

Internship Brief

The industry internship programme is an introduction to the industry and understanding of designer's role and responsibility in this context. It is aimed at providing the Fashion Design students with a professional design experience by familiarizing them with a working knowledge of the functioning of the apparel industry and the relationship between design and production. Towards the functioning of the apparel industry, the interning trainees can contribute to the industry in the areas of design, supervision, sample development and merchandising. The subsequent feedback and performance appraisal received from the industry, plays an important role in enriching the course curriculum which, in turn, helps the department to train design professionals who can play a more strategic role. The training programme involves two weeks towards orientation of the company, the infrastructural set up and its mode of functioning. In the remaining four weeks the students begin the project of designing and executing a collection as per the specific design brief given by the company. This assignment attempts to initiate the student to the gamut of activities in an export house / design studio of a retail brand / designer label and various departments in a corporate organization so that he /she understands the implications of the process in its entirety. This cycle would incorporate understanding of brand image/ brand profile, tools used to profile the psychographic and demographic profile of the target customer segment, the flow of information in production system with reference to the development of a commercially viable range.



Somya Goyal attempts to stride into the unknown, into the world of luxury that is as attainable as its meaningful. One that is nuanced and full of character of craft and the substance of personality. Inspired by women who are unboxed and beyond, Somya Goyal is an expression of who she is. What she is in that moment, a reminder of beautiful memory, a harbinger of things to come. Somya Goyal is an ever evolving exploration of the multifaceted, the interesting, that is expressed through the evocative designs.

//The Designer

Designer Somya Goyal grew up observing her father in the garment industry and developed a distinctive understanding of how garments are put together. Somya knew from the very beginning that it was imperative for her to enable more compassion and emotion in designs than just chase impeccability.

2017: Graduated in fashion design from Pearl Academy

2019: Completed at Central Saint Martins, University of the Arts London

She founded her eponymous label SOMYA GOYAL in 2019 through which she constantly engages with established rubric to imagine new possibilities in womenswear.



//Brand Identity

Category: Fashion and Apparel

USB: Textures and Details

Sector: Retail and Lifestyle

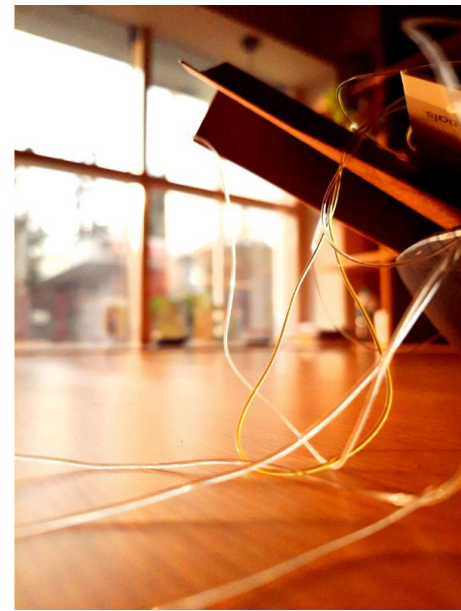
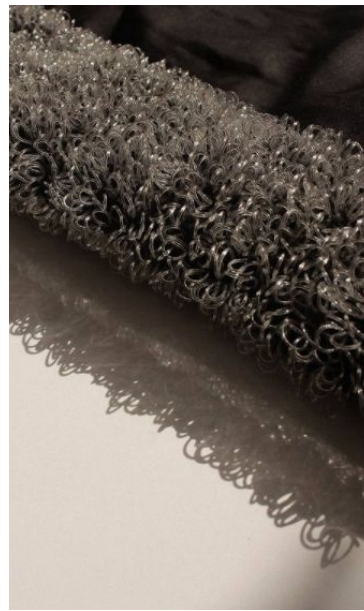
Target Segment: Women

Target Market: Women from Upper Middle class and Upper Class

Price Range: Rs.6000 to Rs.20000

Positioning: The label stands for liberating as well as contrasting, that which is commonly seen and easily expected. Creating a space bringing in abstract things and emotions that are often ignored into the creative process. There's a certain sense of liberty when you can express who you are within through physical objects you create.

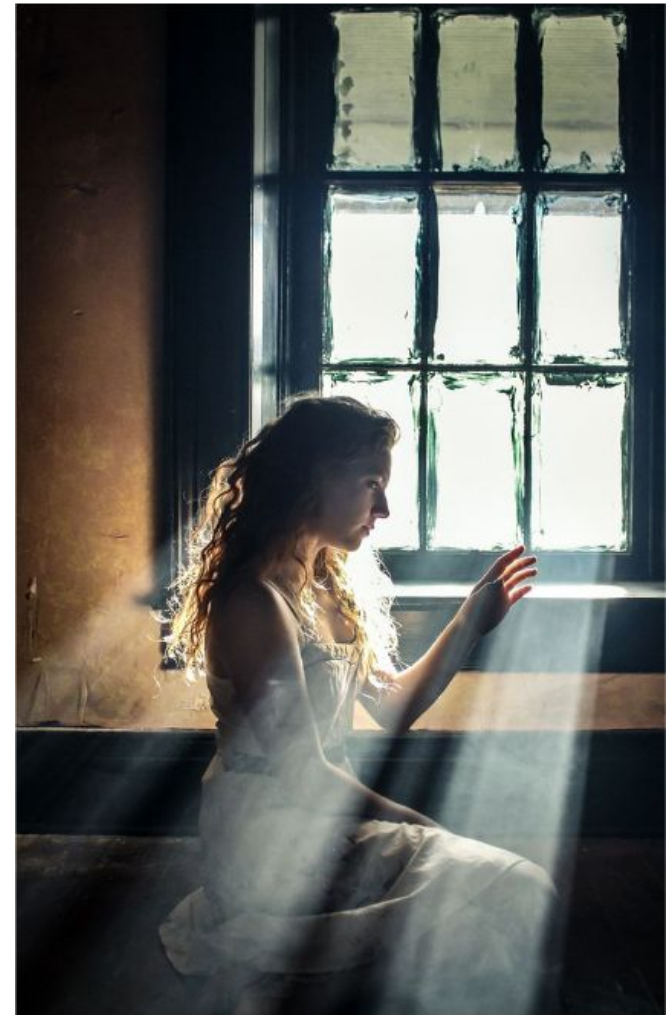
Competitors: Druv Kapoor, Akhl, Esha Sethi Thirani, Shift, Pamilone, Mannat Gupta



Brand DNA//
Uncomplicated
Optimistic and free
Sensorialy delightful
Transient and
Transformative

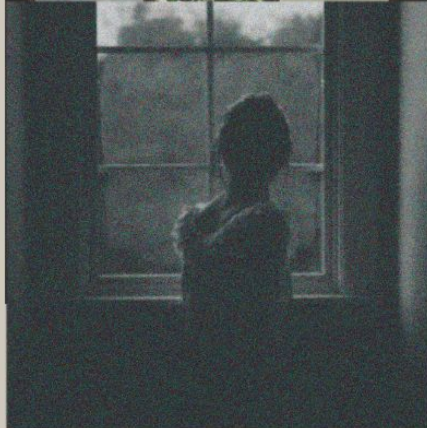
Design Collection: STASIS 2021

Calm - Comfort - Free - Slow - Gentle - Gentle
Flow - raw - simple - Untouched for a long time -
singular - monotonous - dust - sun rays - sun
beams - old - unlooked - untamed - relaxation -
sigh - lazy - unmoving - easy - head resting -
swinging feet - loose slippers - hazy gaze - hazy
glass - thoughtful - nothingness - reflection - hand
gestures





innate
calm
raw
simple
stillness
tranquill
idyllic
natural
quintessential

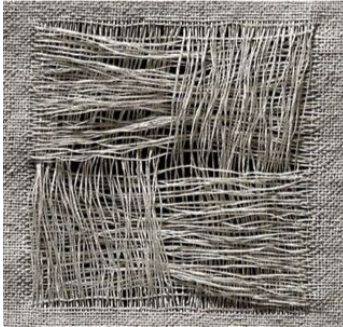
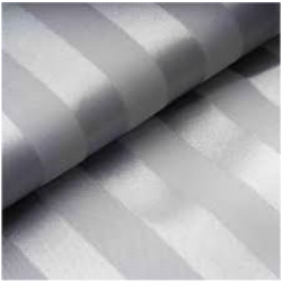


Time has started to feel like a line drawn in sand, Everything around me feels as if frozen, mummified, preserved.

staring at one end of life and breathing the other. I can taste the taste of nothingness in my tongue, smell the stillness in the air, I have worn my hair in a bun since yesterday, falling loosely as it gives in to tug and pull, The gold earrings I have worn since forever, still snug on my ears, my dress fluttering away

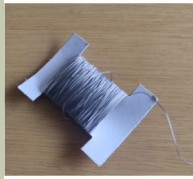
the dust and chemicals in its air, the linen of the bed and the green of the small window-side plant? Even the chair has my mould now. These moments I live, only mine, It felt as if I sat on the precipice of both happiness and sadness, of restlessness and calm, Of movement and eternal stillness.

Moodboard



Surface Exploration

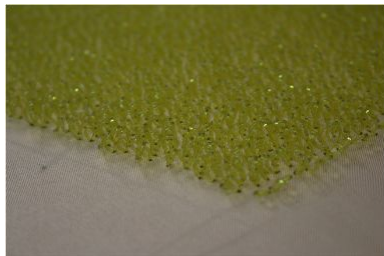
Various thoughtlines goes into creating linear designs. Using variations of cord/Yarn.



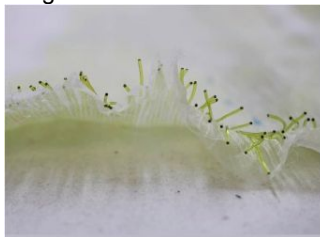
Final Embroidery/ Surface work



PVC Cord strands sewn together at the ends



Loop Texture



PVC Cord Tucked in between Organza



Yarn sewn on fabric in random lines



Yarn Lines inswen



Jute loops

Fabrics



100% Bemberg Satin



100% Moss Polyester



100% Silk Twill



100% Bemberg



100% Tencil



Organza



100% Silk Satin



PVC Cords sewn in b/w two organza fabric like pin tucks

Colour Pallette



Pantone 155UP
Coral Peach



Pantone 2310UP
Peanut Cream



Pantone 7499UP
Pealed Almond



Pantone 390CP
Monet Green

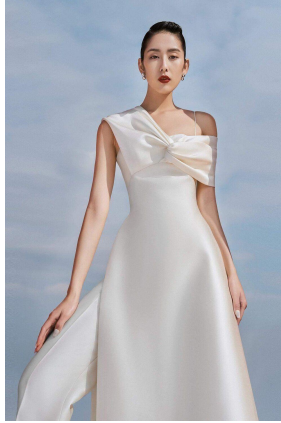


Pantone 296CP
Midnight Blue



Pantone Process Black C
Black

Silhouettes



Natural, Loose, reflective, Linear, Flowy, Clean Lines, Muted Colours, Earthly, Colours, Comfortable, Loose, Simple, Minimal



Linear Textures, Straight, Movement, Story, Easy Flow, Depth, Minimal 3D, Expressive, Stacked, Open Cuffs, Free hand movement



Illustrations

Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range: XS, S, M, L, XL, Custom
Style No.: SGJ27MBS21	Date: 20.07.2021	Colour: Pantone 296CP, Midnight Blue
Description: Leisure Jacket shirt	Collection Name: Stasis	Product Category: Jacket

Fabric

Moss Polyester and Silk Satin for pockets

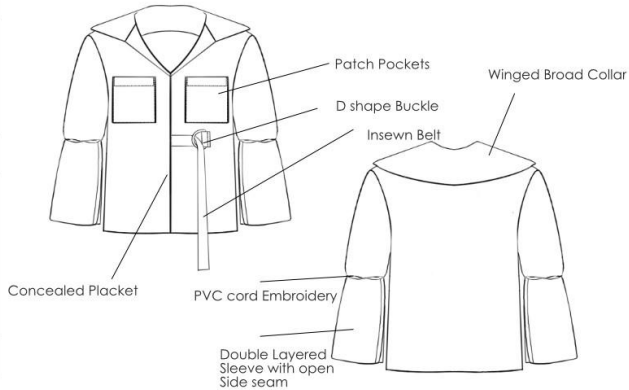


Finishes, seams and Trim

Plain Seam with Overlock, Blind Hem,

Patch Pockets, Conceal Placket, Double Layered Sleeves with placket, PVC cord embroidery at mid sleeve, D Buckle, insewn belt, Broad winged collar

Length: 25"



Size Chart

	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5

Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range:XS, S, M, L, XL, Custom
Style No.: SGTR24MBS21	Date: 20.07.2021	Colour: Pantone 296CP, Midnight Blue
Description: Ascending Pockets Pant	Collection Name: Stasis	Product Category: Trouser

Fabric

Moss Polyester



Finishes, seams and Trim

Plain Seam with Overlock, Blind Hem,

3D(using fusing) Leisure pockets that taper towards the Hem, Buttoned zipper closure, Belt Buckles.

Length: 44"



Size Chart

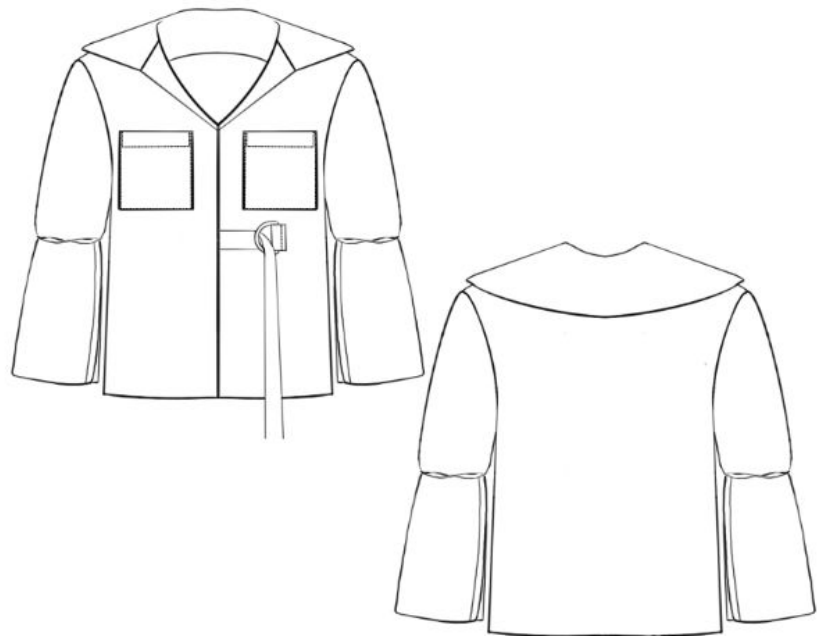
	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5



Cost Sheet

Particulars	Quantity	Unit	Cost Per Unit (INR)	Total
Main Fabric : 100% Moss Polyester	1.40	m	350	490
Fabric : 100% Silk Satin	0.20	m	400	80
Lining : 100% cotton	0.70	m	80	56
Pattern making and stitching				1000
Embroidery				100
Thread (Poly)	1	reel	10	10
Embroidery thread : PVC	1/2	m	3	1.5
Buttons	6	piece	1.5	6
Zipper				
Elastic				
Upper garment Label	1		7	7
Lower garment label	1		10.5	10.5
Washcare	1		7	7
Tags	1		9.5	9.5
Packaging	1		150	150
Total				1927
Margin %	76.5	%		6273
Final Retail price				8,200

Season: Winter/Autumn 2021	Merchant: Prachi Bansal	Size Range:XS, S, M, L, XL, Custom
Style No.: SGJ27MBS21	Date: 20.07.2021	Colour: Midnight Blue
Description: Leisure Jacket shirt	Collection Name: Stasis	Product Category: Jacket
Sample Size: S	Selling Price: Rs. 8,200	





Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range: XS, S, M, L, XL, Custom
Style No.: SGT19WS21	Date: 20.07.2021	Color: Pantone 7499UP, Pealed Almond
Description: Dual Sectioned Top	Collection Name: Stasis	Product Category: Top

Fabric

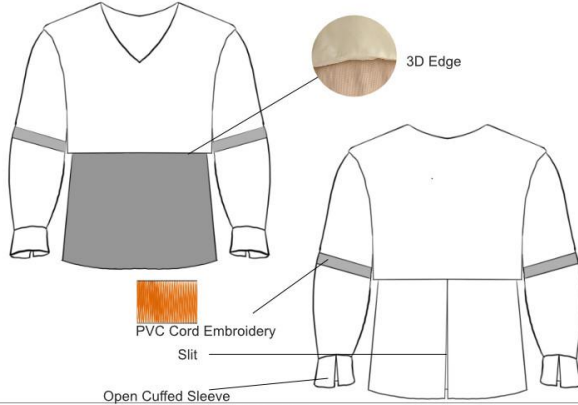
100% Bemberg, PVC Cords sewed in b/w two organza fabric like pin tucks



Finishes, seams and Trim

Plain Seam with Overlock, Handsewn blind Hem, PVC Cord Embroidery Panels, Cuffed Sleeves, Slit Back, V Neck, 3D edge(using fusing) given to top fabric

Length: 24 3/4"



Open Cuffed Sleeve

Size Chart

	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5

Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range: S, M, L, XL, Custom
Style No.: SGTR09BES21	Date: 20.07.2021	Colour: Pantone 2310UP, Peanut Cream
Description: Inverted Waist Trousers	Collection Name: Stasis	Product Category: Jacket

Fabric

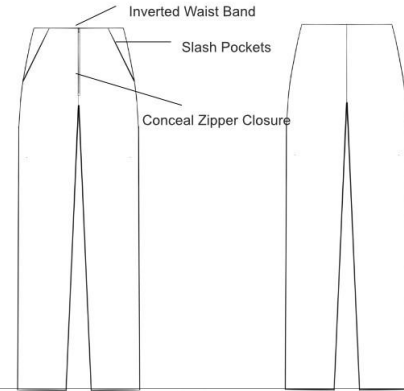
100% silk Satin



Finishes, seams and Trim

Plain Overlocked Seam, Blind Hem Inverted Waist Band, Front Conceal zipper Closure, Slash Pockets

Length:44"



Size Chart

	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5





Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range: S, M, L, XL, Custom
Style No.: SGD05BES21	Date: 20.07.2021	Colour: Pantone 2310UP, Peanut Cream
Description: Trench Leisure Dress	Collection Name: Stasis	Product Category: Jacket

Fabric

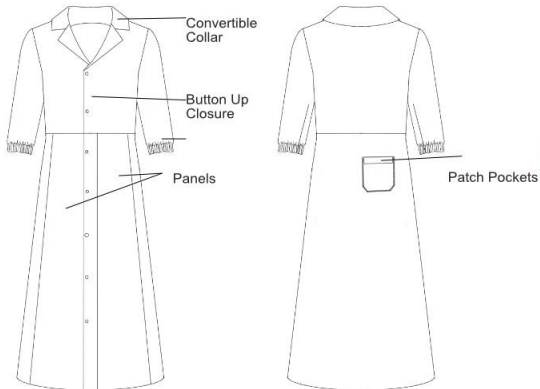
100% bemberg Satin and
100% Silk Satin



Finishes, seams and Trim

Plain Seam with overlock, blind Hem, Convertible Collared Neck, A line Skirt, Satin Panels, Front Button Up Closure, Elasticated Sleeves, Back Patch Pocket

Length: 46 3/4"



	Size Chart				
	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5



Tech Pack

Season: Winter/Autumn 2021	Designer: Prachi Bansal	Size Range: S, M, L, XL, Custom
Style No.: SGD04PS21	Date: 20.07.2021	Colour: Pantone
Description: Trench Dress	Collection Name: Stasis	Product Category: Jacket

Fabric

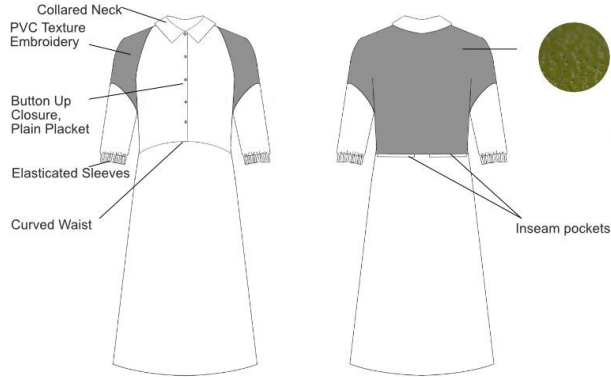
100% Silk Twill



Finishes, seams and Trim

Plain Seam with overlock, blind Hem, Collared Neck, Curved waist Line, Back Inseam Pockets, PVC Cord Texture on Back and Shoulders, Elasticated Sleeves, Top Button Up

Length: 46"



	Size Chart				
	XS	S	M	L	XL
Bust	32	34	36	38	40.5
Waist	25	26	28	30	32.5
Hip	35	37	39	41.5	43.5





Other Tasks Undertaken

- Sourcing for Rebranding
- Linesheet Making
- Challan Making
- Visual Merchandising
- Editing Media
- Sample Sale
- Assisted in Photoshoot