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FABRICS & APPAREL

# GRASIM

EASY DRESSING FOR THE SELF MADE MAN



Smart

Classic

Functional

Defined

Crafted

Stylish

Occassion

Precise

Creative

Slim

Sophisticated

Attitude

Bold essence

Sleek style

Modern man

# Project brief - Designing textiles (Shirts, Mainline)

## Objective

To design and develop a range of Textiles for Mainline shirt and to develop something new that is in sync with the trend and the market and yet stands apart in its individualistic changing needs of Indian men. Certain guidelines were given by my industry mentor to reach the level they want and desired by the company.

The software used for the development of *dobbies* is 'Textronics'. In shirts, the counts generally used are 50's, 60's, 70's (single ply), 2/80, 2/100, 2/120 (2-ply). These counts are varied according to the category for which the shirt is being designed for. For instance, a shirt designed for 'Luxe' might have a higher count than the one designed for 'Buisness Prime' or 'Nightlife'. The construction mostly used are 154X86, 158X112, 146X107, 180X124, 164X100.

The *finishes* that are normally used in shirts are ETI (easy to iron), Normal softener, Spill resist, a combination of two or more - anti-microbial finish, fragrance finish, Liquid ammonia for sheen, Crease resistance, stain repellent. The fabrics or blends used in shirts are Normal Indian cotton, Giza cotton, 2 ply ultra, cotton-poly, cotton-poly-nylon, cotton-lycra, cotton-tencel.

The *Print development* takes place at a later stage. The software used for developing prints is Adobe Photoshop and Adobe Illustrator.

## Color palette for the season-

For a range of menswear shirts, a few colors are always there. You cannot avoid the blues or the pinks, or the yellow or the white or Blacks. These are the core colors without which the range will be incomplete. What we play with with is the tint and tones of these colors to give a new touch to the collection.

PANTONE 14-4102



PANTONE 19-4045



PANTONE 15-4020



PANTONE 18-1438



PANTONE 17-1463



PANTONE 14-0848



PANTONE 19-1664



PANTONE 14-4102

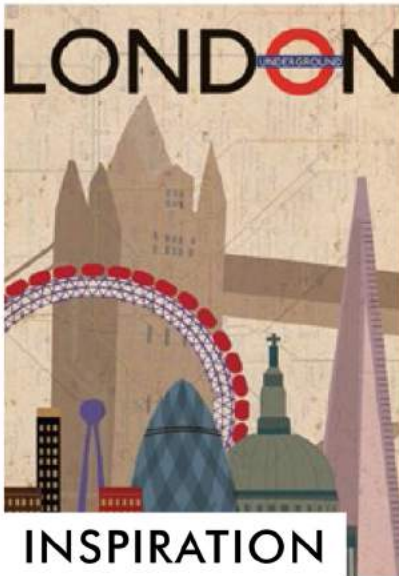


PANTONE 17-2031



PANTONE 18-3838





INSPIRATION : BRITISH

SPRING/SUMMER 18

THEME : SARTAILORED

## Theme: Sartailored

Sartailor refers to tailoring, cloths, or style of garment. If you break down 'Sartailored', you will get 'Sartor'.

Sartor in Modern Latin refers to 'Tailor' literally 'one who patches and mends'. This is where the theme Sartailored comes in - Handcrafted.

Sartailored focuses on the details of the garment, the structure of the fabric, the feel of the yarns against the skin. Sartailored connects with our modern-day man's need to find values in objects, a story to connect with.

The theme Sartailored finds its inspiration in London's heritage, British architecture and the imposing modernity as a fast-paced city. An all-encompassing wardrobe that moves seamlessly from Boardroom to Club in the heart of Queens city. When Performance meets style and bold colors meet classic Business wardrobe. Sartailored defines an ultimate mix of curated styles with a new style in formals, all cut to suit sartorially savvy man of a statuesque nature.

Under the main seasonal story 'Sartailored', there are various sub-stories, that are categorized in accordance to the forecast, trend study, and the Range architecture-

- » Floral Luxury - Flora and foliage inspired from English countryside meadows ranging from busy florals to large foulards.
- » Victoria Safari or London-inspired prints are a set of prints which take direct inspiration from the day-to-day objects that London is famous for.
- » Tactility - The dobby structures in this category can be perceived by touch. Stitched effect is used to add to the theme based dobbies and to give it a touch of handcraft.
- » Color Interplay - As the name suggests, there is a play of colors that can be seen in the dobby structures either by the colorplay of yarns or by playing with weaves.

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**LOOK**

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SPRING/SUMMER 18

THEME : SARTAILORED

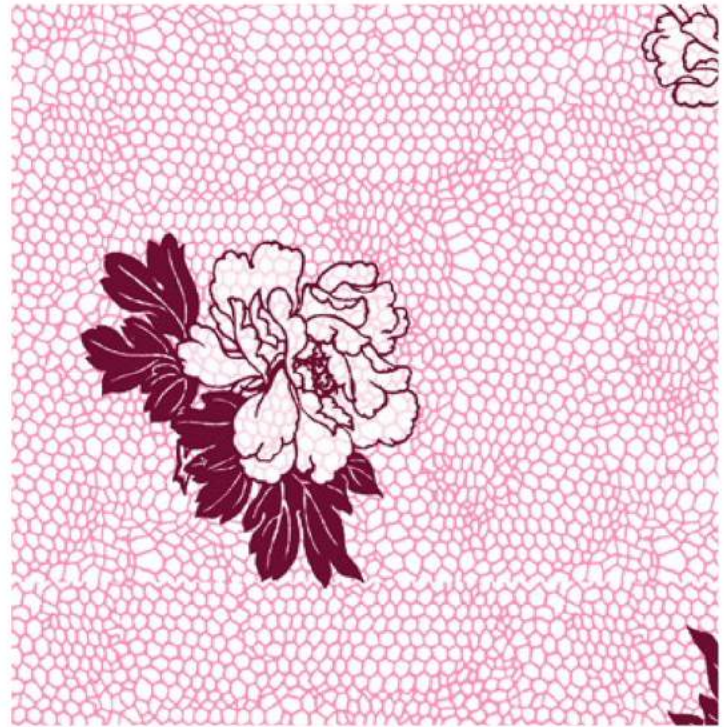
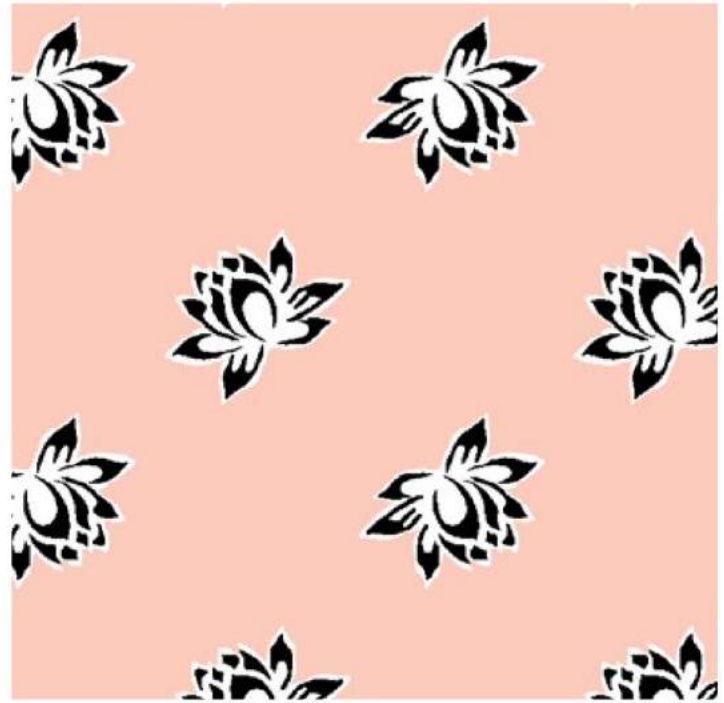


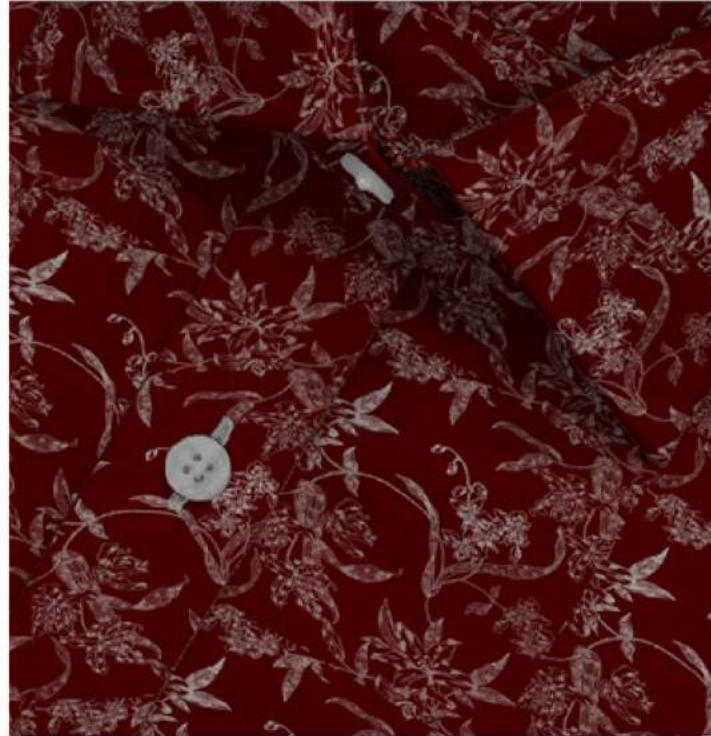
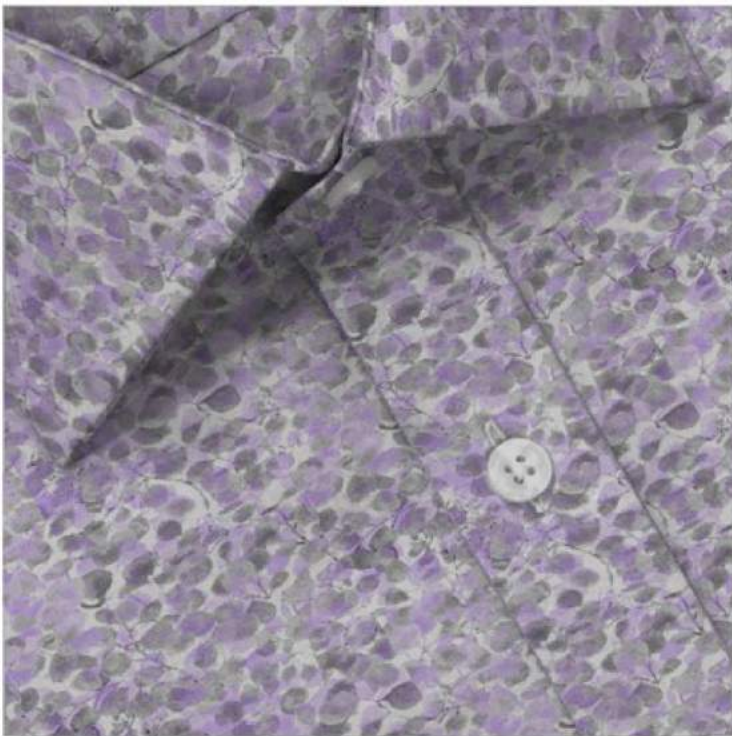
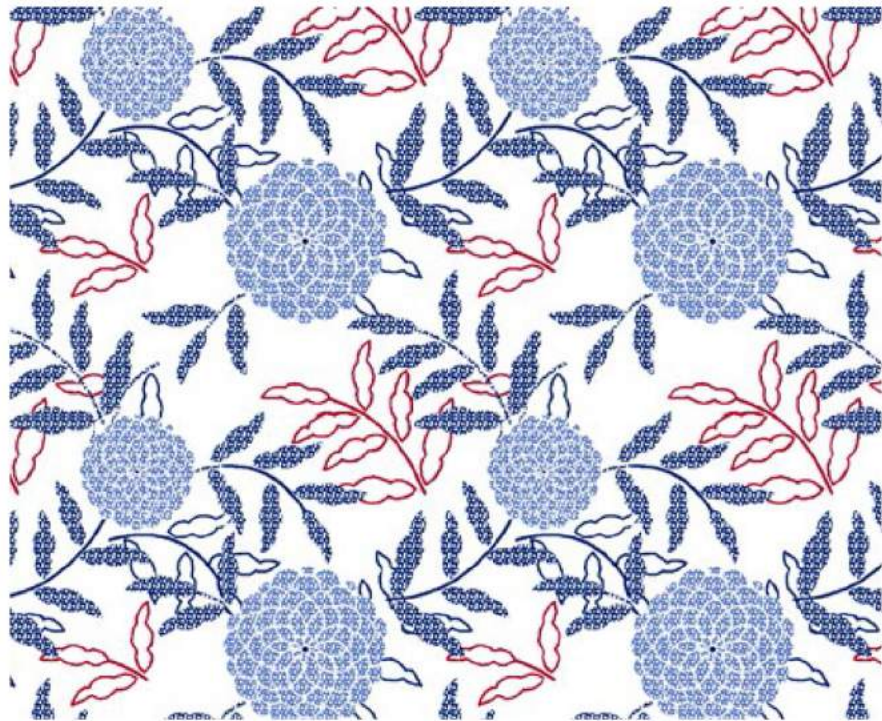
## SUB-STORY - FLORAL LUXURY



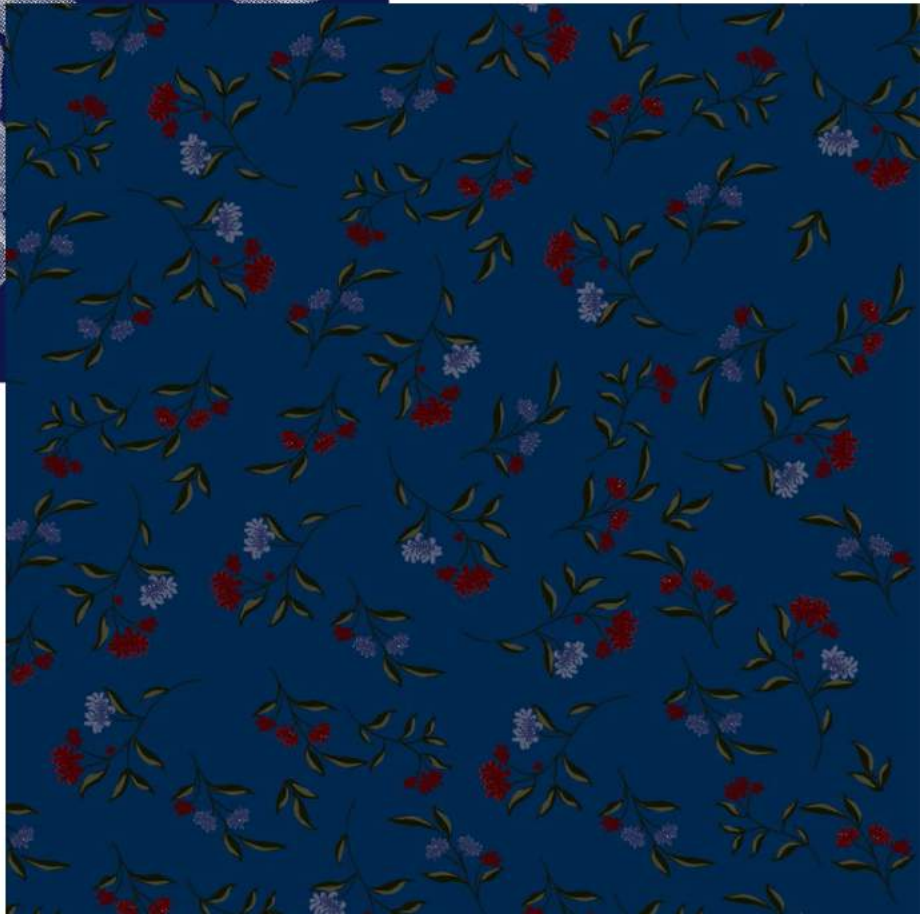
**Floral Luxury** - Flora and foliage inspired from English countryside meadows ranging from busy florals to large foulards.

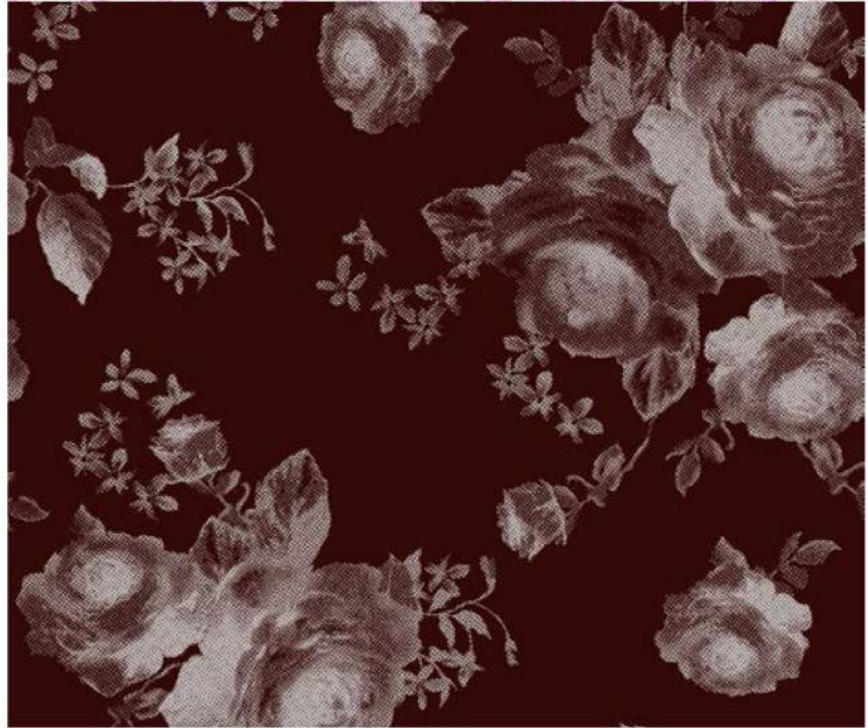
Software used - Adobe Photoshop













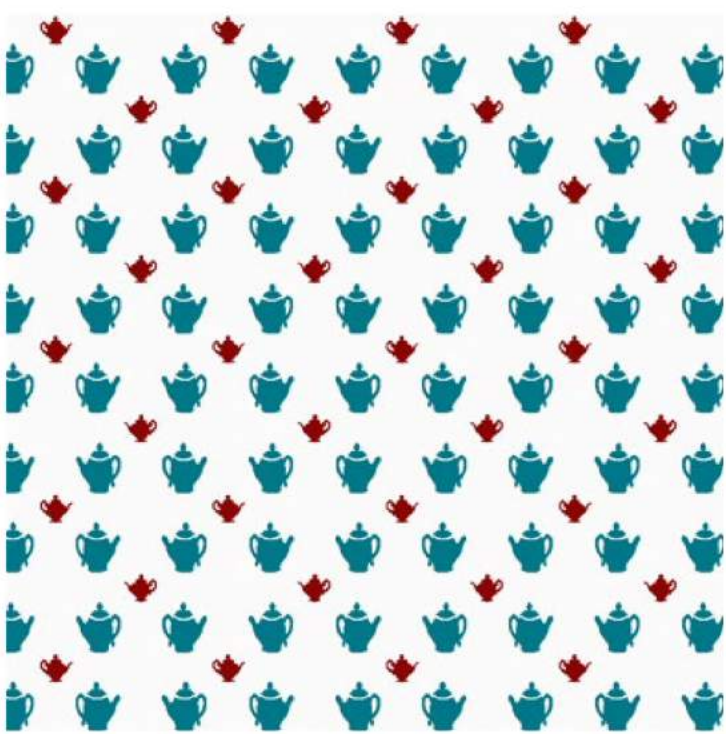
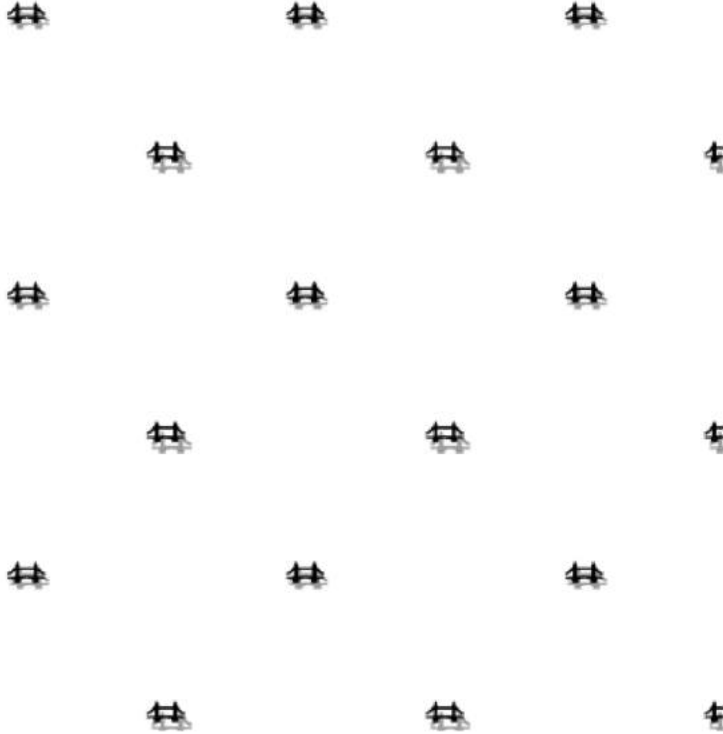
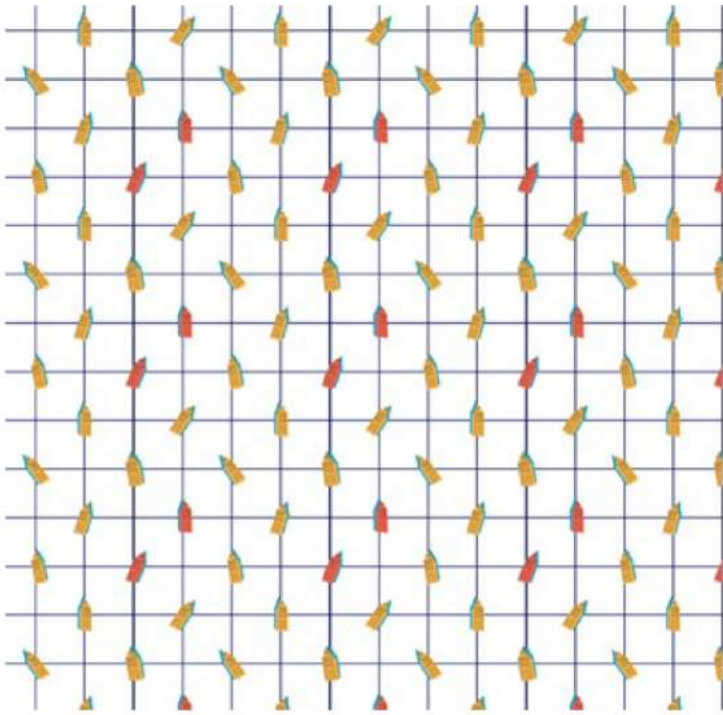
## SUB-STORY - VICTORIAN SAFARI



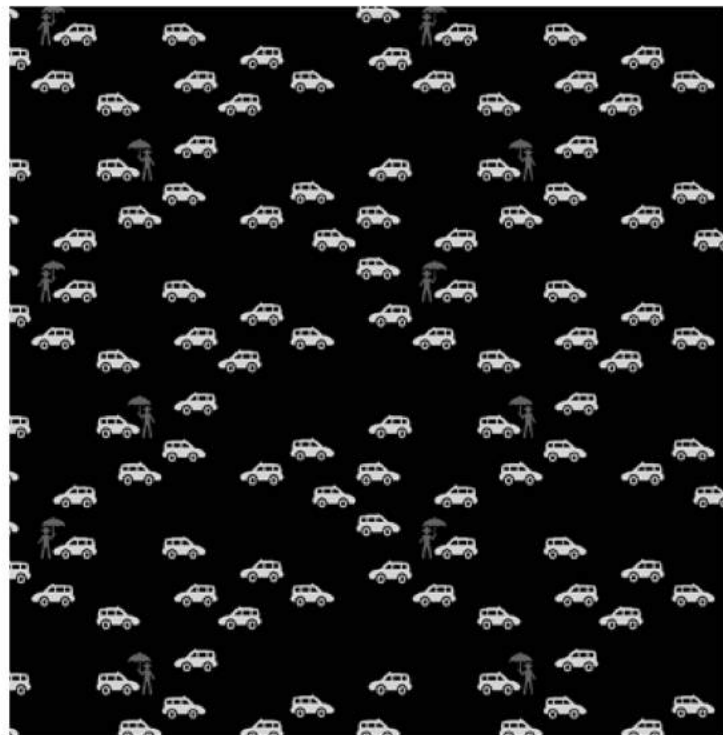
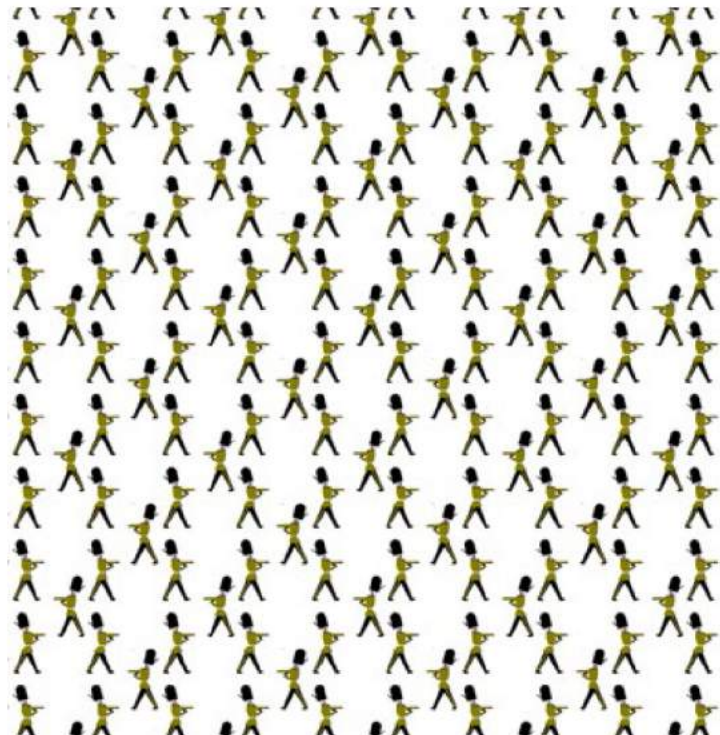
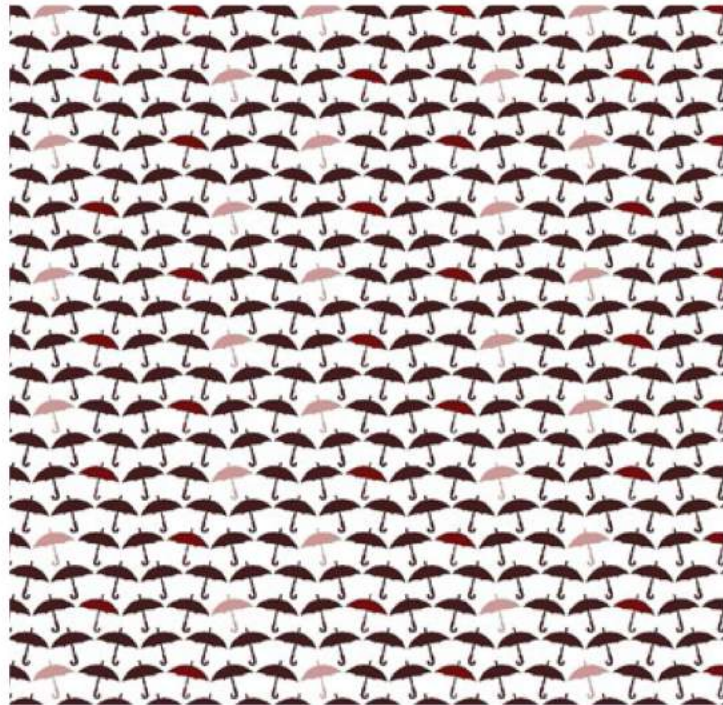
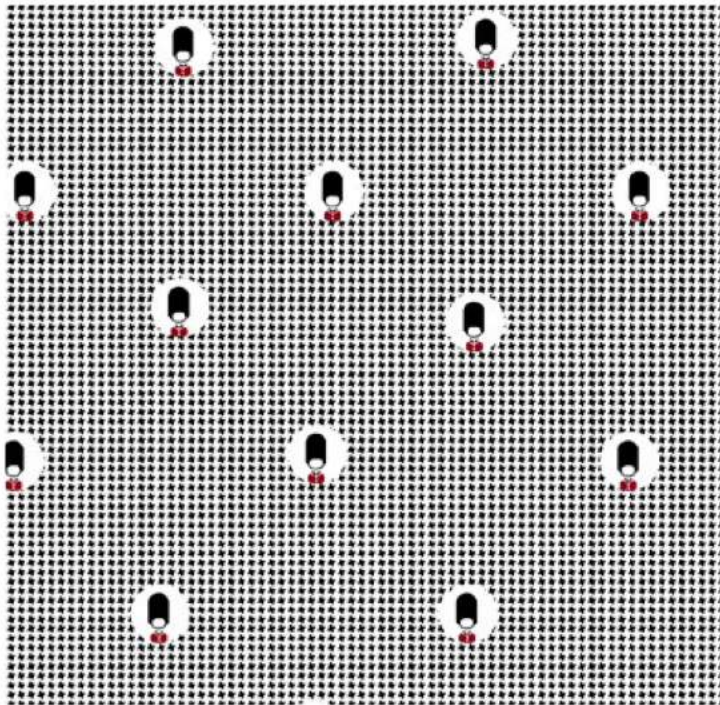
**Victorian Safari or London-inspired** prints are a set of prints which take direct inspiration from the day-to-day objects that London is famous for.

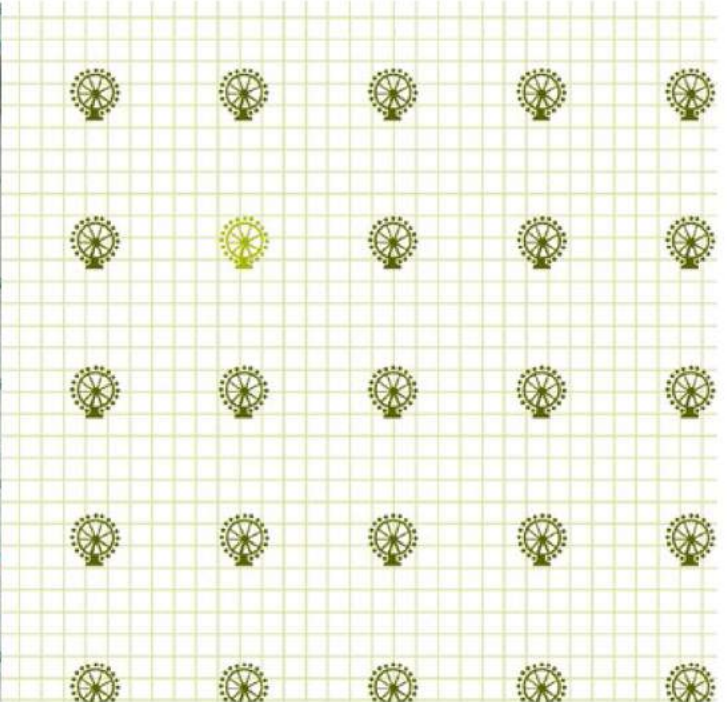
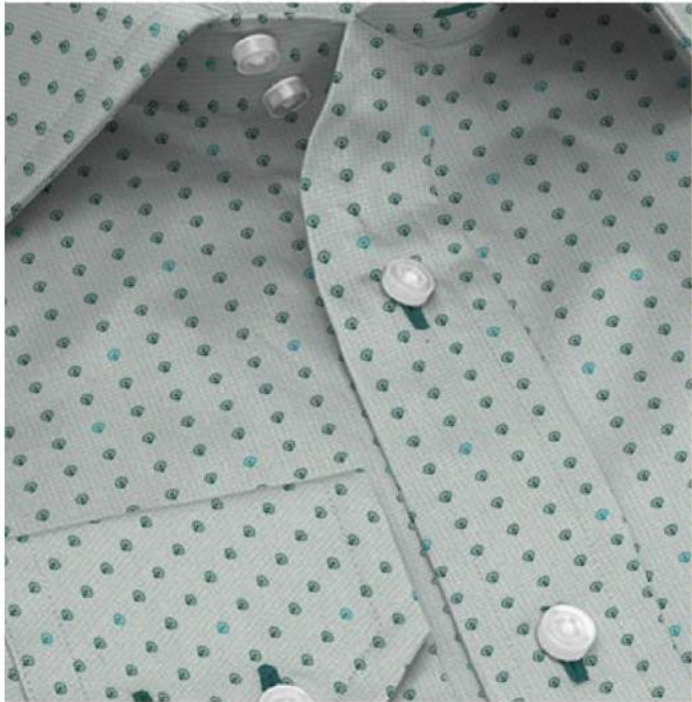
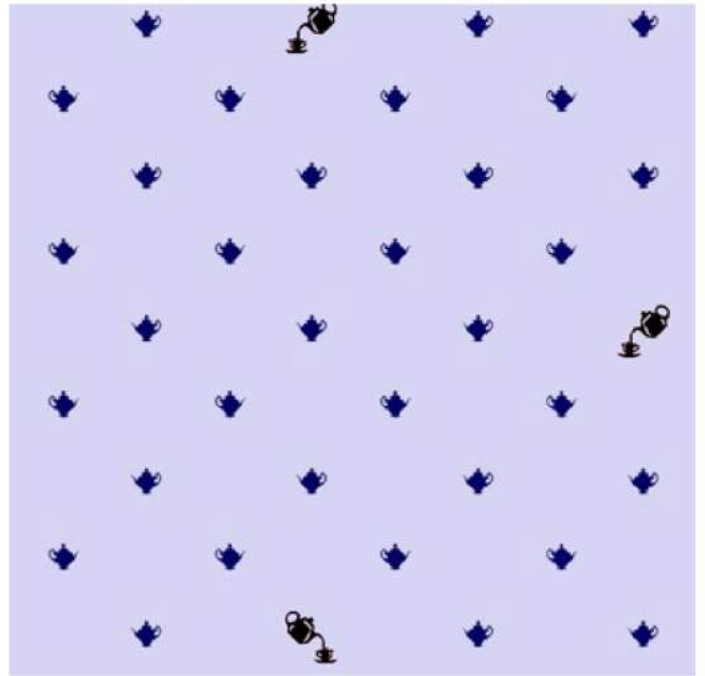
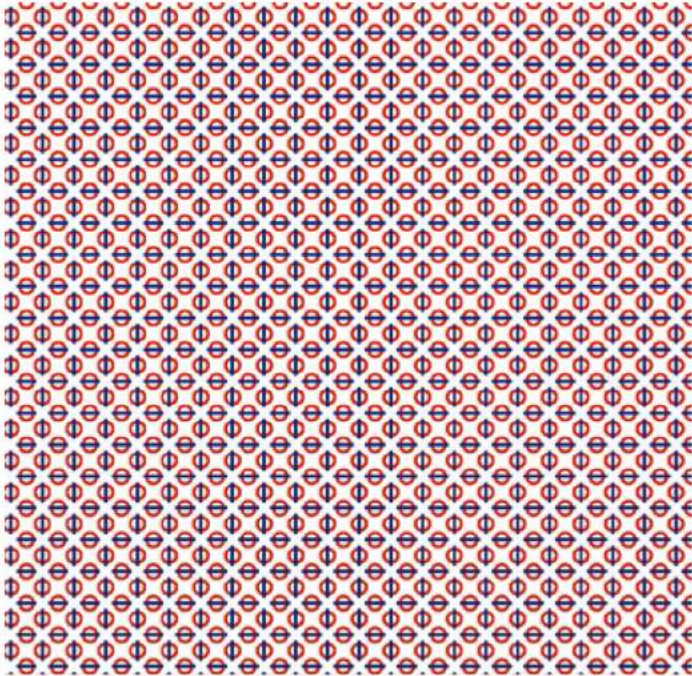
Software used - Adobe Photoshop

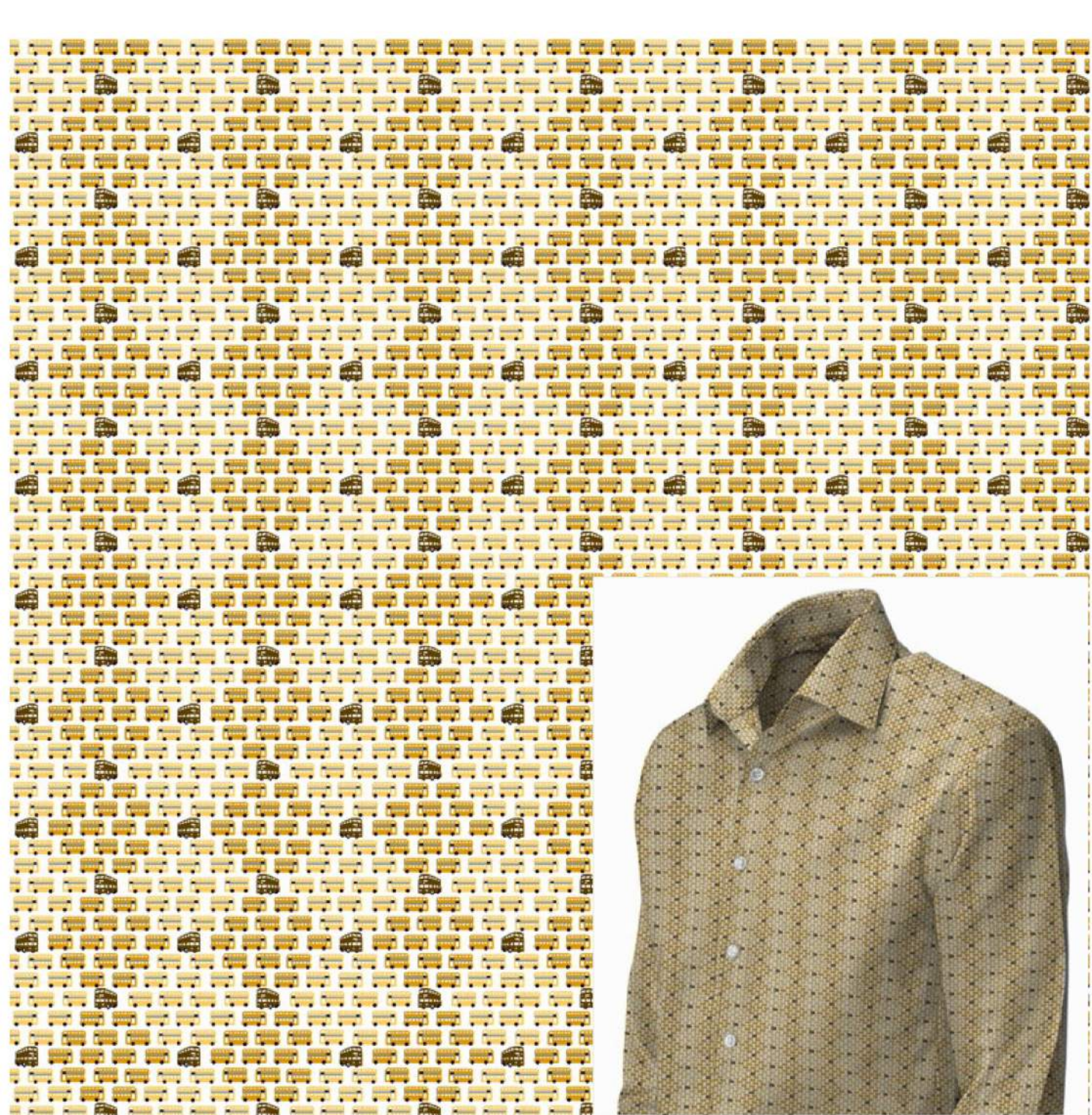


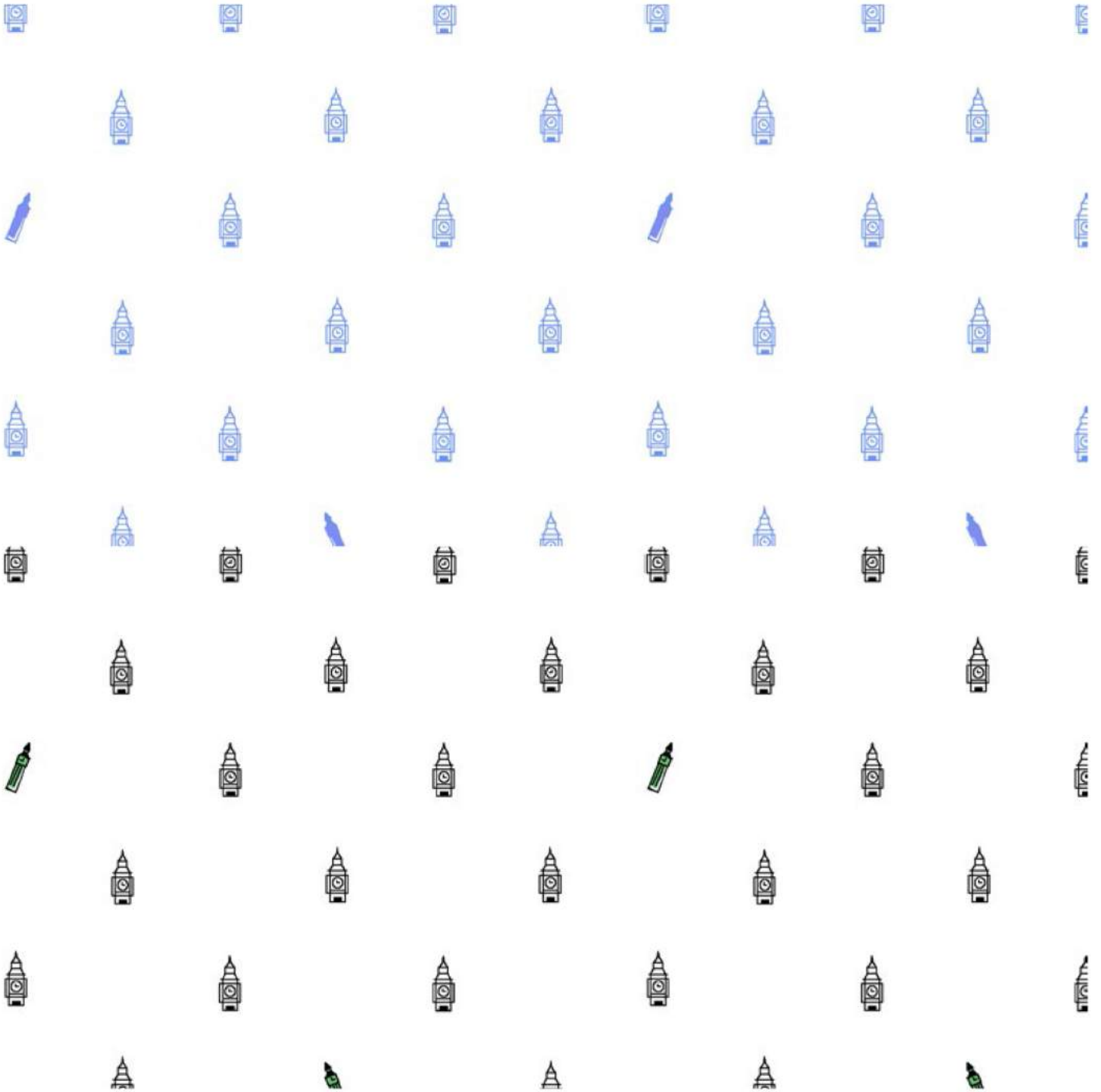














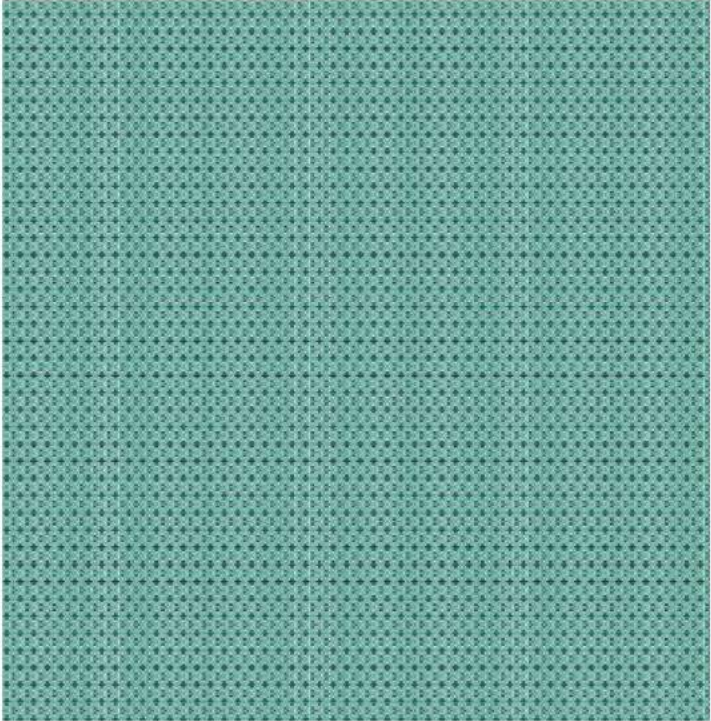
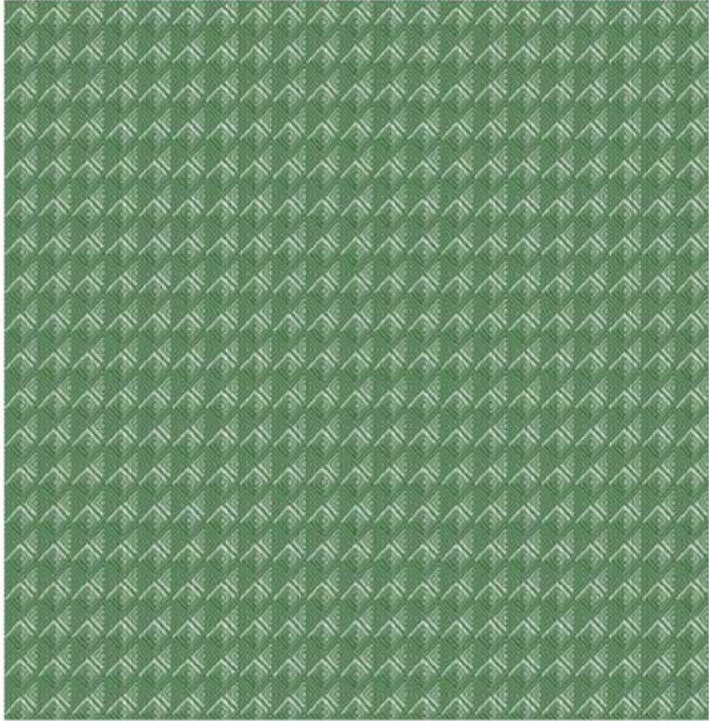
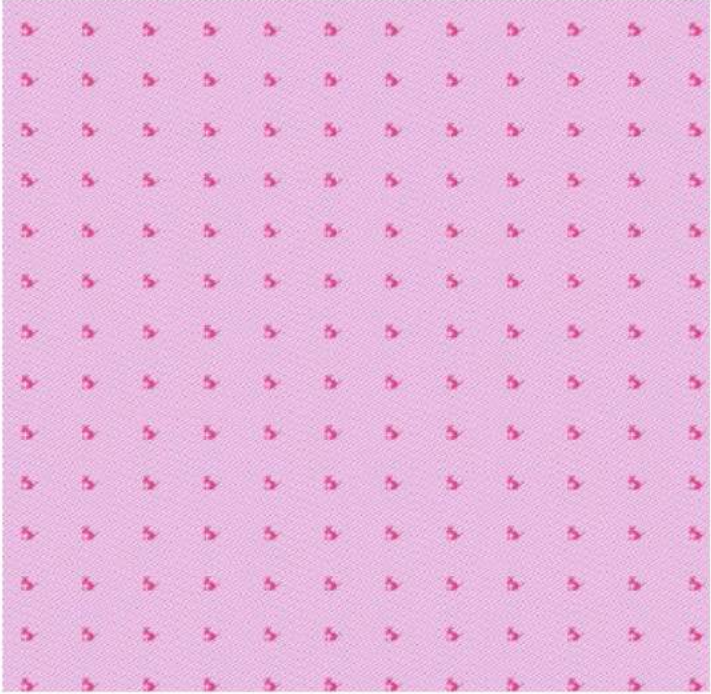
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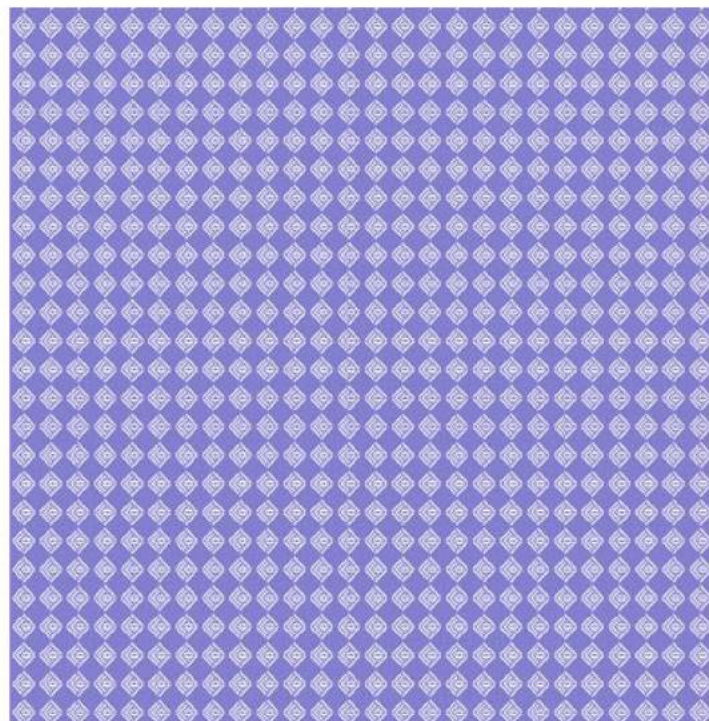
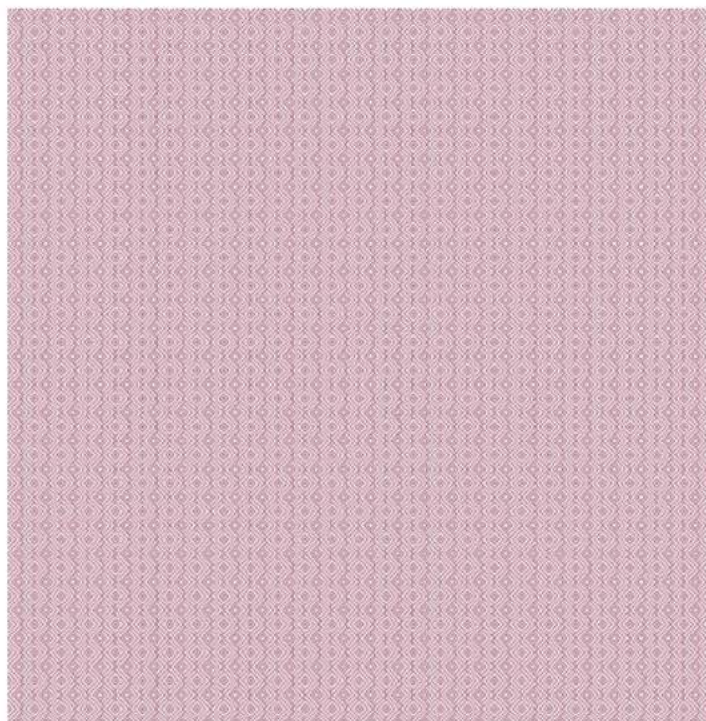
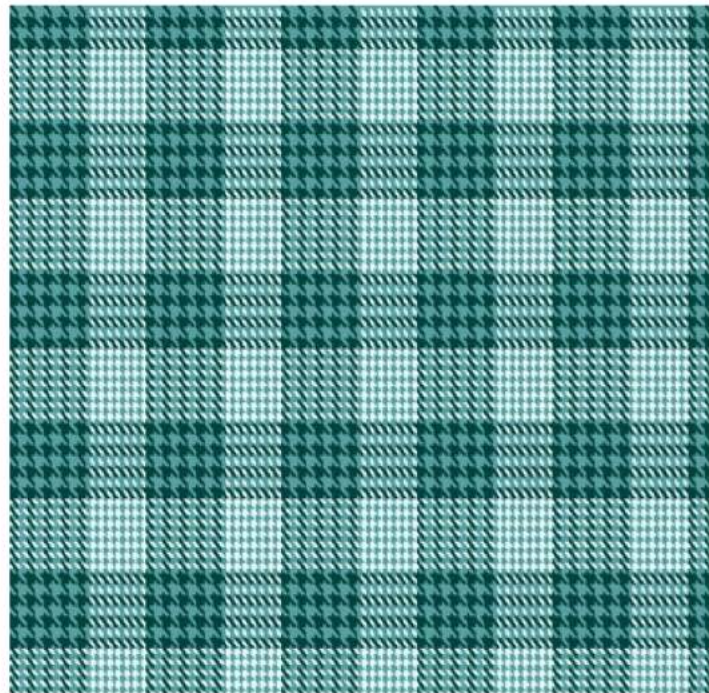
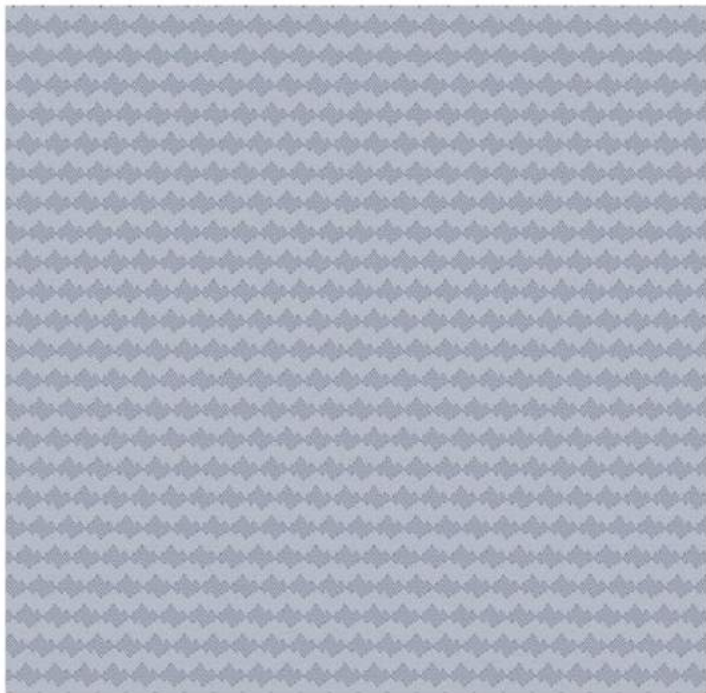


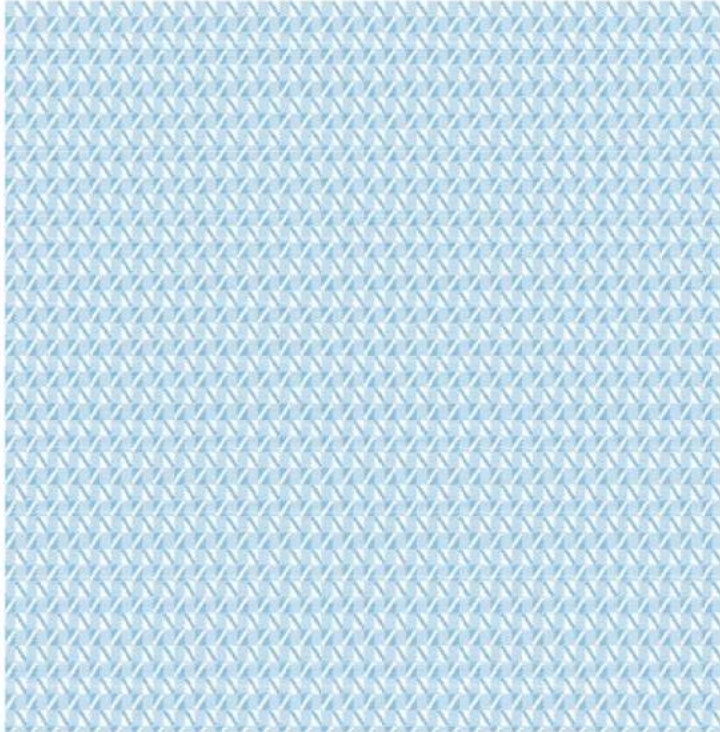
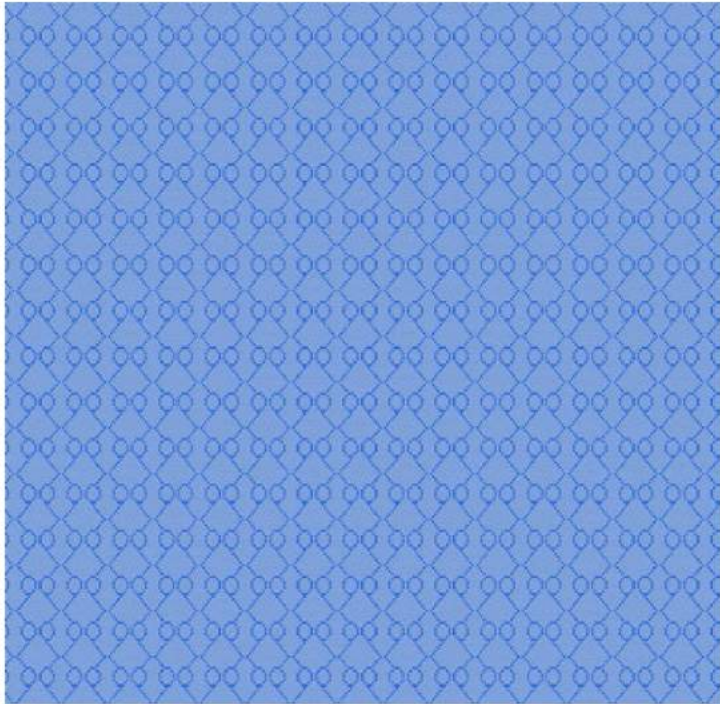
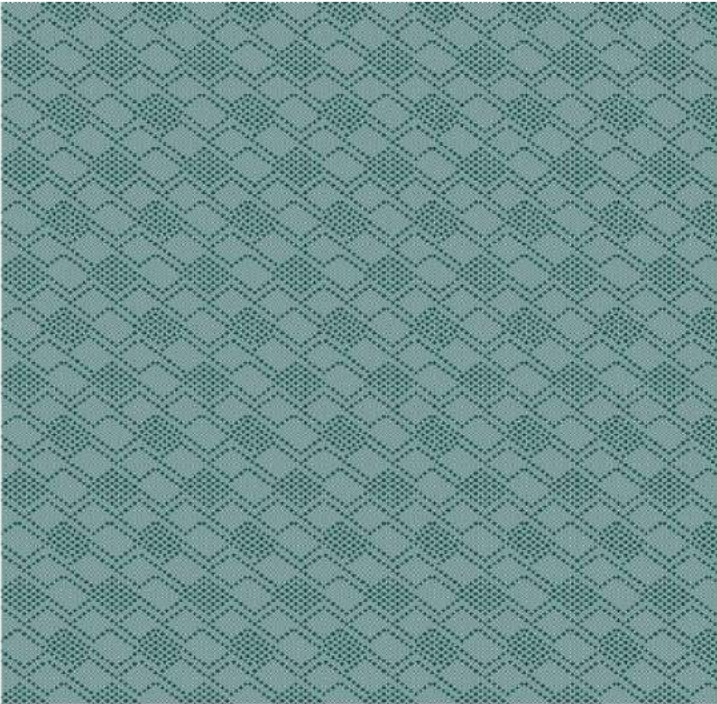
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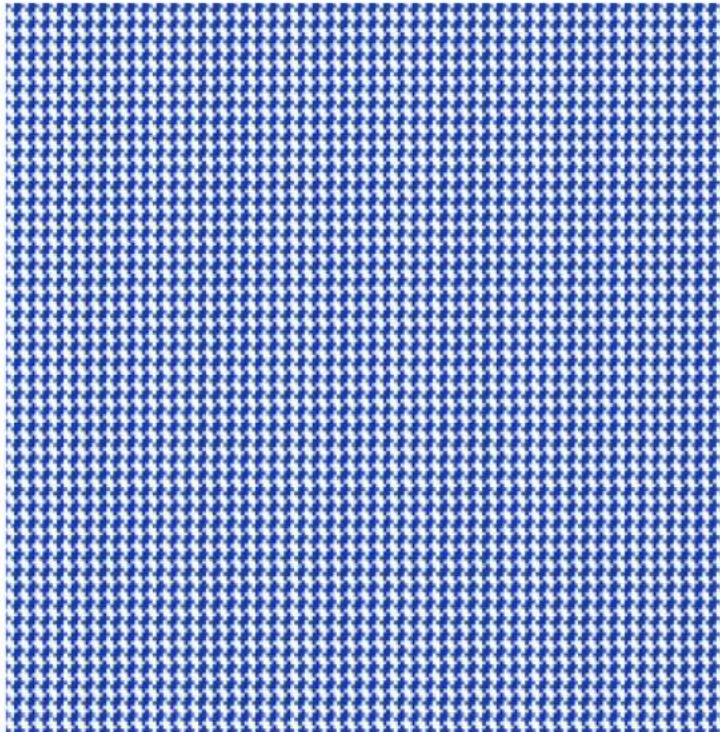
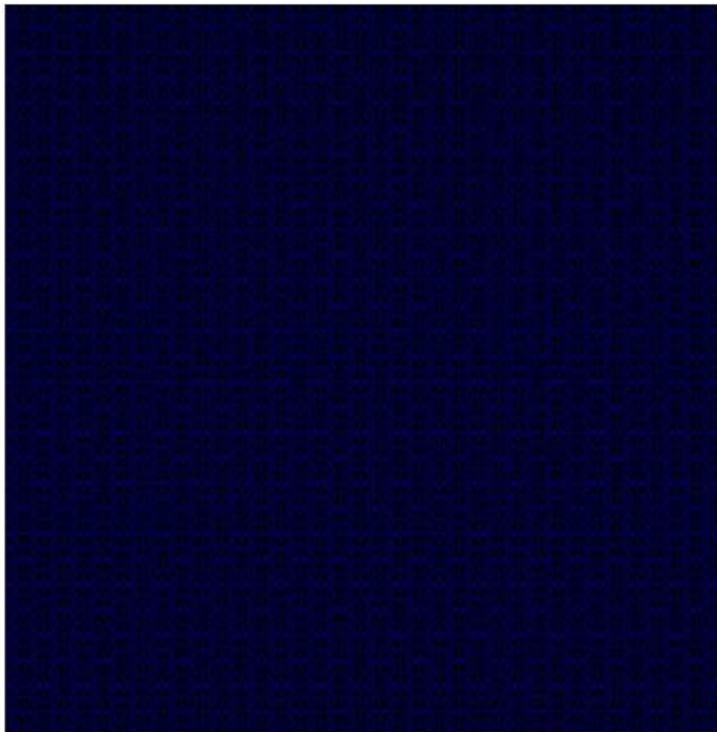
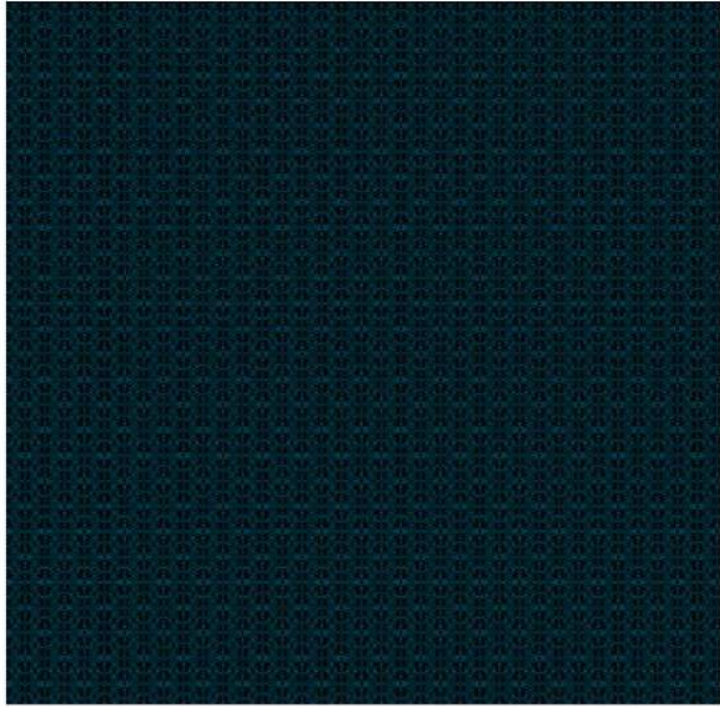
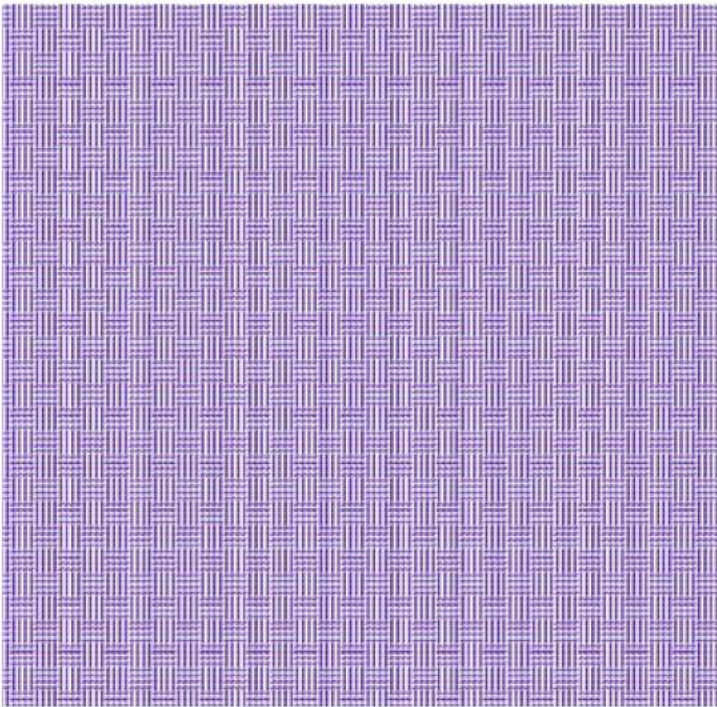
Softwares used - Textronics, TexCAD

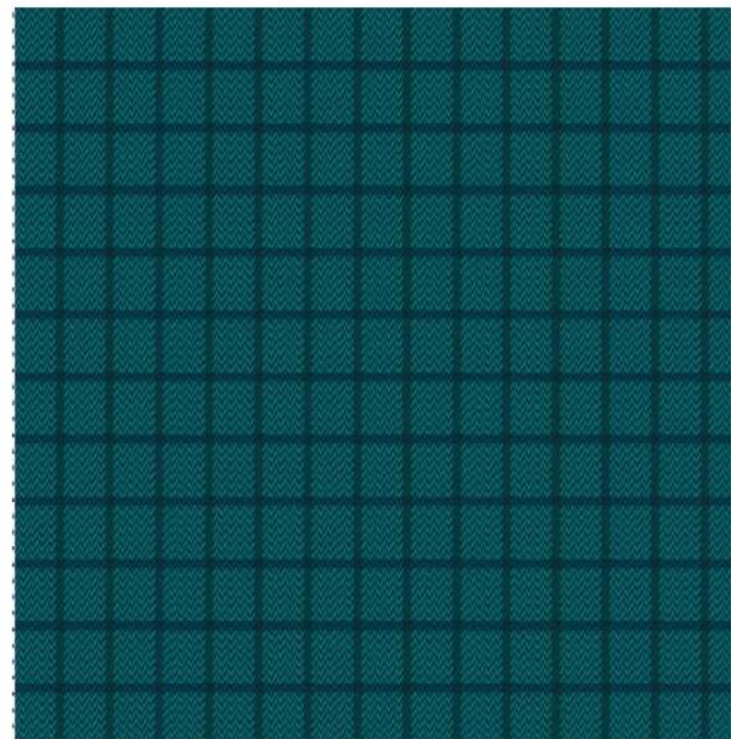
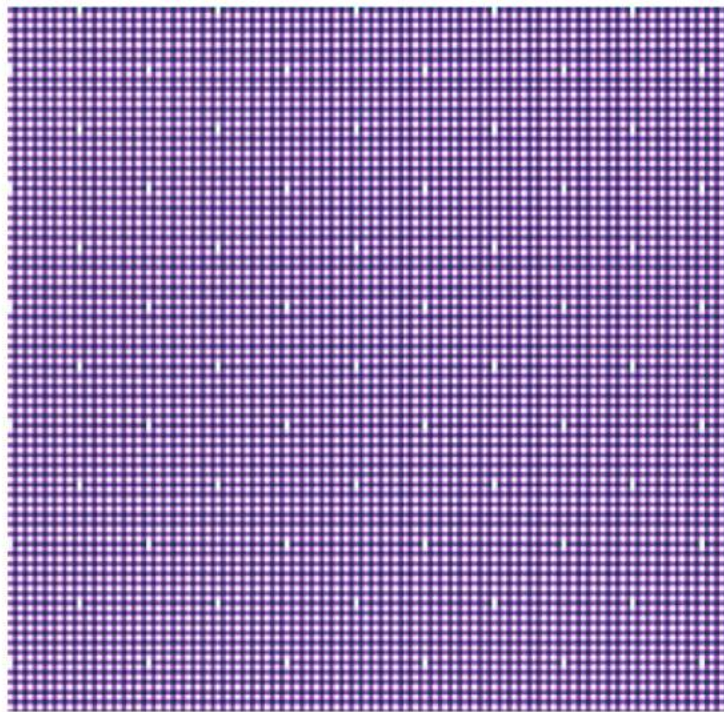
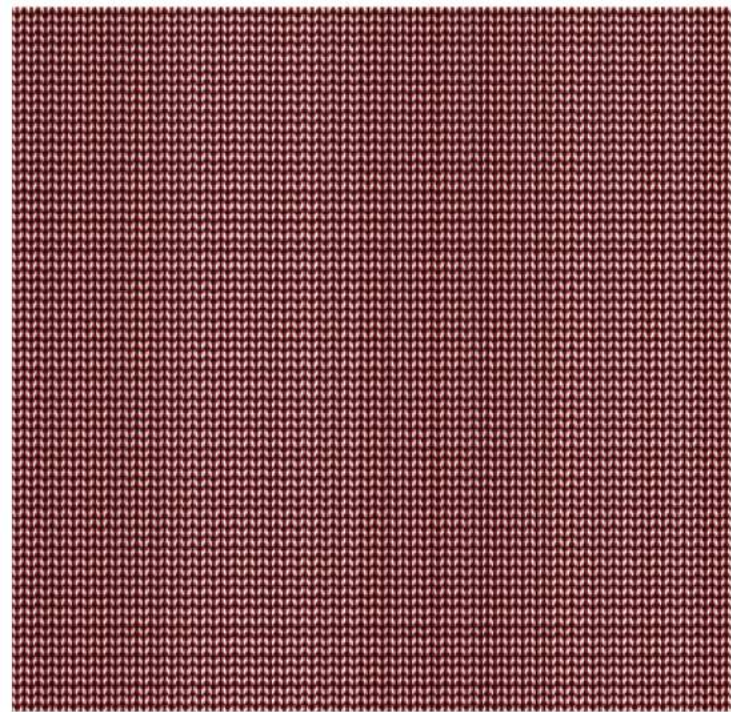


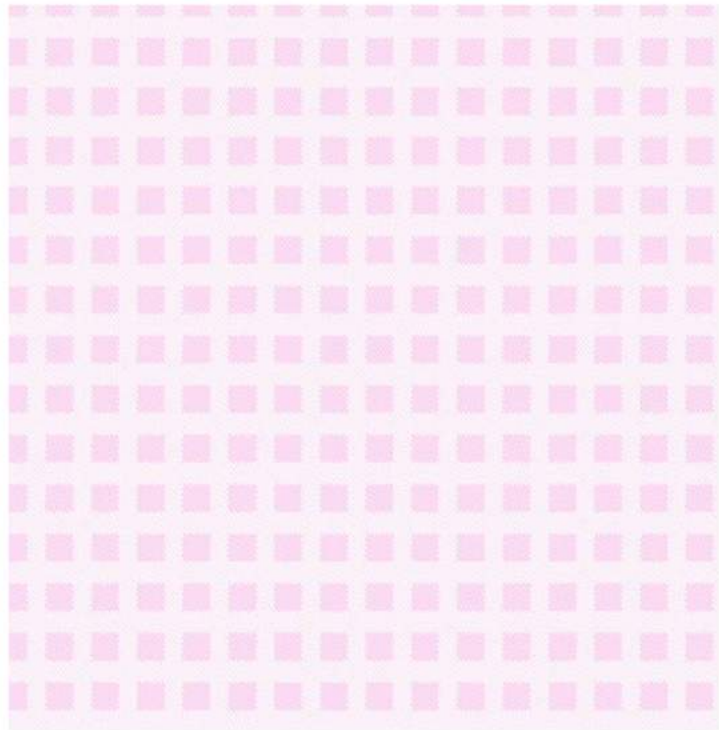
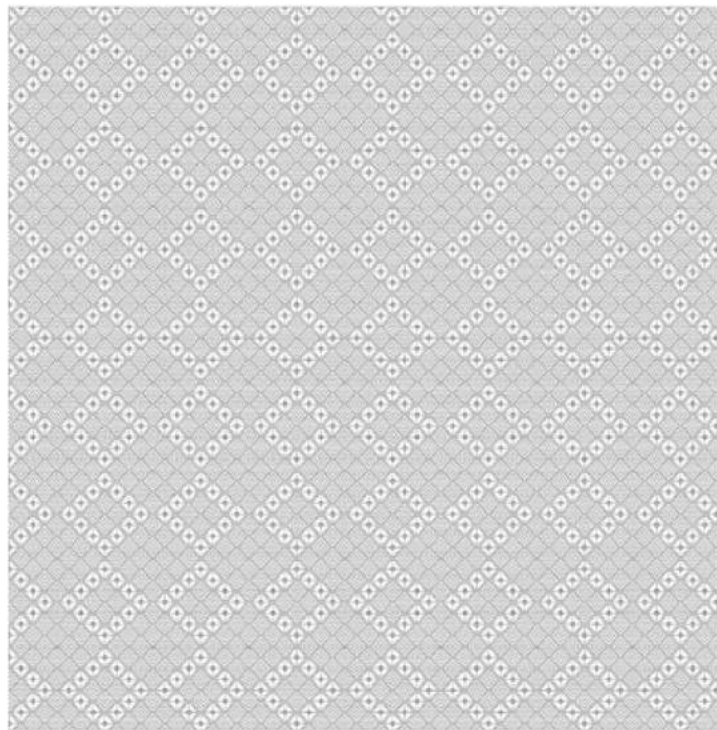
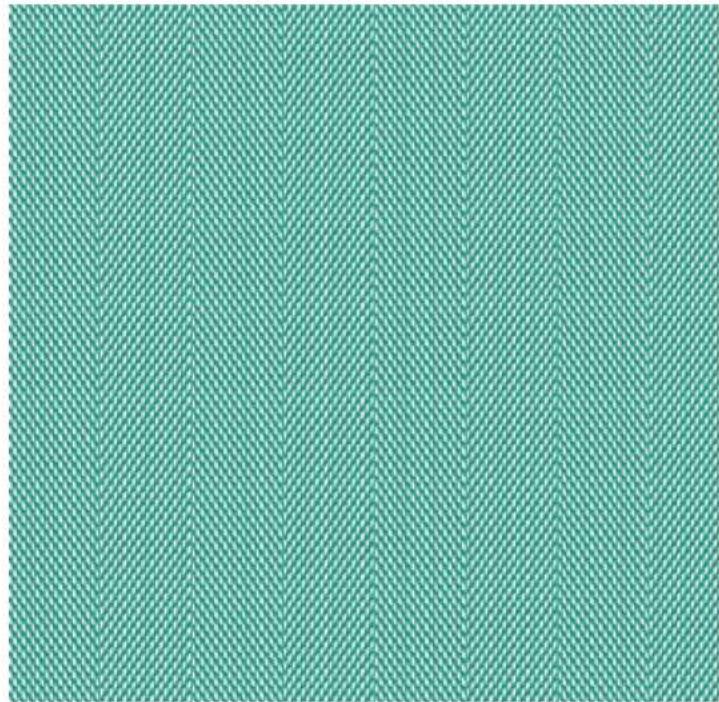
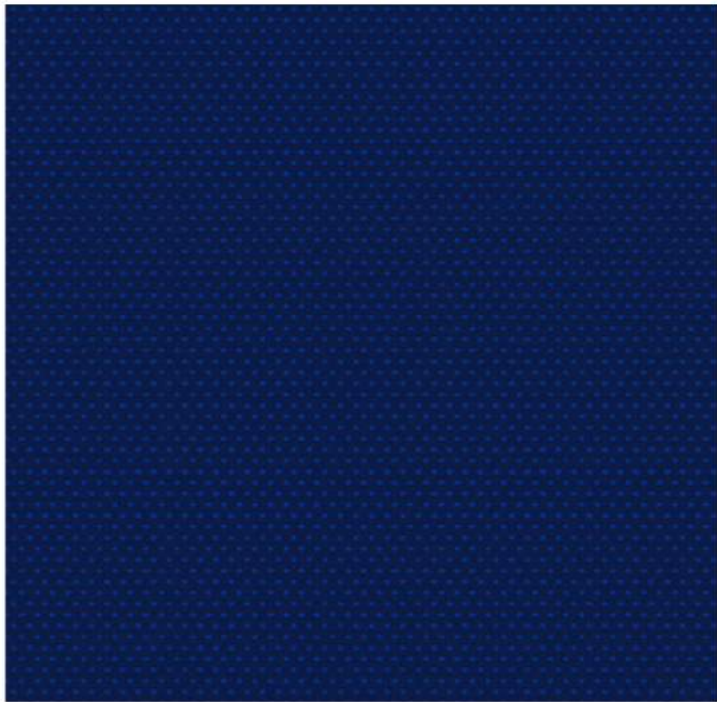


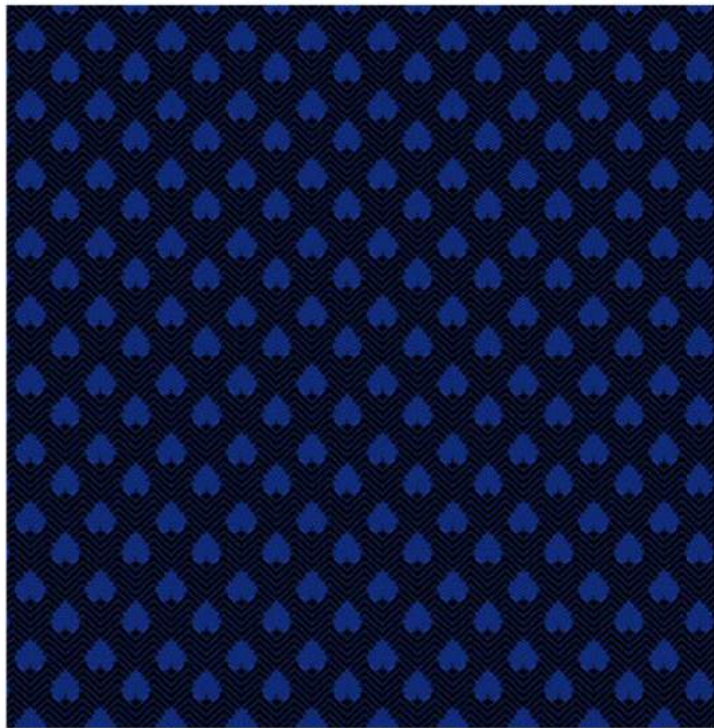
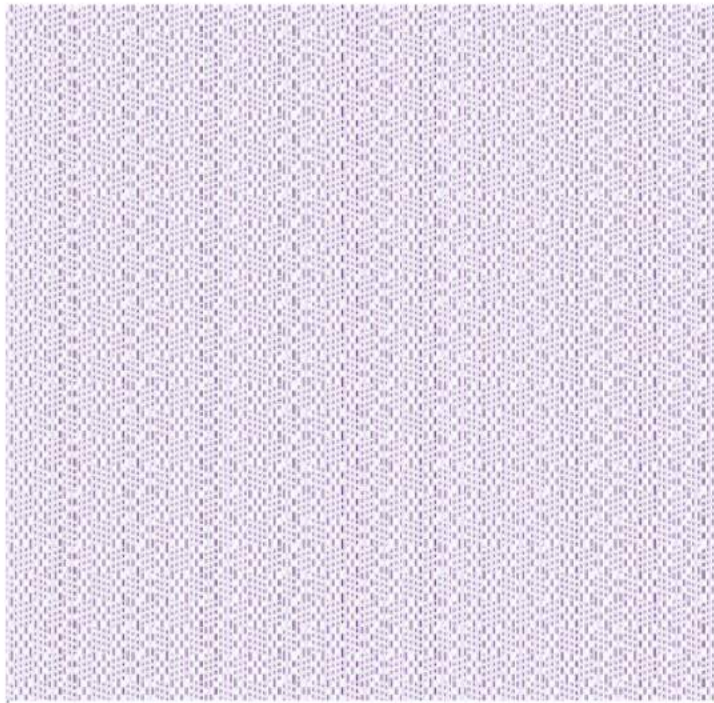


















FINAL CONCEPTS



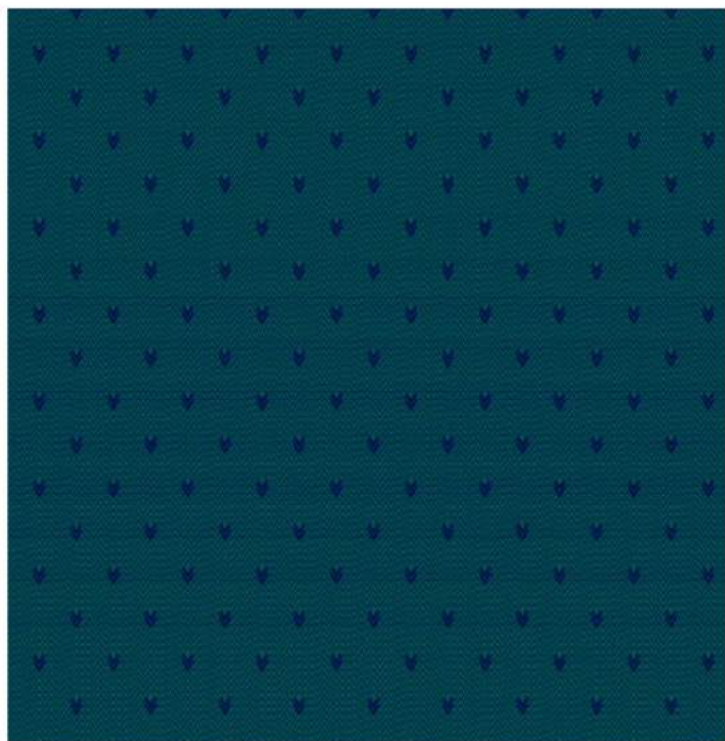
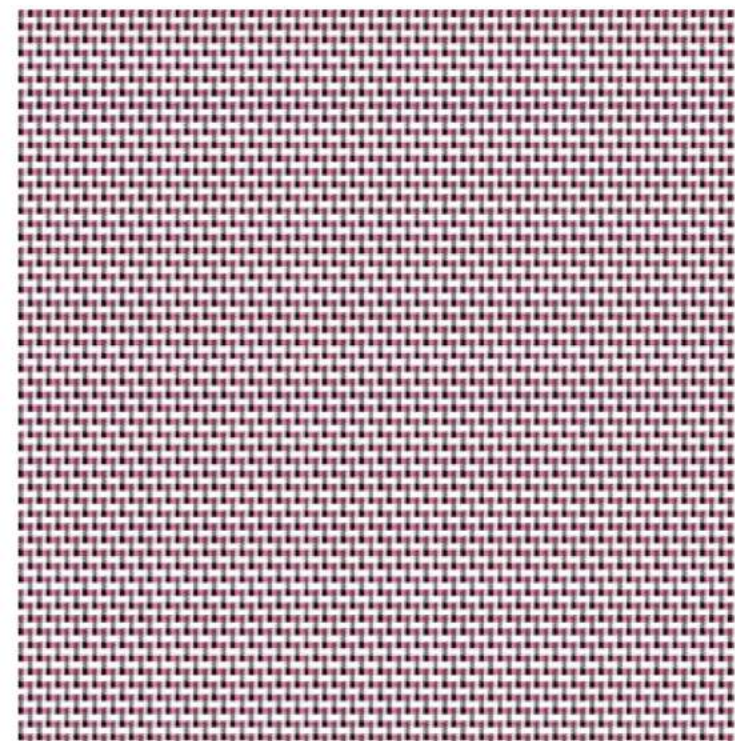
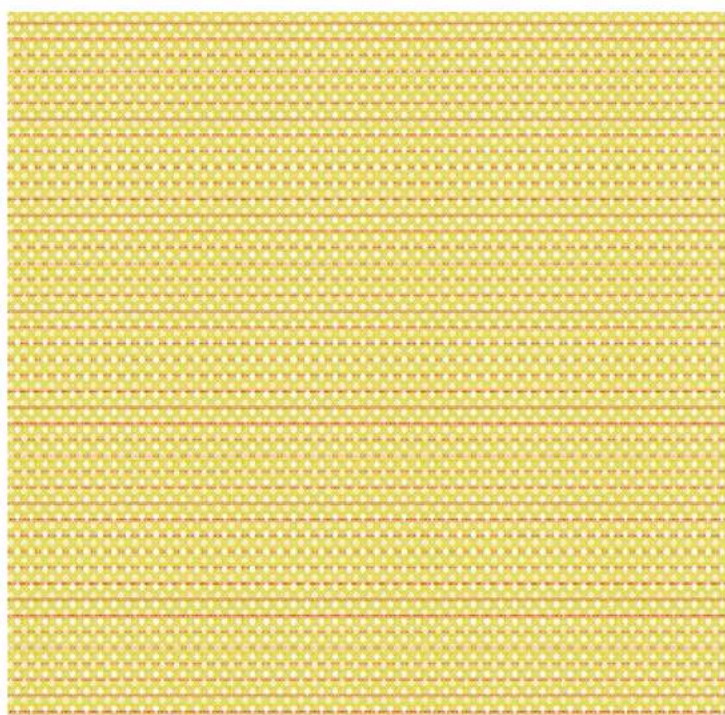
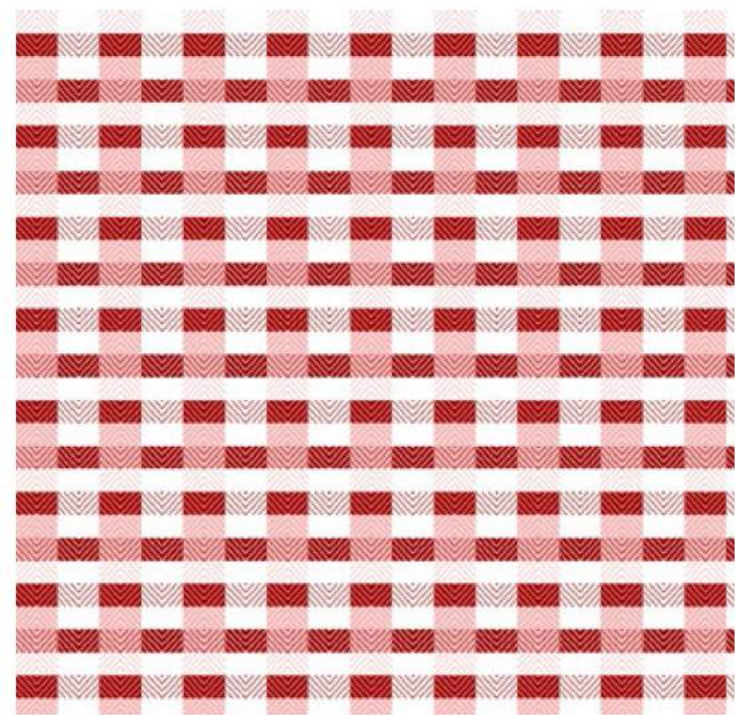


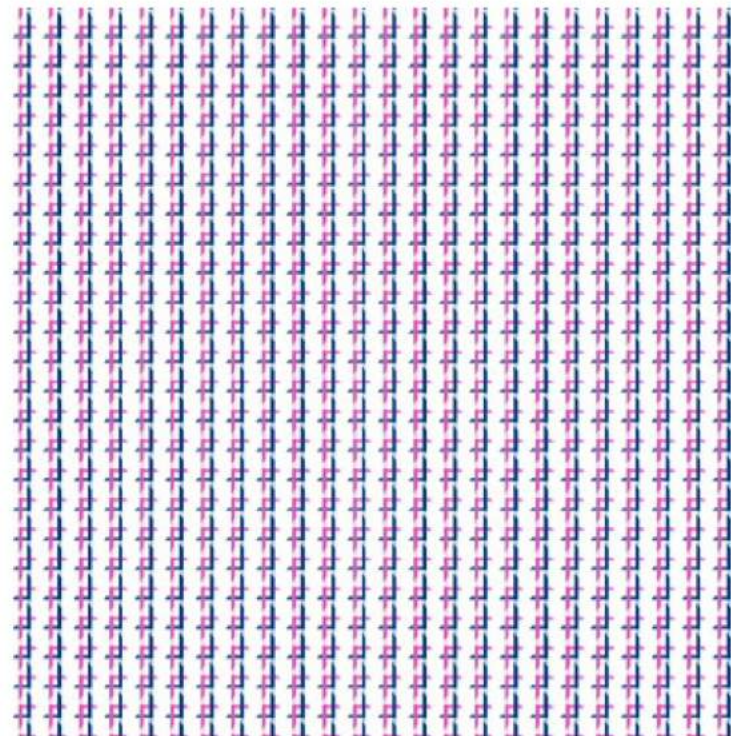
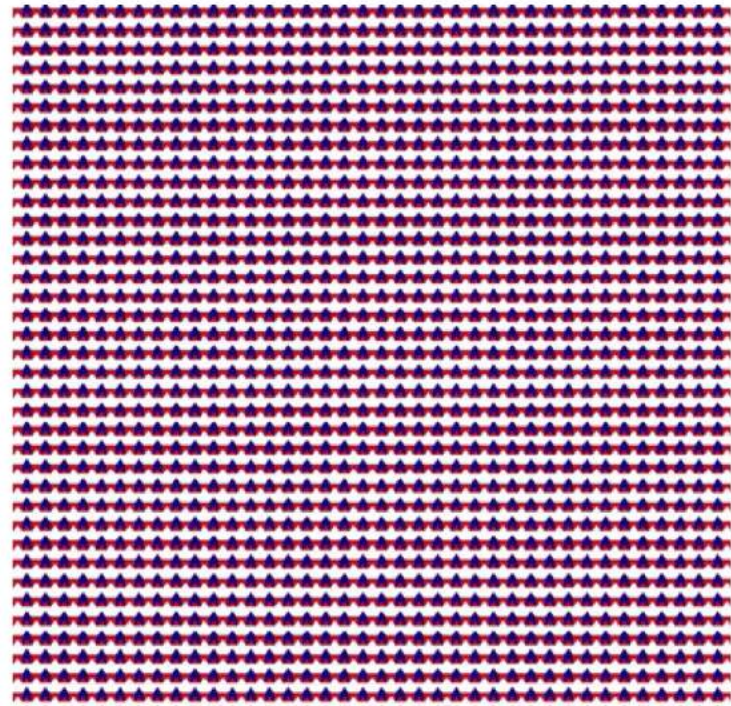
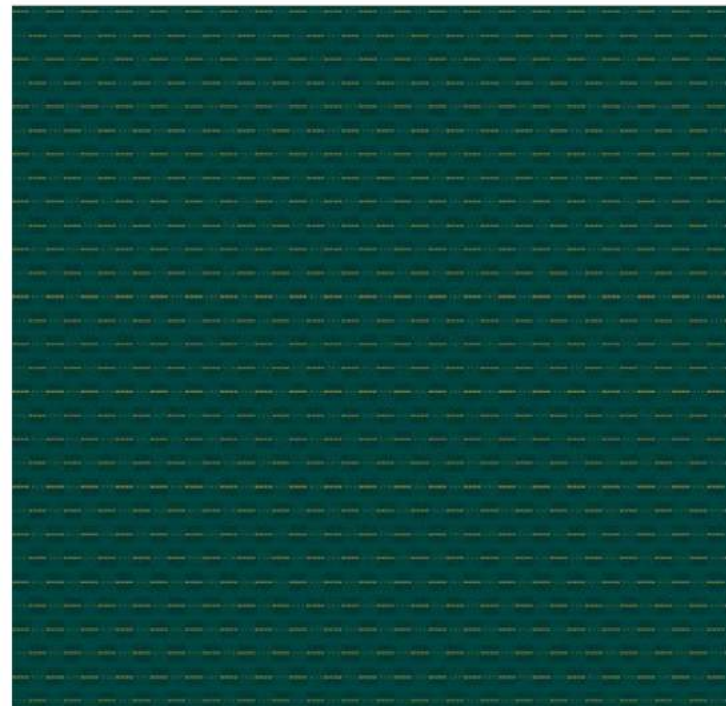
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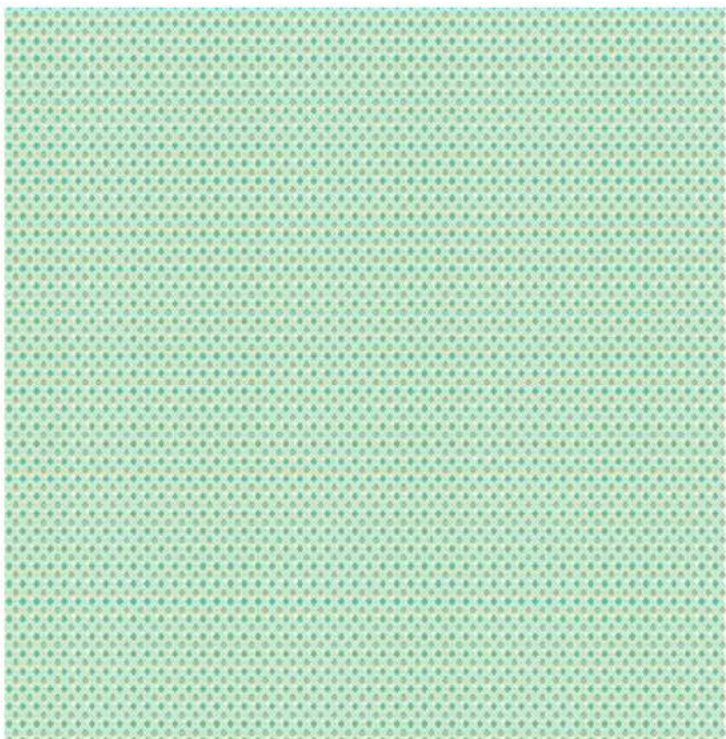
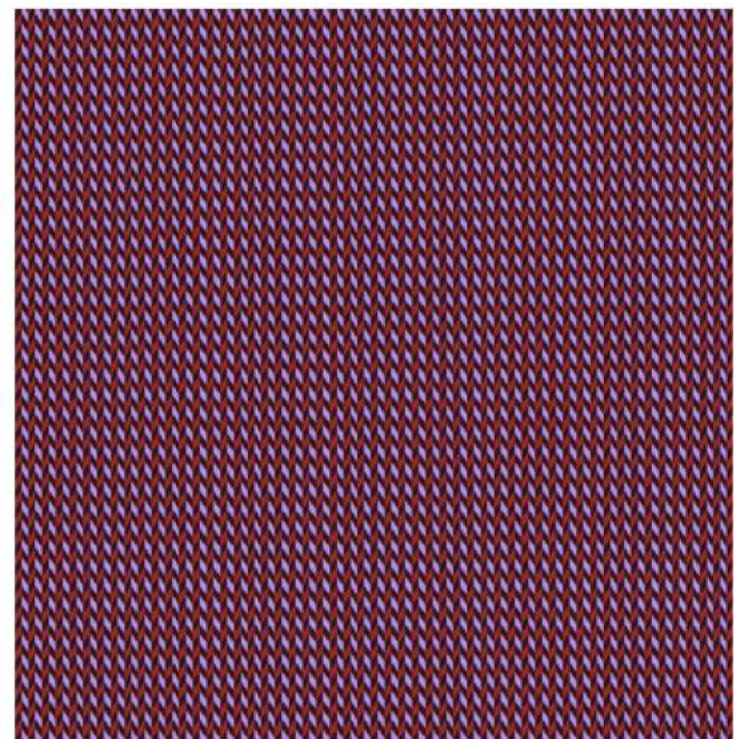
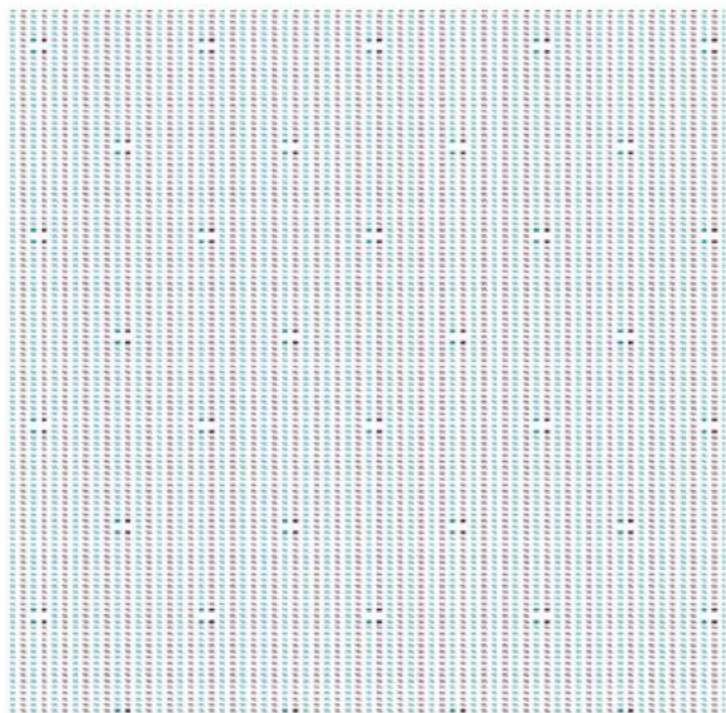
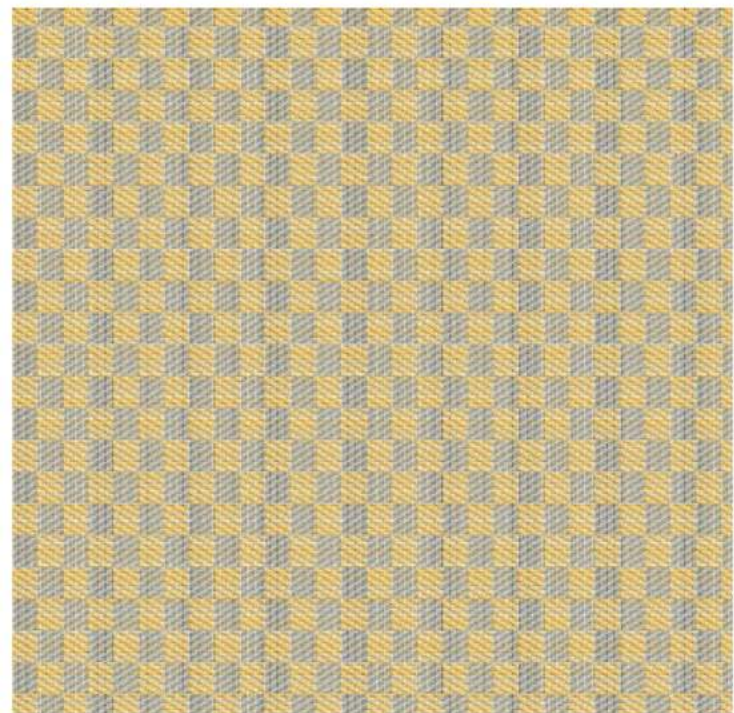


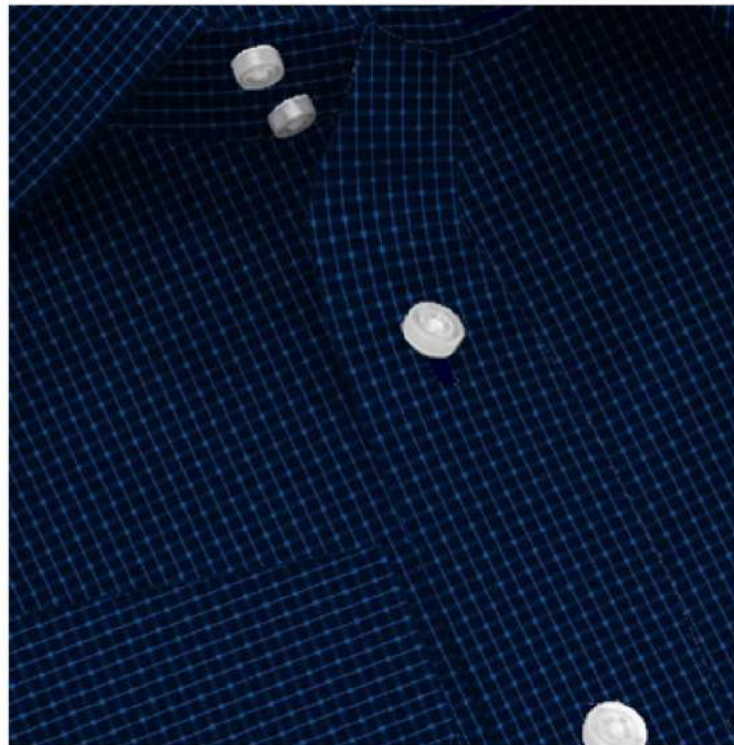
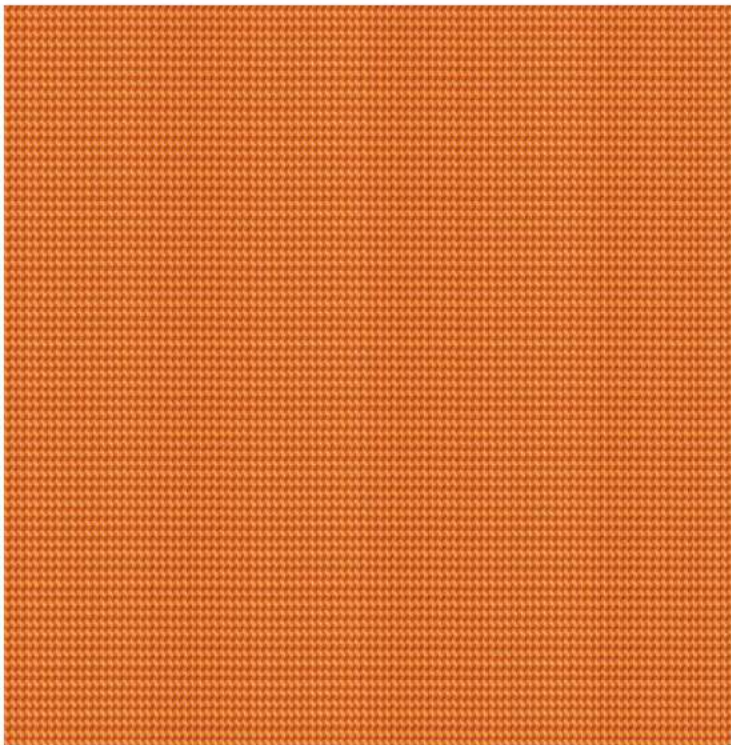
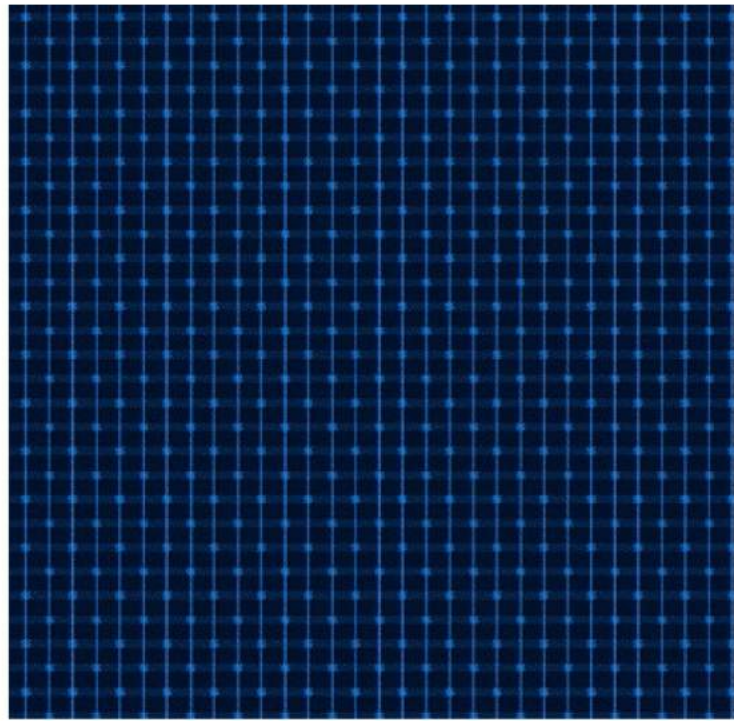
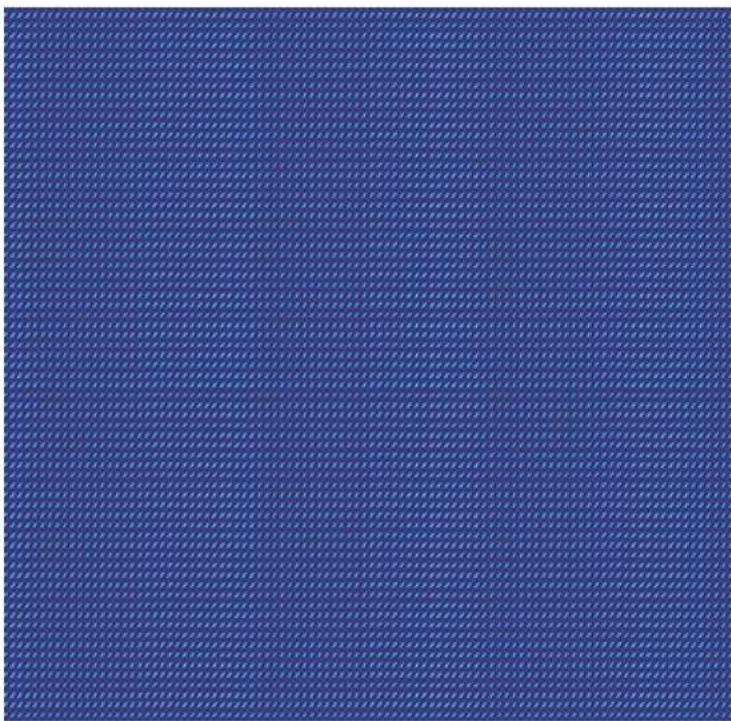
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Softwares used - Textronics, TexCAD

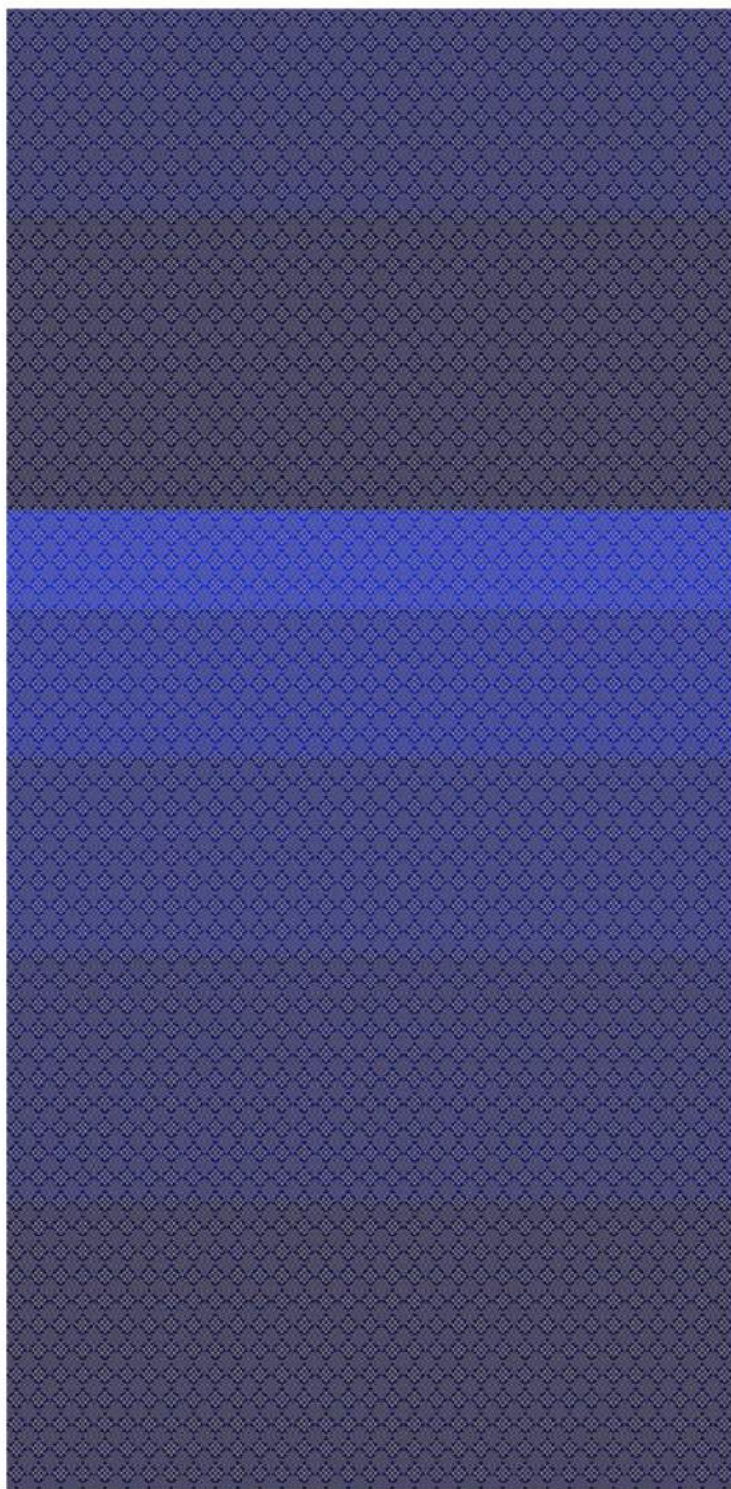
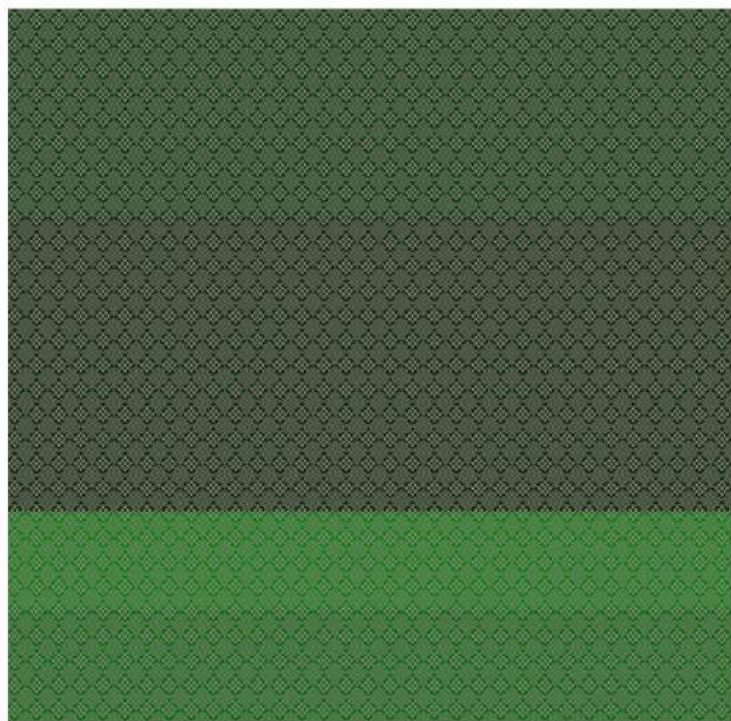












FINAL CONCEPTS



