

Bewakoof.com

GRADUATION PROJECT

Graduation Project:

Theme 1:
Pro-G(r)am(m)er
Menswear Collection

Theme 2:
Foodoholic
Womenswear Collection

Bewakoof[®]
.com

Bewakoof Brands Pvt Ltd
brings you the best and the
quirkiest designs for your
everyday life!
Location: Powai, Mumbai

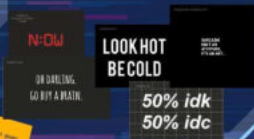
Hi! Bhavya here, from KD
Department of NIFT,
Kolkata. Since I'm someone
who is love with digital
artworks and graphics, I
decided to work for my
Graduation Project with
Bewakoof.com. Like the
name, the designs are
really quirky! Beginning
with the menswear
collection-



Bhavya Sinha

INSPIRATIONAL VISUALS

SWAG



GAME ALL NIGHT



PROGRAMMER



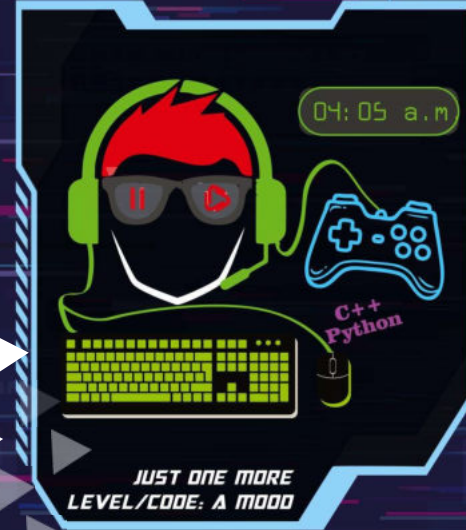
DESI



The above mentioned pictures have been taken for inspiration majorly from the customer survey along with the typography works related to those very themes or requirements. Since the theme is related to the life of a guy who's a gamer and a programmer, these 4 major topics were used for the inspiration, with some improvisations.

PRO-G(R)AM(M)ER
MENSWEAR COLLECTION

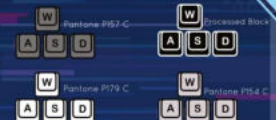
THE CONCEPT, THE MOOD, THE COLOURS



CONCEPT

The basic foundation of this theme is reliable t-shirt and boxer graphics for a techie or an IT guy who loves gaming a lot. So, when would they like to wear this t-shirt? Of course, when they want to be comfortable, or look cool, or be themselves! The idea behind this collection of graphics is experimenting with the content and typographies to bring out the charm of a tech-gamer guy.

COLOUR PALETTE



Level 1: LET THE GAME BEGIN
Techie 1

Coder by day,
Gamer by night.

PROGRAMMER

**HUM
ALARM
SE NAHI
ARAAM
SE UTHTE HAIN**

A techie never sleeps on time. Either he's gaming or coding but never idly lazing around. So the boss'ism is displayed in the two.

DESIGN 1

DESIGN 2

LEVEL 2: MAAL HAI KYA??

These Maal hai coder that are quite hot.
Coder. Sab patta hai Lamma, sab patta hai...

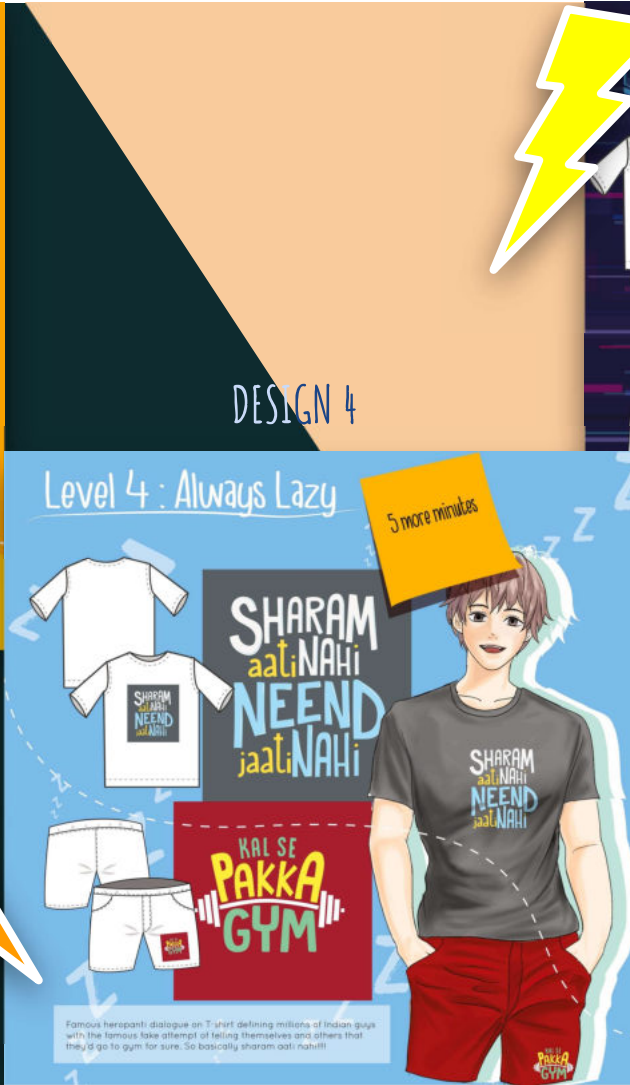
MAAL-PRACTICES

HAWA BAAZ

Well, any guy or girl these days smoke up. They are more or less into it either for fashion, or to actually feel the hit. Most of my customers were into smoking and they would've loved something funny for this same genre. Also, some of those who aren't just boast about being one to fit in the crowd. This set is dedicated to the two categories.



DESIGN 3



DESIGN 4



DESIGN 5

Party 'n' Chill

Food is basic necessity but looks as well. They don't care what people say, they just eat what they love and live what they eat. That's our alternate agenda or focus: Eat what you love, wear what you love.

Foodie

Considering what has already been made in the company, we try to go above and beyond with our PLUS ULTRA motto and design something fresh and more reliable.

Animal Lover

Studying the direction of different brands, narrowed the search to food and animals, cat one is for women's t-shirt. Branding decided to give #foodie its own identity when it comes to their design.

I'M A PIZZATERIAN... YOU KNOW, WHEN YOU ONLY EAT PIZZA...

SEEK REBAB NOT ATTENTION

Don't worry be happy

Menu for Designs

| | |
|---------------------------|------|
| Food | DOTD |
| Cute animal illustrations | DOTD |
| Diet | DOTD |
| Junk | DOTD |
| Drinks | DOTD |
| Coffee | DOTD |
| Tea | DOTD |
| Cakes | DOTD |
| Expression of food | DOTD |

Quirky designs as sought by the consumers, reliable to everyday life, colorful designs and illustrations well-matching with the text.

FOOD-O-HOLIC

Womenswear Collection

CONCEPT AND IDEA

The idea came after my team researched a bit on the trending tags around the country. One of the tags was #foodie. Hence, the base of this collection.

Women are usually said to 'diet' or follow the prejudice of 'being thin' most of the times. Although, it's not a common occurrence. Since I'm being one of the fellow foodies, I decided to follow our heart like a Bewakoof and just show the world what we love the most. After all, food and oxygen keep you alive!



The basic idea was to promote what bloggers love to. Similarly, showing our love for food, hate for diet, love for new flavours, the drinks, the sausages and everything which is edible, I planned to go forward with my delicious collection 'oh so sweet'.

COLOUR PALETTE

- Pantone P 678 C
- Pantone P 1564 C
- Pantone P 179 1C
- Pantone P 124 C



I HAVE ABS
-olutely no control when it comes to food

FOODIE TIP #1: Never Diet



DESIGN 1

DESIGN 2

Foodie Things #2



DESIGN 3

Foodie Tip #3: Take the Shot

A woman with long brown hair is sitting and holding a drink with a lime wedge. She is wearing a red t-shirt with the text 'TODAY IS WORTH A SHOT' and blue shorts. The background is yellow with a red banner that also says 'TODAY IS WORTH A SHOT'. There are two white t-shirt templates shown, one with the design on it. A yellow sticky note says 'A shot? Or what? Tequila? Vodka? Milkshake?!!'.

Tried to create a pun of tequila shot and a good milkshake/fruit juice. Like, healthy or foodie people love to take that shot. They do love partying, but in their own way.

Foodie Type #4: Coffee Lover

A woman with long brown hair is standing and holding a coffee cup. She is wearing a white t-shirt with the text 'COFFEE IS MY TRUE LOVE' and blue pants. The background is green with a purple banner that also says 'COFFEE IS MY TRUE LOVE'. There are two white t-shirt templates shown, one with the design on it. A yellow sticky note says 'I haven't even had my morning coffee yet and you expect me to work? Huh?!'.

Coffee is more like everyone's favorite. The one thing which is used by from a student to an adult. It was while I was talking on customer calls, when a girl said she's a big foodie but if she wanted a relatable design for her t-shirt, she'd opt for coffee related something-something.

DESIGN 4

Foodie Tip #5: More to Eat, More to Loose Weight

A woman with long brown hair is sitting and holding a red phone. She is wearing a white t-shirt with the text 'EAT AND LOOSE WEIGHT' and red pants. The background is orange with a pink banner that also says 'I ONLY WISH FOR TWO THINGS: EAT AND LOOSE WEIGHT'. There are two white t-shirt templates shown, one with the design on it. A yellow sticky note says 'Eat Loose weight'.

Eating without gaining weight is a dream for every girl. Some have been able to achieve that even, you know, those friends who eat a lot but don't gain weight. This is a tribute to those people who wish for it and those who have it.

DESIGN 5