

HANDCRAFTED NARRATIVES

This collection takes inspiration from the Wedgwood ceramic collections and also depicts my take on Wedgwood ceramics in an Indian perspective inspired from Indian artisanal art and craft.



Concept



This concept celebrates the art of storytelling with traditional crafts as medium. It intersects, heritage, artistry, and modern design by drawing inspiration from the intricate techniques and cultural symbolism of Warli, Kantha & Basket weaving. It's a visual and tactile journey that merges old with new, focusing on craftsmanship & authenticity.

Handcrafted
narratives





MAXIMALIST, CREATIVE & BOLD



Adores traditional, meaningful, timeless fashion



Artistic & Elegant



Cultural fusion



Fashion influencer who values cultural crafts & blends them with contemporary style



The target market is independent open-minded women around 25-45 years old. They adore fashion and art and like to invest in unique quality pieces which can be dressed up or down. They are culturally, curious and globally minded, often drawn to art and heritage.



PANTONE
13-0739 TCX
CREAM GOLD

PANTONE
18-1246 TCX
UMBER

PANTONE
19-3940 TCX
PICANTE

PANTONE
19-3940 TCX
BLUE DEPTHS

PANTONE
19-0303 TCX
JET BLACK

Community craft & Textile techniques

Community Craft

age old community craft →

Wedgeood's community craft →

Wedgeood trial frays →

Jasper colors palette →

WEDGEWOOD SWAROVSKI CRYSTAL COLOR PALETTE →

Deep & rich shades →

Gold touch →

Archival pieces →

Hand painted →

Moulded 3D designs →

Sculpted clay on top →

Interpretation of Creative Rebel →

Combining traditional and modern silhouettes →

Leaning in modern interpretation of Traditional art forms →

Can be laser cut for clean finish →

Indian Community Craft →

Handwoven manually [can be done using fabrics] →

Structured silhouette →

Cuts to create structure →

Overlapping of patches →

Single line embroidery →

Single line throughout the jacket →

Notes of embroidery [more space] →

embroidery after garment is finished →

Variation in overlapping →

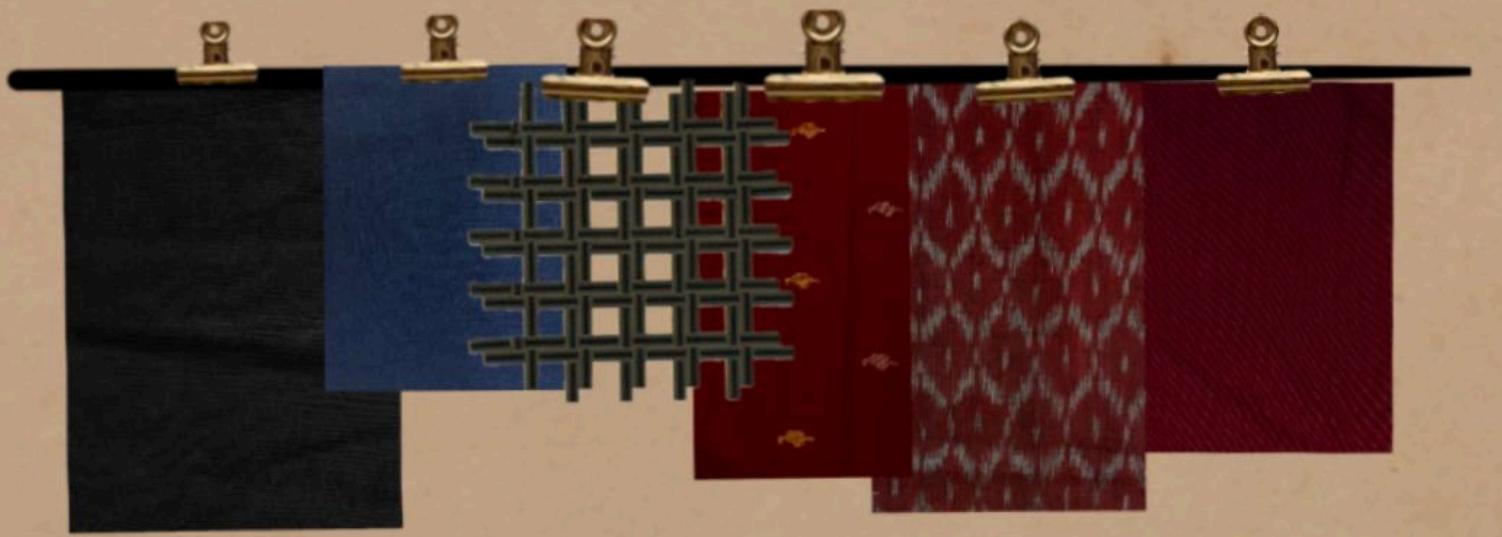
Spiral Combination →

lines Criss-cross + embroidery →

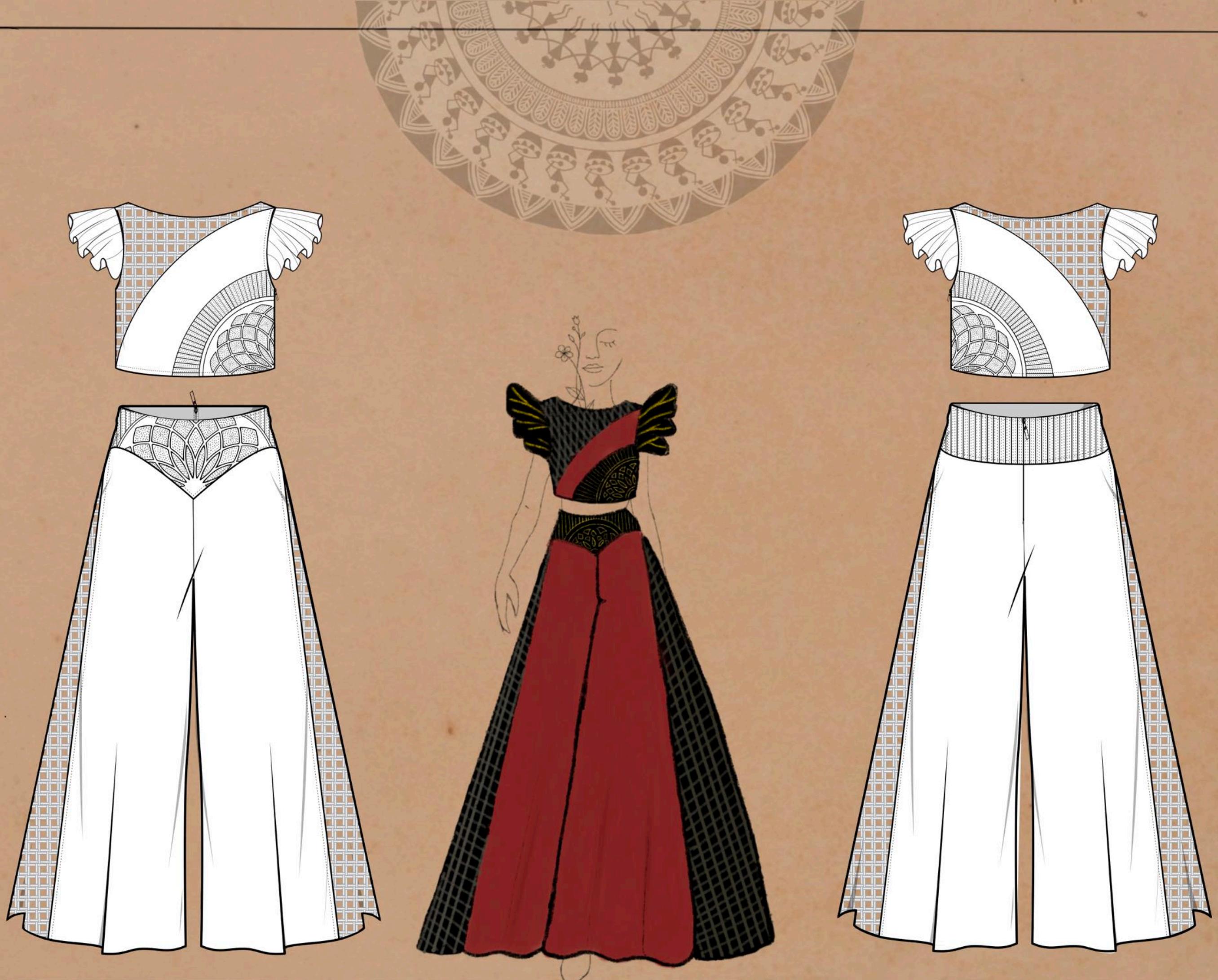
3D floral detailing [embroidery?] →

Textile Techniques

Final Line-up



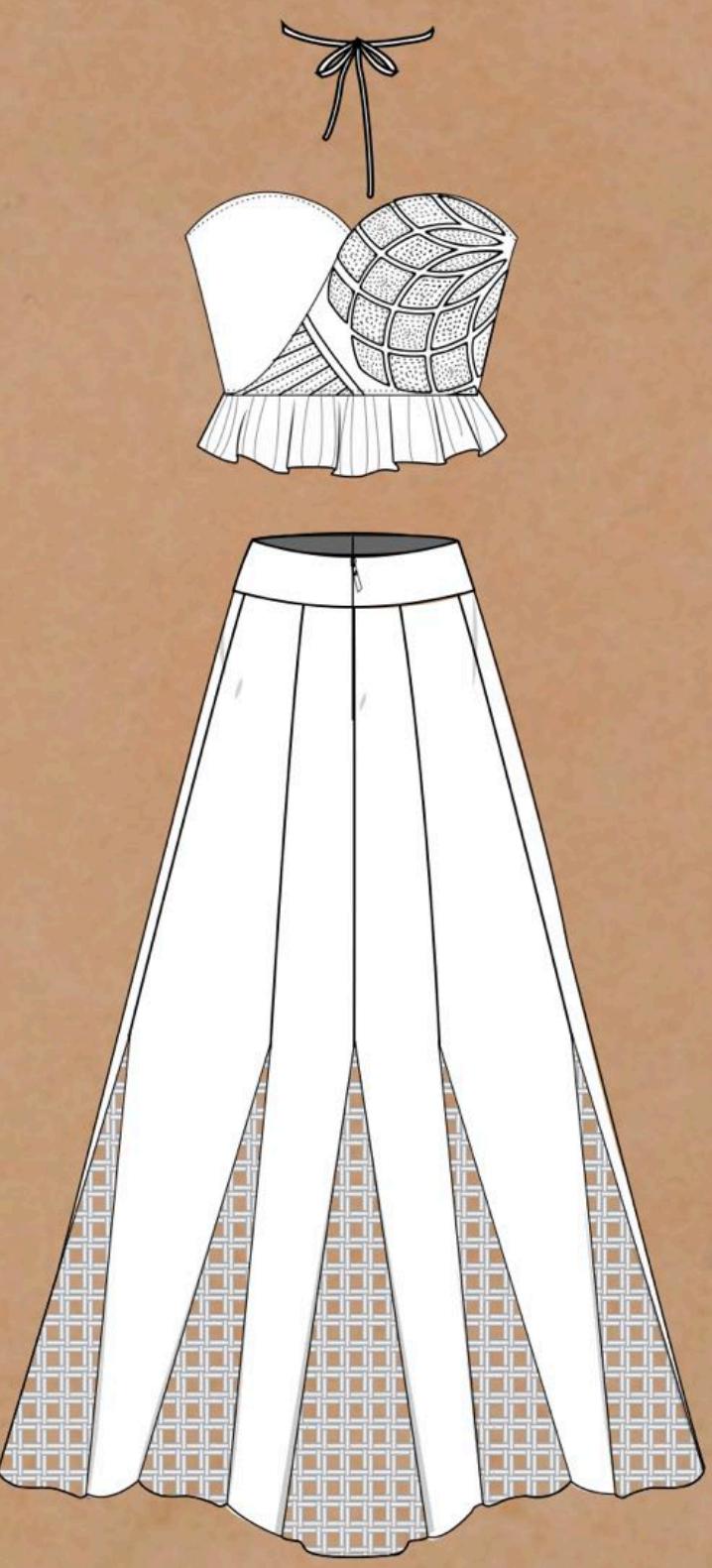
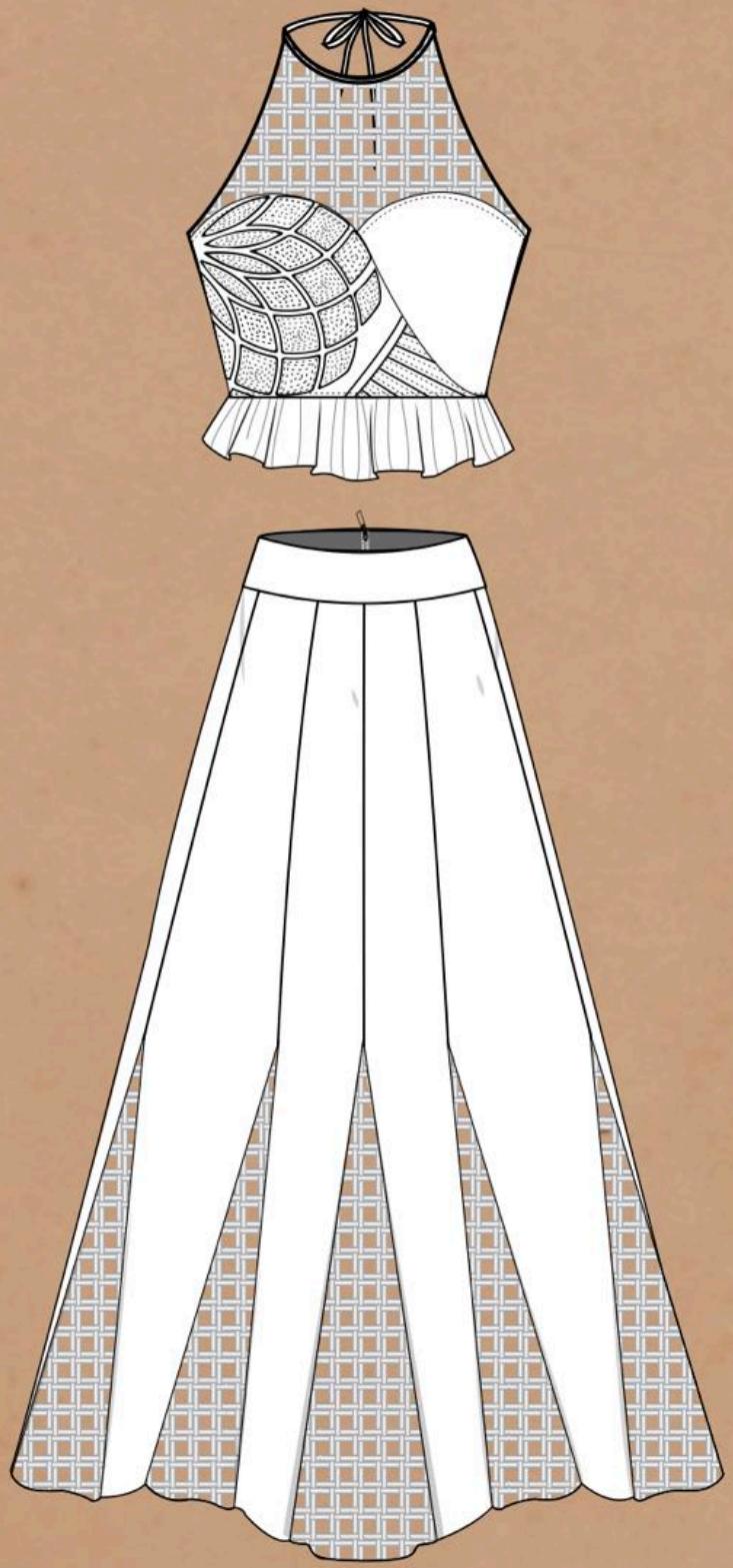
Outfit - 1



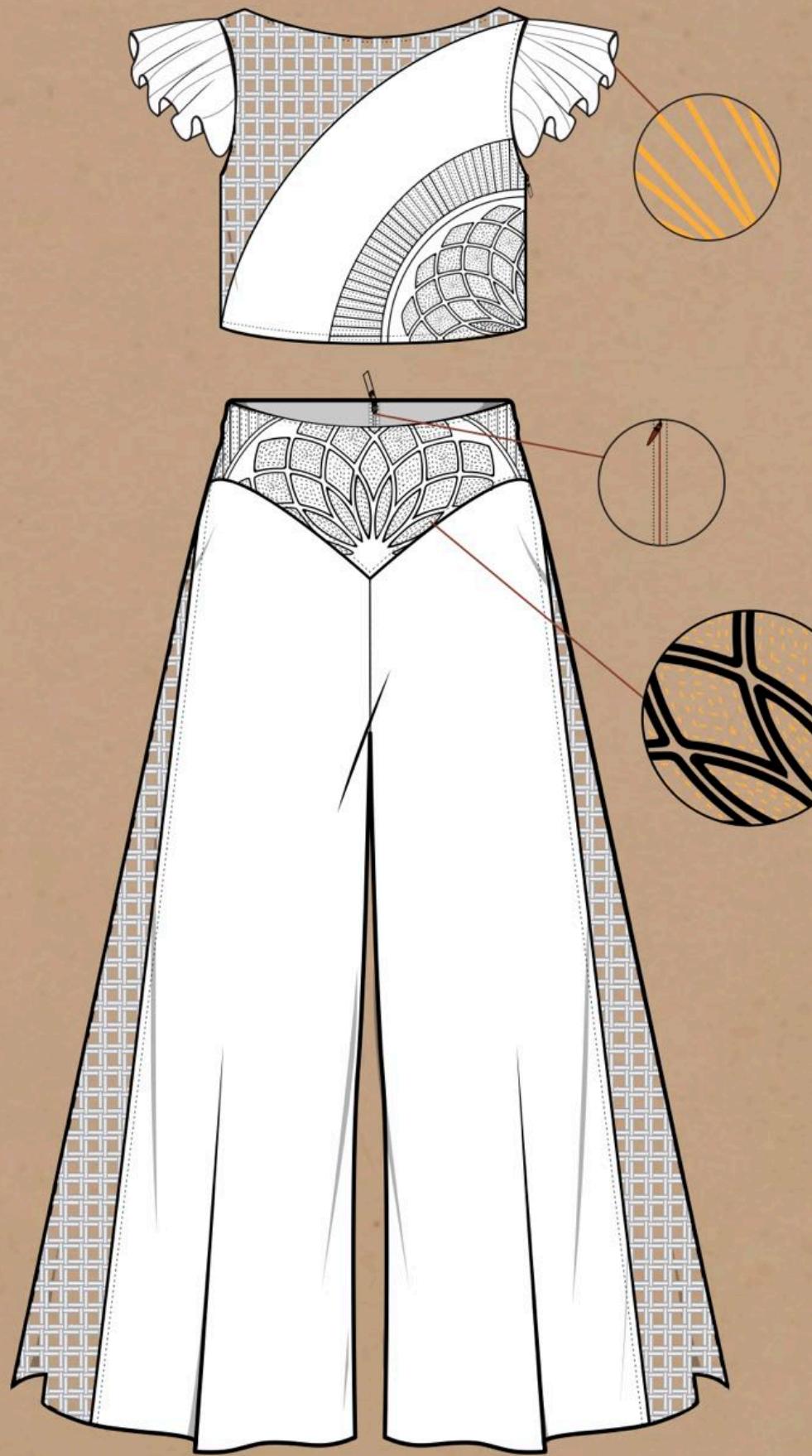
Outfit -2



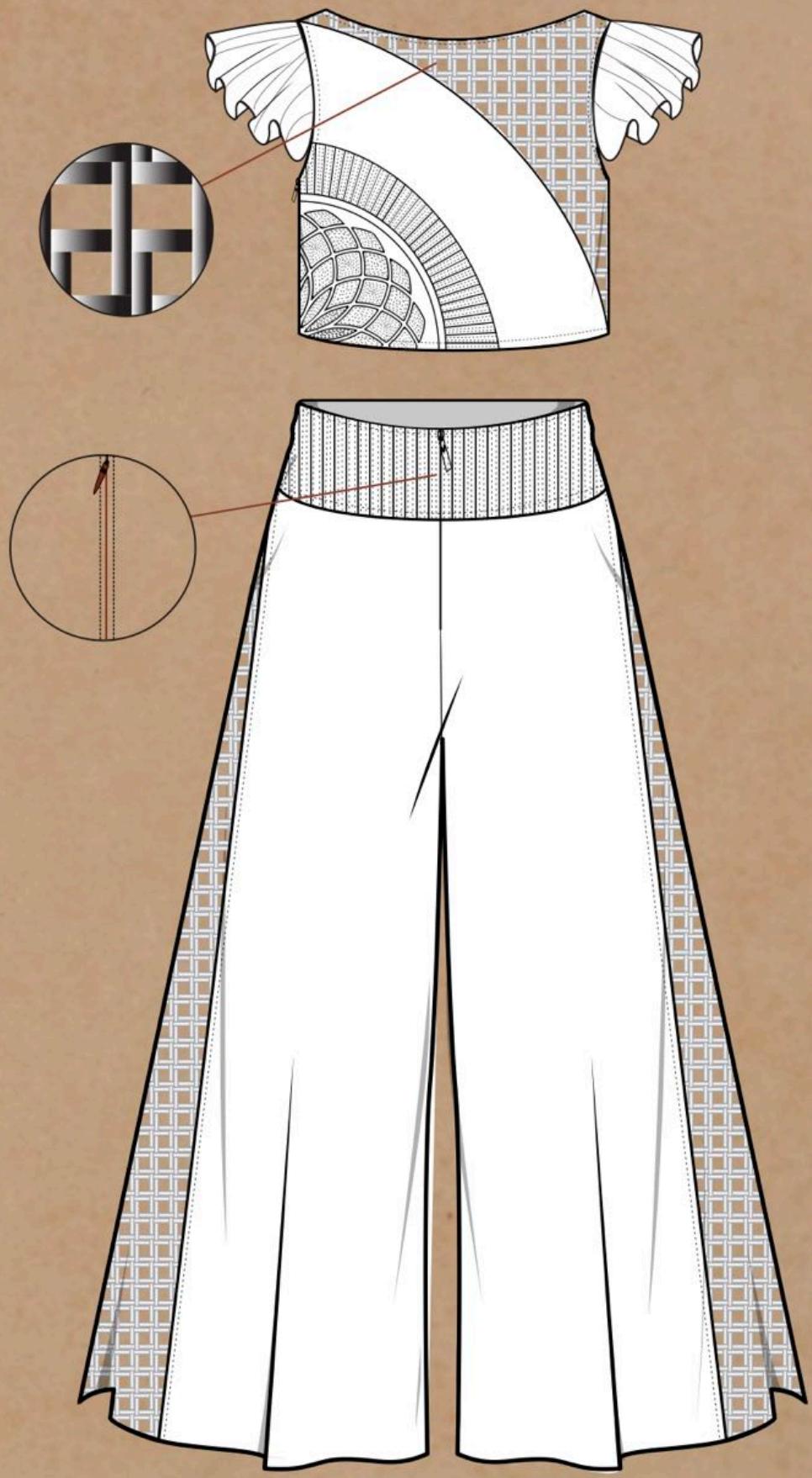
Outfit -3



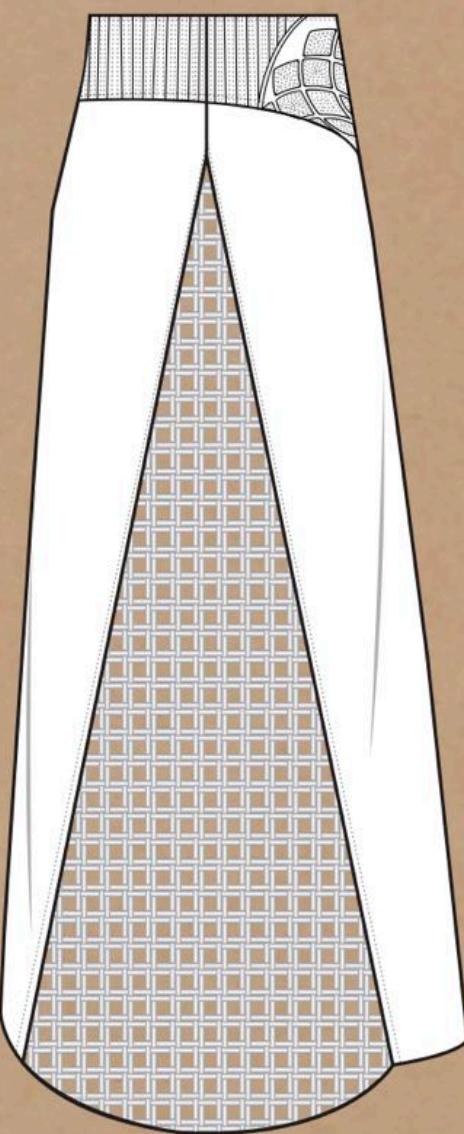
FRONT



BACK

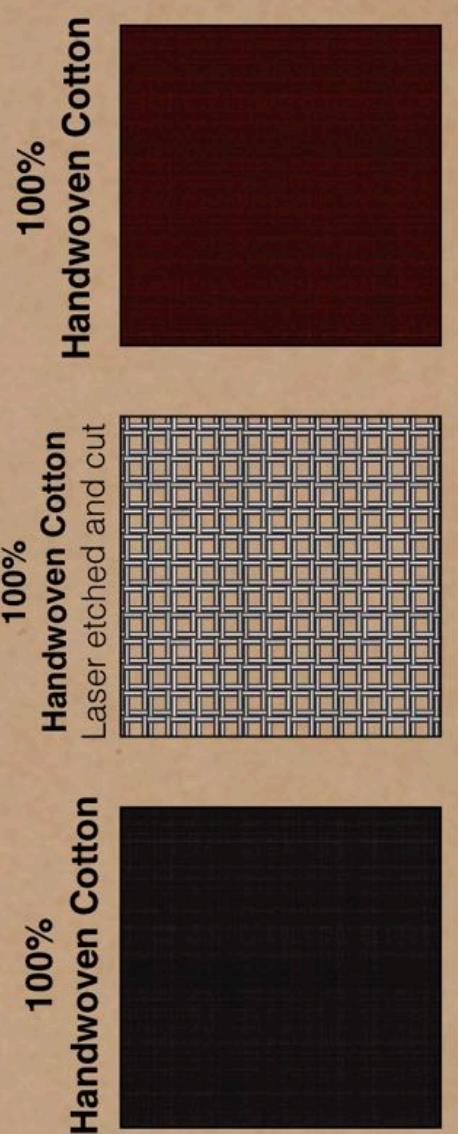
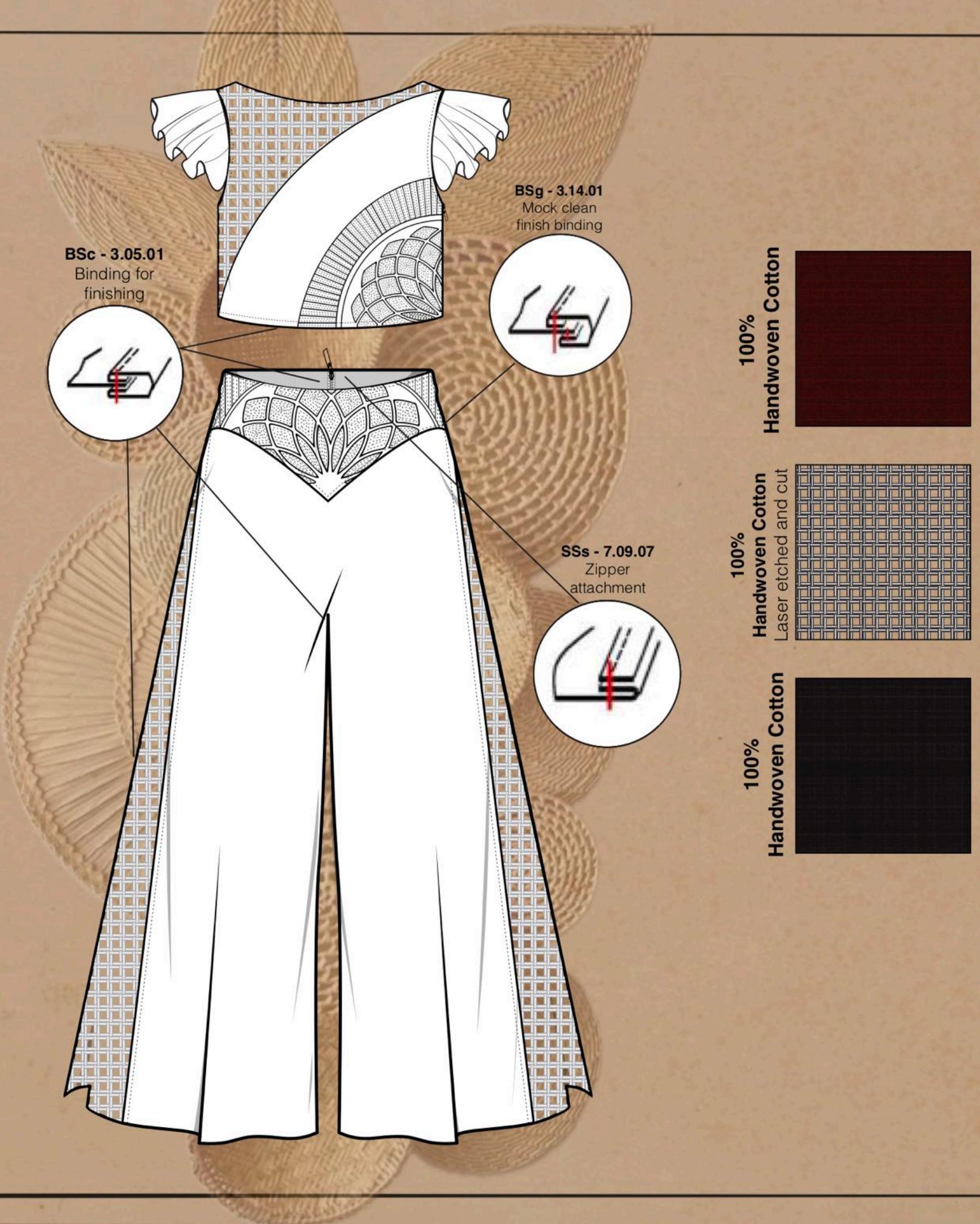


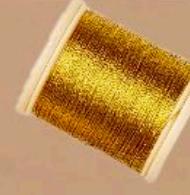
SIDE



Outfit detailing

Seam detailing



Sample	Description	Placement	Colour	Supplier
	100% Handloom cotton	Trouser panel, Bodice center panel	Pantone PICANTE	Matkatus https://www.matkatus.com/
	100% Handloom cotton	Bodice corner panels, godet on trousers	Pantone JET BLACK	Matkatus https://www.matkatus.com/
	Cotton Polyester blend	Bodice corner panels, godet on trousers	Pantone JET BLACK	We fab https://shopwefab.com
Sample	Trim	Placement	Colour	Supplier
	Dark brown zipper	Pant back, left side bodice side seam	Pantone PICANTE	Croft Mill https://www.croftmill.co.uk/
	Pre folded bias binding	All seams and hem	Pantone PICANTE	Croft Mill https://www.croftmill.co.uk/
	Embroidery thread	Bodice, pant yoke	Pantone CREAM GOLD	Cotton Patch https://www.cottonpatch.co.uk/



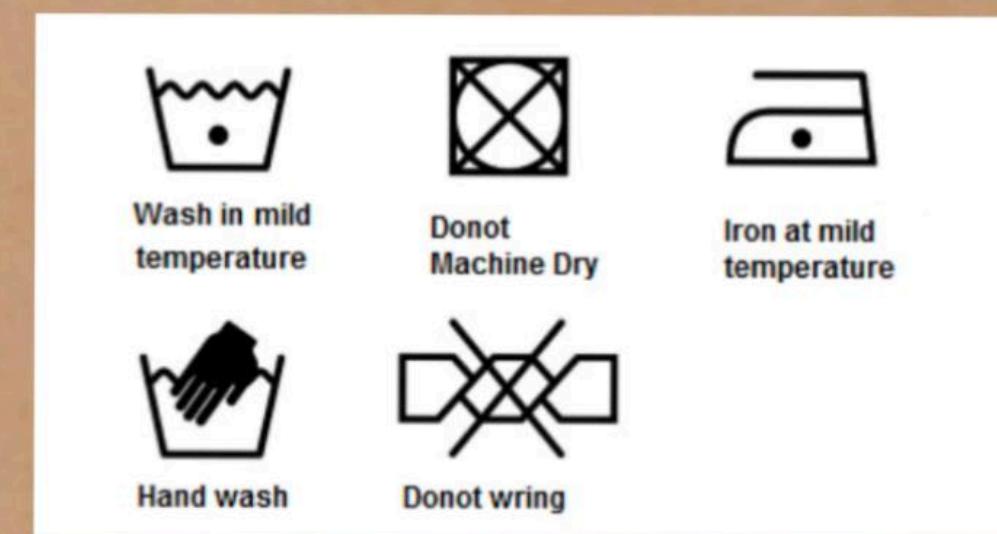
Main Fabric

Fabric Construction: Plain weave
Fabric Composition: 100% cotton
Fabric Finishing: N/A
Fabric Weight: 42 gsm
Fabric Thickness: 0.1 mm
Colour reference: PICANTE / JET BLACK

Lining Fabric

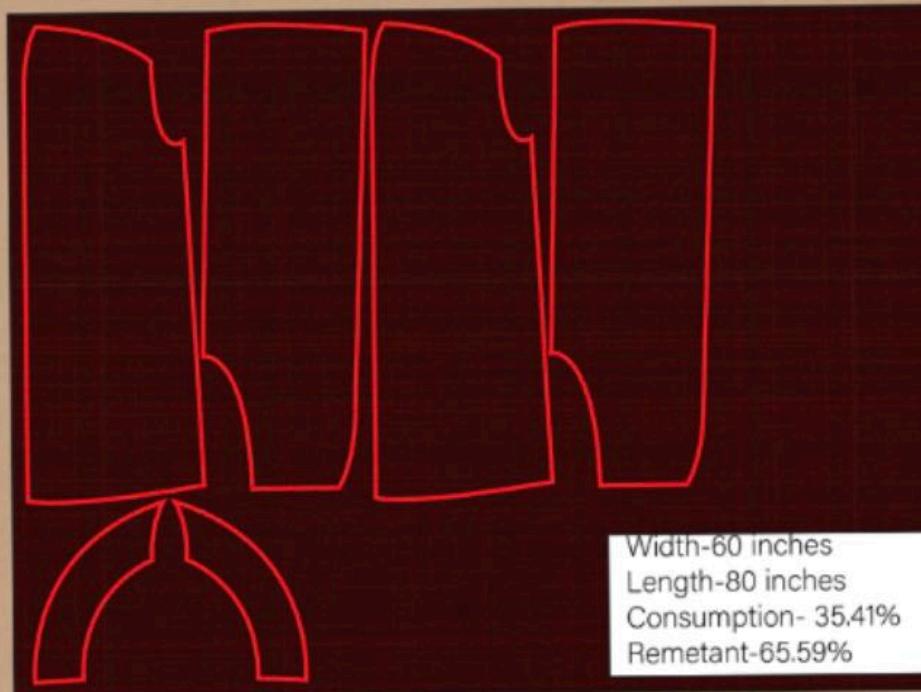
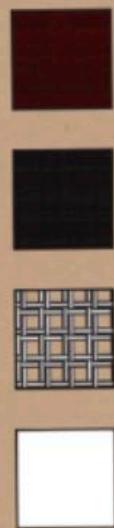
Fabric Construction: Plain weave
Fabric Composition: 20% cotton, 80% polyester
Fabric Finishing: N/A
Fabric Weight: 100 gsm
Fabric Thickness: 0.4 mm
Colour reference: JET BLACK

Wash Care

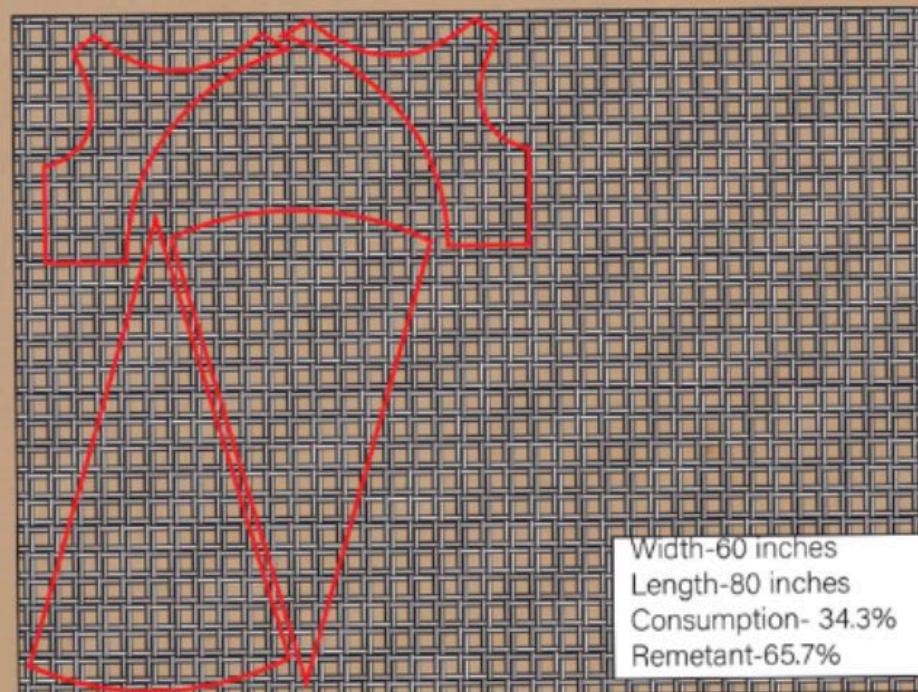
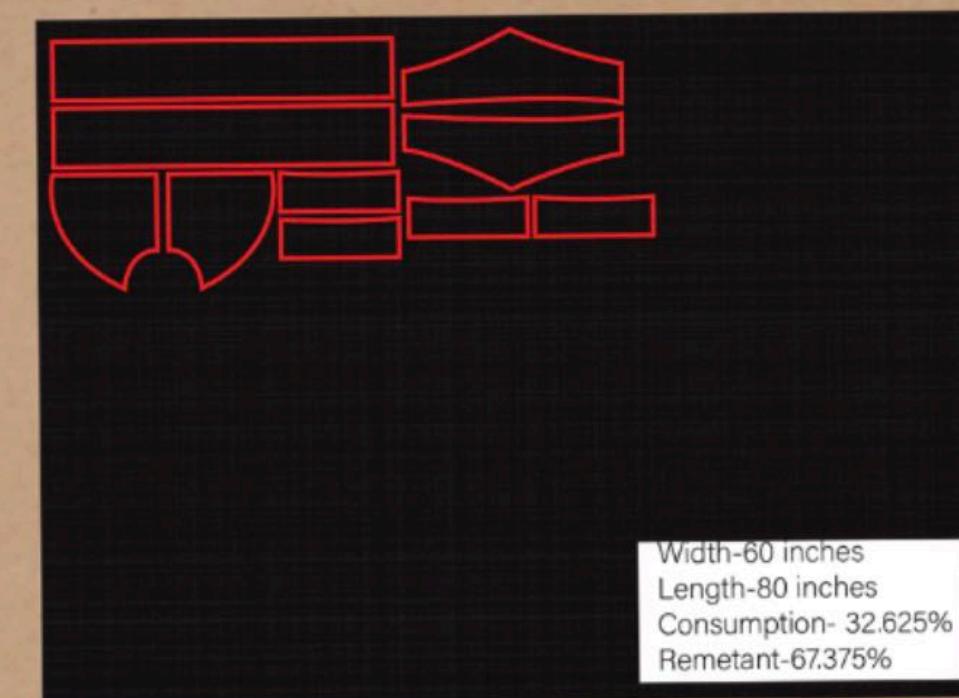


Cutting room Specifications

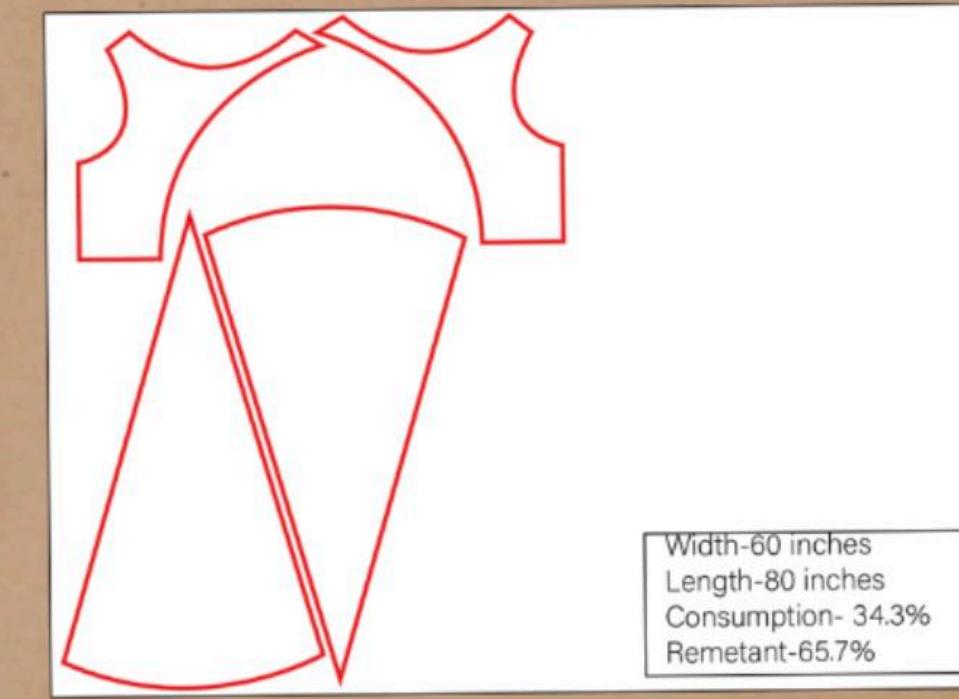
100% Handwoven Cotton



100% Handwoven Cotton



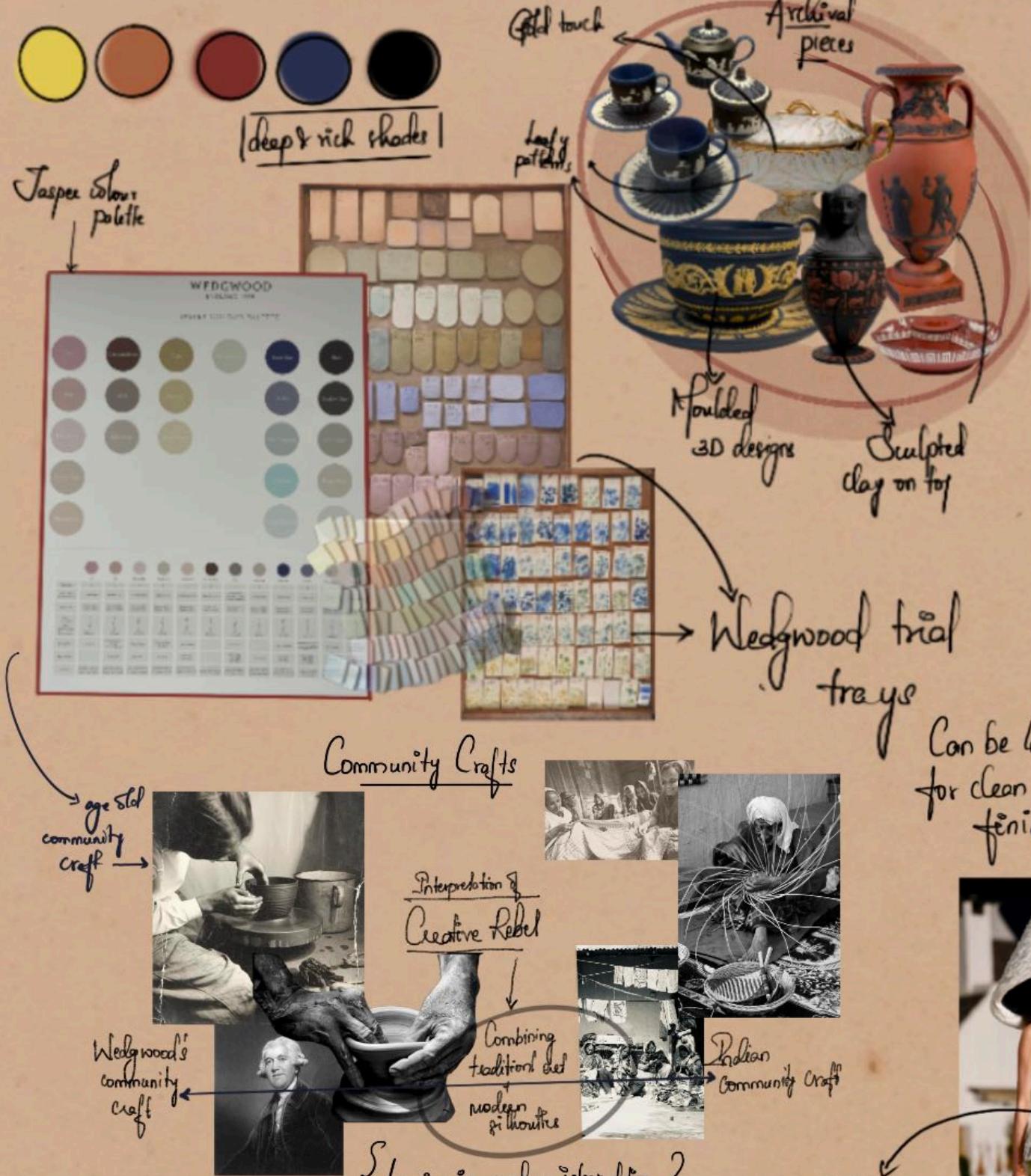
100% Handwoven Cotton
(etched & cut)



Interfacing (bond-a-web)

Final Toile





Textile Techniques

Logo: Victoria-Jane

1759

Fashion Design and Technology Innovation

WEDGWOOD

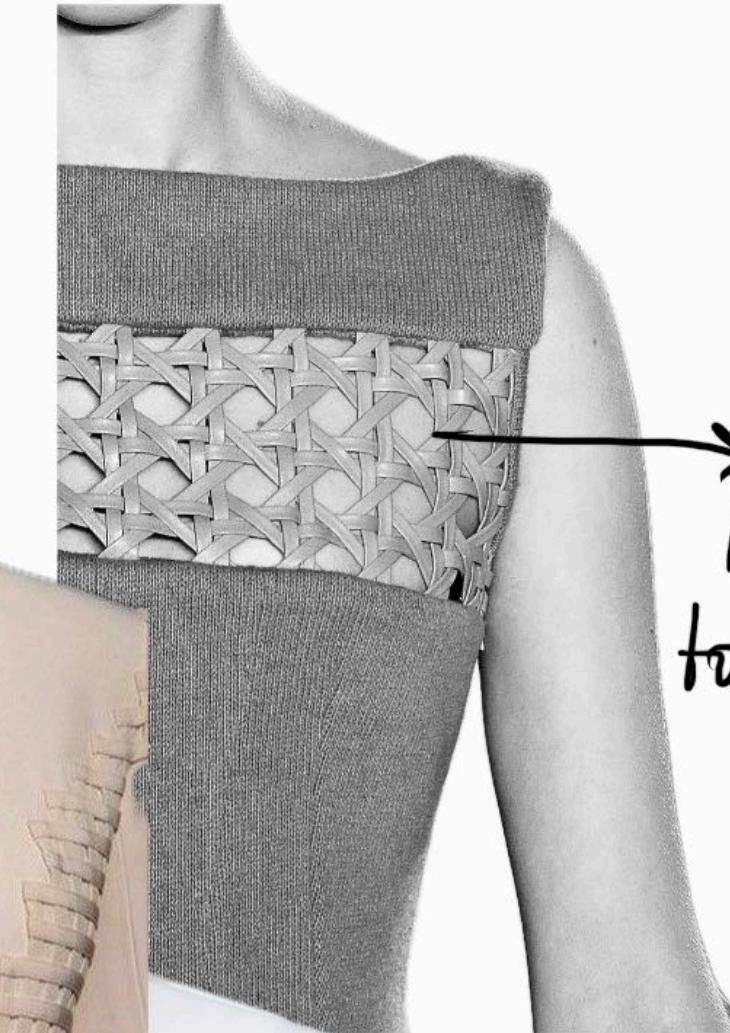
MADE IN
ENGLAND JW

Handwoven
manually
[can be done using fabrics]

Structured
silhouette

Cuts to create
structure

Can be laser cut
for clean finish



Kantha Embroidery

WEDGWOOD
MADE IN
ENGLAND JW
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Logo: Vaishali Patel

Fashion Design and Technology Innovation



Warli Art Paintings

Logo: Varshini Patel

WEDGWOOD
MADE IN
ENGLAND JW
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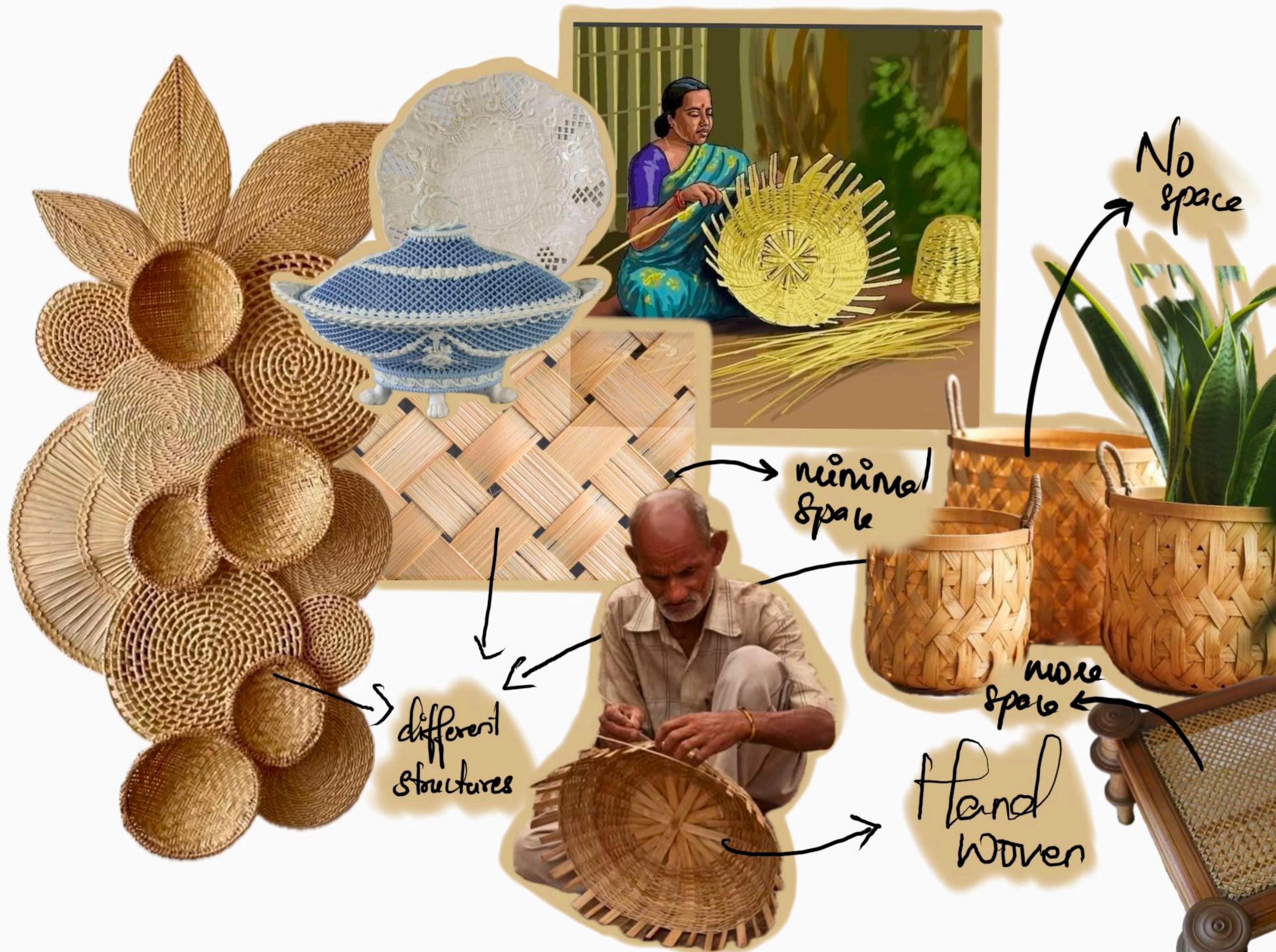


Basket Weaving

Logo: Vaishnavi Patel

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Textile Techniques

Logo: Vasilia Iosif

WEDGWOOD
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ENGLAND JW
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is embroidery after garment
is finished.

→ Motifs of embroidery [more space]

→ Single line throughout the jacket



Overlapping of patches



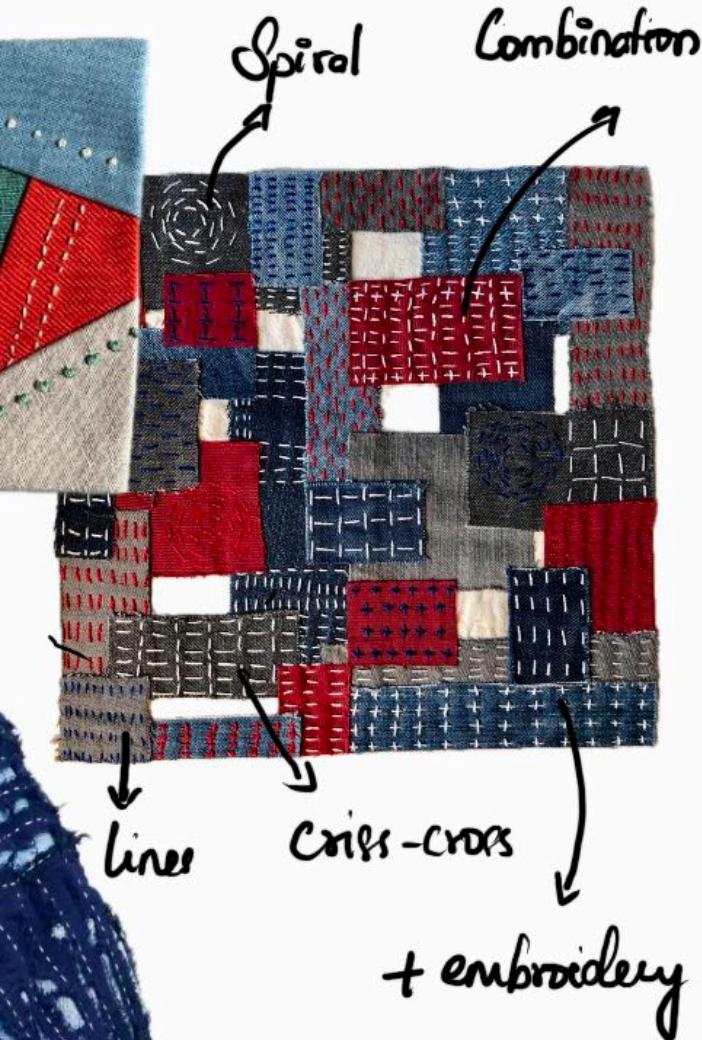
Variation in overlapping ↪



Single line embroidery



3D floral details [embroidery?]



Colour Inspiration

Logo: Victoria & Albert Museum

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