



SHARDA  
UNIVERSITY  
— AGRA —

Sharda School of Design

DESIGN  
COLLECTIVE



# Sharda School of Design (SSD)

## Vision of the School

To be amongst the top institutes in India imparting quality education and professional skills to the students to emerge as creative professionals of global caliber and thus the society in large.

## Mission of the School

- To create and sustain a stimulating and responsive academic inclusive environment.
- To regularly enhance the teaching contents & techniques in keeping with current and future trends.
- To provide a competitive and career-oriented program.
- To encourage students to be socially responsive and responsible designer.
- To create a global center of innovation and excellence in art and design industry.

## Core Values

Innovation

Awareness

Information

Ethics

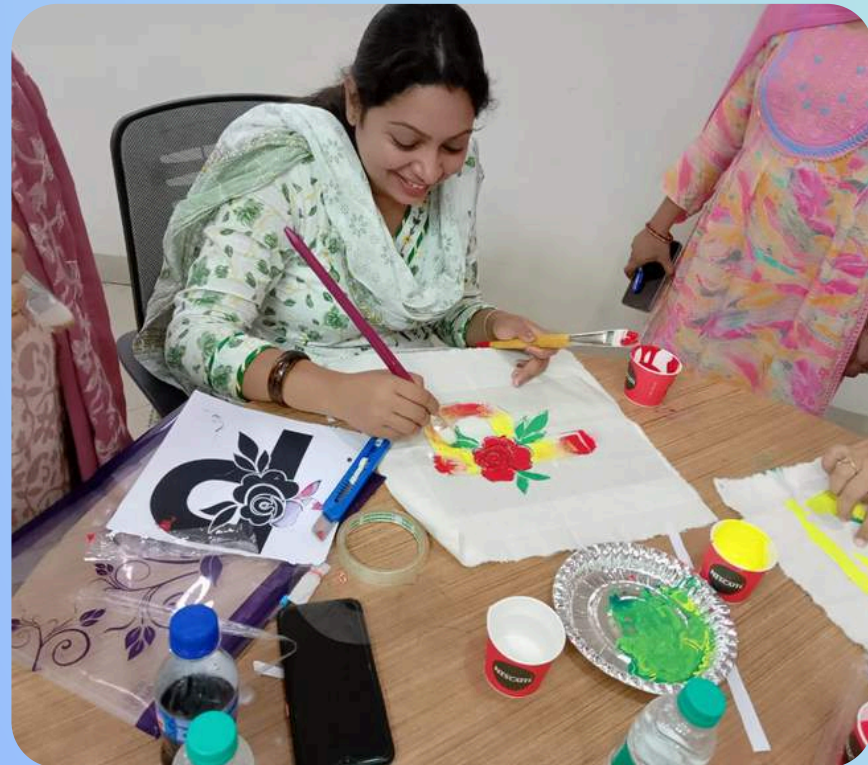


# Printing & Styling Workshop





Sharda School of Design organized an inspiring Printing & Styling Workshop on 12th July, 2024 in Conference Room from 10:30 AM to 2:30 PM. The event started with a warm welcome from Dean Ms. Monika Choudhary, Sharda School of Design, followed by the esteemed felicitation of our chief guest, Registrar Prof. (Dr.) Masudul Haq Wani. Dean of School of Smart Agriculture, Dean of Sharda School of Business Studies, Dean of Sharda School of Basic Sciences & Research was present in the event. Mr. Wani captivated the audience with his insights on the vital role of styling in the professional world. We extend our heartfelt gratitude to Honourable V.C. Prof. (Dr. Jayanthi Ranjan) who gave the approval to conduct this session.



A demonstration was given to all the participants on the stencil printing process, including how to create or design a stencil, apply ink or paint, and use the printed patterns for enhancing the aesthetics of fashion items and home decor.

The atmosphere of the workshop was buzzing with creativity as participants immersed themselves in hands-on activities, discovering innovative printing techniques and unique styling tips. The energy in the room was electric, with everyone eager to experiment and share fresh ideas. Here, we are sharing some glimpses of the Printing & Styling Workshop.



# Importance of line in garments

- Understanding how different types of lines in fashion interact with body shapes is crucial for creating flattering and stylish outfits.



# The Key Differences

- Vertical Line

These lines elongate the body, making the wearer appear taller and slimmer. They are particularly beneficial for petite individuals or those who want to create a more streamlined look.

- Horizontal Line

These lines draw attention and can visually widen or emphasize a particular area. They are useful for balancing proportions or adding volume where needed.





## ● Curved Line

Curved lines add softness and fluidity to a garment. They can create a more organic and feminine look, emphasizing curves and adding dimension. Curved lines are effective for softening angular body shapes.



## ● Parallel Line

Parallel lines run alongside each other without intersecting. They can create a sense of continuity and flow in an outfit. Parallel vertical lines, for example, can elongate the body, while parallel horizontal lines can add width or emphasize a particular body part.



- **intersecting Line**

Intersecting lines create visual interest and can draw attention to specific areas. Diagonal intersecting lines, for instance, can create movement and energy in an outfit, while intersecting vertical and horizontal lines can create geometric patterns that enhance the overall look.

- **Perpendicular Line**

Perpendicular lines intersect at right angles. They can create a structured and balanced look. For example, a jacket with vertical and horizontal lines can create a grid-like pattern that adds sophistication and structure to the silhouette.





## Top Trending silhouette 2024

# Wide-leg pants

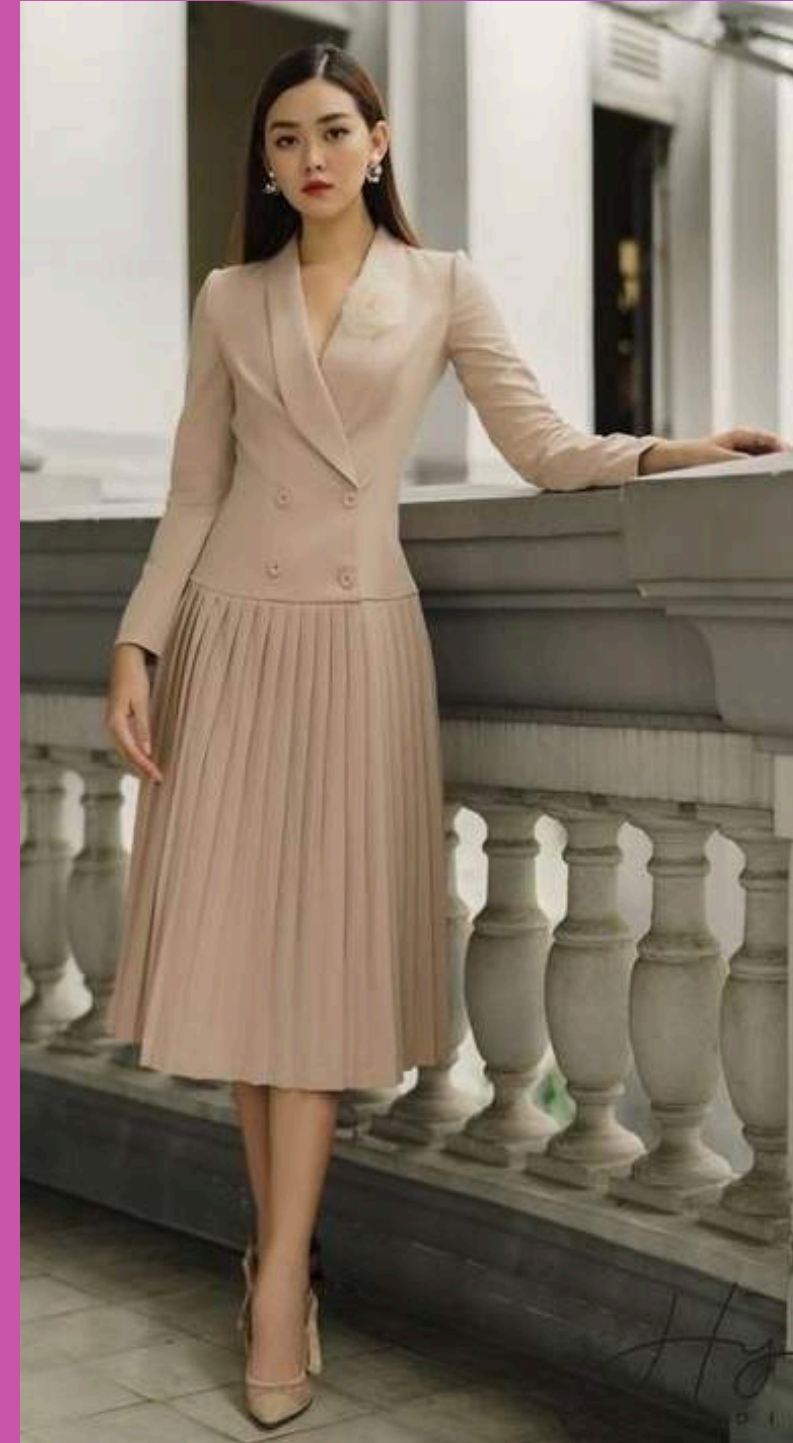
- Wide-leg pants are the most popular trend for working women. Wide-leg pants are a classic and feminine wardrobe staple for women, suitable for various occasions, including chic office ensembles.
- Pairing these pants with a button-down shirt forms a perfect combination of comfort and style, ideal for a busy workday.
- Accessories: To enhance the outfit, consider adding a slim leather belt or a statement piece of jewelry. Keeping accessories minimal yet impactful can elevate your overall office attire.



# Top Trending silhouette 2024

## A-line dress

- A-line dresses are the third most popular trend for working women. A-line dresses continue to be a popular choice for workplace outfits, especially noted for their flattering fit that suits various body types.
- These dresses feature cinched waists and full-volume skirts, creating a silhouette that enhances the wearer's shape while maintaining a professional appearance.



# Top Trending silhouette 2024



## Pleated skirt and top

- Styling Pleated Skirts for Work Top Pairings: Classic blouses offer a refined look, while t-shirts can be styled for a more casual, creative office vibe & maintaining both comfort and style.
- Pleated skirts are the fourth most popular trend for working women. Pleated skirts, a delightful nod to the '90s fashion revival, offering a versatile and chic option for workplace attire.



# Top Trending silhouette 2024

## Jumpsuits

- Jumpsuits are the second most popular trend for working women. Jumpsuits have emerged as a versatile and stylish option for various professional and social settings
- Available in an array of styles such as formal, casual, and convertible, they cater to a wide range of tastes and occasions.
- Variety in Design: Whether you prefer a sleek, sleeveless look or the intricate wrap over and infinity designs, there's a jumpsuit to match your style. The stretchy features accommodate comfort without sacrificing elegance.





# Introduction to trending Colors in 2024-25

This season's palette is designed to resonate with global trends and consumer needs, focusing on themes of wellbeing, creativity, environment, and technology. These colors are not just aesthetic choices but reflect deeper societal shifts and consumer preferences amidst ongoing uncertainties.



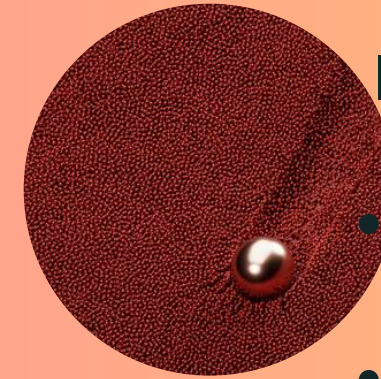
# Understanding the Key Colors



## Apricot Crush (02465-27)

**\*\*Color of the Year 2024\*\***

- Symbolizes hope and positivity, inspired by natural elements.
- Versatile and trans seasonal, suitable for fashion, beauty, interiors, and tech



## Intense Rust (015-33-25)

- Warm and rich brown conveying stability and authenticity.
- Appeals to sustainability-focused consumers, promoting longevity and classic design.



## Midnight Plum (151-22-09))

- Powerful dark purple linked to space exploration and escapism.
- Evokes mystery and gothic sentiments, aligning with consumer desires for the unknown.



## Sustained Grey (035-73-04)

- Foundational and grounding, emphasizing practicality and reliability.
- Celebrates sustainability and minimalism, appealing to those valuing simplicity and balance.



## Cool Matcha (055-85-20)

- Tinted pastel with a calming and soothing quality.
- Represents the fusion of nature and technology, offering tranquility and reflection in a digital age.

# Insights into Consumer Trends

- Wellbeing : Colors like Apricot Crush and Cool Matcha promote calm and balance, responding to consumer needs for stress relief and mental wellness.
- Environment : Sustained Grey reflects a shift towards sustainable choices, appealing to eco-conscious consumers who prioritize recyclability and longevity.
- Technology : Midnight Plum embodies digital escapism, resonating with the metaverse and virtual reality trends, offering a sense of mystery and exploration.



# Practical Applications and Business Benefits

- Fashion : These colors offer designers a palette that balances stability with creativity, appealing to a wide consumer base seeking both comfort and innovation.
- Interiors : From calming Cool Matcha in living spaces to luxurious Intense Rust accents, these colors enhance home environments with a blend of sophistication and tranquility.
- Consumer Tech : Midnight Plum and Apricot Crush integrate seamlessly into product design, catering to tech-savvy consumers looking for innovative yet emotionally resonant products.







# Event glimpses



# No Sew Garment

- I designed a dress using a no-sew technique, focusing on simplicity and creativity. Utilizing fabric glue and clever folding, the dress features a stylish, seamless look without any stitching. It's an easy and accessible method for anyone wanting to create fashionable clothing without traditional sewing skills.





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