



Lookbook
2021

FASHION



Design creates culture. Cultures shape values. Values determine the future.
We bring a showcase of Fashion designs by ARCH College of Design & Business students.
Welcome to the future!

#ADESIGNTHINKER

VISION

To educate people around the globe about our textile heritage and clothing, and bring forth new age sensibilities through the power of unparalleled storytelling. Use the journey of iconic brands, to inspire creative minds to innovate with new technologies integrated with indigenous knowledge and techniques.

MISSION

Develop scientific methods and the temperament to keep evolving and updating design curriculum and the pedagogy of design education with innovative tools, methods & platforms with the flexibility to suit the times and changing needs and the demands of humankind (new normal); at the same time, leading the way to establish socially and environmentally conscious business ethics.

COURSE INTENT

Fashion design is the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories.

The programme in Fashion Design at the Arch College of Design & Business intends critical engagement with the subject of 'Fashion' in all its forms. Creating a responsible awareness and assessment of fashion's socio-cultural and ecological influences is essential in the rediscovery and sustenance of an Indian aesthetic signature.

Towards a vision of developing a global learning environment and encouraging students to introduce meaningful aspirations into the world of fashion, ARCH aims to motivate students to explore individual aesthetics and conceptualise sustainable-ethical fashion.

INDUSTRY & PLACEMENT

ABUJANI
SANDEEP KHOSLA

ANITA DONGRE

ANISH MALHOTRA

lifestyle
THE STYLE. THE SPACE.

BOMERBULT
STUDIOS

MIRANGI

AVIVID

AVANTAGE
OF QUALITY

NBC
NATIONAL BUSINESS CHANNEL

Reliance

JACK & JONES

CENTRAL
BRANDS

CLUBBING
SOCIETY

Radika Group

ERAA

ERAA

ARMANI
JUNIOR

S

Ramas Legacy
A Brand of Ramas Textiles Pvt. Ltd.

RATAN TEXTILES

AND

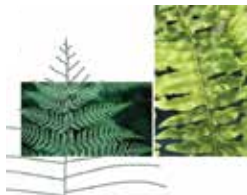
Rocky Star

zari

N
Nikhil
Productions



AYUSHI GUPTA



GRADUATES OF
2021



MUSKAAN AGARWAL



SIDRA AHSAN



VIJAY LAXMI CHARAN



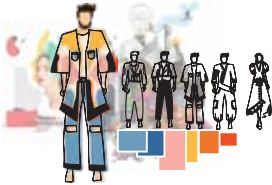
FASHION DESIGN
DEPARTMENT



AASHNA GARG



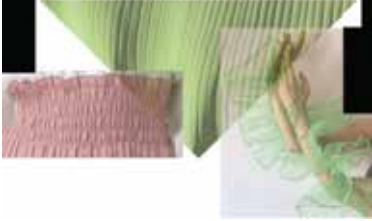
SHIVALI NIGAM



SWETA GAMIT



AYUSHI GUPTA



AYUSHI COLLECTION

The inspiration comes from my own experience of being in nature. Being in nature is relaxing and always tranquil.

The collection draws its inspiration from the fern plant; commonly known as an ornamental plant because of its delicate appearance and bright colours. Inspired by the flowy shape, the symmetric arrangement of fronds and velvety texture of the leaf, Unfurl; a concept that talks about the idea of spreading out from a rolled or folded state and flow into the state of peacefulness, attaining space for personal relaxation and soothing all afflictions can be seen throughout the collection. The colour scheme uses calming colours and earthy tones.







MUSKAAN AGARWAL



HER HIGHNESS

A story from Nepal which holds on to the emotion, culture, craft and heritage of the country. "HER HIGHNESS" is a concept that replicates power of imperfect beauty (wabi-sabi), inspired by two connecting dots. The tragic earthquake of 2015 Hardship of Living Goddess - "KUMARI". The collection is an expression of strength, power, rebuilding and imperfect beauty.



SIDRA AHSAN



AVANT GARDE





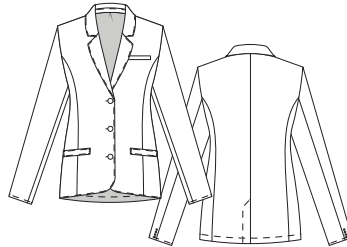
VIJAY LAXMI CHARAN



UNBOUND

Neurous- A branch like structure that have unbound endings which helps us explore our freedom of thoughts unlike our Circumstances. The only connction to direct freedom which has no limitations, and nobody can steal it from us. Despite our circumstances we tend to imagen our freedom in anyway possible without any punishment that the society Leads us to. The only happy place where one can go on imagining. The range that we against something which is not right for us but still are bound to do and that time neurons help us calm ourselves down. It's structure itself is a feel of freedom as it is compact in one end and open in the other which clearly indicates infinite freedom. the collection is an expression of infinite freedom inspired with structure of neuron.

AASHNA GARG



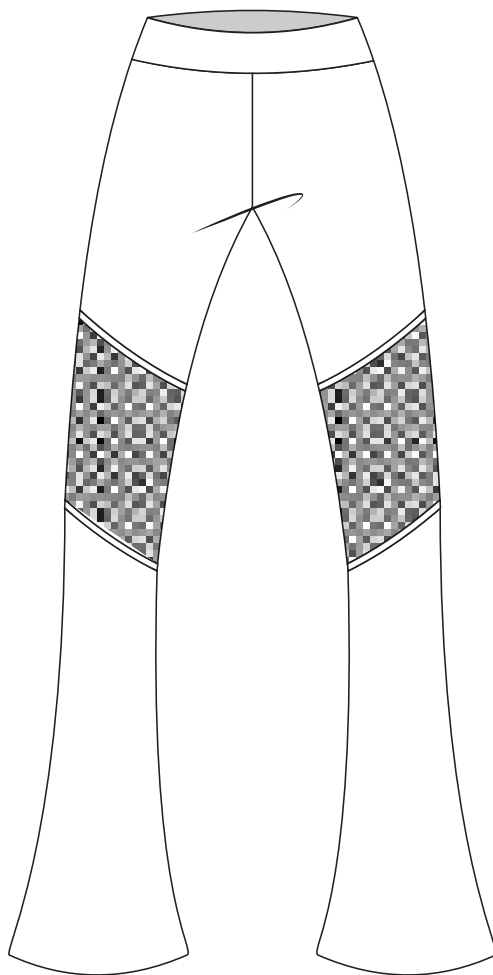
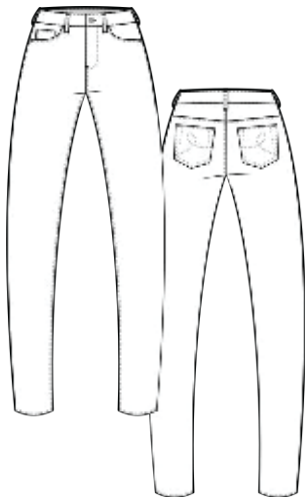
FRONT

BACK



FRONT

BACK



SHIVALI NIGAM



MODISH CHAUK

The collection is inspired from warli art of Maharashtra. Warli is the name of largest tribe found on northern outskirts of Mumbai, in Western India. Collection is combination of tradition & modern twist.



SAURA TRIBE COLLECTION

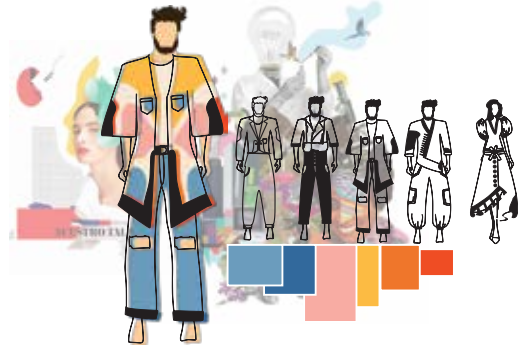
Inspired from Orisaa The motifs are derived from Saura Tribe & contemporarised. These are most common motifs seen in Saura Art depicting day to day activities & materials seen around.





PLEASANT PASTEL

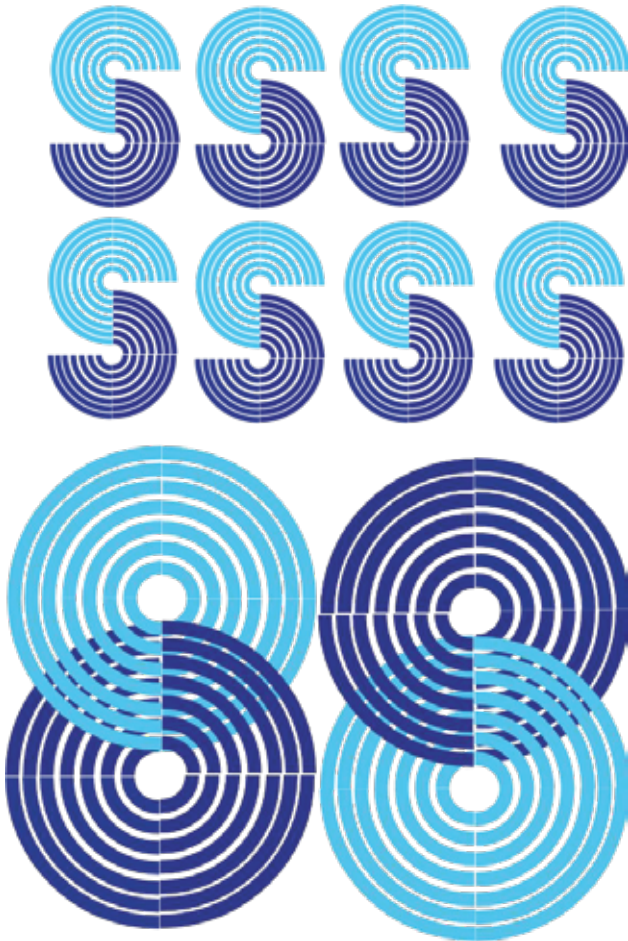
At a time when the world is caught between dealing with the covid-19 pandemic and trying to resume a semblance of normal life, a style trend has emerged that reflects the concurrent optimism & anxiety of this time: pastel and sorbet shades.



REBELLIOUS FASHION

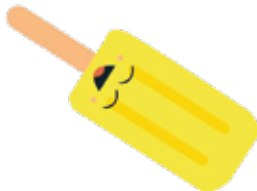
The rebellious action of people around globe and freedom to survive in this era inspired me to work on Rebellious Fashion. I have worked on neutral base with integrated bright color embroideries to break the psychic constraints.

SWETA GAMIT



TEXTILE ART

As for the inspiration I had taken Kalamkari It is the pencraft , which is among the most beautiful traditional Indian Art of Andhra Pradesh .The motif are really intricate and beautiful most of the motifs are inspired from flora and fauna .





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