



National Institute of Fashion Technology, Mumbai

Textile Design

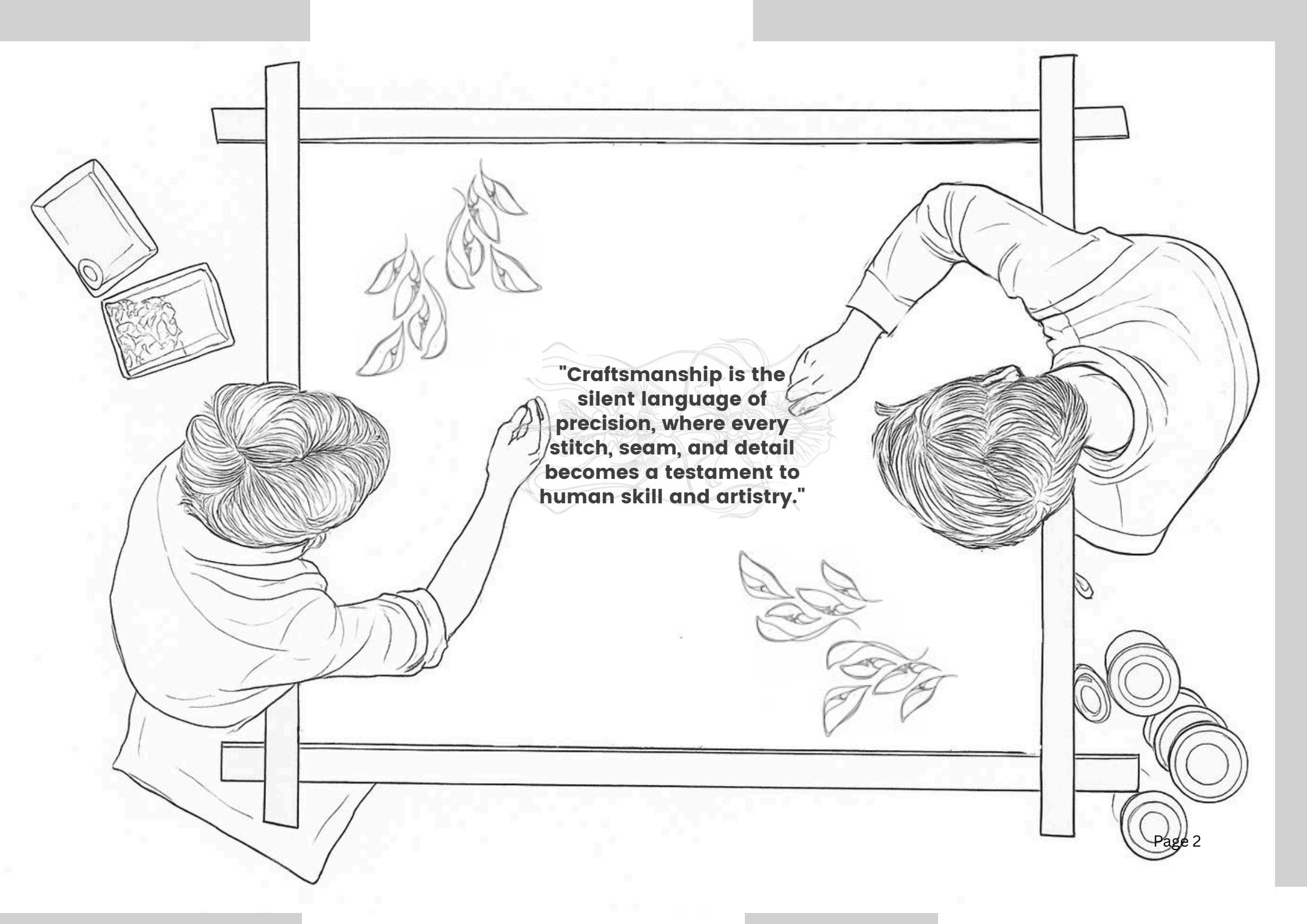
2022 – 2026

INDUSTRY INTERNSHIP REPORT


Marsil Exports

STUDENT NAME
Shivam Mittal

Academic Mentor
Mr. Sayandeeb Debnath
Assistant Professor



"Craftsmanship is the silent language of precision, where every stitch, seam, and detail becomes a testament to human skill and artistry."



INDUSTRY MENTOR : MRS. NEHA TIVLEKAR .

INDUSTRY INTERNSHIP REPORT

Submitted in partial fulfillment of the Industry Internship of
Textile design Department
at National Institute of Fashion Technology, Mumbai





04th August, 2025

TO WHOMSOEVER THIS MAY CONCERN

This is to certify that Mr. Shivam has completed his internship at Marsil Exports & Imports LLP. He worked with us from 09th June 2025 to 04th August, 2025.

Mr. Shivam worked in our Merchandising department. We loved his enthusiasm and interest in his work. He worked diligently and honestly. We wish him the very best in his future endeavors.

Sincerely,

for Marsil Exports & Imports LLP





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National Institute Of Fashion Technology, Mumbai

Documented by-Shivam Mittal



Internship Satisfactory Clearance Certificate

This is to certify that Mr. **Shivam** Roll NO: **BD/22/445** has successfully completed his Internship document as part of his Internship done at **Marsil Exports** as per the prescribed format. He has submitted his weekly format regularly. He is eligible to appear in Internal and external Jury as per the time frame.

Internship Faculty Mentor

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to the entire team at Marsil Exports for giving me the invaluable opportunity to intern with them. The experience of working alongside such a talented and dedicated group of professionals has been truly transformative. I have learned so much, not just about the technical aspects of fashion and couture, but also about the collaborative spirit and hard work that drive the industry forward. This experience has been instrumental in shaping my understanding of the fashion industry, and I am deeply thankful for the knowledge and skills I have gained during my time here.

I would also like to extend my heartfelt thanks to the National Institute of Fashion Technology (NIFT), Mumbai, for their continuous support and for providing me with this incredible platform to pursue my passion.

A special note of thanks to Mohammed Javed Sir, my Course Coordinator, and Mr. Sayandeeb Debnath , my Faculty Mentor and Mrs. Namrata Singh (Deepening Specialization Faculty) their guidance and encouragement throughout this journey.

Lastly, I would like to express my profound gratitude to Mrs. NEHA TIVLEKAR, my Industry Mentor at Marsil Exports. Your mentorship and insights have been invaluable, and I am truly grateful for your unwavering support and trust in my abilities.

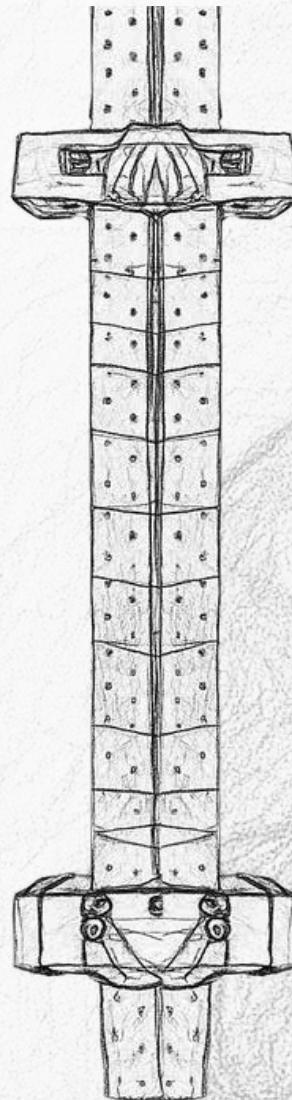
Thank you all for making this internship a remarkable and enriching experience.





PREFACE

The Summer Industry Internship is a crucial part of every design student's journey, offering a unique opportunity to bridge the gap between academic learning and the real-world demands of the fashion industry. It provides invaluable insights into the workings of the industry, honing practical design and production skills, and imparting essential knowledge that is vital for a successful career as a designer. In the document Behind the Seams - Crafting Couture at Marsil Exports, this experience is brought to life, showcasing the

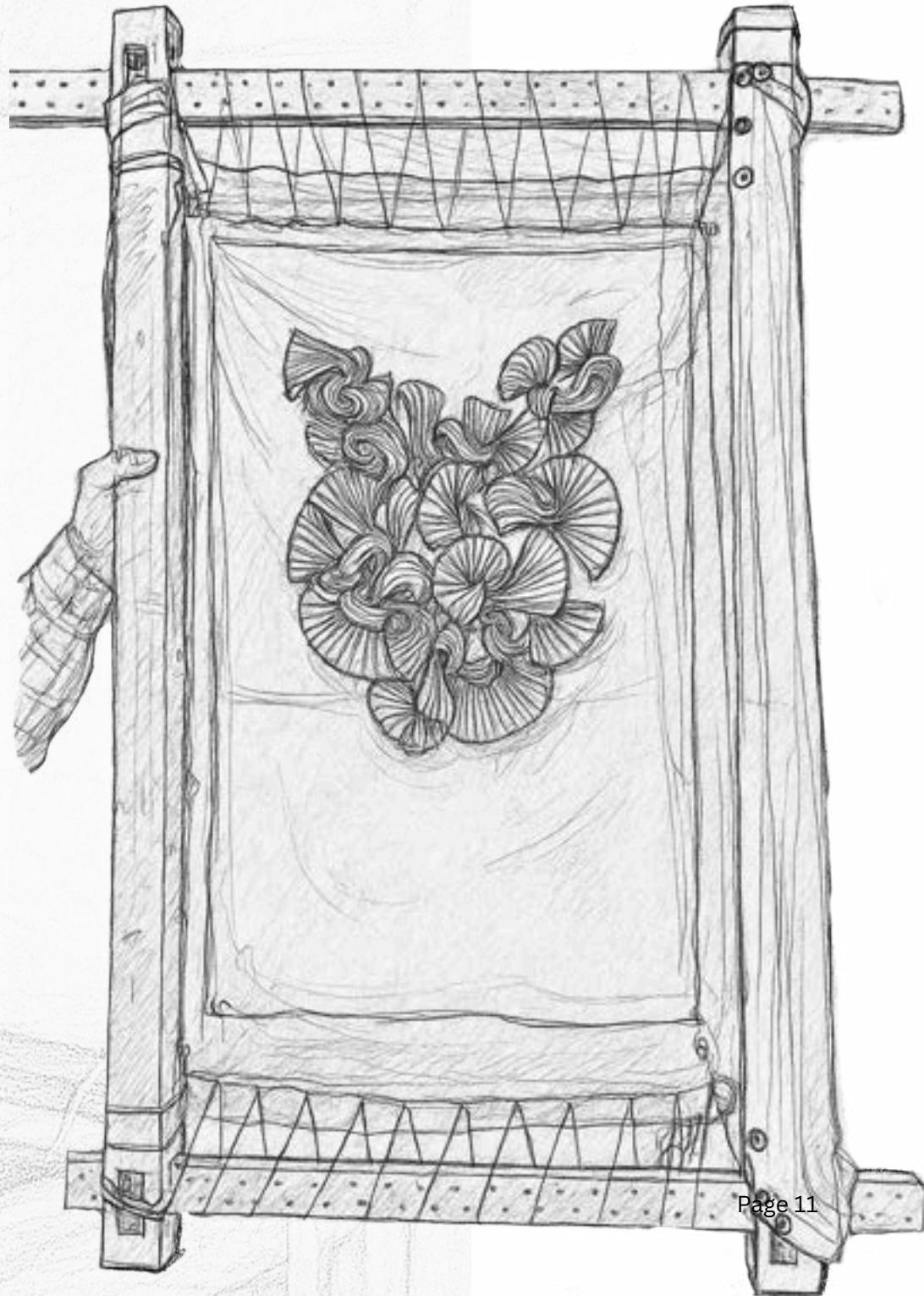


intricate process of haute couture development at Marsil Exports. From understanding the delicate balance between creativity and commercial viability to mastering the precision required in couture embroidery, the internship at Marsil Exports exemplifies the deep, behind-the-scenes effort that goes into crafting each couture masterpiece. This document not only highlights the technical skills gained but also the transformative impact of the internship on shaping a designer's professional ethos.

During my two-month internship at Marsil Exports, I had the privilege of immersing myself in the day-to-day operations of a studio that caters to high-end couture clients in Paris & New York. This experience allowed me to go beyond the theoretical concepts learned in the class. room and engage with real-world challenges. I was able to witness firsthand the intricate processes involved in design execution, problem solving, and the application of skills in real-time, which was an eye-opening and trans. formative experience.

Working in a collaborative environment with a diverse group of professionals enriched my understanding of the creative process. The insights and feedback from these experienced individuals were invaluable, providing me with a deeper appreciation of the craft. One of the most meaningful aspects of my internship was the opportunity to work closely with the Karigars-skilled artisans whose dedication, patience, and unique stories behind their craftsmanship left a lasting impression on me. Their work ethic and the fine details they bring to each design have significantly influenced my approach to design.

This document is a reflection of my internship experience from June - July 2025. It provides an overview of Marsil Exports as a company, the projects I contributed to, and the learning outcomes I achieved during this period. The experience has not only enhanced my technical skills but also deepened my understanding of the importance of collaboration and attention to detail in every aspect of design.





COMPANY PROFILE

Pioneers of Couture

INTRODUCTION

Unveiling an
eternal legacy



PRODUCT RANGE

The Allure of
Embroidery



INFRASTRUCTURE

State-of-the-Art
Facilities



MANUFACTURING PROCESS

MATERIALS

From Fiber to
Finesse



QUALITY CONTROL

Crafted to
Perfection



DESIGN MANAGEMENT

9
CERTIFICATES

10
COSTING

12
CSR
Driving Change with Purpose

11
MARKETING &
DISTRIBUTION
Fashion Flows Global

14
HAUTE COUTURE

13
PROJECTS
Couture Creations

16
CONCLUSION

15
ARCHIEVE
SWATCH
DEVELOPMENT





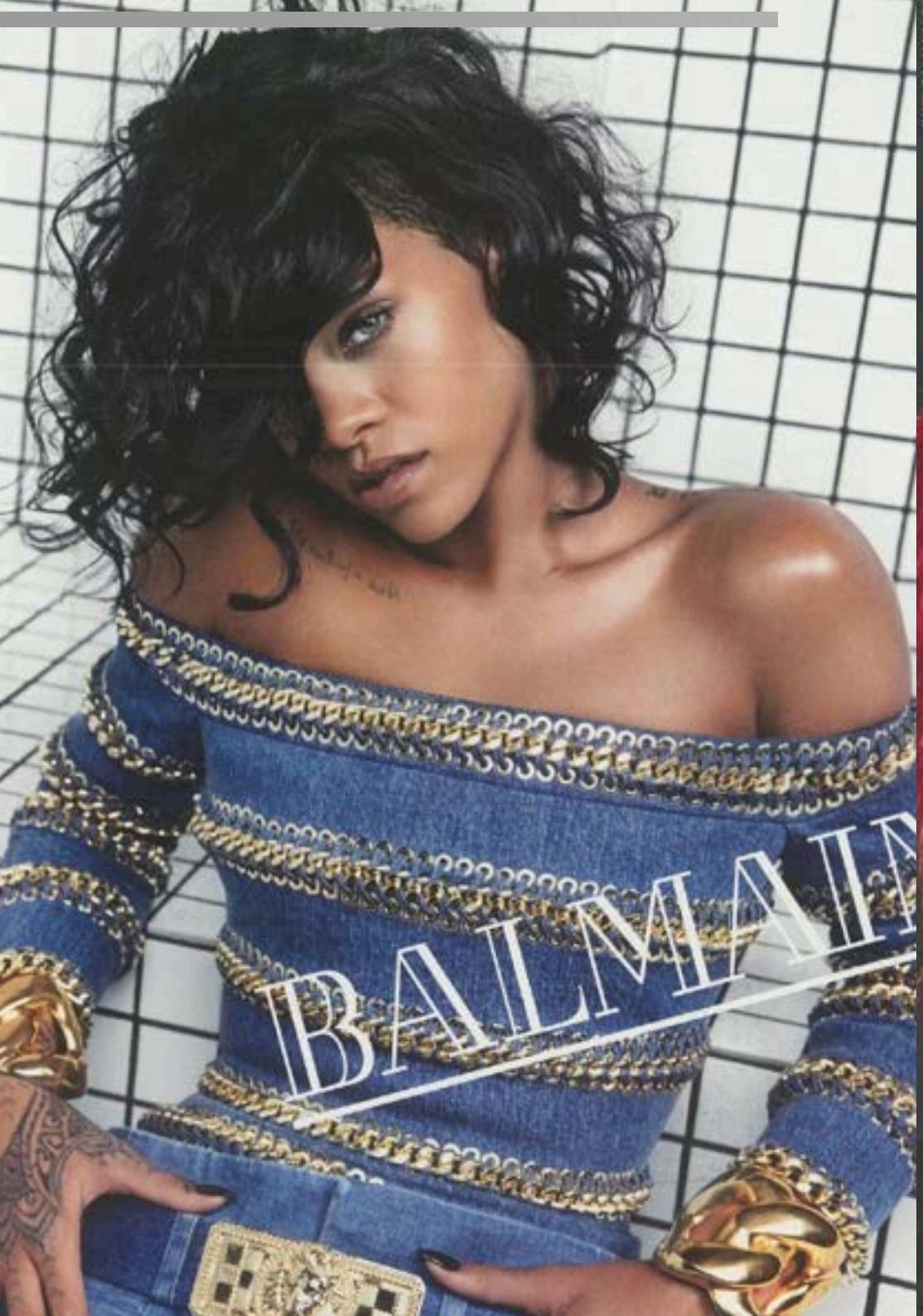
CHAPTER 1

INTRODUCTION

Unveiling an eternal legacy

Couture represents the pinnacle of fashion, where luxury & craftsmanship converge to create garments that are nothing short of masterpieces. In an industry where every stitch tells a story and each choice is a deliberate act of creativity, the process of bringing couture to life is both intricate and inspiring.

Marsil Exports, a name synonymous with excellence in haute couture, stands at the forefront of this realm, blending tradition with innovation to produce garments that not only meet but exceed the highest standards of luxury. This document sheds light on what Marsil Exports brings as a company into the world of Haute Couture to bring extraordinary ideas to life.



ZZLE DAZZLE
Swedish actor Bill Skarsgård
believes that chivalry isn't
dead. Lending model
Maria Hardin the kind of
sparkling jacket that
perfectly matches her glittery
skirt. On Hardin: Givenchy
two-piece sequined velvet
outfit. On Skarsgård:
sequined sweatshirt,
pants (\$1,275), and boots;
Givenchy, NYC. On Hardin:
Givenchy Haute Couture
Niccolò Tisci sequined
jacket and black briefs. Dries
Van Noten woven metal
lace dress. Rings by Spinelli
Klinger. Giles & Brother.
Photo: Michael Locardi



装饰的金缕衣。
伊丽莎白·泰勒
的风格。

珠宝及刺绣世家
外套、连衣裙
Balmain
Dior
Calvin Klein
丝带高跟鞋
Dior
NI Vintage

Stylist
Jarmark D'Isat
Production Artists
Jadim, Dior
International Makeup
Artist
Tiphaine Keraudren
Hair
Michael Locardi

Michael Locardi





Mona Lalwani, Founding Partner

CHAPTER 2

COMPANY PROFILE

Pioneers of Couture

Marsil Exports & Imports LLP is a globally renowned luxury embroidery house, blending traditional artistry with modern innovation, and committed to excellence, craftsmanship, and ethical practices.

Founded in 1982 in Mumbai, India, Marsil Exports & Imports LLP stands as a beacon of luxury and craftsmanship in the global fashion industry. Established by Mona Lalwani, Marsil has grown from a family-run business into a world-renowned luxury embroidery house, earning a reputation for excellence over four decades. Rooted in traditional values while embracing modern business practices, Marsil seamlessly blends

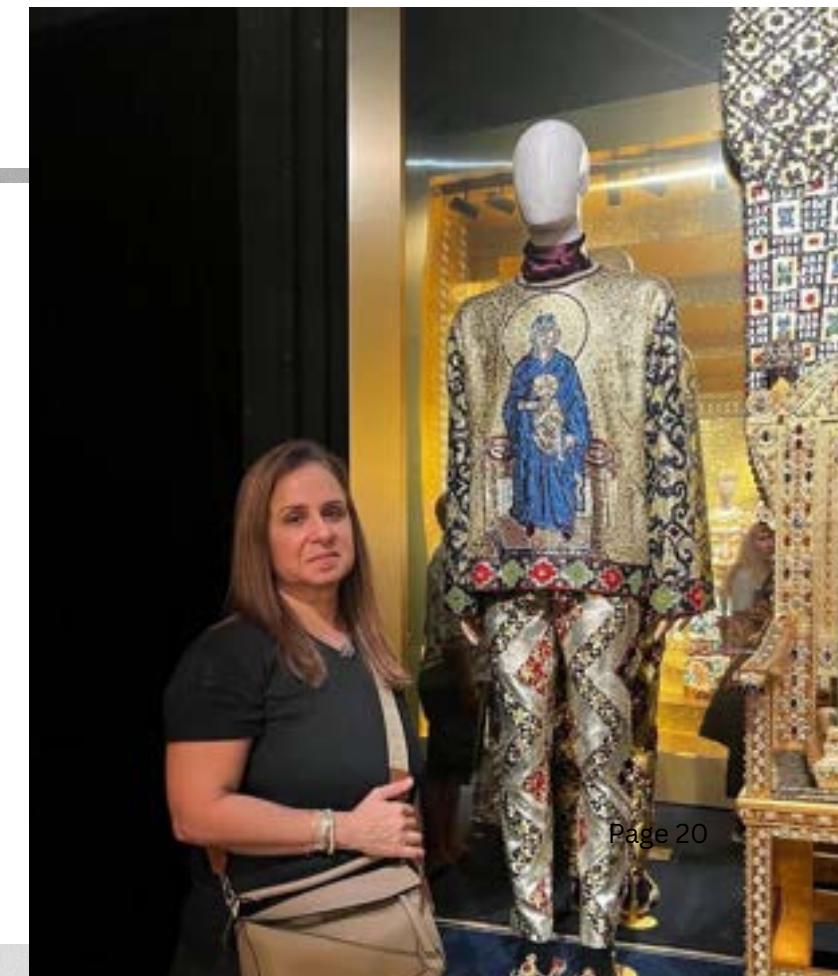




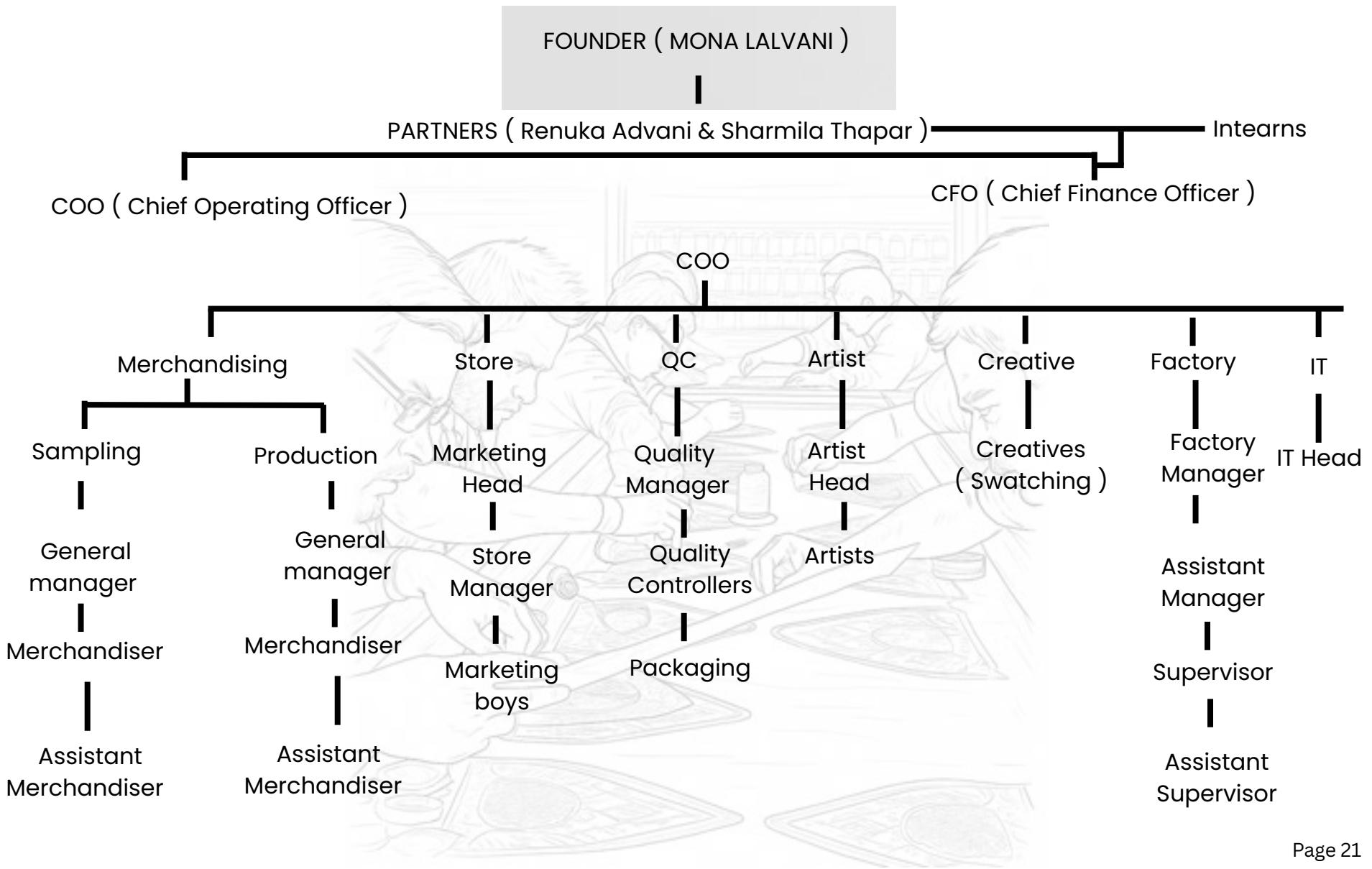
At the heart of Marsil's operations is a deep commitment to the art of surface embellishment. Specializing in a broad spectrum of embroidery techniques-ranging from hand embroideries to digitized and manual machine embroideries-Marsil has mastered the craft, creating timeless pieces cherished by discerning clients across Europe, the UK, and the USA. **The company's founder, Mona Lalwani, along with her daughters, Managing Partners Renuka Advani and Sharmila Thapar, personally oversee every aspect of the business, ensuring that the legacy of quality, artistry, and innovation continues to thrive.**

The Marsil group also includes a sister company, Studio MRS LLP, which began operations in April 2022 in Mumbai. Together, the Marsil group of companies has established itself as a global leader in luxury embroidery, known for pushing the boundaries of creativity and craftsmanship. Marsil's artisans are at the core of its success, transforming designers' visions into extraordinary works of art using time-honored techniques passed down through generations.

The company is deeply committed to the well-being of its artisans, advocating for fair wages and excellent working conditions. This commitment reflects Marsil's broader philosophy: to not only create beautiful, high-quality pieces but also to lead the industry in ethical practices.



The below flow chart depicts the organizational structure of the company. It outlines how roles, responsibilities, and authority are distributed and how communication flows within the organization.





CHAPTER 3

INFRASTRUCTURE

State-of-the-Art Facilities

Marsil Group's infrastructure is meticulously designed to uphold global compliance standards, ensuring every aspect of the production process aligns with the highest international benchmarks.

The in-house beading factories at Marsil Group are **SA8000 Certified**, featuring modular layouts tailored to the specific demands of each project. These facilities are equipped with **advanced machinery, enabling artisans to work with exceptional precision and efficiency, ensuring swift production cycles**. Multiple shifts are operated to maintain continuous production and meet tight deadlines, guaranteeing timely deliveries to clients.

Processes have been streamlined to foster close collaboration between departments, enhancing the synergy between creative and production teams. Each workshop is dedicated to specific clients and projects, meticulously maintaining both aesthetic and technical standards. A commitment to excellence, integrity, and sustainability is reflected in every aspect of the factory operations, emphasizing support for artisans and the delivery of high-quality products.

Marsil Group's infrastructure is strategically distributed across two primary locations to optimize both creative and production processes. The **Sterling Centre in Worli serves as the operational hub, housing essential departments such as Creative Swatching, Artwork Development, merchadising**

also includes Archiving for swatch referencing, which is vital for client presentations and historical record-keeping. Additionally, departments like Logistics, Accounts, IT, and Human Resources are situated here, ensuring the smooth coordination of all administrative and operational activities.

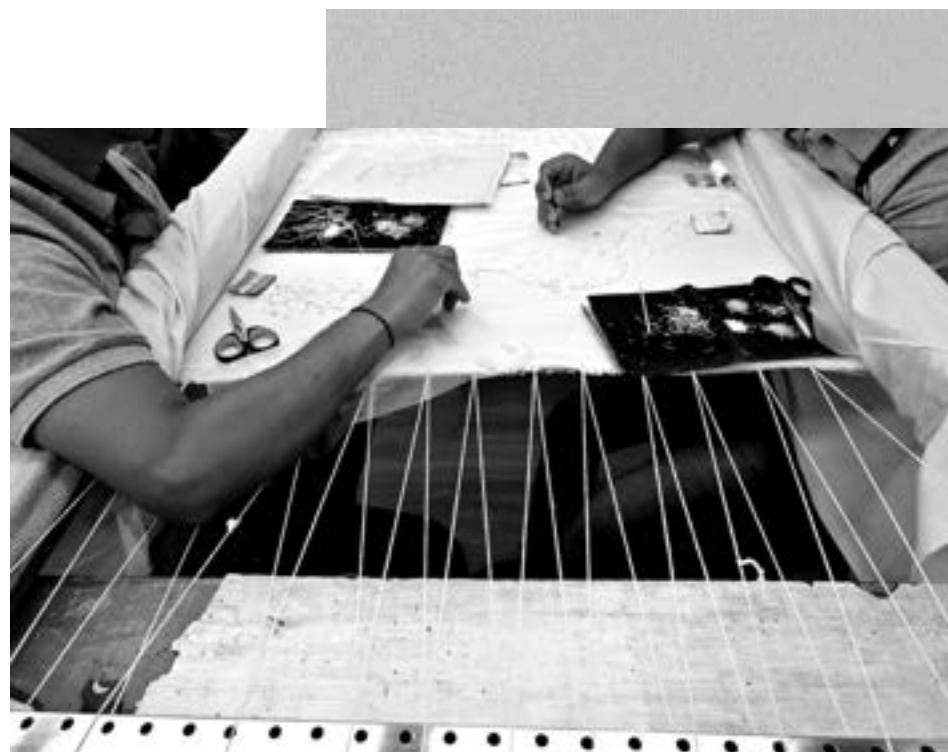
The **heart of Marsil Group's production operations is located at the Adhyaru Complex, a vast and meticulously organized facility comprising 13 specialized factories.** Each factory within the complex is uniquely equipped to handle a broad spectrum of production needs, ensuring that even the most intricate and demanding projects are executed with unparalleled craftsmanship.





The factories are designed to accommodate a wide array of embroidery techniques, including intricate hand embroideries that require skilled craftsmanship and large-scale machine embroideries, utilizing both manual and computerized methods for precision and consistency. These diverse capabilities enable the production of complex, detailed designs that meet the exacting standards of haute couture and luxury fashion.

In addition to embroidery, the Adhyaru Complex houses a dedicated leather and cutting department. This department plays a crucial role in the transformation of creative concepts into finished products, handling everything from the selection and cutting of premium materials to the assembly of final pieces. The integration of these specialized departments within a single complex allows for seamless coordination and efficiency,





ensuring that every stage of production—from the initial design phase through to the final execution—is conducted with the highest level of precision, care, and attention to detail. This comprehensive and well-coordinated infrastructure reflects Marsil Group's unwavering commitment to quality and innovation, enabling the creation of products that not only meet but exceed the expectations of discerning clients worldwide.

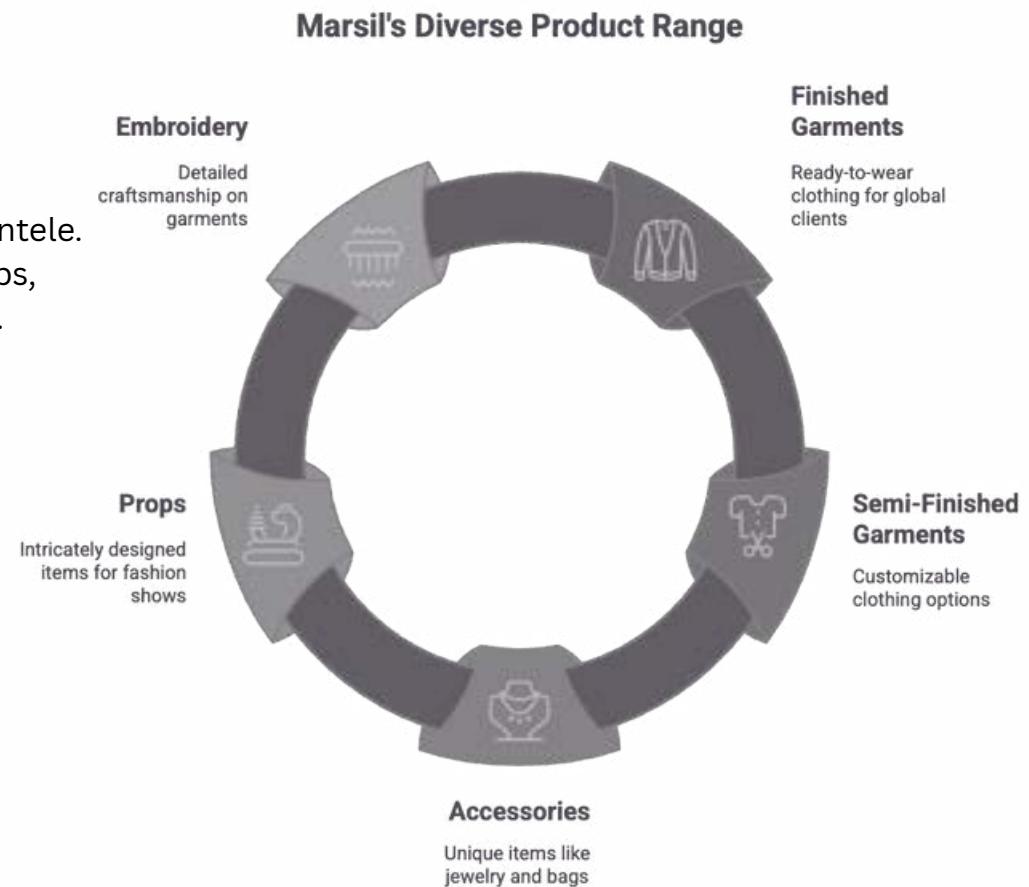
CHAPTER 4

PRODUCT RANGE

The Allure of Embroidery

Marsil offers an array of both finished and semi-finished garments, catering to the unique needs of the global clientele. Additionally, they create distinctive accessories and props, meticulously crafted for fashion shows & client requests.

The Marsil team bring the designers vision to life by converting ideas into real life embroideries, the attention to detail is so meticulous that even a tiny surface like an earring is crafted with utmost detail and precision. Their extensive product range reflects this dedication to quality, encompassing not only jewelry, bags, hats, garments, and shoes but also intricately designed props used in couture shows.



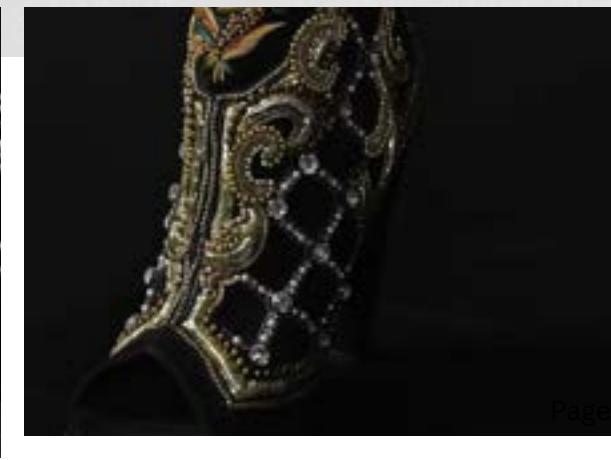
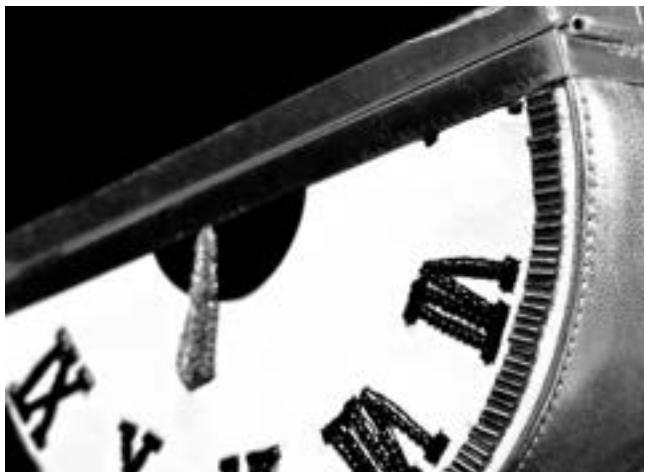
GARMENTS & ACCESSORIES

At Marsil Exports & Imports LLP, the atelier specializes in delivering a diverse range of customized, semi-finished, and fully tailored garments, meticulously crafted for an esteemed global clientele. The team of master tailors brings unparalleled attention to detail, ensuring each garment is crafted with precision and finesse. Supported by an in-house fabric department, every stage of production is meticulously checked and lab-tested to meet the highest standards of compliance.

The studios are where creativity meets expertise, bringing designers' visions to life by transforming 2D designs into intricate 3D embroideries. By embracing the modernization of materials and embroidery techniques, the craft has been elevated to embellish even the smallest surfaces. This innovation extends to the accessories line, where celebrated designers' artistic concepts are brought to the stage of semi-finished and fully finished pieces, including earrings, belts, shoes, and handbags. Every accessory is handcrafted with exquisite embroidery, reflecting an unwavering commitment to detail and quality. Each piece is not just an accessory but a work of art, designed to be treasured for years to come.



ACCESSORIES







Tui brecht
niemand
niet.
Louise, **Sister**
Laurance per
Paul **Stevens**
Coker en
John
Emerson
Zygmunt
en ik
gaat
deze
doctor
zijn
naar
verwachten.
Austria
Baldassare,
een van
zeven
gebroeders
die
zijn
naar
Spanje.
Spain, **Paris**,
Maar ik
heb
niet
dat
gevoel
van
vaderschap
of
moederschap.
Paul **Coates**
Patricia **Chowdhury**
John en
Barbara
Becky **Bell**
Glennys **Bull**
Wendy **Brown**
John en
Karen
Harrison
Caroline **Rutter**
Janet **Matthews**
Carole **Smith**
David **Dale**
John en
Pauline
Paul **Sheld**



adult drivers per day, nonresident, uninsured, undesignated vehicles and license plateless drivers, hours, total or LPR, collectors or Alternatives (Chapters 311-315), passengers, 30 days, 100,000, 14,000,000, persons or households, all 30 days, 14,000,000, the driver or passenger, 30 days, all 30 days.

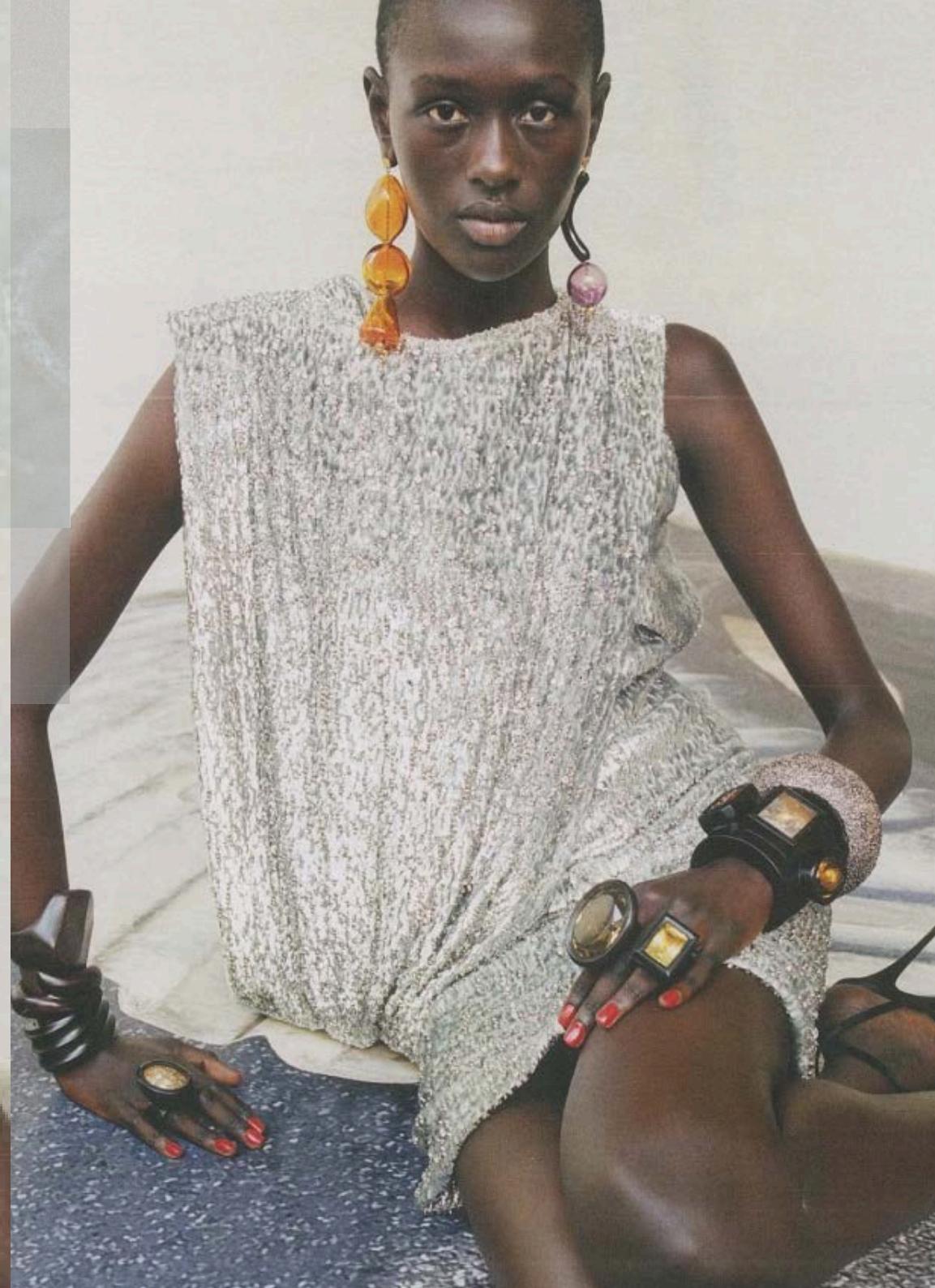
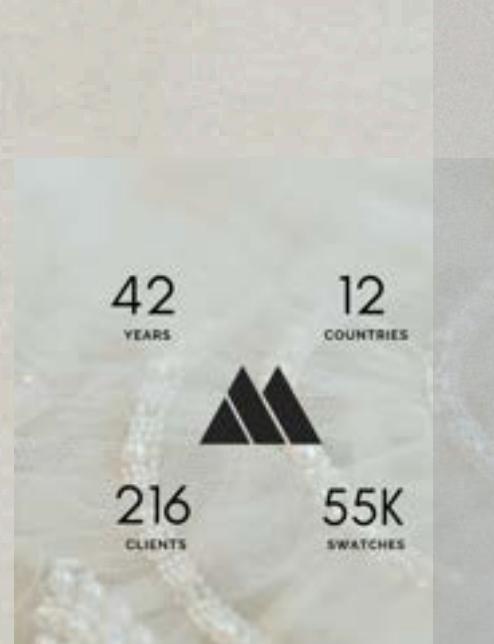




"A masterpiece by Marsil Exports:
precision, power, and artistry woven
into every detail."

lady samouraï

Robe en veau velours,
et cloutée (Balmain).





CHAPTER 5

MATERIALS & MANUFACTURING PROCESS

From Fiber to Finesse

At Marsil Exports, the development of their signature embroideries involves a diverse range of materials and techniques, each selected to achieve the highest level of craftsmanship and artistry.



From traditional silks and fine cottons to innovative synthetic fabrics, the base materials provide a versatile canvas for intricate designs. The embroideries are further enhanced with an array of embellishments, including glass beads, sequins, Swarovski crystals, metallic threads, and semi-precious stones. Each material is carefully chosen to complement the design, ensuring that every piece reflects the unique vision of the client.

Materials



At Marsil, machine thread embroideries primarily use resham from Telephone, while 3D-printed elements are crafted for various clients. Thread fringes are employed for fringe styles, and sequins are sourced mainly from KBC or local vendors. The glass stones used include Precu-sia, Miyuki, and China varieties. Guttermann Mara or Tera threads are mainly used for stitching, with Anchor threads utilized for specific embroideries.

Plexi sheets with Meena work are incorporated to create unique textures, and sequin sheets are cut into desired shapes for various designs. Wood work is also done in some recent projects in the field of jewellery and wooden stone embroidery. Additional materials include plastic badla, raphia, and various stones and plastic materials such as LR, RM, Pear, Bullion, Dabka, Salli, Poth, Cutpoth, Pearls, Octagon, Nauvete, Baguette, Roundell, Goli, Pencil, and studs, with Kasab and Neem-Zari also used for stitching.

Decorative Beads

Ornaments like Poth and Salli

Basic Threads

Essential materials like Resham and Zari

Embroidery Techniques

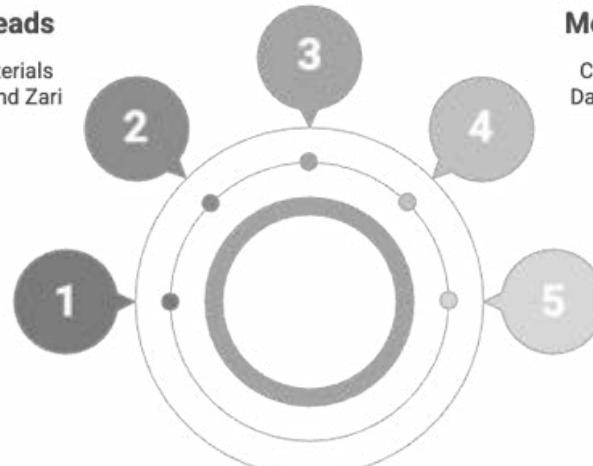
Fundamental methods like Aari

Metallic Wires

Coiled wires like Dabka and Nakshi

Sequins and Crystals

Decorative elements like Tikki and Swarovski



SWAROVSKI



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No.	Color	No.	Color
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HS 203	000000	HS 223	000000
HS 204	000000	HS 224	000000
HS 205	000000	HS 225	000000
HS 206	000000	HS 226	000000
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VISION TECH



CHAPTER 6

Streamlining the Manufacturing Process

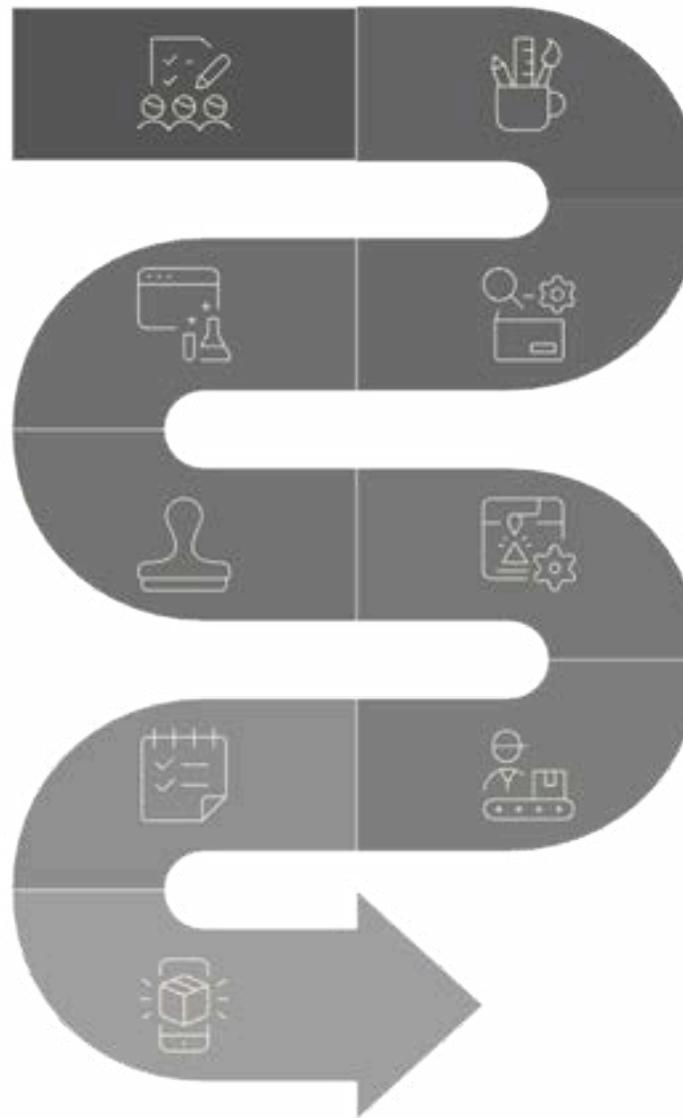
Client Brief
Initial project discussion

Swatch Development
Sample creation

Approved Design
Final design confirmation

Khakha Pinning
Quality control check

Material Sourcing
Additional material procurement after doing the sampling for main garment

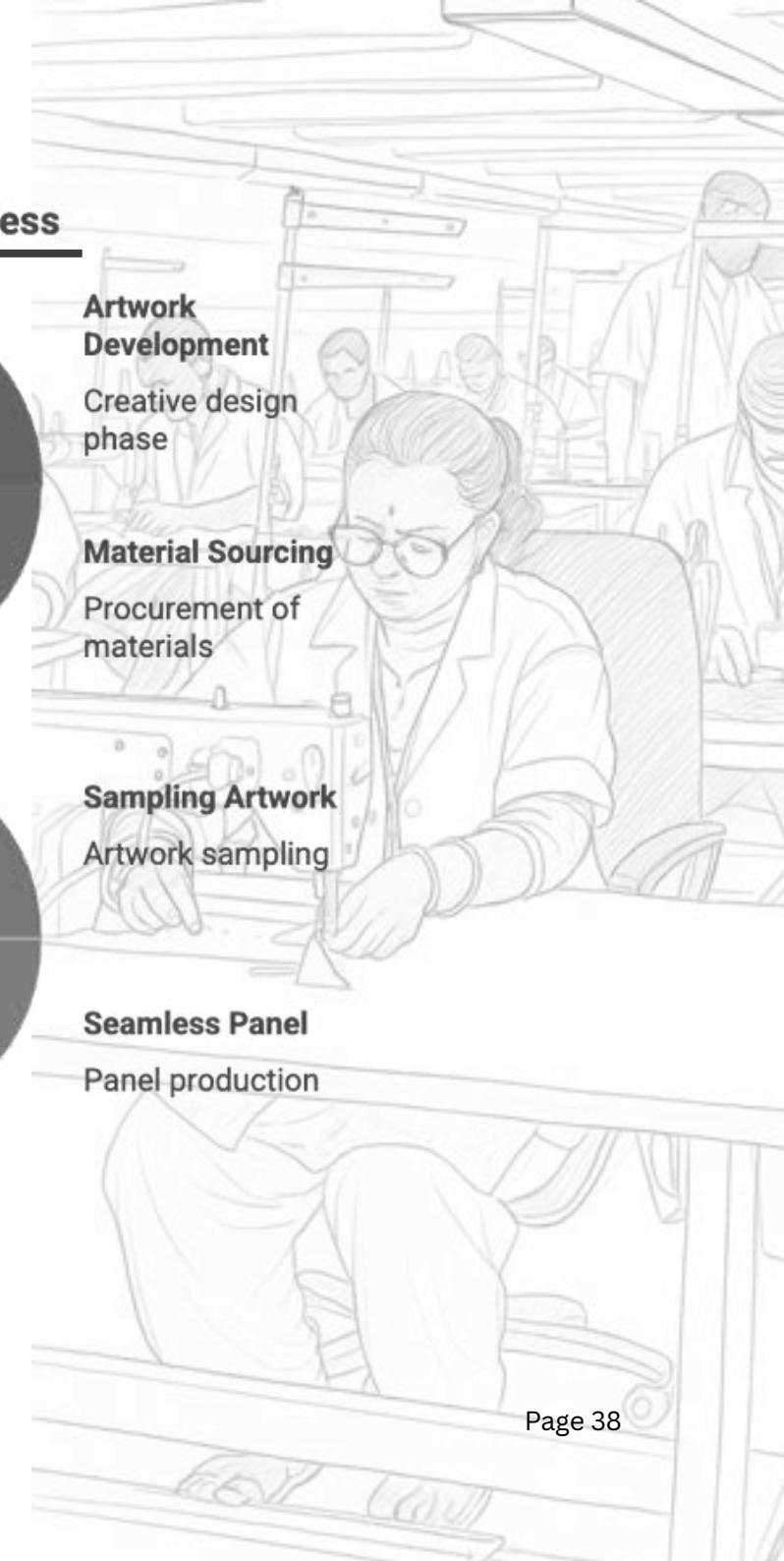


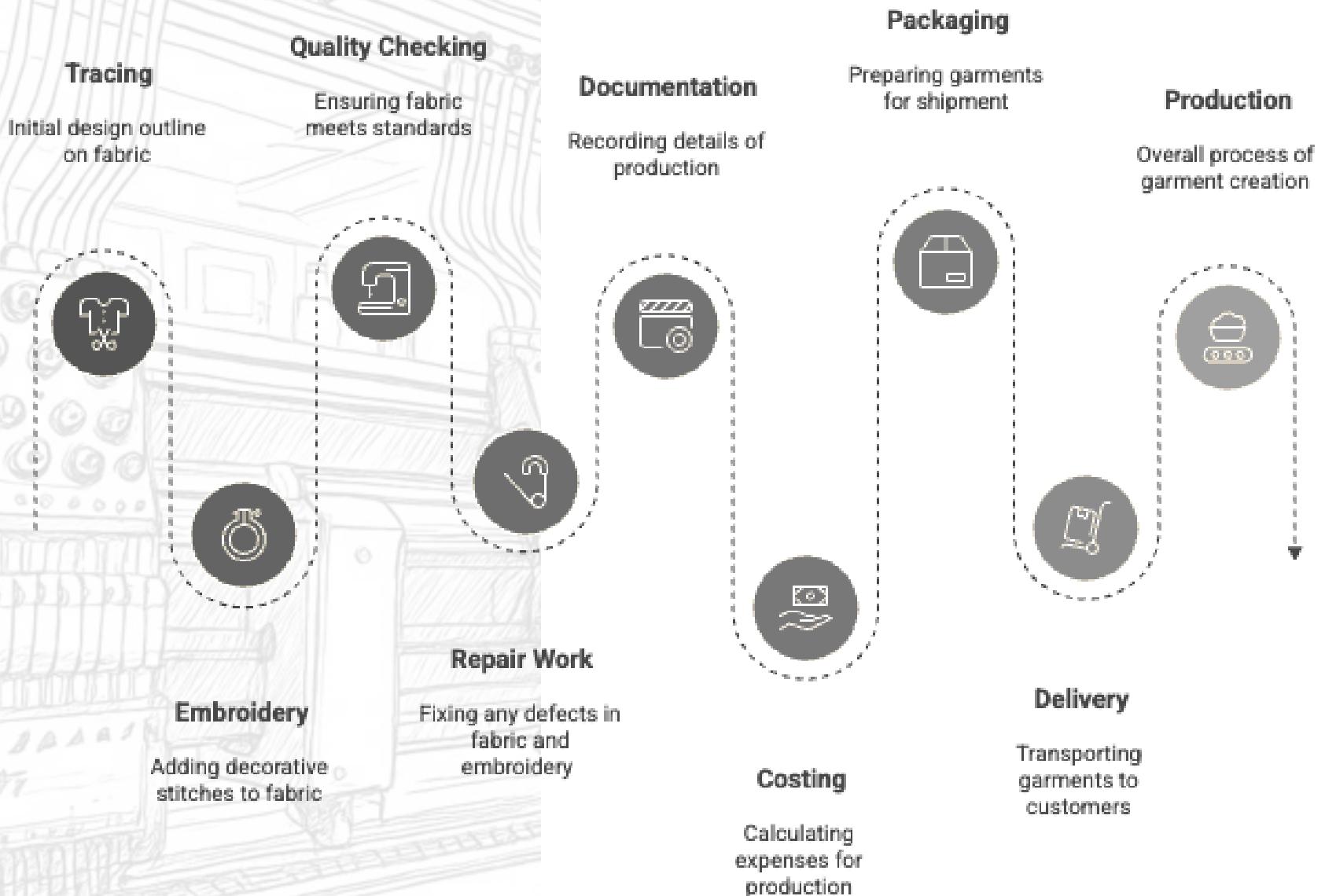
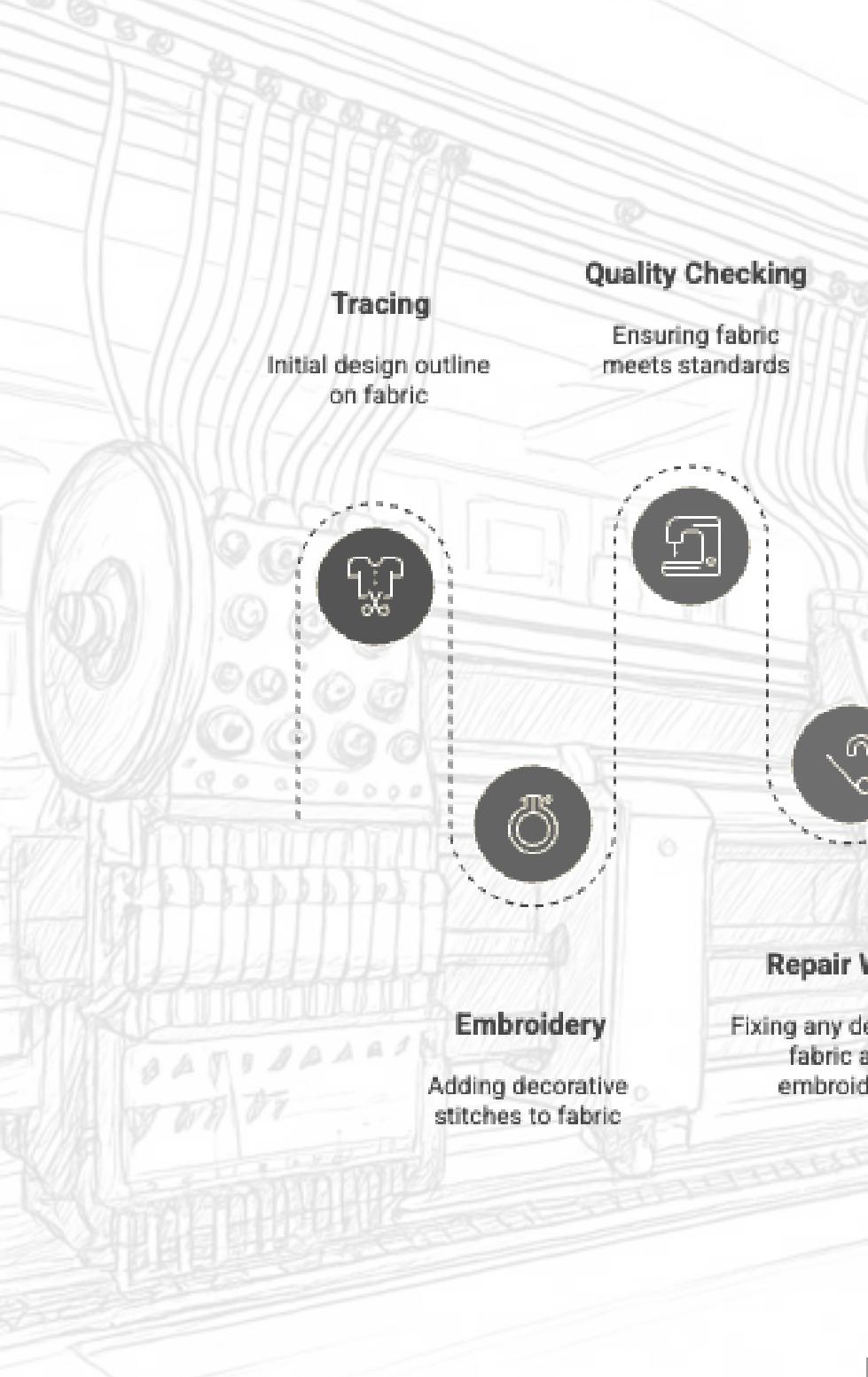
Artwork Development
Creative design phase

Material Sourcing
Procurement of materials

Sampling Artwork
Artwork sampling

Seamless Panel
Panel production





CHAPTER 7

DESIGN MANAGEMENT

At Marsil Exports, the design management process begins with the art of swatching, a foundational step that sets the creative direction for every project.

This journey starts by drawing inspiration from a variety of sources—whether it's the latest trends, historical motifs, or the natural world. The creative team meticulously develops mood boards and color palettes, carefully considering how these elements align with the client's unique identity. Understanding the client's preferences is crucial; the team delves into the brand's signature colors, graphics, and design codes to ensure that every detail resonates with their established aesthetic.

Beyond aesthetics, the creative department also takes into account practical considerations like budget constraints and the client's history with embroidery techniques.

This deep understanding allows them to develop swatches that are not only visually stunning but also tailored to the client's needs and expectations.

Every swatch serves as a canvas where creativity and strategy converge, reflecting both the artistic vision and the technical precision that Marsil Exports is known for.





CHAPTER 8

QUALITY CONTROL

Crafted to Perfection

At Marsil Exports, the quality control (QC) department plays a pivotal role in ensuring that every piece meets the highest standards of craftsmanship and compliance.

Once the embroidery work is completed, each panel undergoes a thorough inspection process. The first step involves placing each panel on the khakha, to verify that the embroidery pattern aligns perfectly with the design. The team meticulously checks that all stitches are secure, with no loose threads that could compromise the durability of the piece. If any issues are found, such as loose stitches or misaligned patterns, repair work is promptly undertaken to restore the piece to its intended quality.





in addition to structural integrity, the QC process includes careful stain removal, often using petrol to eliminate any marks that may have occurred during production. Chemical testing is also a critical part of the process, particularly when it comes to dyes. Given the stringent regulations in Europe and America, where many chemicals are banned, Marsil Exports ensures that all materials used comply with these international standards. The company's commitment to ethical practices is further demonstrated by its SA 8000:2014 certification, reflecting adherence to social accountability and industry best practices.



CHAPTER 9

CERTIFICATES

"Marsil Exports' in-house beading facilities are SA8000-certified, embodying global standards of social accountability while integrating modular, precision-driven infrastructure to deliver craft excellence."



CHAPTER 10

COSTING

A sample cost sheet determining the points which are kept in mind while developing a cost sheet.

DATE	INV#	FABRIC	BEADER	EMBROIDERY PRICE	FABRIC PRICE	STONE PRICE
25/3/22	HC/04	Mentions the kind of fabric, if supplies from designer mention that.	Beader Name (Inhouse or Supplier)	Hours multiplied by the cost of each hour, for eg- 1600 hours x 200	Price of the fabric	Stone price (determined by calculating the amount of material and threads or resham threads in case of thread work)

TESTING	ARTWORK	TOTAL (Rs)	DELIVERY DATE	D.S RFF	MARSIL STYLE
Cost of testing various parameters	Amount of hours taken to develop a Khakha for the design x cost of each hour	Fabric + Stone + Embroidery + Testing + Artwork	Date on which delivery was done	Client Name	Style No

MARSIL ORDER	DESCRIPTION	SAMPLE PRICE (\$ Eu)
Order No	Description of the garment or the swatch made	Price in US Dollars or Euro or depending on the client.

To calculate the embroidery price this format is used

Sr/No	MATERIAL	QUANTITY	SUPPLIER	PRICE	TAILORING	TIME	
						ACTUAL	WASTAGE
1	Whatever material which was taken into account to develop is taken into consideration.	Quantity of the material	Supplier of the material (important to determine the cost)	Price of each material x quantity of each material used	if any sort of tailoring was done no of hours was taken into account	Actual time	Wastage time also included



To calculate the cost of a specific embroidery piece, the process begins by reviewing the machine threadwork material chart to identify the threads used, the cost per reel, the number of reels utilized, and the hours spent on production. These factors, along with the fabric price, are combined to determine the base cost. Next, the cost of the stones, the thread used for embellishment, and the additional hours required to complete the piece are calculated. All these costs are summed up, and then a 12% GST is applied to arrive at the final price of the swatch.





CHAPTER 11

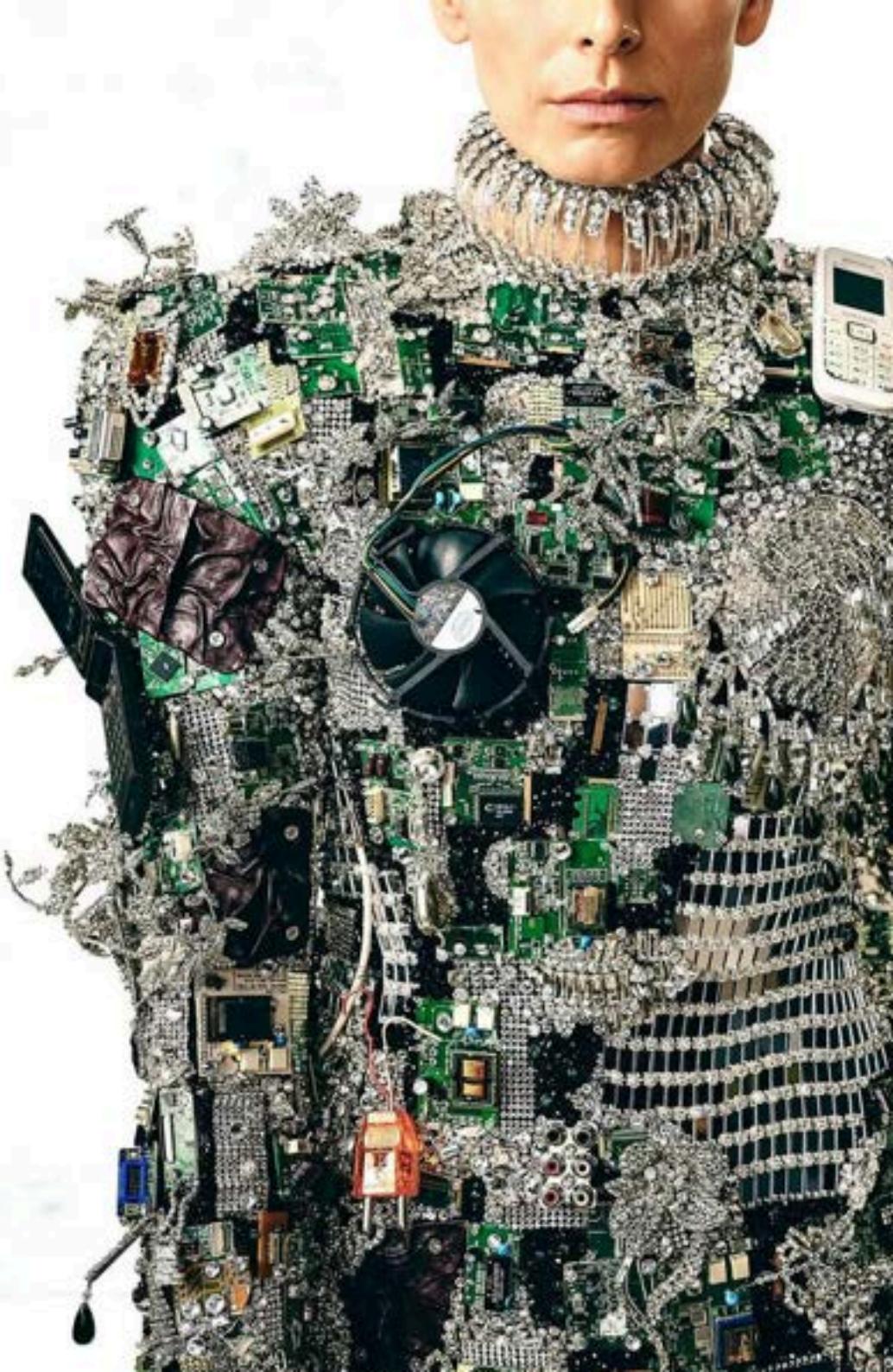
MARKETING & DISTRIBUTION

Fashion Flows Global

Marsil Exports crafts its reputation through artistry and trusted Clients. Each creation embarks on a meticulously managed journey, ensuring a seamless transition from atelier to client, with each step marking the rhythm of its refined distribution channel.



Marsil Exports leverages agents in key fashion cities across Europe and America to maintain and attract clients, with quality work driving its reputation more than direct marketing. The distribution process is meticulously managed using Visual Gems software to track and document each product. Shipments are dispatched with detailed records, and a proforma invoice precedes the final invoice, ensuring accurate and efficient delivery.



Marsil Exports has built a strong presence in the European and **American markets, where it caters to some of the most prestigious luxury brands, couture houses, and high-end** retailers. The company's marketing strategy is subtle yet effective, relying on a network of well-established agents located in key fashion cities like **Paris, Milan, New York, and London**. These agents play a crucial role in connecting Marsil with new clients and nurturing long-term relationships with existing ones.

Rather than relying on aggressive marketing campaigns, Marsil allows the exceptional quality of its work to speak for itself. This approach has earned the company a stellar reputation in the global fashion industry, where its craftsmanship is highly regarded.

Although **Marsil recently expanded its digital footprint by launching an Instagram account a year ago and maintaining a dedicated website, these platforms serve primarily to reach new audiences and showcase their work**. However, it is the consistent excellence and attention to detail in their products that truly drive word-of-mouth referrals, solidifying Marsil's standing as a trusted partner in the world of luxury fashion.

Marsil Exports follows a streamlined and meticulous distribution process to ensure that every product reaches its destination efficiently and with all necessary documentation in place.

Once a garment or product is completed, it enters the distribution phase. The distribution process begins with careful documentation using Visual Gems software, a comprehensive tool that tracks all essential details of each piece. This software records information such as the style number, order number, and any other relevant data, ensuring that every item is accounted for and traceable. Once all the details are logged, a dispatch note is generated. This document includes crucial information about the product and its journey, such as the recipient's details and the expected delivery time. The dispatch note is sent along with the product, ensuring that everything is organized and traceable.

After this, a proforma invoice is created. This initial invoice outlines the details of the trans-action, providing a preliminary record of the sale. The proforma invoice is essential for both Marsil and the client, as it lays out the terms and expectations before the final transaction is completed. Once the delivery is confirmed and all necessary steps are completed, a final invoice is issued. This final invoice serves as the official record of the transaction, marking the conclusion of the distribution process. By adhering to this structured approach, Marsil Exports ensures that each product is delivered on time, with full transparency and accuracy in the invoicing process, reinforcing the company's commitment to excellence and client satisfaction.

CHAPTER 11

Driving Change with Purpose

CSR

Marsil Exports' CSR initiatives focus on community support, education, and healthcare through projects like "Labour of Love," "Asha Sadan," "V Care Foundation," and mentorship programs for fashion students.

At Marsil Exports, Corporate Social Responsibility (CSR) is deeply ingrained in the company's values, reflecting a commitment to giving back to the community meaningful causes.

Labour of Love: In 2020, Marsil launched the "Labour of Love" initiative to promote safe COVID-19 protocols by creating masks from fabric scraps. These masks were donated to government organizations and factory employees, while online sales supported workers facing reduced wages during the lockdown.

Asha Sadan: Marsil supports "Asha Sadan," a nonprofit that cares for underprivileged children in Mumbai. The company raises awareness and funds through employee participation in the Mumbai Marathon, donates materials for the children to create products for sale, and helps meet their daily needs.

V Care Foundation: Since 2012, Marsil has been involved in the "Squash-A-Mile" fund-raiser, initiated by the founder's grandchildren, to support underprivileged cancer patients. Marsil contributes by making and donating cancer caps distributed annually at Tata Memorial Hospital.

Fashion Education: Marsil is dedicated to nurturing future talent by mentoring and offering internships to students from NIFT, ISDI, and INIFD. The company also donates embroidery materials for student projects, supporting their creative development.



CHAPTER 12

PROJECTS

Couture Creations

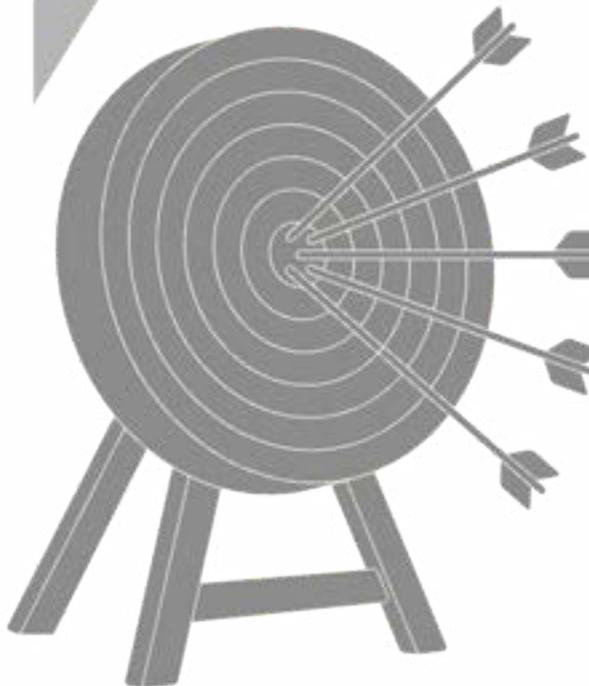
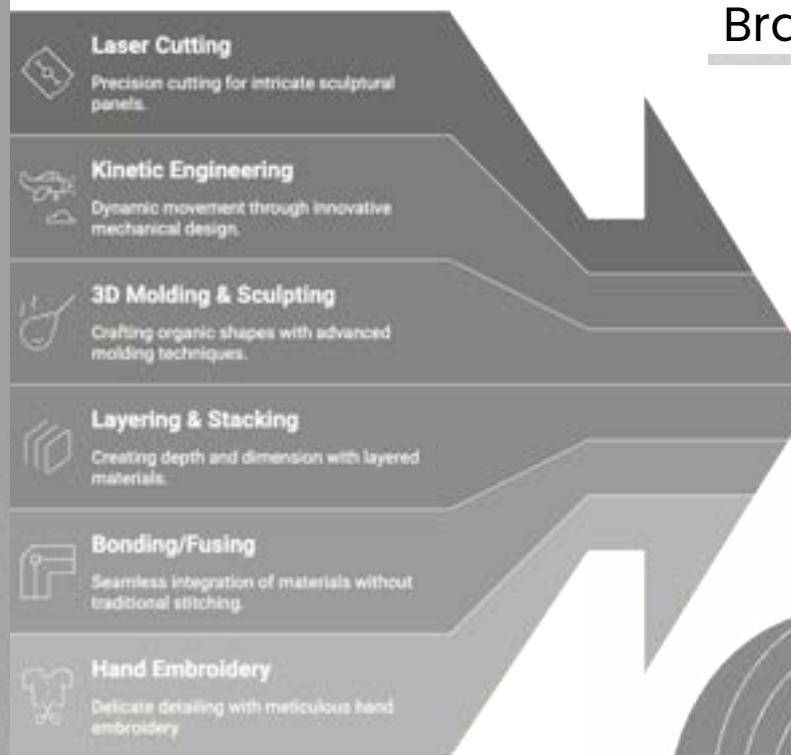
Contributed to the development of a Paris haute couture brand's A/W 25 collection, working closely with their team on intricate embroidery and garment construction. This project enhanced my skills in luxury materials and haute couture craftsmanship.

Design Brief

Story of transformation and transcendence. The sculptural wings, fluid layers of organza, and intricate embroidery echoed the poetry of nature, merging tradition with futuristic innovation to embody resilience, elegance, and the eternal dance between delicacy and strength. To bring this vision to life, **we received 35 laser-cut raw panels, which became the foundation for constructing the garment's ethereal structure and dynamic movement.**



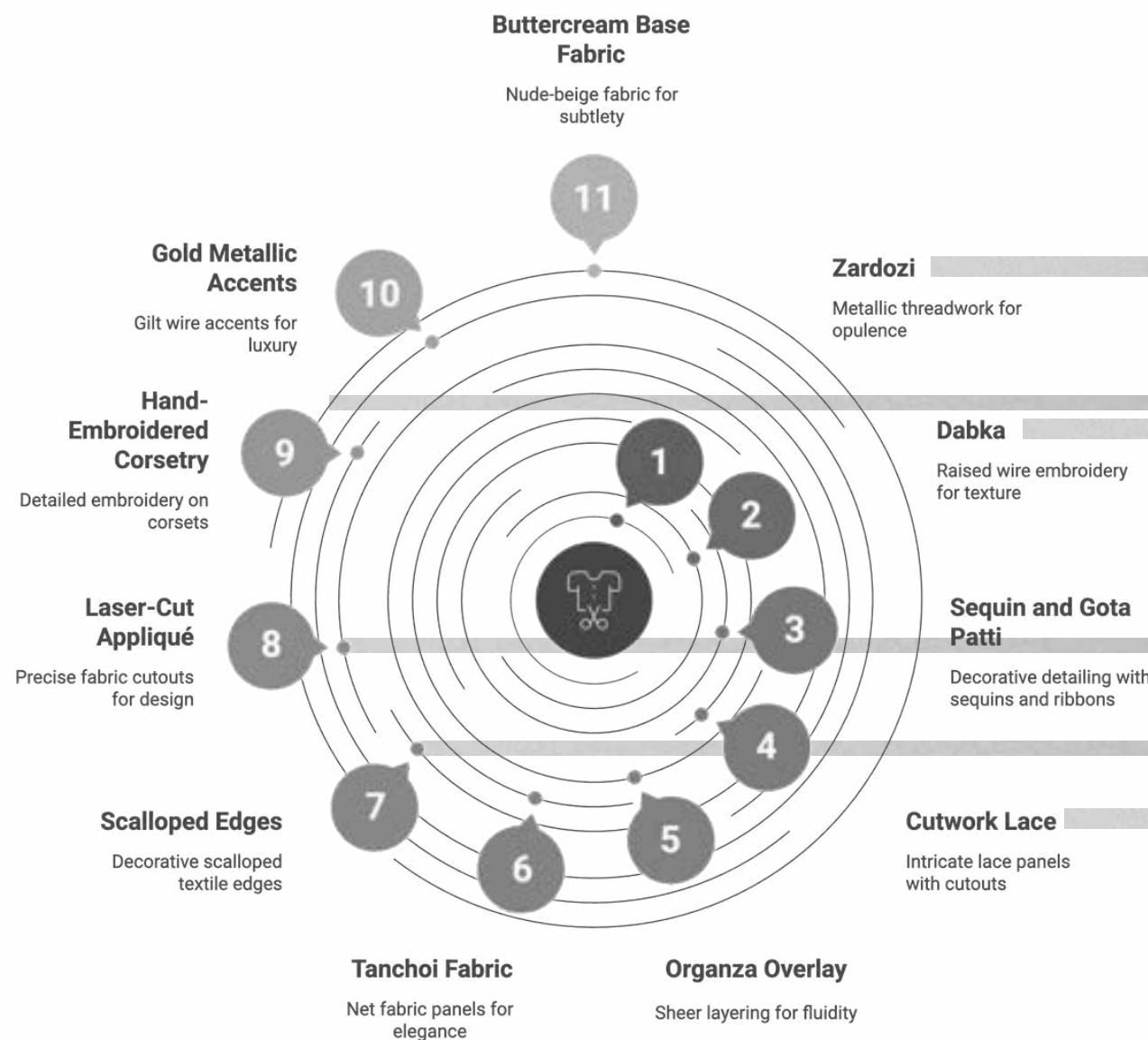
Brainstorming of Materials and Techniques



Fabric and Material Composition

-
- Silk Blend Base Fabric
Luxurious foundation for designs
- Laser-cut Polymer Sheets
Lightweight wing panels
- Organza and Tulle
Fluid layering and support
- Acrylic/Resin
Rigidity in wing structures
- Metallic Finishes and Crystals
Iridescent sheen and shimmer

Final Embroidery Materials, Fabrics & Techniques



Process work

| v | - |
IRIS VAN HERPEN

| v | - |
IRIS VAN HERPEN

Visual of the front



Front dress sketches



Back sketches

Dabka material

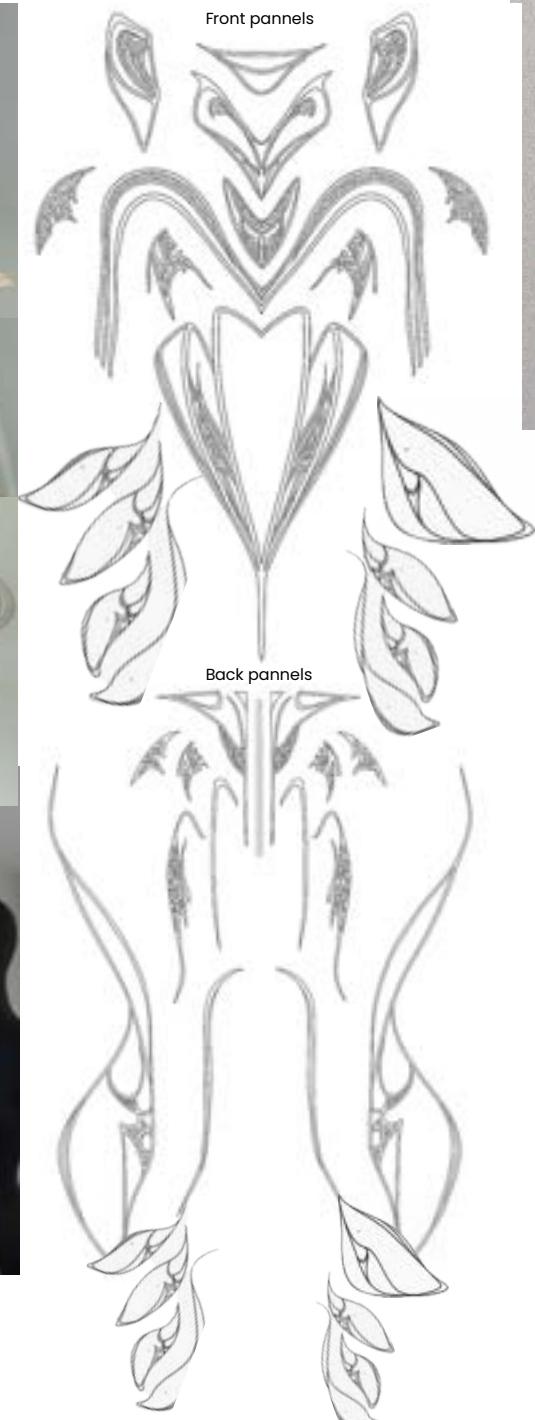


PANTONE
20-0060 TPG
Satin Chamee

After doing embroidery on this panel



Draping the panels



COUTURE CREATIONS

One of the key projects I contributed to was for a prestigious Paris haute couture brand, My. My involvement in this project allowed me to work closely with the design and production teams, helping to bring their creative visions to life through intricate embroidery and garment construction. The project deepened my understanding of the couture process and honed my skills in working with luxury materials and executing complex design concepts.

During the initial weeks working on Mona Patel's custom gown for the 2025 Met Gala, the focus was on mastering the translation of the designer's intricate concept into a tangible couture piece. The project required the development of precise material charts, purchase requisition forms, and detailed production documents. These foundational steps ensured a seamless workflow and meticulous documentation of every creative and technical stage. As the process unfolded, responsibilities expanded to include:

Material Chart Development – Identifying each unique fabric, lace, and embellishment used for the gown, from the translucent organza panels to the sculpted petal-shaped overlays, creating a master chart as a reference for the atelier team.

Process while making this dress

Drawing Khakhas – Collaborating with the artist department to create full-scale khakhas of the dress, mapping the corseted bodice, sheer cut-outs, and layered train so that every curve, line, and proportion perfectly reflected the original sketch.

Design Continuity Check – Producing scaled paper and muslin mockups to ensure the dramatic train structure and cascading petal motifs held their form when worn, making any necessary refinements before final construction.

Material Sourcing – Partnering with the sourcing team to acquire specialty textiles in custom shades of blush and champagne, along with hand-painted metallic details, and managing the arrival timelines to keep production on track.

One of the most **captivating aspects of this project was the creation of the gown's sculptural train, composed of layered, petal-shaped panels edged in delicate gold. Each panel was individually cut, stiffened, and hand-finished to maintain its form while moving fluidly.** The gown's sheer side panels were engineered to balance structure with transparency, while the corset bodice was reinforced for both fit and comfort.



VOGUE



The result was a piece that combined high artistry with impeccable technical execution. Overall, the focus was on transforming the original fashion illustration into a living, wearable work of art—ensuring Mona Patel's presence at the Met Gala was nothing short of breathtaking, while contributing to every stage of creation from concept to final fitting.





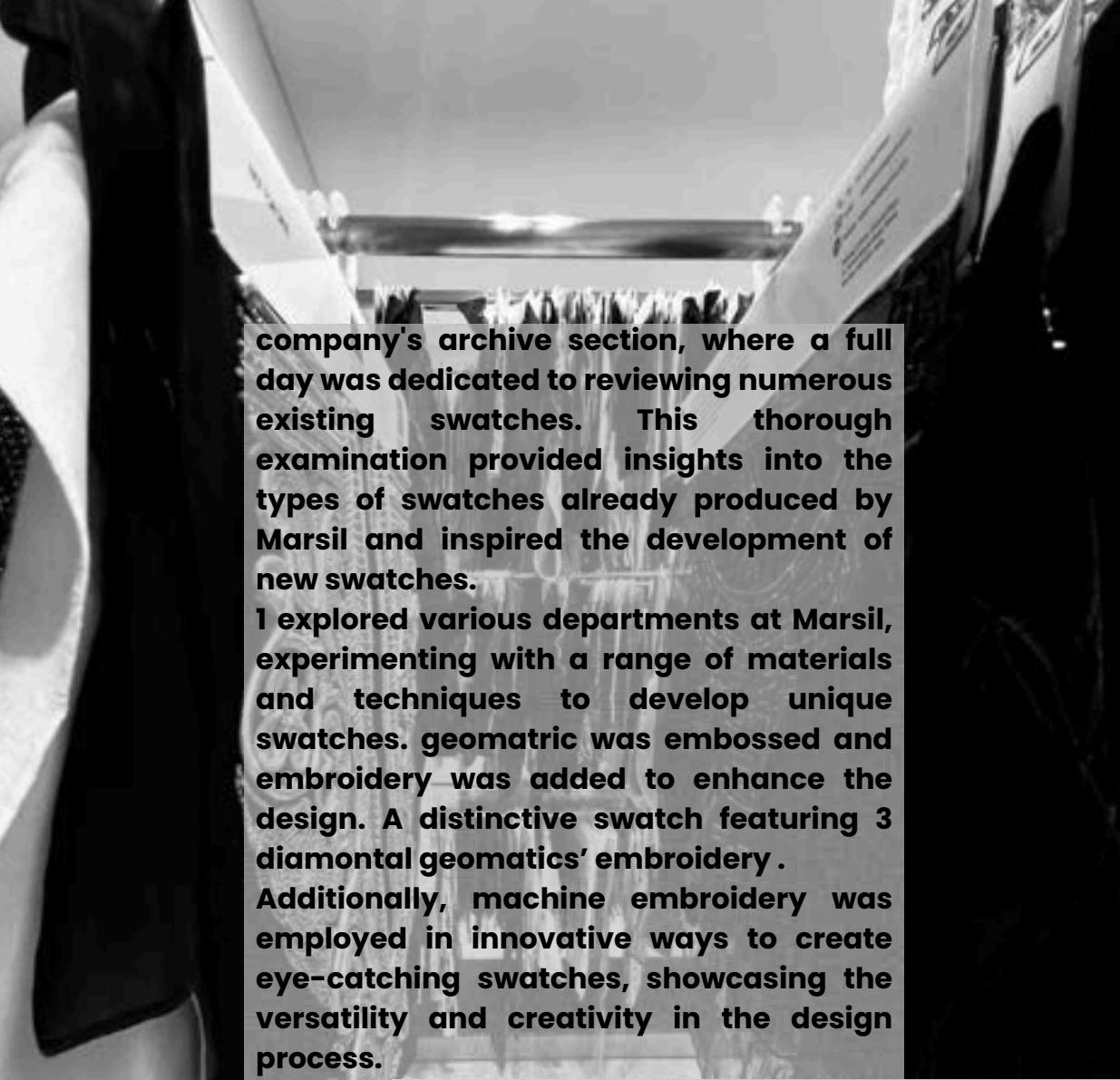
CHAPTER 15

ARCHIVE SWATCH DEVELOPMENT

Following Paris Couture Week, attention shifted to developing bridal swatches for the high end couture client, as well as creating swatches for the upcoming SS2027 collection. These swatches were predominantly centered around roses, incorporating a variety of techniques including **3d material , different way of material application, 3d thread work, material manipulation, and innovative embroidered technique**. This diverse approach provided the client with a broad selection of styles to choose from, each showcasing different interpretations of the theme.

In addition to **client projects, there was a unique opportunity to develop personal swatches based on original ideas. This involved a detailed exploration** of the company's





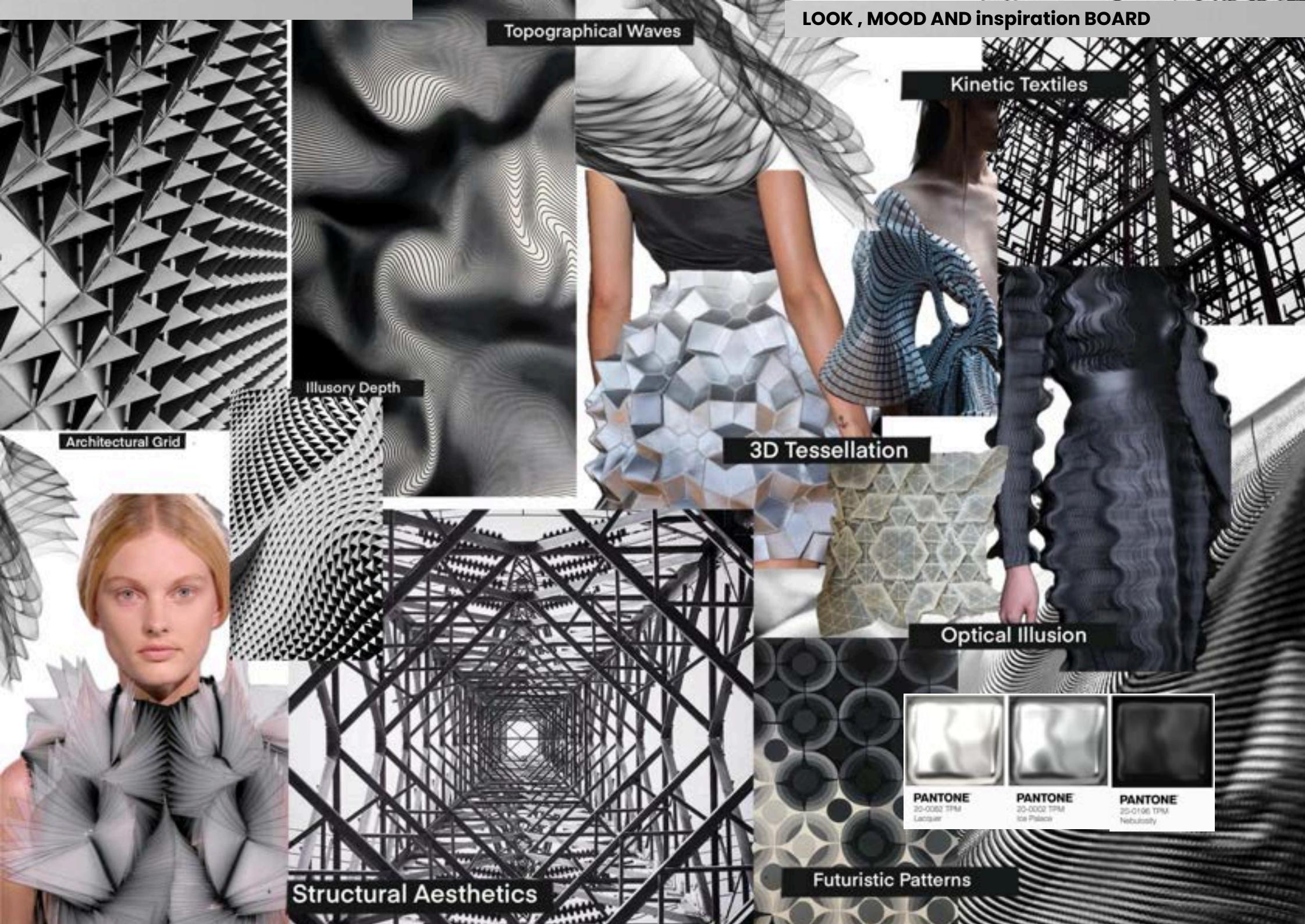
company's archive section, where a full day was dedicated to reviewing numerous existing swatches. This thorough examination provided insights into the types of swatches already produced by Marsil and inspired the development of new swatches.

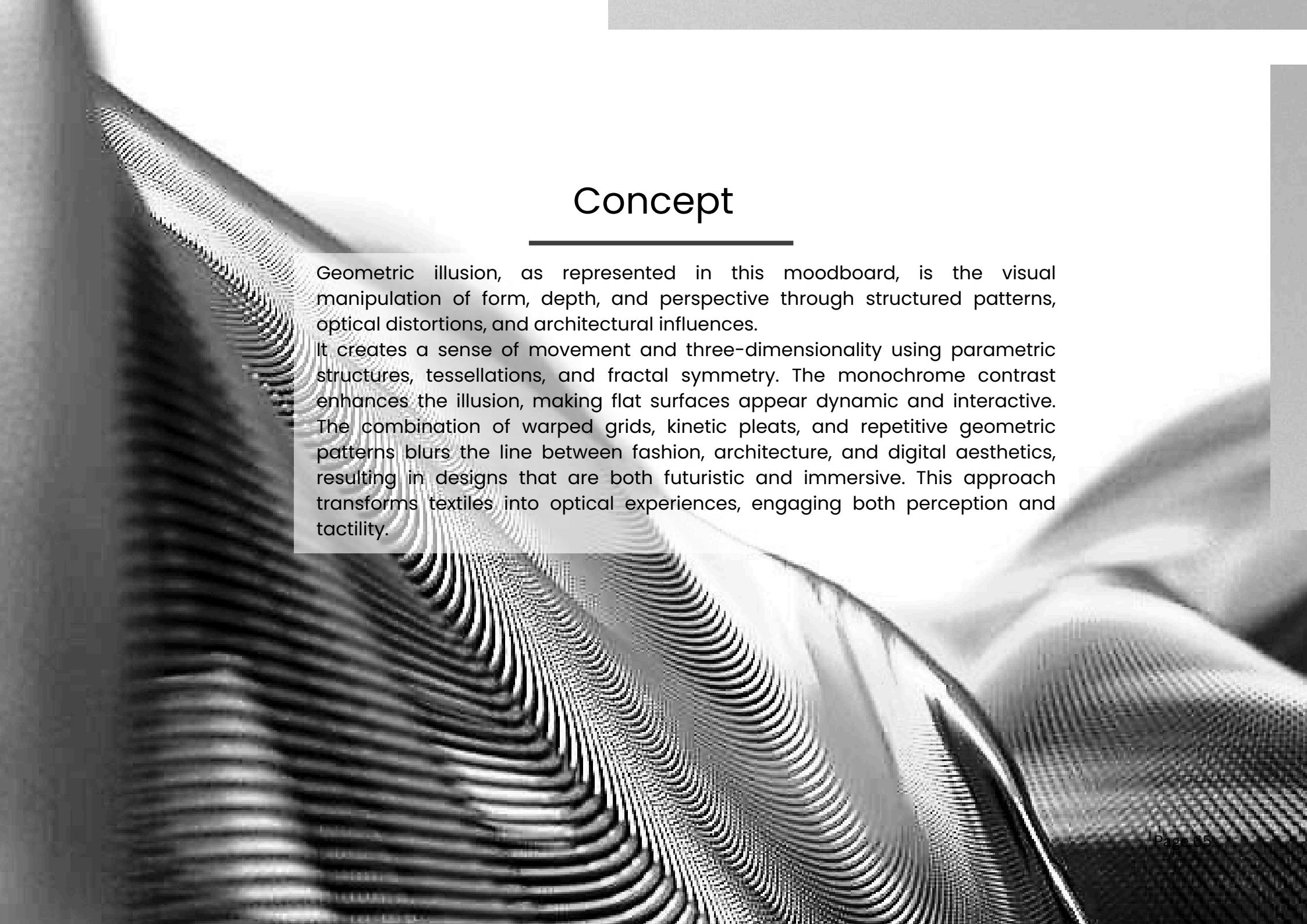
I explored various departments at Marsil, experimenting with a range of materials and techniques to develop unique swatches. Geometric was embossed and embroidery was added to enhance the design. A distinctive swatch featuring 3 diamondal geometrics' embroidery.

Additionally, machine embroidery was employed in innovative ways to create eye-catching swatches, showcasing the versatility and creativity in the design process.



LOOK , MOOD AND inspiration BOARD



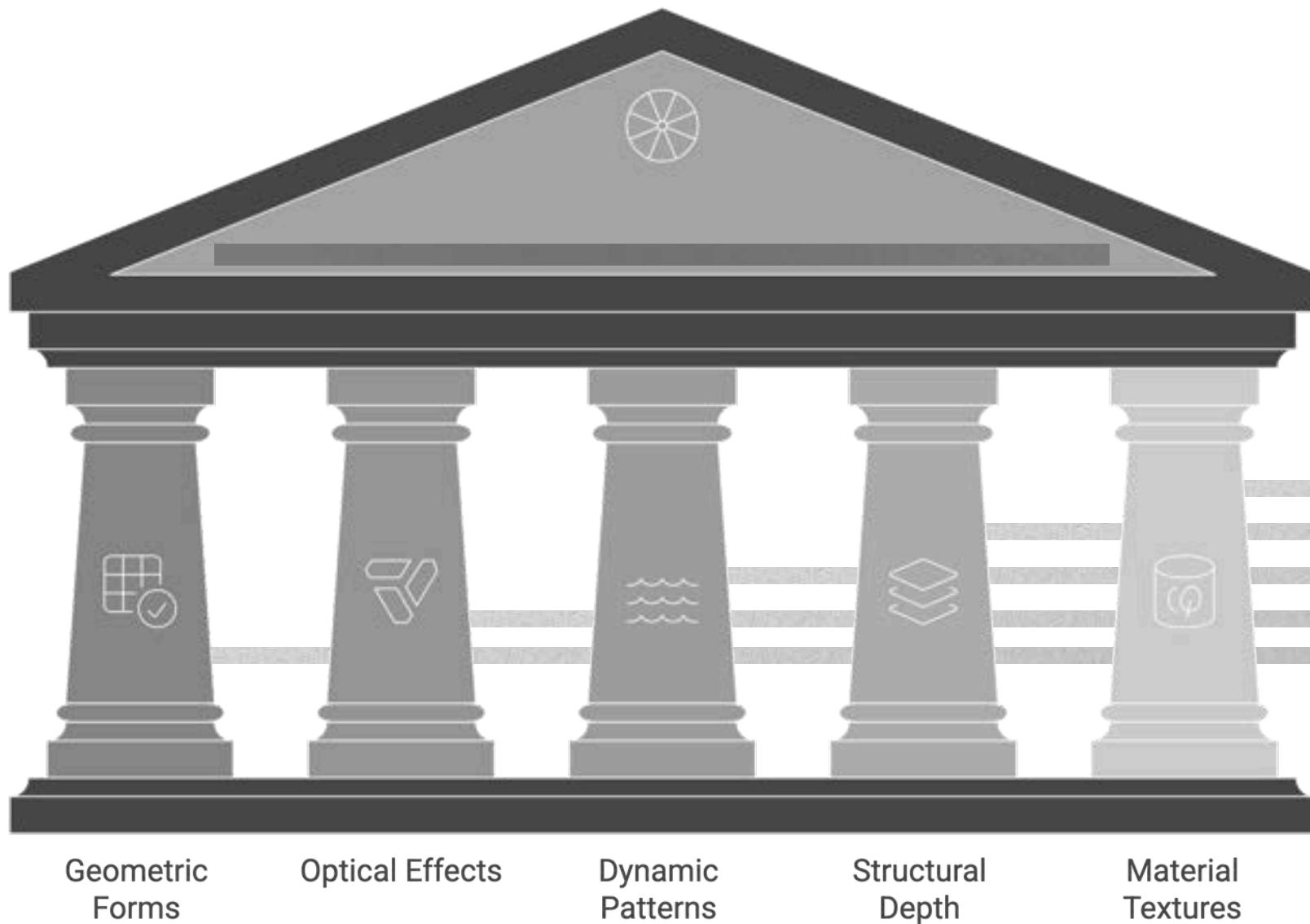


Concept

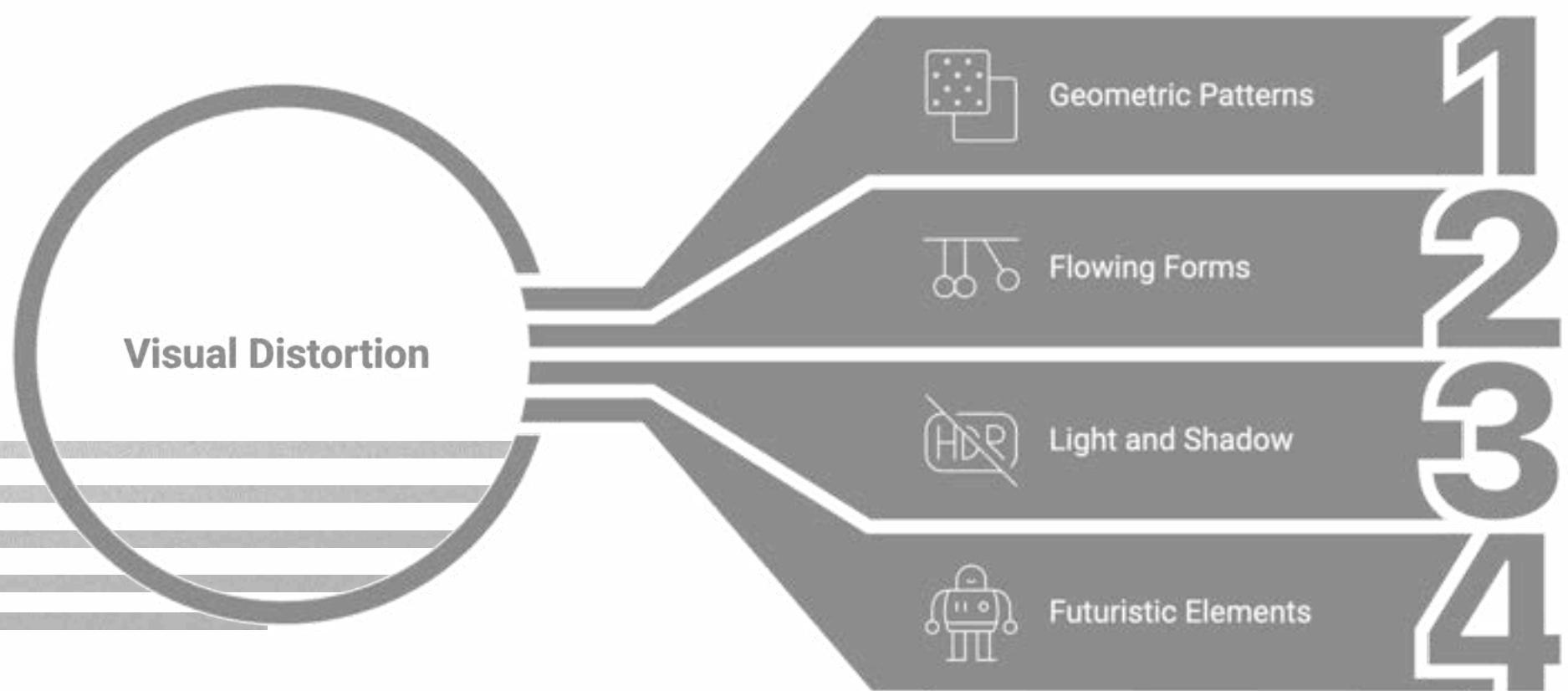
Geometric illusion, as represented in this moodboard, is the visual manipulation of form, depth, and perspective through structured patterns, optical distortions, and architectural influences.

It creates a sense of movement and three-dimensionality using parametric structures, tessellations, and fractal symmetry. The monochrome contrast enhances the illusion, making flat surfaces appear dynamic and interactive. The combination of warped grids, kinetic pleats, and repetitive geometric patterns blurs the line between fashion, architecture, and digital aesthetics, resulting in designs that are both futuristic and immersive. This approach transforms textiles into optical experiences, engaging both perception and tactility.

Word cloud Pillars



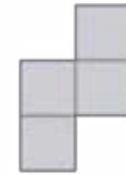
Research in **wgsn**, trends came up with main vision words.



Brainstorming

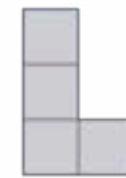
Crumbling Patterns

Patterns losing integrity



Pixelated Flow

Flow becoming blocky



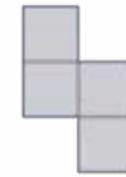
Disjointed Tessellations

Tiles no longer connect



Fading Lines

Lines losing definition



Warped Grids

Dynamic grid distortions creating unique visual perspectives.



Fractals

Complex, self-similar patterns revealing infinite detail.



Optical Moiré

Interference patterns producing mesmerizing visual illusions.



Tessellations

Repeating geometric patterns forming intricate visual designs.



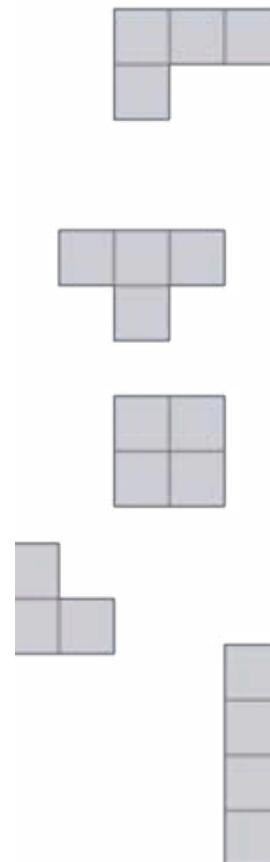
Parametric Waves

Mathematical curves generating fluid, dynamic visual effects.



Kinetic Pleats

Folding techniques creating dynamic, moving visual textures.



Shattered Geometry

Geometry losing form



Warped Angles

Angles losing accuracy



Degraded Meshes

Mesh losing its structure



Fragmented Symmetry

Symmetry losing its balance

Exploring concepts

SMOCKING TECHNIQUE



MICROSCOUR



ILLUSIONS IN MOTION

Storyline:
This collection explores the fascinating intersection of structure, perception, and movement in textiles. Inspired by natural phenomena such as shifting sand dunes, flowing water, and the dynamic geometry of metallic mesh, the weavers experiment with patterns, folds, and optical illusions to create depth and dimension. Each textile piece manipulates light and shadow, altering how the surface is perceived. Some weavers use bold geometric contrast, to create a visual distortion effect, while others employ structured pleats and layering to add a tactile, three-dimensional experience. The collection reflects the ephemeral nature of illusions in both natural and man-made environments, transforming flat surfaces into immersive visual experiences.

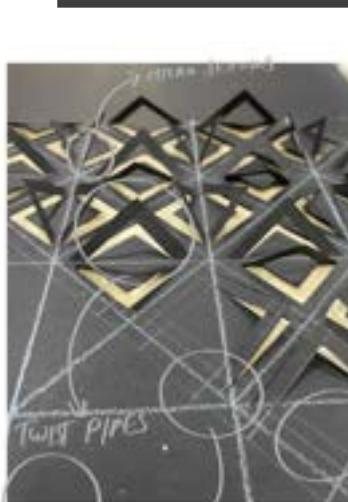
B/W checked



THE ILLUSION OF DEPTH AND MOTION

Storyline:
This ensemble blurs the boundaries between two and three dimensions creating an optical illusion that deceives the eye. At first glance the flowing layers appear to rise and fall like ocean waves or wind-sculpted sand dunes. However, upon closer inspection one realises that the surface is merely a trick of perspective, achieved through perspective and spacing of the stripes. The weavers combine interplay of light, shadow, and depth, making it feel dynamic despite its static nature.

BLACK SPUN PLASTIC-MATIC STRIPES



ARCHITECTURAL ECHOES

A fusion of past and future—a tribute to ancient cathedrals that built with geometric precision, reinterpreted through a modern lens. This textile feels like an artifact from a parallel universe, where Gothic cathedrals merge with digital architecture. The interplay of extrados and intrados mirrors how light filters through stained-glass windows, transforming static geometry into a dynamic, immersive experience.

BLOCK STAIN FABRIC
HAND NEEDLE STITCH
MIRRORS

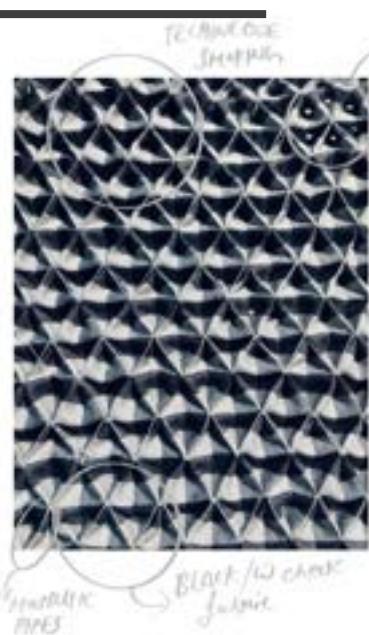


PARAMETRIC BLOOM*

Storyline:
This ensemble embodies the fusion of organic growth and architectural precision, where rigid structures give birth to fluid forms. Inspired by parametric architecture and kinetic textiles, the metallic framework acts as a digital scaffold while the soft marsh fabric mimics the blooming of petals or the unfolding of a living organism. The tension between structure and fluidity creates a harmonious paradox as the soft forms appear in fluid, defying the rigid constraints of their structural support.

The color interplay of black, white, and deep red enhances the illusion of depth and movement, echoing the optical illusions found in nature's patterns and intricate material explorations. This piece is a study in contrasts—where hard meets soft, precision meets chaos, and digital meets organic.

Keywords: Parametric structures, kinetic growth, architectural biomimicry, motion-blur.



STRUCTURAL GRID ILLUSION

Storyline:
Inspired by the mathematical precision of tessellations and the optical tricks of Lissajous patterns, this switch brings a structural yet dynamic aesthetic to the textile surface. The interplay of light and shadow across the folded fabric creates a mesmerizing illusion of depth, mimicking the three-dimensionality of organic architecture and the rhythmic repetition found in digital art.

The alternating black-and-white grid enhances the motion effect, making the surface appear to shift and transform depending on the angle of observation. This results in a dynamic interplay between geometry and texture, creating a sense of constant movement, and perception is continually challenged. It embodies the future of kinetic textiles, where fabrics not only adorn but also interact with the eye and the body.

Keywords: 3D tessellation, organic folds, motion, illusion, optical geometry



"SHADOW ILLUSION"

Storyline:
This switch explores the interplay of light, shadow, and modular surfaces, drawing inspiration from 3D tessellations and optical illusions. The structured folding forms resemble organic architecture, where sharp creases create dynamic depth shifts depending on the angle of observation.

By manipulating the rigidity of paper into kinetic, almost fabric-like movement, this prototype mimics the futuristic possibilities of transformable textiles. The monochromatic contrast further enhances the illusion, making the surface appear as if it is constantly shifting between convex and concave states. This switch embodies a futuristic parametric approach to embroidery, where shadow plays a much of a role as materiality.

Keywords:
• Tessellations & Origami Forms / Modular, folding geometry
• Parametric Design / Architectural digital manipulation
• Shadow Play / Light-travel interactive surfaces



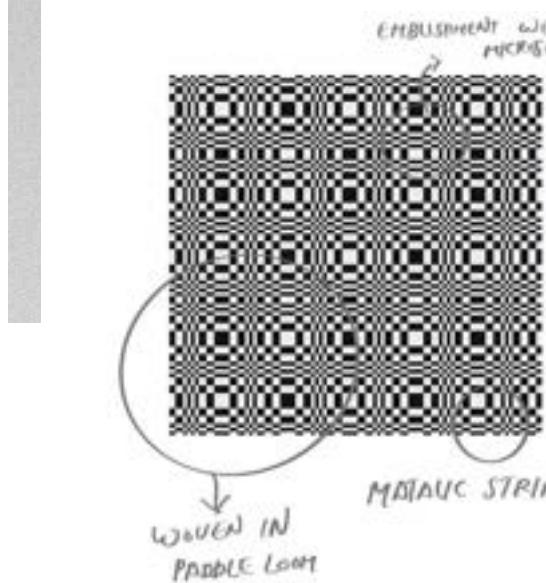
ARCHITECTURAL ILLUSION

Storyline:
This switch embodies the fusion of optical distortion and structural aesthetics, inspired by urban architecture and kinetic textiles. The checkerboard weave creates an optical illusion of shifting depth, mimicking the warped grids seen in futuristic cityscapes. The 3D triangular mesh deformations add a parametric, architectural element, resembling scaffolding, honeycomb structures, or kinetic facades that move with light and perspective.

It represents the intersection of digital and tactile experiences, where the rigidity of geometric forms is softened by the woven medium. The contrast between flat and raised elements creates a dynamic interplay of shadow and form, making the fabric appear alive and interactive.

Inspiration Keyword:

- Optical Illusions (Warped grids, checkerboard depth)
- Architectural Tessellations (Parametric facades, modular structures)
- Kinetic Textiles (Tactile movement, dynamic layering)



DIGITAL WEAVE MATRIX – A PLAY OF OPTICAL ILLUSIONS

This switch represents a mathematically structured weave pattern, designed to create optical depth and movement. The interplay of black and white checks, stripes, and grids results in a visually innovative effect, reminiscent of digital glitch aesthetics and kinetic textiles. This design can be adapted for jacquard weaving, experimental fabric manipulations, or futuristic textile applications.

Swatch 1



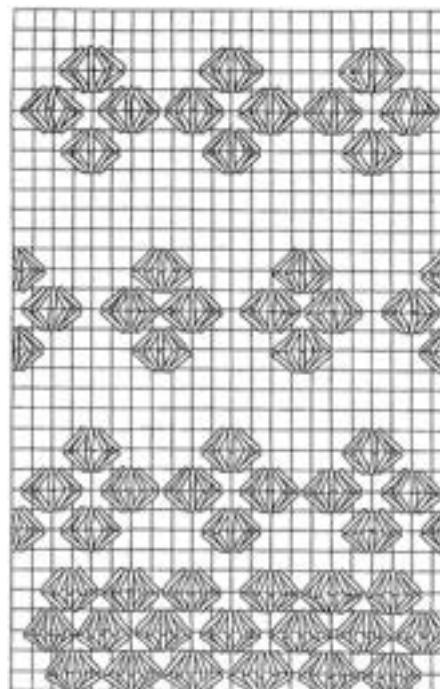
Khaka making





Khaka making

Swatch 2



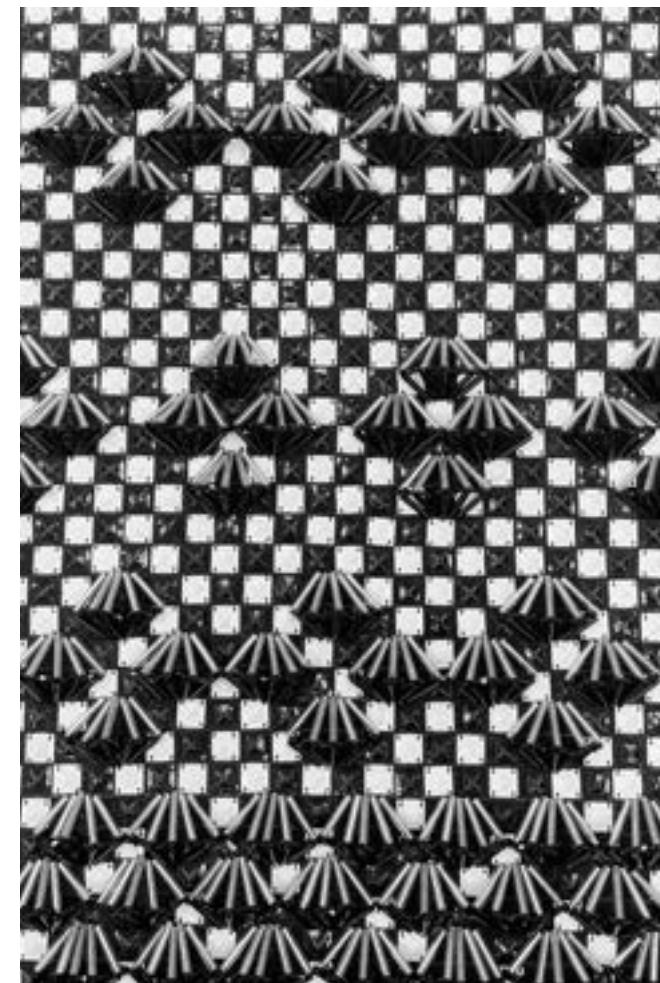
PANTONE
20-0062 TPM
Lacquer



PANTONE
20-0002 TPM
Ice Palace



PANTONE
20-0198 TPM
Nebulosity

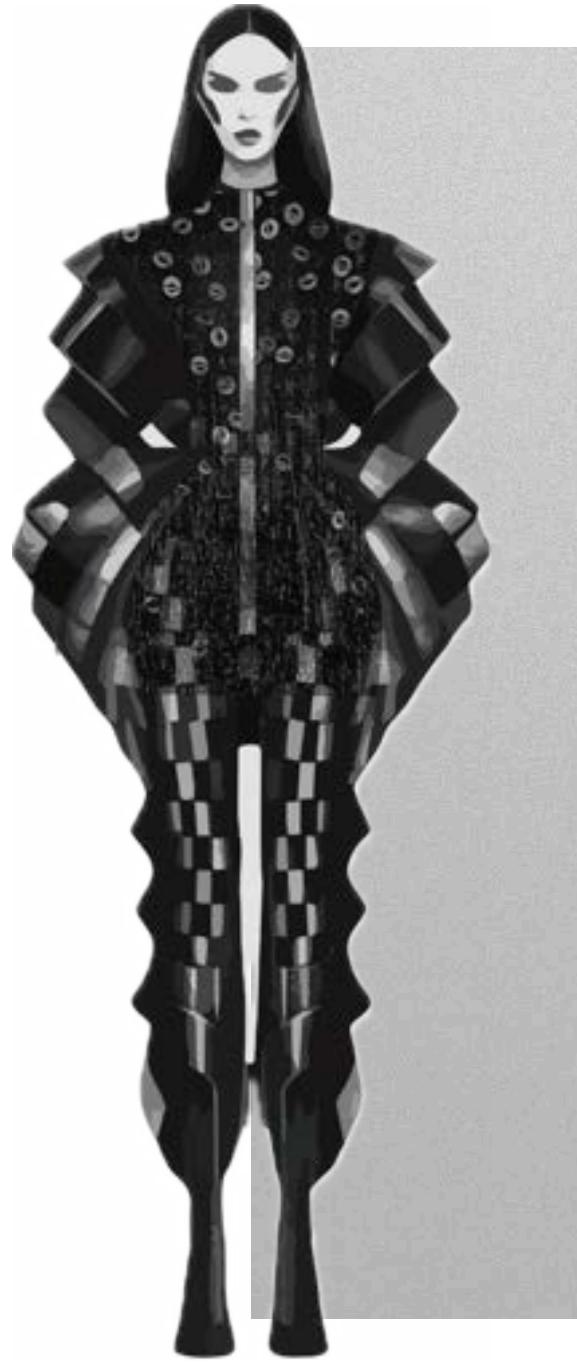


Swatch 3



Khaka making





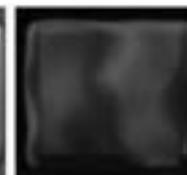
Khaka making



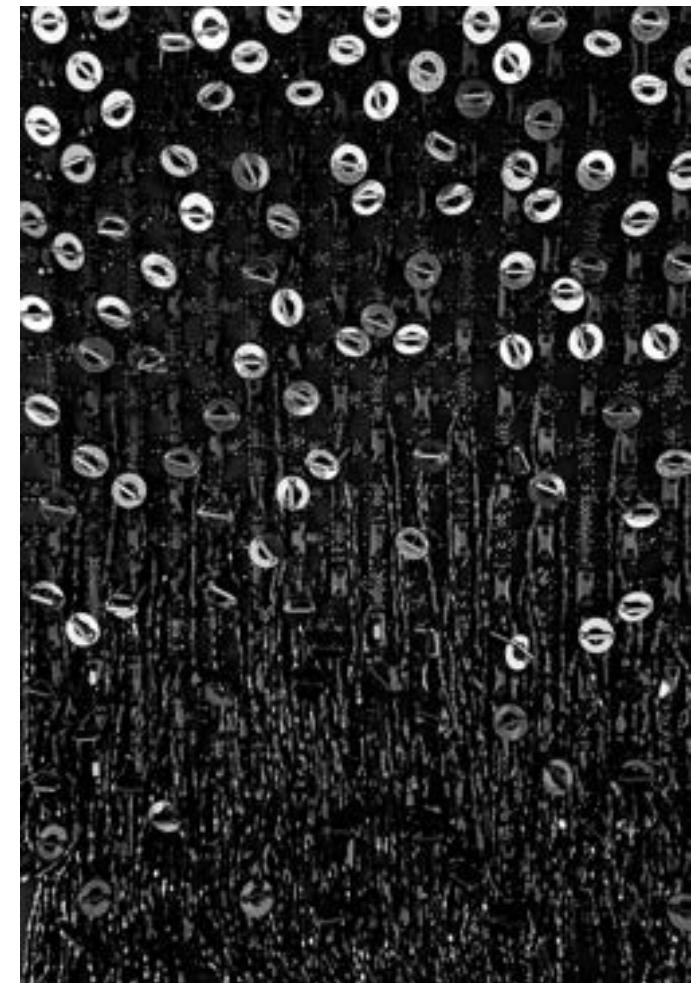
PANTONE
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Lacquer



PANTONE
20-0002 TPM
Ice Palace



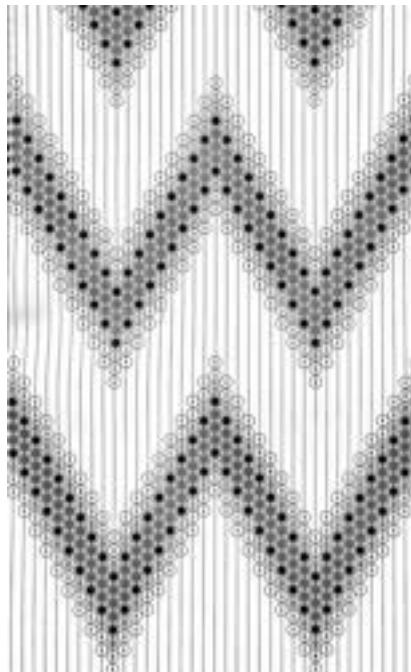
PANTONE
20-0196 TPM
Nebulosity



Swatch 4

Swatch 5

Khaka making



PANTONE
20-0147 TPM
Diode Blue



PANTONE
20-0153 TPM
Aquatopia

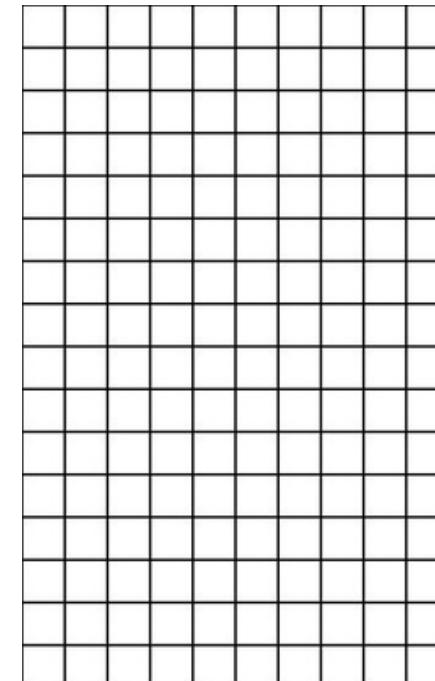


PANTONE
20-0140 TPM
Slipstream





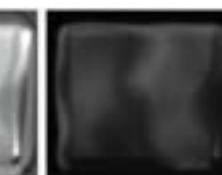
Khaka making



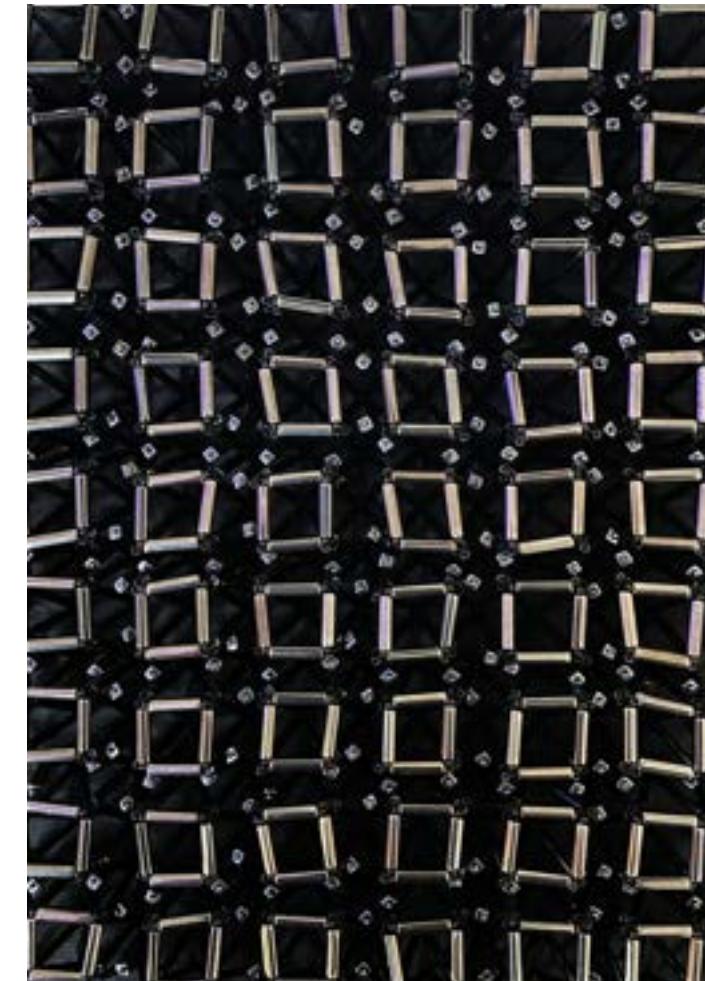
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PANTONE
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Ice Palace



PANTONE
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Nebulosity

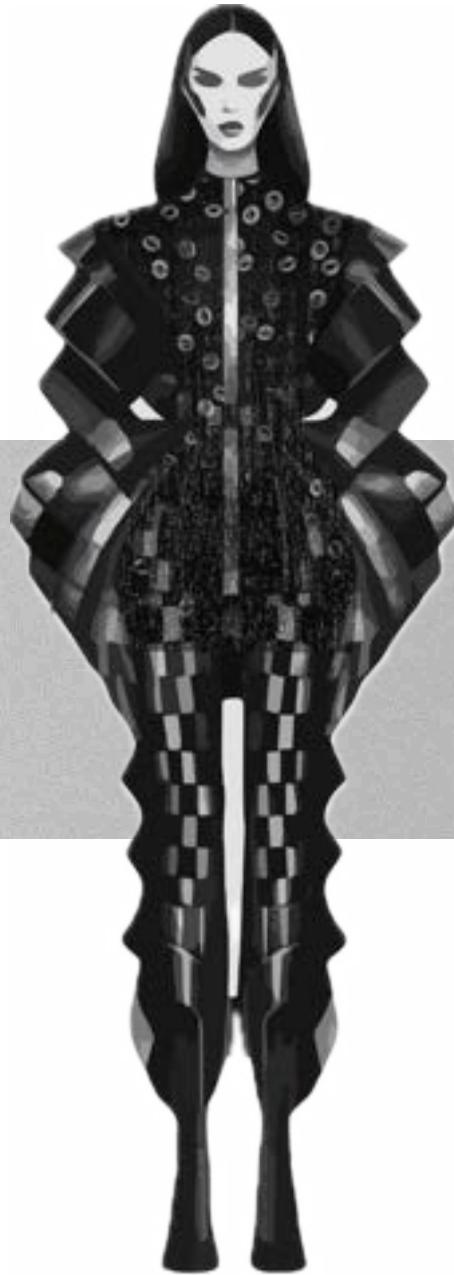


Swatch 6

Proposed to Balmain



BALMAIN
PARIS



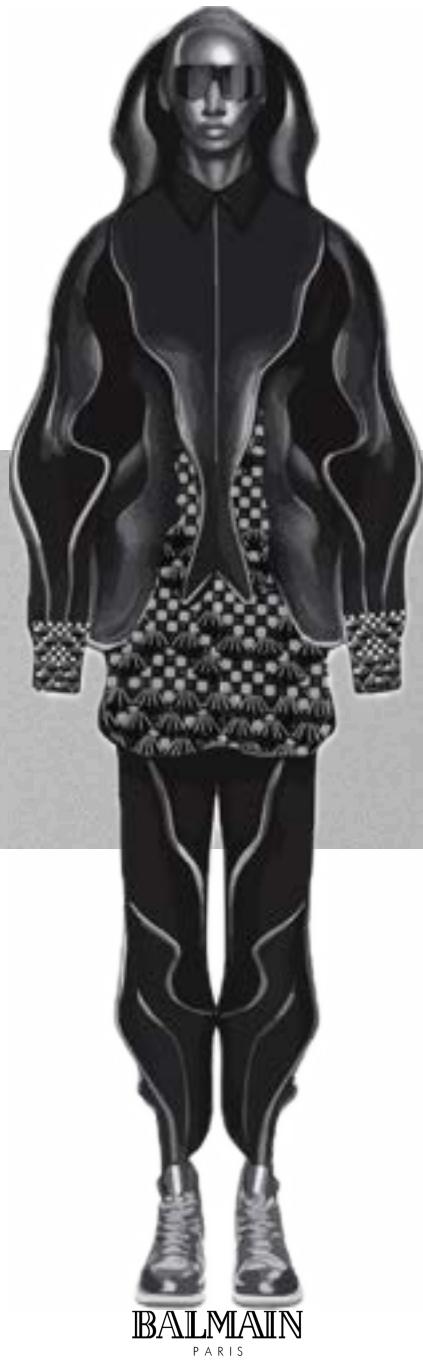
BALMAIN
PARIS



BALMAIN
PARIS

SE

E



CAROLINA HERRERA

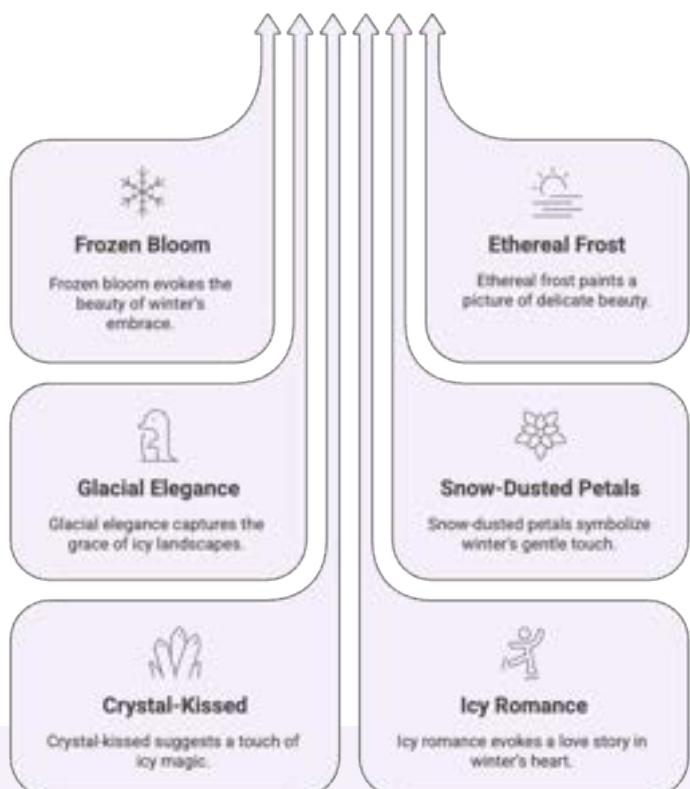
Project 3

Design Brief –

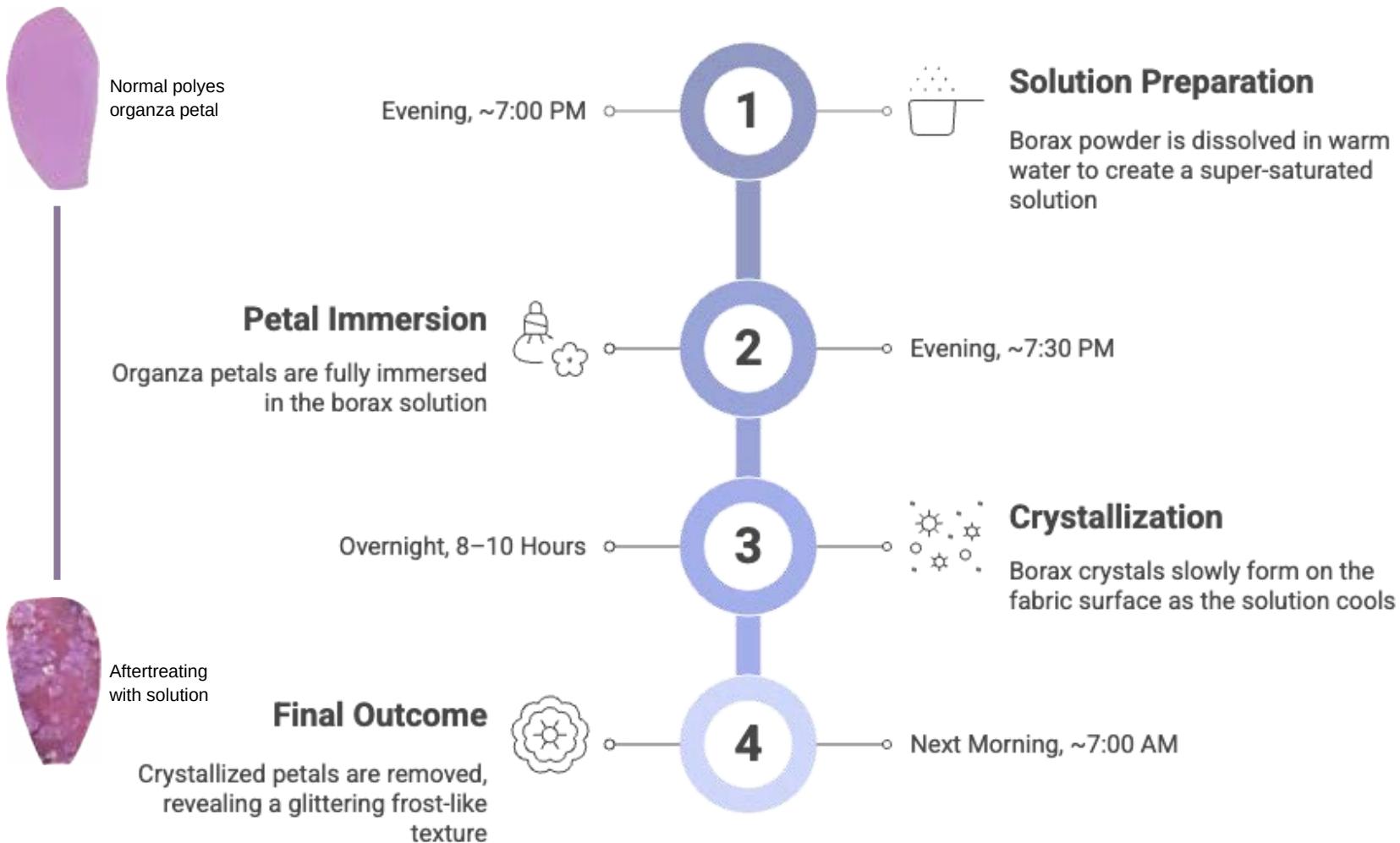
Frost-Crystallized Floral Textures for Carolina Herrera

Concept

The design draws inspiration from frost-kissed blossoms that naturally bloom through snow. For Carolina Herrera, this technique reflects her elegant femininity, timeless romance, and couture craftsmanship. By merging science with textiles, fabric petals are transformed into glittering crystallized embellishments, evoking the look of nature's frozen flowers.



Crystallization Process of Organza Petals



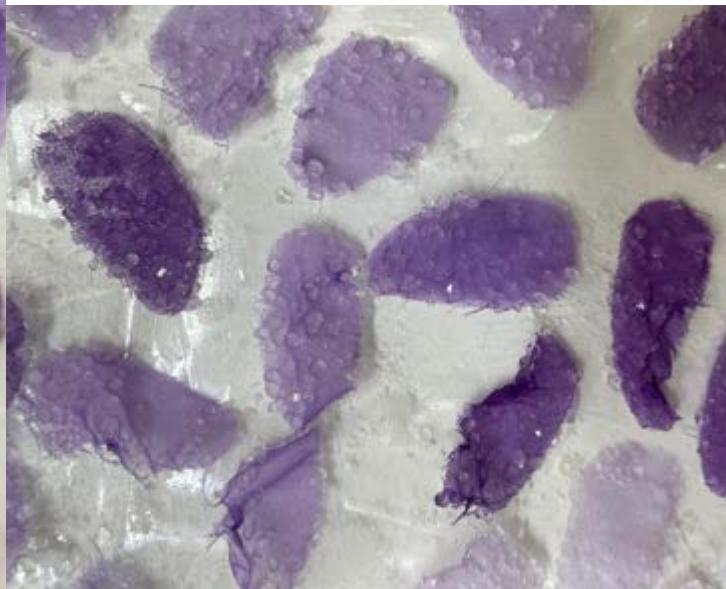
Process & Instructions



Borax powder 100gram



Water 200 ml



Outcome of petals

1. Base Fabric

- Chinese Organza was chosen for its lightweight, translucent, and crisp texture.
- The fabric was cut into petal shapes to resemble natural blossoms.

2. Solution Preparation (Evening, ~7 PM)

- Heat water until warm (not boiling).
- Add borax powder slowly, stirring until the solution becomes super-saturated (undissolved grains remain at the bottom).

3. Immersion (Same Evening, ~7:30 PM)

- Suspend the organza petals inside the solution (avoid crowding them).
- Keep the container undisturbed overnight in a cool environment.

4. Crystallization (8–12 Hours Overnight)

- As the water cools, borax crystals form and attach onto the organza surface.
- This builds a frosted, snow-like coating on each petal, mimicking natural ice crystals.

5. Final Outcome (Morning, ~7 AM)

- Carefully remove the crystallized petals from the solution.
- Dry gently at room temperature on absorbent paper.
- The petals now appear like real frozen blossoms, ready to be assembled into couture flowers.



After curing with fabric glue water



Final swatch

Khaka



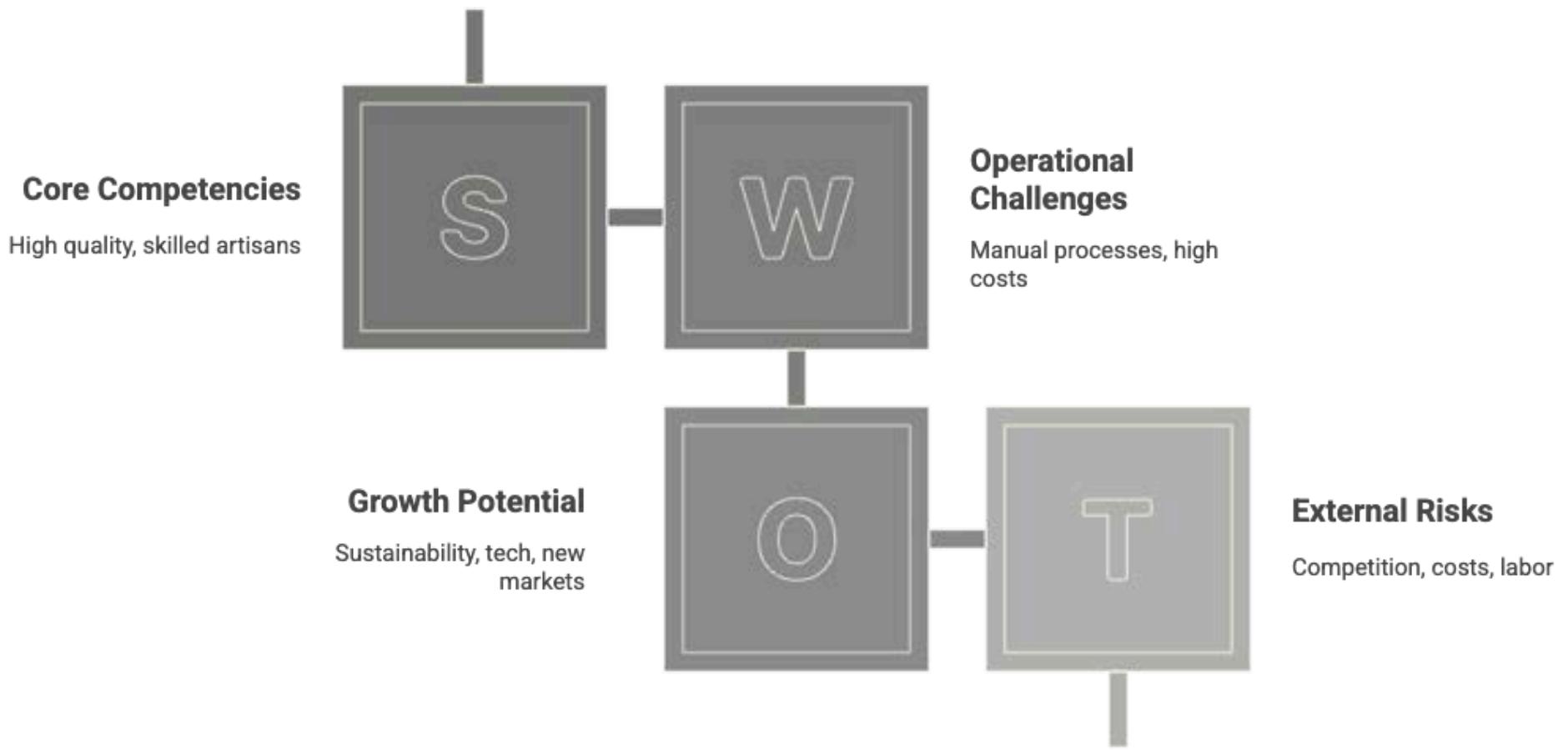
Process



CAROLINA HERRERA



Marsil Exports SWOT Analysis







In conclusion, the internship at Marsil Exports proved to be a transformative journey, both academically and professionally. Engaging with such esteemed clients who participated in high-profile events like Paris Couture Week provided an invaluable learning experience. The challenges faced and the rewards achieved during this period significantly broadened the understanding of haute couture fashion, offering practical insights into the intricacies of design, material selection, and the collaborative nature of the industry.

The skills and knowledge gained throughout this internship have been instrumental in shaping a deeper appreciation for the art and precision required in haute couture. As the experience culminates, there is a strong sense of readiness and enthusiasm to apply these insights to future endeavors in the fashion industry. The exposure to cutting-edge techniques, along with the opportunity to contribute to iconic fashion projects, has laid a solid foundation for continued growth and success in the dynamic world of fashion.



The internship offered a profound and enriching experience within the high-paced, creative environment of haute couture fashion. It provided an opportunity to develop a nuanced understanding of material selection and procurement, gaining detailed knowledge about various types of stones, their technical specifications, and quality considerations, including local and brand names. This hands-on experience underscored the importance of precision and meticulous attention to detail essential for creating high-fashion garments, where every element must align perfectly to achieve the desired aesthetic.

The collaborative nature of the fashion design and development process was a key learning aspect. The internship highlighted the significance of working effectively with different teams, managing communication, and coordinating efforts to address and overcome challenges in a dynamic setting. Practical skills in problem-solving were refined, particularly in adapting creativity within the constraints of material availability and design requirements. Overall, the experience enhanced the ability to navigate the complexities of haute couture fashion, providing a solid foundation in both technical and creative aspects of the industry.

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- <https://www.vogue.com/fashion-shows/image-archive>
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