

GRADUATION PROJECT

BY SREYASHI SAHA



Hello, I'm Sreyashi Saha, NIFT Kolkata graduate, specialize in Knitwear Design. For me fashion makes me feel more creative, challenging and stronger. Graphic being a new passion, that I would like to explore more and get more opportunities. When I create something I try to make it unique and maintain a balance between functionality and aesthetic appeal.

 LANDMARK
GROUP

asybuy
super style. super price.

COLLECTION : WINTER BLOOM
COLLECTION 2 : RETRO POP



AW-20



INSPIRATION



floral story



Floral designs are just one fashion trend set to return in a big way this winter, having been shown extensively in several trend reports. "For 2020 there actually is a major innovation in the print: Designers are honing in on roses, specifically, to make their Fall collections feel soothing. And the result the is incredibly elegant.", Anna Wintour





WINTER

INTER BLOOM

Inspired from wintery florals, the theme elaborates bold floral motif prints all over the garments. These chunky flowers gives exotic wintery effect with incorporation of bright colours. These designs brings a combination of freshness with a sense of playfulness. Images of twigs, dried branches and lovely foliage can be translated to a trendy dash of creativity with the right color combination. These exquisite seasonal trendy prints could shape the winter collection by provide lovely visual contrast in the form of smaller accent additions.



PALE DOGWOOD
17-2034 TPG



AURORA PINK
15-2270 TPG



YARROW
17-2034 TPG



RIVERSIDE
17-4028 TPG



PIRATE BLACK
19-40348 TPG



SHARKSKIN
17-3940 TPG



ultra serene



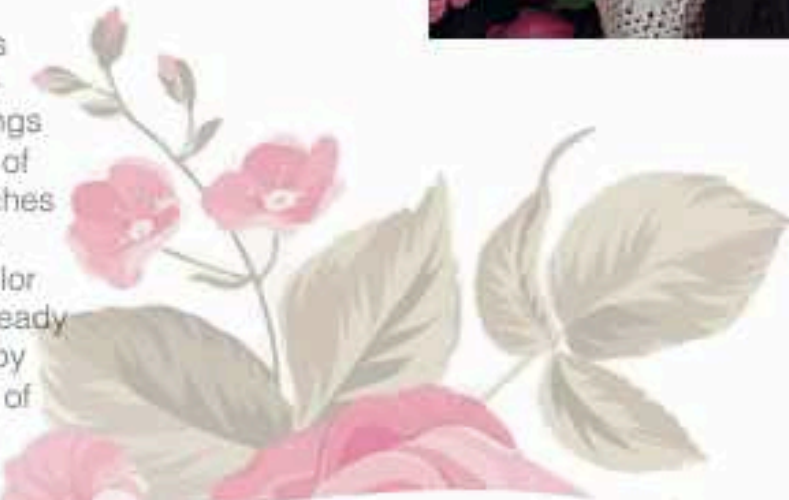
ROSEWATER
11-1408 TPG



BURNT HENNA
19-5431 TPG



EMBERGLOW
17-1547 TPG







PRE - FALL : 20



POP ART CULTURE
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TREND RESEARCH

Ever since pop art emerged in the eighties, it has been going hand in hand with the fashion industry. Rebelling against elitist value and self-reflective expressionist movement, pop art embraced mundane living experience introducing aspects of mass culture and bringing closer to new generation. These arts are emerging again according to recent textile and trend reports, brand studies and market researchers suspected the dominance of pop trend in markets of 2020.



CONCEPT

Inspired from the 80's pop art culture, their music, retro hollywood glam, vintage comics incorporating it with the present trends. Bright pop colours are used with retro motifs and graphics. To enhance the looks the graphics are placed on trending silhouettes to give a fusion look of the genres.



Spirit lead me



	
TANGO RED 17-0905 TPG	CHATUE ROSE 19-2120 TPG.
	
MARIGOLD YELLOW 15-3664 TPG	TANAGER TURQUOISE 13-4720 TPG
	
FLAME PINK 10-7004 TPG.	SILVER FILIGREE 17-3911 TPG
	
BANANA CREAM 13-0941 TPG	BLACK 19-0303 TPG
	
MARZARINE BLUE 19-0235 TPG	WHITE 11-0601TPG



DESIGN DEVELOPMENTS