

DESIGN PROJECT - I

Ready to Wear

be informal

Sponsor

VIMAL

By: Riturana Deori | Guide: Amit Sinha

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Ready to Wear



be unformal

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राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

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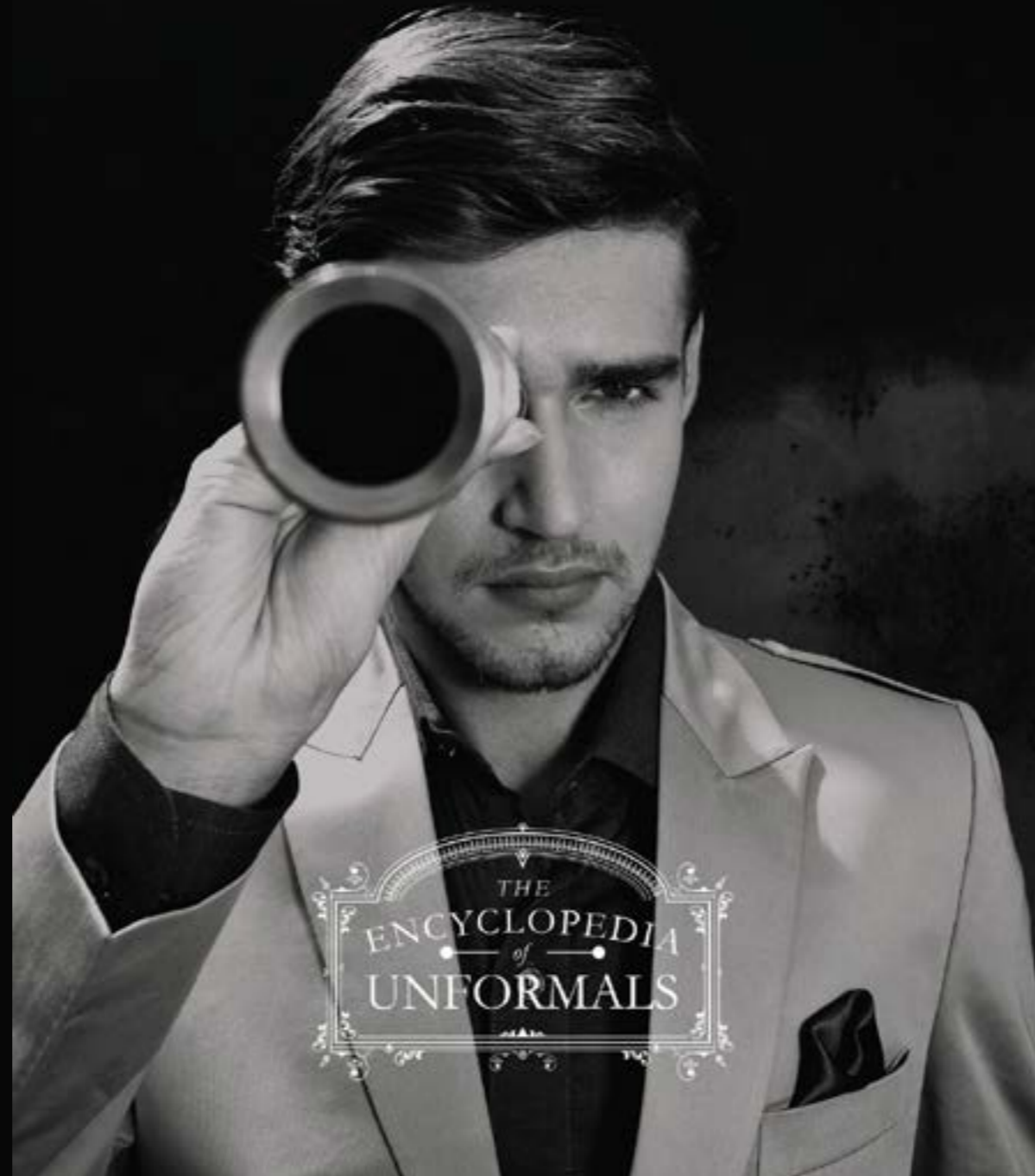
Masters in Design, Apparel Design, National Institute of Design, Gandhinagar, India

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The great visionary Dhirubhai Ambani founded Reliance as a textile company and led its evolution as a global leader in the materials and energy value chain businesses. He is regarded as an icon for enterprise in India and epitomized the spirit 'dare to dream and learn to excel'.

The Reliance Group is a living testimony to his indomitable will, single-minded dedication and an unrelenting commitment to his goals.

Naroda Manufacturing Division located near Ahmedabad, Gujarat, is RIL's first manufacturing facility. This textiles and fabrics manufacturing facility manufactures and markets woven and knitted fabrics for home textiles, synthetic and worsted suiting and shirting, ready to wear garments and automotive fabrics. Complex represents the largest investment in the textile industry at a single location. Naroda complex is India's most modern textile complex - a recognition bestowed by the WorldBank. In certain parts of the country, the fabric manufacturing complex, with the brand name Vimal, continues to be synonymous with Reliance Industries Ltd.

The umbrella brand Vimal later on became iconic brand Only Vimal and was one of the first textile brands to reach consumer eyes and ears in a huge way. Only Vimal is also regarded as the one of the first major retail chain of stores to be set up across the country.

The activities at Naroda complex, since its inception, have also witnessed substantial growth. Fabrics of various types - suiting, shirting, home textiles - are manufactured here. The most distinctive feature of Naroda complex is the varied product group manufactured requiring different creative techniques are all housed under one complex. This feature of Naroda is without a parallel.

RIL Textile Division continues to maintain technological edge and continues to enjoy the status as one of the most modern, state-of-the-art textile plants in the country.

RIL Division is a vertically integrated plant consisting of both synthetic and worsted yarn manufacturing, weaving and finishing for catering to the fashion oriented requirements of men's suits, trousers and shirts. The second thrust area automotive furnishing consists of Jacquard weaving, knitting and finishing line.

BRAND VIMAL - *The Onward Journey*

VIMAL is an iconic brand for the past few decades, and is known as much for its product quality as for its innovative advertising. At core, the brand VIMAL stood for 'fashion for the young trendsetter'.

In keeping with today's youth and his expectations, the new brand VIMAL will be tuned to his needs and

aspirations. It seeks to fulfill his requirements of fashion, styling and grooming in a relevant and modern way. The new VIMAL is perceived to be

Trendy

Young and Contemporary

Charged and Energetic

The Vimal apparel range comprises in following collections crafted to dress up young India.

Business

Vimal's Business Collection plays with a montage of exciting designs in new lines, developed in the finest assortment of fabrics.



After Hours

Whether you're enjoying a dinner party or a night out with the guys, our After-hours wardrobe sets the tone.

Sport

Dressing sporty doesn't mean dressing in boring way. There are certain ways to make your sporty outfits look hot.

Dressing sporty but chic is a solution to looking fabulous every time even when casually dressed.

Linen Collection

Our Linen Collection is a truly luxurious collection, which is a stylish and contemporary addition to your everyday wardrobe. The fabric has been created exclusively to tie in with this season's key trends, giving you a fashionable, well-dressed look.

UNFORMAL: 'unusual formal'

The UNFORMAL Fashion range from Vimal has been designed to cater to today's youth who want to break away from the conventional formal wear concept and are looking for new ways to make formal wear interesting. The range comprises four exciting, trendier and fashionable products and includes Fashion Jacketing, Fashion Cottons, Fashion & Feeland Fashion Ceremonials.

Fashion Jacketing embodies vibrant, trendy designs with a soft "Faux Lamb's Wool" finish and is available in three sub collections viz. BASIX, PREMIUM and SPORTY. The new Unformal range also offer Fashion Cottons, cotton rich fabrics in a variety of premium worsted designs. Fashion & Feel is a soft, supple worsted look & feel fabric offering a new look formal dressing option. Finally, Fashion

Ceremonials present the ideal special "easy-to-stitch" occasion wear options through fabrics in Jacquard/ Brocade designs.



Project brief: Design an “Un-formal” wear which dons both casual and formal look, reflecting the youthful personality.



ABOUT READY-TO-WEAR



The phrase 'ready to wear' is a translation from the French term 'pre-a-porter' and can also be known as 'off-the-peg' or 'off-the-rack'. Ready-to-wear is the term for factory-made clothing, sold in finished condition, in standardized sizes, as distinct from made to measure or bespoke clothing tailored to a particular person's frame.

HISTORY

Before the American Civil War, ready-made (also called ready-to-wear) apparel existed but its variety was limited. Mainly coats and jackets (known as outerwear) and undergarments were purchased using predetermined sizes. Most clothing was made by tailors or by individuals or their family members at home.

The Civil War was a pivotal event in the historical development of men's ready-made clothing. At the outset of the Civil War, most uniforms were custom-made in workers' homes under government contract. As the war continued, however, manufacturers started to build factories that could quickly and efficiently meet the growing demands of the military. Mass production of uniforms necessitated the development of standard sizes.

HISTORY AND INFLUENCES OF MEN'S FASHION FROM 1920 TO TODAY

• 1920s

The 1920s were very much an era of formalwear, as casual clothing like we think of it today would not develop for

Measurements taken of the soldiers revealed that certain sets of measurements tended to recur with predictable regularity. After the war, these military measurements were used to create the first commercial sizing scales for men. The mass production of women's clothing developed more slowly. Women's outfits generally continued to be custom-made well into the 1920s. In that decade, factors such as the development of industrial production techniques, the rise of the advertising industry, the growth of an urban professional class, and the development of national markets accessed through chain stores and mail order catalogs, contributed to the success of the women's ready-made apparel industry. Ready-made articles of clothing were portrayed as modern and fashionable during a time when the new consumer industries were rapidly redefining the way Americans viewed mass-manufactured goods. Instead of seeing the purchase of mass-produced clothing as entailing a loss of individuality, American women began to accept the pieces of ready-made merchandise as convenient, affordable, and up-to-date fashion items that could be replaced easily as styles changed.

several decades. While day and evening attire was quite distinguishable, daywear would still consist of collared shirts, baggy flat-front pants or knickerbockers, blazers or other smart jackets and leather shoes. Tweed and flannel were popular fabrics for men's daywear of this era. Eveningwear denoted tail coats and top hats, while anything



more casual was seen strictly as underwear (such as t-shirts) or work wear, rather than street-appropriate attire.

• **1930s**

With the market crash of 1929, fashion, like other industries, considerably downsized for the 1930s. Men's suits became more casual, and attempted to create a larger torso with enlarged shoulder pads and double-breasted buttoning. Plaid patterning became popular during this period, as did other textures such as herringbone and houndstooth. Blazers also become popular summer daytime attire with influences from university and sporting colours and markings.

• **1940s**

For the first time in history, post-war fashion saw young men setting trends and older men following them. The coloured, casual button-down shirt was first introduced (initially as beachwear), and was quickly seen on men in every corner of the globe. Suits (especially the 'Zoot' suit) were still popular, but the war surviving culture demanded a revolt from the uniformed look of matching pants and jackets. Ties featuring images or graphics become a popular vent for creativity in a man's attire, sparking a revolution in the way men would think about clothing in the coming decade.

• **1950s**

Men's expression first was exerted through fashion in the 1950s, with bright shirts and office-friendly but casual narrow trousers. The short sleeved shirt also emerged as an alternative which could be worn without a tie on weekends, and the burgeoning youth culture saw street wear take

precedence in fashion with the rise of the denim jean.

• **1960s**

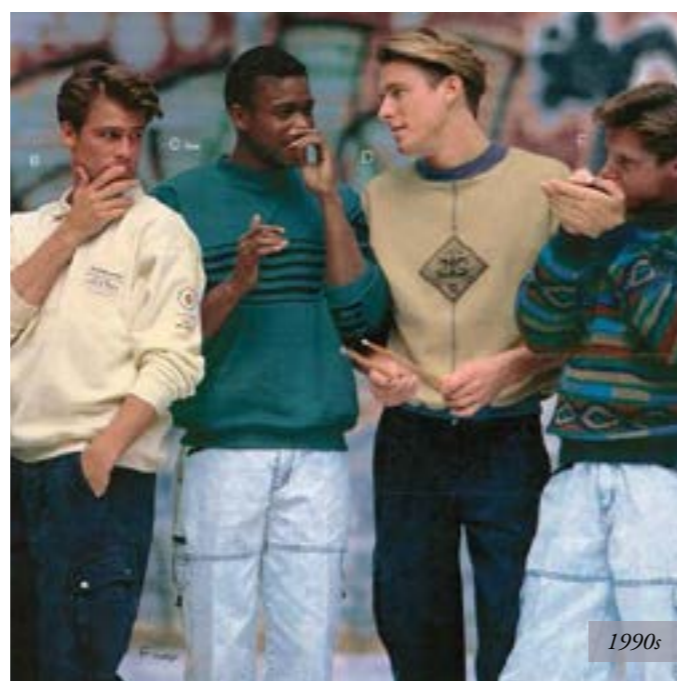
Men's suits were highly renovated during the 1960s to create a modern, slim silhouette. Tighter fitting attire became the norm as did a more 'feminine' approach to colour and pattern: with paisley and florals appearing in shirts. Velvet was also a key fabric introduction during this decade, often seen in jackets and pants, and many men's outfits were paired with pointier shoes than ever seen before.

• **1970s**

Sportswear very much came to light in the 1970s with the rise of athletic clothing as daywear. Sneakers and t-shirts became the norm for the younger man, a look taken up by older men on weekends. Business wear only changed slightly in shape to offer a baggier of bell-bottom legged pant, coupled with shirts which only changed with fashion colours, rather than shape.

• **1980s**

While fashion designers had been working on women's fashion collections for some time, the 1980s saw the first emergence of couture culture for men. Designers such as Vivienne Westwood, Anne Klein and Jean Paul Gaultier first presented a new type of business wear, the 'Power' suit, which quickly moved into mainstream fashion. Casual wear saw influences from women's fashion (e.g. the Madonna era), with leather, studs and deconstructed embellishment common in men's fashion. Pastel colours for the more conservative man were popular, while highlighter colours and prints were ever-present on the younger male set.



• **1990s**

The 1990s was a mish-mash of fashion which changed almost yearly. The most significant era in the 1990s was the rise of the grunge influence, which saw men dressing like their favourite rock stars in branded t-shirts, jeans and leather boots or hi-top Converse shoes.

The late 1990s saw many revivals from previous decades, the mod of the 1960s, the 1970s colour fad and later, the khaki period, which saw men of all ages take tips from

golfing and other sporting fashion with Dockers and cargo-style pants.

• **Fashion Today**

Men's fashion in the 2000s is now as indefinable as women's fashion has been for the past few years. While certain trends have emerged, men's fashion is now on par with women's, running seasonal cycles which can change completely every six months.



Christopher RÆBURN

Christopher Ræburn is a British fashion designer with a unique and innovative approach to creating menswear, womenswear and accessories collections. A graduate of London's prestigious Royal College of Art, Christopher became known for his re-appropriation of military fabrics and in particular for iconic outerwear created from decommissioned parachutes. The 're-made' ethos still guides and influences every aspect of the Christopher Ræburn design and development process; a Christopher Ræburn product is defined by distinctive aesthetic, meticulous detail, considered functionality and sustainable intelligence. Christopher's pioneering work has brought sustainable design to a mainstream fashion audience and presents a new definition of luxury with integrity. The brand currently has over sixty stockists worldwide and has received an amazing array of media coverage nationally and internationally, reflecting an unusually balanced combination of high concept and commercial awareness. Ræburn's AW10 collection propelled the brand to new heights: US Vogue featured the Inuit Coat in a feature on sustainable fashion, informing all to "remember the four R's: reduce, reuse, recycle and Ræburn".

TIMELINE

2007:

- Handpicked for 'Camouflage', a high profile exhibition at London's Imperial War Museum.

2008:

- Launch of the Christopher Ræburn label.
- Capsule collection showcase of reversible garments at Design Week.
- Featured in Hywel Davies' publication '100 New Fashion Designers'.

2009:

- Collaboration with menswear designer Tim Soar shown at Paris Fashion Week.
- Wins International Ethical Fashion Forum's Innovation competition, securing an exhibition space at London Fashion Week.
- AW09 collaboration with 'Worn Again', producing collections from Eurostar & Virgin fabrics.
- Wins Emerging Fashion Designer category of the '100' competition, judged by The Independent Newspaper & The Hospital Club.

- Invited to show at Liberty's 'Open Designer Day' resulting in a menswear order and installation.
- SS10 collection shown under Esthetica Banner at LFW in September.

2010:

- Awarded NEWGEN sponsorship.
- 'Digital Rainbow' collection exhibited at the Design Museum as part of 'Sustainable Futures'.
- Women's Inuit Coat featured in US Vogue, photographed by Mario Testino.
- Participates in UKTI initiative to promote British designers in Japan.
- Joins Centre for Fashion Enterprise for 2 year Venture Programme, including showcases in New York.
- Becomes the first designer to win NEWGEN mens and womenswear in a single season.

2011:

- Nottingham Trent University menswear students complete a menswear module on Christopher Ræburn collections and the future of sustainable design.
- Victorinox collaboration 'Remade in Switzerland' shown on schedule during New York Fashion Week.
- First independent presentation during London Fashion Week at Aldwych tube.
- Nominated for Condé Nast 'Traveller Award: Design and Innovation'.
- Nominated for Observer Ethical Awards: Fashion Category.
- Wins 'Rising Star Award' from UK Fashion and Textiles.
- Wins British Fashion Award for 'Emerging Talent Menswear'.

2012:

- Moncler R collaboration launches.
- AW12 FREEZE womenswear collection debuts with standalone presentation at London Fashion Week.
- Introduction of accessories collection.
- AW12 SCORCH menswear collection sold in Parisian store Colette and a further 20 stores worldwide.
- Retained by Victorinox Fashion as Design Consultant and launches their first PROTECT capsule collection.

2013:

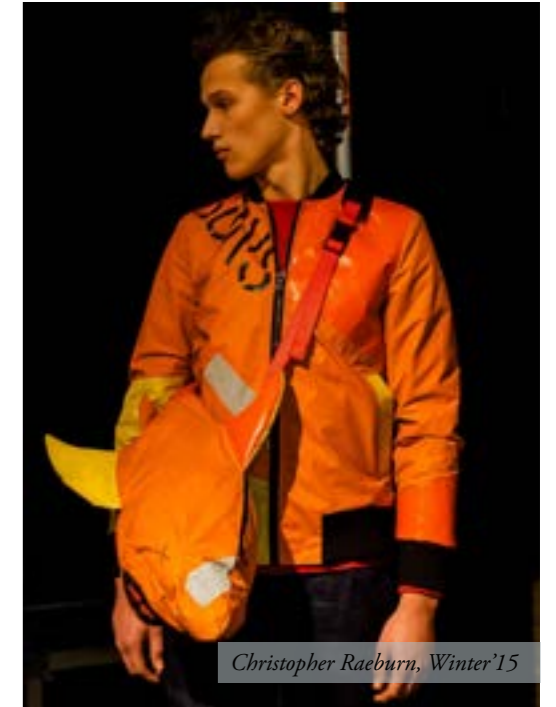
- Christopher Ræburn announced as Artistic Director of Victorinox Fashion.
- AW13 OPTICS womenswear shown at London Fashion Week.
- AW13 SIGNAL menswear shown at 'London Collections: Men'.
- Christopher Ræburn x Fred Perry collaboration launches.
- Ræburn x Rapha collaboration launches.
- SS14 SANDSTORM menswear is shown at London Collections: Mens.
- Collaborates with Yoshida Porter Bags on Remade accessories for SANDSTORM.
- Christopher Ræburn creates a limited edition, capsule collection of outerwear for MR. PORTER.
- SS14 MIRAGE womenswear is shown at London Fashion Week.
- Partners with Woolmark to develop innovative Cool Wool garments for SS14 MIRAGE and SANDSTORM collections.
- Christopher Ræburn designs the uniforms for the LFW American Express Insiders.
- Christopher Ræburn participates in Wool Week 2013, creating a limited edition Bomber Jacket.
- Rapha & Ræburn AW13 launches.



Christopher Ræburn, Spring'14



Christopher Ræburn, FW'14



Christopher Ræburn, Winter'15



Christopher Ræburn, SS'10

2014:

- AW14 POLARIS menswear is shown at London Collection: Mens.
- Christopher Ræburn teams up with Transport for London to promote #LondonMenswear.
- AW14 AURORA is shown at London Fashion Week
- Christopher Ræburn designs the uniforms for the LFW American Express Insiders for the second consecutive season.
- SS14 SANDSTORM collection is stocked in iconic

- London store Harrods.
- Christopher Ræburn collaborates with Grenson to create footwear for MR.PORTER.
- Announcement of Christopher Ræburn x Barbour collaboration for AW14.
- Christopher Ræburn is shortlisted for the BFC/GQ 'Designer Menswear Award'.
- Wins 'Menswear Brand' award at the UK Fashion and Textile Awards.

TREND FORECAST: Festival & Celebrations

	OBJECT	MATERIAL	COLOR & TEXTURE	FORM & SHAPE	PROCESS/TECHNIQUES/METHODS	EXPERIENCE	ACTIVITY	NEED	CHOICE	WORTH VALUE	BELIEFS
STRUCTURE & FITNESS	Smart accessories, Durable, light, portable, performance clothing	Mix of combinations, Multiple material	High intensity, smart, functional, blending	Simpler, functional, flexibility	Advanced, Technical, Tailoring	Energy, Active, Functional, Smart, Innovation, Sustainability	Smart, Active, Functional, Smart, Innovation, Sustainability	Fitness, Longevity, Self, Health, Achievement	Performance, Style, Type of gear, or aesthetic	Many, Affordability, For following, Physical fitness, Entertainment	Fitness & active, Life span, Quality, Style & image
TRAVEL AND TOURISM	Luggage, Caravan, Tent, Car, Light, Capsule, Airplane, 2D Card	Multiple	N/A, Natural + Non natural	Curt, smart, Multi purpose, form	Light and die, Technology	Mobile, Adventure, Multi-cultural, Platform, Business + Smart, Mobile, Not top down	Mobile, Adventure, Multi-cultural, Platform, Business + Smart, Mobile, Not top down	Information, Profession, Pleasure	Plan, Media, Documentation, Plan, Culture	Money, Smart, Money, Wasting	Rich, Escape, Adventure, Knowledge, Mobility
MUSIC	Instruments, Sound system, etc.	Combination of Natural & Non made	Mix of vibrant and Subdued colors of texture	Dynamic, Geometric, Curve	Old Tech, Upgrade, unconventional	Energy, Dynamic, Expressive, Entertainment	Dance, Performance, Partying	Separation, Performance, Partying, Entertainment, Relaxation	Ethnic, Genre, Expression, Life Style	Fun Following, Money	Sub Culture, Joyful, Fun, Relaxation
CINEMA	Light, Music, Screen, Sound, Digital, Physical, Personal gadget	Various material, Cushion, Fashion, Digital, Physical	Multi Color, Multi Texture, High Contrast, Light/dark	Simpler, form, Tech, and Vast, Shapes, light, Rectangular, angular	Software, Projection, Customizing, Sound Techniques, Editing, 2D/3D	Feeling, Emotion, Imagination, Fantasy, Sensory	Refreshment, Smart, Cutting, Styling	Appreciate, Entertainment, Lifestyle, Imagery, sensory experience	Story, Genre, Cast/crew, Life style, etc.	Quiet, Handing value, Fun following, Fun, Office	glamour, Social, Invention, Group, Idols
RELIGION	Idols, Flowers, Symbols, Charms, Garland, Torii, Territory, Staff, Vehicle, Money, Accessories, Clothes, Household, Food, Personal Object	Shiva, Ganga, Plastic/Cloth, Metal, wood, water, Incense, Fire, Gift, Candles, Light, Music, Flower, Paper, Fabric, Conch	Varanasi, Ash, Green, white, Marigold, Grey, golden, Christian Color	Abstract, Minimal, Detailed, Bold, Smart, simple, weight distribution	2D/3D, Fun, Distribution, Project, Smart, Simplicity	Ritualistic, Festive, Joy, Boundaries, Celebration, Fear, Love, Sacrifice	Spiritual, Absent, Jihad, Sacrifice, Dance, Parties, Rituals, Active, Respect, Movement	Feeling done, Satisfaction, Heartfelt, Cast, Comm, Contribution, Sense of belonging, unity, Respect, Resource, Change, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Life style, Fun, Office	Peace, Grandly, Personal gain, Group, Strength	Supernatural, Families, Tradition, Ceremony
FESTIVAL & CELEBRATION	Party, Celebration, Accessories, Clothes, Household, Food, Personal Object	Gift, Candles, Light, Music, Flower, Paper, Fabric, Conch	Multi-color, Mix, vibrant, Shiny/Fresh, Light	Exaggerated, Bold, Elaborate, Varied forms & shapes	Exaggerated, Bold, Elaborate, Varied forms & shapes	Loudness, Fun, Excitement, Joy	Happiness, Respect, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Resource, Change, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Enjoyment, Value	Return, Bonding	Networking, Sharing, Togetherness
ENVIRONMENT	Objects, Food, Drink, Entertainment, etc.	Plastic, Glass, Metal, Wood, Paper, Fabric, Conch	Multi-color, Mix, vibrant, Shiny/Fresh, Light	Exaggerated, Bold, Elaborate, Varied forms & shapes	Exaggerated, Bold, Elaborate, Varied forms & shapes	Loudness, Fun, Excitement, Joy	Happiness, Respect, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Resource, Change, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Enjoyment, Value	Return, Bonding	Networking, Sharing, Togetherness
FINE ARTS	Paintings, Sculptures, Miniatures, etc.	Plastic, Glass, Metal, Wood, Paper, Fabric, Conch	Multi-color, Mix, vibrant, Shiny/Fresh, Light	Exaggerated, Bold, Elaborate, Varied forms & shapes	Exaggerated, Bold, Elaborate, Varied forms & shapes	Loudness, Fun, Excitement, Joy	Happiness, Respect, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Resource, Change, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Enjoyment, Value	Return, Bonding	Networking, Sharing, Togetherness
NATURAL & INNOVATION	Multiple	Multiple	Multi-color, Mix, vibrant, Shiny/Fresh, Light	Exaggerated, Bold, Elaborate, Varied forms & shapes	Exaggerated, Bold, Elaborate, Varied forms & shapes	Loudness, Fun, Excitement, Joy	Happiness, Respect, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Resource, Change, Refresh, Achievement, Wealth, Life, Smart, Innovation, Sustainability, Innovation, Sustainability, Innovation, Sustainability	Enjoyment, Value	Return, Bonding	Networking, Sharing, Togetherness

CELEBRATION OF FESTIVAL THEN AND NOW

- As the year draws to a close, it leaves us in grand style with many festivals for people of all religions to enjoy.
- Every festival has a historical and/or religious origin while some are linked to seasonal changes but one thing common in all is it brings together people from all walks of life and offers a sense of belonging for religious, social, or geographical groups.
- It is this particular aspect of festivals that make the celebrations truly grand.
- Back in school days, festivals meant break from school, time to feast, get new clothes, toys and catch up with your near and dear ones.
- Diwali would be the time when our parents would be saving up to buy some new things for the house.
- Back then there was certain of kind of innocence linked to the way in which we celebrated all those festivals.
- It was more inclusive and even people with limited means could join in and enjoy the festivities.
- As with everything else the passage of time, the advent of globalization and a booming economy has had an impact on the way of our festivals celebrations today.
- Today people have better pay and can afford to enjoy the luxury of buying new clothes, gadgets etc. throughout the year rather than wait for the festivals to make such purchases.
- Festivals have today become a time to flaunt your riches.
- Festivals celebrations have become more self-centered and moving away from its tradition.

- It is more of instant gratification now.
- The traditional way of festivals celebrations is slowly taking a backseat now. The simple things that would give us pleasure in celebrating festivals back then no longer enthruse us now.
- Today the equation has shifted towards money. Money equals happiness. So for more happiness you need more money. For more money you need to work more.
- Today you wouldn't be surprised to find people working on festivals and concentrating on their careers rather spend time with their families. It is this change that is unwelcome because at some point in future we would even forget the reason behind all these festivals. We would be celebrating all our traditional festivals similar to Valentine's Day, Father's Day, Mother's day, etc. all commercially driven.
- The good old ways of festivals celebrations were far better than the ugly show of wealth that our festivals celebrations are getting transformed into.
- Nowadays, unfortunately, a festival means they give you a holiday, and you wake up only at twelve noon. Then you eat a lot and go for a movie or watch television at home. It wasn't like that earlier.
- A festival meant the whole town would gather in a place and there would be a big celebration. A festival meant we got up at four in the morning, and very actively, lots of things happened all over the house.

CELEBRATION IN WORKPLACE

- Celebrations as a result are a welcome distraction to look forward to amongst employees.
- It is, in many ways, a stress buster and a common meeting ground for the employees.
- The most common being is the birthday celebration. The other obvious reasons of partying would be project success, new tie-ups, team bonding etc.
- It gives you and others a chance to let loose and indulge

in extravagance such as lunching out or office games. It gives the employees a chance to break from the boring routine of office and have some fun.

- Celebrations offer a break in the tedious schedule for a few minutes. The occasion also allows exchange of plans and gossip amongst co-workers.
- Celebrations also act as a healing measure between two parties. It is a good opportunity to dissolve office conflicts, call for a truce and renew relationships for a healthy working style.



FESTIVAL AND CELEBRATIONS

Object	MATERIAL (Tangible)				NON-MATERIAL (Non-Tangible)					
	Material	Colour & Texture	Forms & Shapes	Method	Experience	Activity	Need	Choice	Worth	Belief
Cloth	Lights	Multicolour	Exaggerated	Involve-ment	Liveliness	Dance	Sense of belonging	Enjoy-ment	Socialis- ing	Network- ing
House- hold	Music	Vibrant	Vast	Group	Fun	Parties	Unity	Value	Returns	Togeth- erness
Food	Flower	Shiny	Elaborate		Energetic	Rituals	Respect		Bonding	Sharing
Personal objects	Paper	Lights	Varied forms & shapes		Joy	Active	Resource			
Acces- sories	Fabric					Happi- ness	Change			
	Confetti					Respect	Refresh			
	Gift					Move- ment	Achieve- ment			
	Crackers									



Theme: Nostalgia

INSPIRATION

After the trend research the keywords that I have found are **Earthy, Even, Shiny, Agreeable and Fibre.**

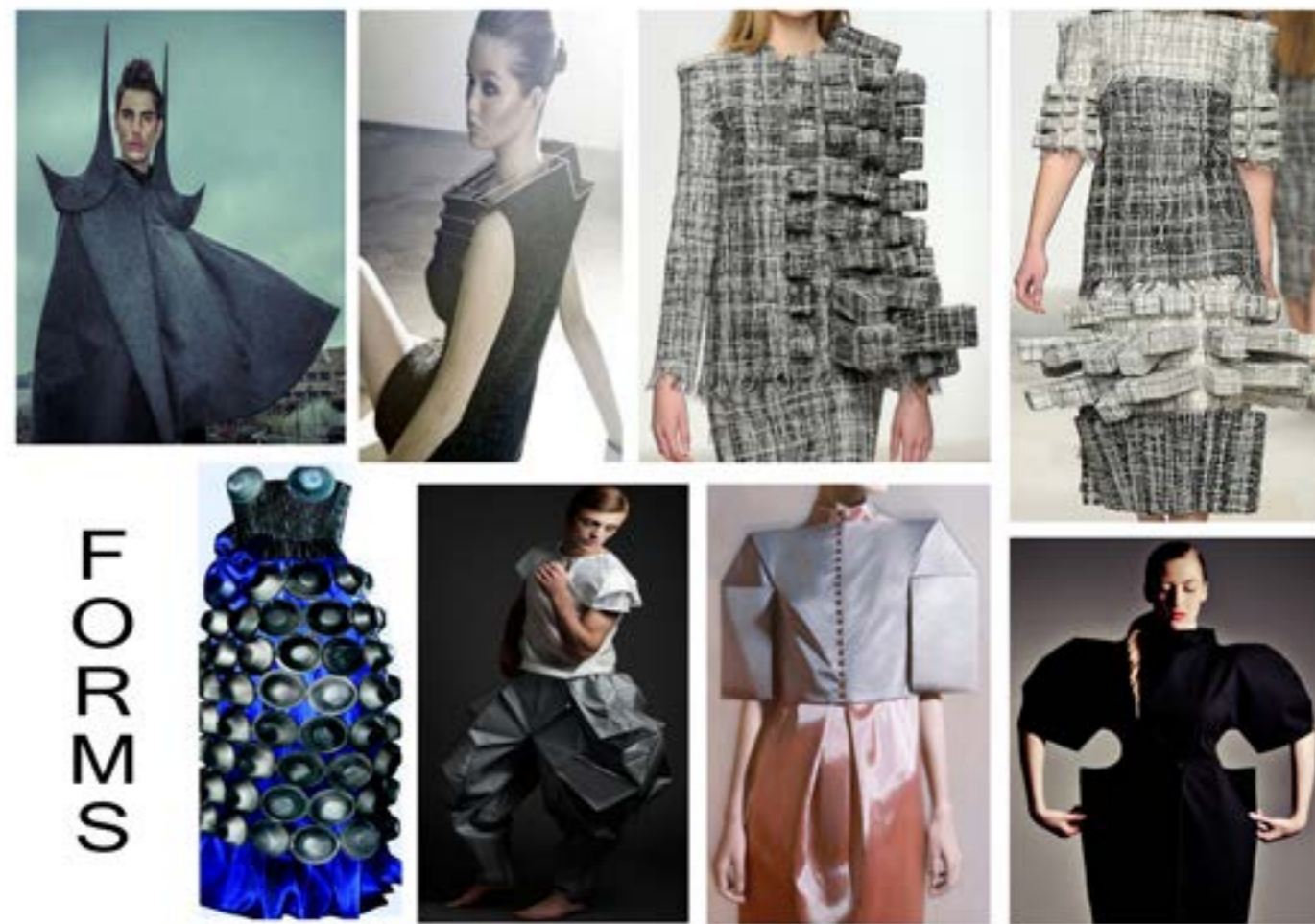
By these words I am being able to find a picture which relates and create the ambience of my theme "Nostalgia". The theme is being so named because personally it reminds me of my childhood, infact it brings back the memories that I have spent with my grandmother. Moreover the colours and the content of the picture gives a feeling which has changed throughout the pace of time which seems weathered and aged. Alike materials are stacked and organised to form balanced compositions. Somewhere, negative spaces among different material groups make the entire composition to appear messy... resulting the picture to form a oraganized chaos.

COLOUR BOARD





TEXTURE





PERSONAL INFORMATION

Age Group: 21-25 years

Category: Middle Class

Living as: Bachelor

Marital Status: Single

Education: Under Graduation & Post Graduation

Occupation: Student & Young Professionals

PREFERENCES

Favourite Designer/Brand: Zara, UCB, Levis, Allen Solly, Reebok, Adidas, Puma, Indian Terrain, Bossini, Wrangler

Shop mostly at: Showrooms, Malls, Exclusive Outlets

Style Icon: Sahid Kapoor, Nick Wooster

Aspirations: To be a successful Entrepreneur

Favourite Food: Indian, Chinese, Italian, Thai

Favourite Music: Slow rock, Electronic, Jazz, Classical

Favourite Movie: 7 years in Tibet, Mission Impossible, Perfumer, Lunchbox

Favourite holiday destination: Goa, Himachal Pradesh, Kashmir, Ladakh

Favourite Perfume: Bvlgari, Play Boy, Nike, Benetton Blu

How they Relax: Hanging around, Playing computer games, Shopping, Watching television, Reading novels

How they Socialize: Get together, Parties, Facebook, Twitter, Instagram

Media Habits: Newspapers, Magazines, Television



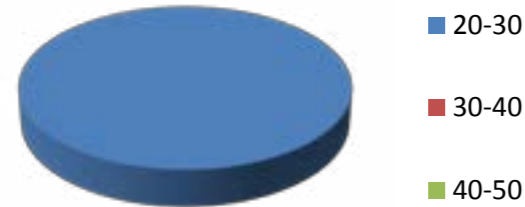
**STYLE
ICON**

Mariano
Divaino

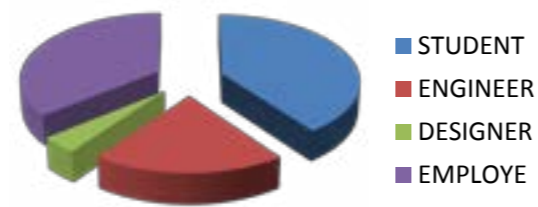


CONSUMER SURVEY:

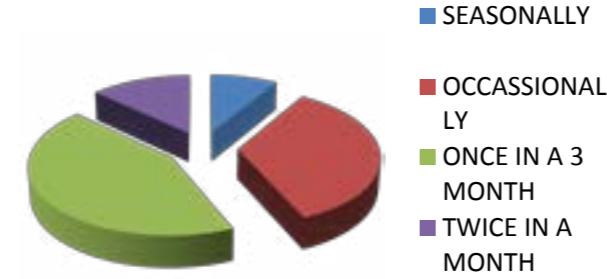
AGE



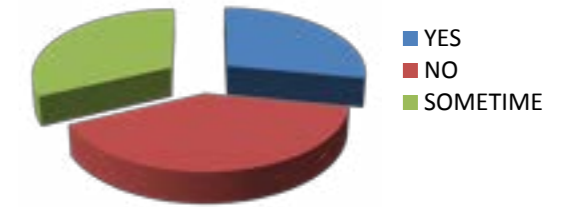
OCCUPATION



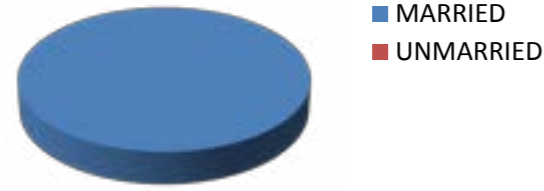
2. When and How often do you shop ?



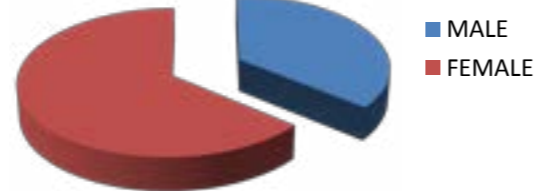
3. Are you dependent on trends ?



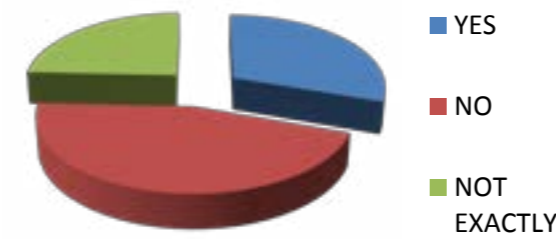
MARITAL STATUS



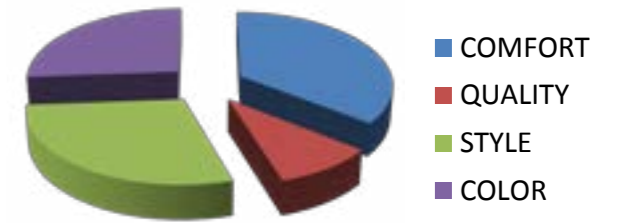
GENDER



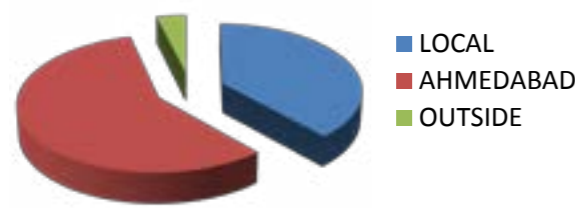
4. Are you loyal to any brand ?



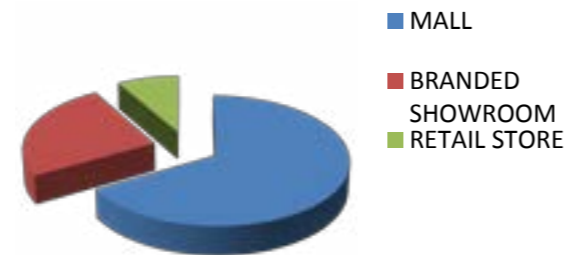
5. What purpose a garment should serve according to you?



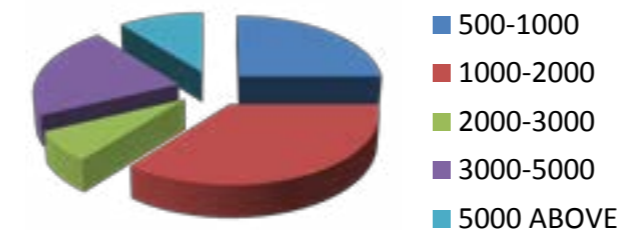
LOCATION



1. Where do you shop for clothing ?



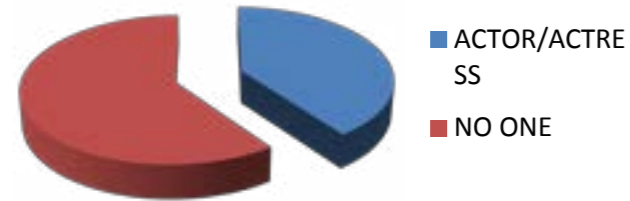
6. Price range preferences.



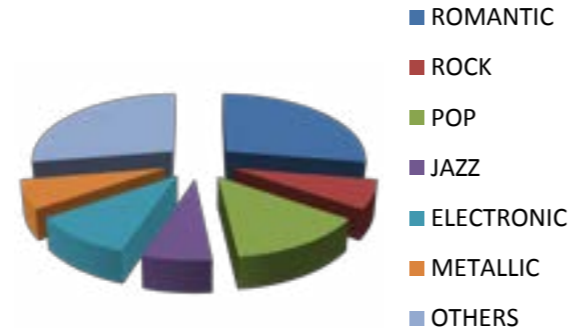
7. Your favorite holiday destination.



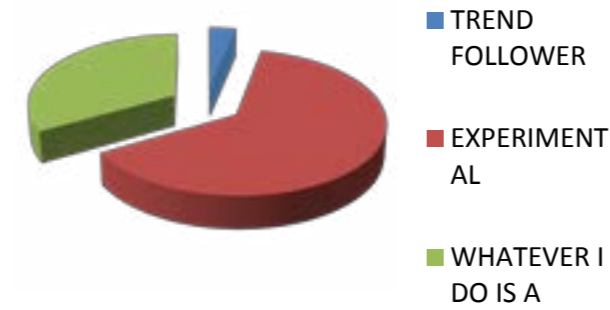
8. Celebrity whose style you would want to follow or any style icon?



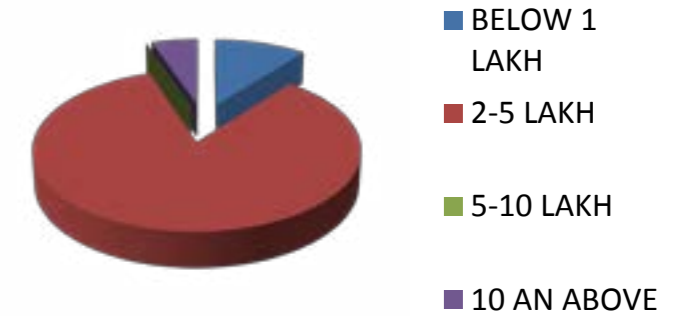
9. Music that you like.



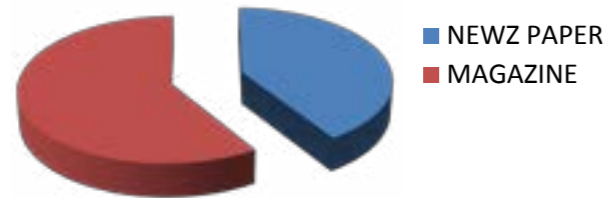
14. Are you a:



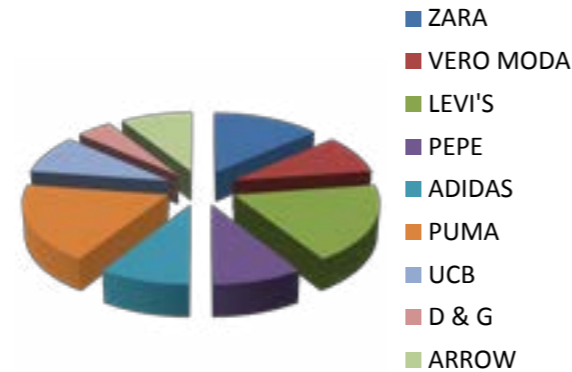
15. Annual Income



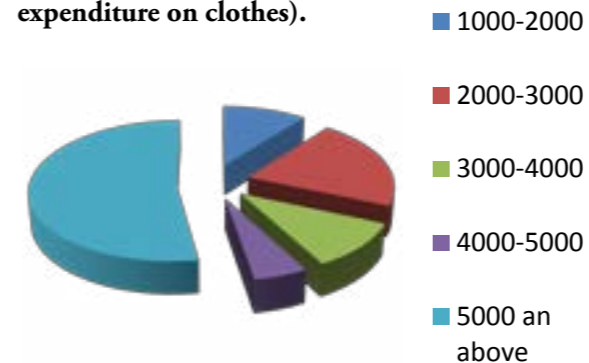
10. Newspaper or magazine you read.



11. Your favorite top three brands/designers.



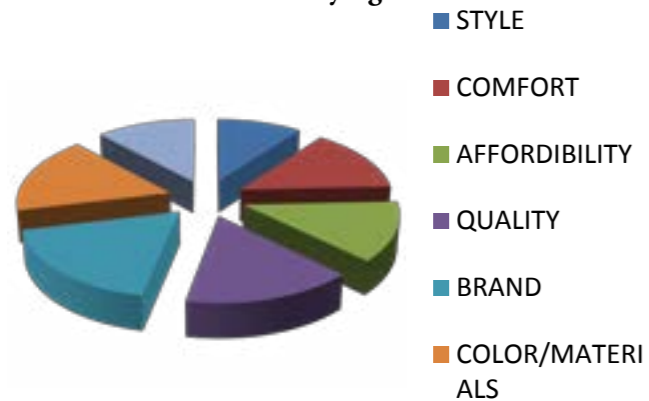
16. Disposable Income per month(DPI- monthly expenditure on clothes).



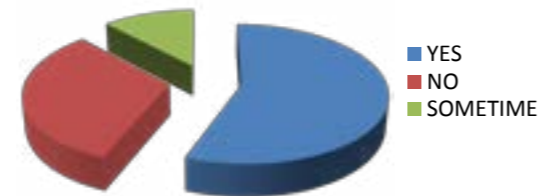
17. Any health activity you are involved in?



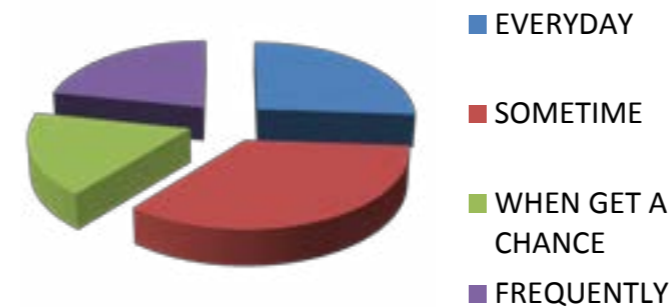
12. Preference of buying:



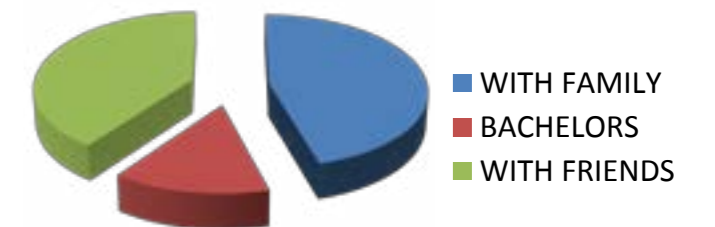
13. Do you shop online?



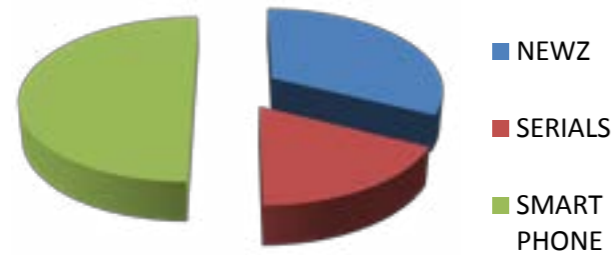
18. How and how often do you socialize?



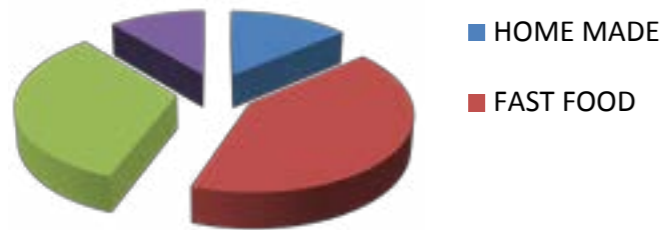
19. How do you live as:



20. Media Habits(News, serial, smart phones etc.)



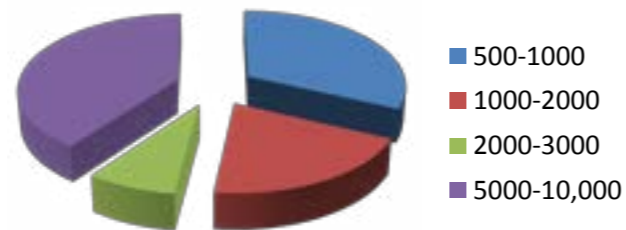
22. Food joints(Occasional/regular/desirable)



21. How do you feel about the fit of the garment of your favorite brand/what kind of fit do you like?



23. Price Range of clothes you buy.(normally and occasionally)



INFERENCES:

- More than 60% middle class people don't prefer to follow any role model strongly. They buy clothes what they like or what suits them.
- Music preference is very evenly divided; more people prefer to listen to romantic melodies and pop music like Rihanna, Justin timberlake, Bruno mars, Florida, One direction etc.
- A large percentage of middle class people prefer to shop online, attraction factor is discounts and offers.
- More than 50% people prefer reading magazines based on current affairs and style magazines such as India Today, Outlook , Elle, Reader's digest.
- Most people in this category are open to experience new lifestyle and culture, new surroundings very different from their own. They prefer to go ahead on holidays for new experience and memories. A large section of people prefers to go to foreign.
- They are well versed with modern gadgets and most of the time they are connected online for work and personal interactions.
- Imbalance in routine due to emerging pressure in work culture causing a change in life pattern is posing a threat of imbalance in health related everyday activities and routine. This concern makes the group more aware and health conscious about the results of these imbalances.
- Bachelors and people living together with friends are more in middle class buying group. These along with an increase in live in relationships are generating newer forms of families among these groups.
- Fast food and eating joints are on great demand among middle class. Example-Mc Donald's, KFC, Subway, Pizza Hut, Dominos.

- Average income lies between 2-5 lacs , mostly unmarried people fall under this category. So, DPI is on an average of Rs 5000.
- Price range for clothing Preferred is 1000-2000 which fits in their budget.
- A large portion of middle class buyers are influenced by brands but they prefer cheaper options for the same brand look. They prefer shopping from malls where more variety of options, fit and suitable price range is available. As this group is more experimental, they are more acceptable to new silhouette changes.

LOOKS:



LOOKS:



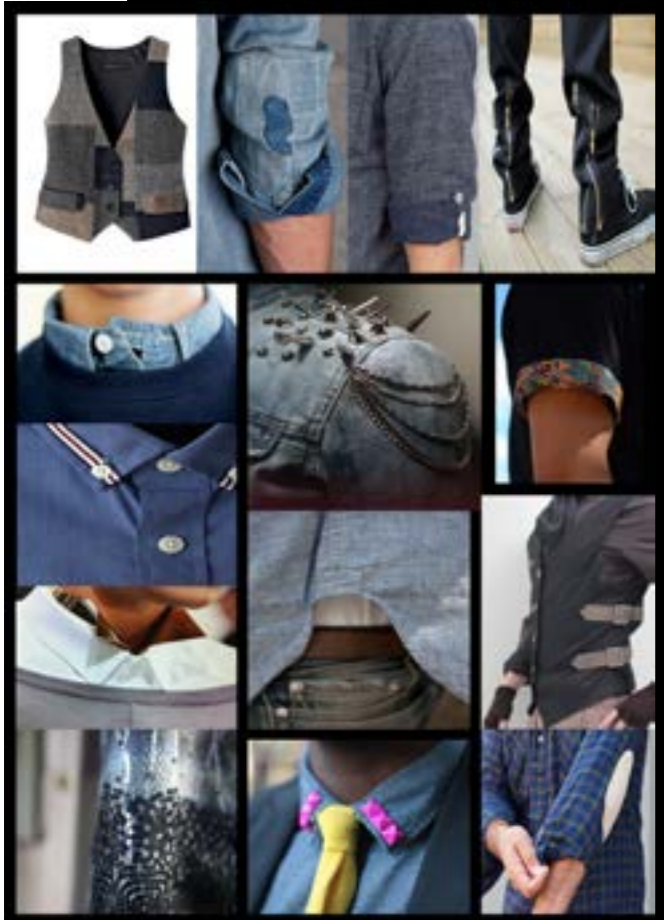
ACCESSORIES:



ACCESSORIES:



DETAILS:



DETAILS:



WARDROBE:



WARDROBE:





CONCEPTUAL ILLUSTRATIONS:



FLATS:



Proposed Fabrics



Proposed Fabrics



Proposed Fabrics



Proposed Fabrics





Proposed Fabrics



Proposed Fabrics



Proposed Fabrics



Proposed Fabrics



Proposed Fabrics



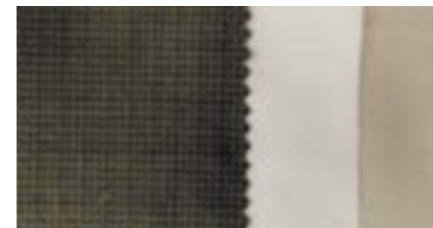
FINAL GARMENT FLATS:



Proposed Fabrics



Proposed Fabrics



FINAL GARMENT DETAILS:



FINAL GARMENT DETAILS:



Photoshoot



Model: *Nidhin Raj*
Photographer: *Abhishek Khedekar*



Model: *Nidhin Raj*
Photographer: *Abhishek Khedekar*



Model: *Nidhin Raj*
Photographer: *Abhishek Khedekar*



Model: *Nidhin Raj*
Photographer: *Abhishek Khedekar*

CONCLUSION

I consider myself fortunate enough to work with Vimal sponsored by Reliance Group of Industries in a live project for their menswear range UNFORMAL by Only Vimal. I have learnt about the nitty gritty of Ready-to-Wear and the whole concept of the design process from starting to the end. In this project I have even learned how to carry a primary and secondary research followed by trend research. This project has also taught me how to work with a client and acquainted me to the professionalism of the corporate world.

ACKNOWLEDGEMENT

First and foremost I would like to thank Reliance Group of Industries for giving us this opportunity to work with them and also obliged for their cordial support, valuable information and guidance, which helped me in completing this project through various stages.

I extend my profound gratitude and deep regards to my faculty Mr. Amit Sinha for his exemplary guidance, monitoring and constant encouragement throughout the project.

A huge thanks to my model Nidhin Raj and photographer Abhishek Khedekar for their incredible contribution.

Lastly, I thank almighty and friends for their constant encouragement without which this project would not be possible.

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