

மங்கல மலர்

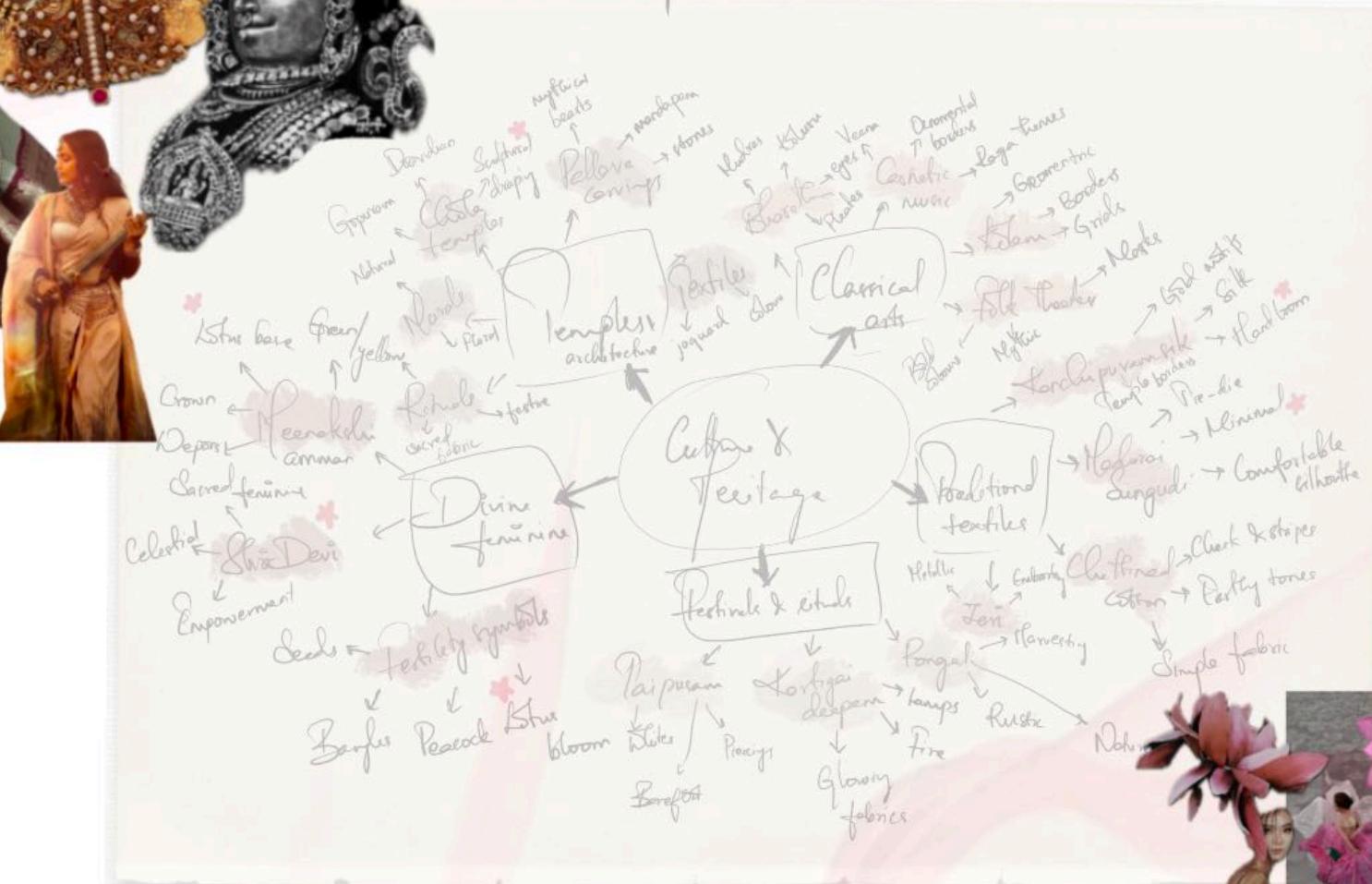
MANGALA MALAR

This is my final project collection inspired from goddess Lakshmi and the lotus flower. The collection brings to life the femininity of a woman through a flower and the bold and independent nature of a woman through Lakshmi's characteristics.





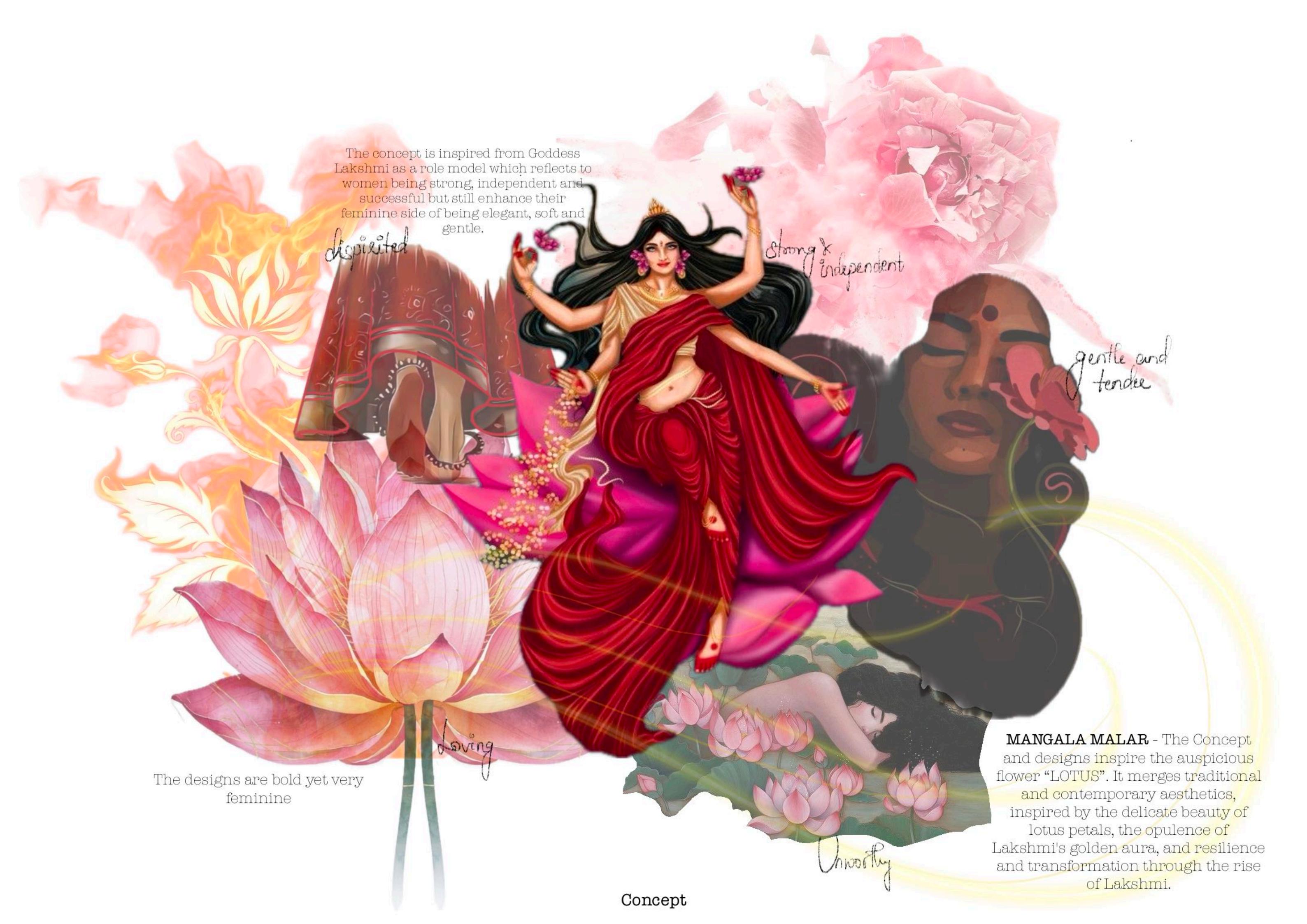
Mind mapping



Initial research idea involved Culture and heritage- this ended up with temples to Goddess Lakshmi and Lotus by mind mapping



Mindmapping & Initial Concept



The concept is inspired from Goddess Lakshmi as a role model which reflects to women being strong, independent and successful but still enhance their feminine side of being elegant, soft and gentle.

The designs are bold yet very feminine

Concept

MANGALA MALAR - The Concept and designs inspire the auspicious flower "LOTUS". It merges traditional and contemporary aesthetics, inspired by the delicate beauty of lotus petals, the opulence of Lakshmi's golden aura, and resilience and transformation through the rise of Lakshmi.



- **Age:** 25-45 years
- **Gender:** Female
- **Occupation:** Strong creatives
- **Lifestyle:** Balances tradition and modernity; values meaningful fashion that tells a story. Interested in spirituality, sustainability, and self-expression.
- **Fashion Preferences:** Loves handcrafted, luxurious fabrics with intricate detailing. Prefers a mix of traditional and contemporary silhouettes, like structured drapes and embroidery.





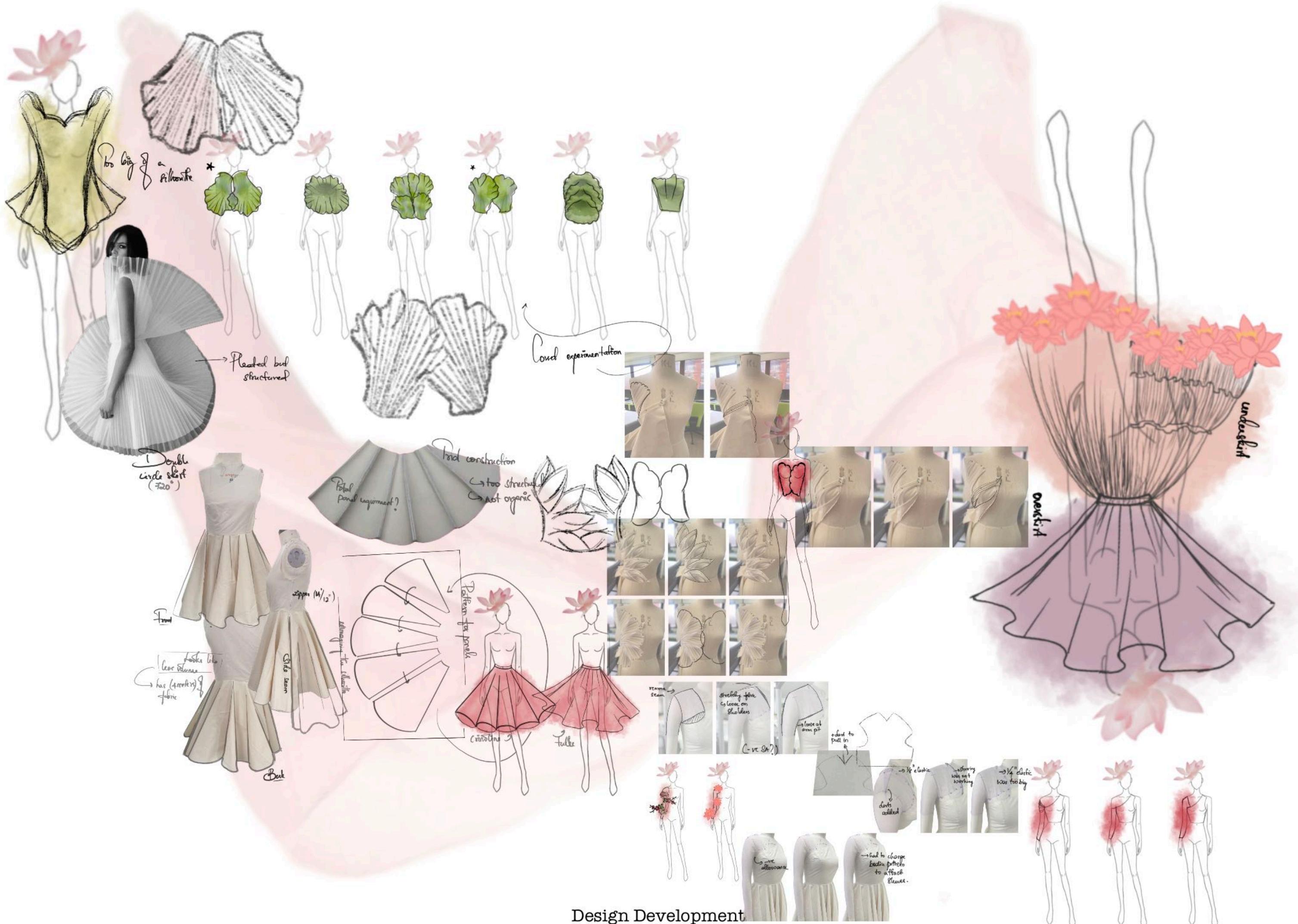


Range Development



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Based on the Indian research, chunky embellishments are in trend. Hand made flowers give a bold appearance and chunky embroidery can be included in the collection



Design Development - Embellishment

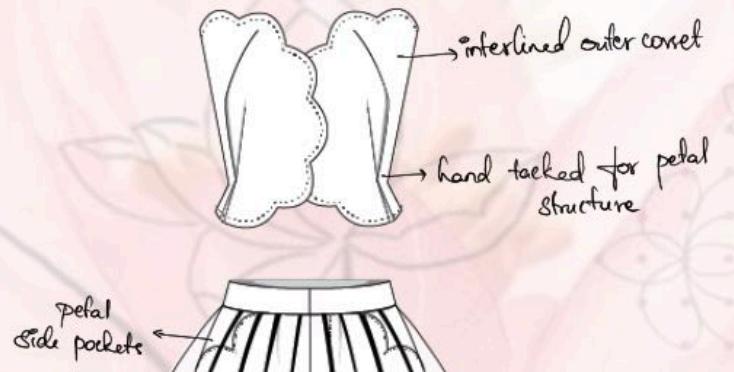


Final Line-up



Outfit -1





Back

Outfit -2







Photoshoot