



fifAZART
portfolio

PRIYA MISHRA
FASHION DESIGN
BATCH OF 2013-2017

W O M E N'S

E
A
R

SPRING SUMMER 17

indo-western



The Brand

VIVID
COLORS

BIBA has always been known for fashionable ethnic wear for women at affordable prices. Kurtas and kurtis are an important part of every Indian woman's wardrobe. BIBA's has a diverse range of Salwar Kurtas, Churidar Kurtas, Anarkali Suits, Kurta with Lehenga, and striking dupattas in myriad colours.

EPHEMERAL
DAYS OF
SPRING



VOLUMINOUS
AND
COMFORTABLE

BIBA offers choices from a budget conscious housewife or a corporate executive, BIBA's range of salwar suits is suitable for all occasion, from a friend's wedding or an office party.



Client detail

DEMOGRAPHICS

Age group : 25 to 35 years
Nationality : Indian
Market : Indian
Season : spring/summer 17
Annual Income : 10 lakhs per annum
Occasion: Festive season
Brand preference: Biba, Reliance Trends, Anokhi

PSYCHOGRAPHICS

Personality: Confidently carries herself,
Desicive, Optimistic to changes
Values: Modest, prefers bright colors for
festive occassion



Offerings



KALASH



LAKSHMI PADUKA



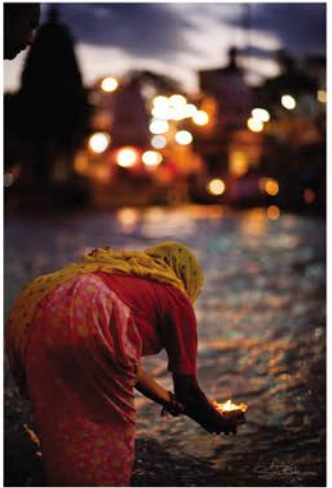
MANDALA



AUSPICIOUS



PUJA KI THAAL







A Vintage Tale

FADED

FLORA

TRANSPARENCY

VOLUME


pantone 353 c

pantone 621 c

pantone 7499c

pantone 142 c



A photograph of a bouquet of flowers in a dark, rounded vase. The bouquet includes several large, multi-petaled roses in shades of pink, peach, and light purple, along with smaller flowers like violets and lavender. The vase is placed on a rustic, dark wooden surface. The background is a dark, vertically-planked wooden wall. A semi-transparent hexagonal text box is overlaid on the right side of the image.

The collection is inspired from vintage style of decor. Violets, Lavenders, pansies and Roses, with their pale, feminine touch added to the ambience of an otherwise luxurious set-up. The tables were laid with ceramic crockeries, beautifully laid, with dainty maidens sitting around.

The grandeur of a Vintage table, laid for tea parties, along with its fragility and simplicity, forms the inspiration of my collection.

PSYCHOGRAPHICS

Religion: Sikh

Clothing preferences:
Fuses traditional wear
with Western, on festive
Occasion
Has a taste for subtle
surface work.

Lifestyle: Is
unmarried, and lives with
her parents.



Client Profile

DEMOGRAPHICS

Name: Anika Khanna

Nationality: American

27 :Age

Profession: Illustrator

per annum 55,000\$:Income

Ocassion: Friend's wedding

Interests: Anthophilous, Blog
writer, socialist



C o r s e t: Has opening at the Centre backs, fastened through Hook and eye.
It has a bratop inside, on top is embroidered net.

L e h e n g a: Plain, cream colored jacquard fabric, which has opening on the side seam. It has tassle attached in the front.



project

5

W O M E N S W E A R

**CRAFT BASED
PRODUCT
DEVELOPMENT**





CLIENT PROFILE

AGE GROUP-
20 TO 45

DISPOSABLE INCOME-
\$1000 TO \$1500

PROFESSION-

SOCIAL ACTIVIST, STUDENTS,
PROFESSIONALS IN THE FIELD OF
DESIGNING, ART AND
ENTREPRENEURS.

PERSONALITY-

OUTGOING, SOCIALLY
ACTIVE, EXPERIMENTS WITH HER
LOOK, HAS A TASTE FOR
HANDCRAFTED
PRODUCTS, PROMOTES
HANDLOOM AND HAS AN
APPRECIATION FOR DIFFERENT
CULTURES OF THE WORLD

LIFESTYLE-

MEETINGS, SUDDEN
TOURS, SOCIAL GATHERING,
SHOPPING, RELAXING ON
WEEKENDS, GO FOR SHOPPING
ONCE A MONTH, ACCEPTS LATEST
TRENDS

Client Profile

PSYCHOGRAPHICS

Psychographics is the study of personality, values, opinion, attitudes, interests, and lifestyles. Because this area of research focuses on interests, attitudes, and opinions, psychographic factors are also called IAO variables

LIFESTYLE- Socialise, attend get togethers and social gathering, social activist, part of human welfare organisation and NGOs, works for social cause, has an inclination towards social work

INTEREST AND OPINION- Tend to surf and do research, versatile reader and social activist

A major percentage of all working Americans are women. In many households where both the husband and wife work outside the home, men are expected to share household duties. Men have also been playing an increasing role in raising their children. With both parents working, the use of, and need for, day care facilities are increasing; this is especially true for single-parent families. Among the growing proportion of the elderly population, many prefer to live in their own homes and maintain their independence.

American women enjoy an enormous range of activities, including soccer, cycling, racket-ball (a hybrid of squash and handball), tennis, swimming, golf, bowling, martial arts, walking, jogging, and aerobic exercise. Schools, cities, and other organizations sponsor team sports for the young, and professional sports are an important part of the culture. In general, most Americans spend a large amount of their leisure time socializing or watching television. Other leisure activities include going to the cinema or concerts, picnicking, and traveling. Many Americans volunteer for a wide range of causes, from raising funds to help those who are less fortunate to tutoring students or leading Scout troops and youth sports. Even city dwellers enjoy spending time in the "great outdoors", camping, hiking, or hunting.

DEMOGRAPHICS

Demographic factors are personal characteristics are used to collect and evaluate data on people in a given population

45 to 20 -AGE

GENDER- Female

SLAUGHTERED



CAGED



DISTORTED



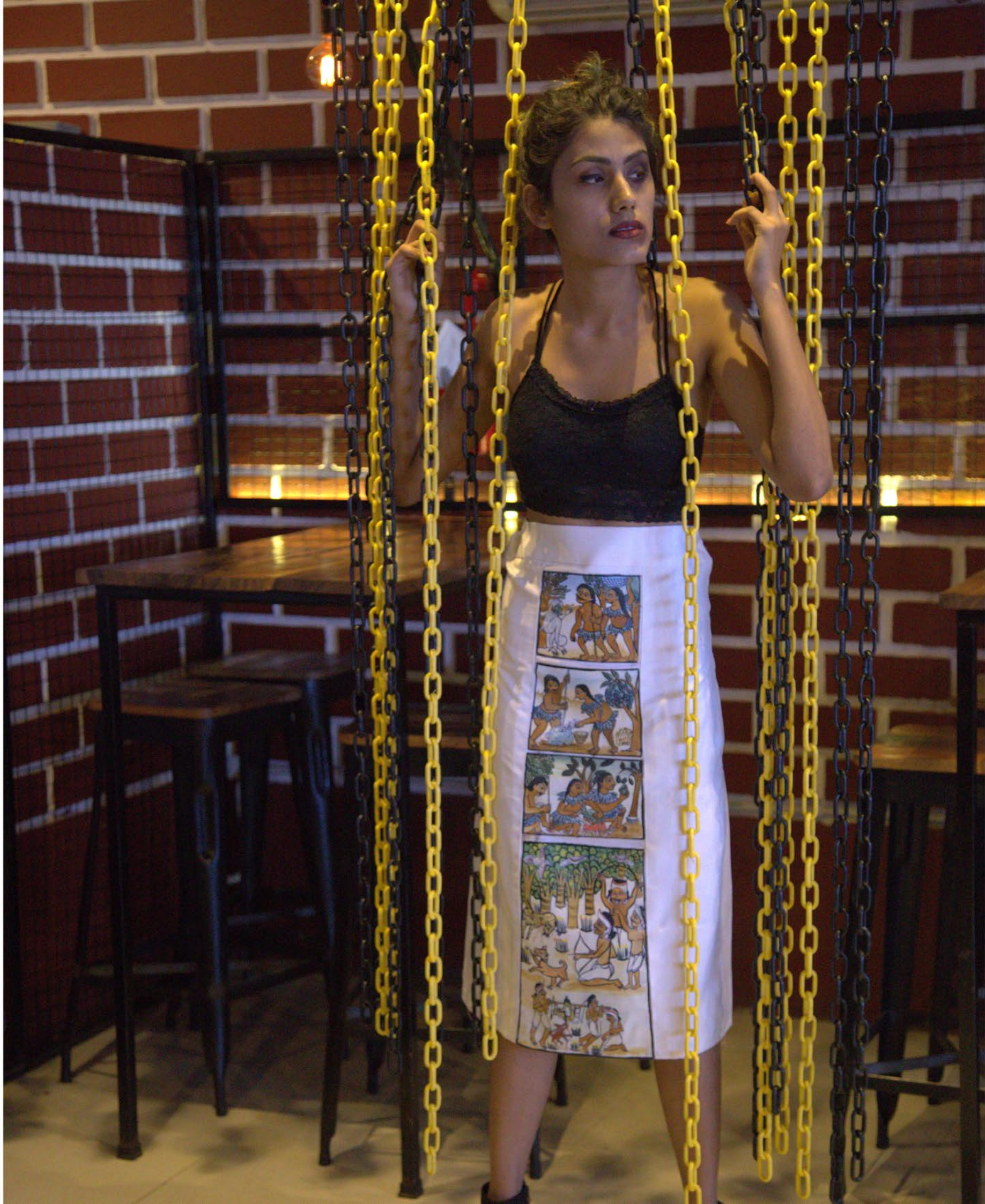
STRUCTURED



SLASHED





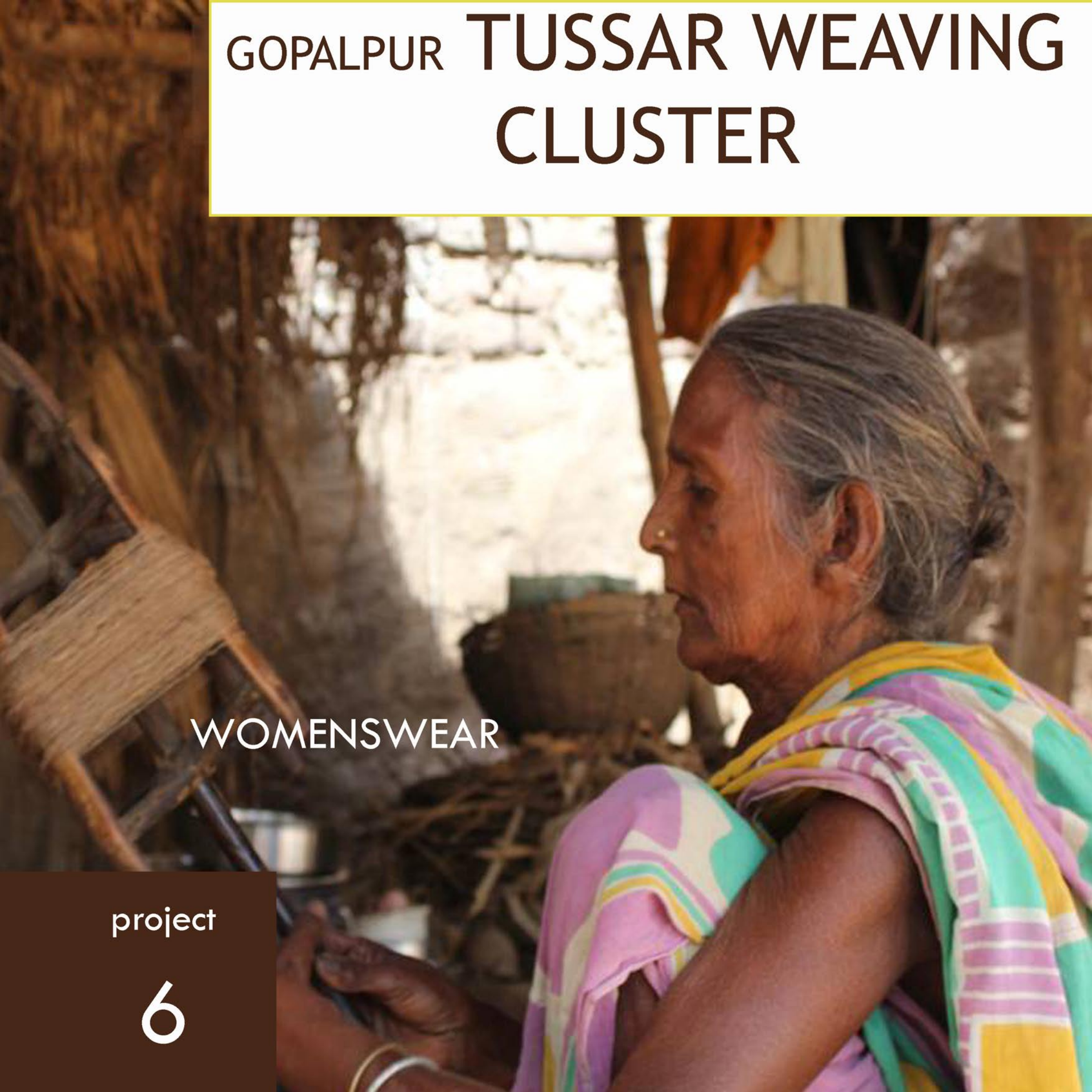


GOPALPUR TUSSAR WEAVING CLUSTER

WOMENSWEAR

project

6



Nurturing Walls



ORGANIC

ASSYMETRY

CURVY

EARTHY

pantone 4975 c

pantone 4505 c

pantone 7501 c

pantone 133 c

pantone 732 c



Defining the *androgynous attitude* of the people of Gopalpur. The garment has elements to justify the job nature and equality in both genders in all spheres of life.

Handwoven Ghicha, A type of coarsely woven Tussar silk is fused with *Matka silk* (A blend of cotton and Tussar silk)



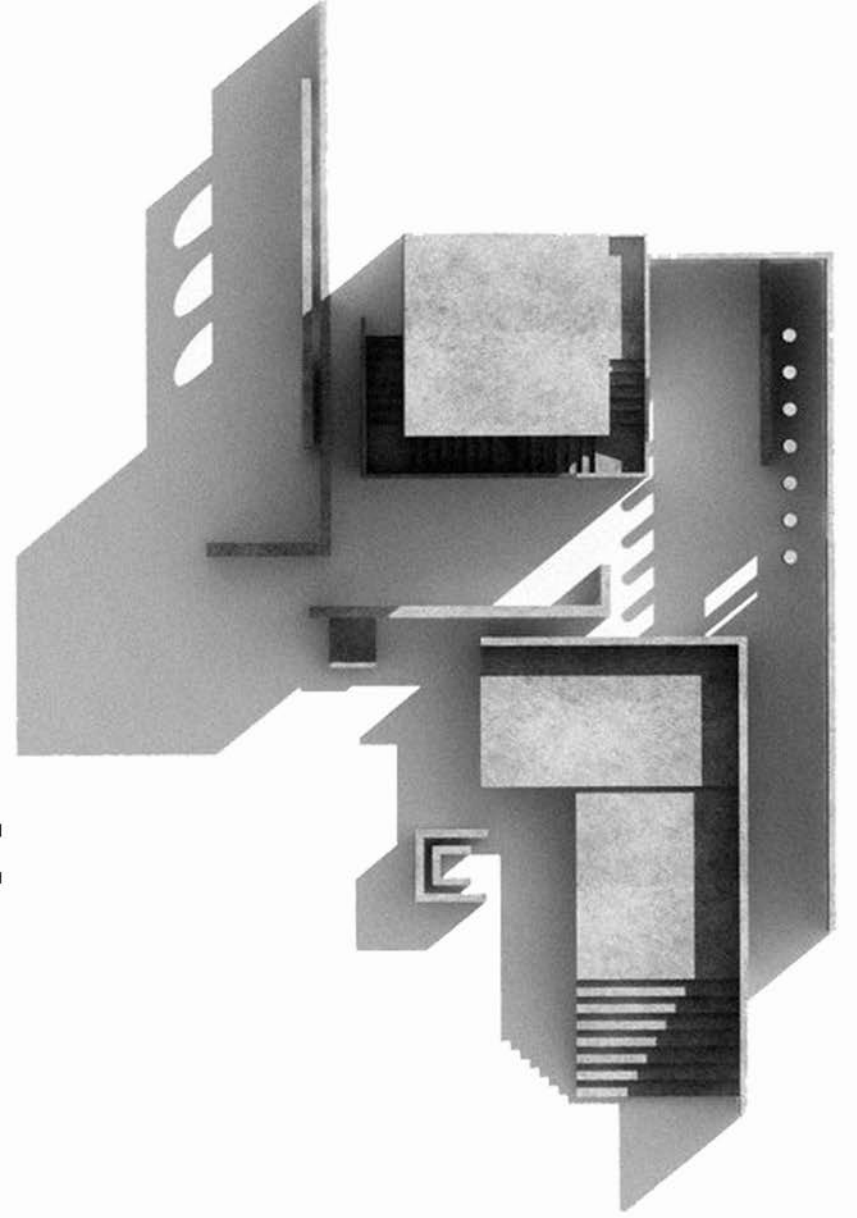
project

7

PRINT
development

FOR

UNISEXUAL
WEAR



CHAOS IN THE CITY

PERSPECTIVE

GEOMETRY

DISSIPATE

MERGE

LAYERS

Prints developed

