

PARRIE CHHAJED

Fashion Designer
Fashion Writer

Fashion
PORTFOLIO

My attitude to any challenge is to explore new avenues and try new approaches while staying my ground, constantly working to do better, and not compromising.

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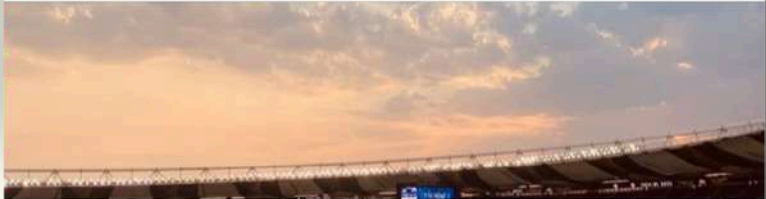
never subtle

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fashion concepts
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Why Do Sports Jerseys Look More Like Billboards?

Parrie Chhajed
Fashion Writer and Researcher

June 7, 2025

Yes, I admit I'm not the biggest sports enthusiast. But the IPL (Indian Premier League) just got over, and during the finals, all I could think of was—why do their jerseys look so boring? They look more like billboards than fashion.

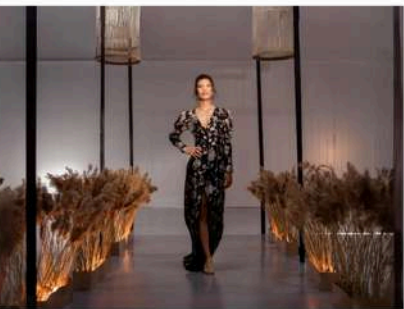
Modern sports are no longer just about the game—they're a full-blown business.

The Indian sports industry is projected to reach \$130 billion by 2030. Teams today aren't just athletic units but global icons and brands. And sponsorship is a big, big part of the business—it often generates more revenue than ticket sales or merchandise.

Who's dictating when everyone's preaching?

Parrie Chhajed 3 min read · Jul 11, 2025





SUBCULTURES INFLUENCING THE INDIAN FASHION

PARRIE CHHAJED

"There's a thing... where the idea of subculture and counterculture is that it's great to be a freak, and the freak always wins"

Eddie Campbell.

Is Quiet Luxury Relevant In A Country So Loud?

Parrie Chhajed 4 min read · Jun 18, 2025

As the world embraces the understated elegance of quiet luxury, one can't help but wonder — how does India, a land of vibrancy and maximalist traditions, fit into this narrative?

And more importantly, must luxury always whisper to be heard?

INDIAN FASHION IS RISING AS A GLOBAL FORCE: DIVERSE, EXPRESSIVE, AND IMPOSSIBLE TO IGNORE

June 16, 2025

From new-age designers reinventing fashion to centuries-old handlooms, textiles, and design systems, it's an epicenter for everything.



Image courtesy of Svadesh Online

text by Parrie Chhajed

The Philosophy of Ageless Fashion

Parrie Chhajed 2 min read · Jul 16, 2025



ROOTED, RELEVANT, AND EVOLVING: RAJIV MENON ON REDEFINING SOUTH ASIAN DIASPORIC ART

August 12, 2025



interview by Parrie Chhajed

With each new generation of immigrants from South Asia making

All images are hyperlinks to essays and written works

Queer & Indian Fashion: Challenging Norms and Expanding Narratives

Fashion has long been a powerful medium for challenging societal norms and expressing identity. Globally, queer designers have redefined the industry, embedding their lived experiences into their creations and fostering inclusivity and representation. Designers such as Alessandro Michele, Jean-Paul Gaultier, and Christopher John Rogers have brought themes of gender fluidity, individuality, and self-expression to the forefront, influencing the aesthetics and ethics of fashion. Queer designers contribute not only groundbreaking designs but also advocacy for social progress, challenging traditional gender constructs and amplifying marginalized voices.



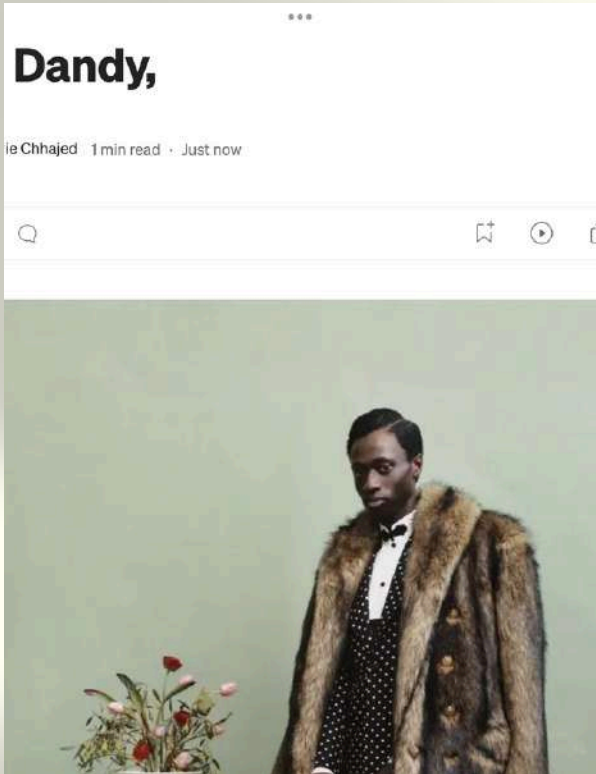
The global influence of queer designers has created ripple effects in regions like India, where fashion intersects with deeply rooted traditions and a rapidly modernizing society. Indian queer designers and models have emerged as trailblazers, navigating the complexities of societal acceptance while pushing the boundaries of creativity. This essay explores their journey, from their contributions to the fashion industry to their impact beyond the runway, while highlighting their challenges and transformative potential.

LOUIS VUITTON SS26: PHARRELL WILLIAMS' INDIA IS ROOTED IN REALITY, RENDERED IN REVERENCE

July 10, 2025

With a hand-painted Snakes and Ladders set, coffee-hued denim, and cinematic embroidery, Pharrell Williams' SS26 collection for Louis Vuitton reimagines India not as spectacle, but as substance.

fashion writings



Crafting Futures: How India's Local Fashion Practices Shape Regenerative Sustainable Systems

Sub-theme(s): Check as appropriate

1. Re-wilding fashion – re-integrating fashion with nature and local ecologies ()
2. Re-learning fashion – transforming fashion education for regenerative futures ()
3. Re-imagining technology – innovation for regenerative and civic fashion ()
4. Re-connecting and re-locating fashion (✓)

Keywords: sari recycling, regenerative fashion, sustainable fashion India, circular economy, craft traditions, textile reuse, fashion education, local knowledge systems,

Rethinking Trend Forecasting: From Predictive Models to Regenerative Fashion Futures

Sub-theme(s): Check as appropriate

1. Re-wilding fashion – re-integrating fashion with nature and local ecologies ()
2. Re-learning fashion – transforming fashion education for regenerative futures ()
3. Re-imagining technology – innovation for regenerative and civic fashion (✓)
4. Re-connecting and re-locating fashion ()

Keywords: Regenerative Trend Forecasting, Digital Decentralisation, Participatory Fashion Systems, Civic Innovation in Fashion, Inclusive Fashion Technology

Format: Text-based paper (✓), Text-based Developmental paper (), Creative practice (), Workshop ()

Abstract

Traditionally, trend forecasting was based on a blend of intuition, cultural cues, and market analysis. It guided creativity but didn't control it. However, with the rise of social media, globalization, and algorithm-driven platforms, trend forecasting has shifted. It now operates at high speed and scale, often dictating what designers produce rather than supporting innovation (Abnett, 2015). The study explores how technology is reshaping trend forecasting in the fashion industry—from a predictive top-down tool to a more democratic, regenerative, and community-centered system.

Mahir Can İşik (2018) highlights this problem in his TED Talk, where he explains how thousands of brands rely on the same trend prediction firms. This has led to fashion becoming increasingly uniform, putting individuality and cultural diversity at risk. Instead of nurturing creativity, forecasting is increasingly shaped by data trends making it harder for new or local voices to thrive.

The analysis examines how this shift impacts both the global industry and emerging fashion markets like India. It contrasts Western fashion capitals with rising creative economies and asks: are current digital forecasting systems reinforcing dominant narratives, or can they be used to decentralize power and support new civic, cultural,

We're All Buying H&M in a World Where We Want to Stand Out

 Parrie Chhajer 3 min read · Jul 10, 2025



BHAKTI—KRISHNA'S GRACE CELEBRATES THE TRANSFORMATIVE POWER OF DEVOTION @ NMACC IN MUMBAI

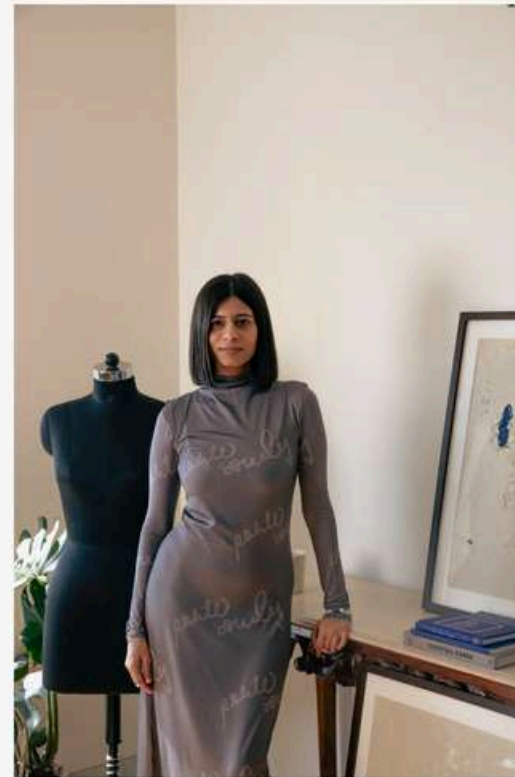
July 17, 2025

Bhakti opens an immersive and enlightening dialogue between the viewer and devotional art. It showcases artworks made in reverence of Krishna.



RICH IN YOUR WAYS: AN INTERVIEW OF POLITE SOCIETY DESIGNER SURMAI JAIN

September 10, 2025



Surmai Jain founder of Polite Society

interview by Parrie Chhajea

In the bustling streets of Bandra, nestled in a quiet corner, sits Polite Society Shop No.1. With an innovative approach to sustainable design, the label doesn't just sell clothes; it facilitates an honest and respectful dialogue between its customers and the environment. Surmai Jain, founder and creative director, spent her formative years living between India, New York, and Armenia. This uniquely diverse life experience afforded her an aesthetic sensibility that is both coyly dramatic and delicately balanced. In just five years, she has built a brand whose concerted approach to responsible sourcing and scaling has bolstered her creative outcomes and earned her a loyal and steadily growing clientele.

Rethinking the role: The evolving role of the fashion designer in response to the increasing use of AI and generative design tools.

Sub-theme(s): Check as appropriate

1. Re-wilding fashion – re-integrating fashion with nature and local ecologies ()
2. Re-learning fashion – transforming fashion education for regenerative futures ()
3. Re-imagining technology – innovation for regenerative and civic fashion (☒)

Do you see something when you are listening to music and close your eyes?

 Parrie Chhajer · 4 min read · Jul 9, 2025



All images are hyperlinks to essays and written works

Synopsis — Yohji Yamamoto: Notebooks on Cities and Its Clothes, directed by Wim Wenders

Gohji Yamamoto

RASA
the essence of memories



India

Resort Wear

High & Low

Wine

Contemporary



Memories of home, soil, growing up and grapes surrounded by culture, history and stories is what has shaped this collection. Nashik, my hometown and the heart of Indian winemaking, where time itself seems to breathe into the land. Like the memories, wine deepens and matures with age and forms the foundation for reimagining what remains.

The world revolves and time moves ever forward in a rhythm that is constant yet ever changing. With every passing season, the nature of all things transforms: some grow older with quiet grace, while others hold strong, untouched by the passing of years. Rasa is born out of dialogue between what endures and what evolves. Rooted in the essence of Indian culture and heritage, Rasa draws from traditions with elegance and resilience. Today, they invite a gentle reinterpretation.

Inspired also by the quiet geometry and ornamental grace of Indian architecture, Rasa draws from jharokhas, carved stone jaalis, and temple silhouettes. These forms guide both structure and surface, allowing the garments to carry a spatial, architectural softness.

Rasa: Regenerating Through Time is envisioned as a resort wear collection that moves beyond seasons and fleeting trends. Designed to live in your wardrobe for years, it embodies sustainability, elegance, and craft. Every piece is delicately constructed using slow fabrics : handwoven, naturally dyed, and thoughtfully sourced — materials that carry the quiet rhythm of time and touch.

Through its silhouettes, surfaces, and soul, Rasa captures both heritage and contemporaneity, celebrating the essence of what grows more beautiful as time moves forward.





In India

Ancient Mentions: texts like the Rig Veda mention "Soma" (a ritual drink possibly fermented) historical accounts suggest wine like drinks existed in ancient India, but they were more medicinal & ritualistic than social.

Medieval Period: During Mughal times, alcohol consumption grew in courts though not widely in public.

Colonial Influence: The Portuguese introduced European grape varieties to Goa in the 16th century. The British later encouraged vineyards but wine culture never became mainstream.

Modern Industry: Post-independence, India had limited wine production mostly experimental. The real boom began in the late 20th century with economic liberalization & tourism.



MOCKUP -1

MOCKUP-3

MOCKUP-4

MOCKUP -2

Front

boning

Back

buckle

smocking
(wine stain)

sari

evening dress

sari

wine stain

neck
piece

pleated
ruffle

openable
to wear

back



modal silk



twill silk



silk organza



brick red



deep mahogany



midnight navy



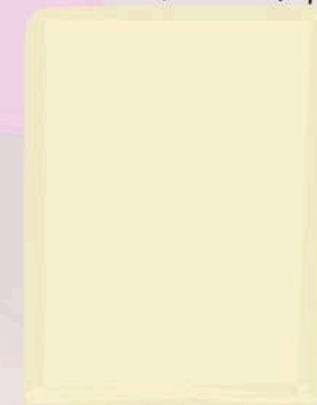
sage green



soft baby pink



deep olive



butter yellow



minimal details

quirks to menswear

play with motifs

flare

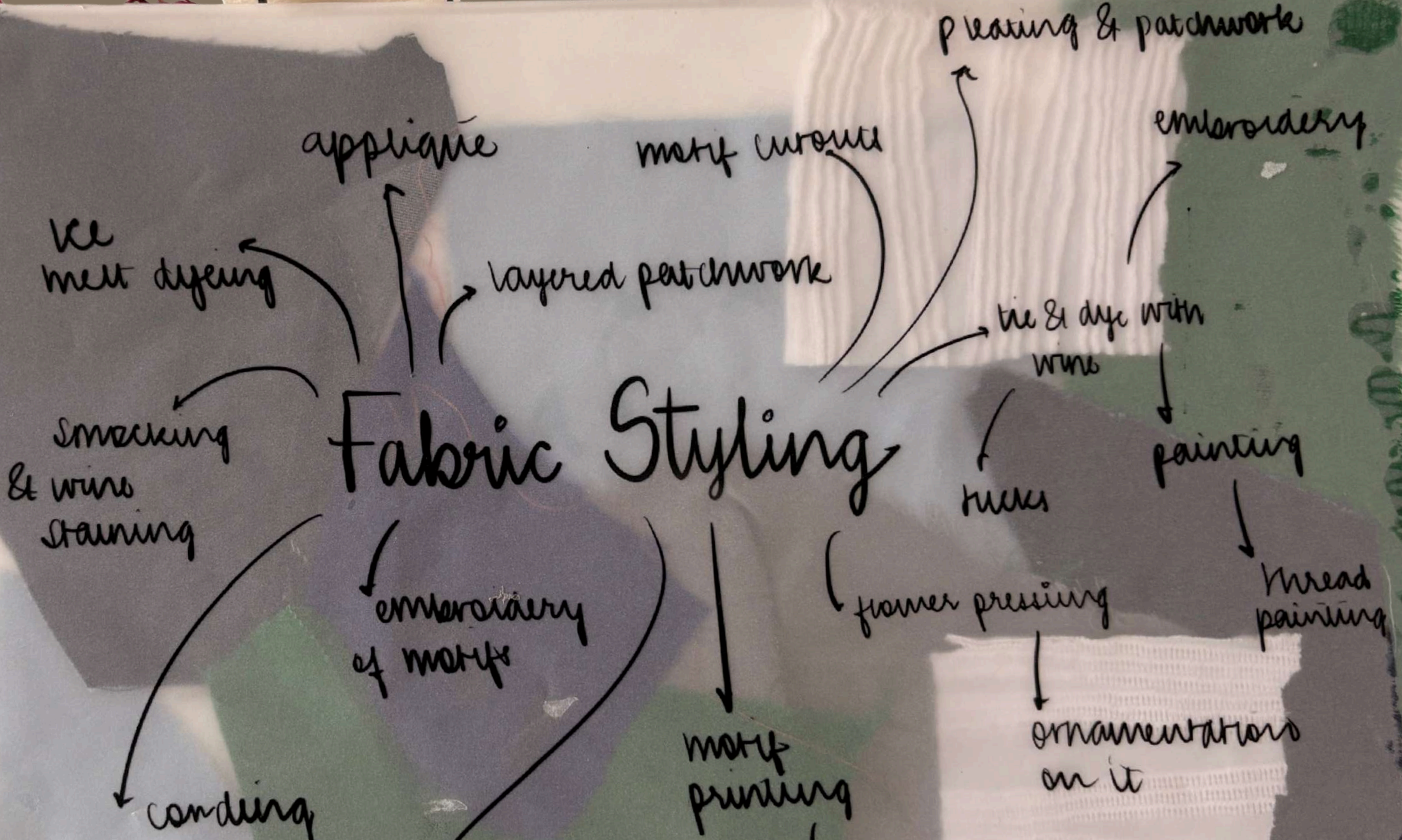
and

regeneration

culture



Fabric Styling



imburse
colour scheme

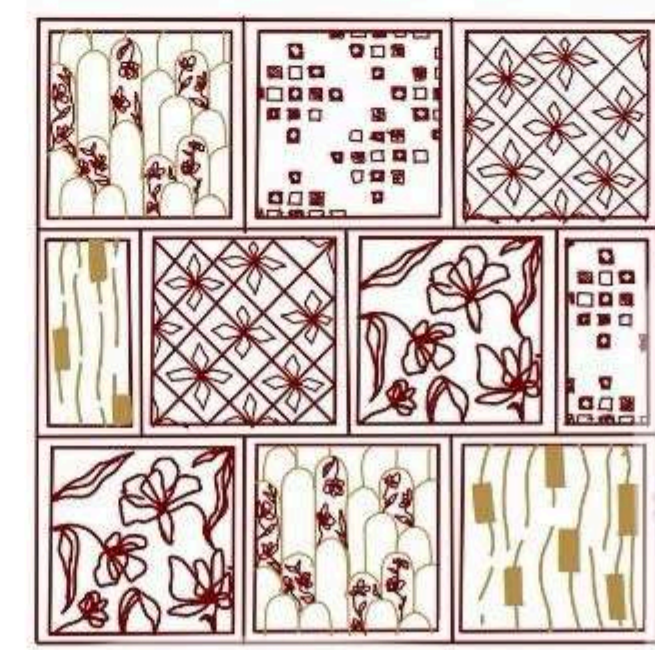
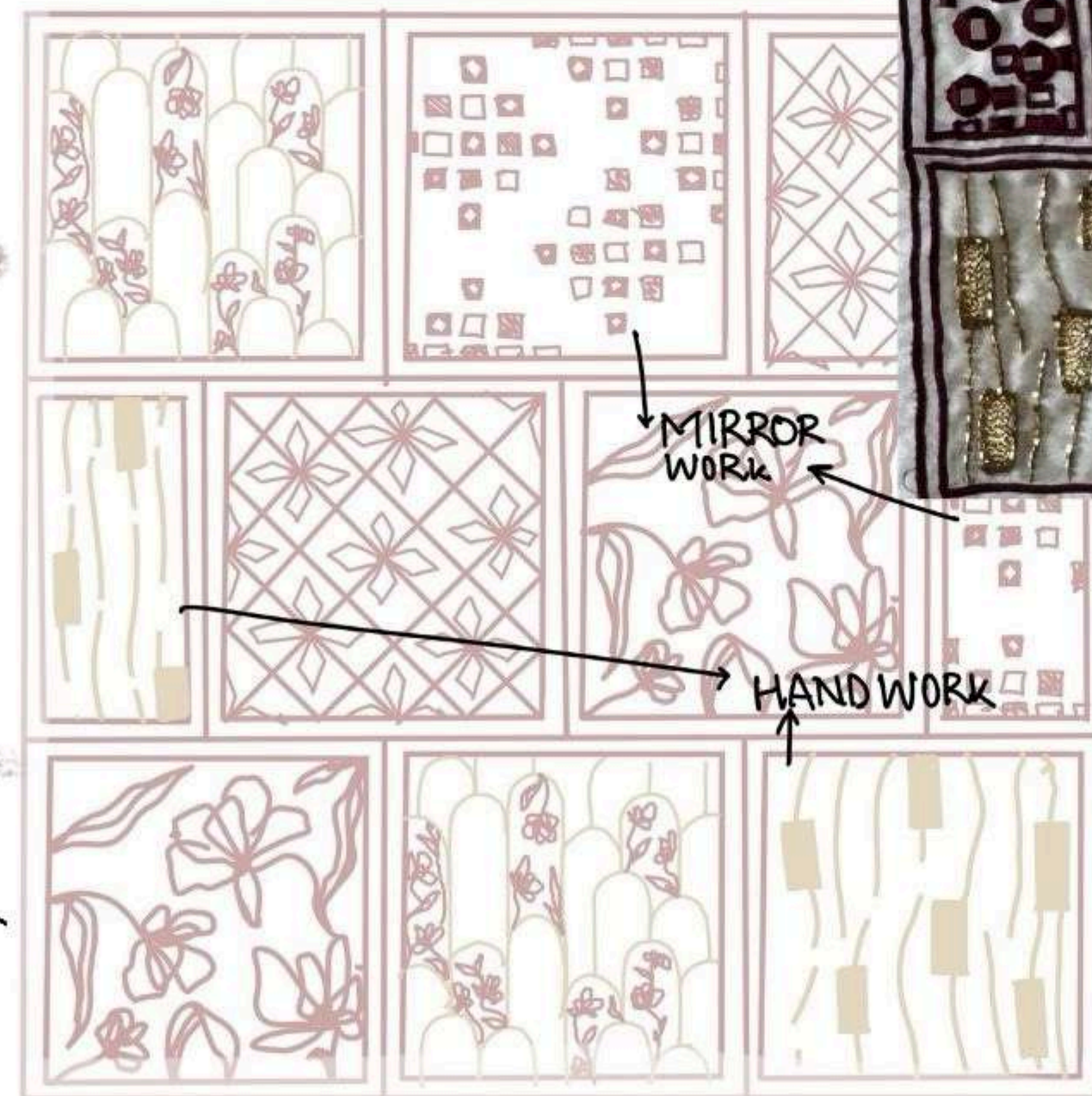


organza (wine dyed)

MIRROR
WORK

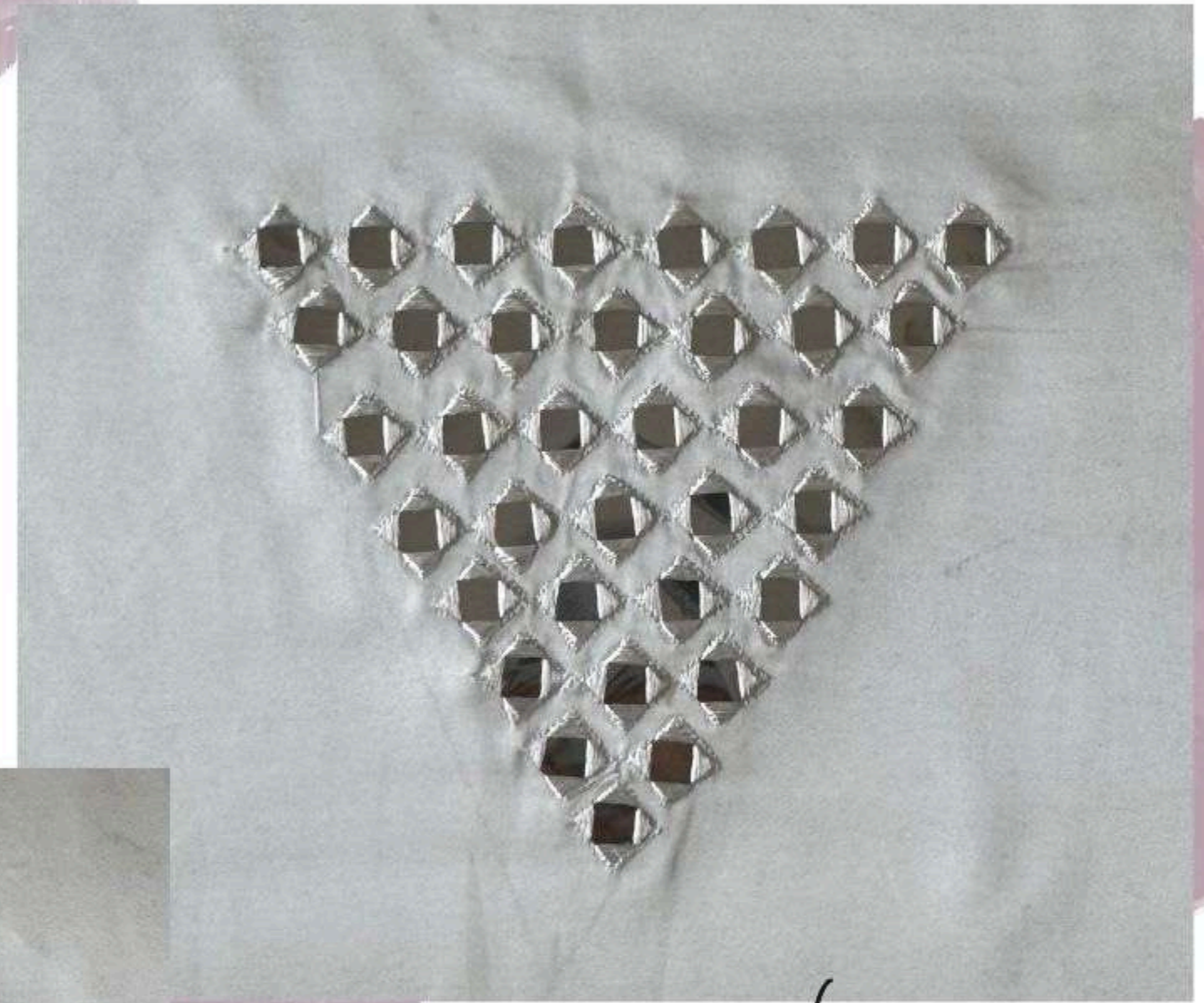
HANDWORK

creating
knocken



handwork

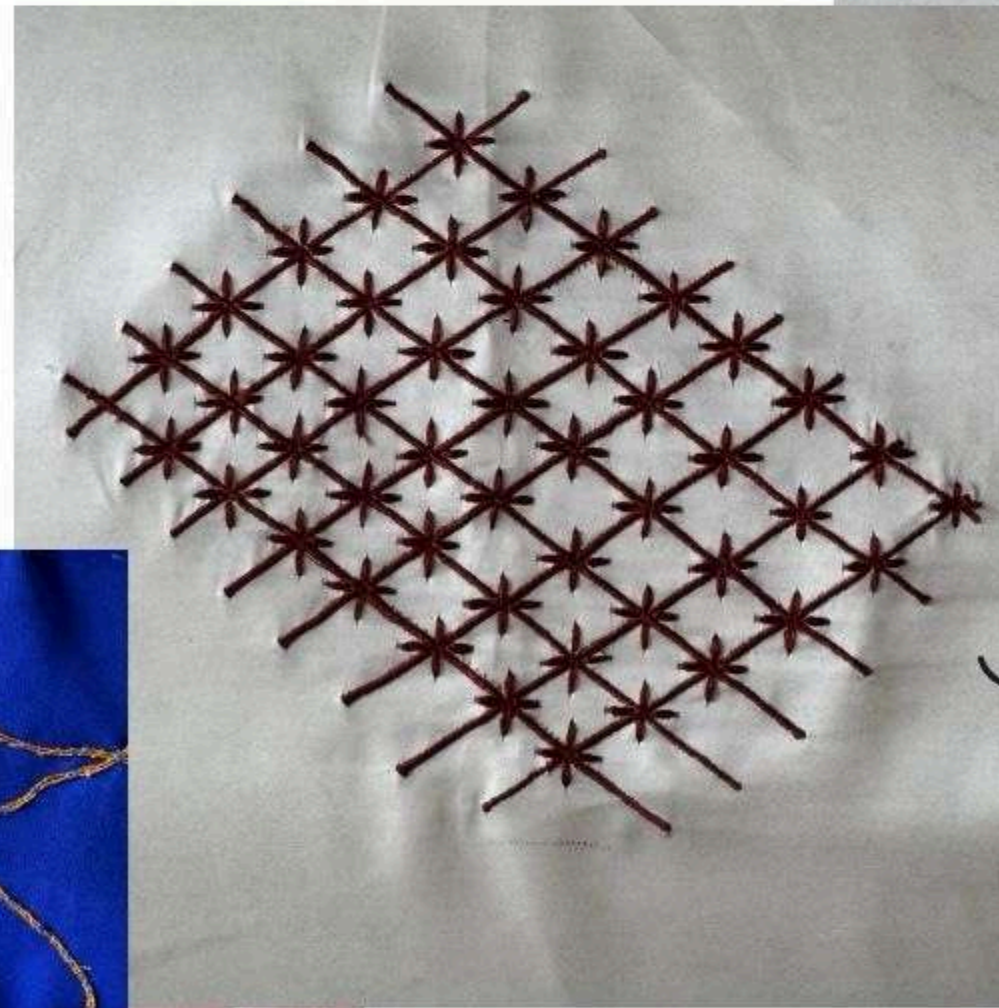
flower press
applique



mirror work



hand embroidery



thread embroidery
jalli design

coil cording



SMOCKING

elastic smocking

wine dyeing
on modal silk

layered
smocking

contrast fabrics

stained with wine

crepe



rose &
chrysanthemums
cotton
yellow rose



baby's breath
modal silk

→ rose petals on organza

flower
pressing

wine dyeing

tie & dye
(twist)

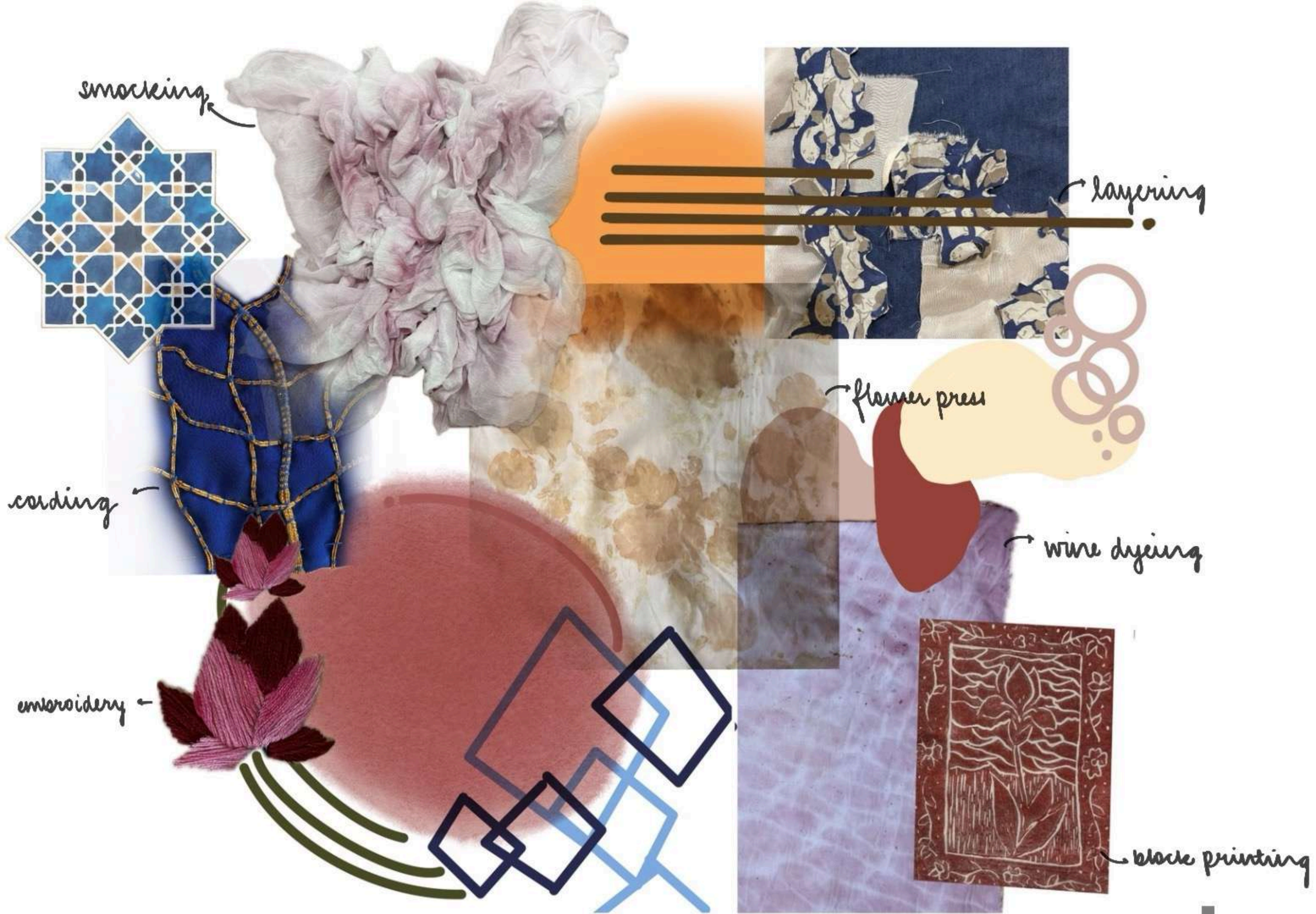
shimmer
crepe

net

tie & dye (scrunch)

modal silk

tie & dye (shibori)



smocking

layering

flower press

wine dyeing

block printing

cording

embroidery



RASA



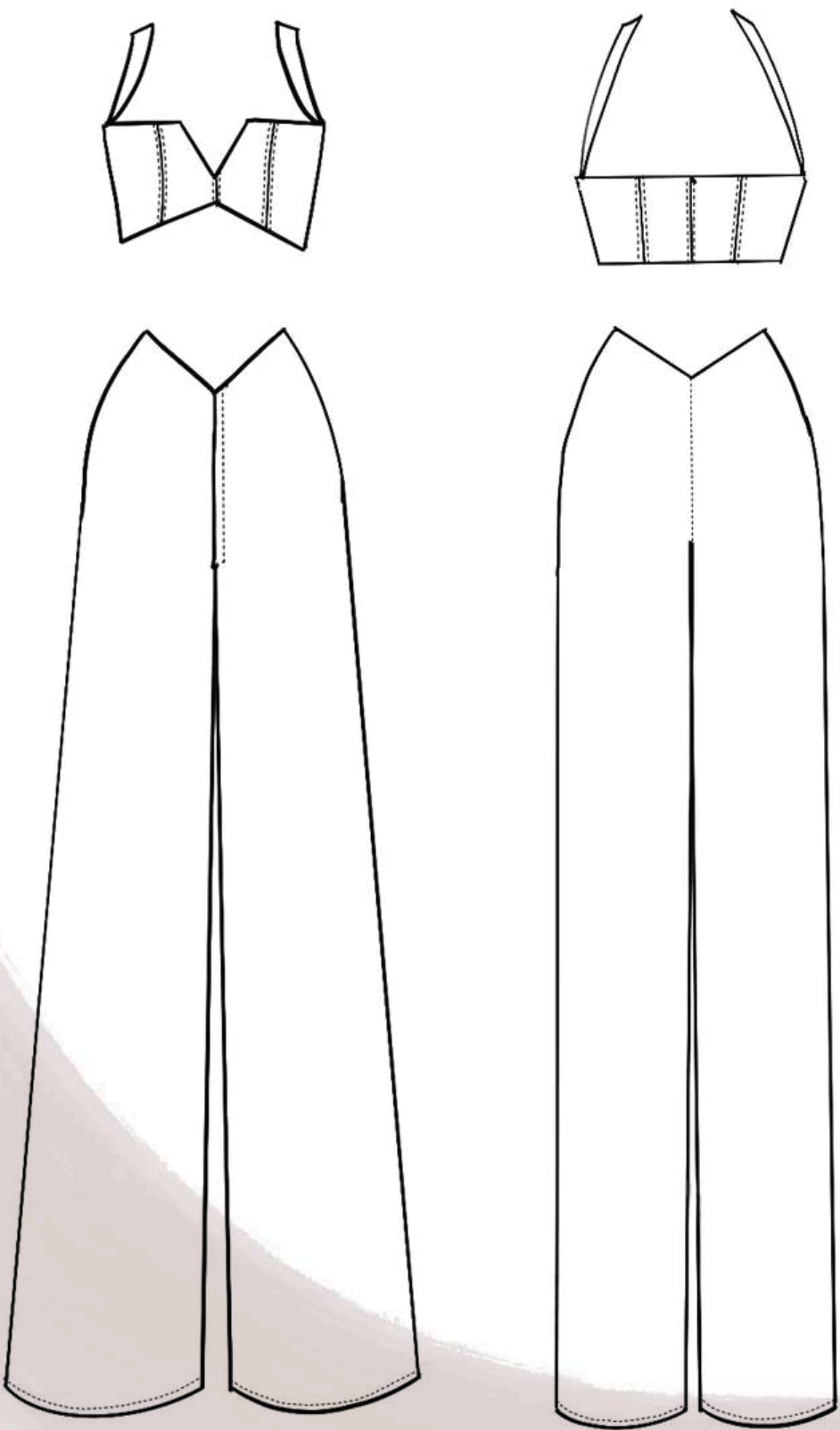
PARRA
Rasa

Resort Wear

Female

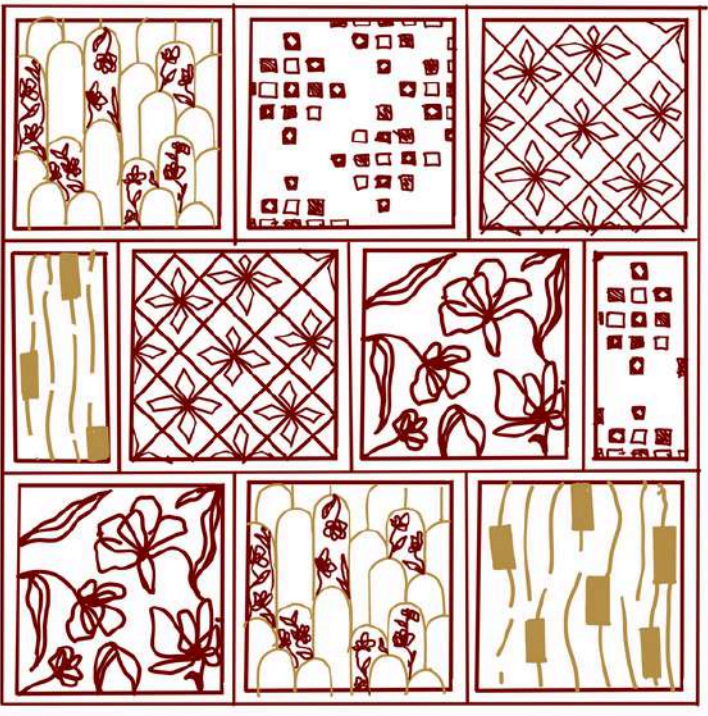
Spring/Summer

Look 4



FRONT

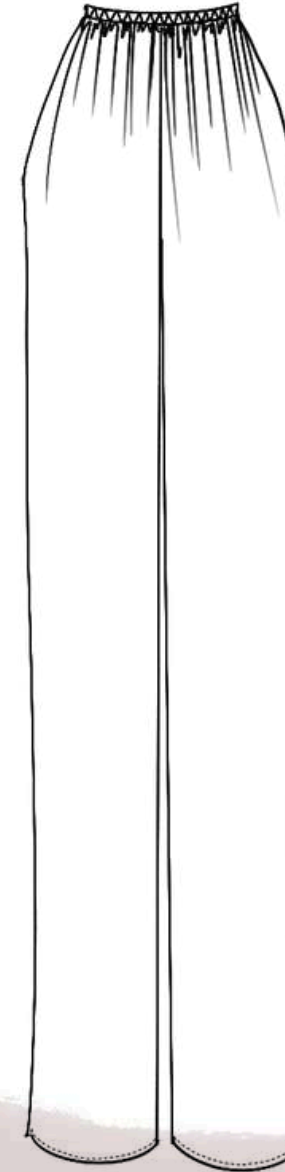
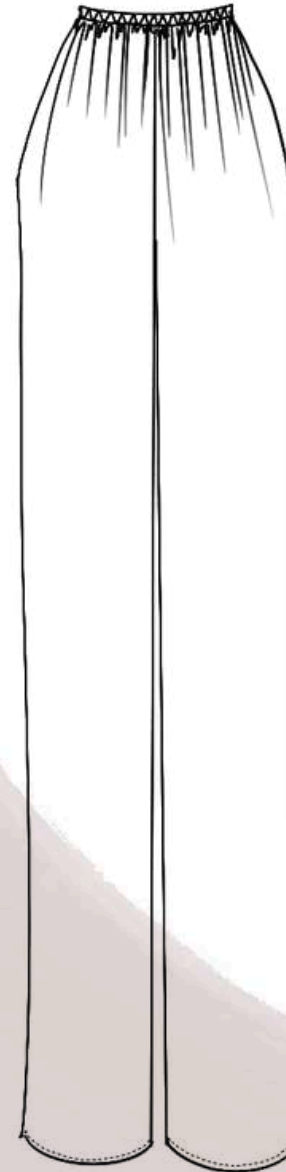
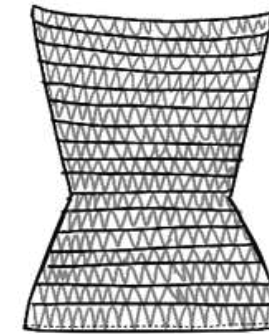
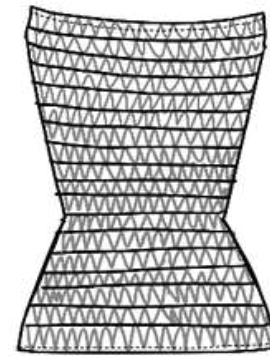
BACK



Embroidery on
Silk Organza



Twill Silk



FRONT

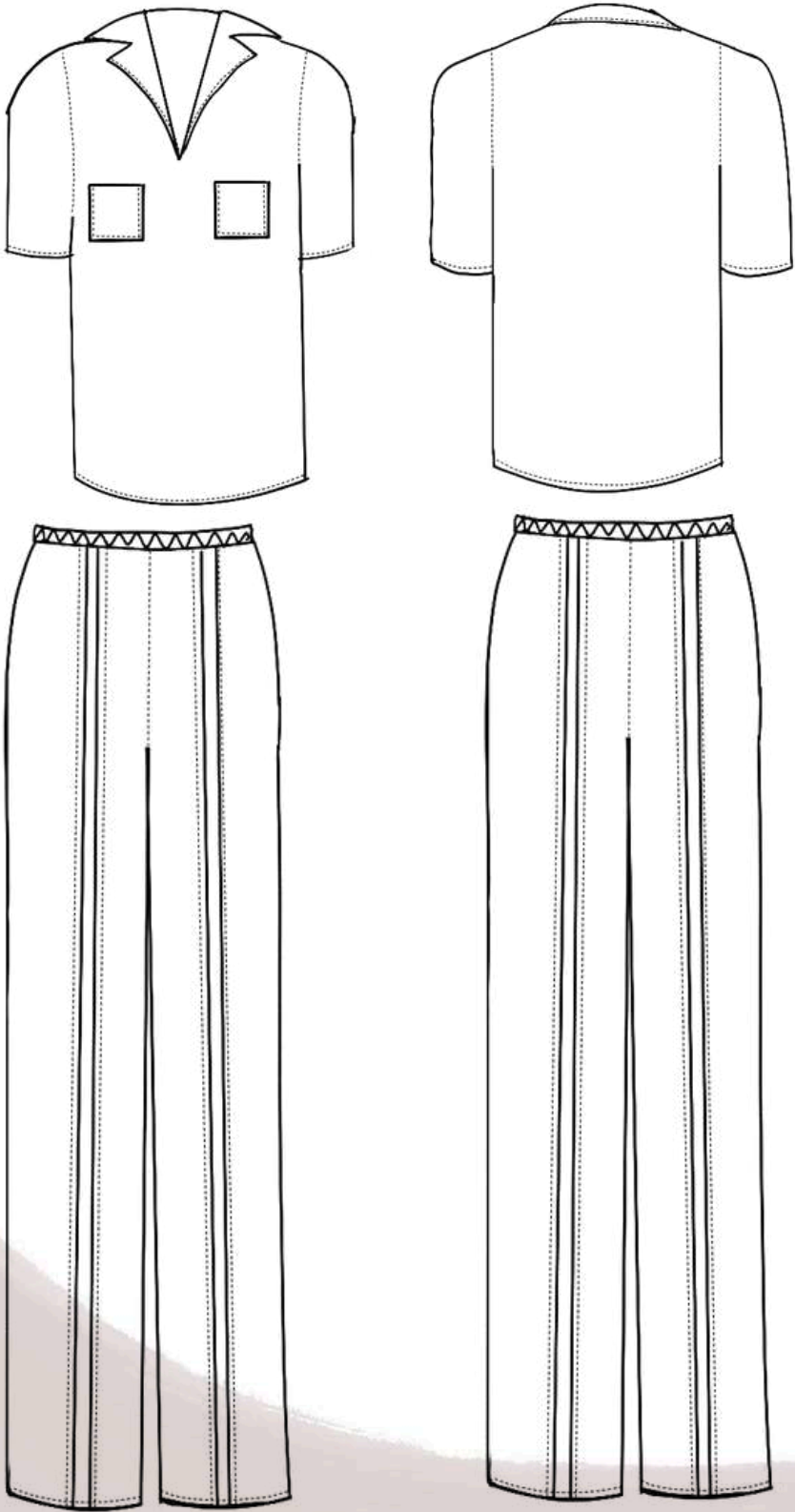
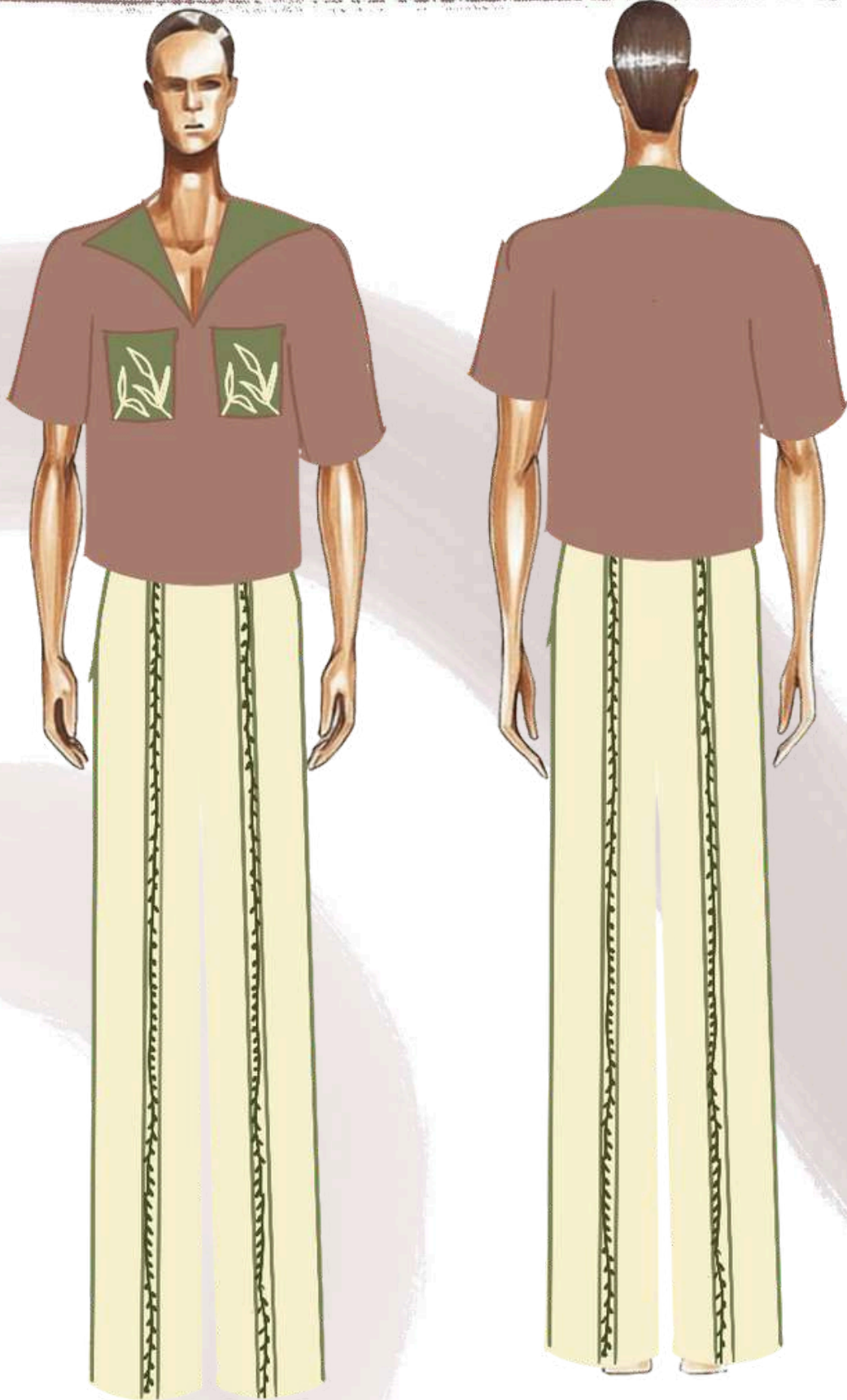
BACK



Flower pressed
on modal silk



dyed silk
organza



FRONT

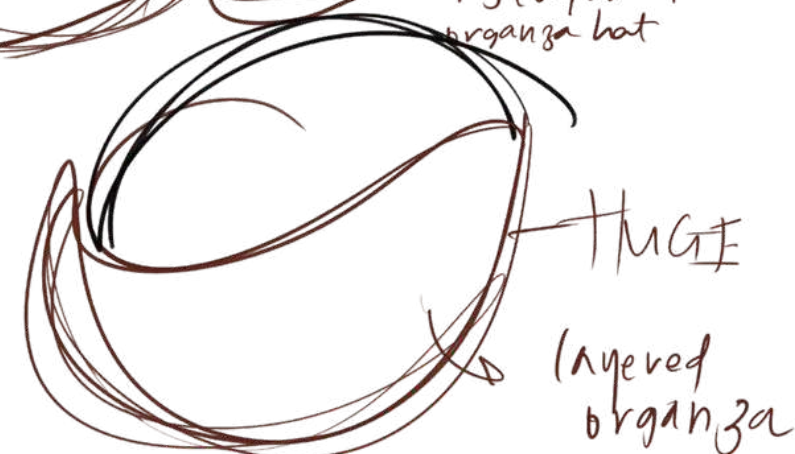
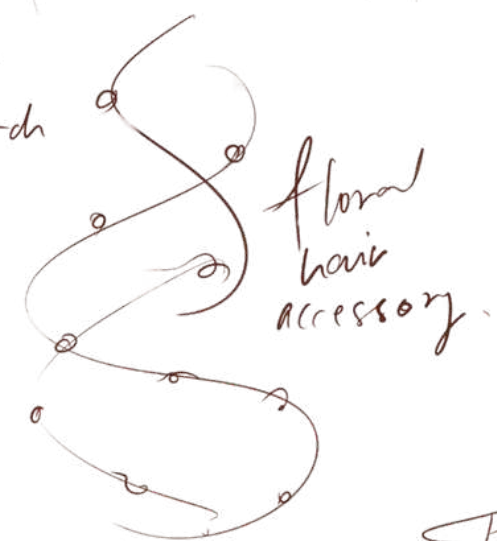
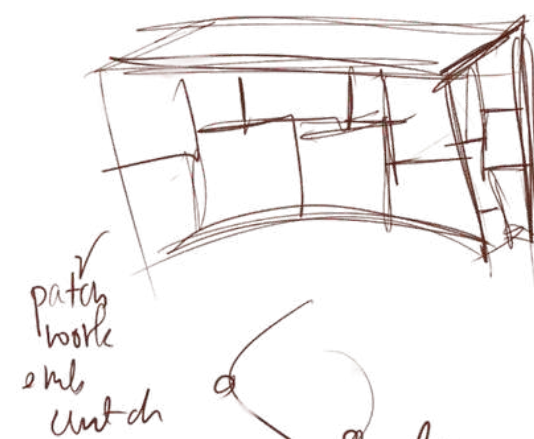
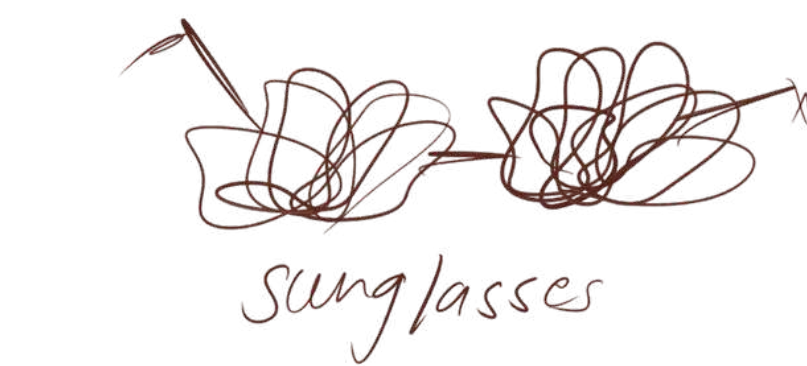
BACK



Flower pressed
on modal silk



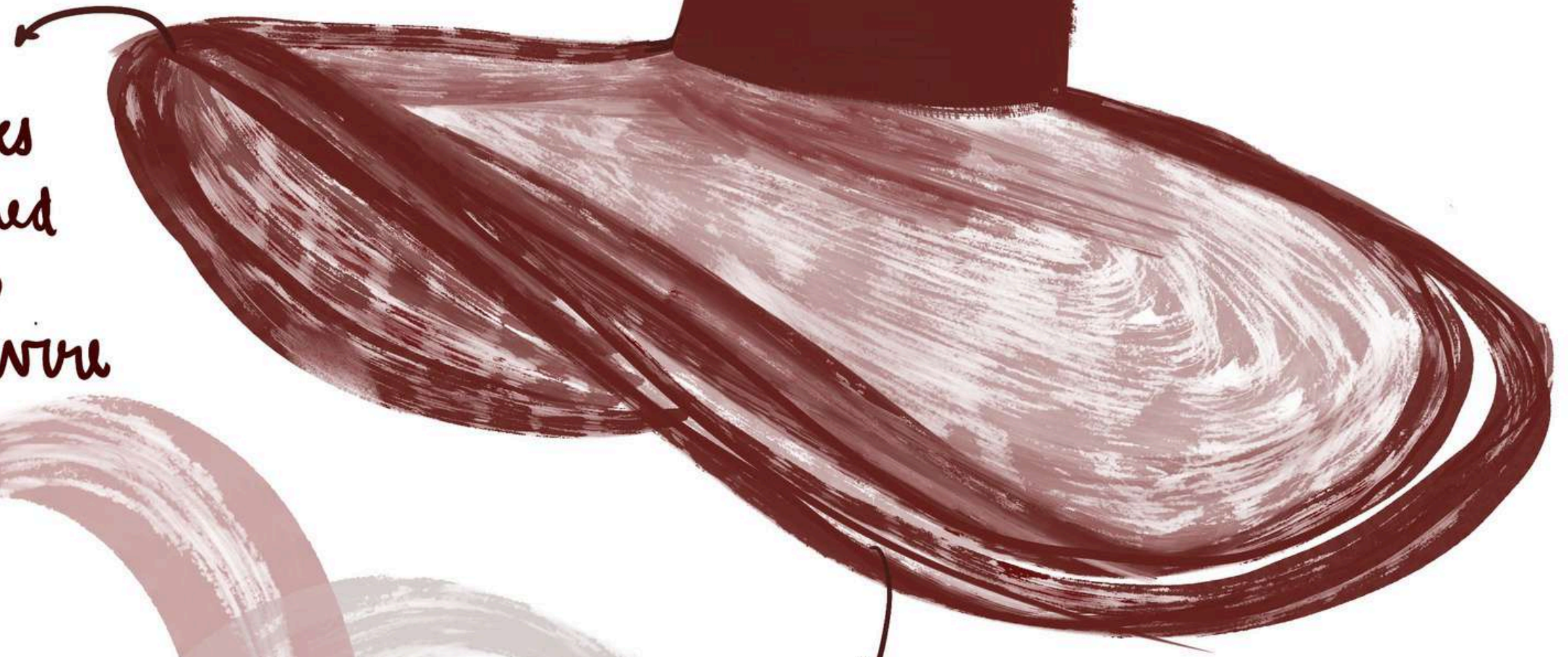
Twill Silk





edges
finished
with
fish wire

suede ←



3 layers of
organza
↓
wine
dye



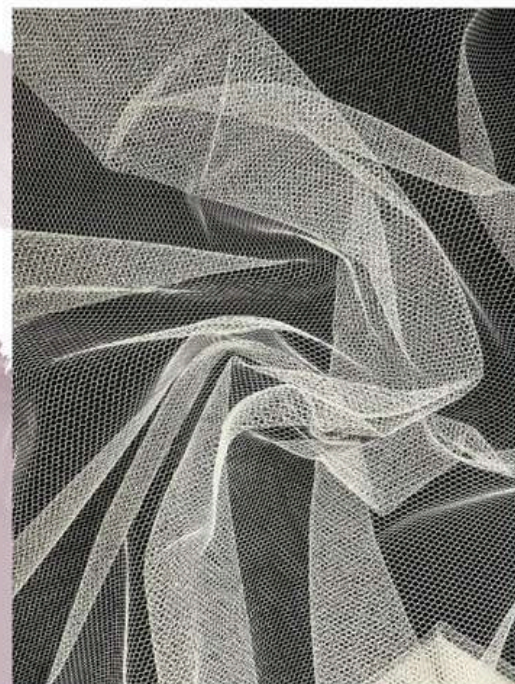
silk organza



suede

Overall Diameter: 55–70 cm

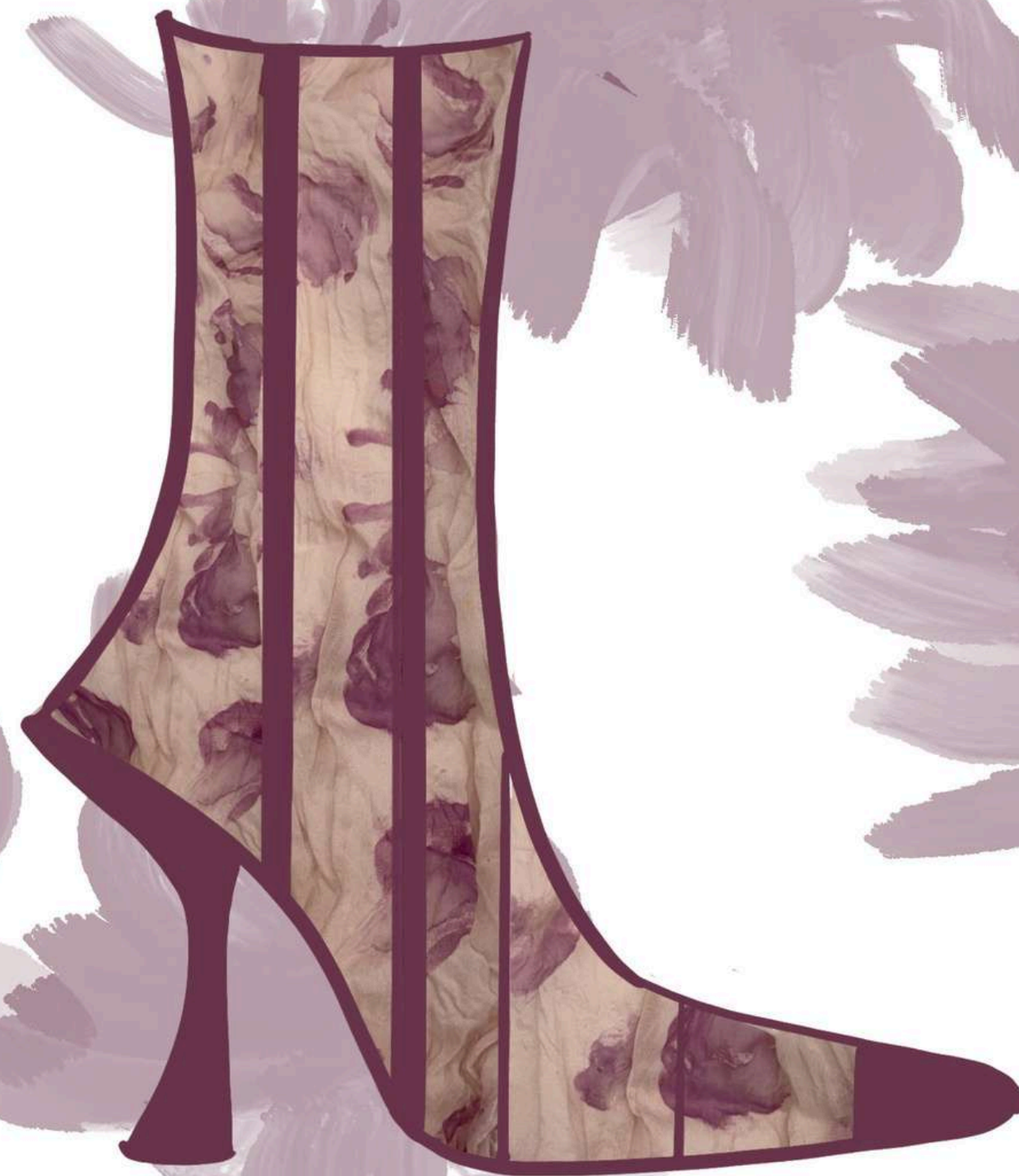
- Brim Width: 22–30 cm
- Crown Height: 8–10 cm
- Crown Circumference: Standard head size 56–58 cm
- Wire Thickness: 1.0–1.2 mm fish wire



pressed fabric tulle



micro suede



Overall Length (Internal)

- 24.5 cm

Ball Girth

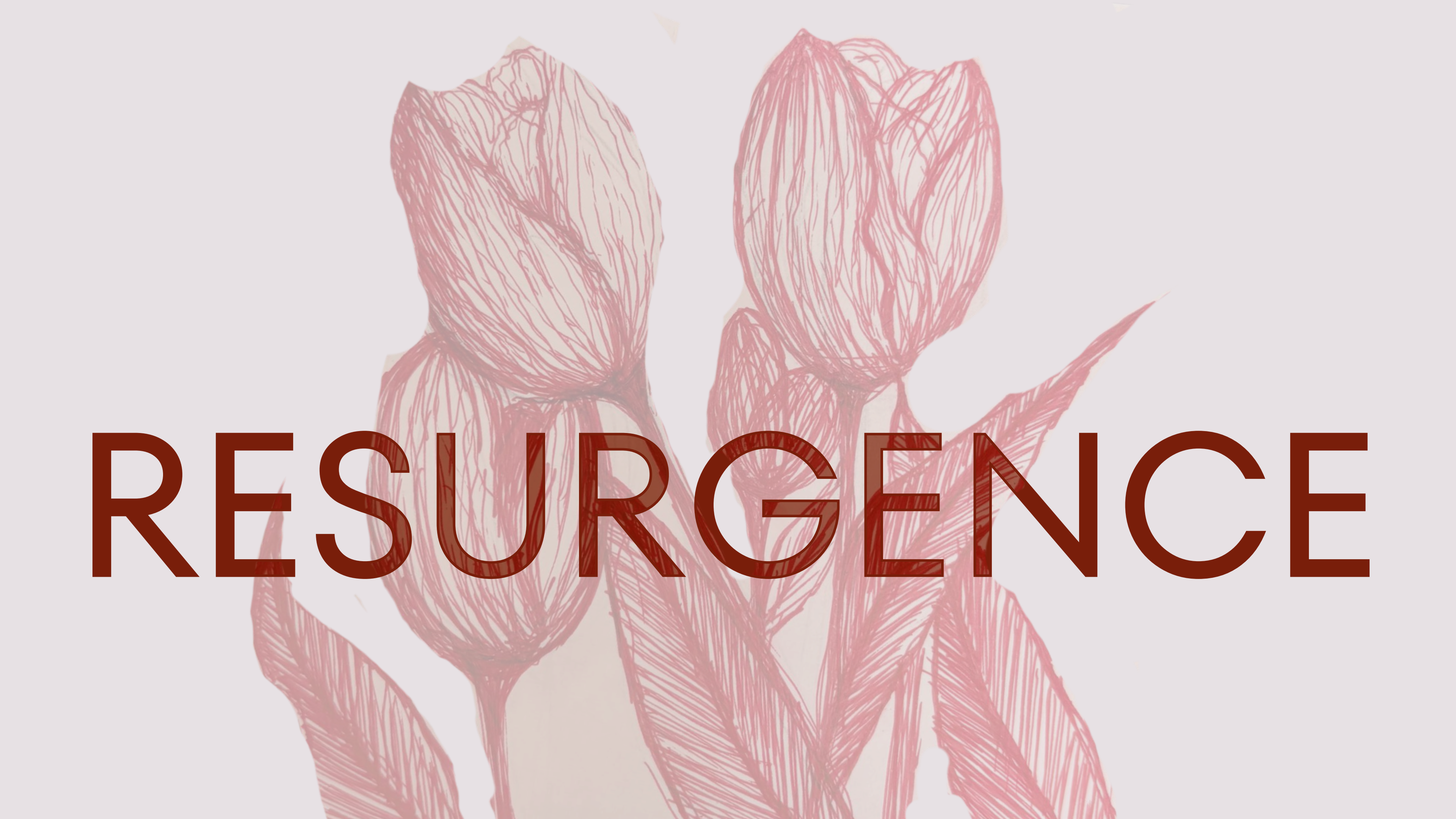
- 22.5–23 cm

Instep Girth

- 23–23.5 cm

Toe Spring

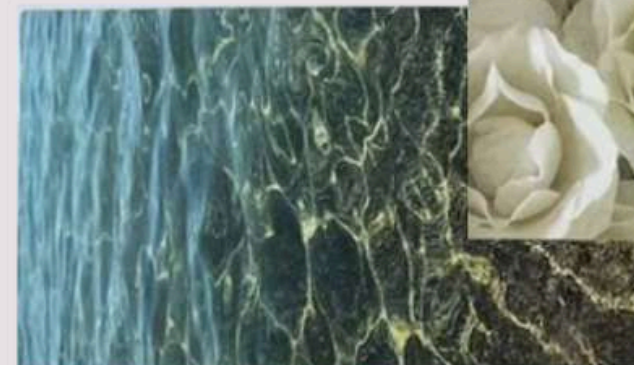
- 0.5–0.7 cm (ensures comfort with pointed toe)

The background of the image features a delicate, red line-art illustration of tulips. There are three tulip buds in the upper half, with their stems and long, pointed leaves extending downwards. The lines are fine and sketchy, giving it a hand-drawn or etched appearance. The tulips are rendered in a reddish-pink hue against a light cream background.

RESURGENCE

feeling, a state, or something that consumes you? It's a strange limbo—**too many emotions** at once or none at all, often settling into numbness. Being lost is a journey in itself, a descent into detachment triggered by trauma, a fleeting thought, or even a dreamlike escape. Time stalls, the world fades, and no one can reach you, no matter how they try. Whether through overthinking, delusion, or a chemical high, it leads to isolation—until, **eventually, you resurface.**

LAYERS



Chaos



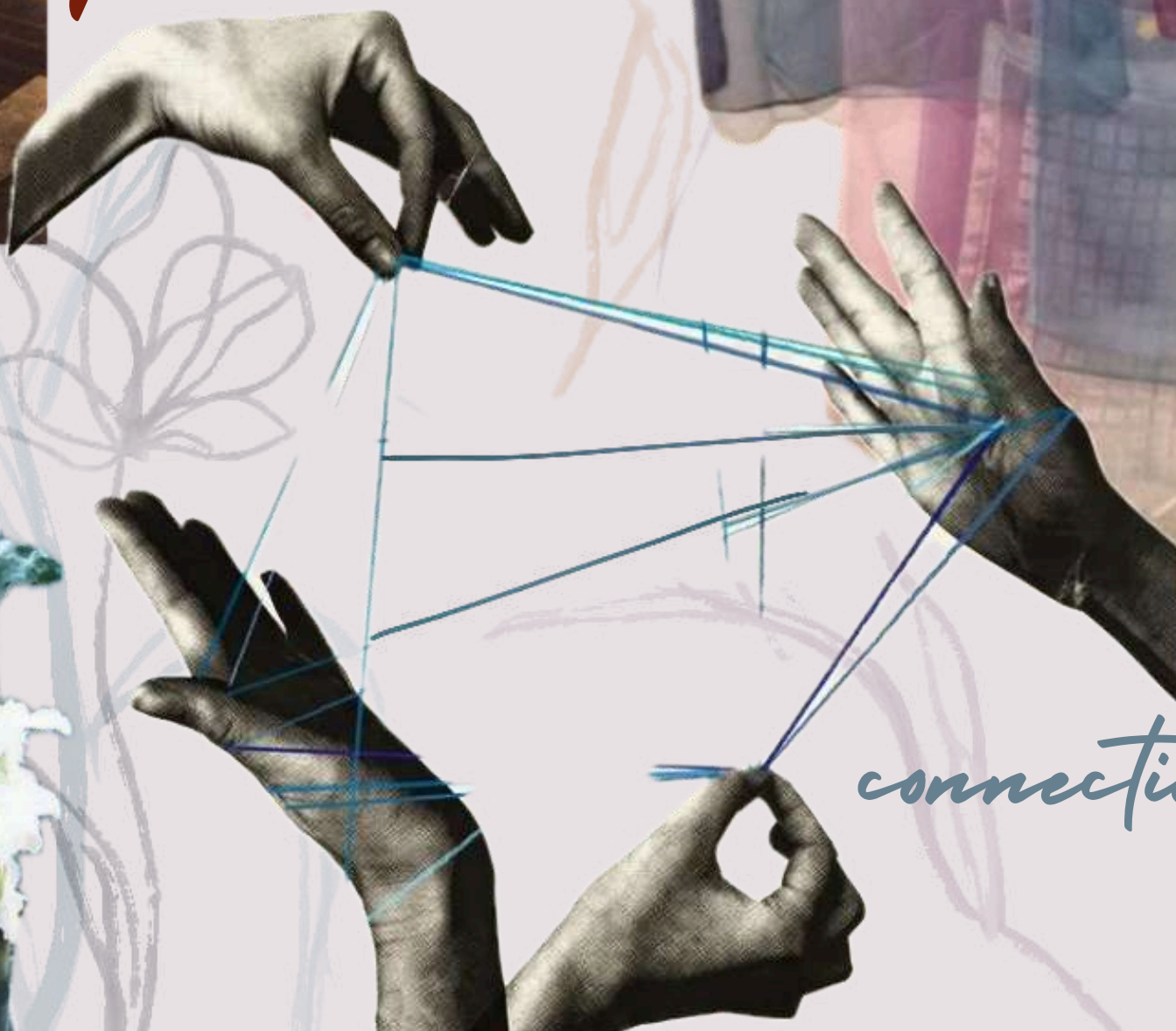
growth



white

minimal

Lines



connection

Layering





mulberry

lilies



iris



PIGMENT FAMILIES

Anthocyanins: reds blues purples → rose

Carotenoids: yellows & orange → marigold

↓
sunflower

tulips

hibiscus

MODERANTS

- alum
- vinegar
- iron

- SILK
- WOOL
- COTTON
- LINEN

most compatible



tulips

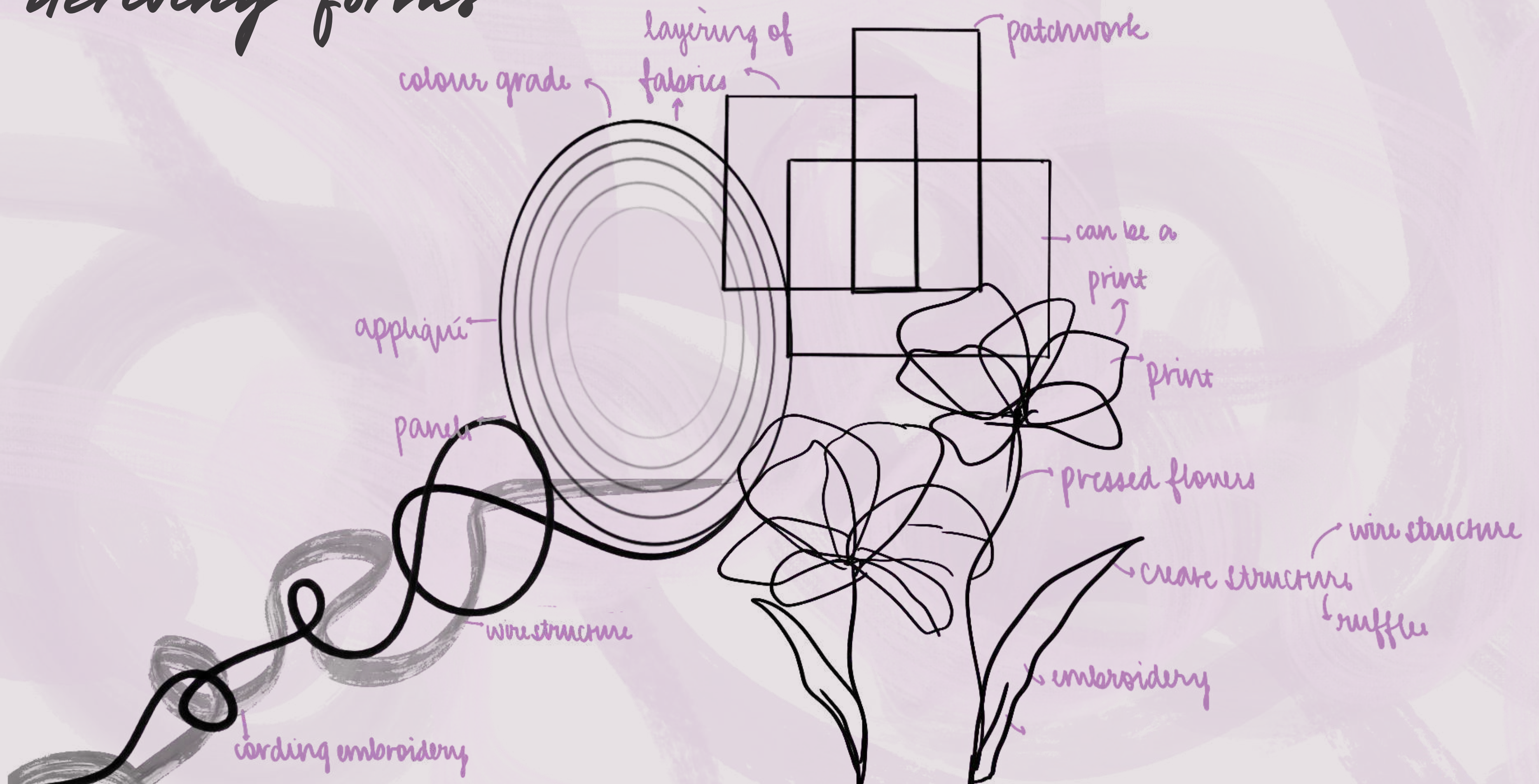
tintural
hammer pressing technique
produces watercolor like effect
x ray like silhouette

arrange FRESH petals
leaves & stems on fabric

Apply → heat
↓ pressure

transfers natural
pigment on fabric

deriving forms



- PANTONE 5025 C
- PANTONE 5605 C
- PANTONE 4755 C
- PANTONE 7466 C



adding textures

exploring white
cotton fabrics

baby
breaths
pressed flowers



→ Rose petals
- red rose - pinkish tones
- yellow rose - beige

→ Orchids
- linen texture
- dark blue tones



experimenting
composition



Look 1

Look 2

Look 3

Look 4

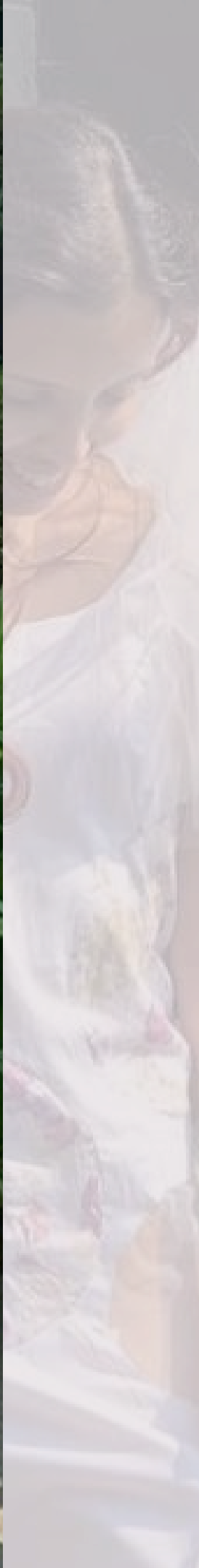
Look 5

Look 6

Look 7

Look 8

Look 9





KITSUNGI



FASHION FOR ME, IS NEVER
JUST ABOUT CLOTHES - IT IS
ABOUT THE DIALOGUE
BETWEEN BODY, FABRIC &
SPACE. SHAPES & FORMS ARE
THE FIRST LANGUAGE OF THIS
DIALOGUE. THEY DETERMINE
HOW A GARMENT IS
PERCIEVED
BEFORE A SINGLE DETAIL OR
SURFACE TREATMENT
IS NOTICED.

~

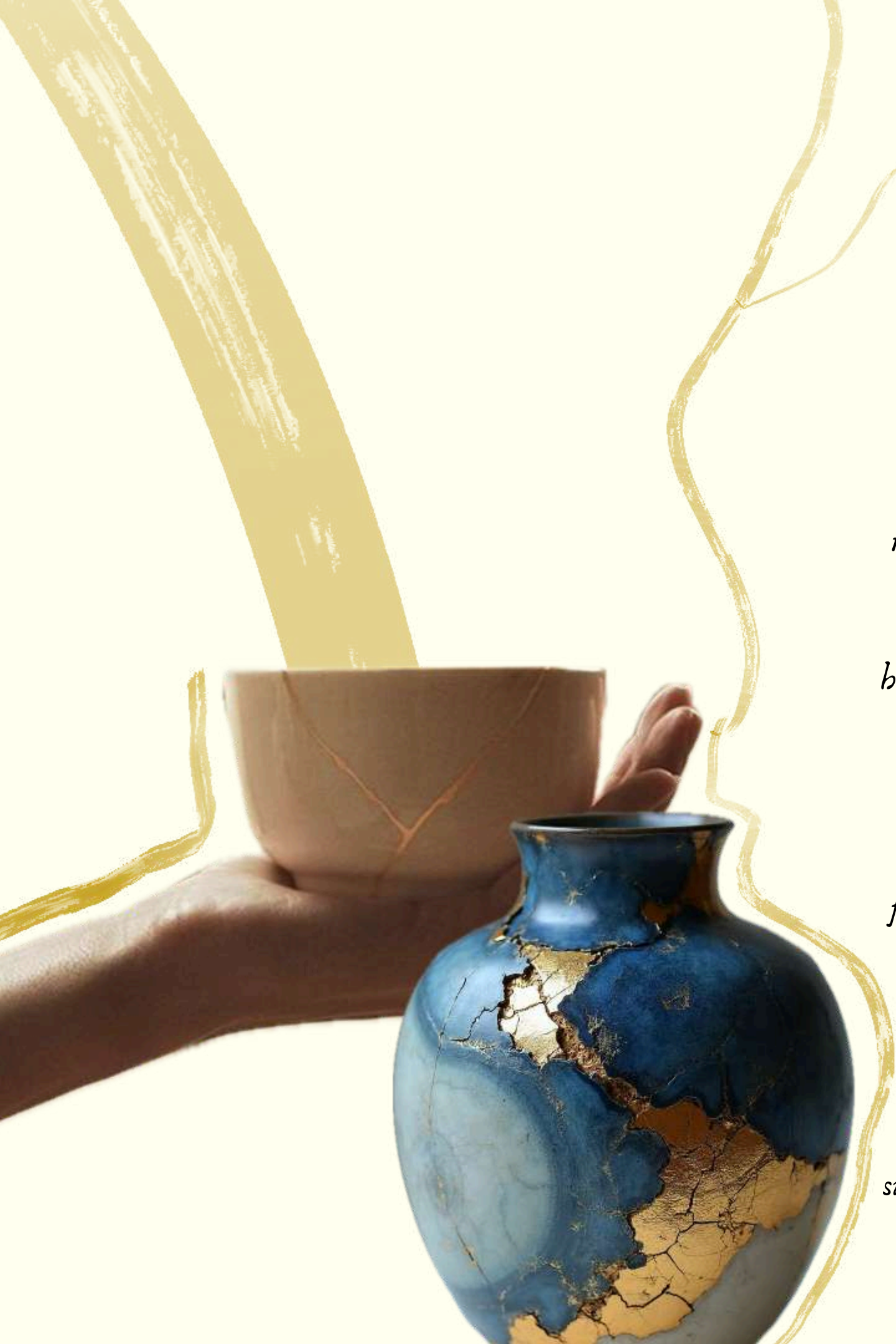




Kintsugi

(金継ぎ)

the Japanese art of repairing broken pottery using
lacquer dust and gold



Kintsugi, the traditional Japanese art of repairing broken pottery with lacquer mixed with gold, silver, or platinum powder, transforms damage into beauty by highlighting cracks rather than hiding them. Rooted in the philosophies of wabi-sabi and mushin, it embraces imperfection, impermanence, and acceptance, suggesting that an object's history—including its fractures—adds to its value. Originating in the 15th century, Kintsugi became closely associated with the Japanese tea ceremony, where repaired bowls were often considered more precious than new ones. Today, it symbolizes resilience, mindful living, and sustainable design, reminding us that healing can create something even more meaningful than what existed before.



form

DEVELOPMENT



cutwork

maximalism

is it coming through thrifting?

making a statement

draping

Power dressing
shimmer & sequins

Very demure very mindful
And you ghost me?
paralympics
Florals for ss24

butter yellow

gold & shimmer

steel grey

layering

low waist

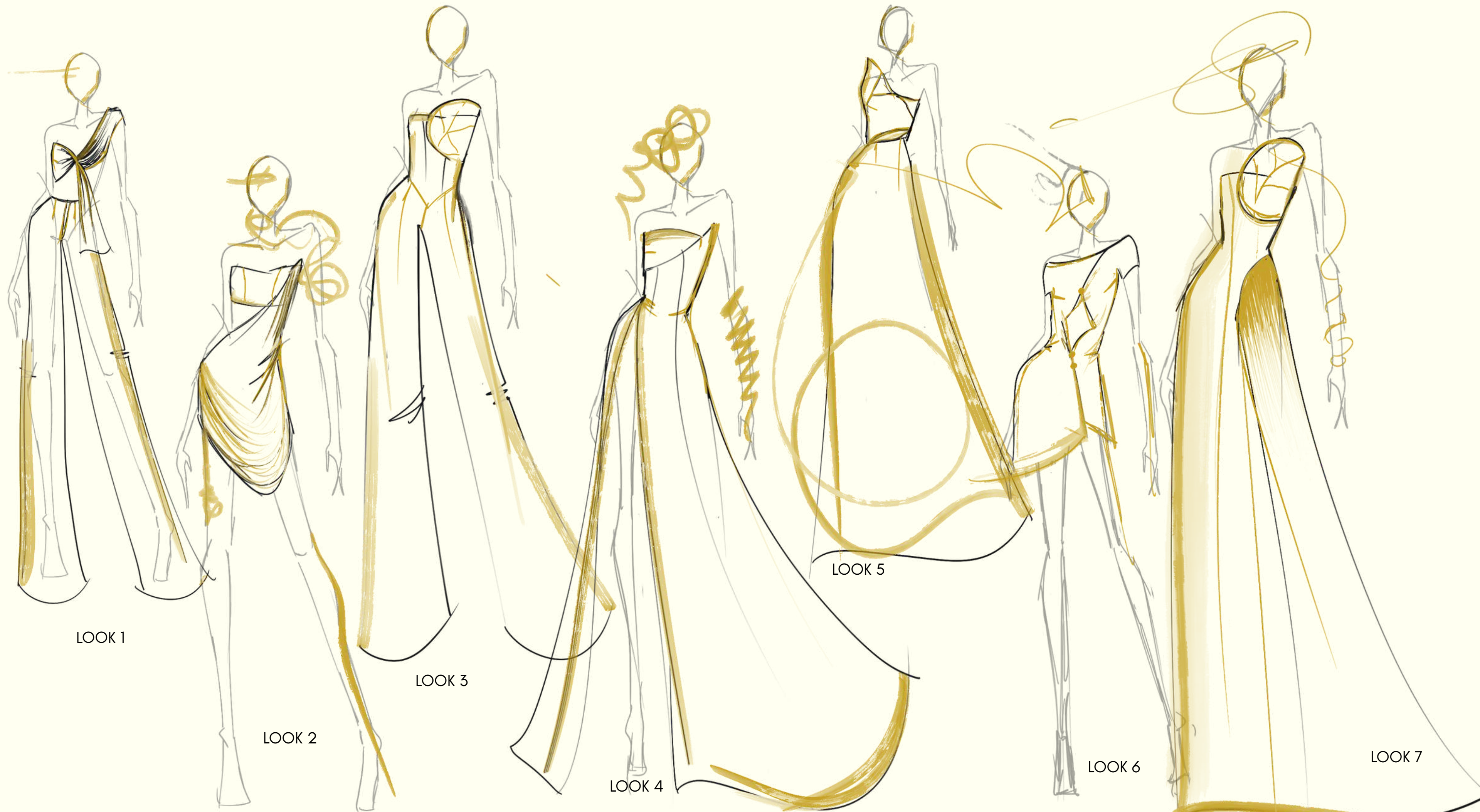
will it sustain though?

bejeweled fringes

TREND RESEARCH

Backyard beauty
As sustainability shifts focus to preservation, soil will be recognised as a vital resource to be protected and replenished.
Biodegradable denim
Innovators are creating new fibre solutions to reduce jeans waste.
Meals as drinks
Sweet and sugary cocktails are being usurped by umami-flavoured





LOOK 1

LOOK 2

LOOK 3

LOOK 4

LOOK 5

LOOK 6

LOOK 7



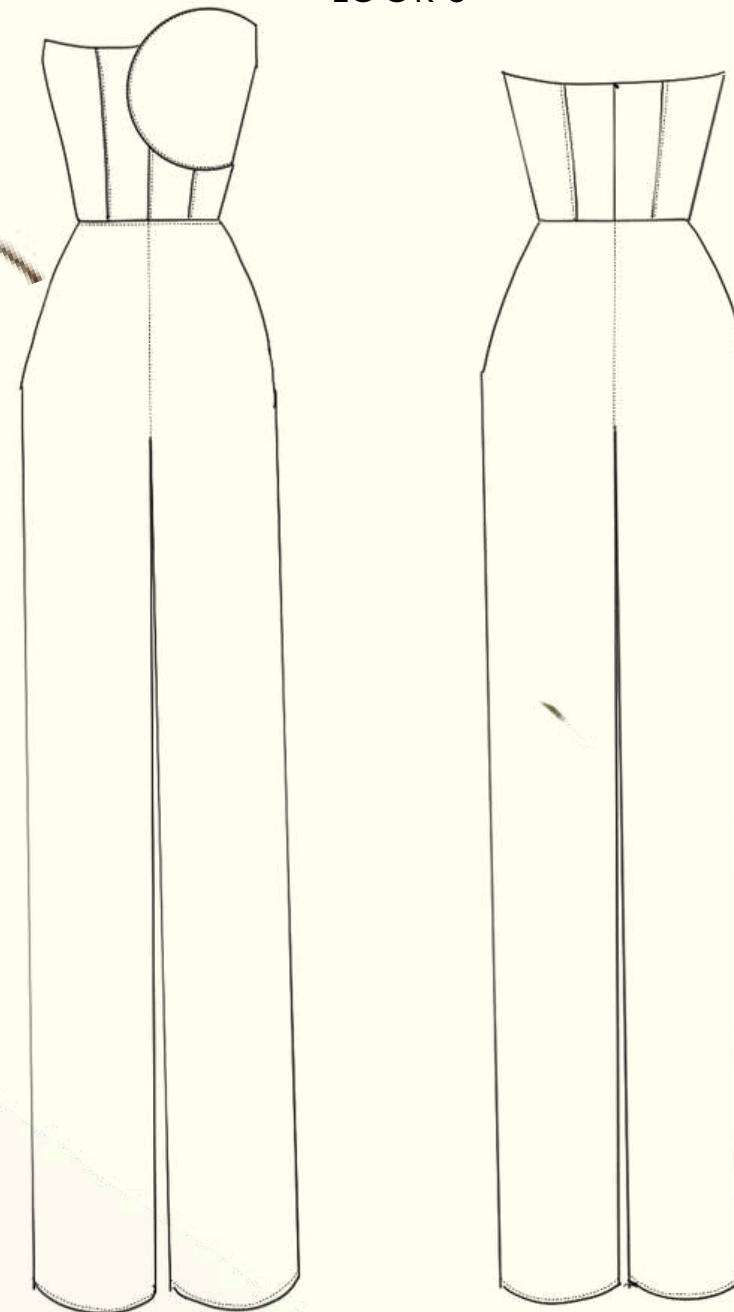
LOOK 7

LOOK 5

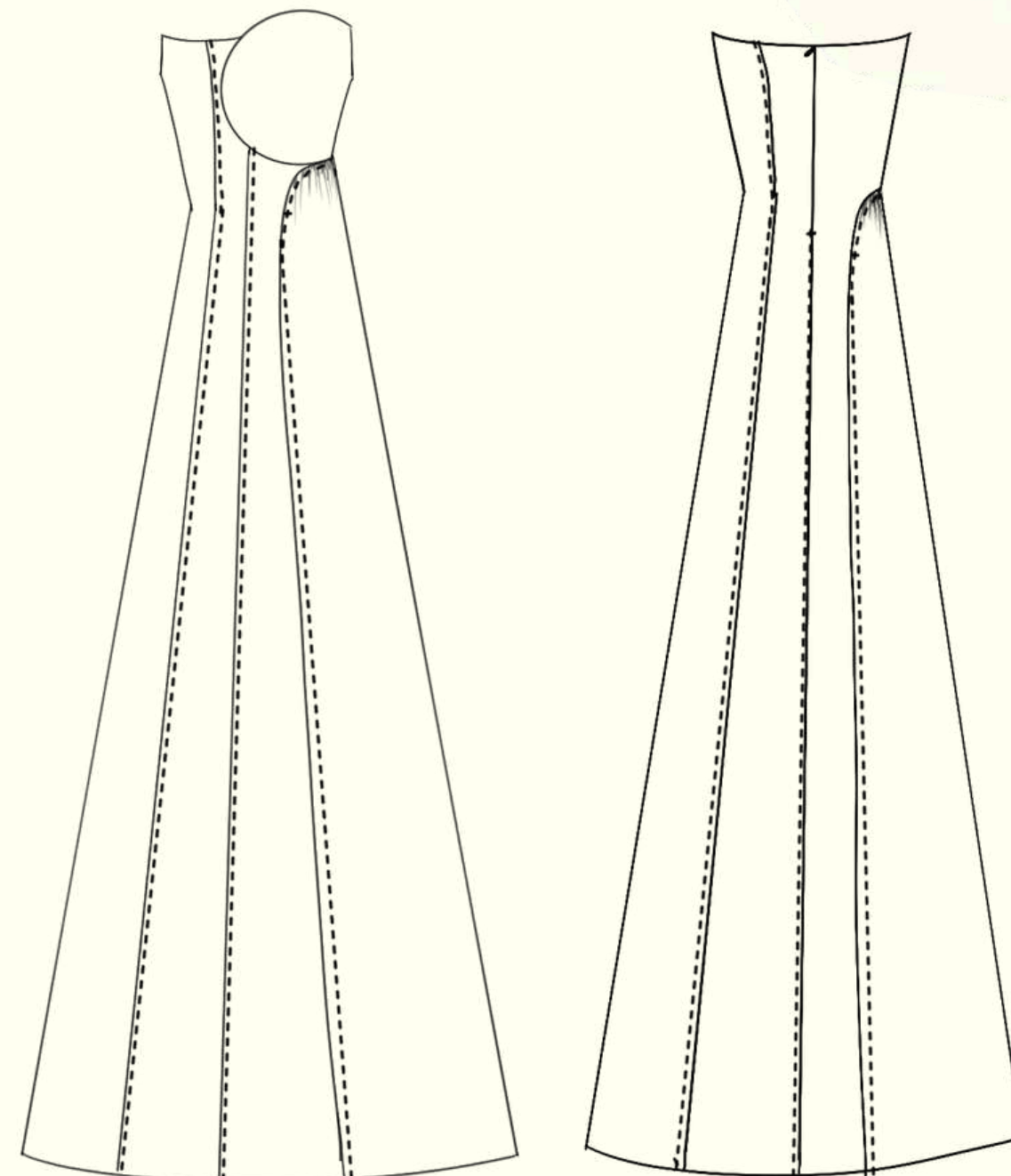
LOOK 3

LOOK 6

LOOK 3



LOOK 7



Satin (sue)

tangerine

off-white

emerald

steel grey

scolding (cotton)

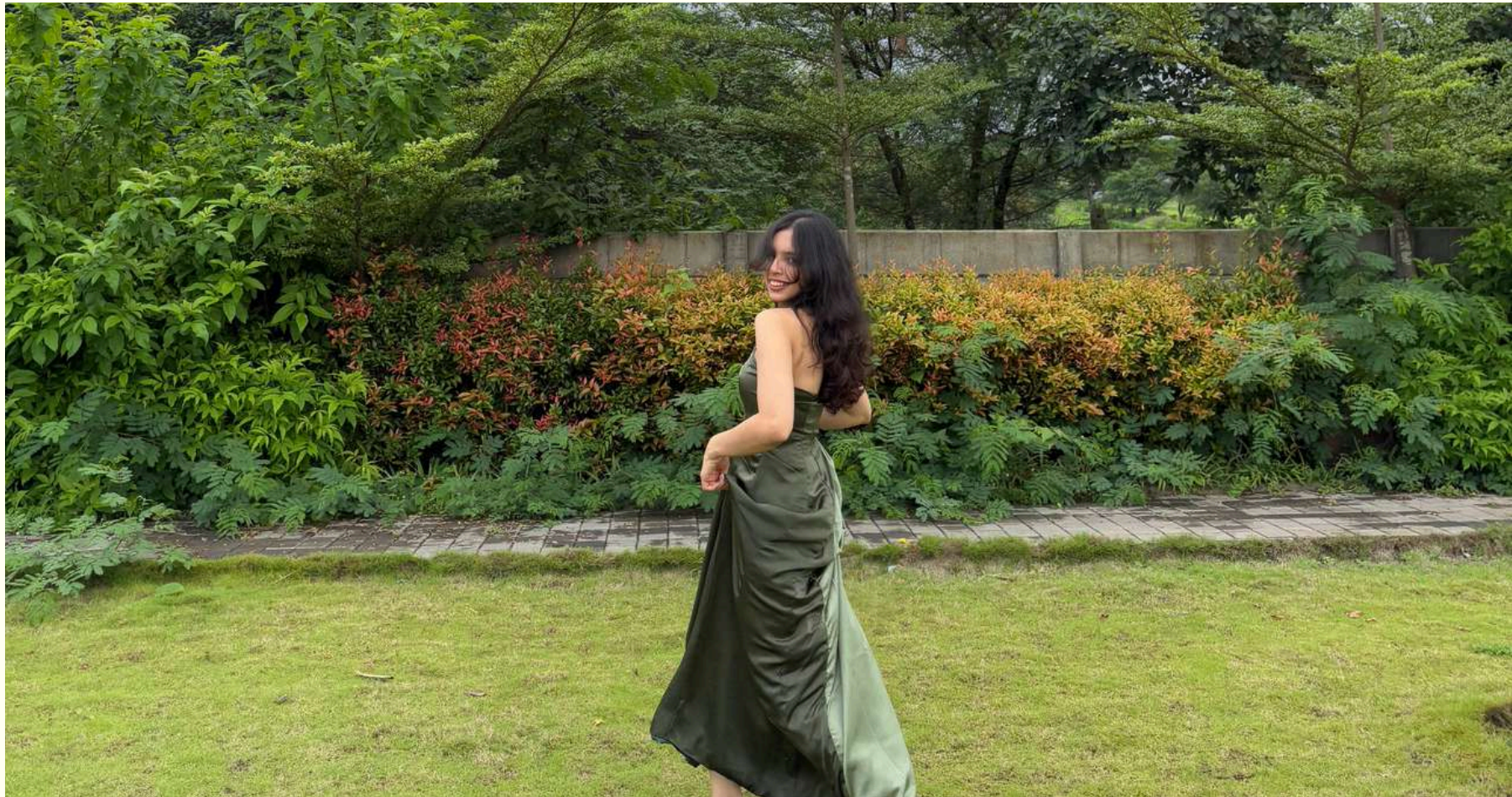
appliqué

handwork

zaidon

buffet pain: baroque

VERSACE





NEVER SUBTLE

feel good



impactful

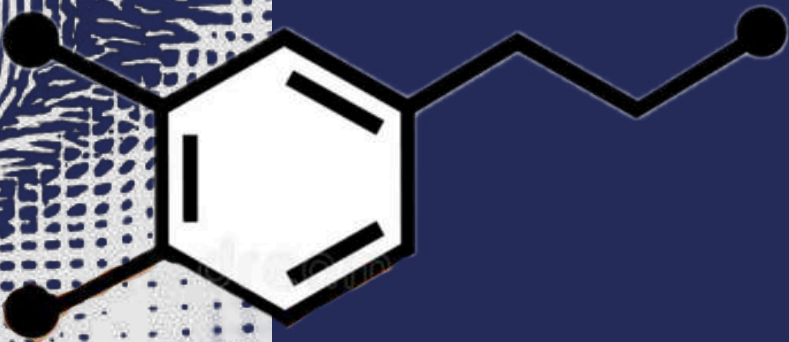


DOPAMINE

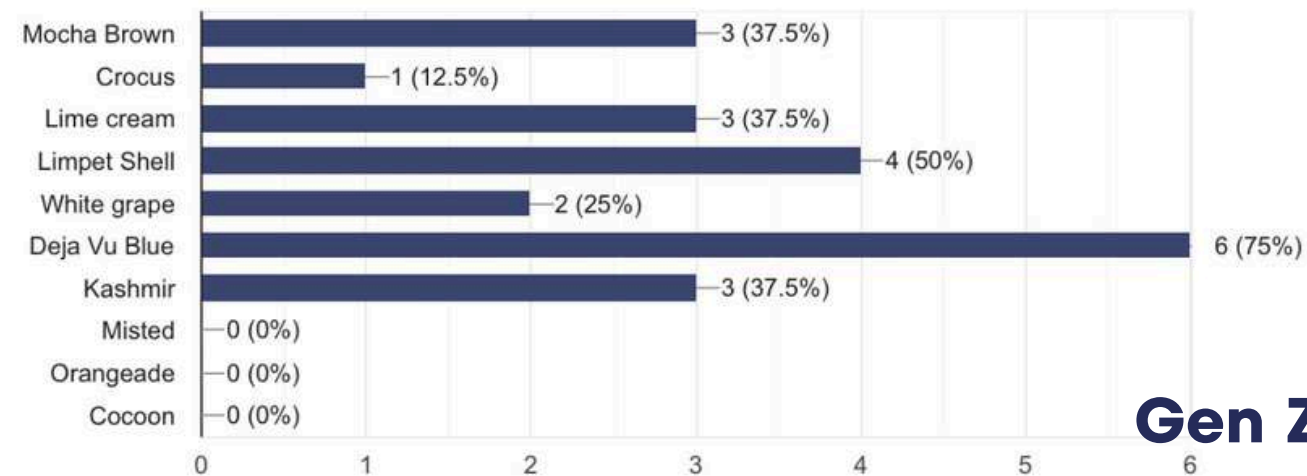
STATEMENT



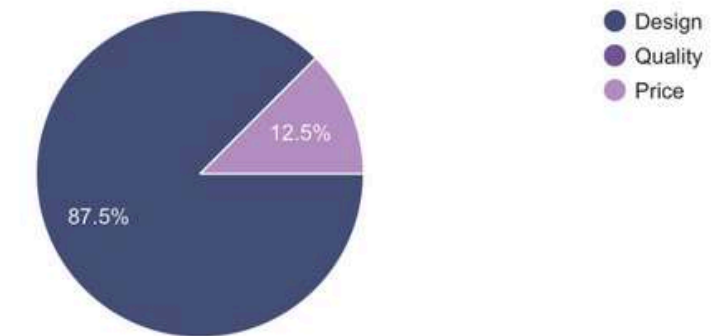
bright



Pick your top 3 colours out of these

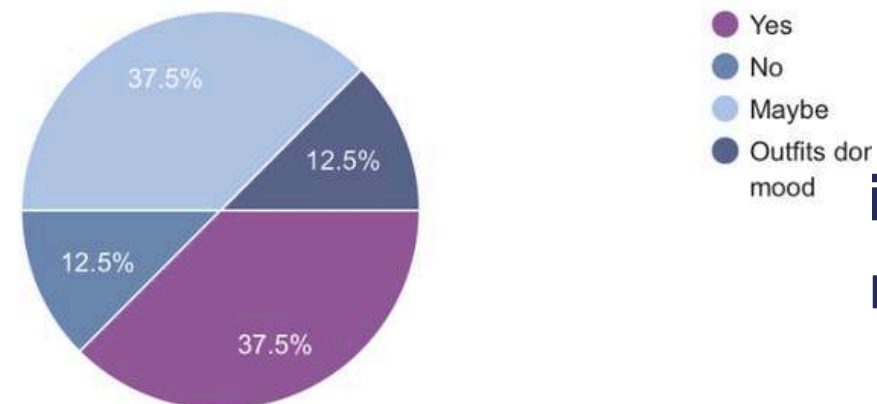


When shopping, what usually catches your attention first: design, quality, or price?

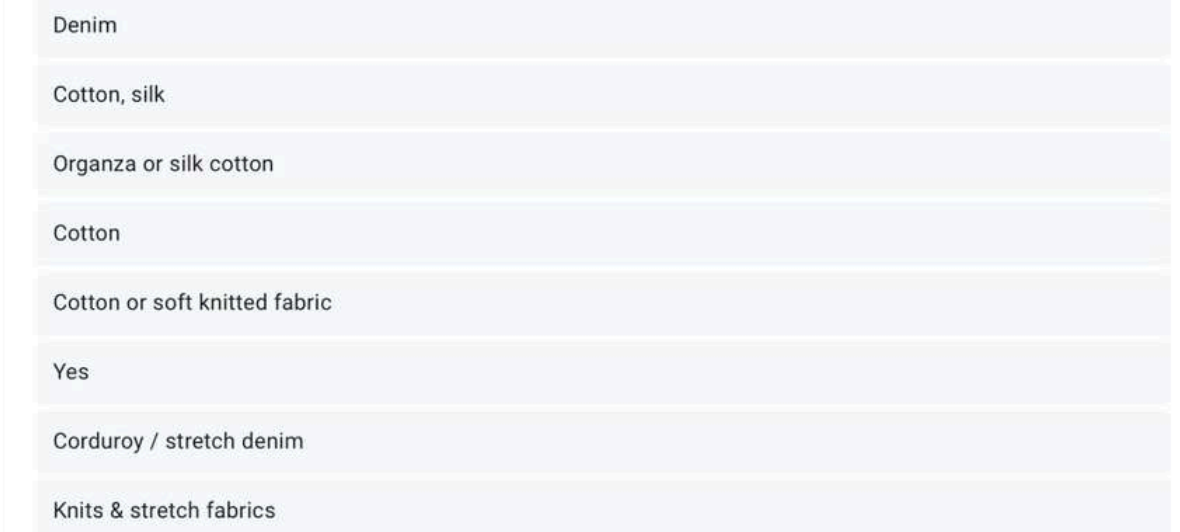


Gen Z thrives on quick stimuli, favoring short bursts of content over long engagement. Yet, despite endless scrolling, the craving for real connections persists. Clothing becomes a bridge—an icebreaker in daily interactions. A bold silhouette, striking color, or unique detail can spark curiosity, turning 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.

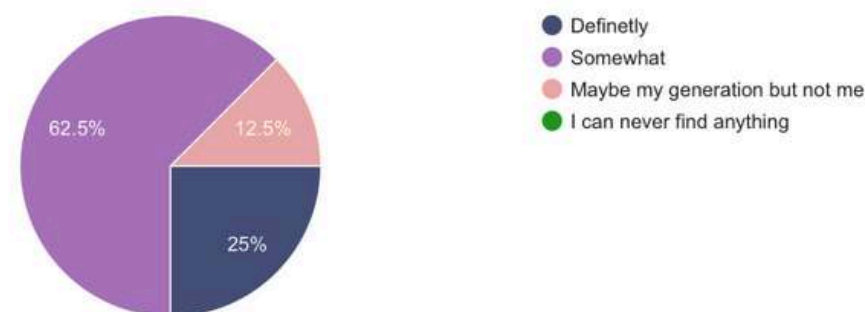
Is this the same outfit you reach for when you're feeling low?



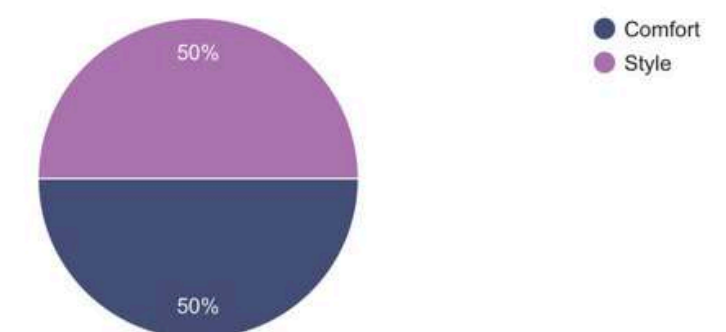
Is there a specific fabric or texture that you find particularly comforting or enjoyable to wear?



Do you feel that brands cater to your specific age group, body type, or lifestyle?



What's more important to you when choosing clothes: comfort or style?



IDENTITY

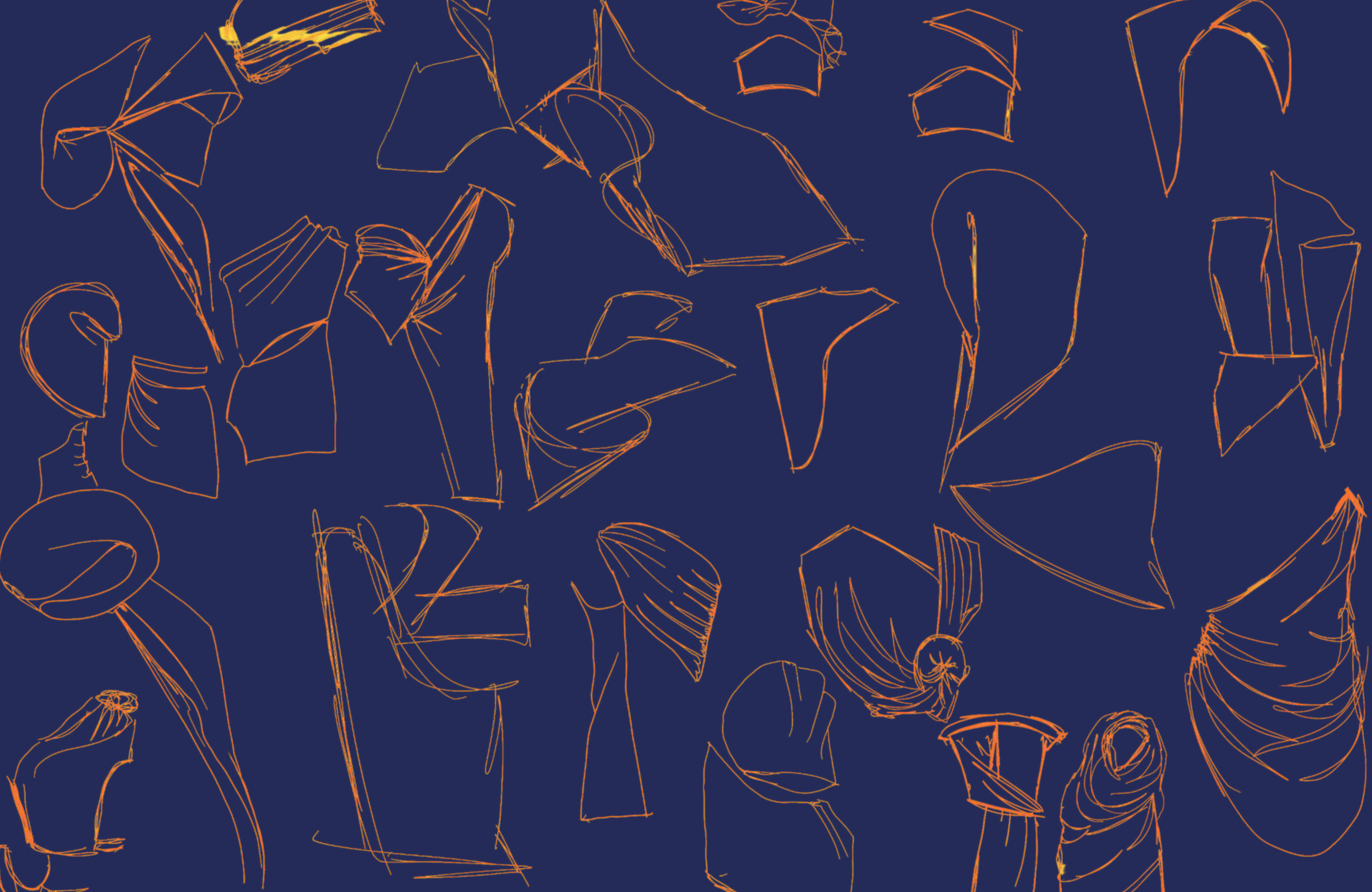
CONNECTION

FEEL GOOD

CONTRAST



EXTRACTED FORMS





Jacquard Press-Crease Trousers
-
\$139



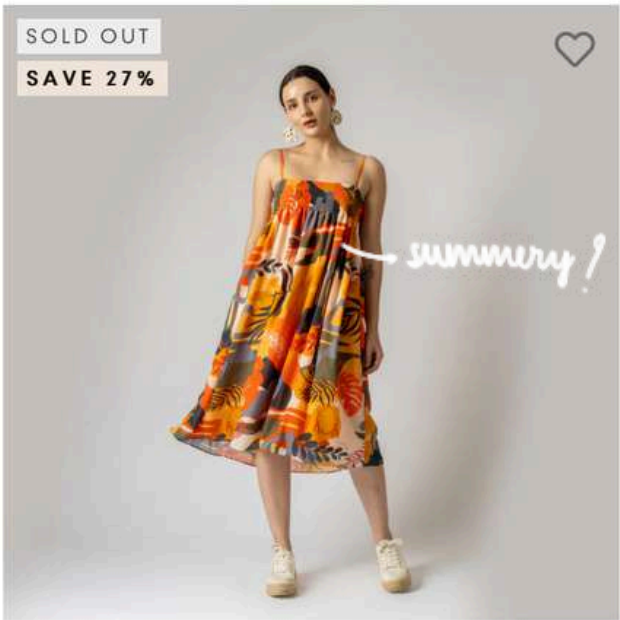
Cropped Patch-Pocket Jacket
-
\$179



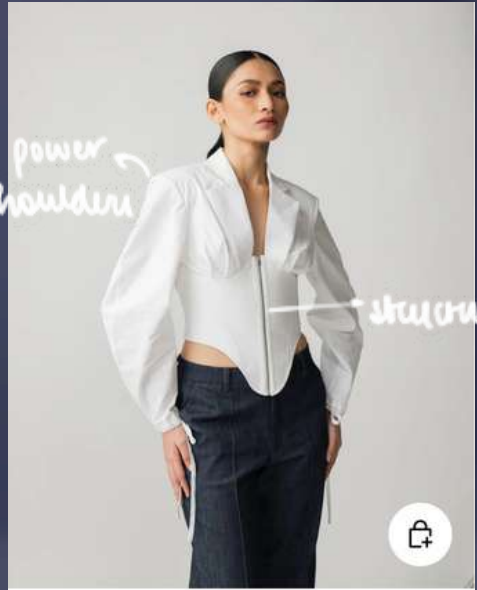
DENIM MEXI PLAYSUIT



NOT-DETAIL T-SHIRT



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



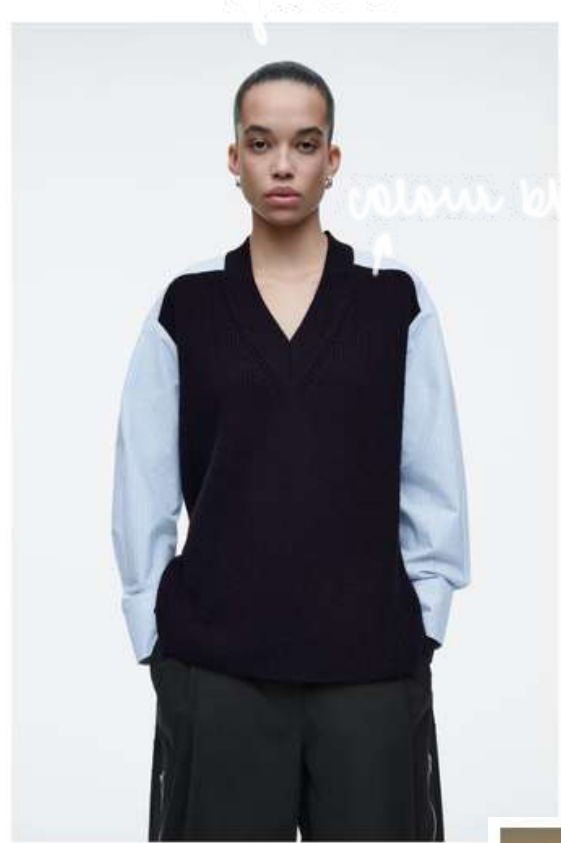
NAKED POLITE TOP
INR 6,500.00



BLAIR PRINTED KAFTAN
RS. 5,800.00



L-Appiqué Top



DECONSTRUCTED POPLIN-P... 175

Sunray

PLEATS



↓ industrial heat
Setting pleat template



↘ draping
manipulation

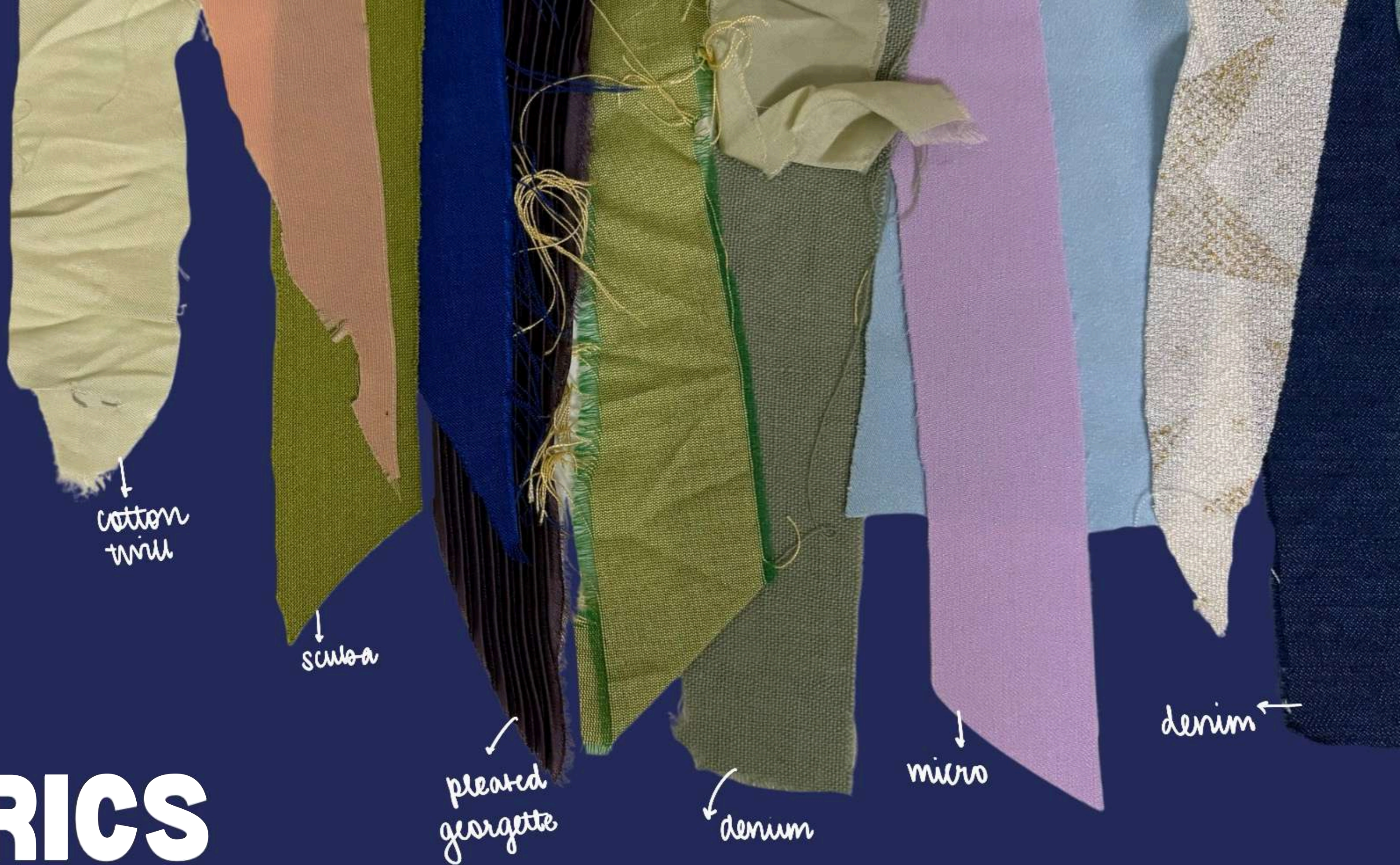
↘ fabric is inserted
here & then
ironed over

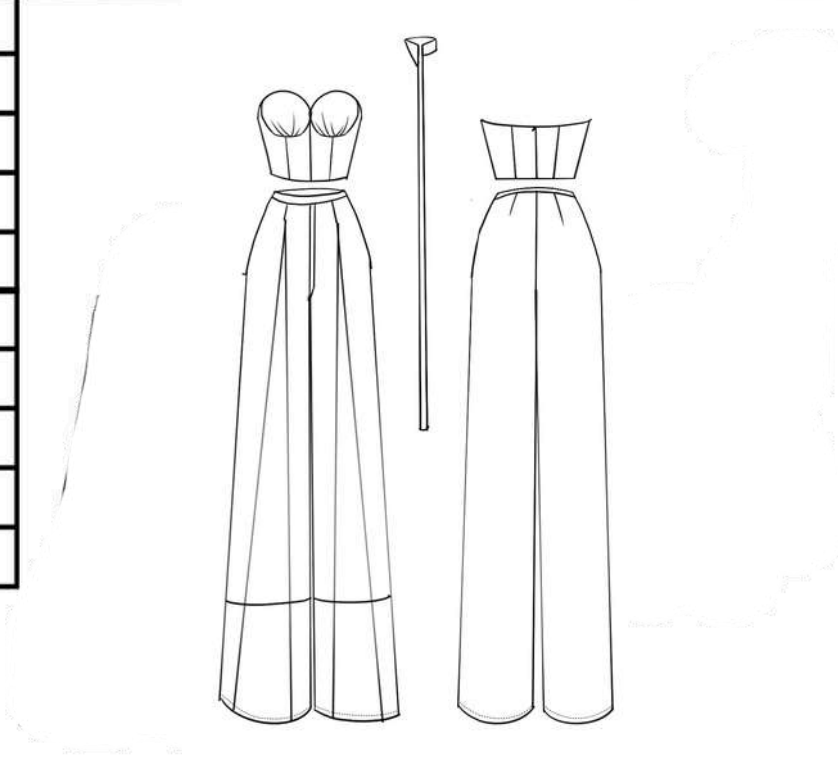
panels ←

different
fabrics have
different
retention to
pleats ←



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																							
<table><tr><th>Measurements</th><th>Inches</th></tr><tr><td>Neck</td><td>13</td></tr><tr><td>Chest</td><td>31</td></tr><tr><td>Top Length</td><td>8 1/2</td></tr><tr><td>Waist</td><td>24</td></tr><tr><td>Hip</td><td>35</td></tr><tr><td>Bottom Length</td><td>41</td></tr><tr><td>Placket Length</td><td>47</td></tr><tr><td>Bust size</td><td>22</td></tr><tr><td></td><td></td></tr></table>		Measurements	Inches	Neck	13	Chest	31	Top Length	8 1/2	Waist	24	Hip	35	Bottom Length	41	Placket Length	47	Bust size	22				
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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



CHARLIE AND THE Chocolate Factory







EVEN
I
WANT
THAT



Aspiring

Haven't we all **felt a little lucky** when someone we **admire passes down** something to wear? That quiet thrill of **feeling closer** to those we look up to—slipping into a sister's old dress that suddenly feels like confidence, stealing a brother's hoodie because it's always softer, or stumbling in mom's oversized heels to feel **a little more like her**.

These aren't just clothes; they're **stories woven with love**, carrying the warmth of shared memories. Each piece shapes us, connecting us to our roots while allowing us to grow into our own. Wrapped in these borrowed treasures, **we're reminded that the real gift isn't the fabric—it's the love and legacy stitched within.**