never

SUBTLE




I wish you could all smell my kitchen rn...
232
RED ID: ybbbbbb
gmorn
Can't stop.
Cozy weather
cookie dough scene
Box, BAI
hot
Essential
Savage
77
dhoooop day
$6.98
$5.98
$5.95
SWEATER WEATHER
meryturiel
natif
MATISSE

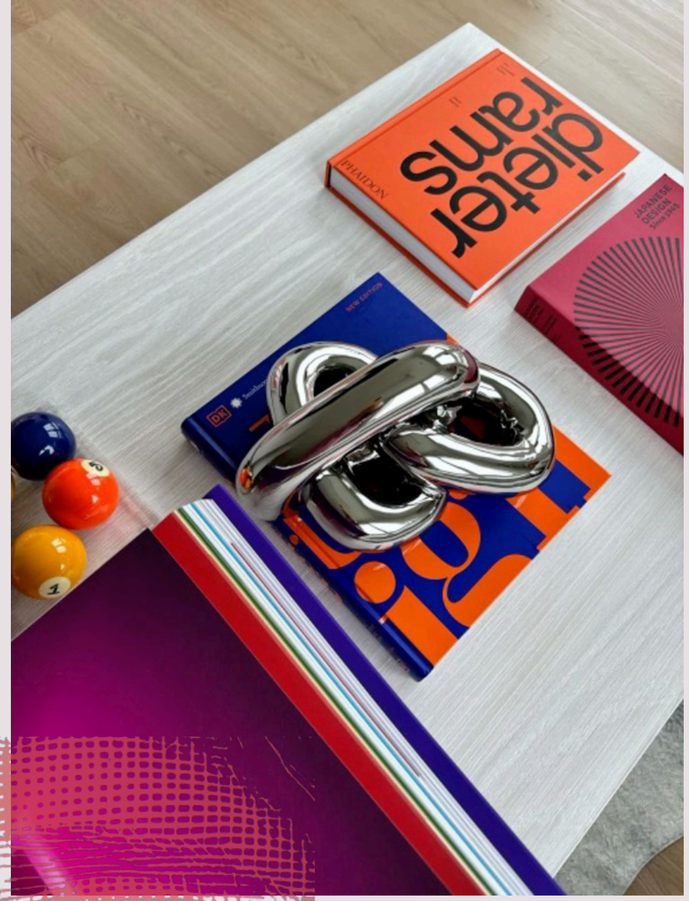
DOPAMINE

feel good



impactful

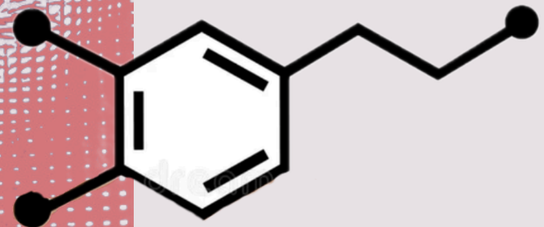


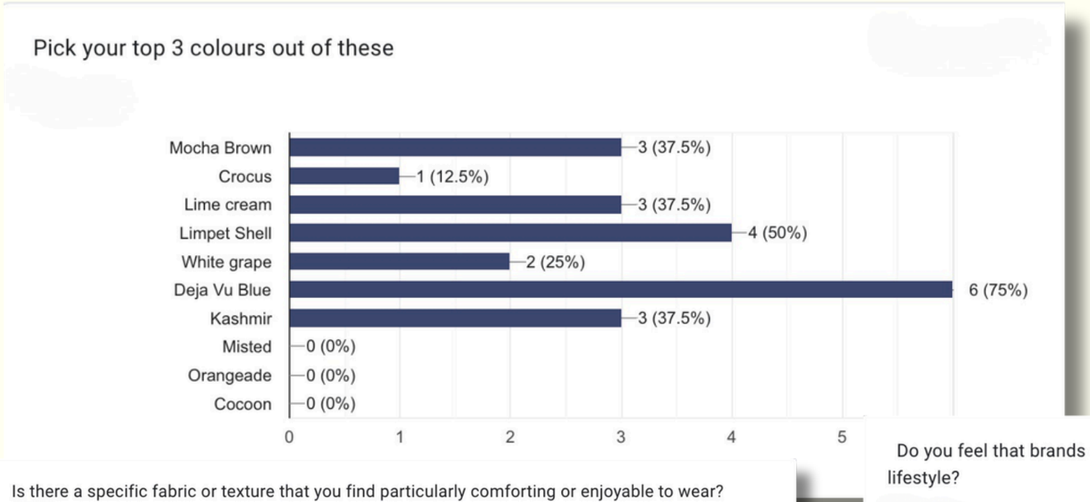


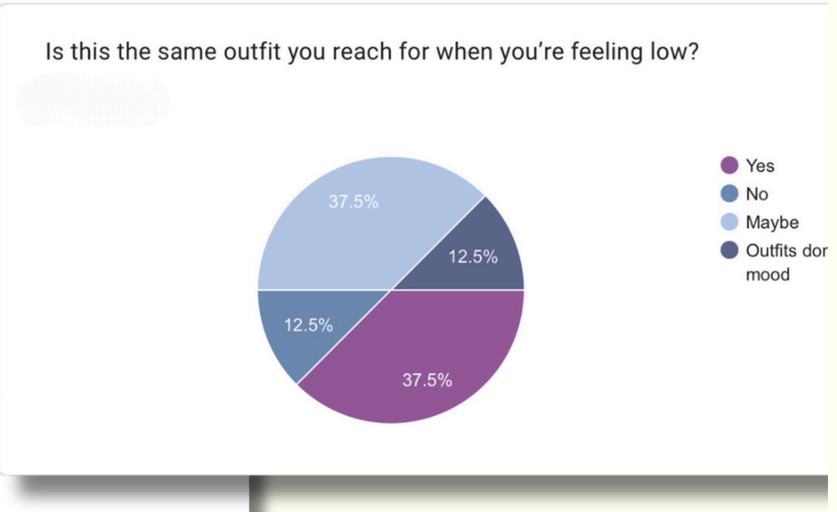
STATEMENT

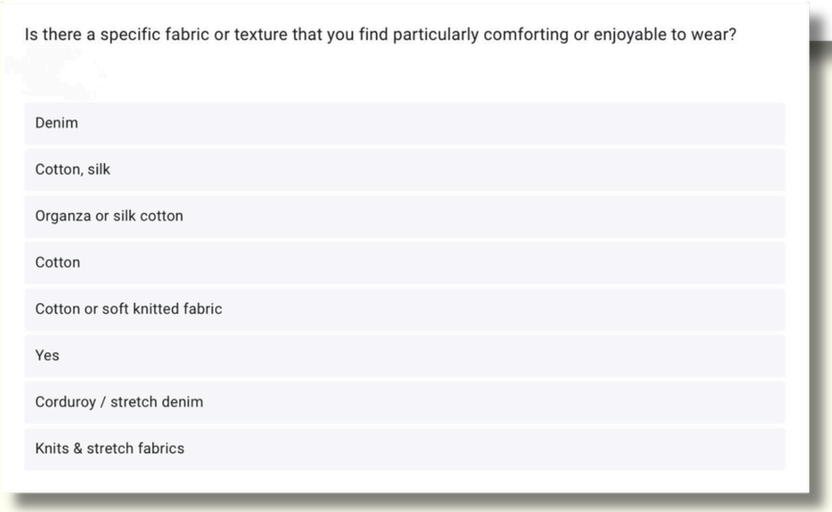


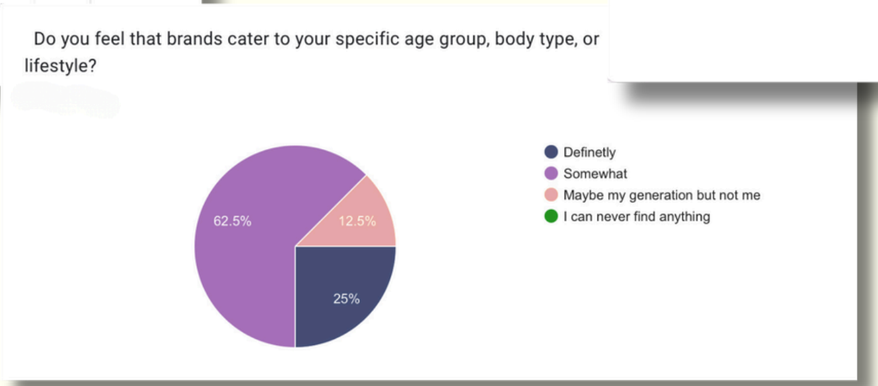
bright

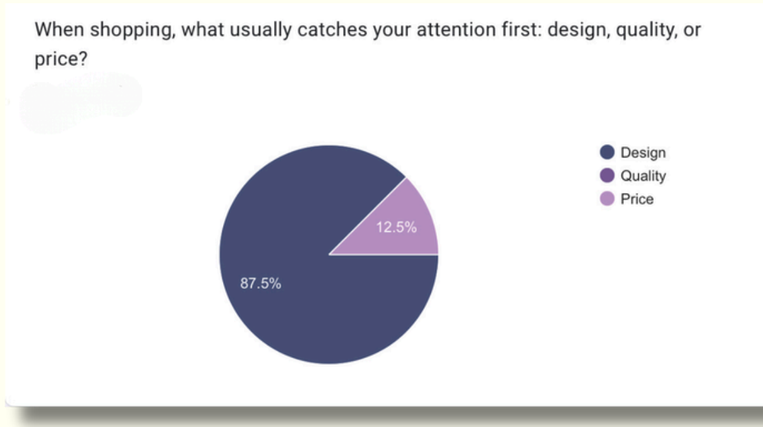












Gen Z thrives on quick stimuli, favoring short bursts of content over long engagement. Yet, despite endless scrolling, the craving for real connections persists. Clothing becomes a bridge—an icebreaker in daily interactions. A bold silhouette, striking color, or unique detail can spark curiosity, turning a compliment into a conversation and a moment into a connection. In a world of fleeting attention, style speaks volumes, making every outfit an opportunity to engage and be seen.



IDENTITY

COLLECTION

FEEL GOOD

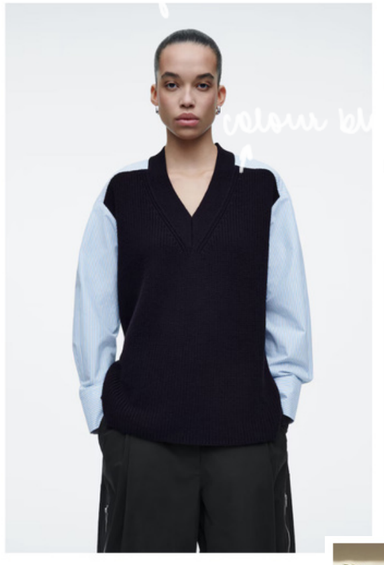
CONTRAST



Jacquard Press-Crease Trousers
-
$139



Cropped Patch-Pocket Jacket
-
$179



DECONSTRUCTED POPLIN-P... 175



l-Appliqué Top



BLAIR PRINTED KAFTAN
RS. 5,800.00



NAKED POLITE TOP
INR 6,500.00



NOT-DETAIL T-SHIRT



DENIM MEXI PLAYSUIT



SOLD OUT
SAVE 27%

ELLA CHIFFON DRESS
RS. 3,800.00 ~~RS. 5,200.00~~

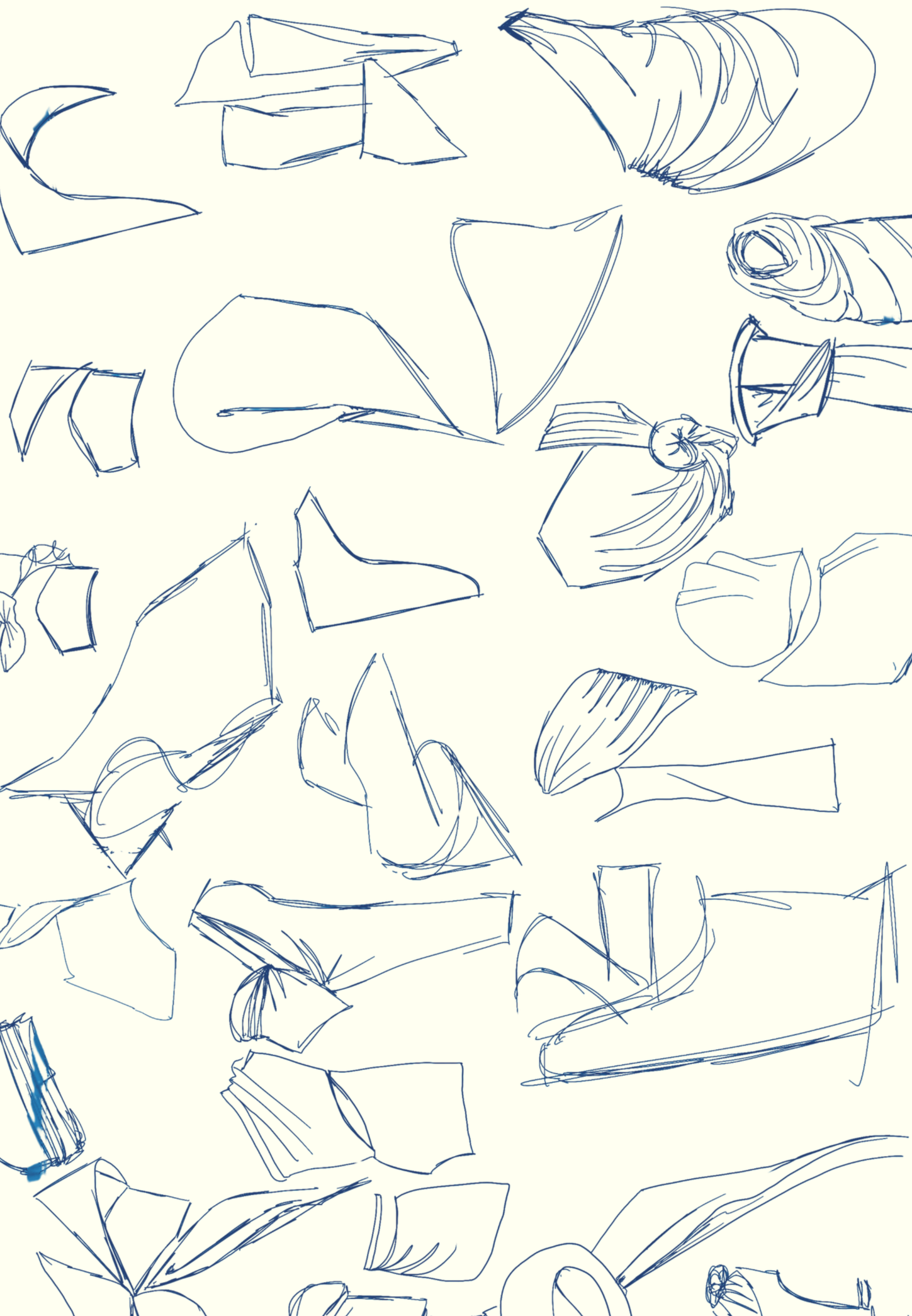


JAWDROP CORSET TOP
INR 8,000.00

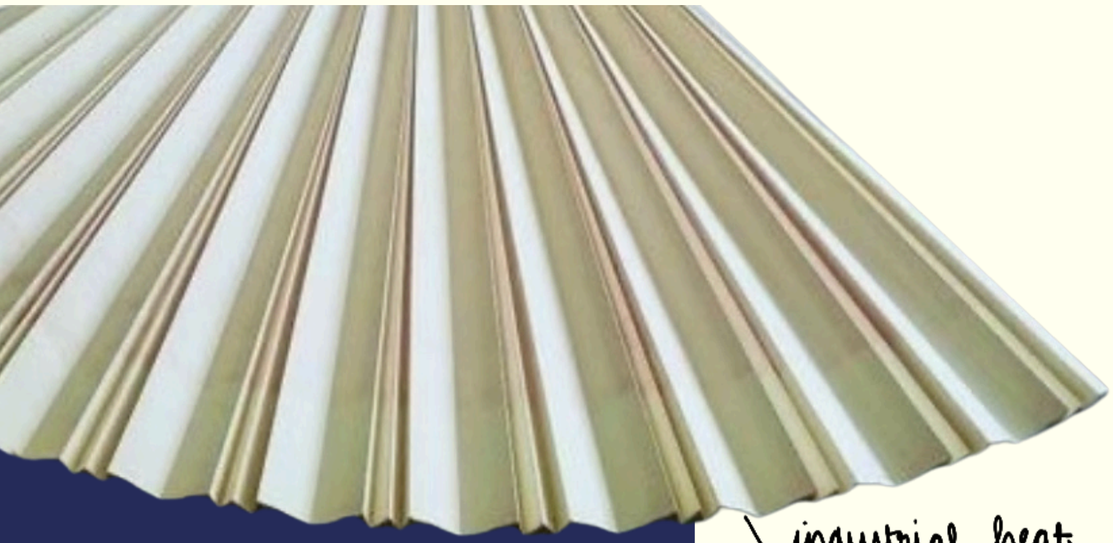


SARAH PRINTED DRESS
RS. 7,200.00

EXTRACTED FORMS



Sunray pleating



industrial heat setting pleat template



draping manipulation

fabric is inserted here & the ironed over

different fabrics have different retention to pleats

panels





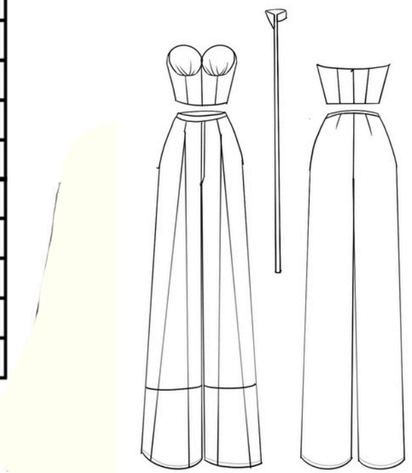
FABRICS

Garment Specification Sheet

Style:	**PC001**	**Date:**	**23-04-2024**
Category:	**Women's Wear**	**Size:**	**6**
Season:	**Spring/Summer**	**Designer:**	**Parrie Chhajed**

Description: Tailored women's wide leg pleated trouser with bustier top and collar

Measurements	Inches
Neck	13
Chest	31
Top Length	8 1/2
Waist	24
Hip	35
Bottom Length	41
Placket Length	47
Bust size	22



Fabric:	**Micro Fabric**	**Micro Fabric**	**Polyester blend**
Fabric Use:	**Front bodice, Shorts, Sleeves**	**Panels, Lining, Top pocket**	**Back bodice, Shorts pocket, Top pocket flap**
Trims & Accessories	**Jacket Fusing: Top, Collar, Placket, Waistband** **Regular zip: Pant** **Detachable zip: Top**		

Client

- **Age**: Women aged 20-40 years.
- **Gender**: Female
- **Education**: Primarily college-educated, many with a degree in fields such as liberal arts, business, environmental studies, or design. Highly intellectual and open-minded.
- **Income**: Middle to upper-middle class, with an annual income ranging from INR 5-12 lakhs. Can spend 3k -7k on an article of clothing.
- **Values**: Intellectual, conscious buyers who prioritize sustainability, ethical production, and empowerment in their purchasing decisions.
- **Lifestyle**: Modern, thoughtful women who seek fashion that aligns with their values of mindful living, personal empowerment, and environmental responsibility.
- **Fashion Preferences**: Interested in contemporary Western styles that balance trend with timeless design, favoring quality and versatility over fast fashion.
- **Spending Power**: Typically spends between 3,000-7,000 INR per clothing article, looking for a blend of accessibility and aspirational luxury.
- **Style**: Enjoys clothing that not only looks good but feels good—pieces that inspire confidence, express individuality, and promote self-expression.











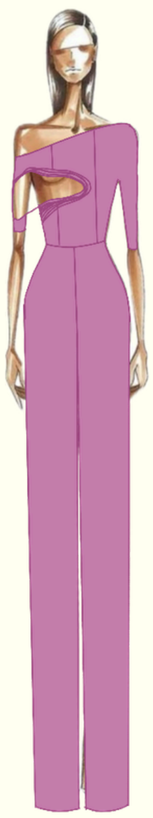




LOOK 1



LOOK 2



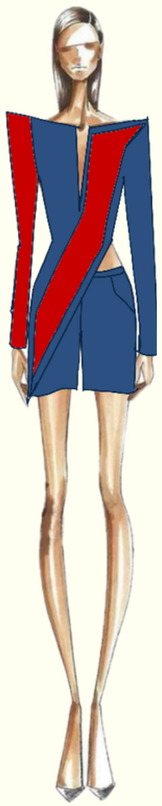
LOOK 3



LOOK 3



LOOK 4



LOOK 5



LOOK 6



LOOK 7



LOOK 8



LOOK 9



LOOK 10



LOOK 11


NO EXIT | ENTR



