

தீராகாதல்

THEERA KADHAL

This is a maternity wear collection inspired by Pandora jewellery
which depicts the endless love of a mother to her child.





my mom first saw me
in a sunflower
yellow deer



Mother's Love- The first LOVE

This collection is inspired by the first love of a mother towards their kid who puts the kid before themselves after going through a tough period. The aim of this project is to make the mothers feel comfortable before and after pregnancy through a line of maternity clothing



THEERA KADHAL - ENDLESS LOVE

Love for the child before anyone

me and my mom ❤

Concept



The sunflower
yellow frock



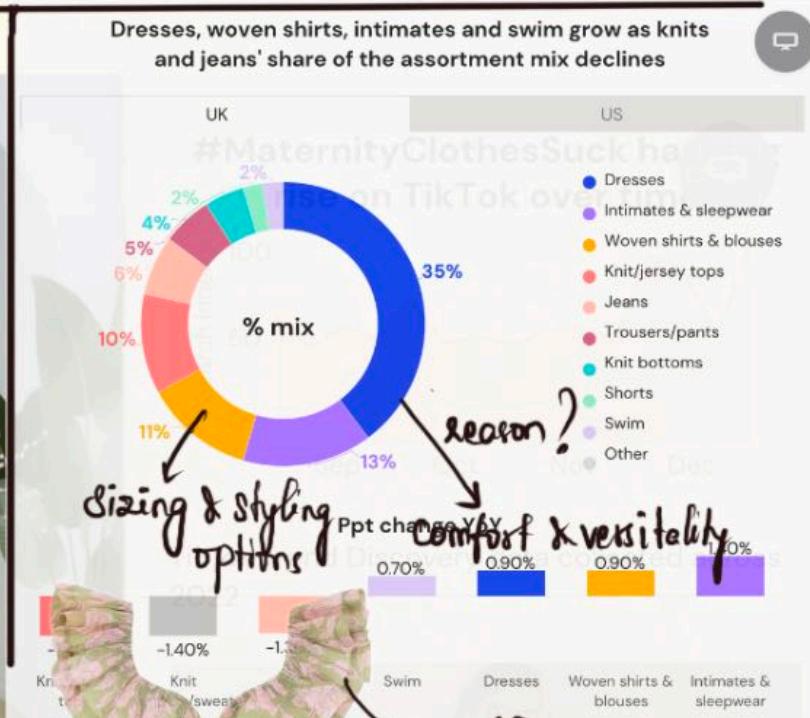
Pandora jewelry for minimal embellishments



Adapting to a new aesthetic

Design approach

Hashtags related to maternity fashion are growing on TikTok, with influencers vocal about conventional ranges. Searches for #MaternityClothesSuck have been on the rise for the past 120 days, with peak interest in late November 2022. Products with trend appeal will resonate with this new audience. Build on popular looks such as #SubversiveSexy, adopting a conceal-or-reveal approach to create a more modest version. Capitalise on strategically placed #Cutouts and adjust #SoftTies to give wearers the option to control the amount of exposure. Gathering and ruching do double duty, upgrading basics and adding interest to daytime occasion styles. This applies to the move to trend-led details that redefine jersey silhouettes to focus on the bump. In denim, trending wide fit, low-rise baggy jeans lend well to pregnant bodies and can be worn throughout the pregnancy, with minimal adjustments.



Fashion Feed trends: adapting to a new aesthetic



#SubversiveSexy



#Ruching



#ModernOccasion



→ gathering [ruffle]

sustainable ecofabrics

comfort + style
smart pricing
size inclusivity
multi-use
key regions

Age - 20-40

Pregnant

Occupation-

Entrepreneur

Entrepreneurial **Lifestyle - Loves**

Ernesto- loves
spending outdoors

Aesthetic-Loves

flowy drapes.

Comfort before

anything



Artistic

Flowy fabric

Happiness is
carrying a whole world
inside you

Loves reading

Loves Summer and
beach



Consumer

100% Cotton linen

Solid turmeric dyeing

Ombré turmeric dyeing

Bandhani turmeric dyeing

Ombré tea dyeing

Solid tea dyeing

Bandhani tea dyeing

Pantone
16-0640 TCX

Pantone
19-1218 TCX

Pantone
16-1448 TCX

Pantone
13-0758 TCX

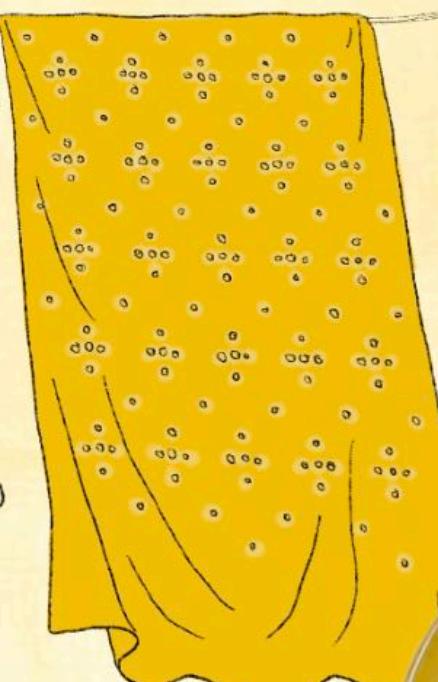
Winding the fabric to remove
finishes & help the dye stick



Preparing the dye
bath



Dyeing the tied fabric. Knots
are removed to reveal the
design.



My natural dyeing process



The community art and craftsmanship that inspired my collection is **BANDHINI** the intricate art of tie-dye. It is more than a technique—it's a living heritage carried in the hands of generations of artisans in regions like Kutch (Gujarat) and Rajasthan. Each dot, knot, and motif is tied by hand, making every piece unique—just like the charms in a Pandora bracelet, each symbolizing a story or emotion.

This craftsmanship is deeply embedded in community life, often practiced in artisan families where knowledge is passed from mother to daughter, tying the craft itself to the cycles of womanhood, resilience, and tradition.

The women behind Bandhani carry a quiet mastery. Their fingers, swift and sure, tie thousands of knots in complex patterns—a rhythmic, meditative process echoing jewelry-making rituals. Just as a jeweler sets each stone with care, the Bandhani artist places every knot with meaning.



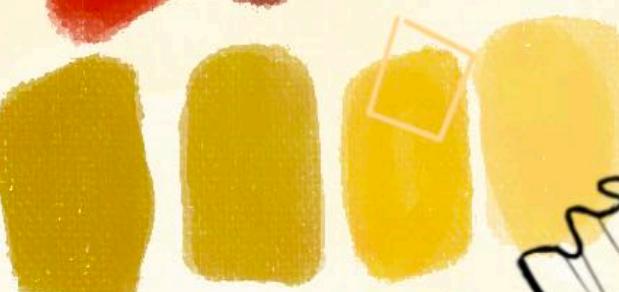
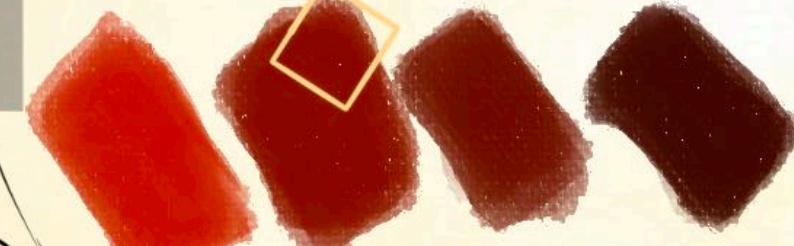
Collaging with Angharkhas



Print direction

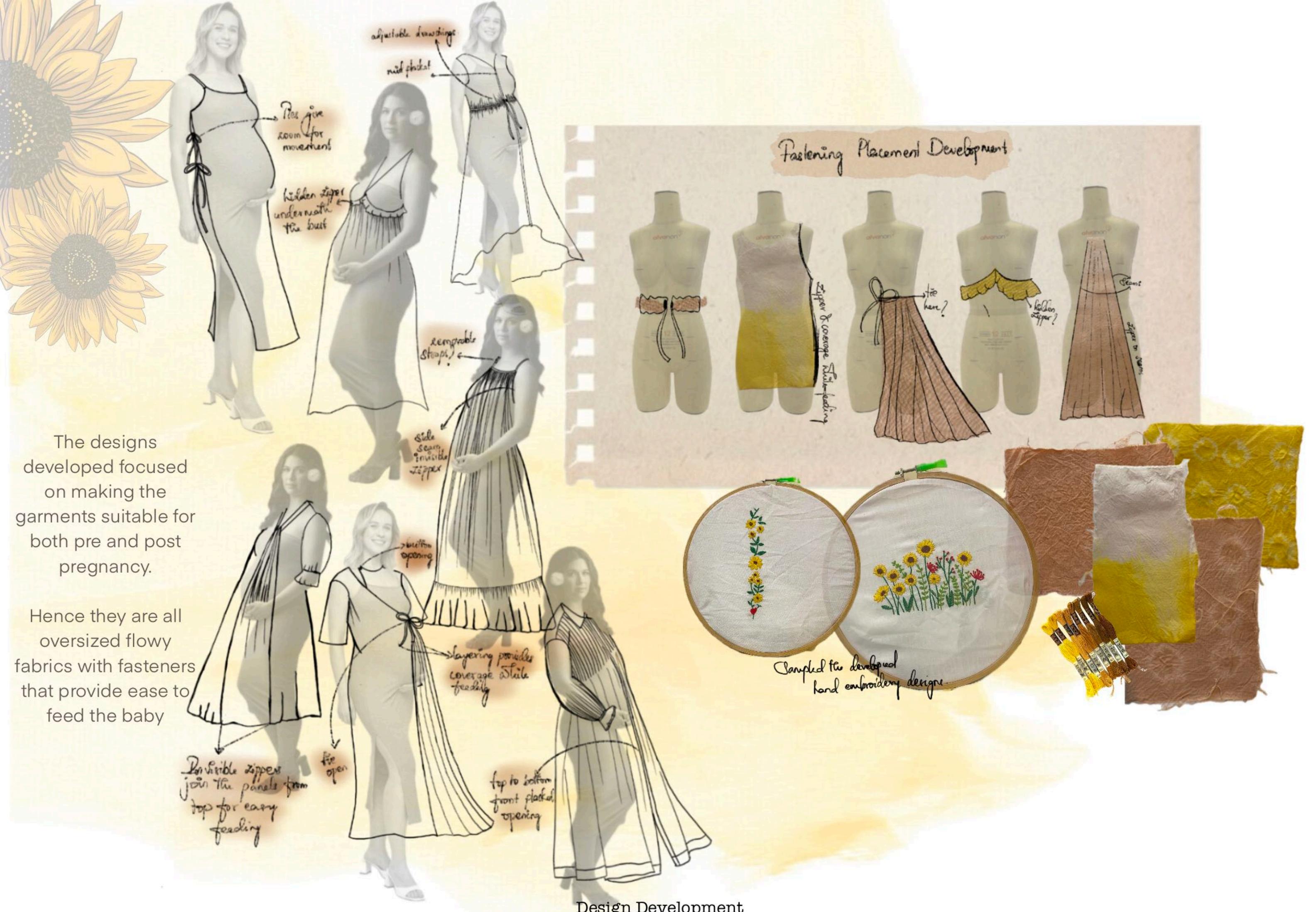


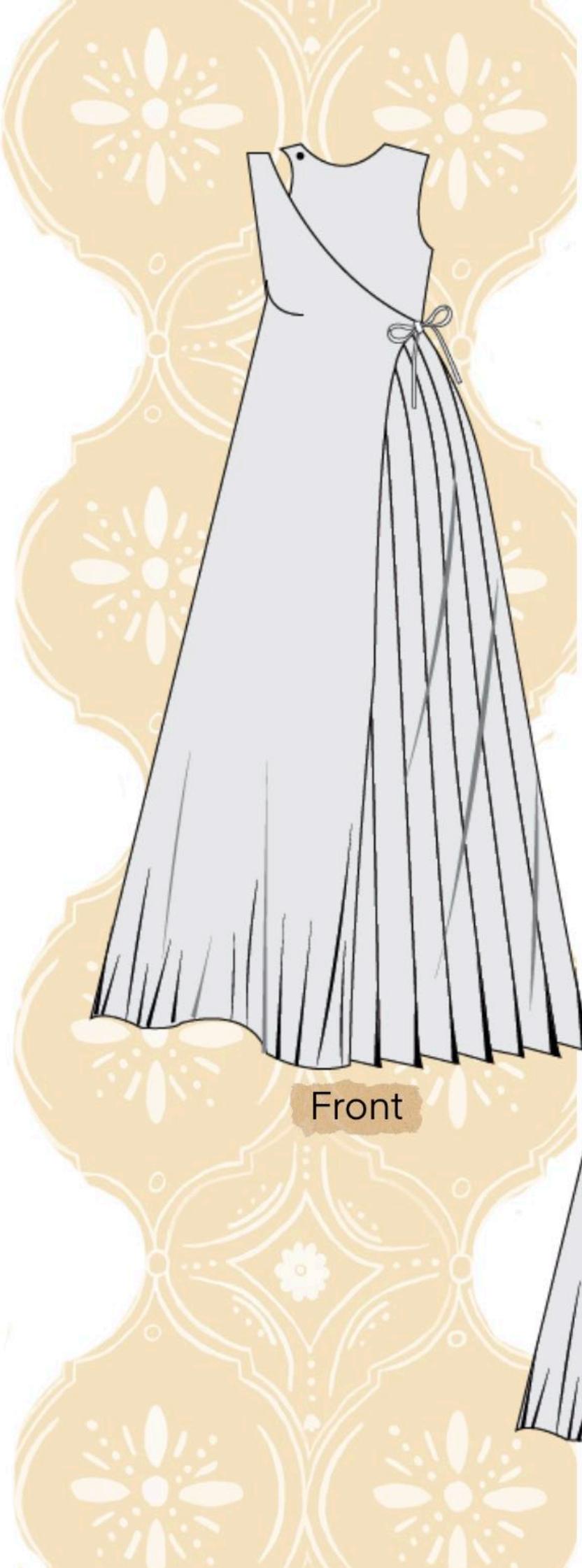
Silhouette development using angharkas as inspiration for evoking ease and movement in the garments



Design Development



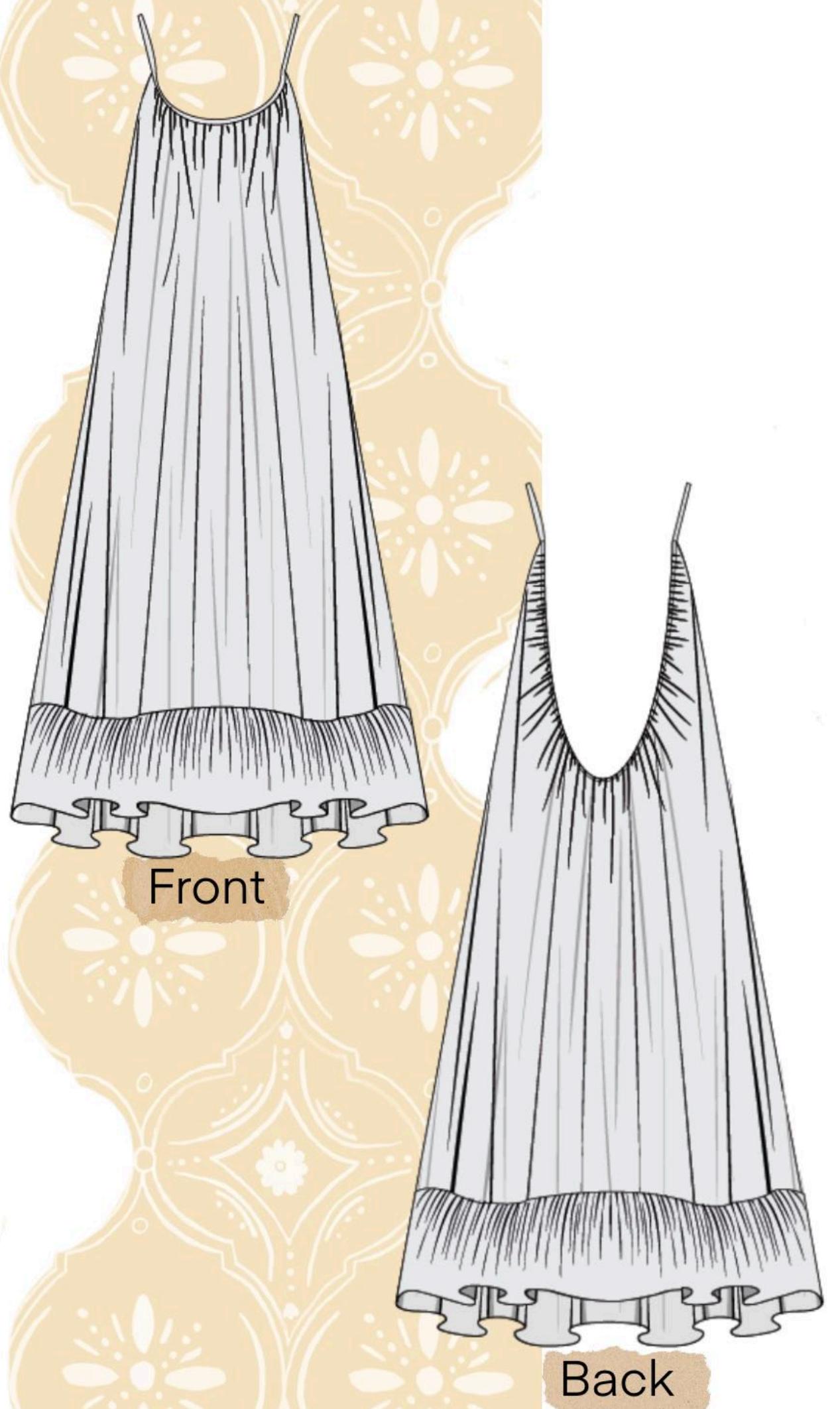




Outfit -1



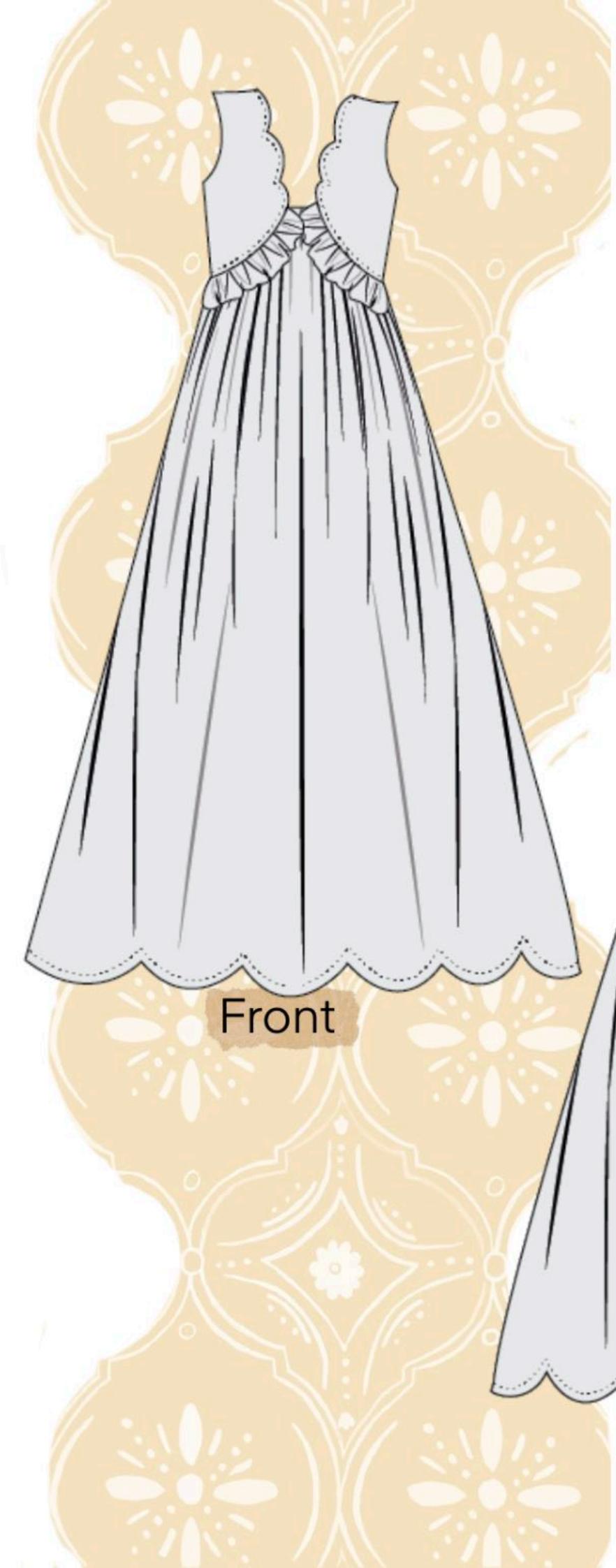
This look features a layered garment with an inner shirt and wrap around dress on top. The shirt can be un-buttoned and for ease during feeding and the dress can be adjusted based on the size of the belly.



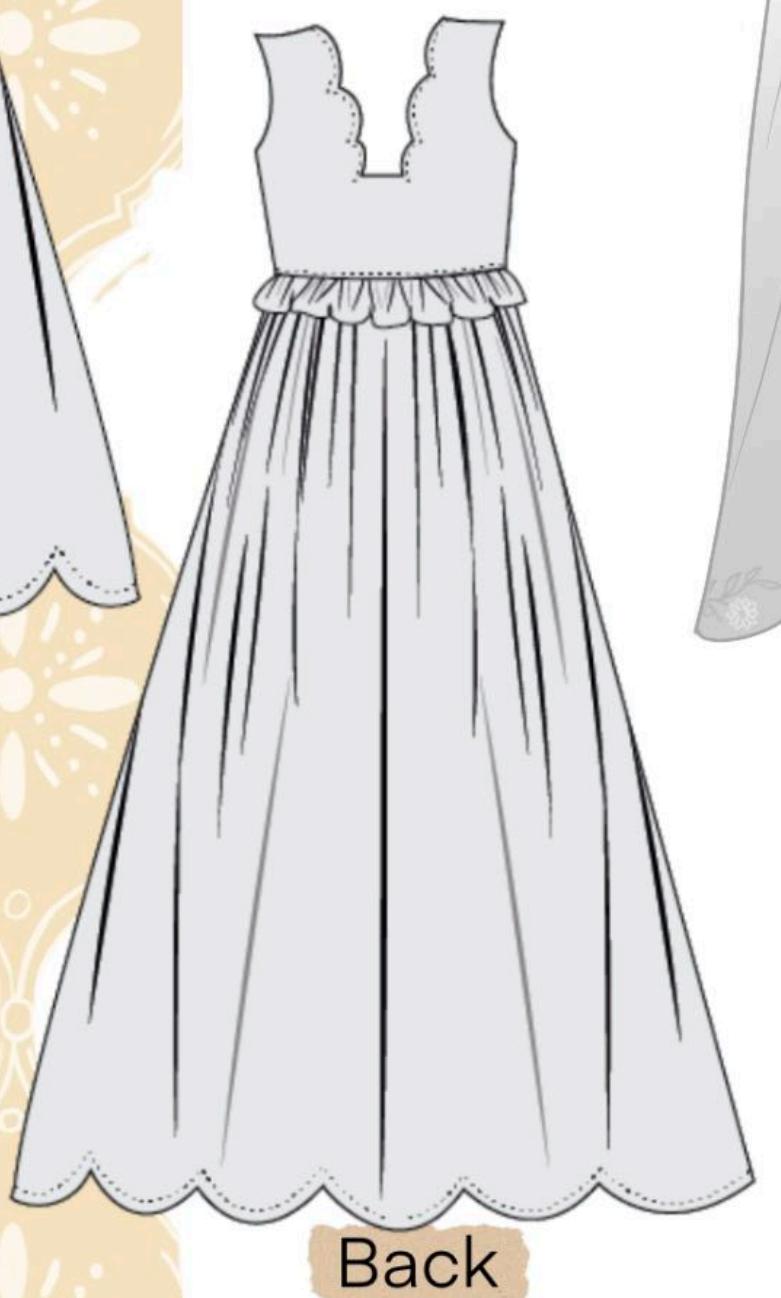
Outfit -2



This look features a free flowing oversized dress with a zipper at the side for easy breast feeding.



Front



Back



Outfit -3

This look featured a hidden zipper beneath the ruffles. This keeps the garment both fashionable and functional.





Final Line-up