

PORTFOLIO

Hello,

**I am a Footwear Designer. This portfolio will present about
my designs and design development**

Anusha Gupta

ANGEL THE DREAM COME TRUE

PROJECT 1

DESIGN BRIEF

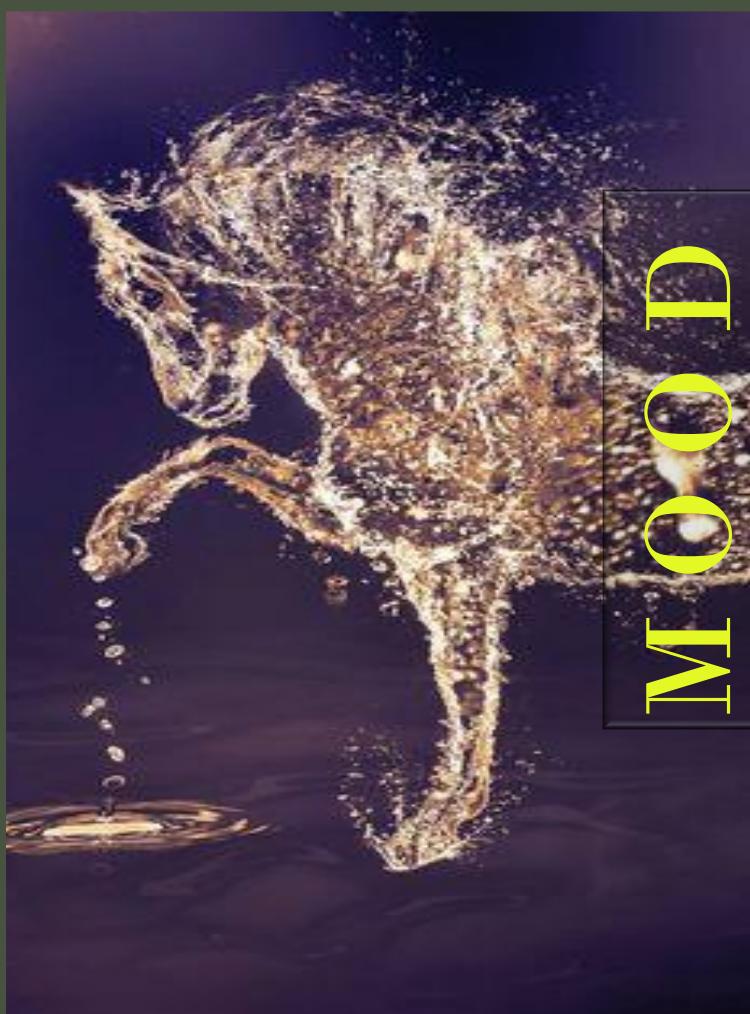
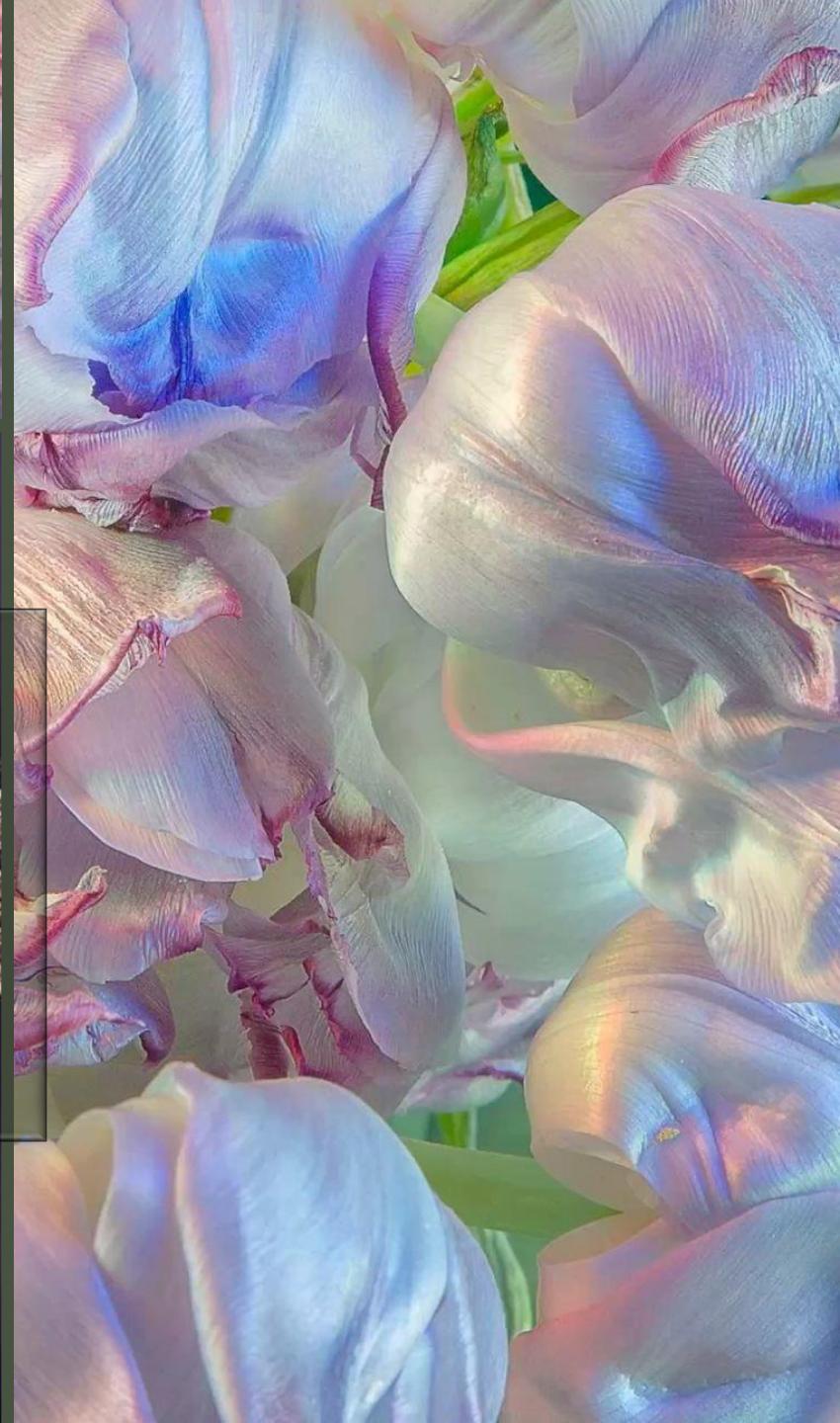
Have you ever heard “Be your Angel” Yes, you read that damn right. This collection is inspired by all the women out there who love to shine or are born to shine, this unique footwear collection is made up of shuttle angelic colors like blue, pink, peach, white and along with that to give it an extra angelic look, I added a bit of magic and, that are glitters, sequences, colorful patterns and much more. It will be perfect for your club nights, those special date outings, for your special occasions and more. Yes I know girls, heel gives you confidence, so be prepared since it is designed the way that will be comfortable as well. Are you ready to rock and roll?

Consumer and Market

| Category | Design |
|----------------------|-------------|
| Age | 18-35 |
| Gender | Female |
| Area | Urban\Metro |
| Social Class | Upper |
| Price Range | 2500-3500 |
| Leather\ non leather | Non leather |

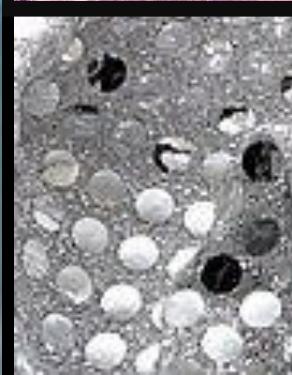
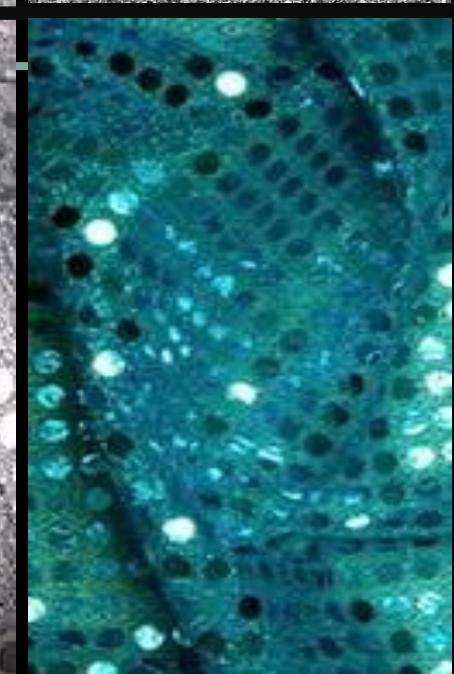
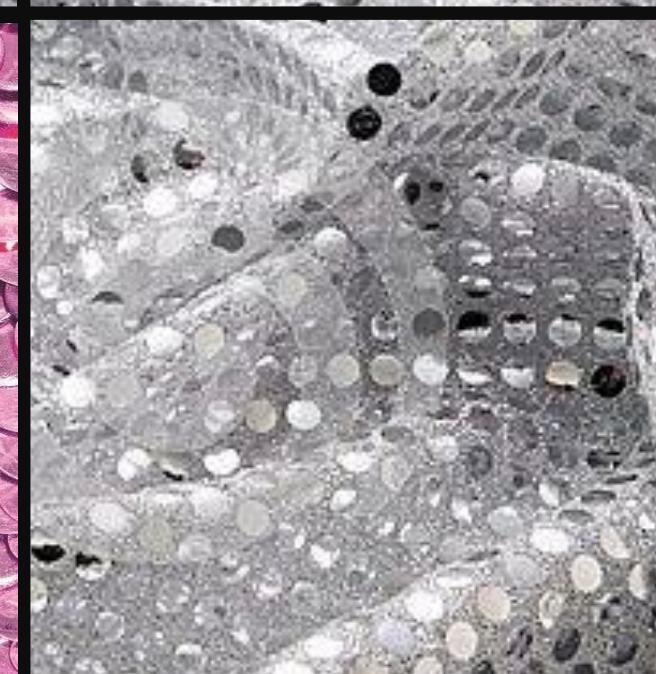
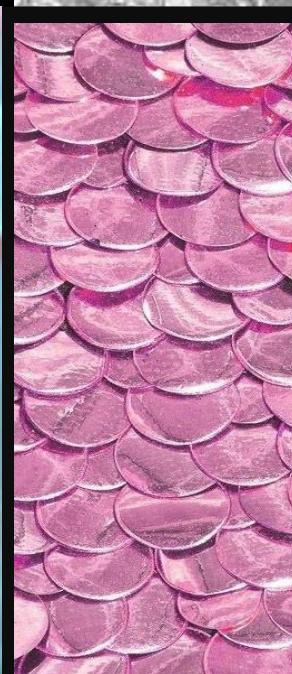
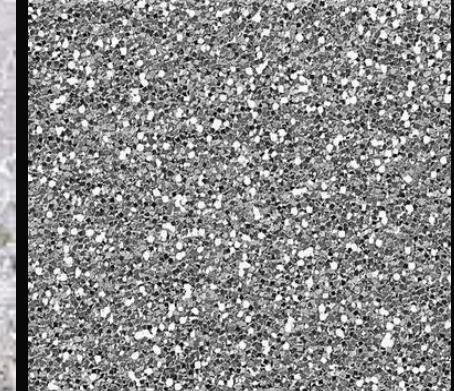
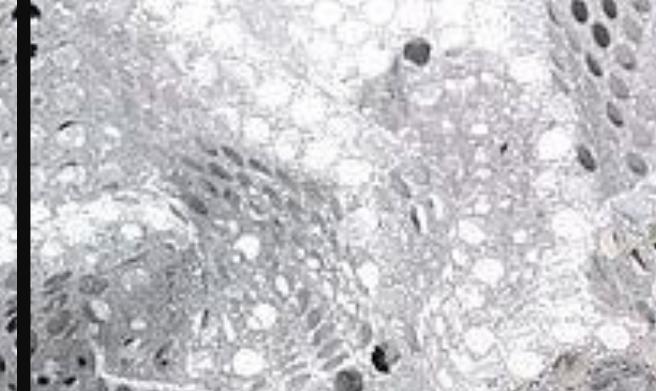
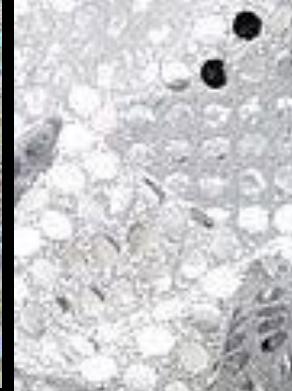
DESIGN DEVELOPMENT

- MOOD BOARD
- SWATCHES EXPLORATION



M O O D

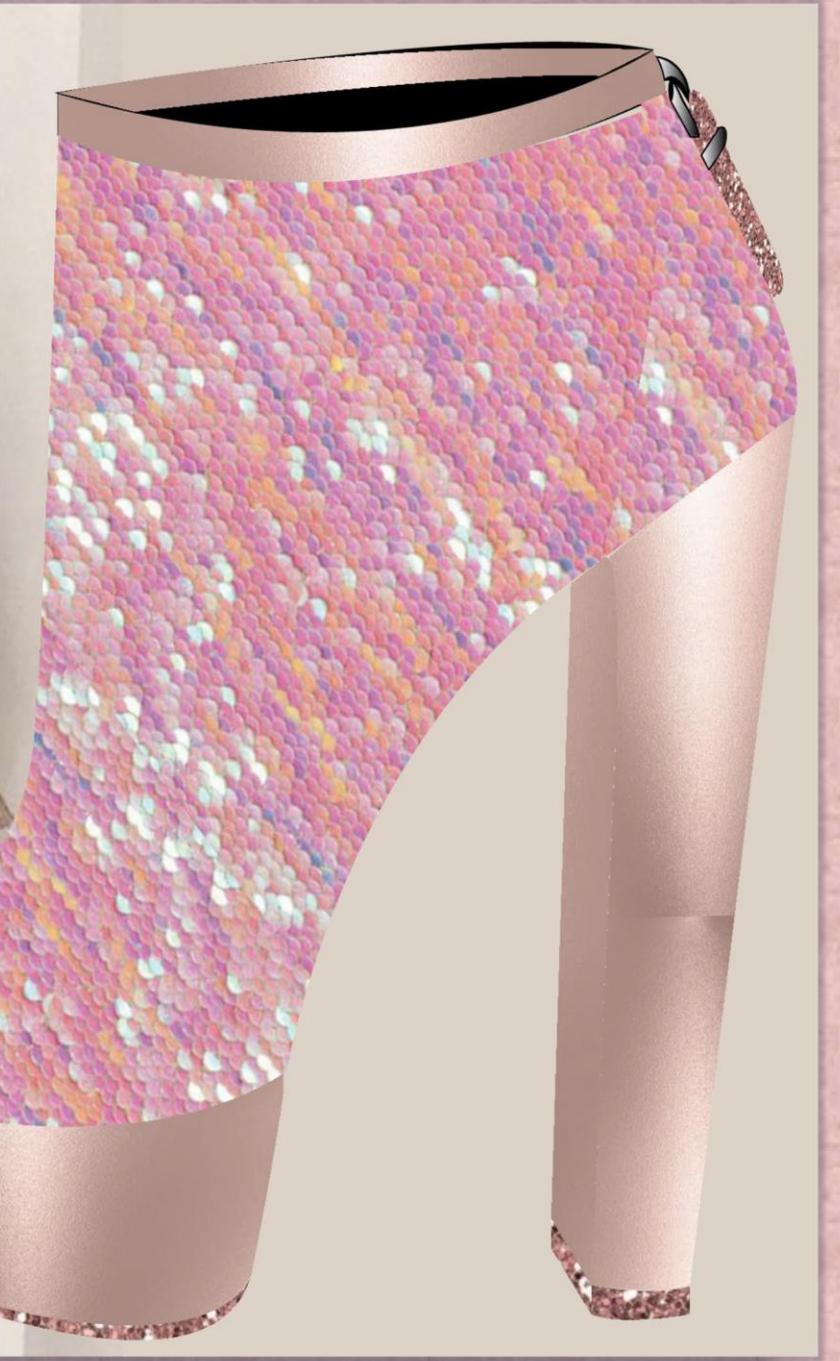
* Glitter * Sequence * Scaled * Chiffon * Silk * Net * Transparent





DESIGN SPECIFICATION

| Category | Design 1 | Design 2 |
|-------------|-------------------|----------------------|
| Mode | Adobe illustrator | Adobe illustrator |
| Heel Type | Stilettos | Block |
| Heel Height | 4.5" | 2.5" |
| Style | Pumps | Mules |
| Pattern | Solid | Print on transparent |
| Sandal Type | Close | Slider |
| Fastening | - | - |
| Occasion | Party wear | Party wear |



DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|-------------------|
| Mode | Adobe illustrator |
| Heel Type | Comfort |
| Heel Height | 5" |
| Style | Peep toe |
| Pattern | Sequence |
| Sandal Type | Ankle |
| Fastening | Ankle Zip |
| Occasion | Party wear |



DESIGN SPECIFICATION

| Category | Design 4 |
|-------------|-----------------------------|
| Mode | Adobe illustrator |
| Heel Type | Slim |
| Heel Height | 4.5" |
| Style | Strappy Sandal |
| Pattern | Colour block |
| Sandal Type | Cross strap ankle length |
| Fastening | Buckle |
| Occasion | Party wear |

Waves of weaves

Project 2

Design Brief

Apart from fantastic handlooms, India is famous for its weaving culture as well. This project is a tribute to all the weavers present in India, to support them and show them respect, and of course to take this weaving culture ahead. This project will consist of several colored thread works, Weaving patterns, Braids and much more, from casual to ethnic wear these designs can glam you up in any of the events.



Consumer and Market

| Category | Design |
|----------------------|--------------|
| Age | 18-40 |
| Gender | Female |
| Area | Urban/Metro |
| Social Class | Middle/Upper |
| Price Range | 2500-4000 |
| Leather\ non leather | Both |

DESIGN DEVELOPMENT

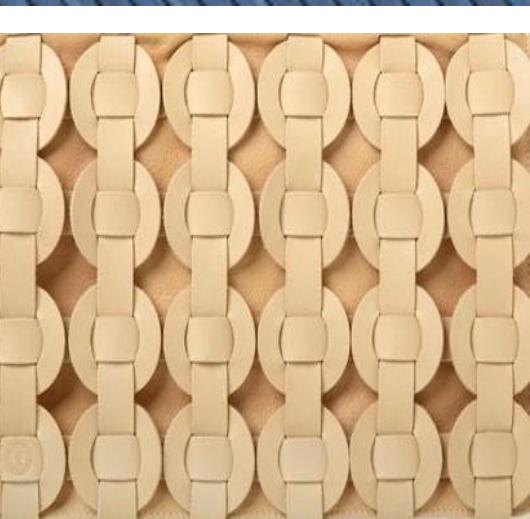
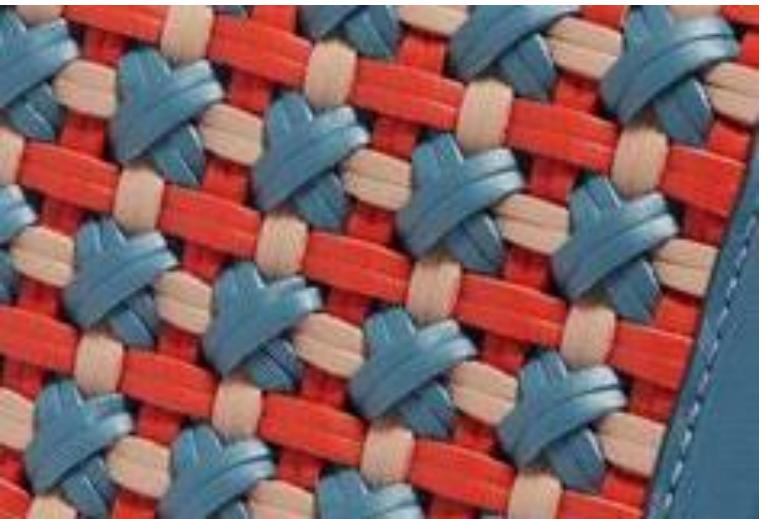
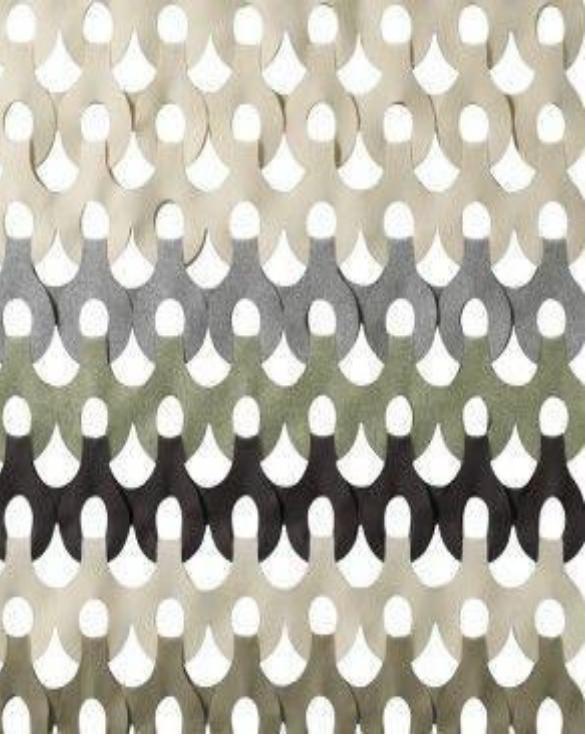
- MOOD BOARD
- DESIGN EXPLORATION



MOOD

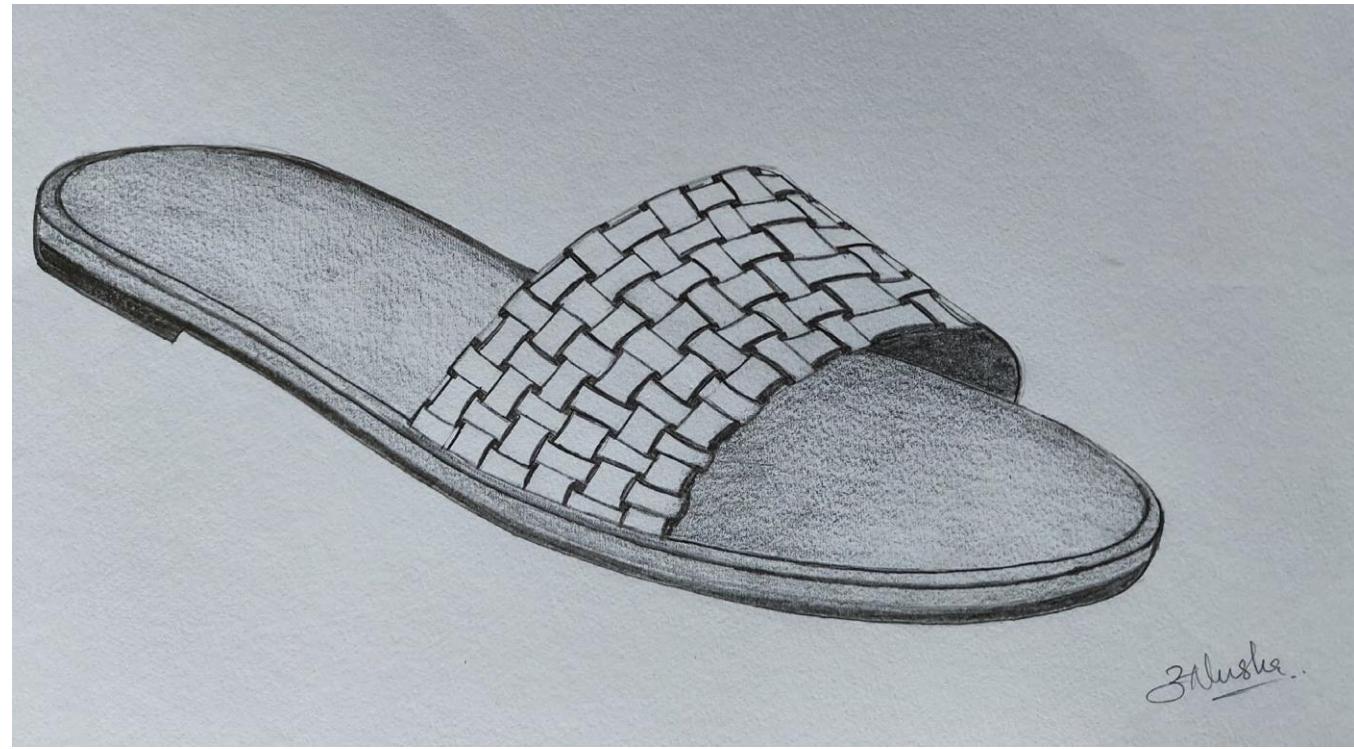
Waves of weaves and braids





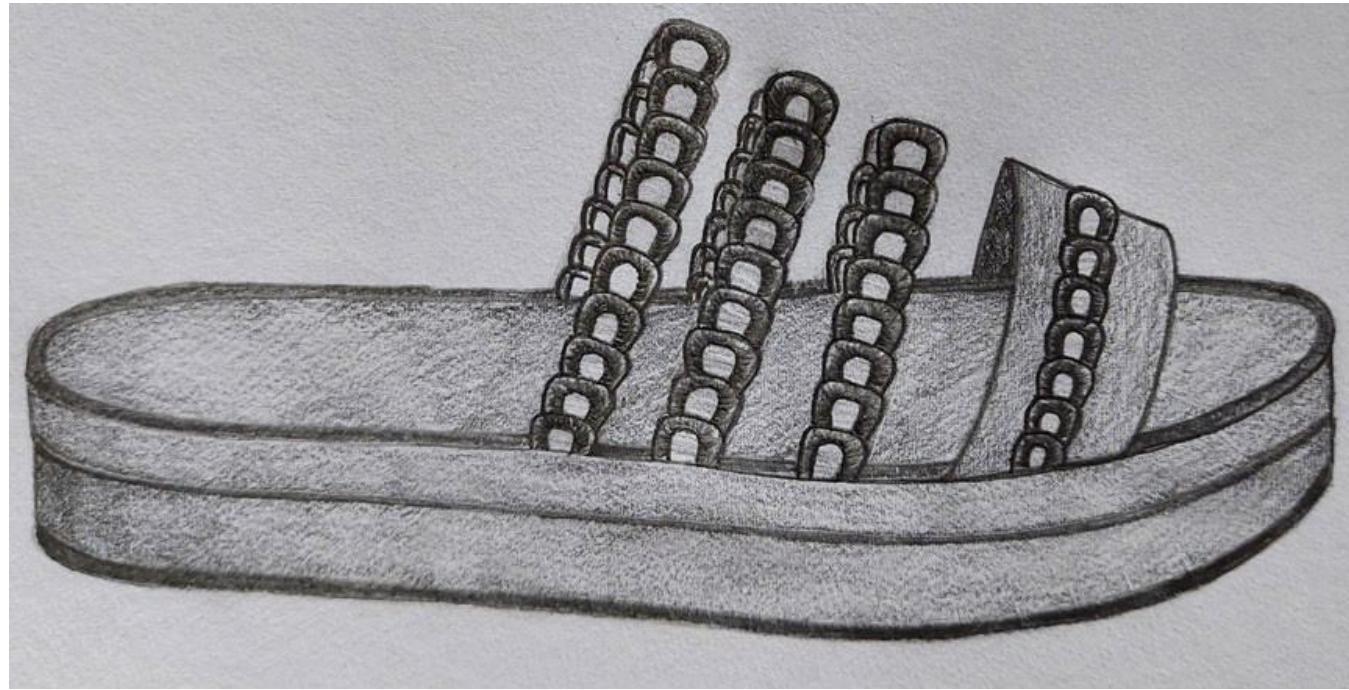
DESIGN SPECIFICATION

| Category | Design 1 |
|-------------|--------------|
| Mode | Hand sketch |
| Heel Type | Flat |
| Heel Height | - |
| Style | Mule |
| Pattern | Colour block |
| Sandal Type | Slider |
| Fastening | - |
| Occasion | Casual wear |



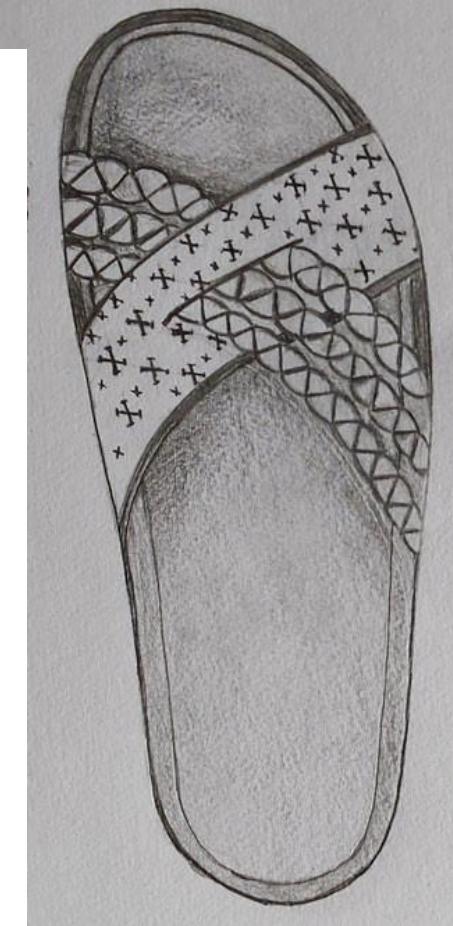
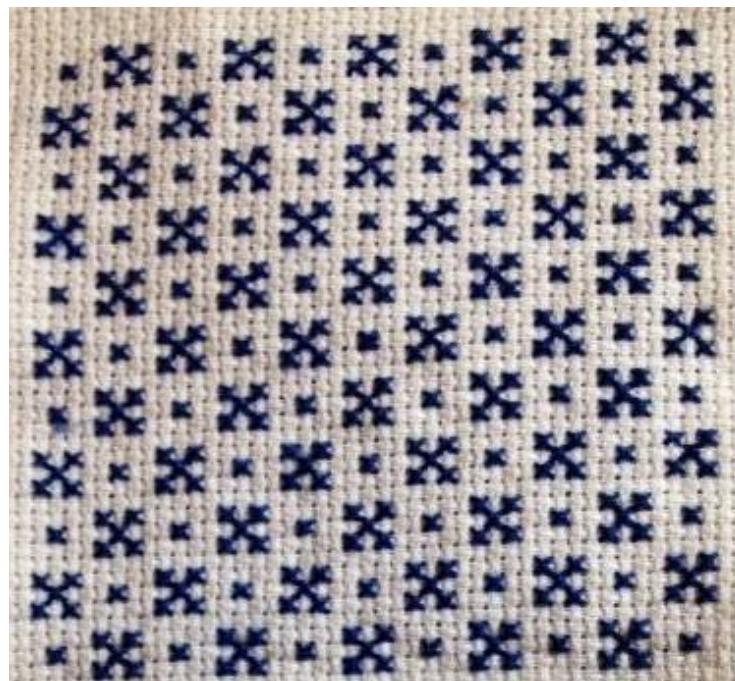
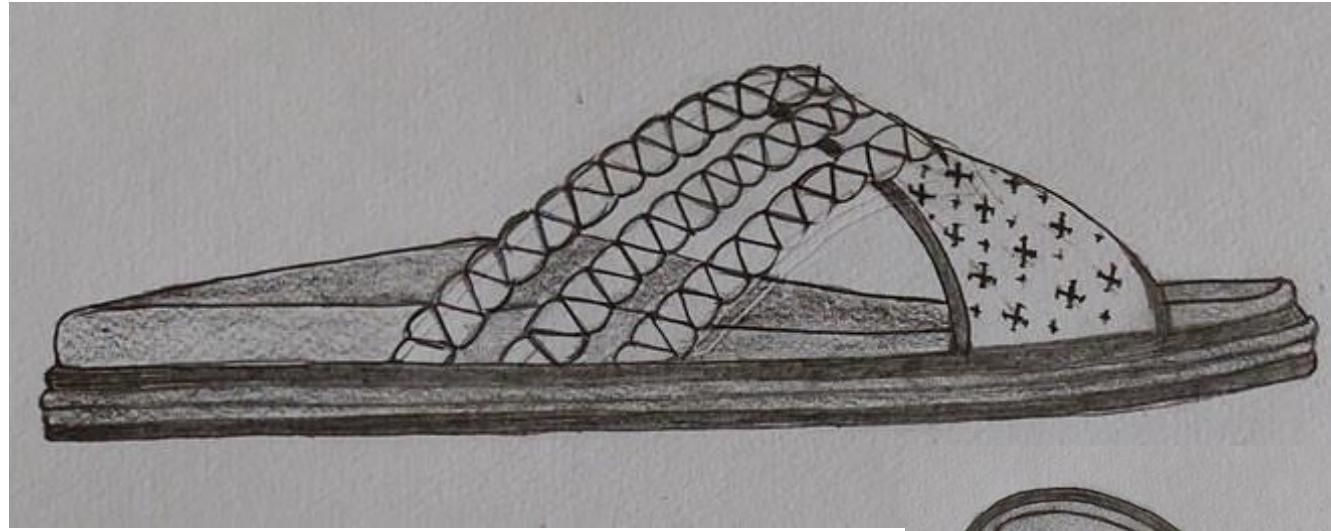
DESIGN SPECIFICATION

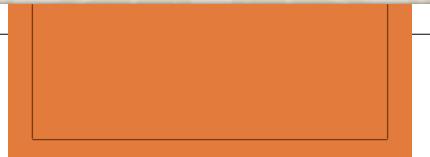
| Category | Design 2 |
|-------------|---------------|
| Mode | Hand sketch |
| Heel Type | Wedge |
| Heel Height | 1.5" |
| Style | Mule |
| Pattern | Loop stripped |
| Sandal Type | Slider |
| Fastening | - |
| Occasion | Casual wear |



DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|--------------------|
| Mode | Hand sketch |
| Heel Type | Flat |
| Heel Height | - |
| Style | Strappy Sandal |
| Pattern | Braided stripped |
| Sandal Type | Cross strap slider |
| Fastening | - |
| Occasion | Casual wear |





INSPIRED BY JEWELLERY

PROJECT 3

DESIGN BRIEF



Jewellery Consist of decorative items worn for personal adornment, In this project my designs are inspired from the art, style, material and outline of jewellery. The form of jewellery vary between cultures that is why I considered the fastmoving style of jewellery in footwear like Boho, Contemporary, and Indian traditional jewellery

Consumer and Market

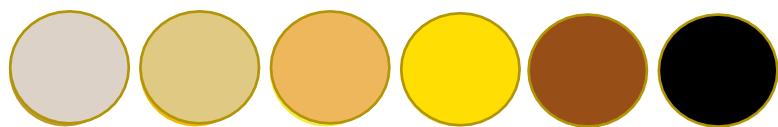
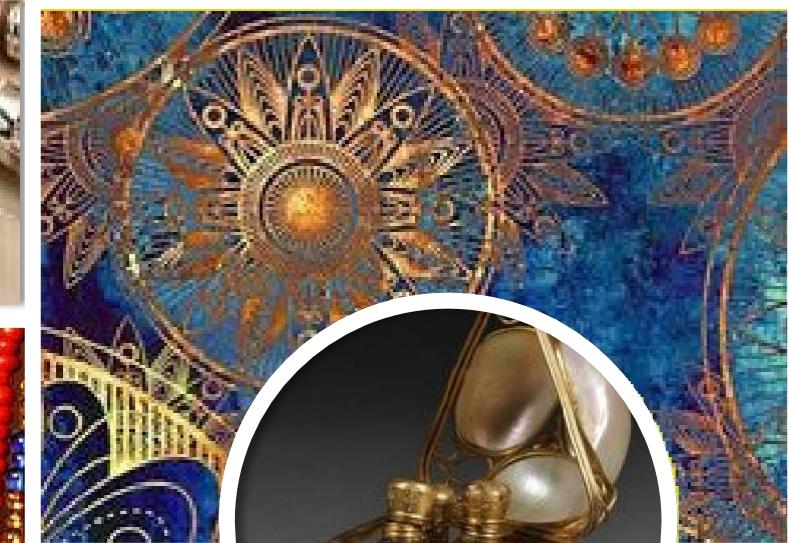
| Category | Design |
|----------------------|--------------|
| Age | 18-35 |
| Gender | Female |
| Area | Urban\Metro |
| Social Class | Middle\Upper |
| Price Range | 2500-4000 |
| Leather\ non leather | Non leather |

DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION

MOOD

INSPIRED BY
JEWELLERY



* Beads * Shell * Pearl * Kundan * Laser * Engraving * Braid *



Contemporary jewellery style



DESIGN SPECIFICATION

| Category | Design 1 |
|-------------|-----------------------|
| Mode | Hand sketch |
| Heel Type | Slim |
| Heel Height | 4.5" |
| Style | Pumps |
| Pattern | Laser cut embellished |
| Sandal Type | Ankle |
| Fastening | Buckle |
| Occasion | Party wear |



American beading Boho style Jewellery



DESIGN SPECIFICATION

| Category | Design 2 |
|-------------|--------------------------|
| Mode | Hand sketch |
| Heel Type | Block |
| Heel Height | 2.5" |
| Style | Mule |
| Pattern | Colour block embellished |
| Sandal Type | Slider |
| Fastening | - |
| Occasion | Ethnic |



Ethnic kundan style



DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|-------------------|
| Mode | Hand sketch |
| Heel Type | Slim |
| Heel Height | 2" |
| Style | Back strap Sandal |
| Pattern | Solid embellished |
| Sandal Type | Sling back |
| Fastening | - |
| Occasion | Ethnic |

DIVA INSIDE

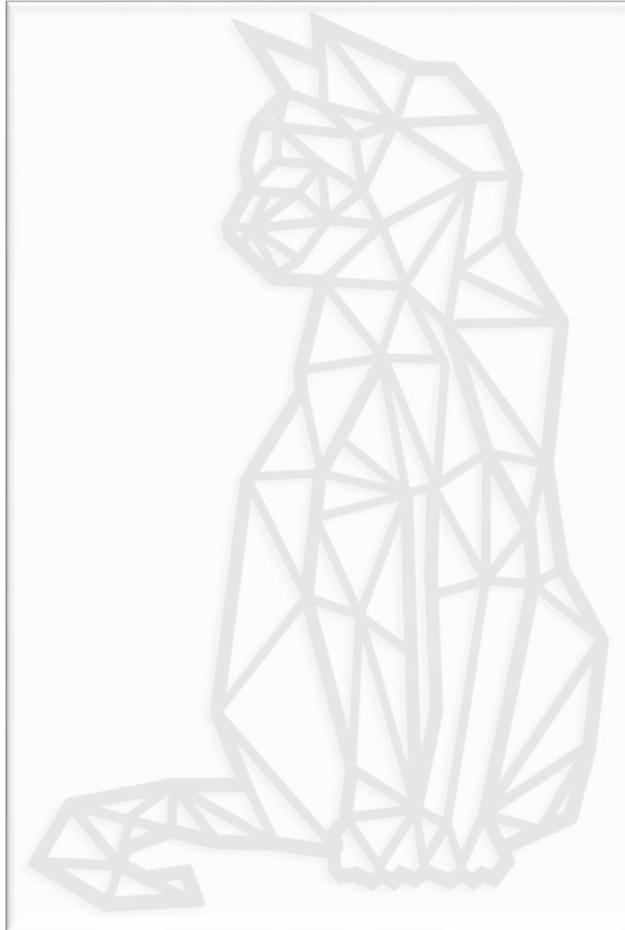
PROJECT 4

DESIGN BRIEF

Stylist, Trendy, Trippy yet comfortable. So this collection is for all the ladies who love to be in vogue, although prefer comfortability and vibrancy. This collection is for the girls who love to explore, it consists of floral designs, heels, cheetah print, that super unique colorful boho look and much more. Beat its stage or a girl's day out, you can rock on in this footwear any time.

Consumer and Market

| Category | Design |
|----------------------|--------------|
| Age | 18-35 |
| Gender | Female |
| Area | Urban/Metro |
| Social Class | Middle/Upper |
| Price Range | 2500-4000 |
| Leather\ non leather | Non leather |



DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION



* Floral print * Leopard print * Boho print * Glitter * Textured *





DESIGN SPECIFICATION

| Category | Design 1 | Design 2 |
|-------------|-------------------|-------------------|
| Mode | Adobe illustrator | Adobe illustrator |
| Heel Type | Platform comfort | Block |
| Heel Height | 5" | 3" |
| Style | Peep toe | Close |
| Pattern | Printed and block | Weaved and print |
| Sandal Type | Back strap | Close |
| Fastening | Buckle | - |
| Occasion | Party/Casual wear | Party/Casual wear |



DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|----------------------------------|
| Mode | Adobe illustrator |
| Heel Type | Stiletto |
| Heel Height | 5" |
| Style | Peep toe |
| Pattern | Glitter, Solid and Leopard print |
| Sandal Type | Ankle |
| Fastening | Ankle elastic |
| Occasion | Party wear |



DESIGN SPECIFICATION

| Category | Design 4 |
|-------------|--------------------------------|
| Mode | Adobe illustrator |
| Heel Type | Block |
| Heel Height | 4.5" |
| Style | Peep toe |
| Pattern | Textured, Solid and Boho print |
| Sandal Type | Ankle |
| Fastening | Ankle Buckle |
| Occasion | Party wear |



DESIGN SPECIFICATION

| Category | Design 5 Adobe illustrator |
|-------------|----------------------------------|
| Heel Type | Wedge |
| Heel Height | 1.5" |
| Style | Sandal |
| Pattern | Solid and Leopard print |
| Sandal Type | Ankle |
| Fastening | Ankle Velcro |
| Occasion | Party/Casual wear |



DESIGN SPECIFICATION

| Category | Design 6 Adobe illustrator |
|-------------|----------------------------------|
| Mode | |
| Heel Type | Flat |
| Heel Height | - |
| Style | Sneaker |
| Pattern | Mesh and Leopard print |
| Sandal Type | Close |
| Fastening | Lace up |
| Occasion | Casual wear |

EXTRA FACTOR

PROJECT 5

DESIGN BRIEF

Extra Factor: The look is inspired by all the people who want something extra in their life, and they don't want to settle for less. Be it the laser cut belt design in footwear, which can give an extra trendy and eye-catching look to the shoes, or the matter of printing on the shoes of Sole. Yes, you heard that right. Printing on the sole is a new and trendy concept. Ever wondered, that decorative buttons design on your footwear to give it an edgy look? or how about that engraving design? Sounds wonderful, super stylish, and a little extra right? Just like you, since you are a little extra and unique girl.

Consumer and Market

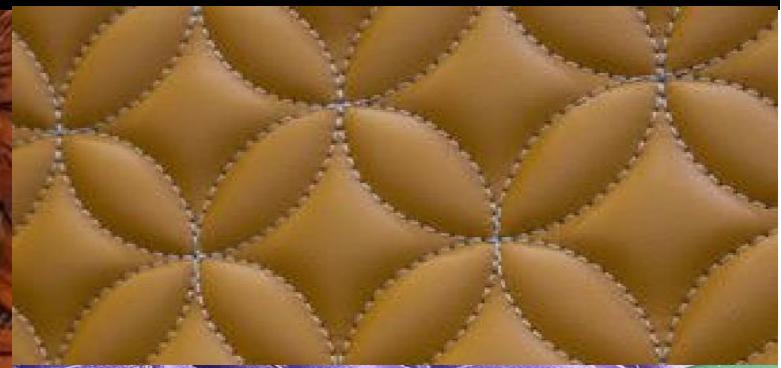
| Category | Design |
|----------------------|-------------|
| Age | 18-35 |
| Gender | Female |
| Area | Urban\Metro |
| Social Class | Upper |
| Price Range | 3000-4000 |
| Leather\ non leather | Both |

DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION

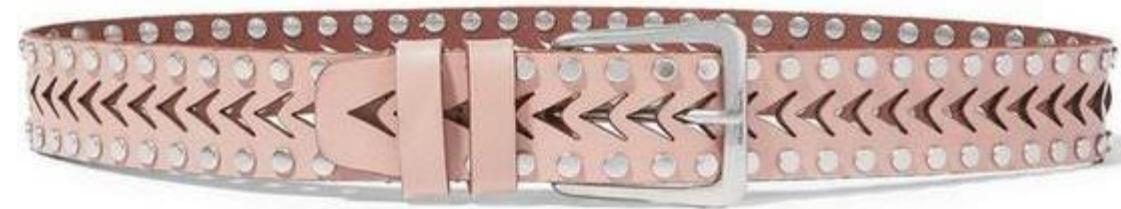


* Engraving * Button art * Quilting *





Taking inspiration from this laser cut belt changing the whole look from simple to eye catchy. Rivets and laser cut together give boldness to the style and enhance the look.



DESIGN SPECIFICATION

| Category | Design 1 |
|-------------|----------------------|
| Mode | Hand Sketch |
| Heel Type | Flat |
| Heel Height | - |
| Style | Sandal |
| Pattern | Laser cut and Rivets |
| Sandal Type | Backstrap |
| Fastening | Ankle Buckle |
| Occasion | Casual wear |



Print on sole



DESIGN SPECIFICATION

| Category | Design 2 |
|-------------|--------------|
| Mode | Hand Sketch |
| Heel Type | Sports sole |
| Heel Height | - |
| Style | Sandal |
| Pattern | Animal print |
| Sandal Type | Ankle strap |
| Fastening | Ankle Buckle |
| Occasion | Casual wear |



Engraving on upper

DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|--------------|
| Mode | Hand Sketch |
| Heel Type | Wedge |
| Heel Height | 1" |
| Style | Sandal |
| Pattern | Engrave |
| Sandal Type | Ankle strap |
| Fastening | Ankle Buckle |
| Occasion | Casual wear |



Accessories With Button



DESIGN SPECIFICATION

| Category | Design 4 |
|-------------|--------------|
| Mode | Hand Sketch |
| Heel Type | Flat |
| Heel Height | - |
| Style | Mule |
| Pattern | Button décor |
| Sandal Type | Slider |
| Fastening | - |
| Occasion | Casual wear |

DESIGN SPECIFICATION

| | |
|-------------|--------------------|
| Category | Design 5 |
| Mode | Adobe Illustrator |
| Heel Type | Block |
| Heel Height | 4' |
| Style | Slip on |
| Pattern | Quilt and print |
| Sandal Type | Close |
| Fastening | Slip on |
| Occasion | Casual\Formal wear |





MOROCCO MANIA



PROJECT 6



DESIGN BRIEF

Consumer and Market

| Category | Design |
|----------------------|-------------|
| Age | 18-35 |
| Gender | Female |
| Area | Urban\Metro |
| Social Class | Upper |
| Price Range | 3000-4000 |
| Leather\ non leather | Both |

DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION



MOOD



* PRINTS * LASER CUT * EMBROIDERY * TEXTURE *



DESIGN SPECIFICATION



| Category | Design 1 |
|-------------|-------------------------|
| Mode | Hand sketch |
| Heel Type | Comfort |
| Heel Height | 0.5" |
| Style | Boot Shoe |
| Pattern | Printed and Embellished |
| Sandal Type | Ankle |
| Fastening | Elastic |
| Occasion | Party wear |

DESIGN SPECIFICATION



| Category | Design 2 |
|-------------|-------------|
| Mode | Hand sketch |
| Heel Type | Stiletto |
| Heel Height | 4.5" |
| Style | Peep toe |
| Pattern | Stripped |
| Sandal Type | Ankle |
| Fastening | Buckle |
| Occasion | Party wear |



DESIGN SPECIFICATION

| Category | Design 3 |
|-------------|------------------------------|
| Mode | Hand sketch |
| Heel Type | Block |
| Heel Height | 4.5" |
| Style | Peep toe |
| Pattern | Solid and Textured |
| Sandal Type | Back strap |
| Fastening | Buckle |
| Occasion | Casual\Formal \Party wear |

DESIGN SPECIFICATION



| Category | Design 4 |
|-------------|-------------------|
| Mode | Hand sketch |
| Heel Type | Block |
| Heel Height | 4" |
| Style | Slip on |
| Pattern | Printed |
| Sandal Type | Ankle |
| Fastening | Lace up |
| Occasion | Party\Casual wear |

A decorative border at the top of the page features a variety of autumn leaves in shades of yellow, orange, and red, arranged in a loose, overlapping pattern.

AUTUMN WINTER 2022-2023

PROJECT 7

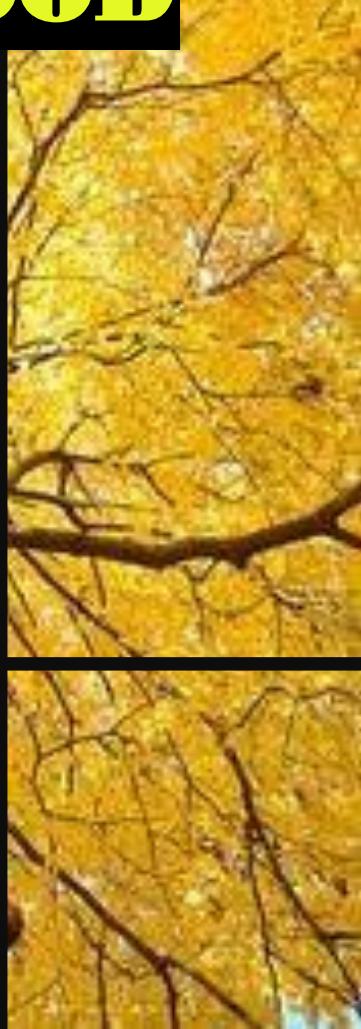
Consumer and Market

| Category | Design |
|----------------------|-------------|
| Age | 18-40 |
| Gender | Female |
| Area | Urban\Metro |
| Social Class | Upper |
| Price Range | 2500-4000 |
| Leather\ non leather | Both |

DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION





Colour Board







DESIGN SPECIFICATION

| Category | Design 1 |
|-------------|---------------|
| Mode | Hand sketch |
| Heel Type | Block |
| Heel Height | 3" |
| Style | Slip on |
| Pattern | Digital Print |
| Sandal Type | Close |
| Fastening | Slip on |
| Occasion | Casual wear |



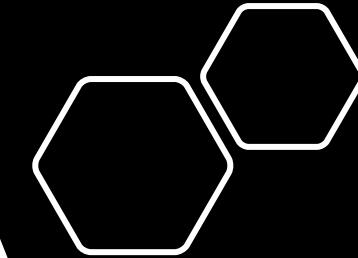


DESIGN SPECIFICATION

| Category | Design 2 |
|-------------|---------------|
| Mode | Hand sketch |
| Heel Type | Flat |
| Heel Height | - |
| Style | Gladiator |
| Pattern | Digital Print |
| Sandal Type | Ankle |
| Fastening | Ankle knot |
| Occasion | Casual wear |



Monochromatic pattern with the pop of red

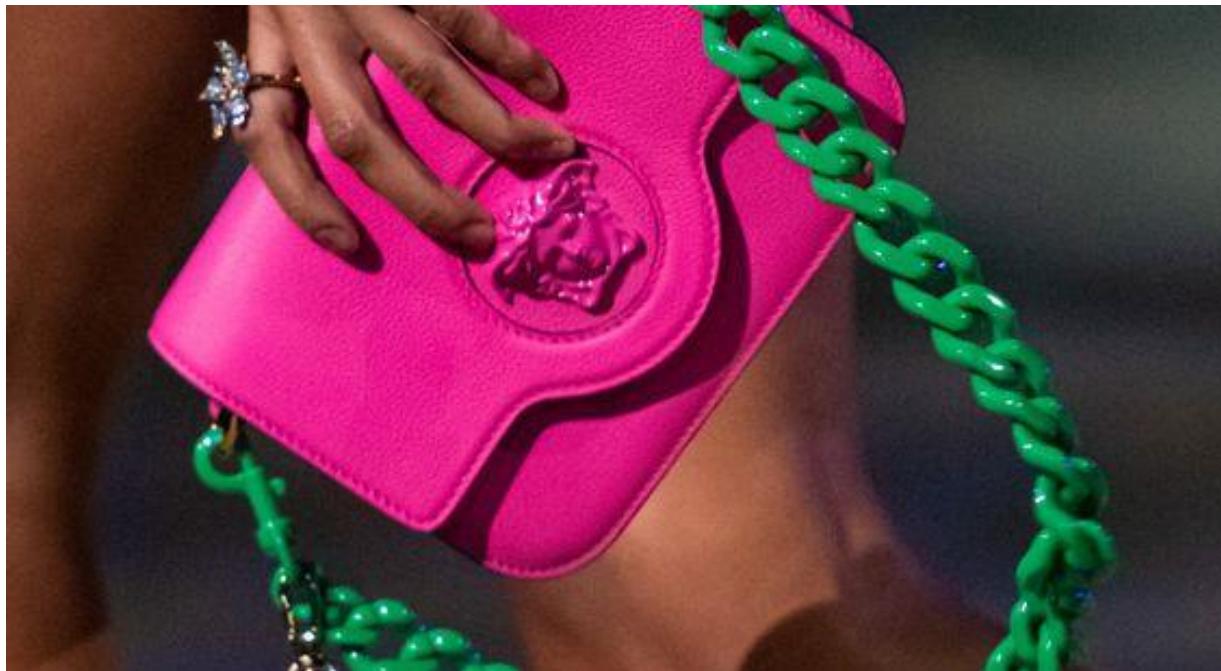


DESIGN SPECIFICATION



| Category | Design 3 |
|-------------|---------------------------------|
| Mode | Photo shop |
| Heel Type | Shoe flat |
| Heel Height | 1.5" |
| Style | Lace up Boot |
| Pattern | Monochromatic with a pop of red |
| Sandal Type | Close |
| Fastening | Lace up |
| Occasion | Casual wear\Party wear |

Colored thick chain



Colored thick chain



DESIGN SPECIFICATION

| Category | Design 4 |
|-------------|----------------|
| Mode | Photo shop |
| Heel Type | Block |
| Heel Height | 3" |
| Style | Boot |
| Pattern | Suede material |
| Sandal Type | Close |
| Fastening | Elastic\Zip |
| Occasion | Casual wear |

High gloss neutrals





DESIGN SPECIFICATION

| Category | Design 5 |
|-------------|------------------------|
| Mode | Photo shop |
| Heel Type | Block |
| Heel Height | 4" |
| Style | Boot |
| Pattern | Patent leather |
| Sandal Type | Close |
| Fastening | Elastic\Zip |
| Occasion | Casual wear\Party wear |

Knitted material



Knitted material



DESIGN SPECIFICATION

| Category | Design 6 |
|-------------|--------------|
| Mode | Photo shop |
| Heel Type | Wooden Clog |
| Heel Height | 2.5" |
| Style | Boot |
| Pattern | Knitted work |
| Sandal Type | Close |
| Fastening | Elastic\Zip |
| Occasion | Casual wear |





Waterproof padding



DESIGN SPECIFICATION

| Category | Design 7 |
|-------------|--------------------|
| Mode | Photo Shop |
| Heel Type | Flat shoes |
| Heel Height | 1.5" |
| Style | Boot |
| Pattern | Padded water proof |
| Sandal Type | Close |
| Fastening | Zip |
| Occasion | Casual wear |

Tooled surface (tweed material)



Tooled surface (tweed material)



DESIGN SPECIFICATION

| | |
|--------------------|-----------------------|
| Category | Design 8 |
| Mode | Photo shop |
| Heel Type | Block |
| Heel Height | 3" |
| Style | Boot |
| Pattern | Tweed material |
| Sandal Type | Close |
| Fastening | Zip |
| Occasion | Casual wear |

THANK YOU

ANUSHAGUPTA.COM

ANUSHA GUPTA
FOOTWEAR DESIGNER