

PORTFOLIO

NAME: VIVEK ANANTHASUBRAMANIAN

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MASAI MARA

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A) Range Development

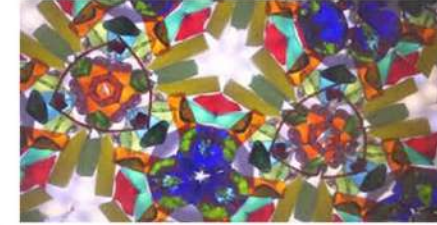
1) Mens' Casual Wear
-KALEIDOSCOPIA

KALEIDOSCOPIA

The name “KALEIDOSCOPIA” is derived from the name of the toy “Kaleidoscope.”

It consists of a tube containing mirrors and pieces of coloured glass or paper, whose reflections produce changing patterns when the tube is rotated.

I had made a kaleidoscope for a science project in school, and those memories instantly flashed in front of my eyes when I was thinking of an inspiration.

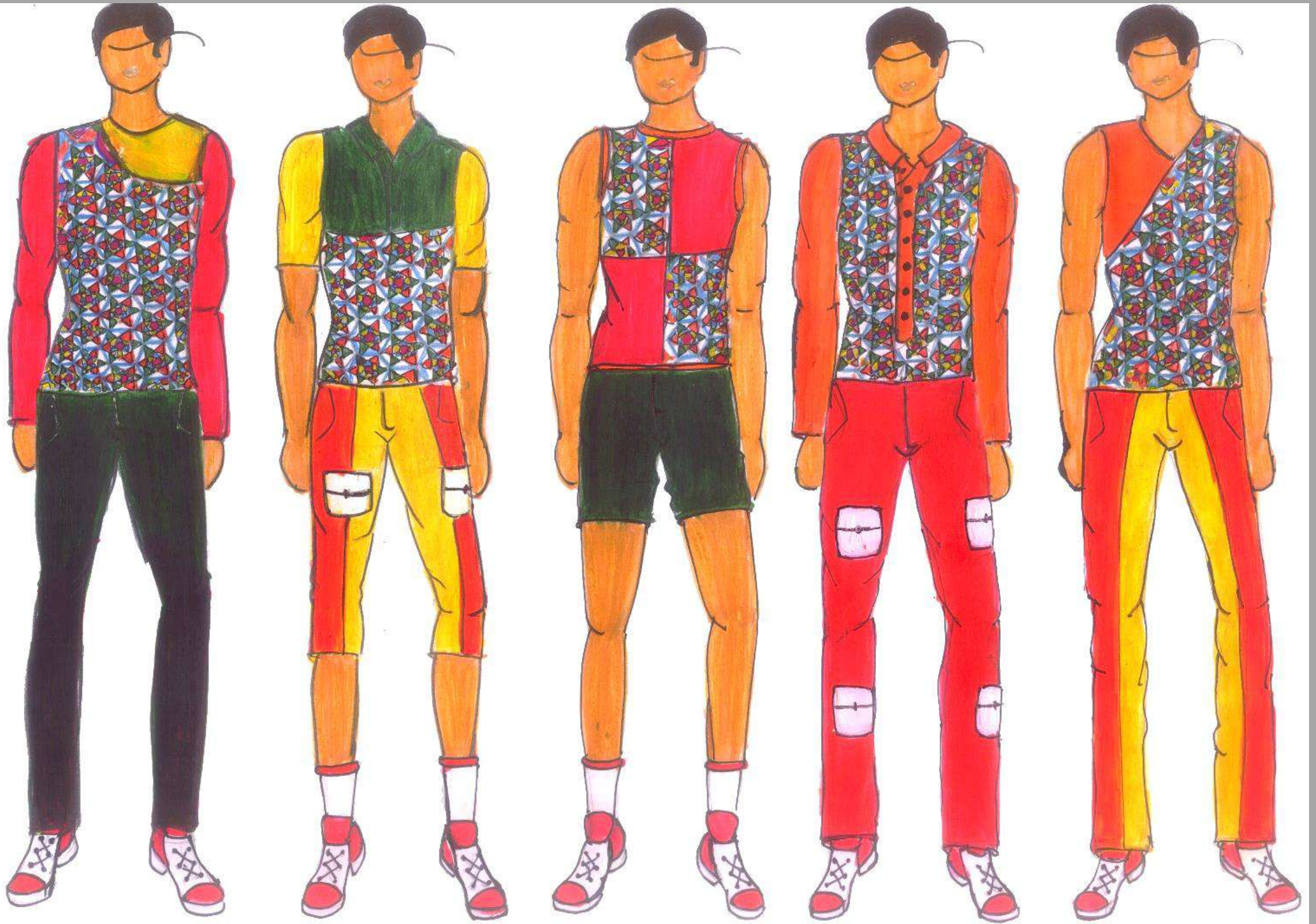


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FLAT SKETCHES

LOOK 1

Front

Back

Front

Back

Cut & Sew panel top stitch in contrast colour thread



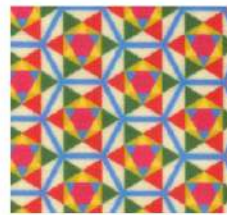
Printed Panel



Italian Lycra
Pantone Red
032C



Micro Suiting
Pantone 143 C



Printed cotton jersey

patch pockets



Micro Suiting
Pantone 5605 C

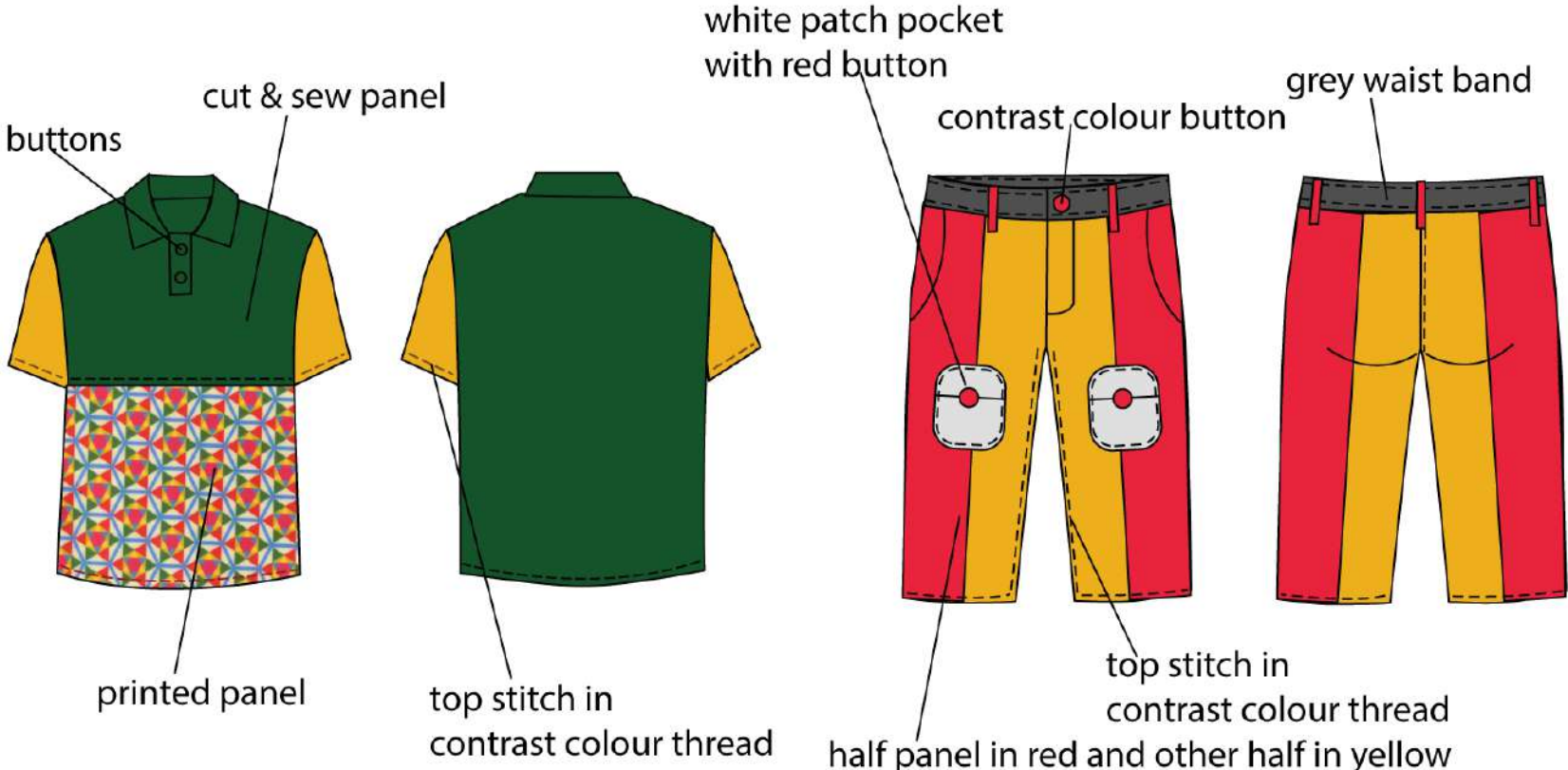
LOOK 2

Front

Back

Front

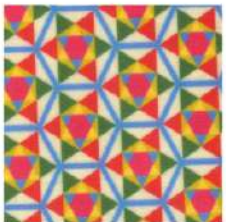
Back



Lycra
Pantone 357 C



Micro Suiting
Pantone 143 C



Printed cotton jersey



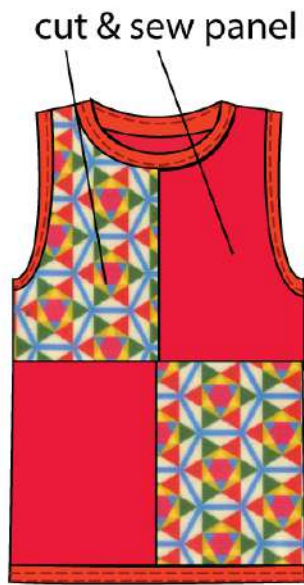
Twill
Pantone 1788 C



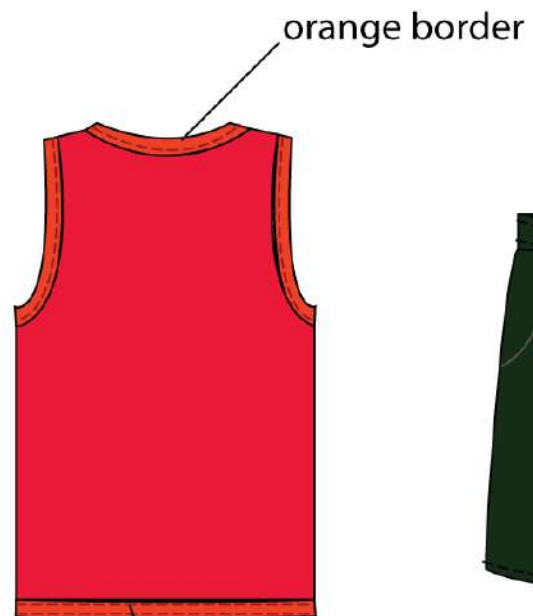
Micro Suiting
Pantone 143 C

LOOK 3

Front



Back



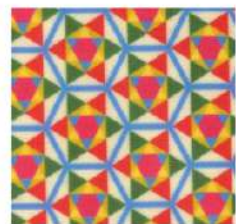
Front



Back



top stitch in contrast
colour thread



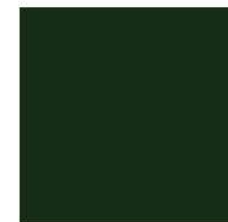
Printed cotton
jersey



Italian Lycra
Pantone Red
032C



Lycra
Pantone 172 C



Micro Suiting
Pantone 5605 C

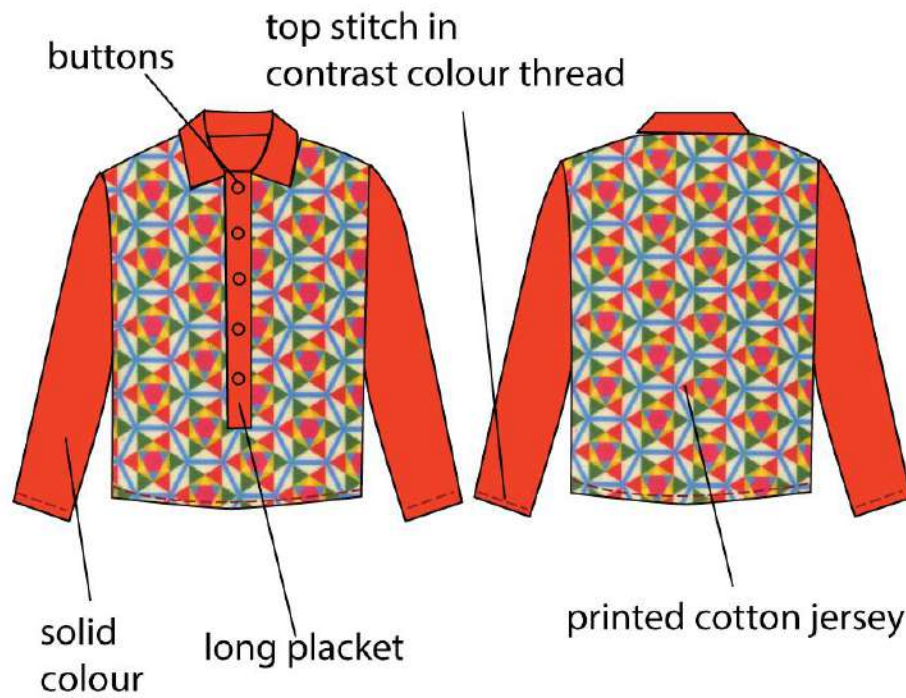
LOOK 4

Front

Back

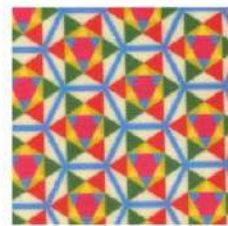
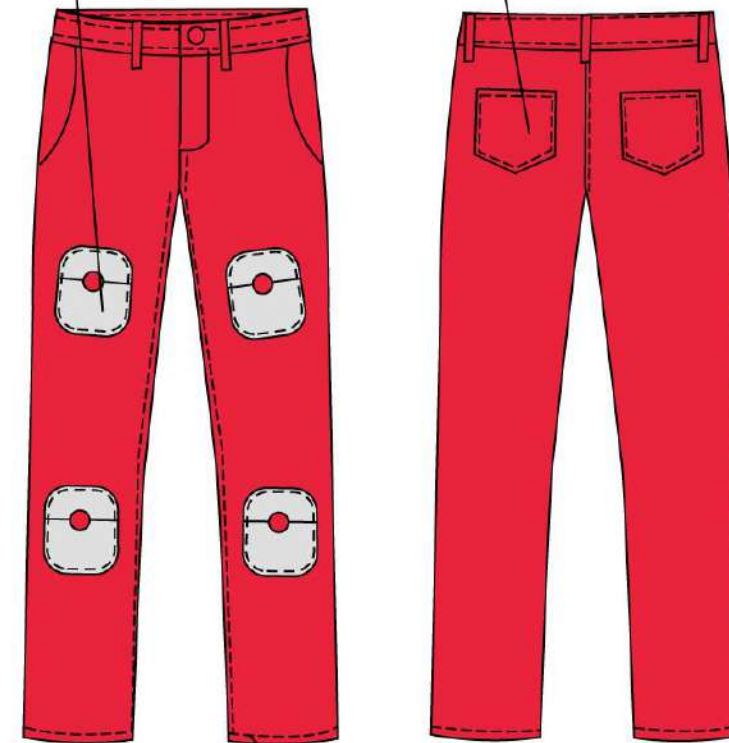
Front

Back



white patch pocket with red button

patch pocket



Printed cotton jersey



Lycra
Pantone 172 C



top stitch in contrast colour thread

Twill
Pantone 1788 C

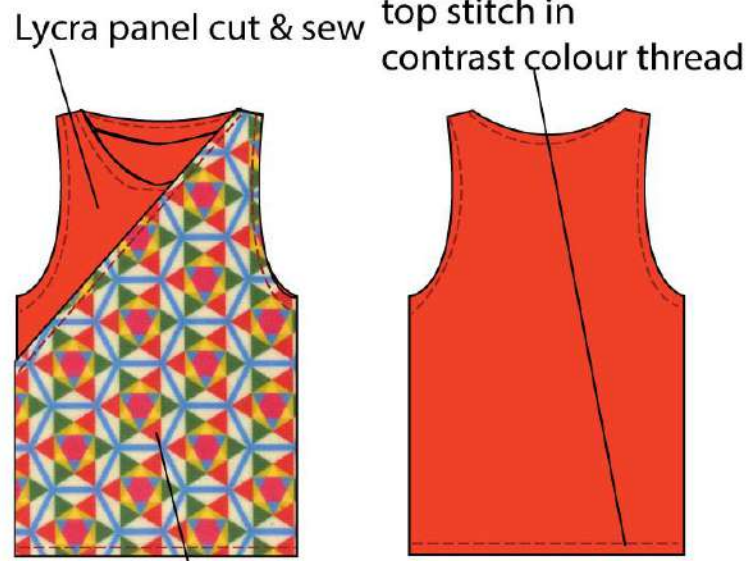
LOOK 5

Front

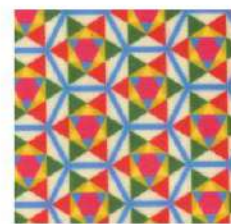
Back

Front

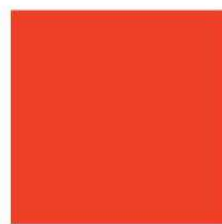
Back



printed cotton jersey cut & sew panel



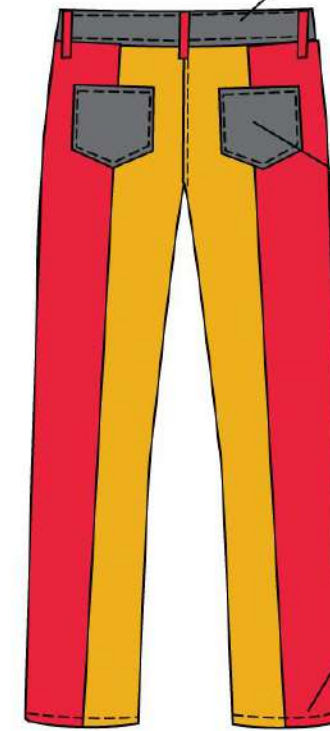
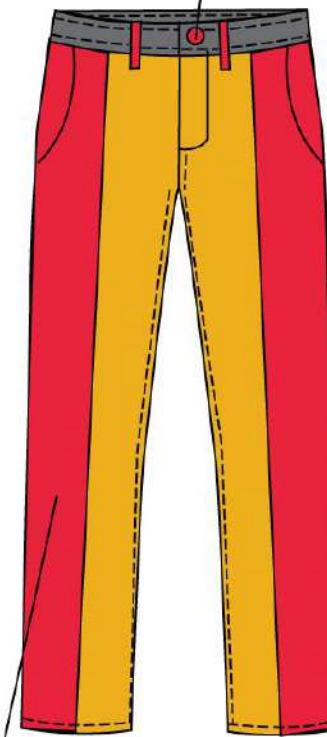
Printed cotton
jersey



Lycra
Pantone 172 C

contrast colour button

grey waist
band



grey patch
pocket

top stitch in
contrast
colour
thread

half panel in red and
other half in yellow

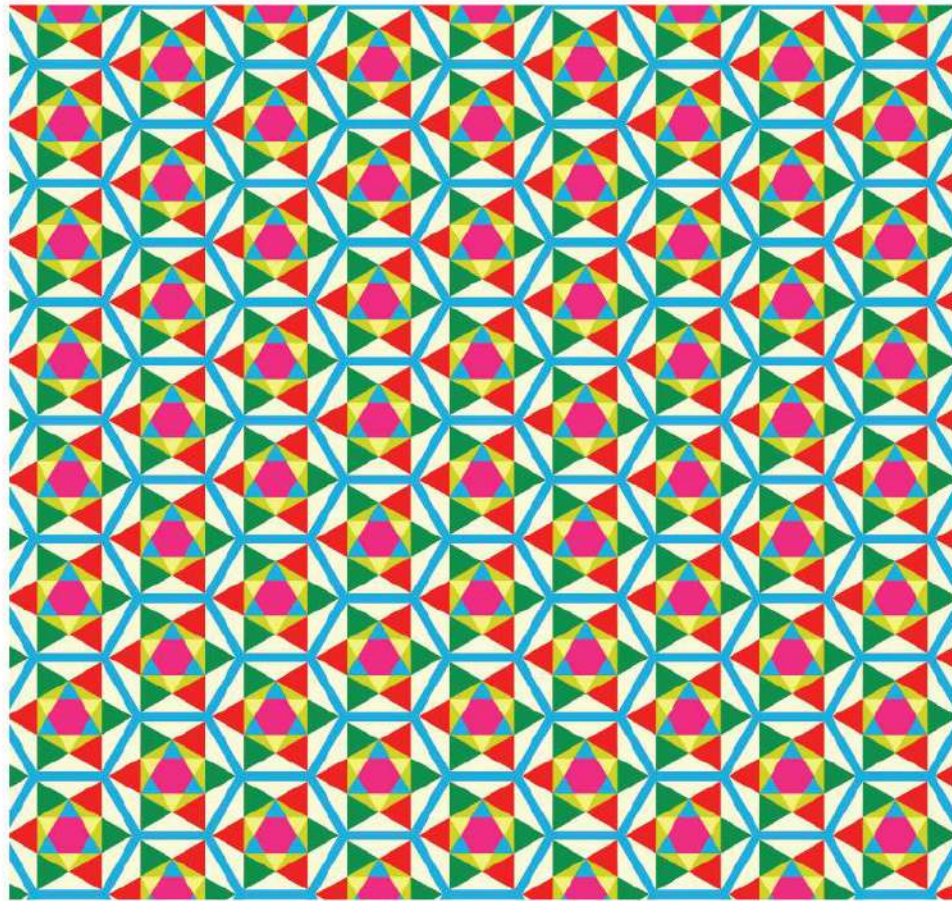


Twill
Pantone 1788 C



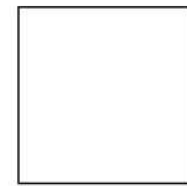
Micro Suiting
Pantone 143 C

Artwork



Printed by heat transfer on
cotton jersey

Colour Palette



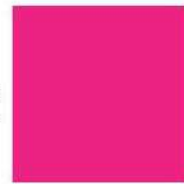
PANTONE 000 C



PANTONE 340 C



PANTONE 2028 C



PANTONE 812 C



PANTONE 298 C



PANTONE 389 C




PANTONE 393 C

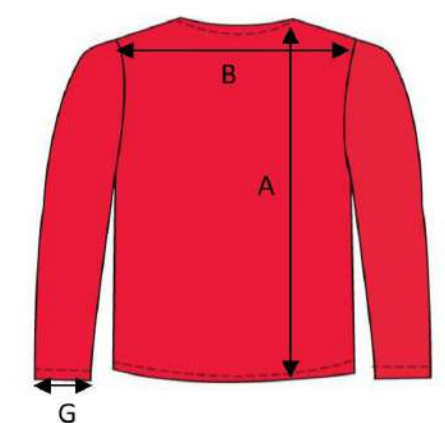
TECHPACK

LOOK 1

All Measurements in Inches	BRAND	Vivek Apparels	DESIGNER	Vivek
	SEASON	Spring/Summer	DATE	24.12.2021
	CATEGORY	Men's Casual Wear	STYLE#	VSSS21024
	DESCRIPTION	Round Neck Full Sleeve Printed T-shirt with yoke in front		



Front



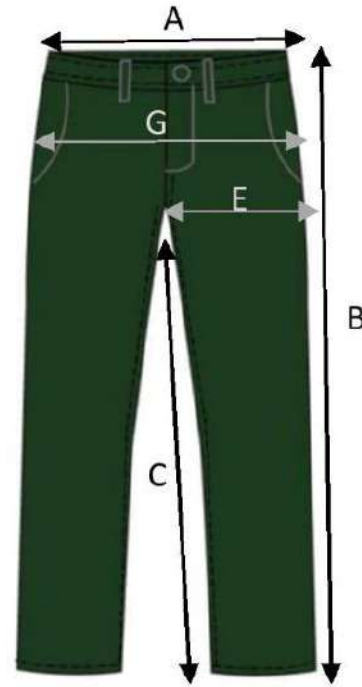
Back

	Measurements	S	M	L	XL
A	Full Length	29.5"	29.5"	29.5"	29.5"
B	Shoulder Width	17.75"	18.125"	18.875"	19.25"
C	Sleeve Length	25.625"	25.625"	26"	26.375"
D	Chest Circumference	39.375"	41.75"	44.875"	48
E	Waist Circumference	36.25"	39.375"	42.5"	45.625"
F	Sleeve Width at Armpit	9.875"	10.25"	10.625"	11.375"
G	Round Wrist	9.5"	9.875"	9.875"	10.25"
H	Hip Circumference	38.625"	41"	44.125"	47.25"
I	Distance of Yoke from HSP to Shoulder	2"	2.25"	2.5	2.75
J	Distance of Yoke from HSP to the end of Yoke	8.5"	9"	9.75"	10.5"
K	Neck Round	15.5"	16"	17"	17.5"

TECHPACK

LOOK 1

All Measurements in Inches	BRAND	Vivek Apparels	DESIGNER	Vivek
	SEASON	Spring/Summer	DATE	24.12.2021
	CATEGORY	Men's Casual	STYLE#	VSSS21024
	DESCRIPTION	Straight Fit Pants with patch pockets on the back		



FRONT



BACK

	Measurements	S	M	L	XL
A	Waist Circumference	30"	34"	38"	42"
B	Length	40.5"	42"	43.8"	45.3"
C	InSeam	32.5"	33.5"	34.3"	35"
D	Waist to Crotch	9.5"	10.5"	11.3"	12"
E	Upper Leg Width	12.5"	13.5"	14.5"	15.5"
F	Lower Leg Width	7.8"	8.5"	9"	9.5"
G	Hip Circumference	35"	39"	42"	46"
H	Patch Pocket Width	6"	6.25"	6.5"	6.75"
I	Patch Pocket Length	7.5"	7.75"	7"	7.25"

2) Mens' Formal Wear -Stardust

STARDUST

The men's formal wear range, "STARDUST" is inspired by twinkling stars, and different hues of the galaxies.

I have incorporated the sparkle element created by the stars at night by using sequins and the hues and gradation effect of the galaxies by heat transfer print process



STARDUST INSPIRATION BOARD



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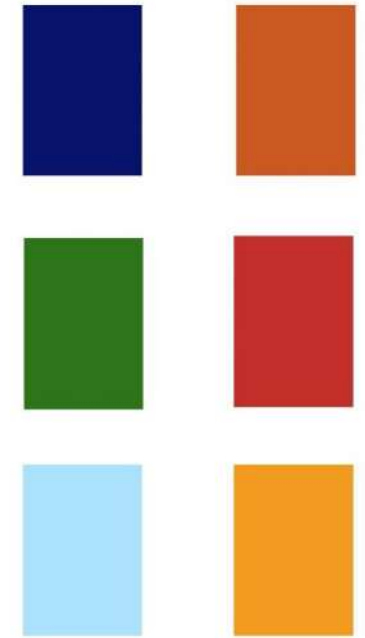
3) Womens' Wear-1 BINDU

BINDU

The name of the range “BINDU” is derived from the paintings of the late veteran artist S H Raza. Bindu (Dot) is used to end an existing sentence and begin a new one.

I have shown through this range, 5 different ways of draping a saree. The saree is a timeless garment and personifies 6 yards of elegance.

I have used pointillism for interpreting his works of art into the range. It is a fusion wear range.



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INSPIRATION BOARD



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4) Womens' Wear – 2

WATASHI GEISHA
(I-GEISHA)

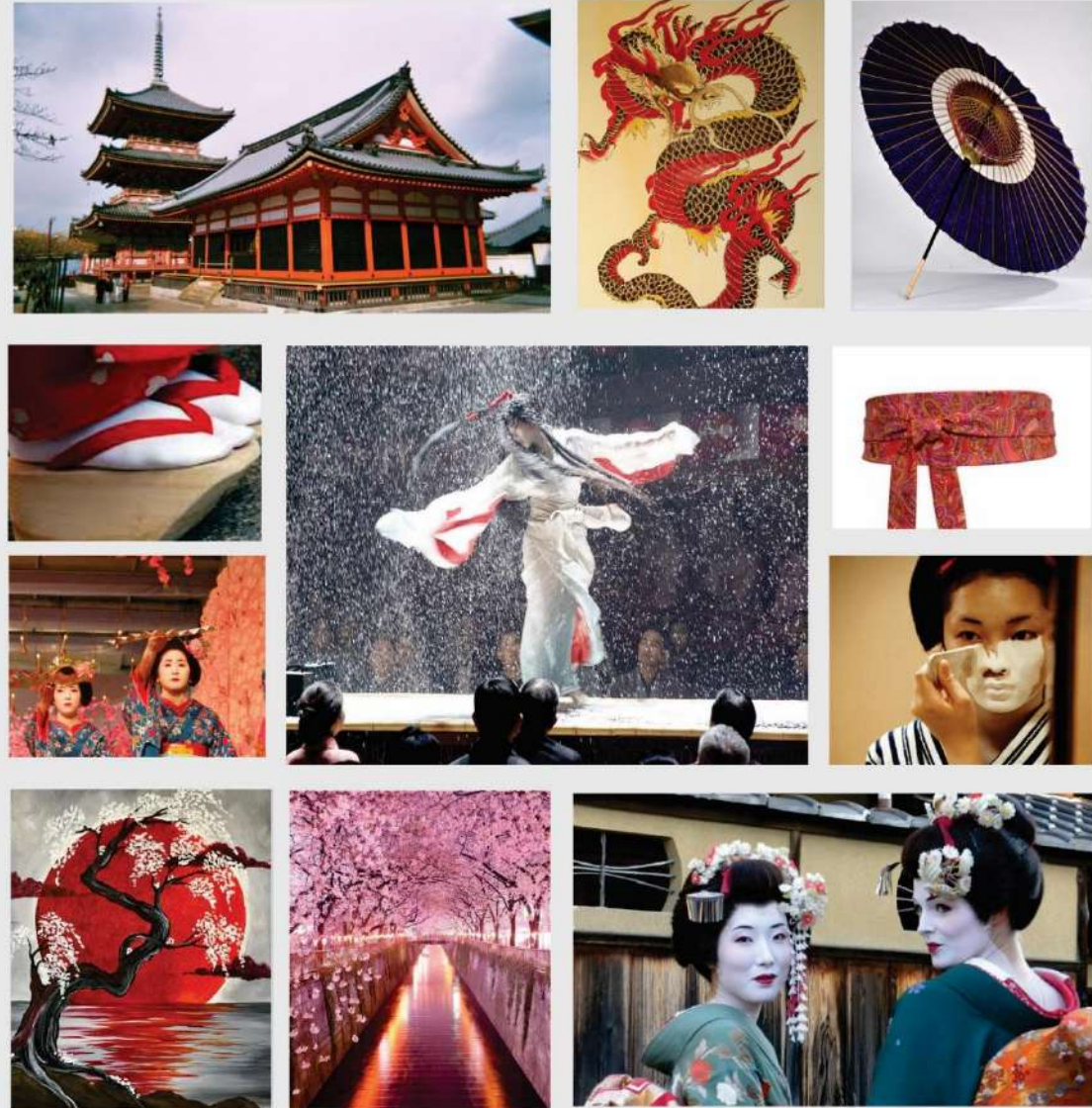
WATASHI, GEISHA (I, GEISHA)

Watashi means “I” in Japanese. This collection is inspired by the Japanese Geisha. Geisha is a Japanese hostess trained to entertain men with conversations, dance, and songs.

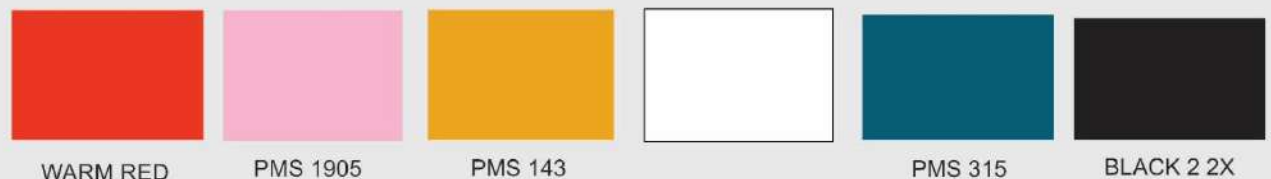
I was awed by the movie, “Memoirs of a Geisha”, which is a story of a very young girl sold into a Geisha house in Pre-World War Japan. The movie traces the journey of this girl from a world of innocence to the one filled with drama, pain, perfection, and captivation, deeply rooted in Japanese traditions.

This story resonated deeply with me while thinking of an inspiration.

INSPIRATION BOARD



Key Words: Beauty, Perfection, Grace, Captivation, Poise, Drama, Vibrance, Culture, Tradition



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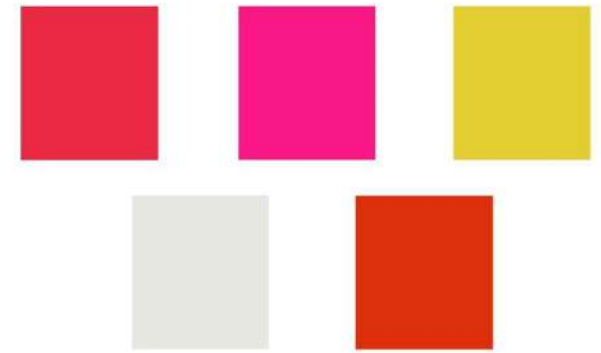
5) Kids' Wear
-FRUIT PUNCH

FRUIT PUNCH

“FRUIT PUNCH” is a kid’s wear range that is inspired by fruits.

It is a fun, playful and energetic range just like kids themselves.

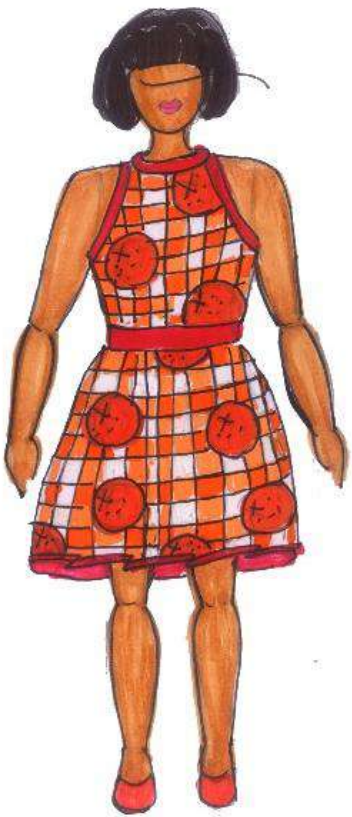
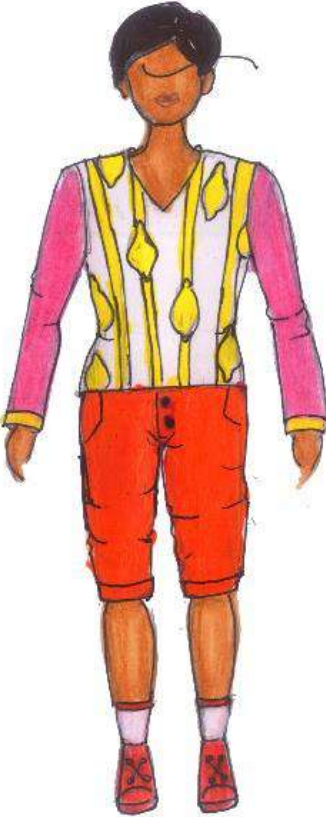
FRUIT PUNCH



INSPIRATION BOARD



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B) Fashion Illustrations



Chinchilla Fur Effect



Womens' Ethnic Wear



Mens' Ethnic Wear

Gaurang Shah, Lakme
Fashion Week S/R 2020



Alexander Mc'Queen



Roksanda Ilincic,
London Fashion
Week A/W 2020



Guo Pei, Paris Fashion
Week Fall 2018



Etro, Milan Fashion
Week S/S 2011



Jajaabor, Lakme Fashion
Week S/R 2020



SVA Couture, Lakme Fashion
Week S/R 2020



C) Garment Construction & Draping

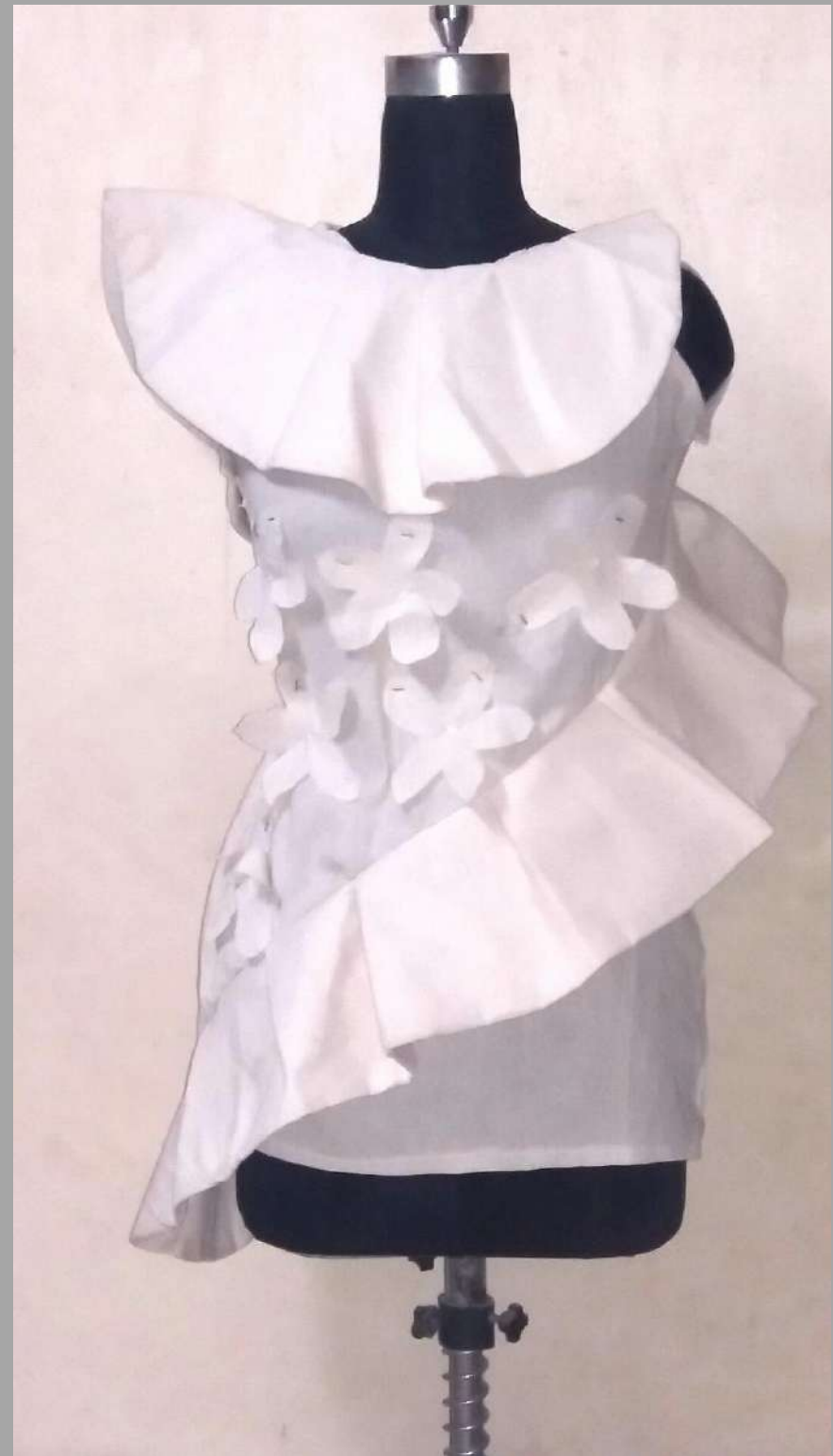
Midriff Pattern



Panelled Sheath Dress



Floral Ruffled Dress



Asymmetric Pattern Bodice



Halter Neck Pattern





Cowl Drapes

D) Embroidery and Tie & Dye

Honey Bee Motif
in Zardozi, Bugle
Beads and Sequins



Tie & Dye #1



Tie & Dye #2



Tie & Dye #3



E) Photoshoot

GARMENTS & STYLING: VIVEK A

MAKE UP & HAIR: NISHANKH

MODEL: PRIA

PHOTOGRAPHY: CHIRAYU

Look 1



Pure Silk Embroidered Jacket teamed up with Embroidered Silk Dress

Look 2



Pleated Silk Chiffon Dress with Floral Appliqué
Work on neckline, waist, and hemline

Look 3



Printed Raw Silk Bandhgala and
Raw Silk Pants with Border

Look 4



Chiffon and Organza Ruffled Top.
Jeans (Model's Own)

F) Enchanté 2018 -Resurrection

Resurrection

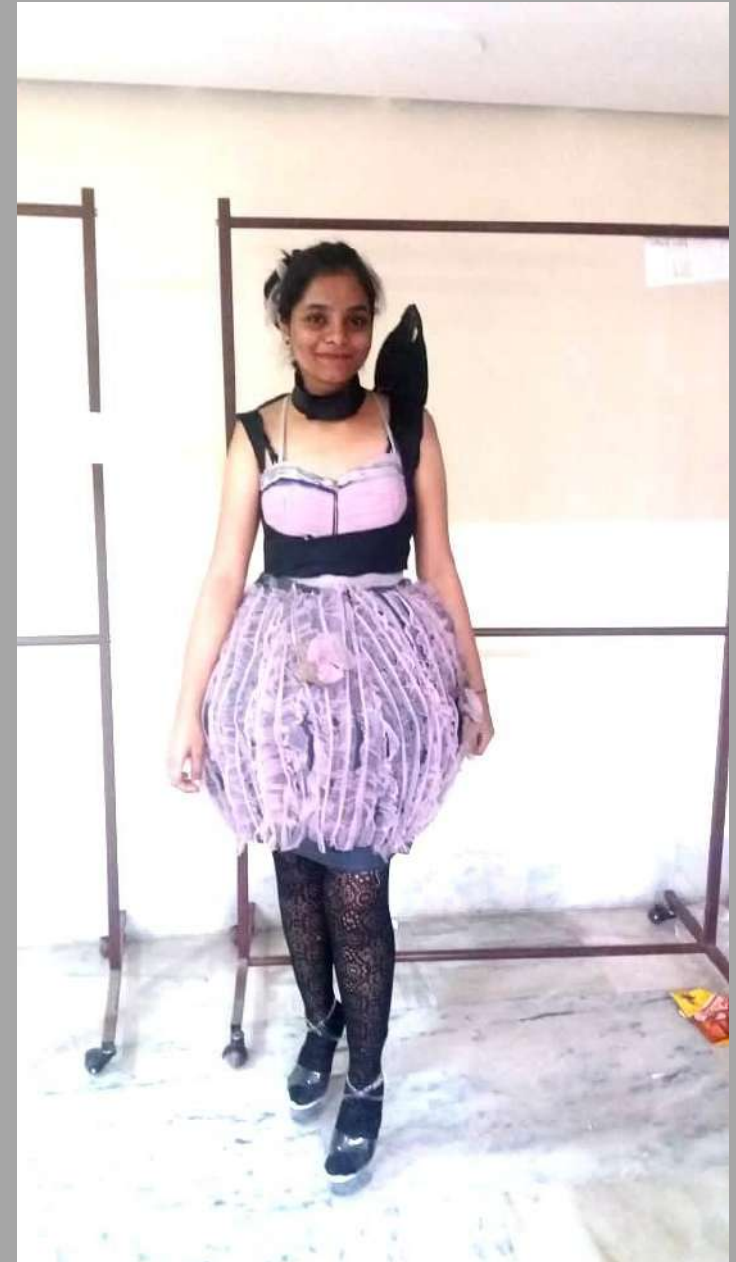
“Resurrection” means the state of one risen from the dead.

The garments are completely constructed from fabric and textile waste, and discarded flower baskets are also used.

These waste fabrics are given a new form or sort of a new life, which is why the name “Resurrection.”

As a part of “Resurrection”, two garments were made by me and my group. The theme was “Avant Garde”.

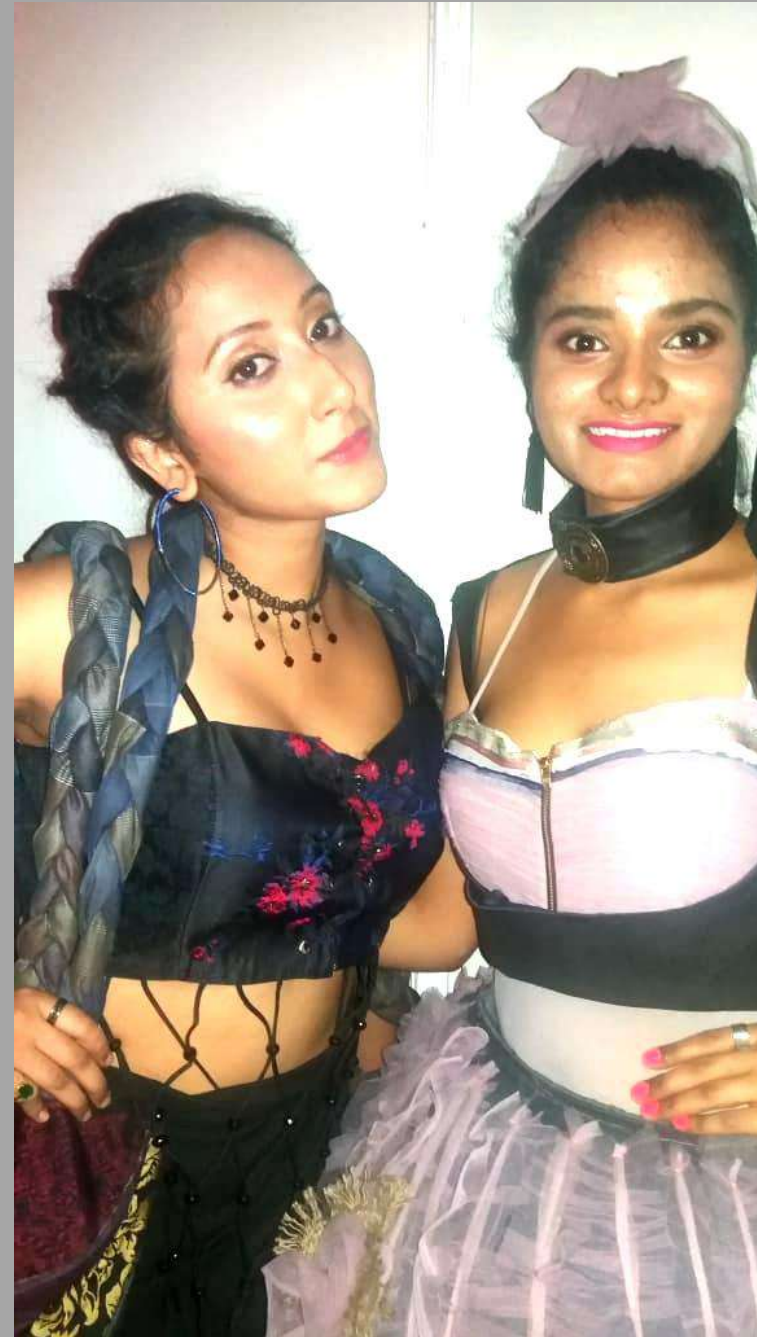
Look 1



Look 2



Close-Up Look



G) Enchanté 2019
-Wanderlust
Masai Mara

Wanderlust is a very strong desire to travel. An example of wanderlust is someone who, just after returning home from a two month trip, immediately starts planning their next one.

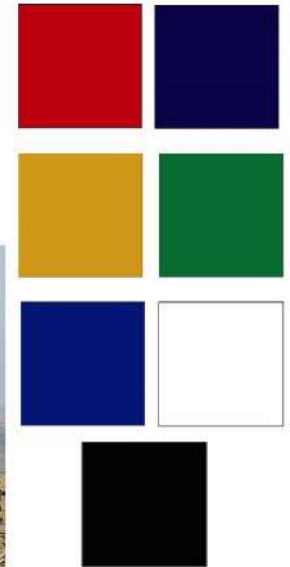
“Masai” is a name of Hebrew origin, and it means "Gods Work". It's a name commonly given to boys.

The Masai Mara got its name from the local people who called the land “Mara” which means “spotted” in Maa. Maa is the name given to the Masai language.

“Mara” is not a National Park but rather a National Reserve belonging to the Masai people.

Masai are a Nilotic (native to Nile Valley) ethnic group inhabiting Northern Central and Southern Kenya and Northern Tanzania.

MASAI MARA INSPIRATION BOARD



Keywords:
optimism
happiness
courage
empowerment
unity
togetherness

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Look 1



Look 2



Look 3



Look 4



Look 5



Look 6



Look 7



Look 8



Look 9





Most
Commercially
Viable
Collection
Award

H) Isha Foundation Collection -Save the Weaves

Gamcha Dresses



Design 1



Design 2

Gamcha Dresses



Design 3



Design 4

Gamcha Dress & Shirt



Design 5



Design 6

Gamcha Dresses



Design 7



Design 8

Gamcha Dresses



Design 9



Design 10

Gamcha Dresses



Design 11



Design 12

Gamcha Dresses



Design 13



Design 14

Mashroo Blouses

Design 1

Design 2



Front

Back

Mashroo Blouses

Design 3



Design 4



Mashroo Blouses

Design 5



Design 6



Design 7

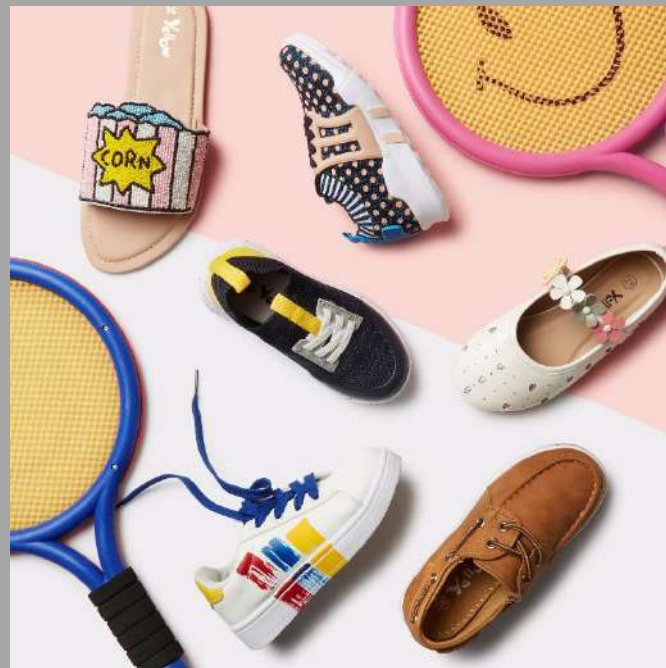


I) Flat Layout Apparel & Accessory Styling

-Assisted Ms. Anagha Pai Nayak (Stylist at Packshot Studios)

-Clients: Nuon, L.O.V., Ascot, & Westsport













THANK YOU