



About me

"What is your dream someone asked ! and my reply was i am living my dream"

Designing is my way to express my crazy imaginations beyond every boundary. It gives me freedom to create my own world with my creative abilities.

Being a designer is not only my career but from a very young age it was my passion where i wanted to do something which will give me happiness and satisfaction of loving my job.

AYUSHI GUPTA

My ideology of designing is, I love epic sagas and respect my history, bringing modern fashion aspects together with art and culture inspires me a lot.

Today I am very happy to say that I am officially a designer, graduated from my dream college with my dream profession.

-Ayushi Gupta



THE AYUSHI GUPTA INTANGIBLE HERITAGE

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Batch 2020*

THEME

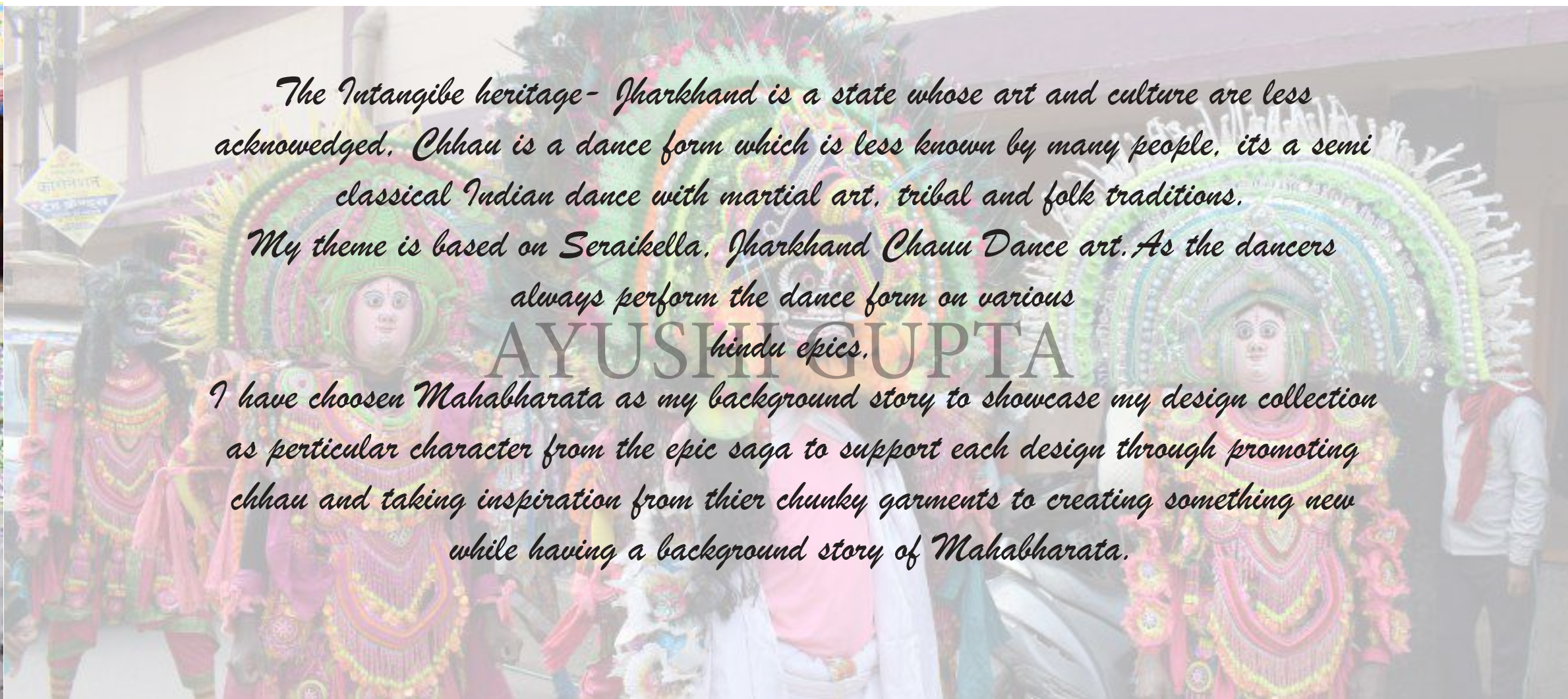


The Intangible heritage- Jharkhand is a state whose art and culture are less acknowledged. Chhau is a dance form which is less known by many people, its a semi classical Indian dance with martial art, tribal and folk traditions.

My theme is based on Seraikella, Jharkhand Chauu Dance art. As the dancers always perform the dance form on various hindu epics,

I have choosen Mahabharata as my background story to showcase my design collection as perticular character from the epic saga to support each design through promoting chhau and taking inspiration from thier chunky garments to creating something new while having a background story of Mahabharata.

AYUSH GUPTA



WRITEUP

CHHAU - THE ART OF JHARKHAND



Promoting Chhau dance by depicting hindu epic Mahabharata

THEME

CHHAU DANCE MAHABHARATA



The creative mask of chhau dancers
Each character have different mask according to their roles they are playing which indentifies the character.

Dancers portraying different story lines through their dance performace.



There are many stories from the hindu epics such as Ramayana, Mahabharata,

Goddess Durga and many moret hey pick a perticular scene and dipicts the story through there performance.



I have choosen Mahabharata as my story line to dipict chhau through fashion eye.



The colourfull costumes and mask is the signature look of chhau dance

DESIGN ELEMENTS

GARMENT STORY (SUB STORY INSPIRED FROM MAHABHARATA)

Design elements inspired from the character personality and weapons used by them.

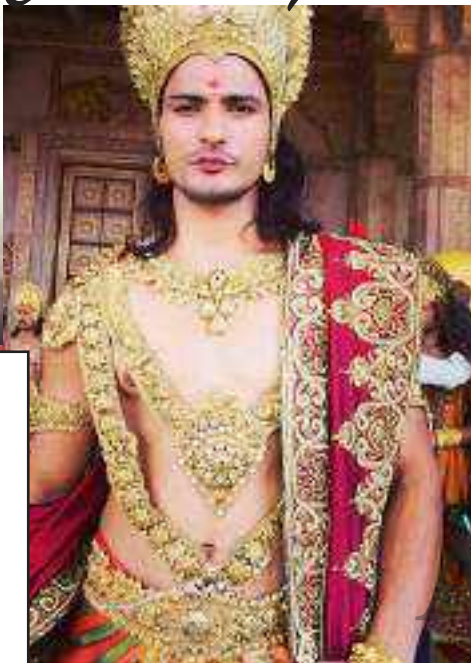


Use of gold

Specials weapons for specific characters



Costume analysis



Colour combinations



Yudhisthira-

Red and golden being the constant dark blue will be used in the garment as dark blue is the colour of intelligence which also inspire safety and serenity which justify the character of the first garment.



Arjun-

For the second character i will use white as white is the colour of perfection, and purity and arjun was considered as the perfectionist.



Bheem-

For the third character i will be using the colour yellow as it signifies hope, extreme source of energy with the motive inspired from the weapon



Nakul-

For my forth character i will be using pink, where pink is associated with love and understanding, empathy and sensitivity which will be showcased as my character inspired garment.



Krishna-

The garment of the character would be cheerfull and bright as the character hence red and golden being the constant i will be using all five colours including the iconic motive.



Draupadi-

The main character of the sub theme so this character, garment will have combination of the structures and colours from other six garment .

SUB THEME

THE EPIC MAHABHARATA

CHHAU AS A THEME IS VERY VAST, TO SHOWCASE MOOD AND EMOTION FOR THE COLLECTION I HAVE CHOSEN SPECIFIC CHARACTERS TO JUSTIFY MY THEME

Theme Chhau is always portrayed with great sagas including various scenes and epic story, why it was important for me to choose a sub theme - Focusing on theme the silhoutte and the

colour story was very vast, so it was important to have a base story where i can give direction to my design concept on which colour theory and specific silhouette i'll be working on and why?

Why Mahabharat ?

The epic saga has a strong message behind and the interesting colour story, as a designer it would give me new experience as i have never worked with bright colours .



Strength and courage

SWATCHES



Knitted Pannel and Patch work sample

In Process 3D constructed pannels



Some Developed swatches



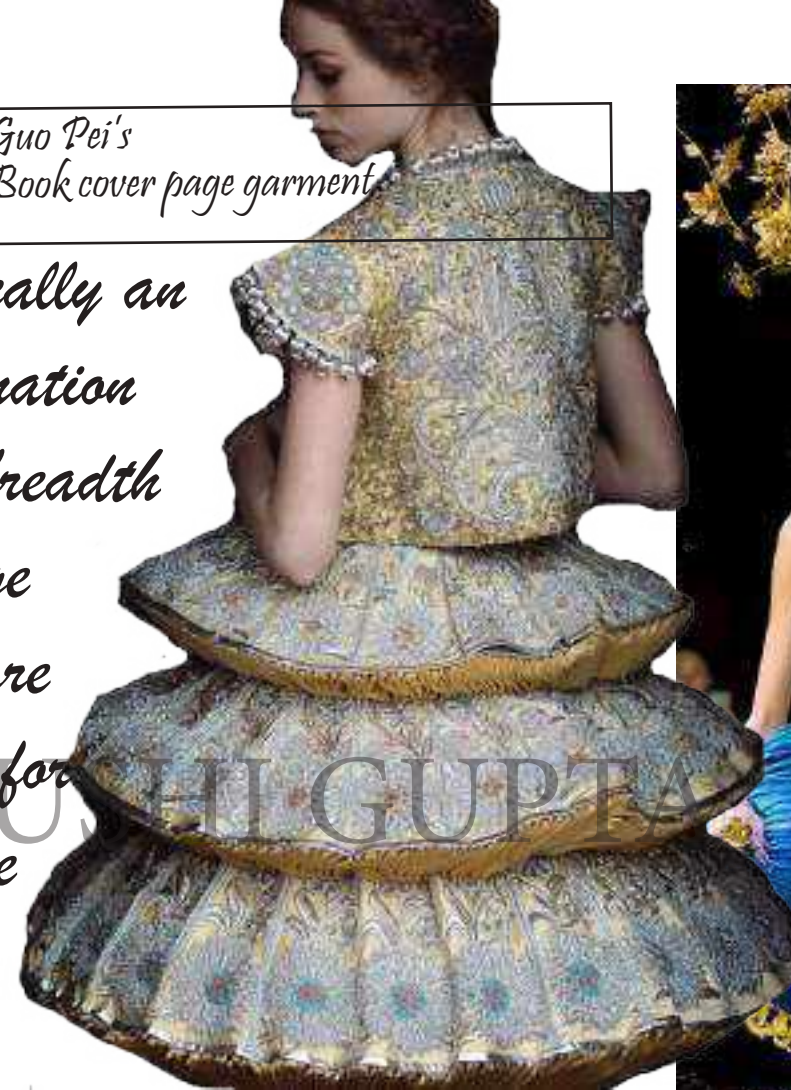
DEVELOPMENTS



Some of her Famous work from her fashion shows

Guo Pei's the Chinese designer, haute couture is really an opportunity to let her imagination run wild and showcase the breadth of craftsmanship of her large atelier. Thus the creations are actually never sold but kept for her private collection. As the sought-after Beijing-based couturier once told Couture Notebook, "I don't want them to be commercial at all."

Guo Pei's Book cover page garment



Couture Spring 2018



Paris Haute Couture show 2017



Hong Kong, Fashion week 2010



DESIGNER BOARD

The origins of mankind, creation myths and the mysteries of eternal life fascinate me. A part of my soul will always hold on to the most beautiful fantasies inspired by legend, she says.



Intricate and traditional work



Singapore Couture showcase 2011



Singapore fashion show 2013

									
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ILLUSTRATIONS

Red/Blue fur
sample

Plating
sample

Single jersey with lurex
sample
(Golden)

Tuck Knit
sample

Golden long fur
sample

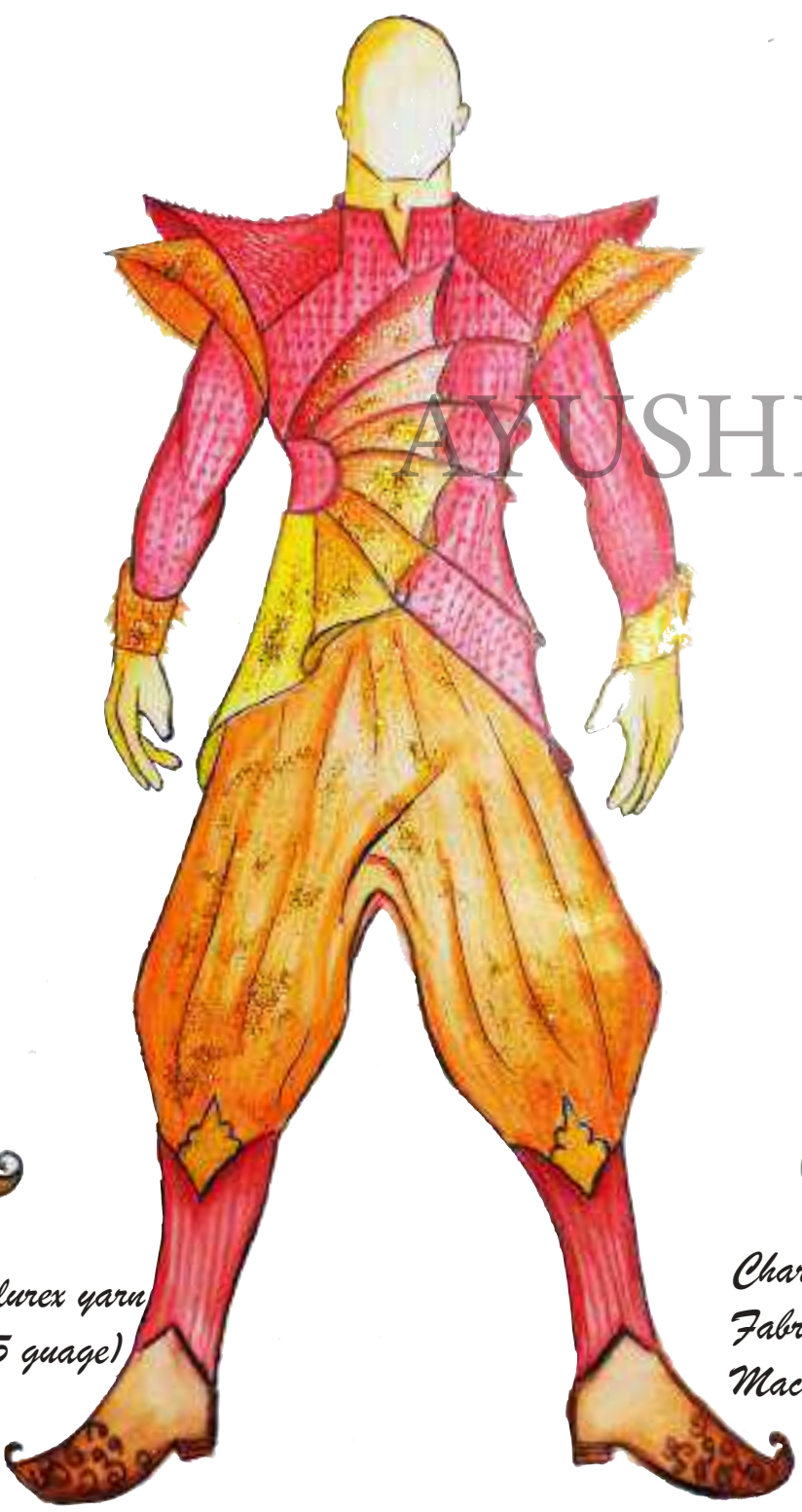
Cable
sample

Tuck Knit
sample

Plating with 3 ply yarn
sample swatch



Character costume inspired from Prince Bheem
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine (7 gauge and 2.5 gauge)



Character costume inspired from King Yudhisthira
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine (7 gauge and 2.5 gauge)














Character costume inspired from Prince Arjun
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine (7 gauge and 2.5 gauge)

Character costume inspired from Prince Sahadeva
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine (7 gauge and 2.5 gauge)



SWATCHES WITH COLOUR PANTONE

											
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ILLUSTRATIONS

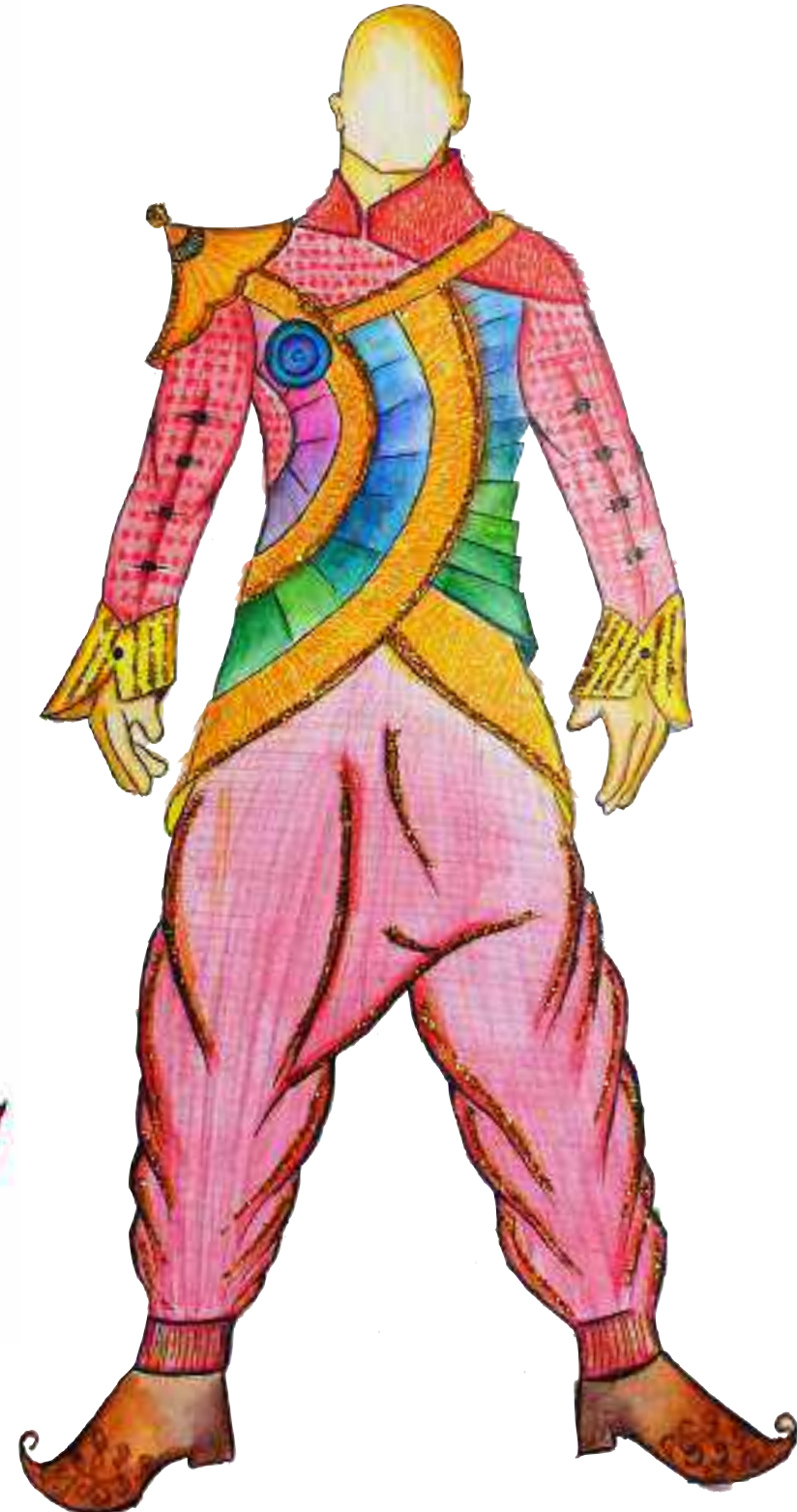
Fabric Manipulation
- Pin tuck sample

Character costume inspired from Price Nakul
Fabric material- 3ply yarn and golden lurex yarn
Machine- Hand Flat knitting machine(7 gauge)



Character costume inspired Queen Draupadi
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine(7 gauge and 2.5 gauge)

Character costume inspired from Lord Krishna
Fabric material- 3ply yarn, long fur yarn and golden lurex yarn
Machine- Hand Flat knitting machine(7 gauge and 2.5 gauge)



Red fur yarn,
Single Jersey

Fabric Manipulation

Tuck Knit sample

Green long fur yarn sample

SWATCHES WITH COLOUR PANTONE