoys pushing the boundaries of traditional kidswear.

