

# **PORTFOLIO**

**Hello,**

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

**Anusha Gupta**

# ANGEL THE DREAM COME TRUE

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PROJECT 1

# DESIGN BRIEF

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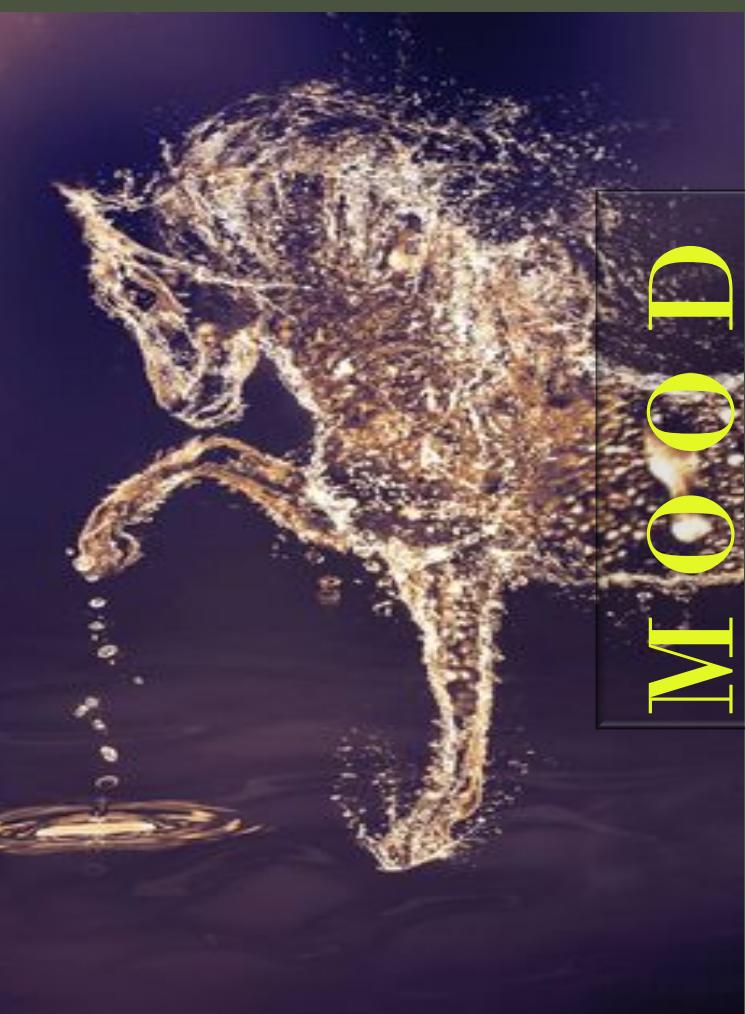
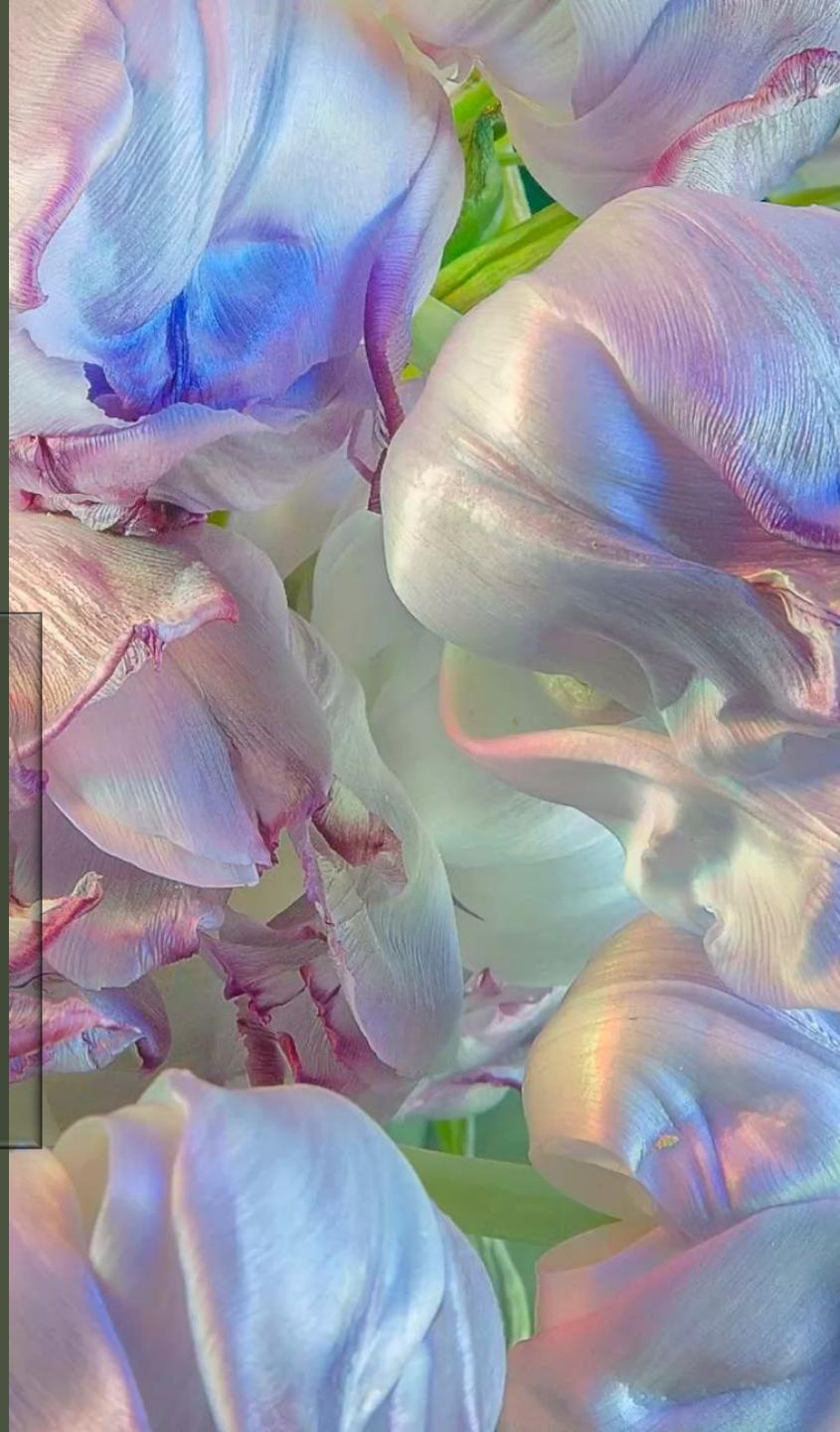
Have you ever heard “Be your Angel” Yes, you read that damn right. This collection is inspired by all the women out there who love to shine or are born to shine, this unique footwear collection is made up of shuttle angelic colors like blue, pink, peach, white and along with that to give it an extra 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

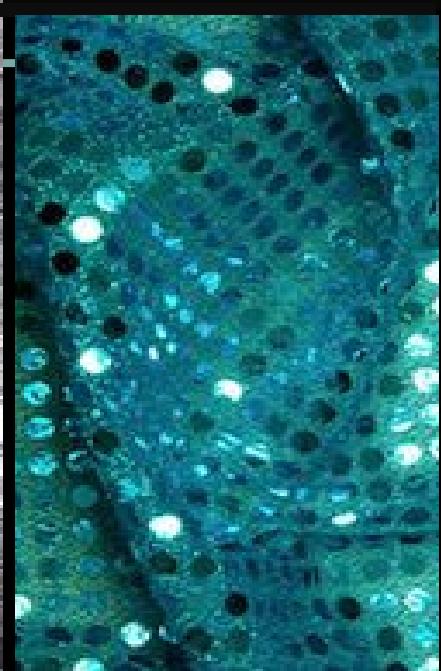
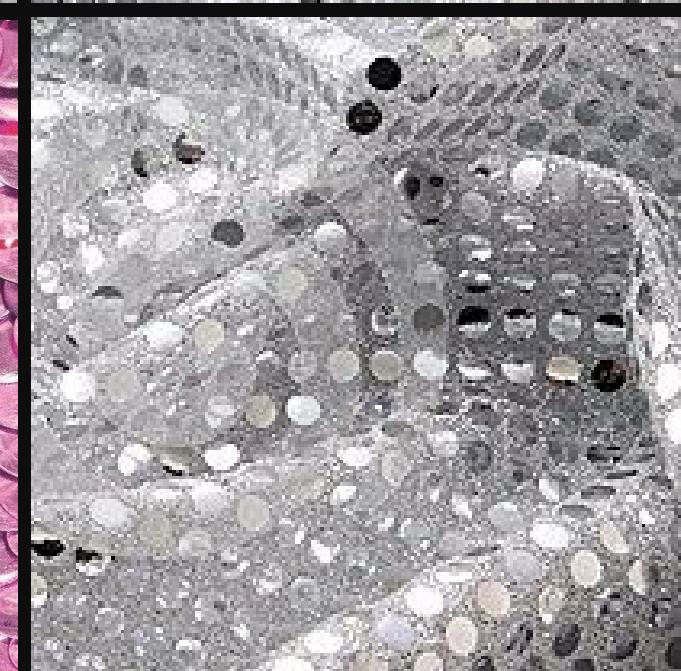
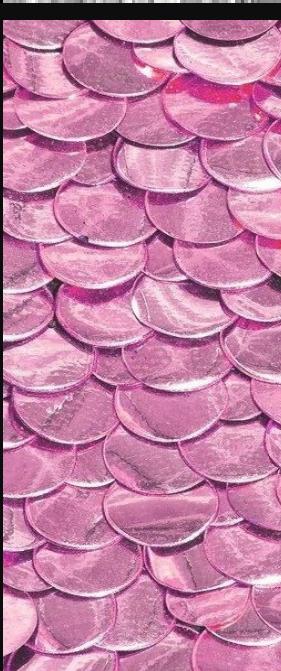
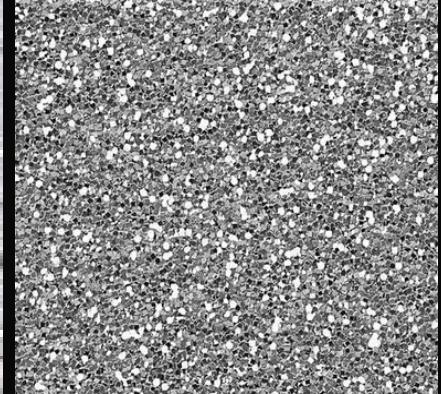
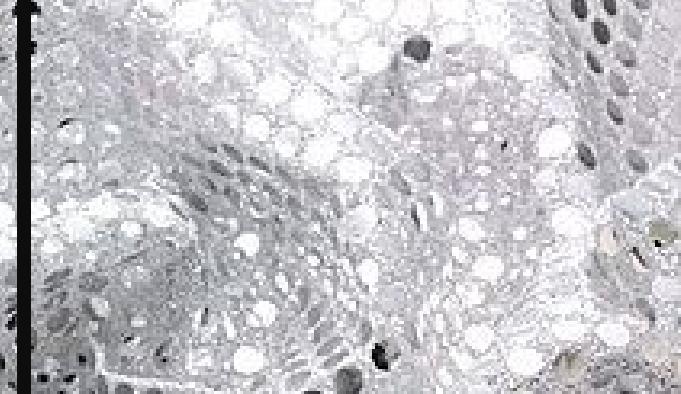
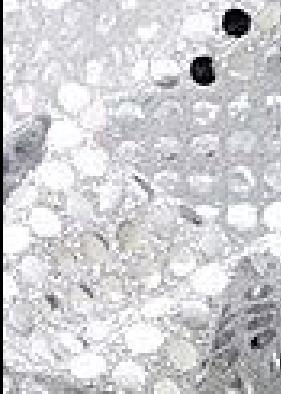
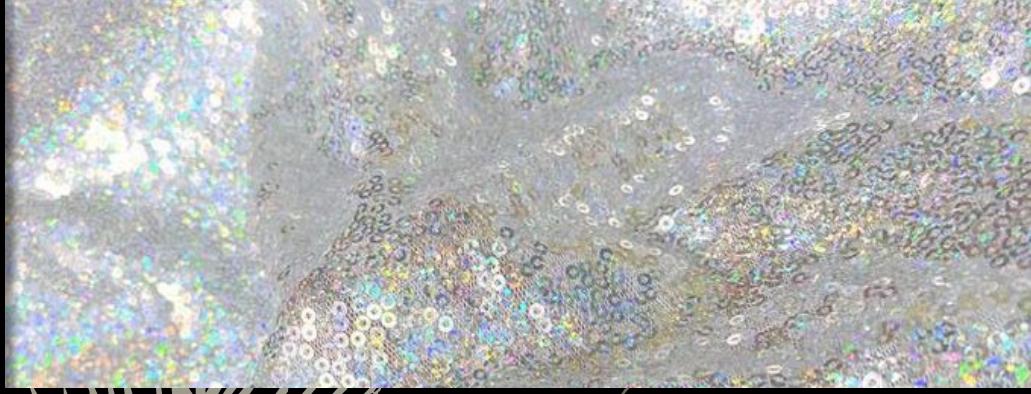
## DESIGN DEVELOPMENT

- 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
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**

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Project 2

# Design Brief

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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

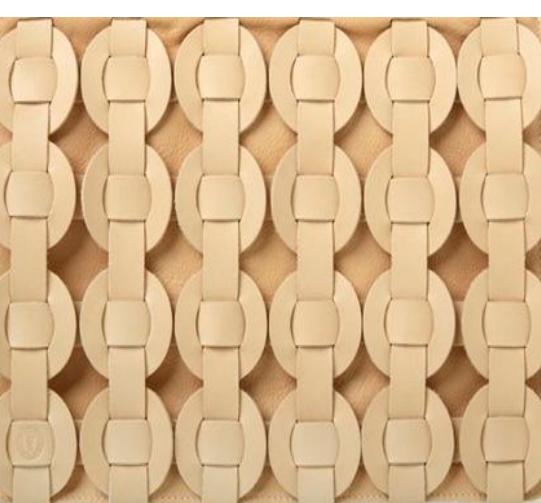
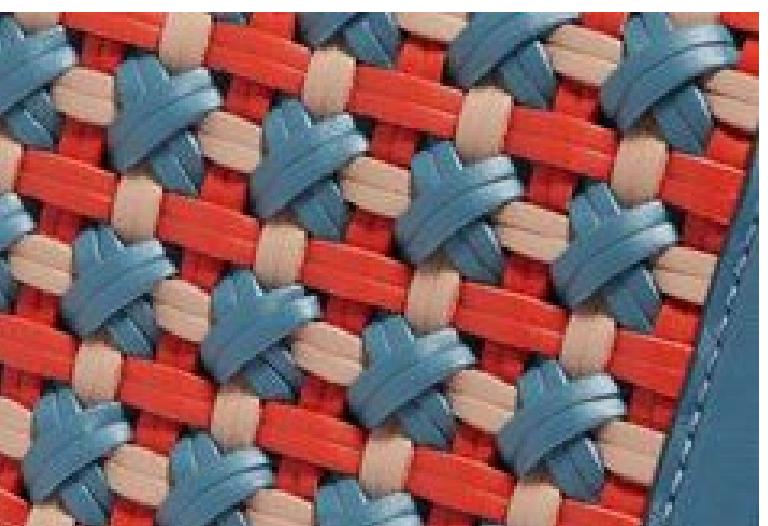
- MOOD BOARD
- DESIGN EXPLORATION



# MOOD

Waves of weaves and braids

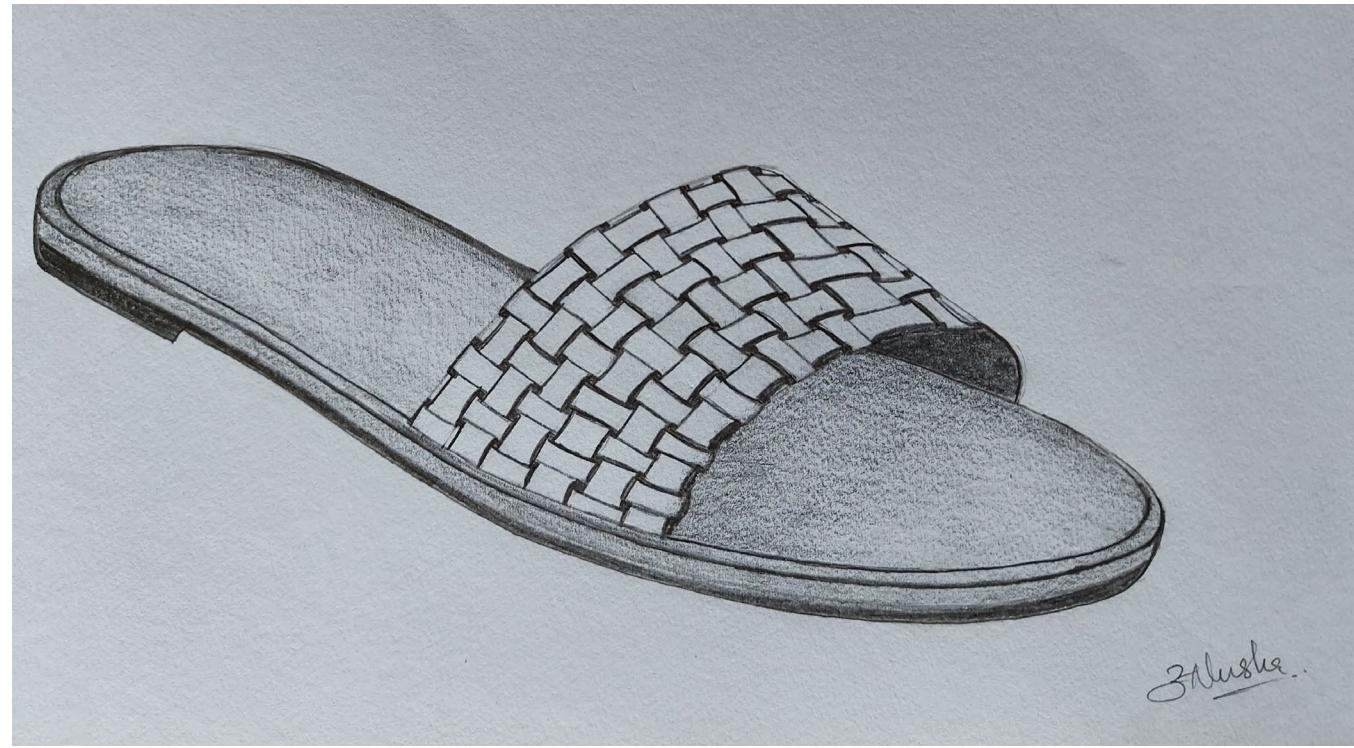




# DESIGN SPECIFICATION

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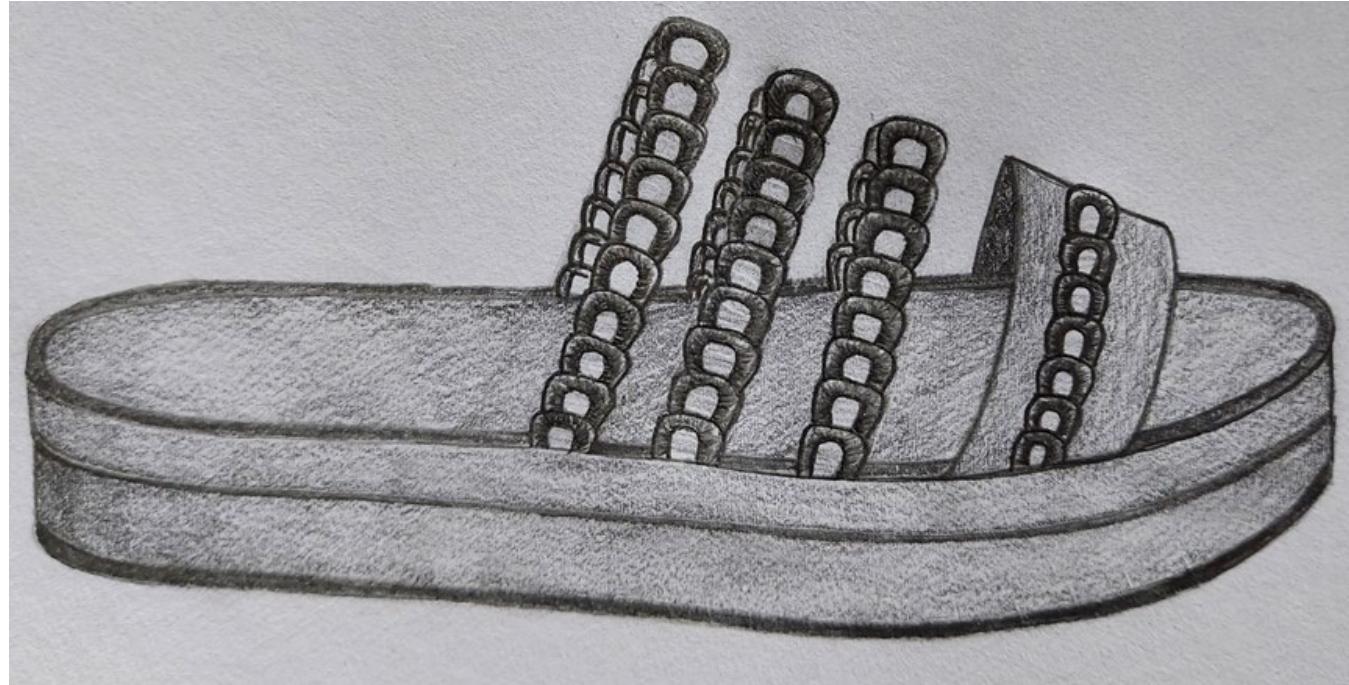
Category	Design 1
Mode	Hand sketch
Heel Type	Flat
Heel Height	-
Style	Mule
Pattern	Colour block
Sandal Type	Slider
Fastening	-
Occasion	Casual wear



# DESIGN SPECIFICATION

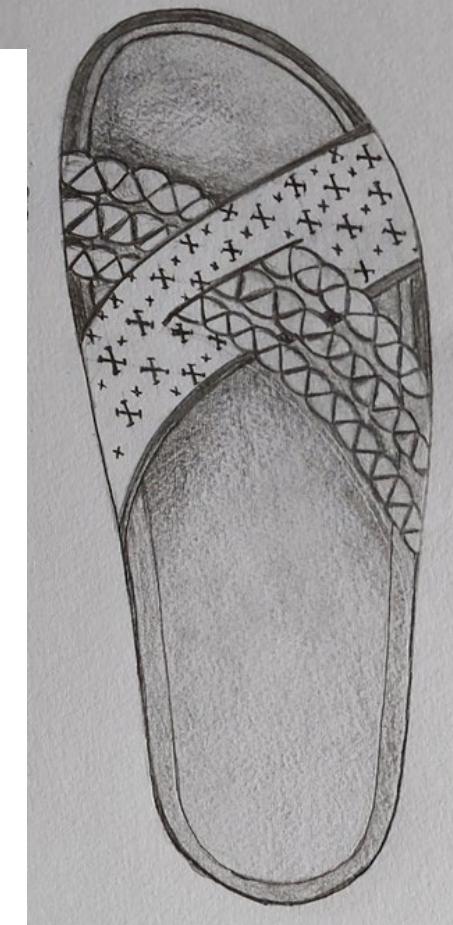
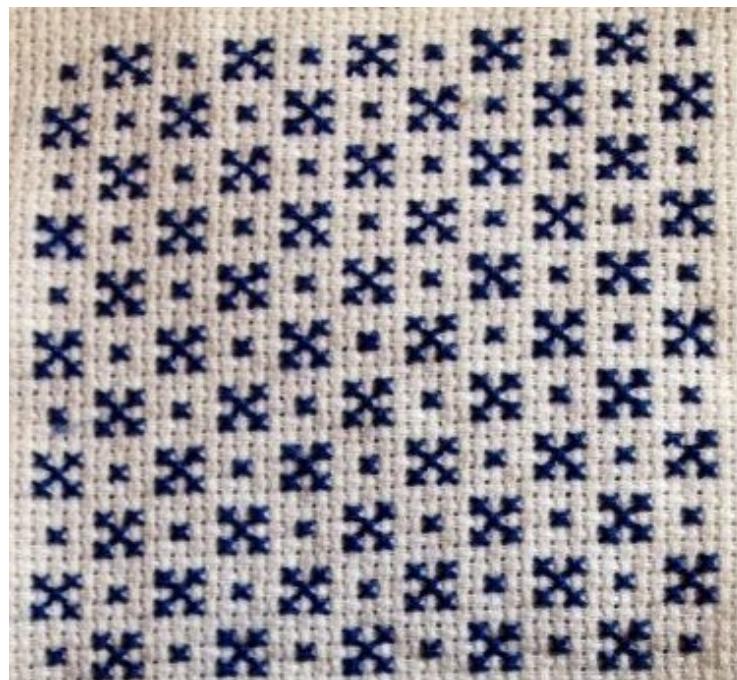
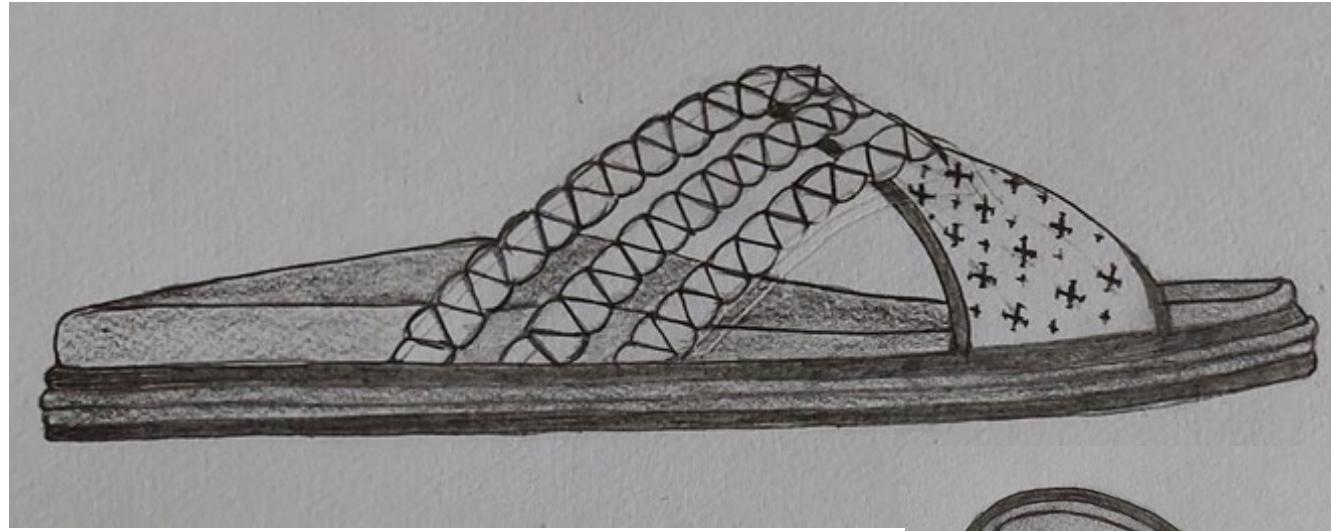
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<b>Category</b>	<b>Design 2</b>
<b>Mode</b>	<b>Hand sketch</b>
<b>Heel Type</b>	Wedge
<b>Heel Height</b>	1.5"
<b>Style</b>	Mule
<b>Pattern</b>	Loop stripped
<b>Sandal Type</b>	Slider
<b>Fastening</b>	-
<b>Occasion</b>	Casual wear



# DESIGN SPECIFICATION

Category	Design 3
Mode	Hand sketch
Heel Type	Flat
Heel Height	-
Style	Strappy Sandal
Pattern	Braided striped
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

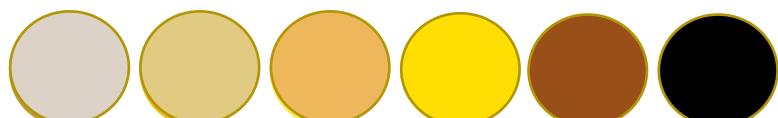
Category	Design
Age	18-35
Gender	Female
Area	Urban\Metro
Social Class	Middle\Upper
Price Range	2500-4000
Leather\ non leather	Non leather

## DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION

# MOOD

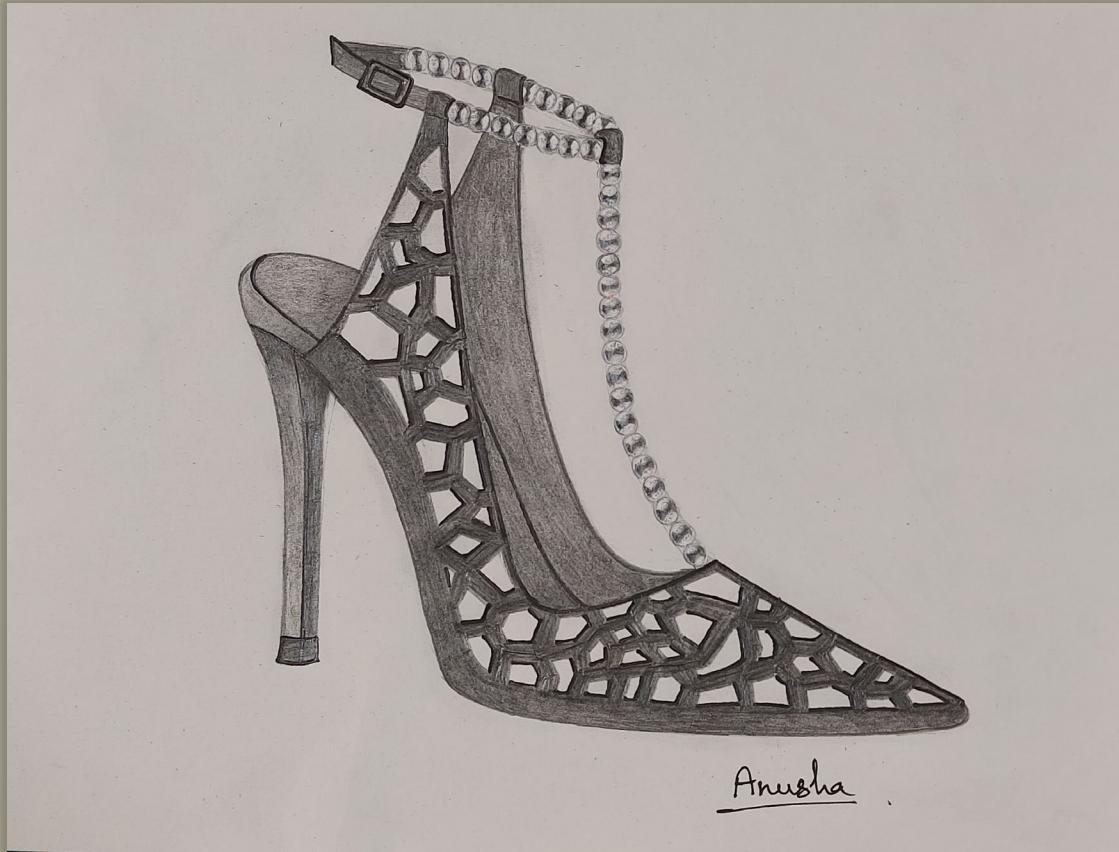
INSPIRED BY  
JEWELLERY



\* 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**

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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



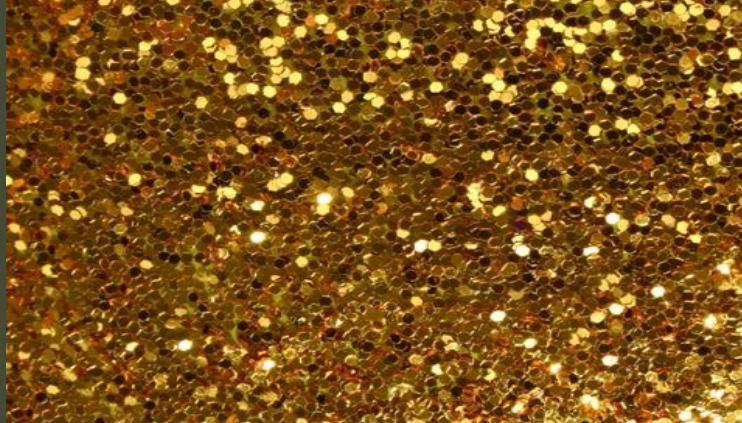
## DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION



pink\_pn

\* 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

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



## DESIGN SPECIFICATION

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



## DESIGN SPECIFICATION

Category	Design 5 Adobe illustrator
Mode	
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

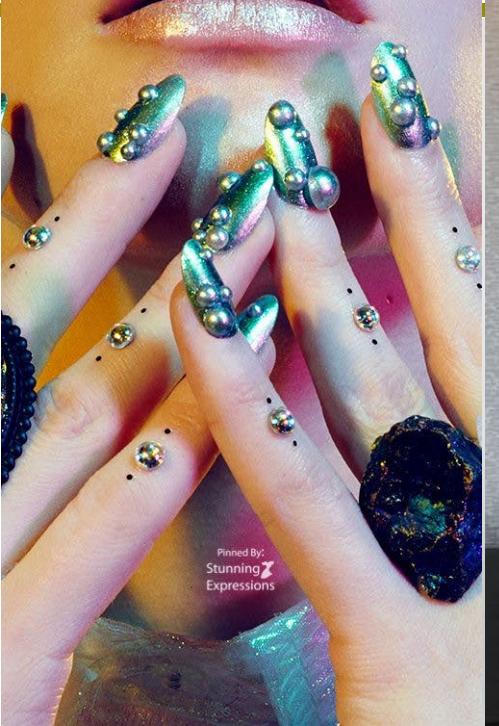
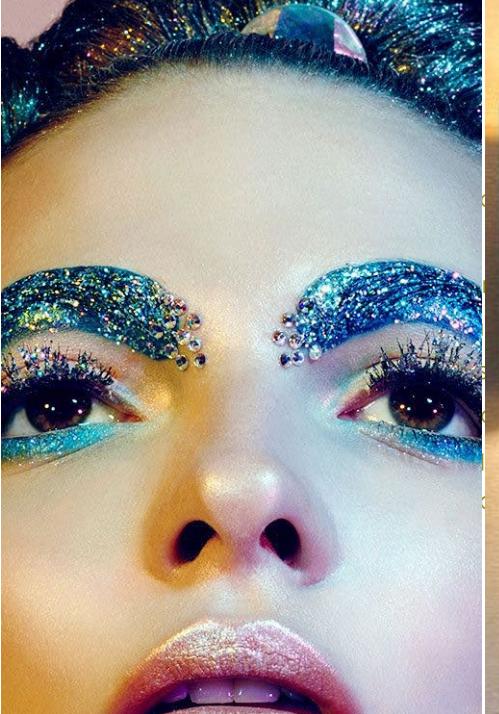
**Extra Factor:** The look is inspired by all the people who want something extra in their life, and they don't want to settle for less. Be it the laser cut belt design in footwear, which can give an extra trendy and eye-catching look to the shoes, or the matter of printing on the shoes of Sole. Yes, 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

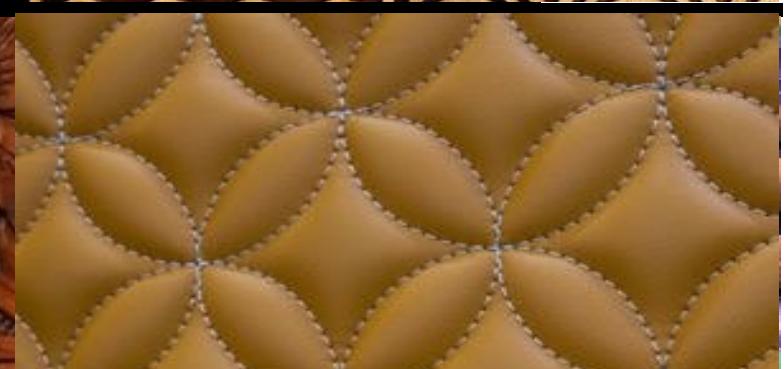
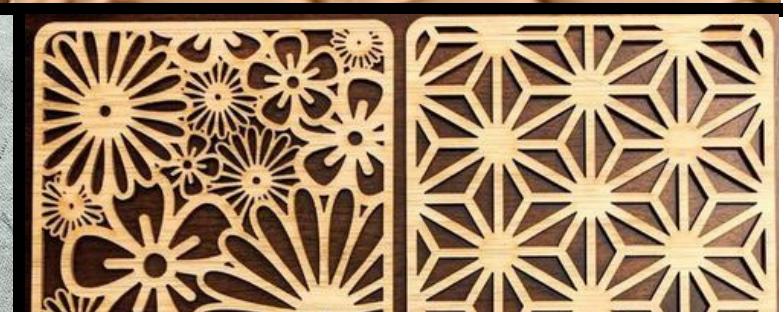
Category	Design
Age	18-35
Gender	Female
Area	Urban\Metro
Social Class	Upper
Price Range	3000-4000
Leather\ non leather	Both

## 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



# 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



Engraving on upper



## 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

**Morocco, a North African country bordering the Atlantic Ocean and Mediterranean Sea, is distinguished by its Berber, Arabian and European cultural influences. Moroccan fashion has become a mix of traditional styles with modern looks. Moroccan style is heavily influenced by European and Arab countries with more risk-taking looks. In this project also I Collab traditional art with modern outline, For all ladies out there who can carry risky grace**

# Consumer and Market

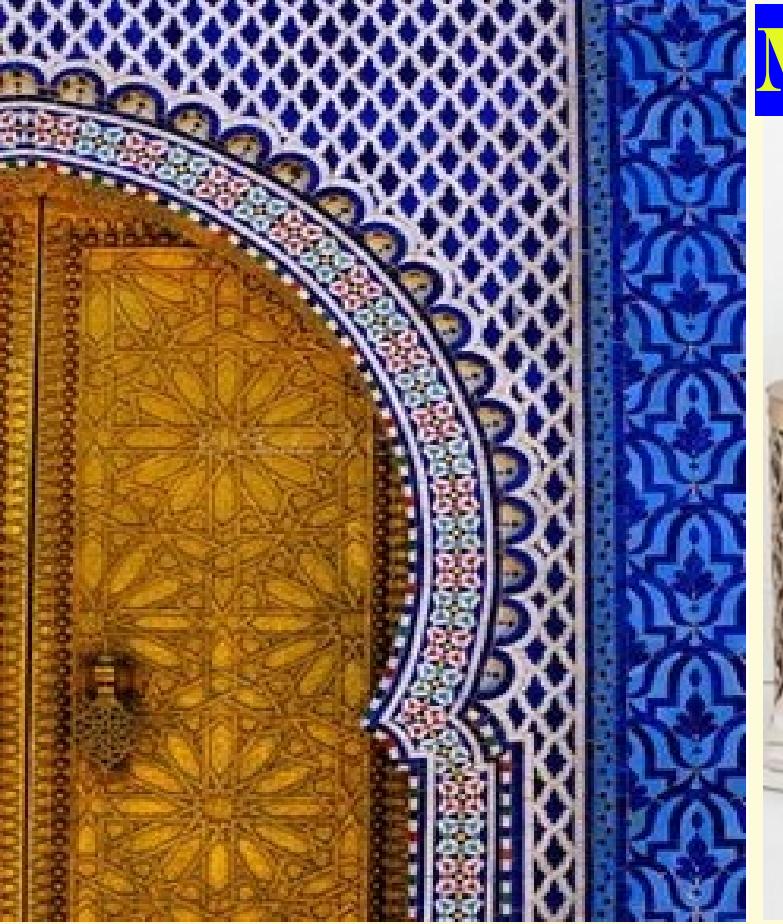
Category	Design
Age	18-35
Gender	Female
Area	Urban\Metro
Social Class	Upper
Price Range	3000-4000
Leather\ non leather	Both

# 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



AUTUMN WINTER 2022

PROJECT 7

## Consumer and Market

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

## DESIGN DEVELOPMENT

- MOOD BOARD
- DESIGN EXPLORATION









# 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





**THANK YOU**

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ANUSHA GUPTA  
FOOTWEAR DESIGNER