

# Analytical Study on Indian Fashion Designers

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**Abstract-** Fashion designers work on the design of clothing and fashion ranges. They typically specialise in one area of design, such as sportswear, children's wear, footwear or accessories. Depending on their level of responsibility and the company they work for. Fashion designers create original clothing, accessories, and footwear. They sketch designs, select fabrics & patterns, give instructions on how to make the products they designed. Fashion designers work in wholesale or manufacturing establishments, apparel companies, retailers, theater or dance companies and design firms. Most fashion designers entering the industry have some formal education where they learn design skills, including how to use computer-aided design technology. Employers usually seek applicants with creativity, as well as a good technical understanding of the production process for clothing, accessories, or footwear. A Fashion Designer earns an average salary of Rs 351,031 per year. Experience strongly influences pay for this job. The highest paying skills associated with this job are Fashion Designer and Adobe Illustrator. Employment of fashion designers is expected to experience little to no change from 2010 to 2020. Strong competition for jobs is expected because of the large number of people who seek employment as fashion designers and the relatively few positions available.

**Keywords:** Designers, High street fashion, Haute couture, Prêt-à-Porter, Mass market.

## I. INTRODUCTION

Fashion industry of India has seen a boom and gained popularity in world as a fashion centric nation. Earlier, not many people knew about India and Indian fashion. However, today India is a renowned nation famous for its elegant woman's attire named "Saree" and the fabric. Today, Indian Fashion designers are well known faces in the International Fashion Industry and it is because of these fashion designers that India is in the list of top countries. The Indian fabric and Indian textile is equally popular and in demand in international markets.

India is a diverse nation and doesn't have a unique or a standard dressing style. This diversification of dressing style has given Indian fashion designers ample scope of creativity. The end result of mixing such diverse dressing styles was FUSION. Right from the traditional salwar kameez or sarees to churidars, kurtis, the semi formal way of wearing it over trousers or jeans, capris and the highly elegant and contemporary style of draping sarees, from simply cotton blouses to halter-neck, puffed sleeves, deep necks, and lycra-fitted blouses. Apart from regional attires, the Bollywood element also holds a domineering part in Indian Fashion style.

### Designing a garment

Fashion designers work in different ways. Some sketch their ideas on paper, while others drape fabric on a dress form. When a designer is completely satisfied with the fit of the *toile* (or muslin), he or she will consult a professional pattern maker who then makes the finished, working version of the

pattern out of card or via a computerized system. The pattern maker's job is very precise and painstaking. The fit of the finished garment depends on their accuracy. Finally, a sample garment is made up and tested on a model to make sure it is an operational outfit.

### Aims and objectives

1. Analytical study on National fashion designers.
2. To find out the top Indian fashion designers who are the best known faces of the International Fashion Industry.

## II. LITERATURE REVIEW

### How to Become a Fashion Designer

Most fashion designers entering the industry have some formal education where they learn design skills, including how to use computer-aided design (CAD) technology. Postsecondary education is not required. Employers usually seek applicants with creativity, as well as a good technical understanding of the production process for clothing, accessories, or footwear.

The main areas of work for fashion designers are:

- **High street fashion** - this is where the majority of designers work and where garments are mass manufactured (often in Europe or East Asia). Buying patterns, seasonal trends and celebrity catwalk influences play a key role in this design process. It is a commercial area and heavily media led.
- **Mass market** - Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready-to-

wear garments using trends set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

- **Haute Couture** - requires large amounts of time spent on the production of one-off garments for the catwalk, which are often not practical to wear. Designs are usually created to endorse the brand and create a 'look'.
- **Prêt-à-Porter**, also known as ready-to-wear "Ready-to-Wear". Clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice a year. The main seasons of Fashion Week include, spring/summer, fall/winter, resort, swim, and bridal.

**The following are examples of types of fashion designers:**

- Clothing designers** create and help produce men's, women's, and children's apparel, including casual wear, suits, sportswear, evening wear, outerwear, maternity, and intimate apparel.
- Footwear designers** create and help produce different styles of shoes and boots. As new materials become available, such as lightweight synthetic materials used in shoe soles, footwear designers produce new designs that combine comfort, form, and function.
- Accessory designers** design and produce items such as handbags, suitcases, belts, scarves, hats, hosiery, and eyewear.
- Costume designers** are responsible for designing costumes for the performing arts and for motion picture and television productions. They research the styles worn during the period in which the performance takes place, or they work with directors to select and create appropriate attire. They also must stay within the costume budget for the particular production.

**Responsibilities**

Tasks depend on the market the designer is working for, but core responsibilities include:

- creating/visualising an idea and producing a design by hand or using

- computer-aided design (CAD);
- keeping up to date with emerging fashion trends as well as general trends relating to fabrics, colors and shapes;
- planning and developing ranges;
- working with others in the design team, such as buyers and forecasters, to develop products to meet a brief;
- liaising closely with sales, buying and production teams on an ongoing basis to ensure the item suits the customer, market and price points;
- understanding design from a technical perspective, i.e. producing patterns, toile's and technical specifications for designs;
- sourcing, selecting and buying fabrics, trims, fastenings and embellishments;
- adapting existing designs for mass production;
- developing a pattern that is cut and sewn into sample garments and supervising the creation of these, including fitting, detailing and adaptations;
- overseeing production;
- negotiating with customers and suppliers;
- Managing marketing, finances and other business activities, if working on a self-employed basis.

Experienced designers with larger companies may focus more on the design aspect, with pattern cutters and machinists preparing sample garments. In smaller companies these, and other tasks, may be part of the designer's role.

### III. OBSERVATIONS

#### 1. Qualifications

Although this area of work is open to all graduates, a degree in the following subjects will increase your chances:

- fashion;
- textiles;
- knitwear;
- graphic design;
- clothing technology;
- fashion marketing and buying;
- Art and design.

Foundation degree graduates face increased competition from Fashion graduates. Entry without a degree is sometimes possible but is becoming increasingly unlikely and you would need to be able to prove that you have already gained expertise and experience in the industry. Graduates from non-fashion/textile-related courses would also need to gain experience in the industry or a related area, such as fashion retail, in order to demonstrate their aptitude and interest.

A pre-entry postgraduate qualification is not a requirement, but a Masters in fashion or textile design can improve

opportunities, particularly for aspiring designers from other academic areas.

Masters courses in specific areas of fashion may offer different skills and experience and this can be helpful in gaining related employment. For example, children's wear requires knowledge of sizing and textile properties; menswear may require knowledge of pattern cutting and tailoring.

For many artists, including fashion designers, developing a portfolio—a collection of design ideas that demonstrates their styles and abilities—is essential because employers rely heavily on a designer's portfolio in deciding whether to hire the individual. For employers, it is an opportunity to gauge talent and creativity. Students studying fashion design often have opportunities to enter their designs in student or amateur contests, helping them to develop their portfolios.

## 2. Important Qualities

- i. **Artistic ability.** Fashion designers sketch their initial design ideas, which are used later to create prototypes. Consequently, designers must be able to express their vision for the design through illustration.
- ii. **Communication skills.** Fashion designers often work in teams throughout the design process and therefore must be effective in communicating with their team members. For example, they may need to give instructions to sewers regarding how the garment should be constructed.
- iii. **Computer skills.** Designers use technology to design. They must be able to use computer-aided design (CAD) programs and be familiar with graphics editing software.
- iv. **Creativity.** Fashion designers work with a variety of fabrics, shapes, and colors. Their ideas must be unique, functional, and stylish.
- v. **Decision-making skills.** Because they often work in teams, fashion designers are exposed to many ideas. They must be able to decide which ideas to incorporate into their designs.
- vi. **Detail-oriented.** Fashion designers must have a good eye for small differences in color and other details that can make a design successful.

## 3. Skills

To become successful a Fashion designer need to have:

- creativity, innovation and flair;
- an eye for color and a feel for fabrics and materials;
- ability to generate ideas and concepts;
- design and visualisation skills, either by hand or through computer-aided design (CAD);
- technical skills, including pattern cutting;
- garment technology skills and knowledge;
- a proactive approach;

- commercial awareness and business orientation;
- self-promotion and confidence;
- interpersonal, communication and networking skills;
- ability to negotiate and to influence others;
- team working skills;
- Good organisation and time management.

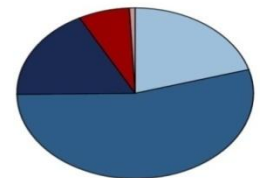
## 4. Work experience

Companies may be reluctant to consider candidates without previous experience in the industry. Work experience of any kind in a design studio is highly desirable. Experience in retail can be useful too. Employers usually expect to see a portfolio that clearly demonstrates your ability to design and produce garments and accessories.

Beginning fashion designers usually start out as patternmakers or sketching assistants to more experienced designers before advancing to higher level positions. Experienced designers may advance to chief designer, design department head, creative director, or another supervisory position in which they oversee certain fashion lines or brands

## Years of Experience

Less than 1 year	21%
1-4 years	54%
5-9 years	17%
10-19 years	7%
20 years or more	1%



by a company.

Some experienced designers may start their own design company or sell their designs in their own retail stores. A few of the most successful designers work for high-fashion design houses that offer personalized design services to their clients.

## 5. Employers

The majority of fashion and clothing designers work for branded/high-street stores and independent labels. They may be employed at an in-house design studio, based in either a manufacturing or retail organisation others work in specialist design studios serving the couture and designer ready-to-wear markets and their work may include producing designs for a number of manufacturing or retailing companies. However, the top design houses are a relatively small market compared with the high street fashion sector. Opportunities

exist for self-employment. Freelance fashion designers can market their work through trade fairs and via agents, or by making direct contact with buyers from larger businesses or niche clothing outlets. Competition for design jobs is intense throughout the industry, particularly in women's wear design. Other areas, such as children's wear and menswear, are less competitive because smaller numbers of fashion students specialise in these areas.

### 6. Professional development

Fashion designers often gain their initial experience in the fashion industry through internships or by working as an assistant designer. Internships provide aspiring fashion designers an opportunity to experience the design process, building their knowledge of textiles, colors, and how the industry works. The training available to a fashion designer depends not only on the courses taken prior to employment, but also on the employing company. Pre-entry fashion design courses aim to give students an idea of what to expect through practical teaching and industry links. The culture of the industry is very much that people learn on the job.

Initially, training is likely to be related to learning about the practical processes that the employing company uses and covering any relevant technological development. Self-development is important throughout your career. Larger firms may provide business and computer training, which could include computer-aided design (CAD) or other specialist software, such as Photoshop and Illustrator. A variety of short courses offered as part-time degree or postgraduate options are available.

### 7. Career prospects

How your career develops will depend on the specific area of design you trained in, the work experience you have built up and your professional reputation. Another influencing factor will be the type of company you work for and the opportunities for career development within it. Progression may be slow, particularly at the start of your career. Being proactive and making contacts in the industry is essential, especially in a sector where people frequently move jobs in order to progress their career and where there is a lot of pressure to produce new ideas that are commercially viable. Typically, a student begins his career as an assistant. Design assistant roles differ widely, but common responsibilities include:

- sourcing and chasing fabric samples;
- making up sample cards;
- answering the telephone;

Progression is then to a role with more creative input, involving proposing concepts and design ideas, although you are unlikely to have much influence on major decisions. Other activities include:

- making up mood and trend boards and drawing up technical specifications for manufacturers;
- producing samples for ranges;
- Assisting with the development of part of a range.

The more established designers in the team make the decisions on color and mood for the season and design the more important elements of the range. It could take up to five years' related experience to secure such a position. With several years' design experience, progression is possible through senior designer roles to the position of head designer. At this level, a designer is considerable responsibility for overall design decisions and influences for the range, but as this is a management position others will do the actual design work. Technical director and quality management positions represent alternative progression routes. Additional alternative career options in the fashion industry include:

- colorist;
- fashion illustrator;
- fashion predictor;
- fashion stylist;
- Pattern cutter/grader.

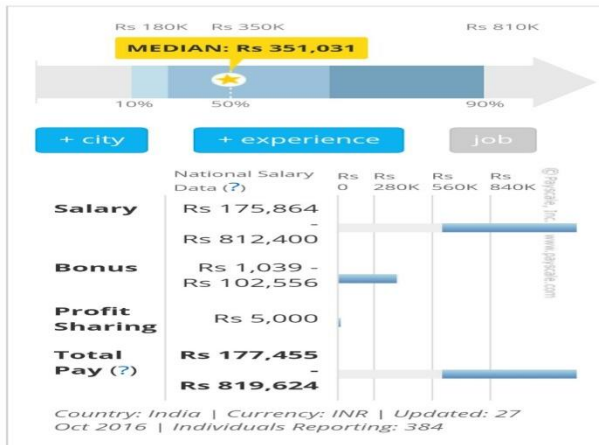
Designers may consider becoming self-employed or moving into related occupations, such as retail buying, photography, fashion styling or journalism. Fashion designers are increasingly becoming involved in home ware and gift design, which can open up new career paths.

### 8. Job Outlook

Employment of designers is expected to experience little to no change from 2010 to 2020. Strong competition for jobs is expected because of the large number of people who seek employment as fashion designers and the relatively few positions available. Similar Occupations compare the job duties, education, job growth, and pay of fashion designers with similar occupations

### 9. Fashion Designer Salary

A Fashion Designer earns an average salary of Rs 351,031 per year. Experience strongly influences pay for this job. Most people with this job move on to other positions after 10 years in this career. The highest paying skills associated with this job are Fashion Designer and Adobe Illustrator.



Earnings in this occupation can vary widely based on experience, employer, and reputation. Starting salaries in fashion design tend to be very low. Salaried fashion designers usually earn higher and more stable incomes than self-employed, freelance designers. However, a few of the most successful self-employed fashion designers earn many times the salary of the highest paid salaried designers. In May 2010, the wages of fashion designers in the industries employing most of the occupation were as follows: Most fashion designers work full time; however, some work part time. Occasionally, fashion designers work long hours to meet production deadlines or prepare for fashion shows. Designers who freelance generally work under a contract and tend to work longer hours and adjust their workday to their clients' schedules and deadlines.

**Table 1: Experience Affects Fashion Designer Salaries**

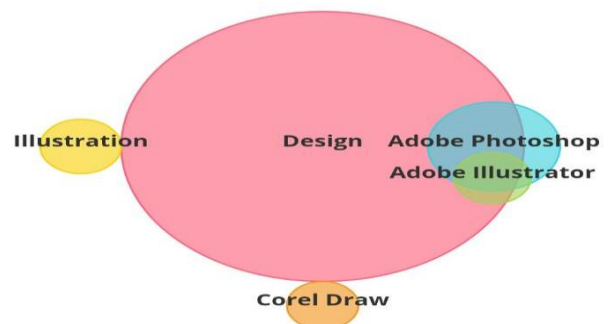
Experience Affects Fashion Designer Salaries	
Experienced	▲ 103%
Mid-Career	▲ 36%
Entry-Level	▼ 12%
<b>National Average</b>	<b>Rs 354,000</b>

**Table 2: Skills That Affect Fashion Designer Salaries**

Skills That Affect Fashion Designer Salaries	
Fashion Designer	▲ 12%
Fashion Designer Adobe Illustrator	▲ 10%
Illustration	▲ 4%
Design	▲ 2%
Corel Draw	▲ 2%
Computer Aided Design (CAD)	▲ 1%

This chart shows the most popular skills for this job and what effect each skill has on pay

**Popular Skills for Fashion Designer**



This chart shows the most popular skills for this job and what effect each skill has on pay.

**Table 3: Popular Skills for Fashion Designer**

Popular Skills For Fashion Designer		
Skills	Counts	Median Salary
Design	222	361,000
Adobe Photoshop	024	334,000
Illustration	009	369,000
Adobe illustrator	008	390,000
Corel Draw	007	360,000

additional experience does not have a big effect on pay. Most people move on to other jobs if they have more than 20 years' experience in this career.



### 10. Pay Difference by Location



Salaries vary depending on geographical location and type of employer. In India fashion designers get highest salary in Mumbai ▲29%. The average pay for a Fashion Designer in Mumbai, Maharashtra is Rs 456,000 per year. For the first 5 to 10 years in this position, salary increases steeply, but any

### IV. BEST FASHION DESIGNERS OF INDIA ARE

**1. Manish Malhotra :** At the age of 25, Manish Malhotra forayed into Bollywood by designing for Juhi Chawla in Swarg. Today, at 50, his name is synonymous with style in Hindi films. He revolutionized the fashion scene in Bollywood by envisioning a 'look' for the character. Not only has he designed costumes for Bollywood stars but he has also styled and designed costumes for Hollywood celebrities such as Demi Moore, Kylie Minogue, Reese Witherspoon, and Naomi Campbell. His popularity soared during this period when he was exclusively asked to design clothes for Michael Jackson for his appearance during the Bollywood Awards held in New York. The performer was so please that he requested Manish to design outfits for his show in Munich and to design clothes for his children.

**Designed for:** Sri Devi, Juhi Chawla, Kajol, Urmila Matondkar, Kareena Kapoor, Karishma Kapoor, Rani Mukherjee, Deepika Padukone, Jacqueline Fernandez, Parineeti Chopra Aishwarya Rai etc

**Flagship Stores:** Delhi and Mumbai

**Official Web Page:** [www.manishmalhotra.in](http://www.manishmalhotra.in)

**2. Wendell Rodricks:** He is known for his passion for white. He has written special features for Apparel, regular columns for Femina, Goa Today and freelance fashion journalism in major Indian news media. The multi-talented designer's work includes theatre design, advertising styling and forecast portfolios. In 1994, the Ministry of Culture displayed the Wendell Rodricks Shiva Temples Collection at the Festival of India in Peking, Canton & Shanghai. The designer is a keen art patron and promotes Goan artists through special promotions at the Wendell Rodricks Couture Salon. The Fundacao Oriente awarded a scholarship to the designer to intern at the prestigious Museu Nacional do Traje in Lisbon, Portugal. He is also interned at The Museum at the Fashion Institute of Technology, New York to learn costume preservation and conservation.

**Designed for:** Sonam Kapoor, Deepika Padukone, Rekha, Evelyn Sharma etc.

**Flagship Stores:** Goa

**Official Web Page:** [www.wendellrodricks.com](http://www.wendellrodricks.com)

**3. Abu Jani and Sandeep Khosla :** 'The boys', as the twosome of Abu Jani and Sandeep Khosla are known in the fashion circuit, can be considered among first names in that made it big, by way of success, attention, fame and hype. They were one of the first to display their creations at Harrods. Ever since, the Abu Jani and Sandeep Khosla show is a much awaited, though not so frequent event. For thirty years, Abu Jani & Sandeep Khosla have been at the forefront of Fashion in India. Many international stars have opted for Khosla's outfits for awards' night. In 2012, Judi Dench wore Khosla's design for BAFTA. In 2002, he along with Neeta Lulla, Abu Jani, and Reza Shariffi, won the National Film Award for Best Costume Design, for his work in the Bollywood film *Devdas* directed by Sanjay Leela Bhansali.

**Designed for:** Nita Ambani, Shweta Bachchan, Shraddha Kapoor, Aishwarya Rai, Sonam Kapoor, Tabu, Jacqueline Fernandez

**Flagship Stores:** Mumbai and New Delhi

**Official Web Page:** [www.abusandeep.com](http://www.abusandeep.com)

**4. Tarun Tahiliani :** He is one of the most celebrated fashion designers of India. He acquired a degree from The Fashion Institute of Technology, New York. When Tarun Tahiliani came back to India, he realized that there was a huge scope in India in the designer wear sector. He brought a revolution in the field of fashion in 1987, by opening the first fashion boutique in India, 'Ensemble'. He established the Tarun Tahiliani Design Studio, situated in New Delhi. His own brand label is known as, Ahilian. The brand is known for its creative style and uniqueness. The designer clothes created by him are sold in Tokyo, New York, London, Hong Kong, Dubai and in his stores in New Delhi and Mumbai.

**Designed for:** Katrina Kaif, Dia Mirza, Lisa Haydon, Esha Gupta, Hrithik Roshan, Arjun Kapoor, Madhuri Dixit, Sonam Kapoor etc.

**Flagship Stores:** Delhi, Mumbai, Hyderabad

**Official Web Page:** [www.taruntahiliani.com](http://www.taruntahiliani.com)

**5. JJ Valaya:** Born and raised in the historical city of Jodhpur in Rajasthan, India's premier fashion designer. The revolutionary fusion of traditional crafts and contemporary haute couture generates an alluring, urbane, one-of-a kind handiwork is the signature of the House of Valaya. Valaya. In 1994, Valaya became the first Indian couture label to have a solo show in India. Met with enthused reactions by fashion critics and buyers, the label opened JJ Valaya Life, India's largest single designer store till date. Since 1997, the House of Valaya has shared the catwalk with many of the world's top designers in Hong Kong, Singapore, Bangkok, London, Dubai, New York and Paris. JJ Valaya continues to wow fashion's toughest critics with his two apparel lines, Couture and Diffusion, and his product labels Valaya Home and Studio Valaya.

**Designed for:** Kareena Kapoor, Hrithik Roshan, Cate Blanchett, Joseph Fiennes etc.

**Flagship Stores:** Delhi, Mumbai

**Official Web Page:** [www.valaya.com](http://www.valaya.com)

**6. Rina Dhaka:** Rina Dhaka is India's leading fashion designer who burst onto the fashion world in late 1980s. Winner of Yuv Rattan Award. Around this time 'Mutiny' and 'Ensemble' were just coming up as fashion houses and she made a line of designs for them. She is best known for her theme collections – sheer trousers, crochet, and stretch jersey, woolens and spider web motifs. Her forte remains western wear, and she prides on the fact that her pieces can be worn as separates. Rina Dhaka emphasises silhouettes. Rina Dhaka has held shows in London, Paris, New York, Singapore, Hong Kong, Dubai, and Jakarta. Her Singapore shows in 2001 and 2002 were major success. International fashion magazines 'Vogue' and 'Elle' featured her work. With brothers Shantanu and Nikhil joining her in late 1990s, Rina Dhaka's fashion design has become a family affair. Her designs are available in at Carma -Delhi, Design Studio-Mumbai, Kimaya-Mumbai, Selfridges-London, Coin-Italy and Lord and Taylor-New York.

**Designed for:** Naomi Campbell, Uma Thurman, Susan Fales Hill, Molly Simns, Tara Palmen Tomkison, Lara Dutta, and Diana Hayden.

**Flagship Stores:** Delhi, Gurgaon

**Official Web Page:** [angela@troikaconsulting.in](mailto:angela@troikaconsulting.in), @rinaforfashion

**7. Manish Arora :** In 1997 Manish Arora launched his Label "Manish Arora" and started retailing in India. Three years later in 2000, Manish represented India at the Hong Kong

Fashion Week and participated at the first ever India Fashion Week held in New Delhi. The following year Manish launched his second Label "Fish Fry" and showed this collection in six leading cities in India and was stocked at Lord & Taylor, New York.

Arora's future-in-outer-space inspired line at the Wills India Fashion Week 2007 attracted international viewers. Collaboration with MAC in the pipeline, a successful eyewear range for Inspects just launched and two new stores ready to open in India in the next couple of months Manish Arora is one busy designer. Chosen for his vision and sense of style and color references, MAC has enlisted designer Manish Arora to collaborate on a new, Raj-inspired beauty range. The Indian designer, known for his colorful fashion shows, has created a collection of lip glasses, lipsticks, blush and a fabulous eye palette (Eyes on Manish, £30) with bright shades from Yellow to Bright Pink and Acid Green for MAC. And, if what's inside isn't enough, the packaging is a fashion accessory in itself.

**Designed for:** Lady Gaga, Rihanna, Katy Perry, Britney Spears, Sonam Kapoor, Kangana.

**Flagship Stores:** Delhi and Mumbai

**Official Web Page:** [www.manisharora.com](http://www.manisharora.com)

**8. Rohit Bal :** Titled as the 'India's Master of fabric and fantasy' by the Time magazine in 1996, He has access to the best the industry has to offer in terms of materials and workmanship. From villages where local craftsmen weave dreams with magic fingers, to factories, workshops and outlets where retailers jostle for survival, to the opulent grandeur of glitzy boutiques and malls at the best addresses in the big cities of high fashion. Some of his clients include celebrities like Uma Thurman, Cindy Crawford, Pamela Anderson, Naomi Campbell and Anna Kournikova. Most of the Rohit Bal's fashion shows in India, New York, Paris, and Singapore are sponsored by The Swatch Group, and he is the brand ambassador for their Omega Watches, since 2001.

**Designed for:** Cindy Crawford, Naomi Campbell, Pamela Anderson, Amitabh Bachchan, Deepika Padukone, Aishwarya Rai Bachchan etc.

**Flagship Stores:** Delhi, Mumbai, Kolkata, Ahmedabad, Chennai

**Official Web Page:** [www.rohitbal.com](http://www.rohitbal.com)

**9. Ritu Beri :** She is known as the first Indian designer to present a collection in Paris. Today her designs have become a highlight in Delhi, Mumbai, Bangalore, USA, London and Paris. Ritu Beri's ready-to-wear line is an impressive couture collection that had the French media raving about her. She is one of early fashion designer whose collection made it quite big internationally. Ritu started her illustrious career in fashion when she created her first line of clothing in 1990, called Lavanya. It was a complete success for Ritu in India

and on the international market, with the range selling out very quickly. Lavanya was her graduation collection, created in December of 1990, after she became one of the first students to complete the fashion study course.

**Designed for:** Prince Charles, Former US President Bill Clinton, Nicole Kidman, Andie MacDowell. Indian clients- Rani Mukerji, Preity Zinta, Madhuri Dixit etc.

**Flagship Stores:** Delhi, France and Germany

**Official Web Page:** [www.facebook.com/rituberidesigns](http://www.facebook.com/rituberidesigns)

**10. Ritu Kumar :** One of the earliest and reputed fashion diva amongst fashion buffs, her designs reflects the ancient traditions of Indian craftsmanship in a contemporary fashion. With a background of art history and musicology, which has enriched her horizons, Ritu Kumar's understanding of ancient designs and the innovative use of traditional crafts has created a new classicism. Ritu Kumar has been designing the wardrobes of the three winning Miss India's , for their participation in International Beauty Pageants (Miss Universe , Miss World and Miss Asia Pacific respectively ). In April 2002, Ritu Kumar launched her new sub brand, 'LABEL'. 'LABEL' cater today's woman, who is increasingly independent, discerning and global. It is a modern offering, focusing on the cut, color, drape and feel of the garment. This brand has a universal appeal aimed at today's mobile lifestyle. It is fashionable, affordable and like all Ritu Kumar products, it is of the highest quality.

**Designed for:** Priyanka Chopra, Vidya Balan, Aishwarya Rai Bachchan, Lara Dutta etc.

**Flagship Stores:** Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Surat, Jaipur, Dubai etc.

**Official Web Page:** [www.ritukumar.com](http://www.ritukumar.com), [www.labelritukumar.com](http://www.labelritukumar.com)

## V. CONCLUSION

Fashion designers typically do many duties to become successful. He study fashion trends and anticipate designs that will appeal to consumers. He decide on a theme for a collection, sketch designs of clothing, footwear, and accessories by using computer-aided design programs (CAD) to create designs. He visit manufacturers or trade shows to get fabric samples after selecting fabrics, embellishments, colors, or style for each garment or accessory. He works with other designers or team members to create a prototype design to present design ideas to the creative director or showcase them in fashion or trade shows. He market designs to clothing retailers or directly to consumers and few designers oversee the final production of their designs. Strong competition for jobs is expected because of the large number of people who seek employment as fashion designers and the relatively few positions available. Those with formal education in fashion design, with excellent



portfolios and industry experience will have the best job prospects. Although the design process may vary by specialty, in general, it takes 6 months from initial design concept to final production, when either the spring or fall collection is released. Some companies may release new designs as frequently as every month, in addition to releases during the spring and fall. The Internet and e-commerce allow fashion designers to offer their products outside of the traditional brick-and-mortar stores. Instead, they can ship directly to the consumer, without having to invest in a physical place to showcase their products lines

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