

# CASE STUDY : FASHION DESIGN

## *Jaipur Roots: Contemporary Capsule Collection*

### Objective (Industry-Aligned)

To assess whether the student can:

- Translate **Indian heritage (Jaipur prints)** into **global wearable fashion**
- Think like both a **designer + merchandiser**
- Present ideas with clarity and confidence (client-ready communication)

### Scenario

You are selected as a **junior design intern** at a premium Indo-western label collaborating with a global fast-fashion brand (Zara-type model).

### The brand brief:

**Create a 6-outfit capsule collection inspired by Jaipur textile heritage, adapted for modern urban women (age 20–35), suitable for both Indian and international markets.**

### Task Breakdown

#### 1. Research & Concept Development

- Study **Jaipur textile techniques**: Bagru, Dabu, Sanganeri
- Define:
  - Target audience (urban, working, travel-friendly)
  - Theme name (e.g., *“Desert Indigo Revival”*)
  - Moodboard (colors, textures, inspirations)

#### 2. Design Development

- Create:
  - 6 outfit sketches (mix of fusion wear)
    - 2 casual daywear
    - 2 workwear
    - 2 occasion wear
- Include:

- Fabric selection (cotton, chanderi, blends)
- Print placement strategy (not random—intentional storytelling)
- Color palette (max 5 colors)

### **3. Industry Constraint Layer**

Students must justify:

- Cost efficiency (Zara-level pricing mindset)
- Scalability (can this be mass produced?)
- Season relevance (Spring/Summer preferred)

### **4. Presentation Round (Confidence Check)**

- 5-minute pitch:
  - Why will this collection sell?
  - How is this different from typical ethnic wear?