FASHION HAVEN

CHAPTER-1
PROJECT REPORT

FASHION HAVEN

Introduction

1.1 Overview:

Fashion is a beautiful creativity, Fulfilling the urge of something new, latest! Fashion may be an imagination, inspiration from nature and a thought and a hard work of a team or a designer alone. Fashion is a Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories.

Fashion is **a popular aesthetic expression**. Most Noteworthy, it is something that is in vogue. Fashion appears in clothing, footwear, accessories, makeup, hairstyles, lifestyle, and body proportions. Furthermore, Fashion is an industry-supported expression. In the contemporary world, people take fashion very seriously.

1.2 Purpose:

+ Clothes influence how we look at someone.

+ Fashion is a basic way to express your personality.

+ What you wear tells a lot about your characteristics to the world.

+ There are several main reasons of wearing clothes, which are protection, adornment, identification, status, and modesty.

+ Although the most basic purpose of wearing clothes is **to protect our bodies from environmental elements**, clothing can also be used to communicate a number of things about us to other people.

+ Fashion **keeps a society lively through different new styles and subsequent changes**.

+ Fashion promotes social changes from time to time and also respects traditions and customs in society.

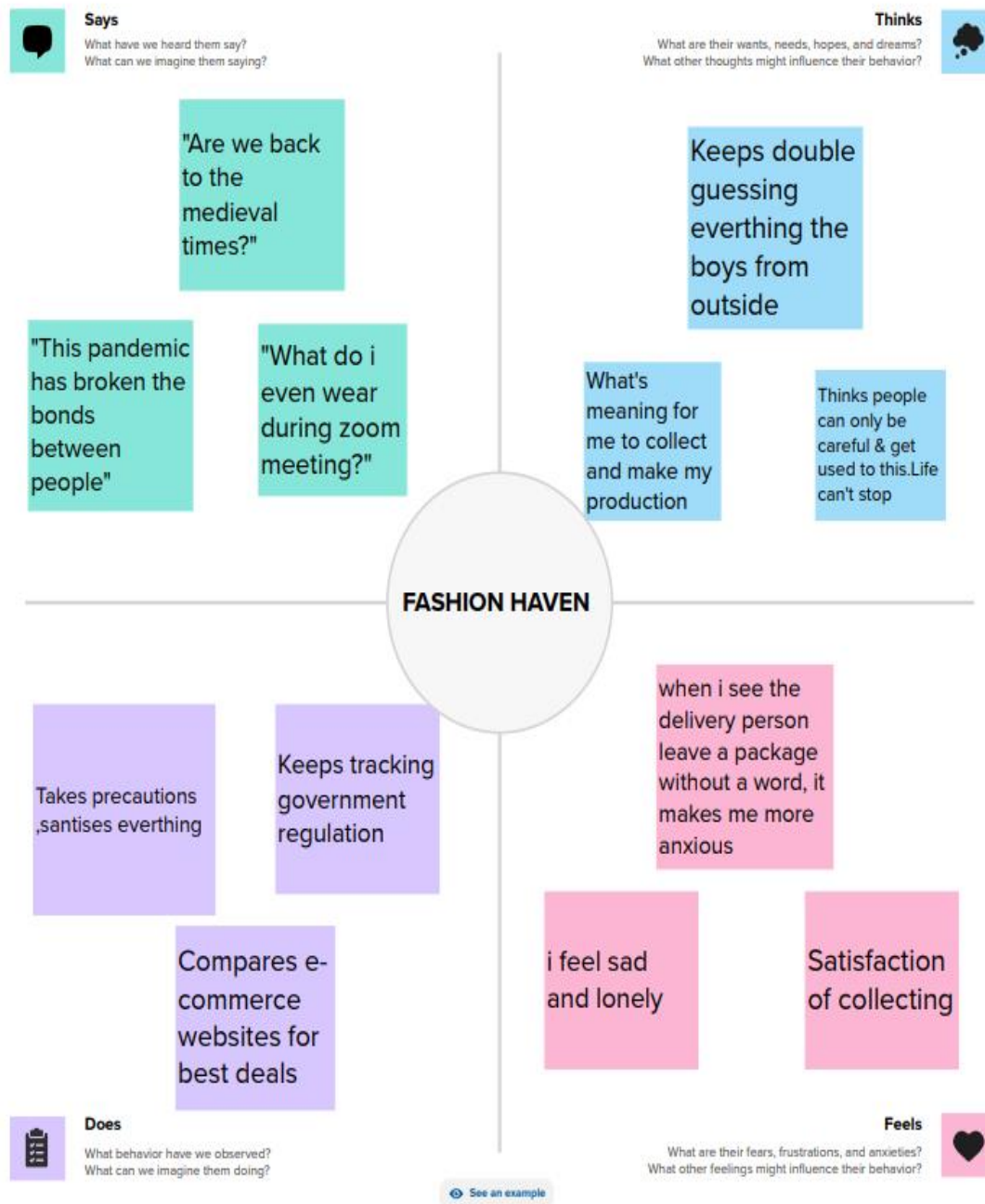+ Fashion encourages to modify or amend all those customs that are rigid and have no relevancy anymore.

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Problem Definition & Design Thinking

2.1 Empathy map:

Says
What have we heard them say?
What can we imagine them saying?

"Are we back to the medieval times?"

"This pandemic has broken the bonds between people"

"What do i even wear during zoom meeting?"

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Keeps double guessing everthing the boys from outside

What's meaning for me to collect and make my production

Thinks people can only be careful & get used to this.Life can't stop

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Does
What behavior have we observed?
What can we imagine them doing?

Takes precautions ,santises everthing

Keeps tracking government regulation

Compares e-commerce websites for best deals

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

when i see the delivery person leave a package without a word, it makes me more anxious

i feel sad and lonely

Satisfaction of collecting

See an example

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2.2 Ideation & Brainstorm Map:

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RESULT

Output:

3.1Profit & Loss:

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3.2 Balance Sheet:

fashion haven Pvt Ltd
Balance Sheet
Basis: Accrual
As of 31/03/2024

+ Add Temporary Note

Collapse all   Expand All

ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	-6,25,000.00
Total for Cash	-6,25,000.00
Bank	
ICICI Bank 001	6,40,000.00
Total for Bank	6,40,000.00
Accounts Receivable	2,94,000.00
Total for Current Assets	3,09,000.00
Total for Assets	3,09,000.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	5,00,000.00
GST Payable	0.00
Output IGST	44,000.00
Total for GST Payable	44,000.00
Total for Current Liabilities	5,44,000.00
Total for Liabilities	5,44,000.00
Equities	
Owner's Equity	1,00,000.00
Current Year Earnings	-3,35,000.00
Total for Equities	-2,35,000.00
Total for Liabilities & Equities	3,09,000.00

**Amount is displayed in your base currency INR

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Advantages & Disadvantages:

4.1 Advantages:

- Fashion keeps a society lively through different new styles and subsequent changes.

- Fashion promotes social changes from time to time and also respects traditions and customs in society.

- Fashion encourages to modify or amend all those customs that are rigid and have no relevancy anymore.

- Confidence boost, Sense of accomplishment, Consistent wardrobe, Creativity, Happiness boost, Better focus.

- Fashion has the power to transform an ordinary look into a branded, modern style, helping people attract attention from those they admire.

4.2 Dis Advantages:

- Pressure to Conform: Fashion trends can create social pressure to conform, leading to a lack of individuality and self-expression.

- Body Image Concerns: Some trends may not be inclusive of all body types, leading to body image issues and self-esteem issues.

- Such new fashion trends also affect the psychology of younger generations, and hence, if they do not get it, then it badly affects their minds and (likely) they become victims of psychological disorders such as eating disorders, mental illness, stress, etc.

- Consumers are getting products that are cheap and also made with chemicals that are bad for their skin.

- Every single time that we place these pieces of clothing into the washing machine, we are releasing microfibers of plastic into the water because most of the clothes are made of polyester.

- It can be more expensive, some people may not like the idea of buying second-hand clothing, there might be a lack of options available, Clothing that is slow fashion isn't always ethically produced, it can take longer to find what you want.

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Application:

➕ The sight of red means warning and white mean simplicity and respective of title. Military uniforms are intentionally coloured to give statement and impose authority.

➕ Colours are used in many ways to assert recognition because they are fairly easy to read and understand.

➕ Fashion change because people change We always want something new. Clothing change for practicable reasons, for appropriateness for the season, and for adaptation to environment situation.

➕ In some cases, the popularity of fashion endures for many seasons because of the combinations of these reasons.

➕ Clothes are reduced from the feminine emphasis. Earth tones are favourites. Durable, simple, easy and comfortable. Natural fibbers, basic denim, thick and old- fashioned. Tough, strong, sometimes western.

➕ Durability, mobility and price not an issue. Big water- resistant watch, leather boots and thick belt. CASUAL denim, feeling at- home, sometimes western. Any, colour is not an issue (bright, pastels, earth tones) Unstructured, simple, and easy.

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Conclusion:

Fashion is so much more than just throwing on a pair of pants with a shirt. Fashion and personal style means something to people. It's a way of expressing who someone is or to prove themselves to others, it's a woman's vulnerability, style is something that is someone's own and makes a person feel unique and individual.

For as long as time can tell fashion has played a huge role in the world and it's something people will never not need. Fashion is constantly evolving and changing and with each era of life comes a new style and trends. Fashion patterns travel every which way; then a general public's esteems are built up and developing trademark to their convictions and culture.

Fashion is recently not a driven anticipated picture of a reinterpreted decent old incentive to satisfy some capacity or motivation alike yet rather a suggestive and invigorating idea sufficiently commendable to be depicted for society's gratefulness that makes us significantly more intuitive. As an outflow of their emotions the present youth attempt to decipher design inclines and embrace the garments style that suits their esteem and attributes.

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Future Scope:

 ✓ **The scope of Fashion Technology is broad and boundless**. It includes the design, production, marketing and distribution of garments, footwear, leather goods, textiles and jewelry

 ✓ According to a report, the Indian fashion market is expected to grow at a compound annual growth rate (CAGR) of 11-12% to reach $115-125 billion by 2025.

 ✓ Fashion consultants are someone who help individuals choose their style based on their image, their personality, and looks. You need to know the trends of the industry as well as basics of fashion designing to take on this route.

 ✓ However, with the increasing competition, changing consumer preferences, and technological disruptions, the industry is facing both opportunities and challenges.

 ✓ Upon completion of their specialized studies in fashion design, students can have an abundance of opportunities in this industry.

 ✓ They can find employment in different sectors such as fashion industry, manufacturing and exporting units, or start their own business and sell their products on the market.

 ✓ A Fashion Director manages fashion companies or houses and also directs fashion shows. They need to have a comprehensive understanding of how the industry works, have amazing research and network skills to run the shows successfully.

 ✓ Though the competition is high and challenges a lot in the field, yet there is a great scope in fashion designing in India and abroad. Apart from the regular fashion designing, a candidate can go for research, cloth production, textile designing and much more.