

NAAN MUTHALVAN PROJECT

COLLEGE NAME: ALAGAPPA ARTS GOVT COLLEGE

PLACE: KARAIKUDI

DEPARTMENT:B.Com

PROJECT NAME: ZOHO BOOKS FOR FASHION HAVEN

OUR TEAM MEMBERS:

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PROJECT REPORT TEMPLATE

INTRODUCTION

1.1 Overview

A brief description about your project

1.2 Purpose

The use of this project. What can be achieved using this

PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Paste the empathy map screenshot.

2.2 Ideation & Brainstroming Map

Paste the ideation & brainstroming map screenshot.

RESULT

Final finding (Output) of the project along with screenshoot.

ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution.

APPLICATIONS

The areas where this solution can be applied.

CONCLUSION

Conclusion summarizing the entire work and findings.

FUTURE SCOPE

Enhancements that can be made in the future.

APPENDIX

A.Source code

Attech the code for the solution built.

INTRODUCTION:

Fashion is an art form that allows individuals to express themselves through clothing and accessories.

It is a constancy evolving industry that in influenced by cultural,social,and economic factors.

In recent years,several types of fashion have emerged,each with its own unique characteristics and appeal.

1.1 Overview

As with any creative field,fashion design uses portfolios to showcase skills.

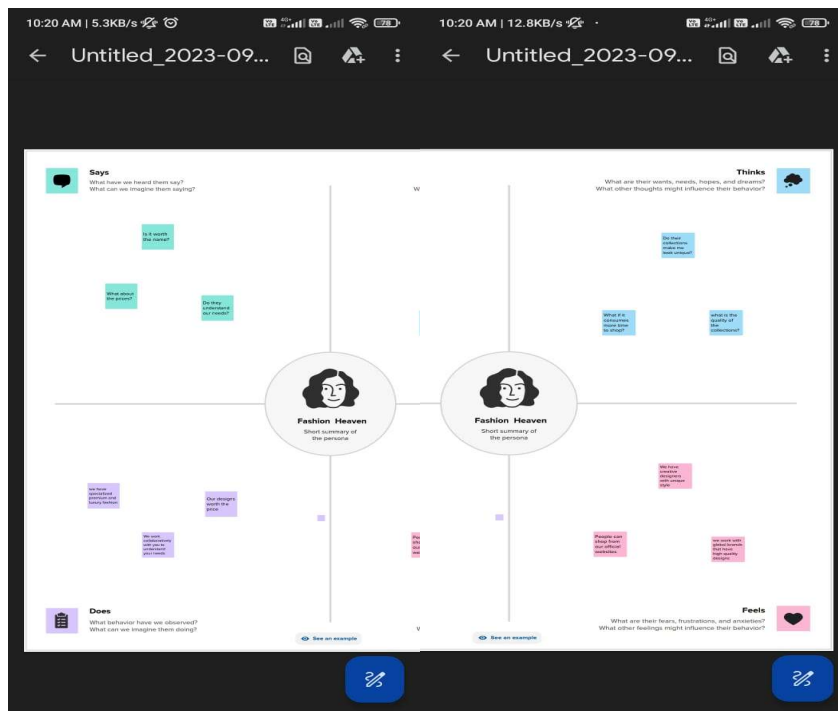
It can include illustration,fabric swatches,photo,and artwork,but above all,It needs to tell a story.

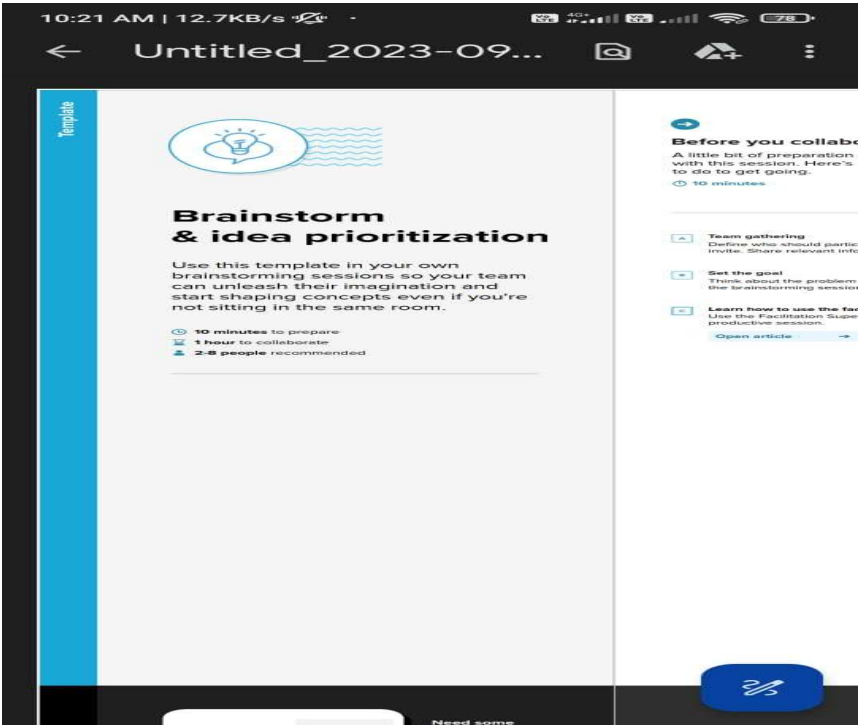
In essence,the portfolio is your visual resume.

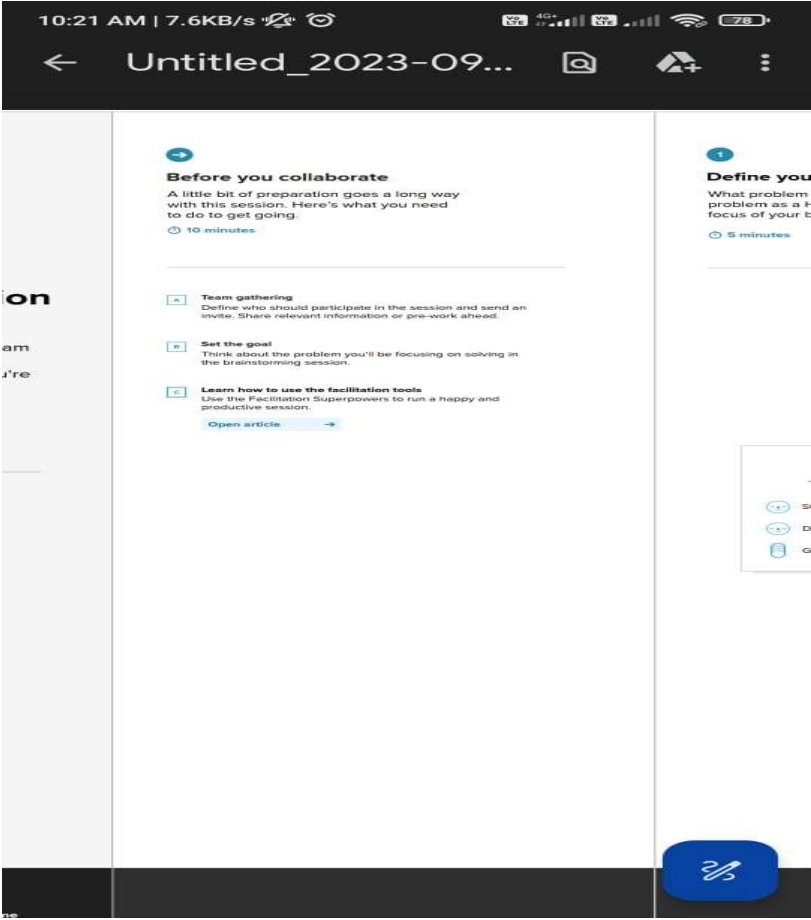
1.2 Purpose

We help emerging and established brands across the fashion,home and creative industries hire high calibre individuals from juniors through to CEO.

We work with you to define job roles that meet the needs of your business and are attractive to the market.







1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

Copycats and Product counterfeiting



Key rules of brainstorming

To run an smooth and productive session

-  Stay in topic.
-  Encourage wild ideas.
-  Defer judgment.
-  Listen to others.
-  Go for volume.
-  If possible, be visual.

2

Brainstorm

Write down ideas that add value.

⌚ 10 mins

Person 1

Use product to create digital linked

Person 5



🕒 10 minutes

Person 1

Use NFT-based product passports to create unique digital tokens linked to a specific product

Person 2

Implement holographic labels and watermarks, which will be difficult to replicate

Person 3

Trademark important words or design elements, which makes it easier to pursue legal action

Person 5

Person 6

Person 7



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

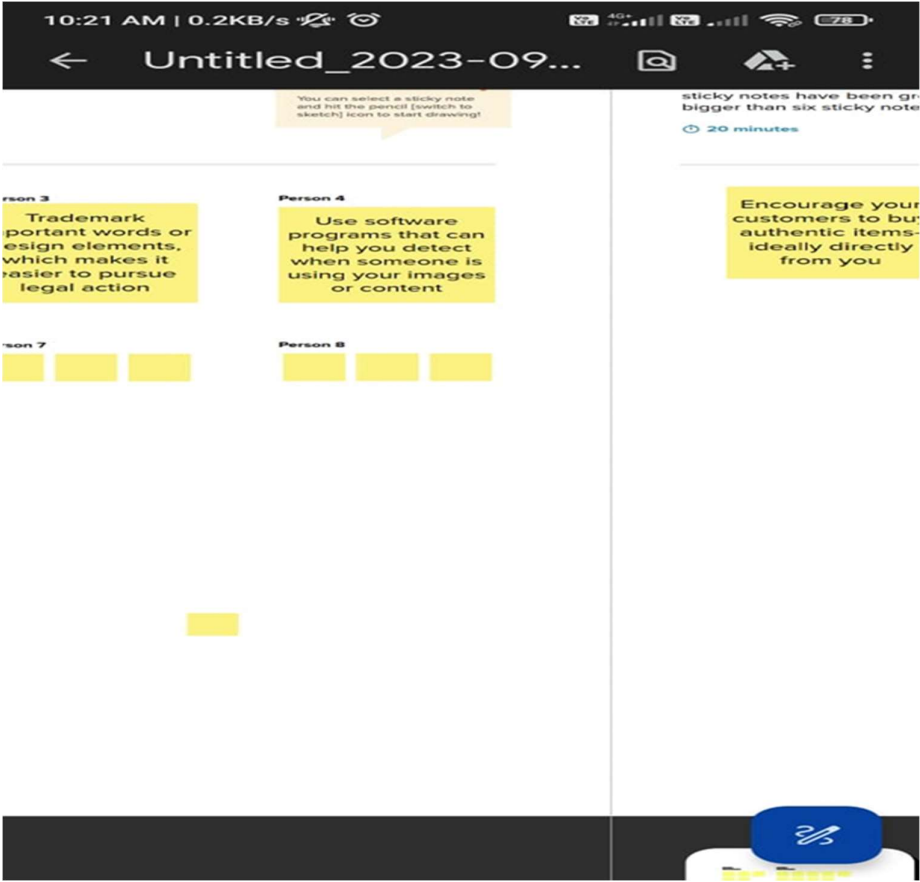
⌚ 20 minutes

Encourage your customers to buy authentic items—ideally directly from you

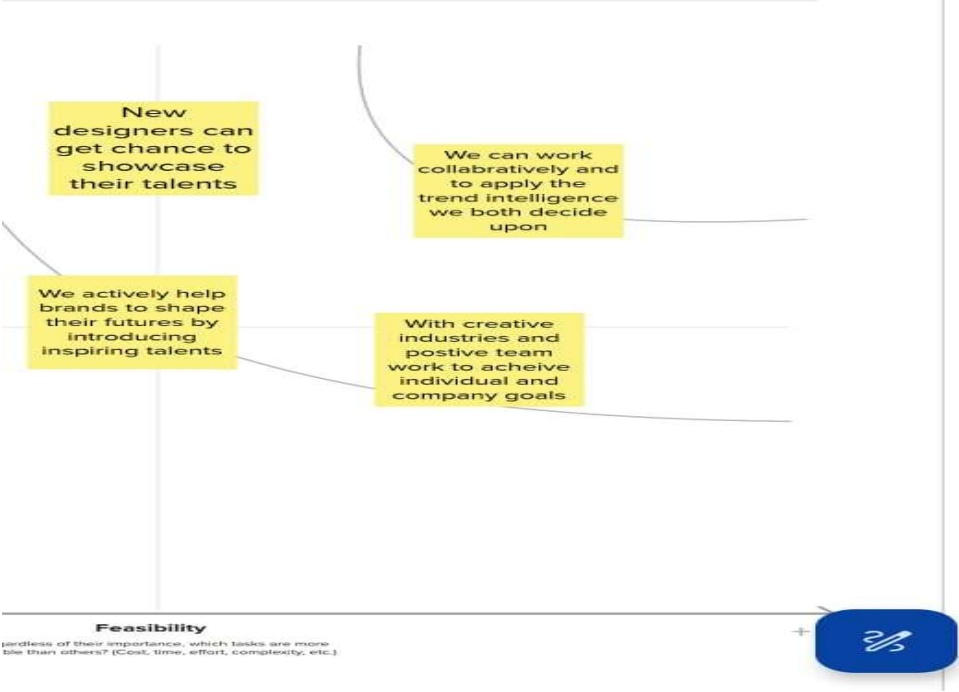
Use incentives and other tactics designed to get customers excited about buying our products

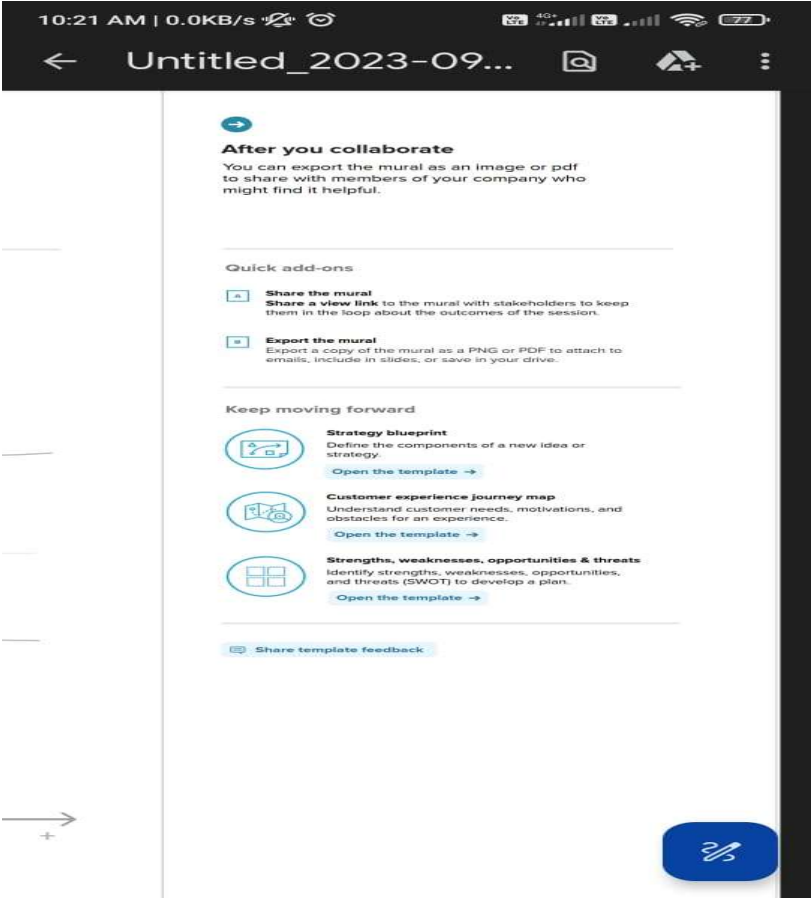
Register your designs, patterns and trademarks as soon as they're ready

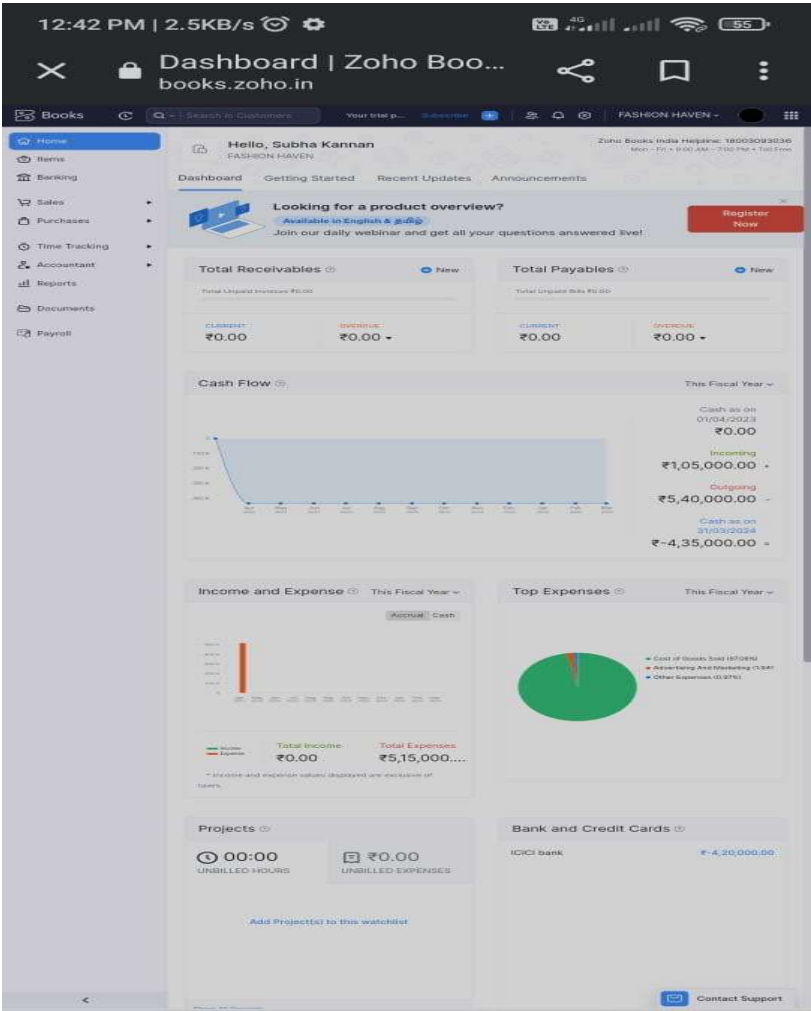




TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.







ADVANTAGE:

Many people look. And while looking attractive surely is one of the main things why people are so drawn to styling and fashion trends, aesthetics are not the only advantages of knowing how to dress well.

DISADVANTAGES:

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.

Ethical concerns: Many fashion tr.

Of course appearance is important, but fashion also helps individuals feel confident in their own skin. And that is something that really matters.

Embracing women's fashion is all about feeling good about yourself and expressing yourself through your accessories and clothing choices.

We all know that a woman with confidence always appears beautiful and charismatic, and that opens the door for many opportunities to become successful.

APPLICATION:

Fashion design is the art of applying design,aesthetics,closing construction and natural beauty to closing and its accessories.It is influenced by culture and different trends,and has varied over time and place."A fashion designer creates clothing,including dresses,suits,pants and skirts,and accessories like shoes and handbags,for consumers."

CONCLUSION:

In conclusion, fashion design is a constantly evolving field that provides opportunities to express personal style and unique ideas.

While hard work and dedication to the craft are essential to success in fashion design, the creative possibilities are endless.

Aspiring designers can make their mark in the fashion industry with careful planning and a creative eye.