



GRADUATION PROJECT DOCUMENT



OVERLEAP NETWORKS PVT LTD

SUBMITTED BY SOURIYO DAS
FACULTY MENTOR MS. SUPRIYA MUNDA

COMPANY BZAAR
INDUSTRY MENTOR RUCHI NANDKEOLYAR

NATIONAL INSTITUTE OF FASHION TECHNOLOGY
BHUBANESWAR, ODISHA 751024
BATCH 2021-2025

STELLAR RITUALS AND BIG SUR BOTANICAL
GRADUATION PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD
OF THE DEGREE OF
BACHELOR OF DESIGN (TEXTILE DESIGN)

Submitted By:
Souriyo Das
BD/21/8535

Sponsored By:
Bzaar (Overleap Networks Pvt Ltd)

Industry Mentor:
Ruchi Nandkeolyar

Faculty Mentor:
Ms. Supriya Munda



BACHELOR OF DESIGN (TEXTILE DESIGN)
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
, BHUBANESWAR, ODISHA 751024

JUNE 2025





Overleap Networks Private Limited
CIN: U74999KA2021PTC143671
Registered Office Address: 2nd Floor, FFK
Towers#445, 17th
Cross Road, Sector 4, HSR Layout,
Bangalore, Karnataka 560102.
www.bzaar.com

Internship Letter

This is to certify that **Souriya Das** was employed with **Overleap Networks Private Limited** from **06/01/2025** to **25/04/2025**. He served the company in the post of **Textile Designer-Intern** for Graduation Project.

He has been relieved from the company as per the rules and regulations of our organization. We appreciate his contributions made to the organization and wish him all the best for his future endeavors.

Yours truly,

For Overleap Networks Private Limited

A rectangular box containing a handwritten signature in cursive script that reads "Chayasmida Saikia".

Human Resource Executive
Chayasmida Saikia



CERTIFICATE OF AUTHORSHIP AND ORIGINALITY

National Institute of Fashion Technology
Certificate of Authorship and Originality

I, Souriyo Das Son of Mr.Soumen Das, a bonafide graduating student with Roll No BD/21/8535 of NIFT Bhubaneswar campus, hereby certify that the work in this Graduation Project Report with title Stellar Rituals and Big Sur Botanical dated, submitted by me for the partial fulfillment of the UG degree in B. Des. Textile Design, Batch 2021 – 2025, has neither previously submitted for a degree nor has it been submitted as a part of requirements for a degree by self or anyone else, except as fully acknowledged within the text of this report.

I also certify that the report has been originally and completely authored by me under the guidance of my project mentors allotted by the

Industry. Any help that I have received in my design and the preparation of the same has been acknowledged.

In addition, I certify that all the creative and research works presented in this document are original and all information sources-textual, numerical and visual nature, other literature used are indicated and due credit has been given in the report.

Certified by:

Verified by:

Signature & Name
(of the Student)

Signature & Name
(of the Faculty Mentor)

Department: Textile Design

Date:

Date:

Place:

Place:



MENTOR CERTIFICATE

This is to certify that Mr. Souriy Das of Textile Design Department at National Institute of Fashion Technology - Bhubaneswar, has been evaluated for her Graduation Project report and have fulfilled the requirements set by the institute and the evaluation jury. His work has been found satisfactory.

Ms. Supriya Munda (Faculty Mentor)
Assistant Professor (Fashion Communication) - NIFT Bhubaneswar



JURY EVALUATION SHEET

The Evaluation Jury recommends Souriy Das, Roll Number: BD/21/8535, for satisfactory completion of Graduation Project from National Institute of Fashion Technology, Bhubaneswar after evaluating his project Stellar Rituals and Big Sur Botanical and fulfilling the requirements set by the Institute and the jury members.

Internal
Jury Members Name

Company/Organisation

Signature

External
Jury Members Name

Company/Organisation

Signature

Remake

Faculty Mentor

Academic
Coordinator – Textile Design



INTRODUCTION

This Graduation Project is an integral part of our course and is intended to give us an insight and working knowledge of the functioning of the Textile industry. Under this the students undertake industry internship of 16 weeks duration, which provides real life experience of Textile Design in the industry. This enables the students to appreciate the industry's concerns and environment within which they are expected to work after their completion of graduation.

The graduation project also provides understanding of Textile industries in the context of infrastructure, industrial organization, product range, manufacturing process, assembly line, quality control process, marketing and design management.



ACKNOWLEDGMENT

Graduation Project would not have been possible without the assistance of many people. I would like to convey my heartfelt gratitude to everyone who helped me with my project in whatever manner they could.

I am very grateful to Ms. Ruchi Nandkeolyar (Head Designer) other Company staff for their kind help and guidance throughout my internship. I would also like to thank our Director Rajesh Kumar Jha and my faculty mentor Ms Supriya Munda (Assistant professor, NIFT Bhubaneswar), along with all the other faculties for their regular feedbacks. It was because of their constant guidance and support which helped me in compilation of this project. Last but not the least a very special thanks to my Parents and my friends for their constant support and cooperation during my time of difficulties.



PREFACE

No professional studies are considered complete without practical experience. Therefore it is important for a designing student to do proper training to get the real essence of theory and be able to differentiate between theoretical and practical approaches of designing & manufacturing processes. Bazaar (Overleap Networks Pvt Ltd) is a B2B cross-border marketplace for multi-category products. As a designer this training experience has expanded to another dimension and platform for my thinking. During this training, I explored a different dimension of design, ventured into my abilities as a versatile designer. I discovered unknown abilities throughout the process and learned a great deal of perseverance.



Published in the year 2025

National Institute of Fashion Technology (NIFT)

NIFT, Plot No. 24, Chandaka Industrial Estate,

KIIT Fashion Tech Rd, Chandaka Industrial Estate,

KIIT University, Patia, Bhubaneswar, Odisha 751024

Website: www.nift.ac.in/Bhubhaneswar

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Edited & Designed by: Souriyo Das

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CONTENT

NIFT	21
Textile Design	23
Bazaar	25
Value and USP of Bazaar	27
Core Competencies of Bazaar	28
SWOT Analysis	29
Mission & Vision, Trade Shows Bazaar has represented	30
Bazaar Members	31
Organizational Hierarchy	32
Product Categories	33
Project timeline	34
Collection 1 Brief	36
About the brand & Product Categories	37
Client Profile	39
Boards	40-48
Sketch	49-50
Stellar Rituals Print	51-55
Choose Layout for the Products	56-67
Mockup And Shoot	69-71
Collection 2 Brief	73
Buyers Mood Boards	76
Boards	78-87
Sketch and Motif Derivation	88-92
Big Sur Botanical Print.	93-97
Choose Layout for the Products	98-104
Specifications	107-109
Learning Experience	110
Reference	111

NIFT

National Institute of Fashion Technology (NIFT) is a premier educational institution in India that is dedicated to fostering excellence in the field of design, technology, and management. Established in 1986, NIFT has played a pivotal role in shaping the fashion industry in India and has gained international recognition for its contributions to fashion education and research.

NIFT was set up under the aegis of the Ministry of Textiles, Government of India, with the aim of providing comprehensive education and training in various aspects of the fashion industry. The institute offers a wide range of undergraduate and postgraduate programs in areas such as Fashion Design, Fashion Technology, Fashion Communication, Textile Design, Accessory Design, and Fashion Management. These programs are designed to equip students with both theoretical knowledge and practical skills needed to excel in the competitive world of fashion.

In conclusion, the National Institute of Fashion Technology (NIFT) is a leading institution that has significantly contributed to the growth and development of the fashion industry in India. Through its comprehensive programs, experienced faculty, industry collaborations, and research initiatives, NIFT continues to shape the future of fashion education and propel the industry towards innovation and excellence.



TEXTILE DESIGN

The Textile Design Department plays a crucial role in the Fashion and Textile industry by blending creativity with technical skills to produce innovative fabric designs. This department focuses on developing students' understanding of textile structures, color theory, surface ornamentation, and digital design techniques. Students explore traditional and contemporary methods such as weaving, printing, dyeing, and embroidery to create unique patterns and textures. Through hands-on projects and industry collaborations, the department nurtures artistic expression while ensuring a strong foundation in the practical applications of textile production. Emphasis is also placed on sustainability and eco-friendly materials and processes, preparing students for modern industry demands. Equipped with advanced tools and expert guidance, graduates from the Textile Design Department are well-prepared to pursue careers in Fashion, Interior Design, Home Furnishings, and Textile Manufacturing.



ABOUT THE BRAND

Overleap Networks Pvt. Ltd. is doing business as BZAAR. It is operating in the Information Technology industry. As for the Business Description, Overleap Networks Pvt. Ltd. owns and operates an international online wholesale platform named Bzaar. It enables small and medium-sized businesses to source unique products directly from value-based brands.

Bzaar was established in 2020, born out of a deep understanding of the ever-evolving global supply chain landscape. The disruptions caused by the COVID-19 pandemic highlighted the need for agile and diversified sourcing channels for buyers beyond China.

In response to this demand, BZAAR emerged as the premier choice for US retailers, offering streamlined sourcing and manufacturing solutions based in India. Their unwavering commitment to innovation and excellence drives them to empower global retailers with efficient, transparent, and customized manufacturing services.



Address : F-64, F Block, Sector 8, Noida, Uttar Pradesh 201301

Year of establishment : 2020

Mobile No. : +91-70193 84836

Email Id : support@bzaar.com

Website : <https://www.bzaar.com/>

Founder & CEO : Mr. Nishant Verma

Annual Turnover : 4 Million

Market : USA market

Nature of Business : B2B

Total No. of employees : 30

Legal Status of firm : Partnership

VALUES FOLLOWED BY BZAAR

TRANSPARENCY

Unwavering honesty and openness in all interactions, fostering trust and accountability.

INNOVATION

Constantly pushing boundaries with cuttingedge technology and creative solutions.

PRECISION

Meticulous attention to detail, ensuring excellence in every aspect of work.

EMPOWERMENT

Nurturing diverse talent and fostering a culture of growth and inclusion.

ADAPTING

Agility and flexibility in embracing new challenges and opportunities.

USP OF BZAAR

- Provides best quality products.
- Dedicated design team for catering buyer's needs.
- Facility to provide goods locally to US market.
- 100% transparent pricing.
- End to end project management.
- Huge vendor network.
- Diverse Product Range.
- Audited Factories.

CORE COMPETENCIES OF BZAAR

Bzaar enables global retailers to tap India's vast MSMEs - lower sourcing costs, low MOQs and predictable buying experience.

DESIGN	Inhouse team of designers across India and USA
SUSTAINABLE PRACTICES	Turnkey platform for sustainable & ethical sourcing
QUALITY	50-point factory checklist; Bill of Materials for transparency
GLOBAL LOGISTICS	India consolidation; US warehousing (Tennessee)
DELIVERY	AI-enabled TNA platform; 24-hour TAT for all communication

SWOT ANALYSIS

STRENGTH

- Product quality is given top priority, and no other company currently performs a 100% inspection like Bazaar does.
- IT bagged company, transparency provided to buyer through sharing dashboard.
- Facility to provide goods locally in US market.
- Dedicated design team to cater buyers need.

OPPORTUNITY

- Need to increase staff to cope up with increasing business volume.
- With a strong designing & merchandising team and strong hold in US market,
- business will grow in double digits year on year.
- Providing cost saving to the clients through its proper consolidation of goods in India
- from various and shipping it to own warehouse in US which helps in saving the freight
- cost.

WEAKNESS

- No collective data storage for overall business overview.
- Fast decision making for hiring and firing employees.
- No visibility regarding non traditional categories in which China has strength such as
- Electronic gadgets, Borosilicate table top items.

THREAT

- With the pace of growing, company needs major expansion in lieu of man power &
- other resource or else it will collapse.
- Need to strengthen reporting chart to make the team working more effectively and
- efficiently.
- Not focusing on selecting and developing good relation with few vendors for better
- understanding and business.

MISSION & VISION

- Create a strong supply chain which can facilitate to overseas buyers with full
- transparency through its dashboard.
- To work as a bridge between small growing vendors/ artisans to the local small
- boutique store in US, who does not have capability to buy/ import directly from India.
- Expand business in other countries as well.

TRADE SHOWS BZAAR HAS REPRESENTED



BZAAR MEMBERS



NISHANT VERMA
FOUNDER & CEO



DHRUV KUMAR
COO & FOUNDING MEMBER



ROHIT THAKUR
GLOBAL KEY MANAGER



MUNEESH SHARMA
PROCESS & QA HEAD

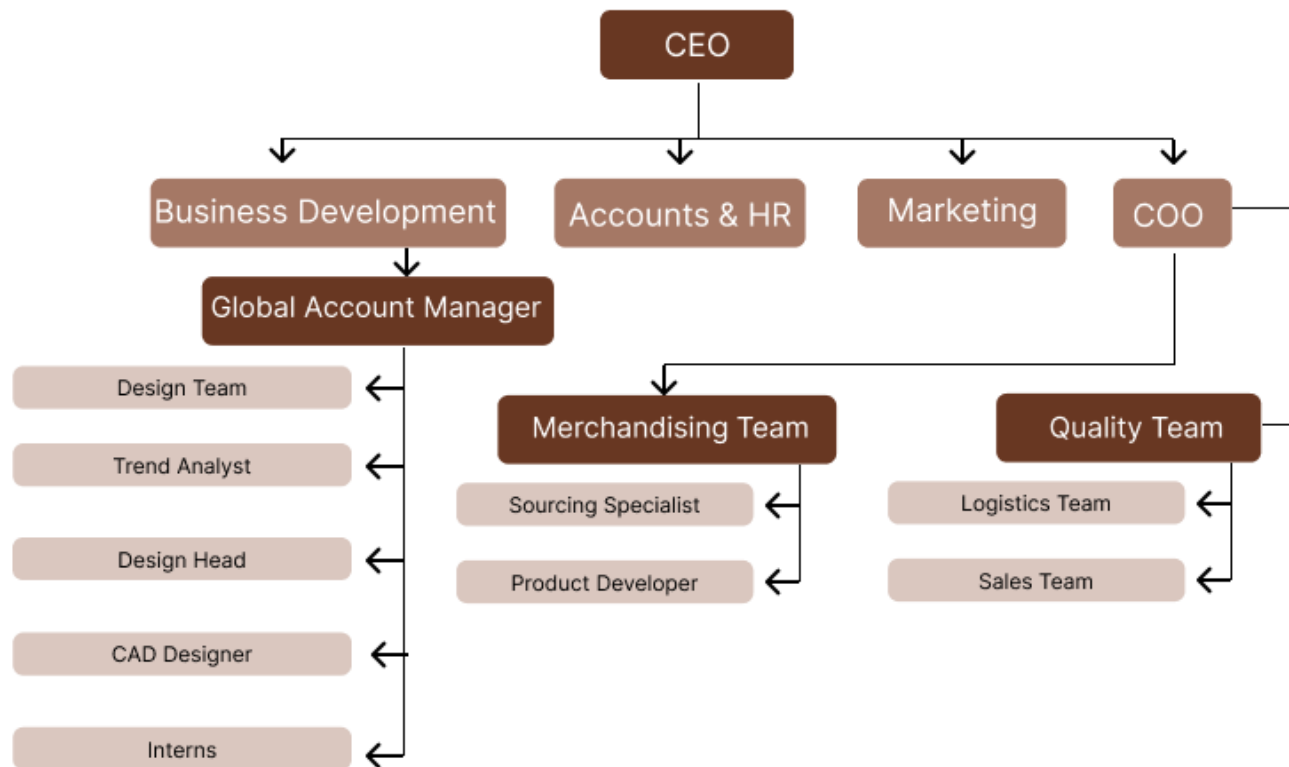


JOHN JACOBSON
CRO



RUCHI NANDKEOLYAR
SENIOR DESIGNER

ORGANISATIONAL HIERARCHY



PRODUCT CATEGORIES



FURNITURE



HOME DECOR



TEXTILE



KITCHEN



OUTDOOR



PET

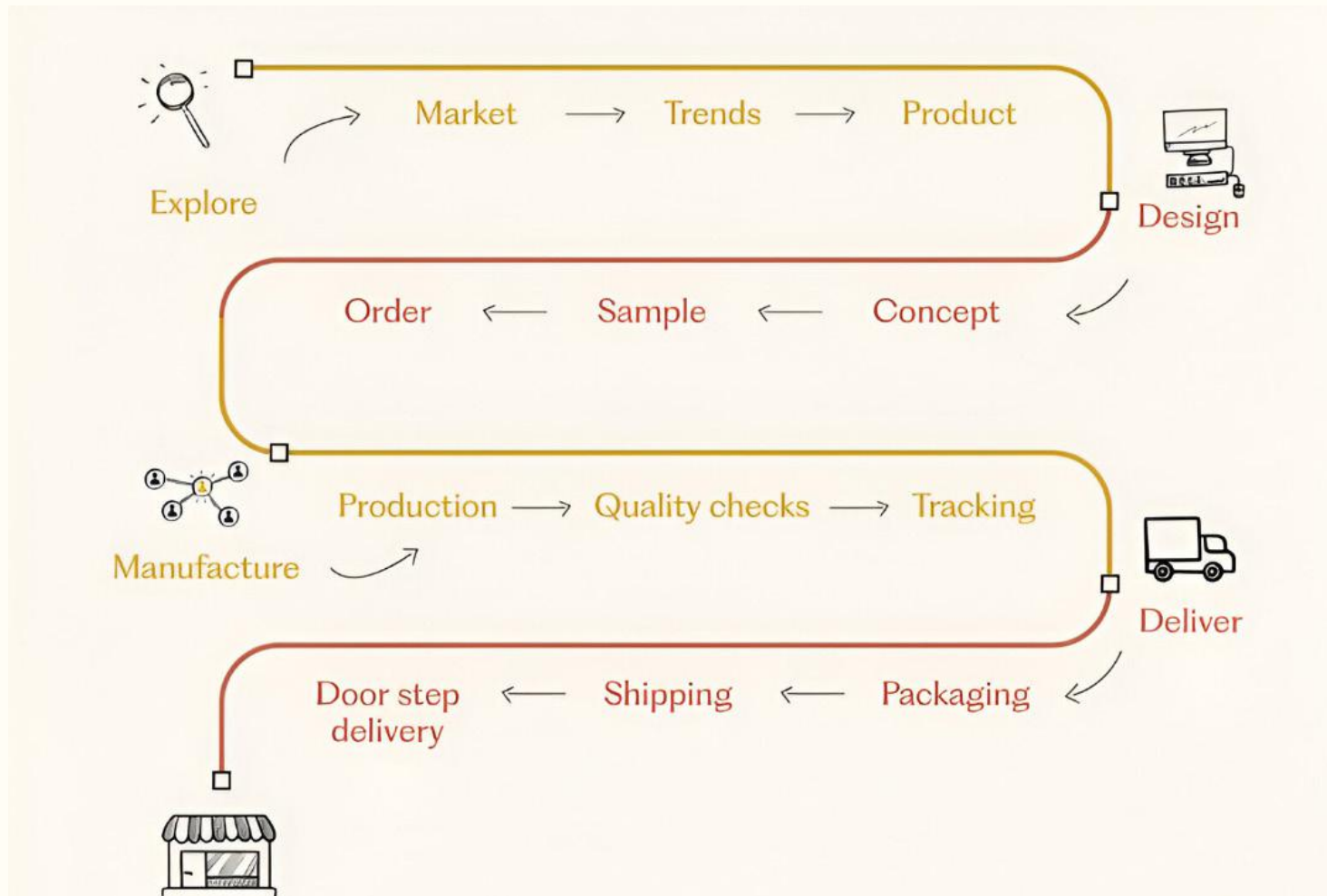


SEASONAL



PLATE

PROJECT TIMELINE



COLLECTION-01



PROJECT BRIEF

Create a print design for a Bedding collection for the Boscov brand by selecting a theme and developing patterns that align with it. The process includes generating appropriate renders to effectively showcase the designed print patterns, ensuring relevance and coherence throughout the collection.

ABOUT THE BRAND & PRODUCT CATEGORIES



BRAND POSITIONING

Boscov's positions itself as a value-focused, family-friendly department store, offering brand-name merchandise at discount prices. It appeals to middle-income consumers looking for variety, affordability, and customer service in a traditional shopping environment.



BEDSHEET



COMFORTER



THROWS AND TOWEL



PILLOW

TYPES OF BEDDING COLLECTIONS



Cedar Court Sicilly 3pc. Ultra Polyester Reversible Comforter Set

Item # 827510
 ★★★★★ [Write a review](#)
\$89.99 - \$99.99 Tickered \$99.99 - \$109.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: Mauve

Size:

QTY:



Ashley Cooper™ Sealife Reversible 7pc. Comforter Set

Item # 810421
 ★★★★★ 1.0 (1) [Write a review](#)
\$39.99 - \$42.99 Tickered \$59.99 - \$79.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: Blue

Size:

Store Pickup Fast & Free Delivery Ship to an Address



Cedar Court Hyde Damask 3pc. Reversible Comforter Set

Item # 827508
 ★★★★★ [Write a review](#)
\$99.99 Tickered \$109.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: Blush Pink

Size: KING

QTY:



J. Queen Neutrals Coachella Throw Blanket

Item # 728767
 ★★★★★ [Write a review](#)
\$91.36 Tickered \$101.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: White

QTY:

The shipping charge for this item is \$14.95.

Description [^](#)

This J. Queen Neutrals Coachella Throw Blanket offers a fully reversible, finished



Ashley Cooper™ 7pc. Seashells Reversible Comforter Set

Item # 827118
 ★★★★★ [Write a review](#)
\$39.99 - \$42.99 Tickered \$54.99 - \$79.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: White/Multi

Size:

Store Pickup Fast & Free Delivery Ship to an Address



Ashley Cooper™ 7pc. Harbor Shell Reversible Comforter Set

Item # 882485
 ★★★★★ [Write a review](#)
\$39.99 - \$42.99 Tickered \$59.99 - \$79.99

Save 15% on your first purchase when you open and use a Boscov's Credit Card! [Learn More](#)

Color: White/Multi

Size:

Store Pickup Fast & Free Delivery Ship to an Address

CLIENT PROFILE



DEMOGRAPHICS:

Age- 6–12 Years

Location- USA

Class- kids

Gender- Unisex

Family type- Nuclear and dual-income households

Values- Quality, comfort, safety, affordability

TREND

PRINT & PATTERN A/W 25/26: RE/GENERATIONS

Re/Generations explores biophilic patterns and ancient wisdom to bring consumers closer to nature. Handcrafted surface design supports cultural crafts and their communities while developing future heirlooms



SUB TREND

COSMIC CRAFT

The concept: looking towards Old Answers to New Questions, an interest towards alternative forms of ancestral beliefs and spirituality will inspire a new range of cosmic craft surface design and early motifs

Application: expand on A/W 25/26's folk symbolism direction with dreamlike visions of otherworldly skies and landscapes. Wrap mystical and bohemian influences together to renew existing wellness ranges and provide early icon development, including crystals, stars and moon crescents.

Paris-based CFCO's chopsticks are made by artisans near Cambodia using local materials. The geometric marquetry is inspired by tatami mats found in Japanese homes.

Colour and finish: work metallic elements across hard and soft goods to add a fantastical feeling to the Neolithic neutrals and greens.

Ethics: avoid cultural appropriation by communicating the source of your inspiration. Being transparent will also help connect with 2025's The New Nihilists who value authentic storytelling.



The illustration depicts a child with dark hair, wearing a red long-sleeved shirt and blue pants, standing on a green, bushy planet. The child's arms are outstretched, and they appear to be looking up at the sky. The planet is surrounded by various celestial elements: several starburst patterns with radiating lines, clusters of small circles representing star systems or galaxies, and individual stars of different sizes. The background is white, making the green planet and the black celestial symbols stand out. The overall theme is one of wonder and exploration of the universe.

INSPIRATION

Stellar Rituals was made for dreamers like - kids who love to look up at the sky and imagine what's beyond the clouds. It all began where the earth touches the sky, in a place full of magic and stardust. Each piece in this collection is inspired by the moon, twinkling stars, and the amazing universe above us. Look closely—you'll see patterns that feel like floating through the layers of the atmosphere, past where airplanes fly, through soft clouds, all the way to space where astronauts and comets live.

THE STORY BOARD



INSPIRATION BOARD

STELLAR RITUALS

ASTROLOGY

STAR MAP



MOON PHASE



UNIVERSE

CRYSTAL



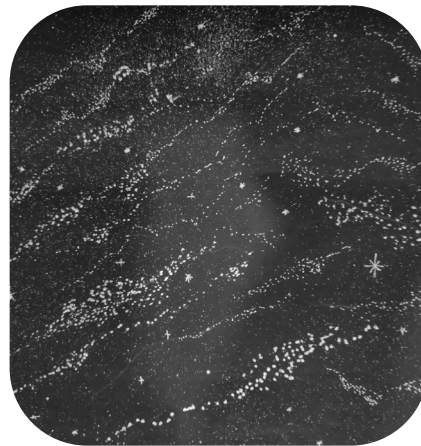
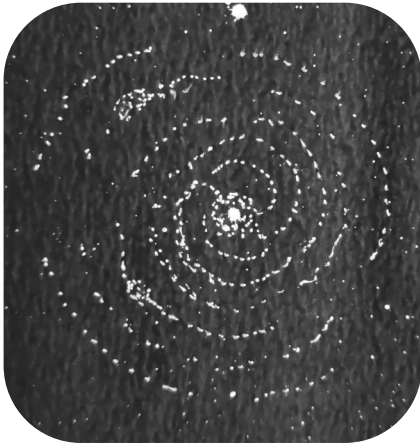
SACRED GEOMETRY



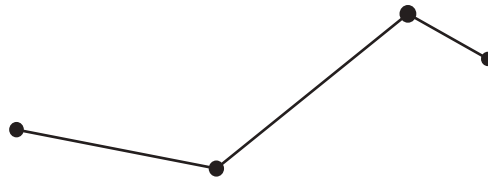
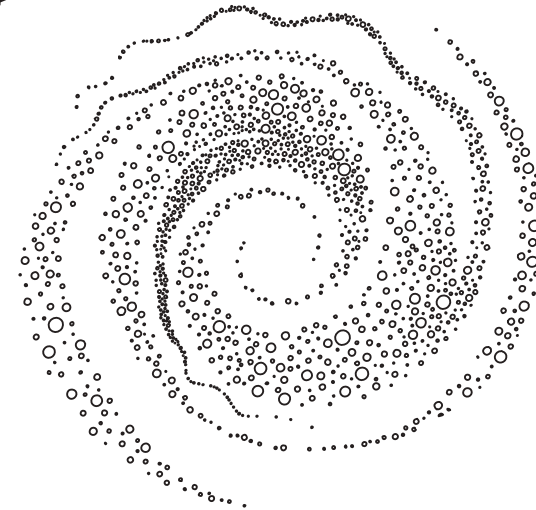
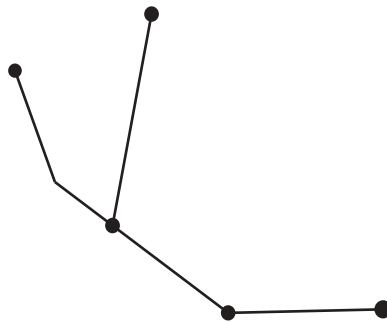
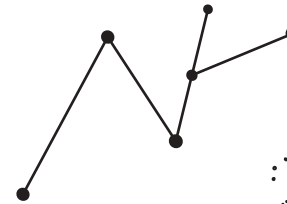
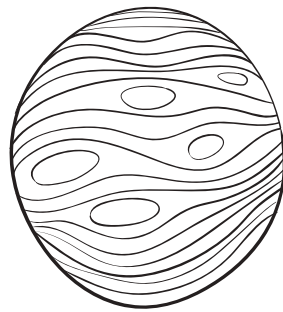
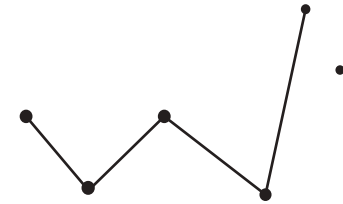
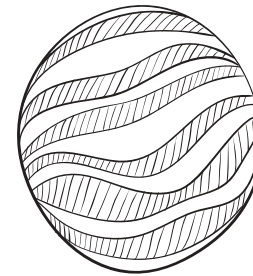
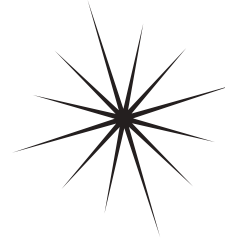
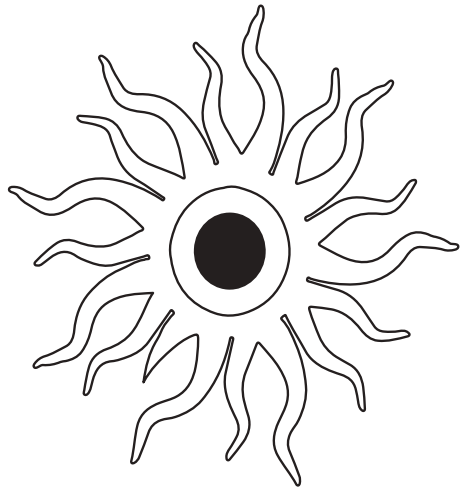
IMAGE GALLERY



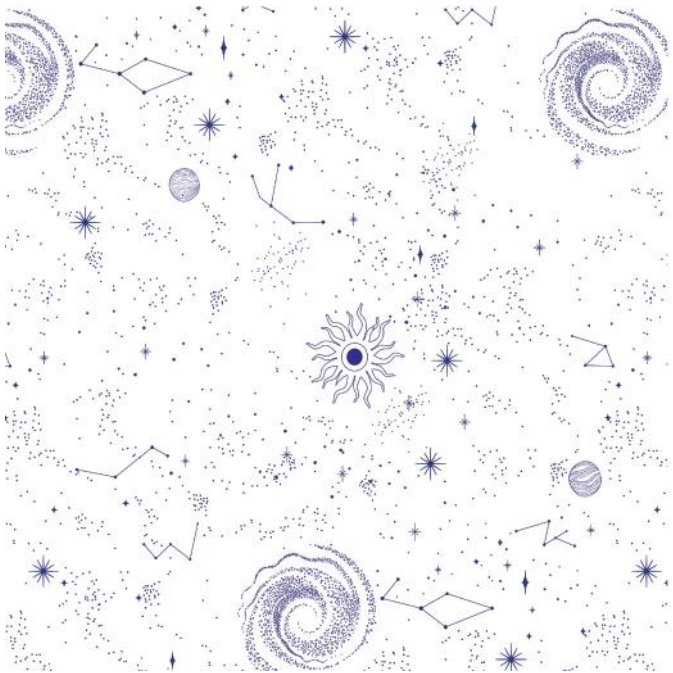
INITIAL SKETCHES



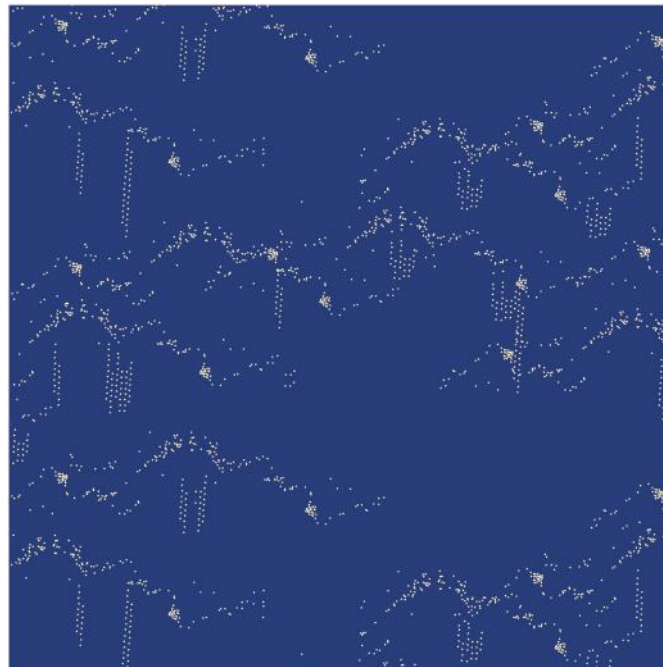
INITIAL SKETCHES



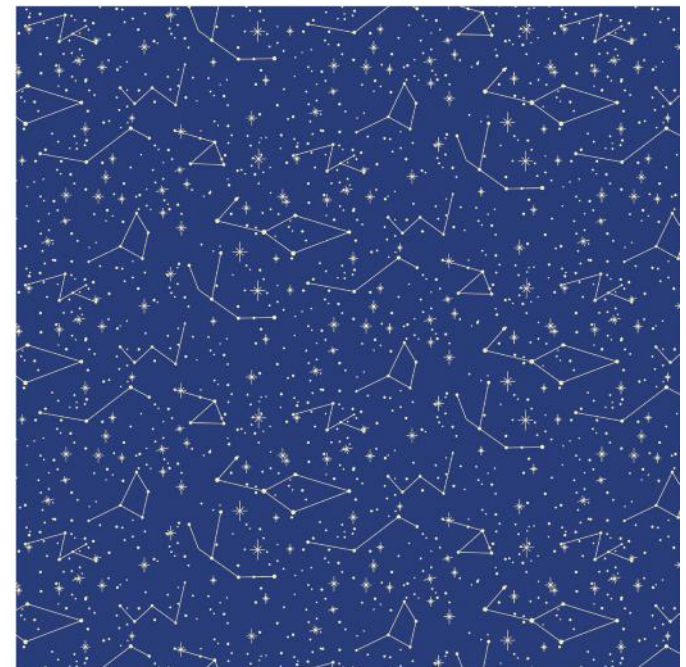
PRINTS EXPLORATION



PRINT OPTION 1

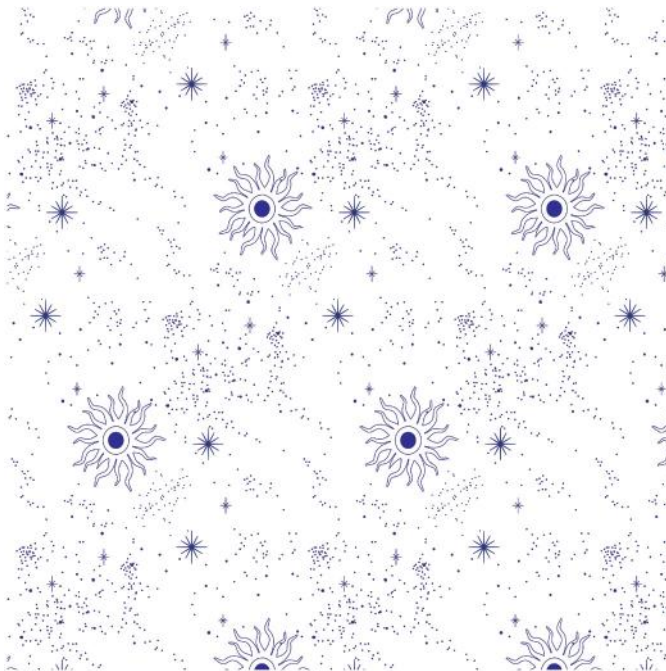


PRINT OPTION 2

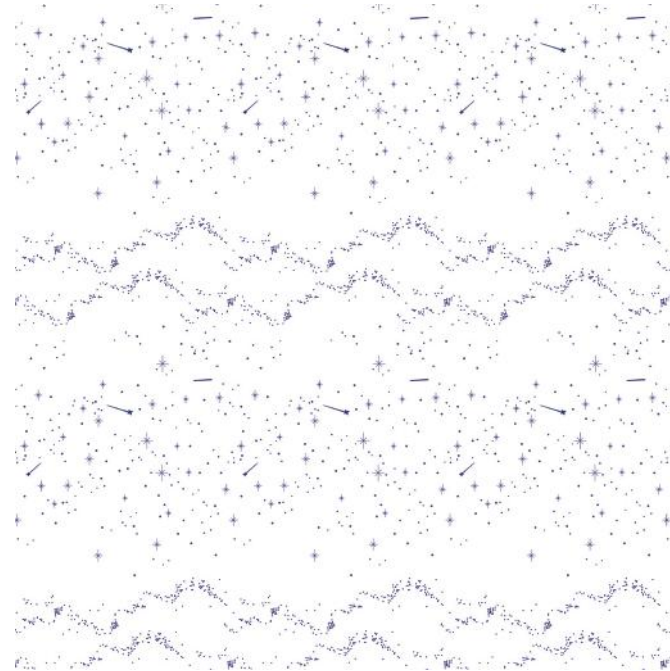


PRINT OPTION 3

PRINTS EXPLORATION



PRINT OPTION 4

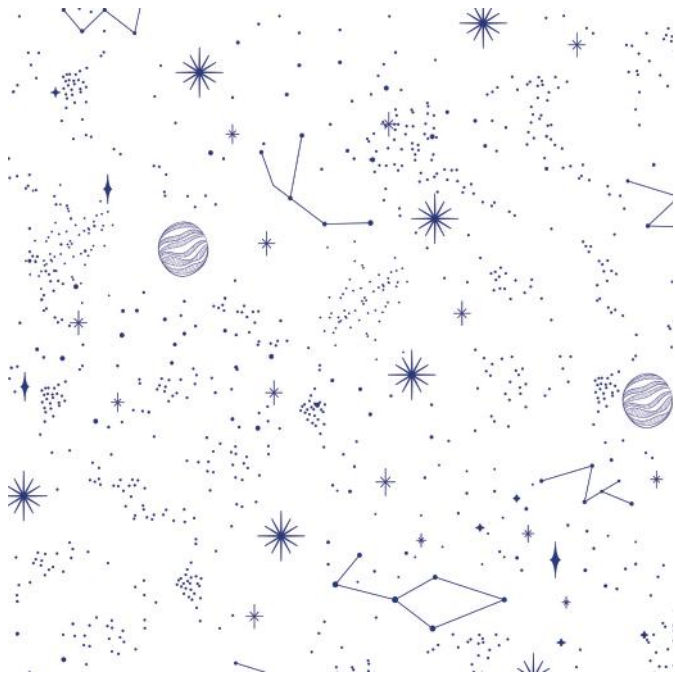


PRINT OPTION 5

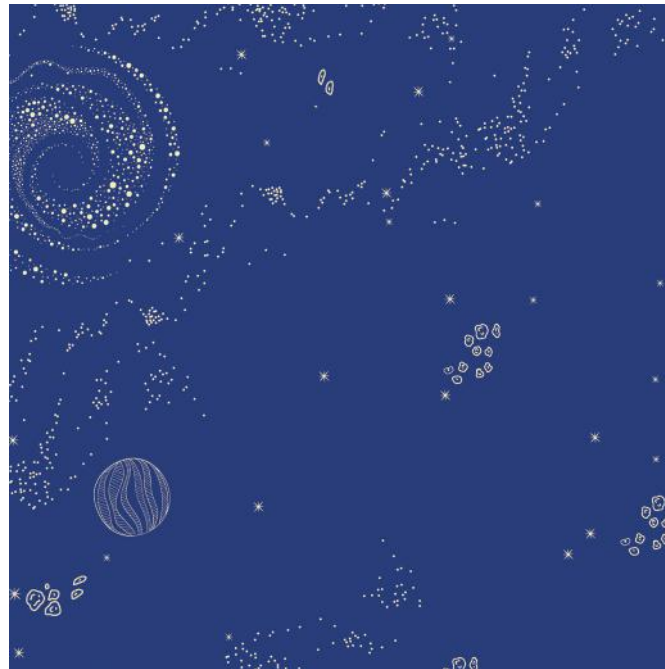


PRINT OPTION 6

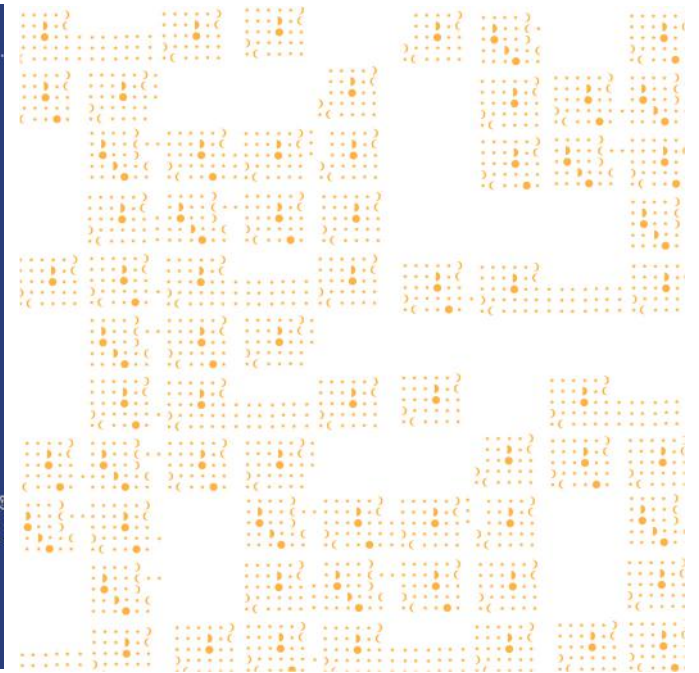
PRINTS EXPLORATION



PRINT OPTION 7

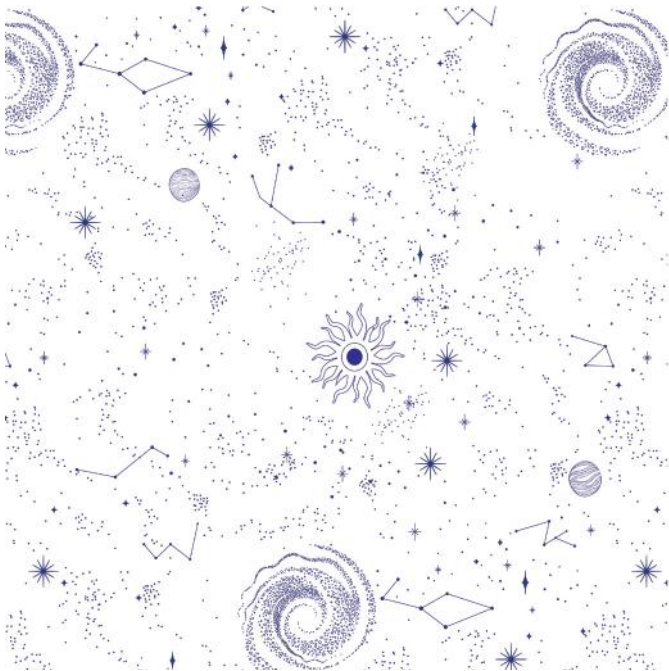


PRINT OPTION 8

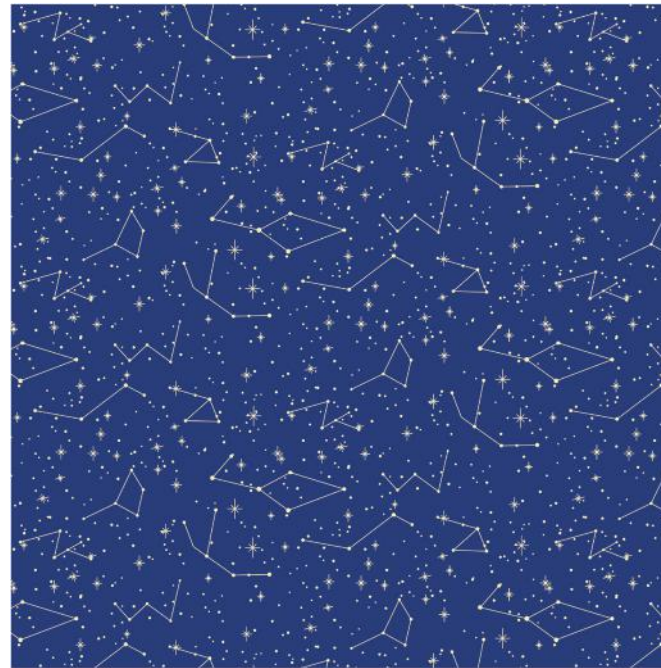


PRINT OPTION 9

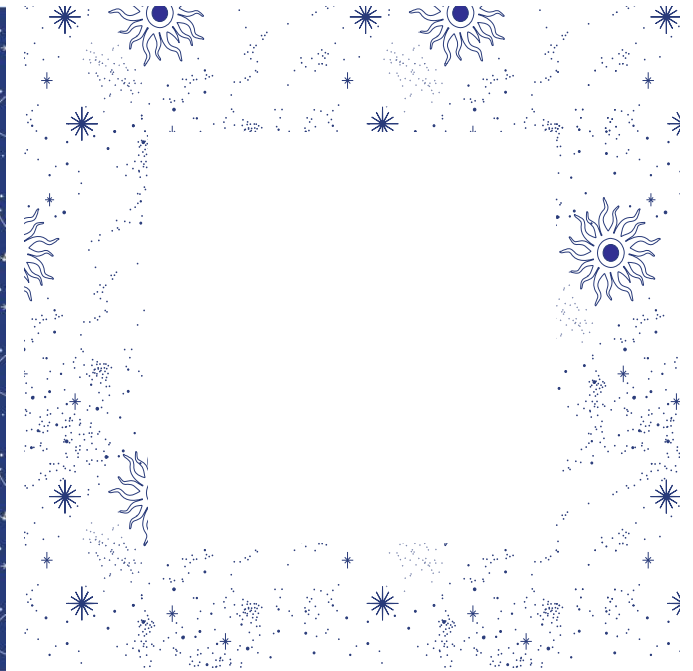
SELECTED PRINT



Print which are Selected for Pillows and Cushion Cover

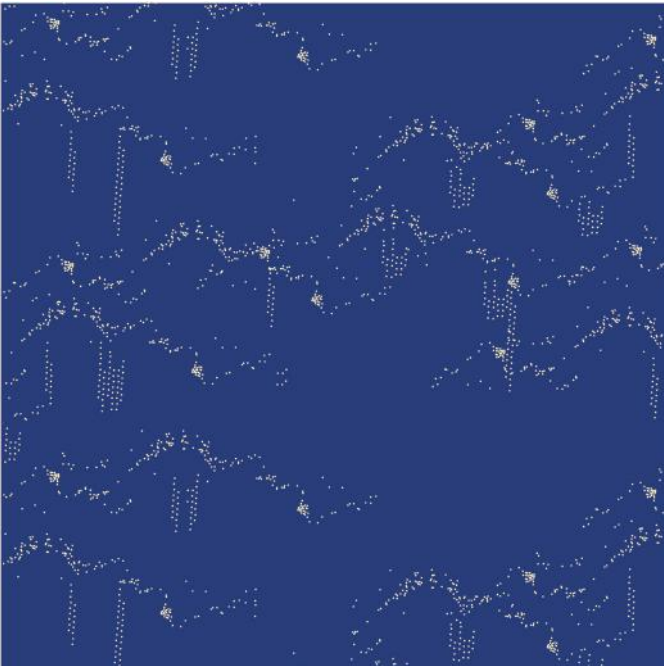


Print which is been selected for Cushions (27 x27 Inch)

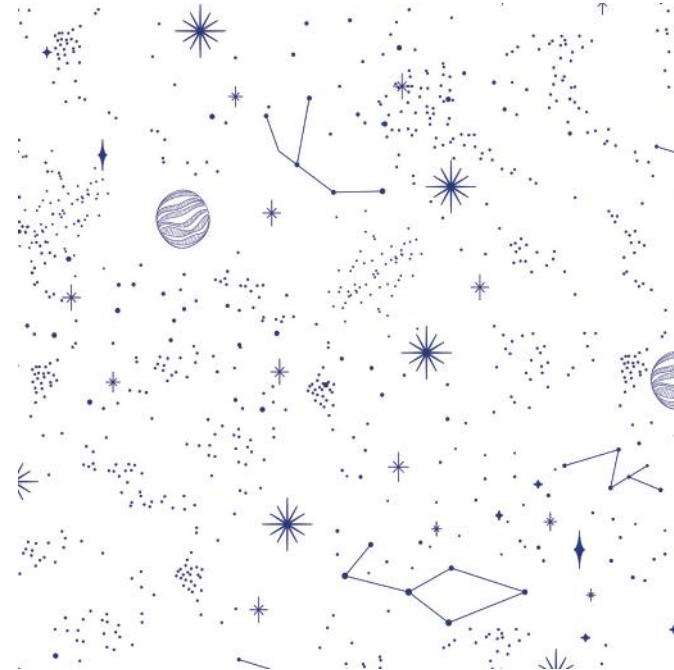


Print which is been Selected for Small Cushion.(16 x 16 Inch)

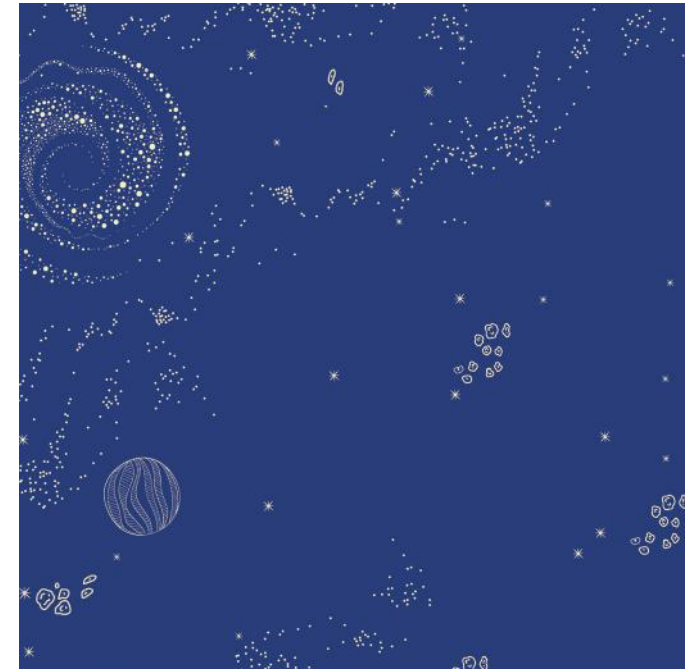
SELECTED PRINT



Print which is been Selected for Small Cushion.(16 x 16 Inch)



Print Selected For Bedsheet (60 x 90Inch)



Print is Selected For Comforter and Comforter (60 x 90 Inch)

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 1

- Type : Textiles
- Repeat Size : 4 x 8Inch
- Resolution : 300 dpi
- Application : For Cushions.

Color Pantone Shade Card



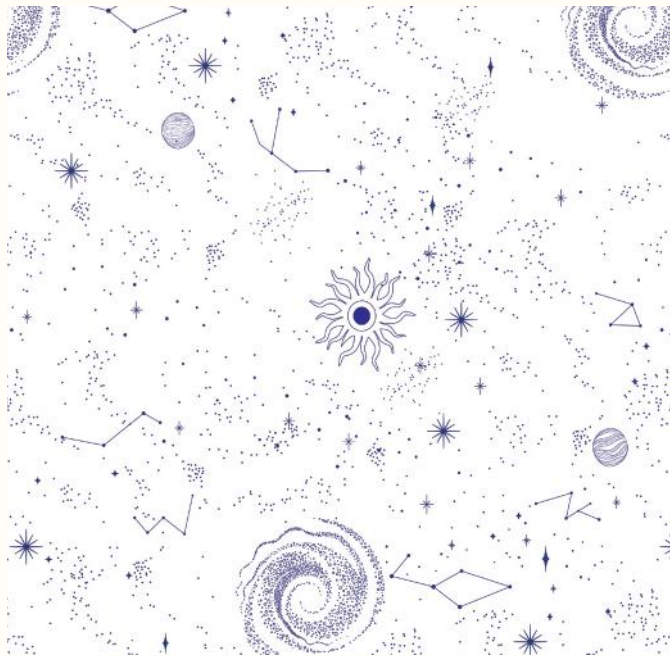
Cushion Size- 16 x 16 Inch



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	1 mtr	100	55	
Printing	Pigment Print	1 mtr	65	32.5	
					87.5
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	1	2	2	
Pom pom Lace	-	-	-	-	
					2
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	30 min	100		Total Cost
Wastage			3%		100
Total Cost					195.18

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 2

- Type : Textiles
- Repeat Size : 6 x 6 Inch
- Resolution : 300 dpi
- Application : For Pillow

Color Pantone Shade Card



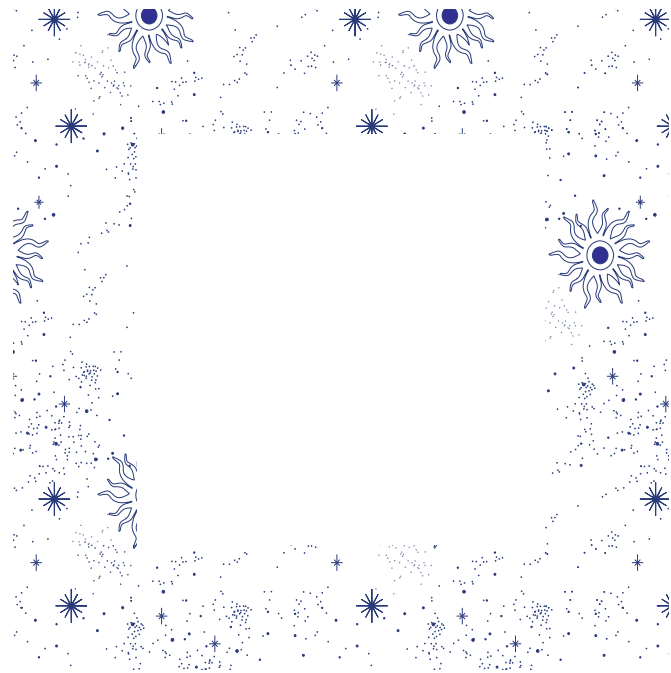
Pillow Size- 17 x 27 Inch



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	1.5 mtr	110	165	
Printing	Pigment Print	1.5	65	97.5	
					262.5
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	-	-	-	
Pom pom Lace	-	-	-	-	
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	45 min	150		Total Cost
Wastage			3%		150
Total Cost					604

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 3

- Type : Textiles
- Repeat Size : 4 x 4 Inch
- Resolution : 300 dpi
- Application : For Cushion.

Cushion Size- 16 x 16 Inch



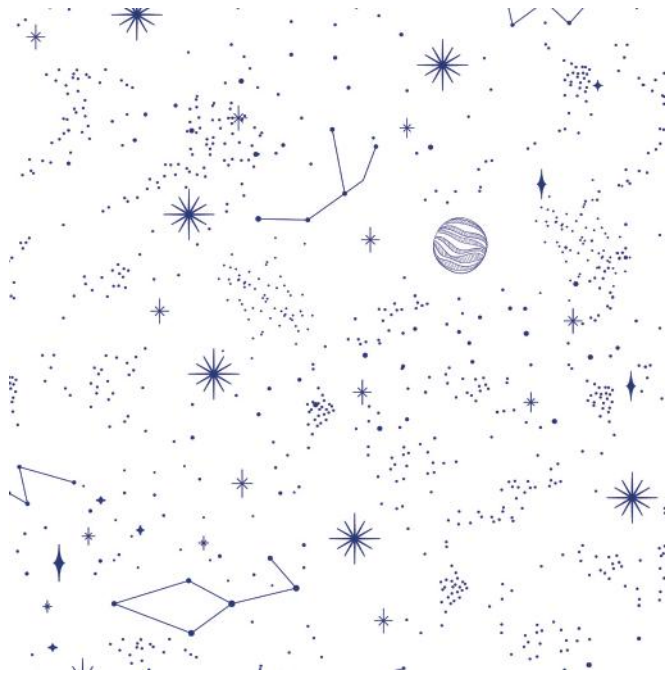
Color Pantone Shade Card



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	1 mtr	110	110	
Printing	Pigment Print	1	65	65	
					175
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	-	-	-	
Pom pom Lace	-	-	-	-	
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	45 min	150		Total Cost
Wastage			3%		150
Total Cost					334.7

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 4

- Type : Textiles
- Repeat Size : 16 x16 Inch
- Resolution : 300 dpi
- Application : For Bedsheet

Bed Sheet Size- 60 x 90 Inch



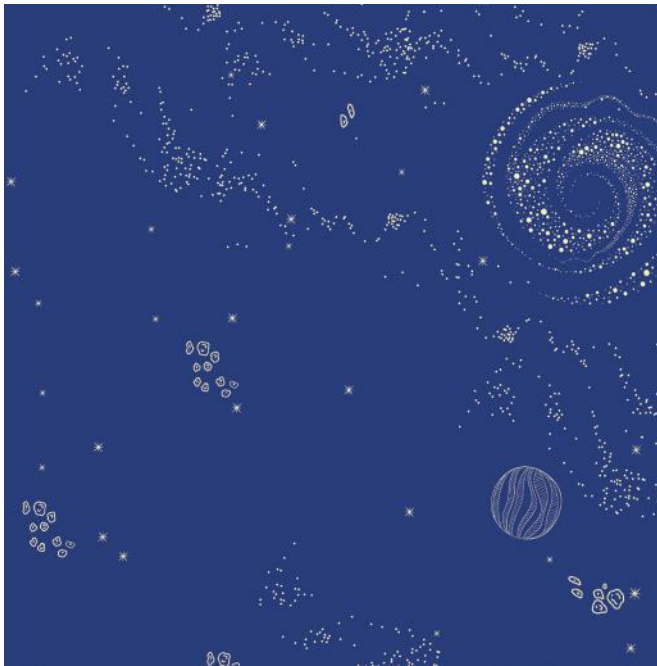
Color Pantone Shade Card



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	2.5 mtr	110	275	
Printing	Pigment Print	2.5	65	162.5	
					437.5
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	-	-	-	
Pom pom Lace	-	-	-	-	
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	15 min	50		Total Cost
					50
Total Cost					501

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 5

- Type : Textiles
- Repeat Size : 16 x 16 inch
- Resolution : 300 dpi
- Application : For Comforter

Color Pantone Shade Card



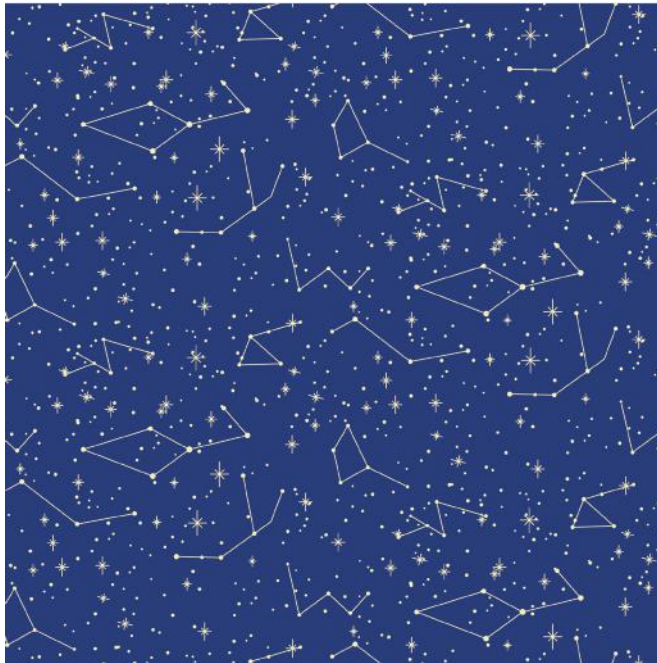
Comforter - 60 x 90 Inch



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	10 mtr	110	1325	
Printing	Pigment Print	7.5	65	462.5	
					1787.5
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	-	-	-	
Pom pom Lace	-	-	-	-	
polyfill		2kg	400	400	
					400
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	2hr	400		Total Cost
					400
Total Cost					2664.61

CHOOSE LAYOUT FOR THE PRODUCTS



Print Option 6

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For cushion

Color Pantone Shade Card



Cushion Cover -27 x 27 Inch



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	2 mtr	110	220	
Printing	Pigment Print	2	65	130	
					350
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible ziper	-	-	-	
Pom pom Lace	-	-	-	-	
Time Cosumption	Description (per hour price)	Time Cosumption	Total		
	1hr /200	45 min	150		Total Cost
Wastage			3%		150
Total Cost					515

MOCKUP



PHOTO SHOOT





COLLECTION-02

PROJECT BRIEF

To Create a print design Cushions Collection inspired by the brand aesthetic of the brand by using their buyer board. This textile product is also inspired by the upcoming winter trend of the interior season of Autumn and winter in the year 2025-26. The process includes generating appropriate renders to effectively showcase the designed print patterns, ensuring relevance and coherence throughout the collection.

ABOUT THE BRAND



KEY BRAND FACTS

- Founded: 1911
- Founder: Solomon Boscov
- Headquarters: Reading, Pennsylvania, USA
- Type: Private, Family-Owned
- Industry: Retail (Department Store)
- Store Locations: 50+ (mainly in Eastern U.S.)
- Website: www.boscovs.com

BRAND POSITIONING

Boscov's positions itself as a value-focused, family-friendly department store, offering brand-name merchandise at discount prices. It appeals to middle-income consumers looking for variety, affordability, and customer service in a traditional shopping environment.

PRODUCT CATEGORIES



Home, Apparel & Accessories:
Men's, women's, and kids' clothing,
shoes, bags and Cushion
Collections.



BUYERS MOOD BOARDS

Softer Colors



Organic Shapes



Random Placement



Softer Lines



CLIENT PROFILE



DEMOGRAPHICS:

Age: 25-40 years

Location: USA

Economic Level:- Middle

Income:-

Gender: Unisex

Marital status: Both married & unmarried

Lifestyle: The lifestyle centers on comfort, family, and tradition. It reflects everyday living, focusing on practicality, warmth, and affordability.

WGSN TREND RESEARCH

PRINT & PATTERN A/W 25/26 RESTORATIVE REALMS

Nature is the nucleus of this forecast trend, which explores how design can restore us to a place of calm and balance. Look out for prints and patterns with tactile botanicals, excavated aesthetics and updated marbled looks



SUB TREND

SENSORY BOTANICALS

The concept: bring the Restorative Nature trend to surface design via botanical and foliage impressions that extend from A/W 25/26 's Poetic Interpretation theme.

Ones to watch: Australian brand Bonnie & Neil translates original artwork to printed linen cushion covers: the high and light opacity levels in the artwork suggest true layers found in petals and leaves. **Further the nature dialogue by working directly with plant-based materials.** Hong Kong-based fibre artist Terriea Kwong experiments with pressing flower heads to achieve authentic colours and prints in leather, silk, cotton and paper.

How you can action this:

Build subtle relief to create the look of organically formed botanicals: make tactile impressions via flower and foliage dye crafts or embossing methods

Use muted and tactile neutral tones to convey a wellness theme. US brand Passion Letterpress's pearl foil on cotton paper brings a soothing touch to stationery: this would work well for packaging home fragrances

Work large-scale and develop #scenics to transport consumers into the wild. This is a must-have for bedding, wallpaper, framed wall art and flooring



CONCEPT NOTE

To design a print Cushion collection for the brand Boscov's using the Digital Print technique. This textile product is also inspired by the wild beauty of California's coast, as well as by the upcoming trend Print & Pattern A/W in 2025/26. The aesthetic of the print tells the story of a place, through texture, color, and plant impressions—inviting us to slow down and see the beauty in small, natural details.



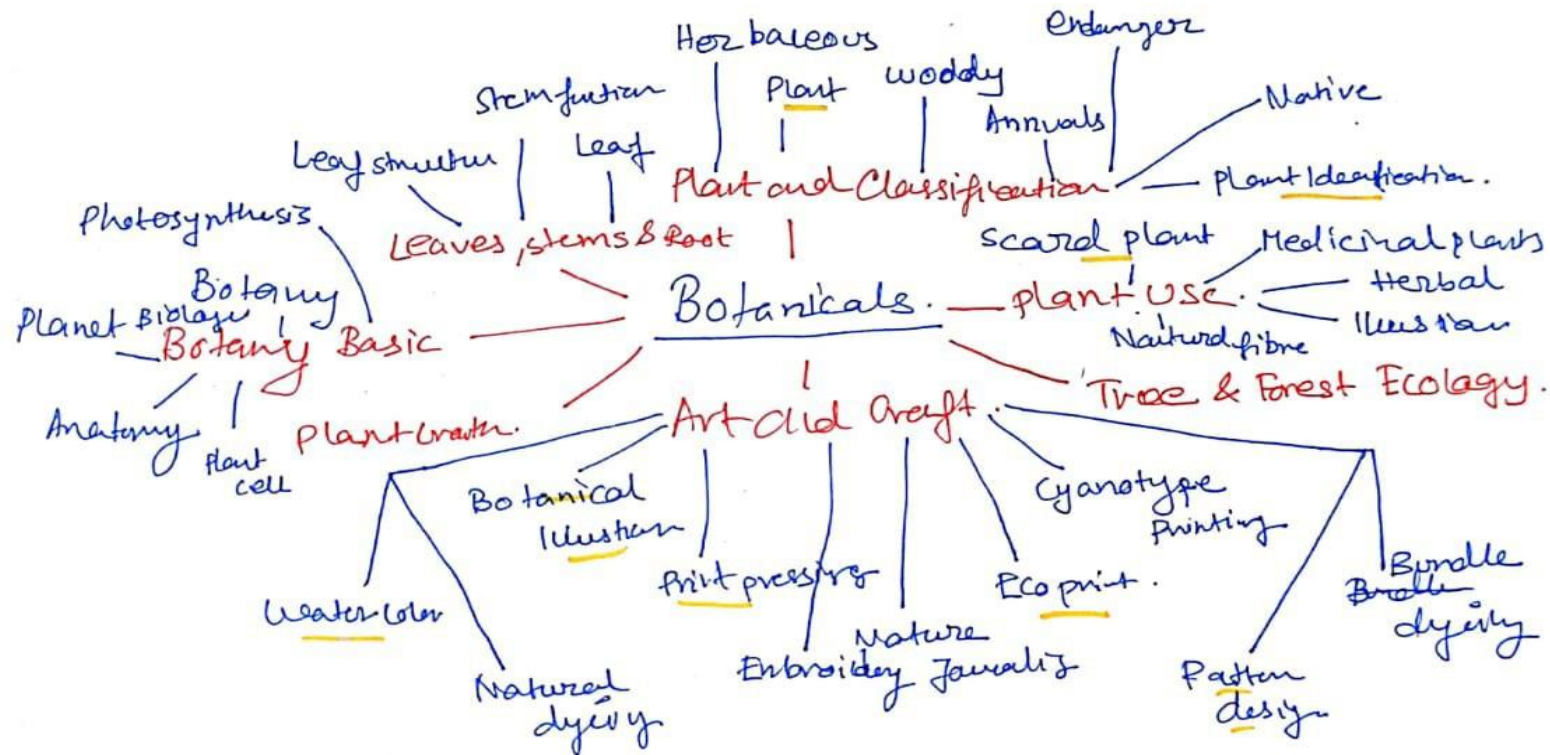
INSPIRATION

Big Sur Botanica is a textile art collection inspired by California's coast's wild beauty. It captures the shapes, textures, and colors of plants found along the cliffs and beaches, like poppies, eucalyptus, and wildflowers.

Real leaves and flowers are pressed into fabric using eco-printing, plant hammering, and natural dyes. Each piece is made slowly, by hand, allowing nature to leave its mark. The soft tones of ocean fog, sun-warmed earth, and coastal blooms form the color palette.

This work is about the quiet connection between fabric and nature. It tells the story of a place through texture, color, and plant impressions, inviting us to slow down and see the beauty in small, natural details.

BRAINSTROMING



INSPIRATION BOARD



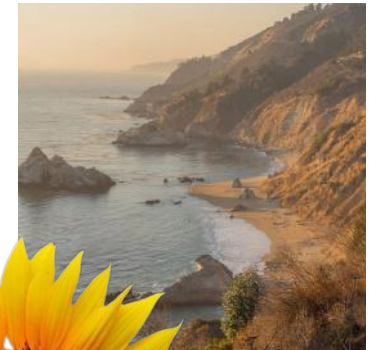
Organic



Botanicals



Earth tones



Natural Color



Wild flowers



Big Sur

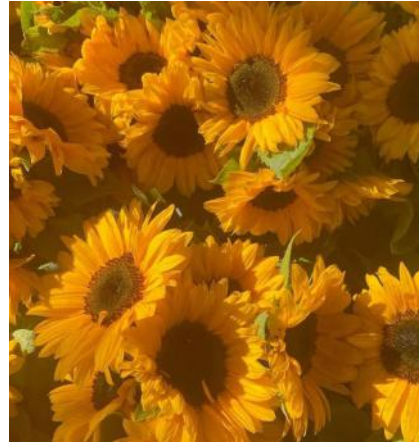
Coastal

MOOD BOARD

BIG SUR BOTANICAL



IMAGE GALLERY



LOOK BOARD



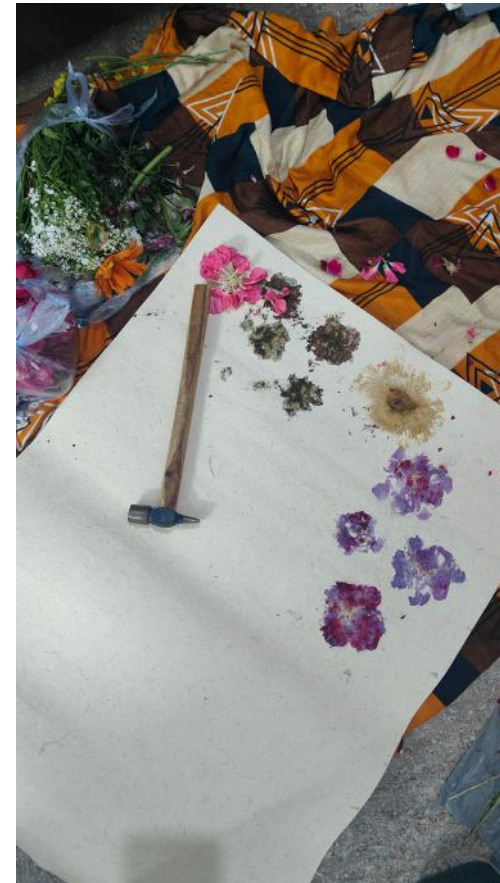
PROCESS OF MAKING THE PRINT FROM FLOWER



Some Alternative flower are sources
(Maximum flower are bouquet flower)



Applying the flower on the handmade
paper, the plastic is been placed on both
the layer of the paper and then the ham-
mering is done.

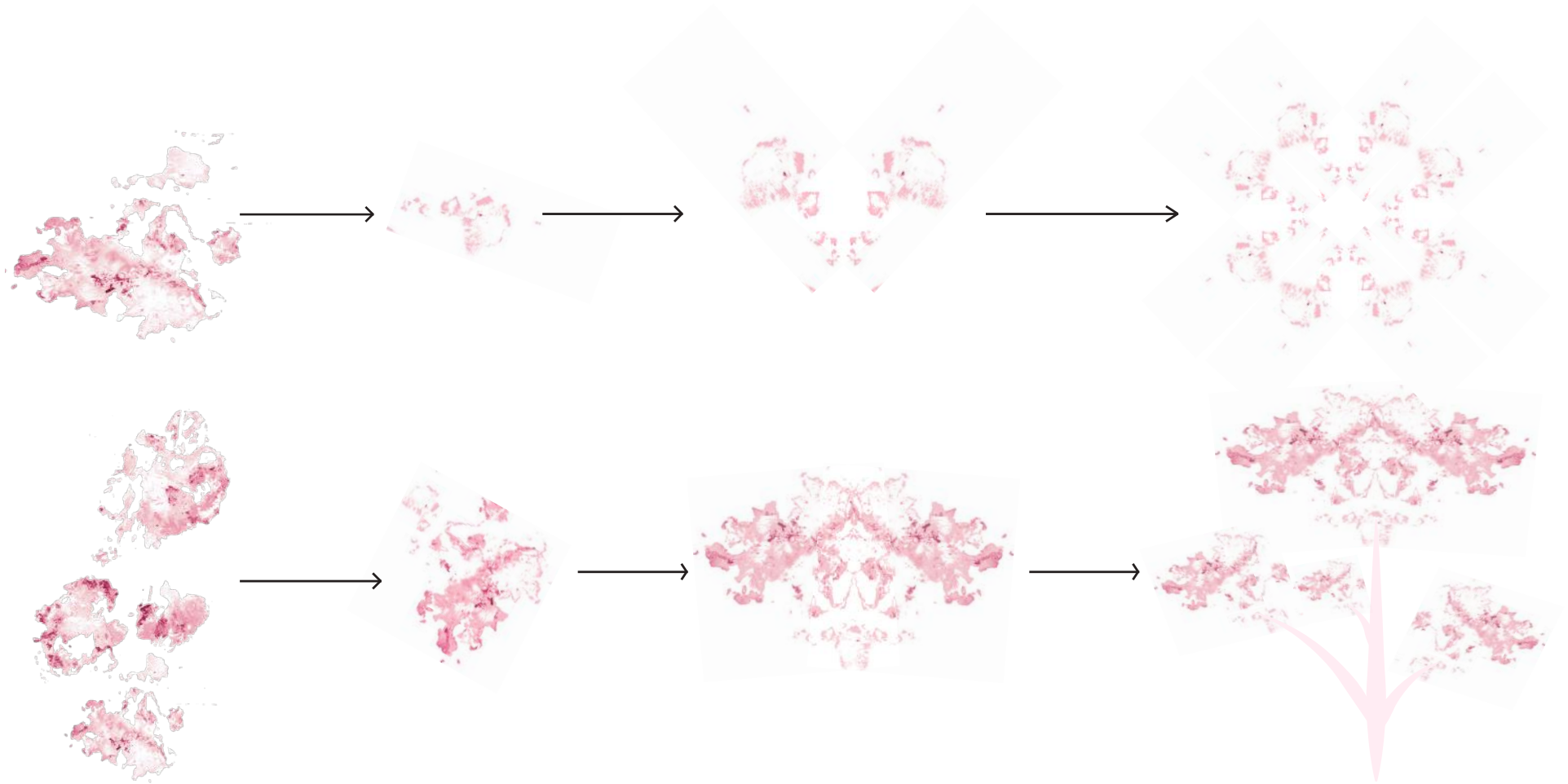


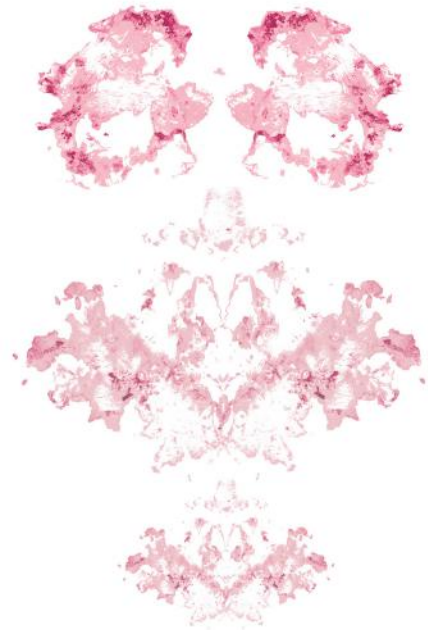
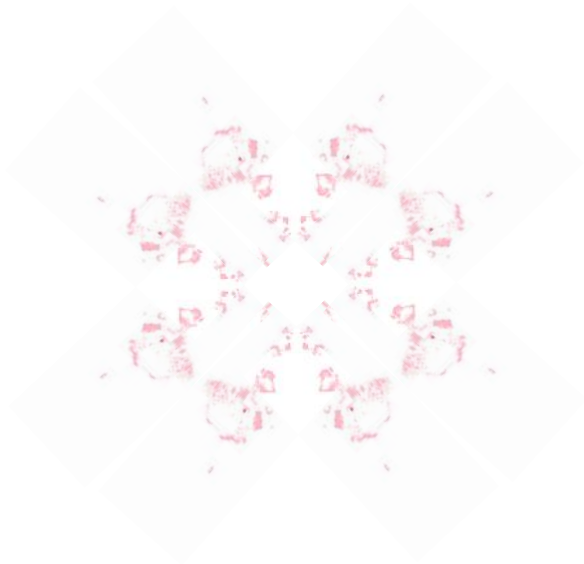
Final Impression is been made hand
made paper.

INITIAL SKETCHES

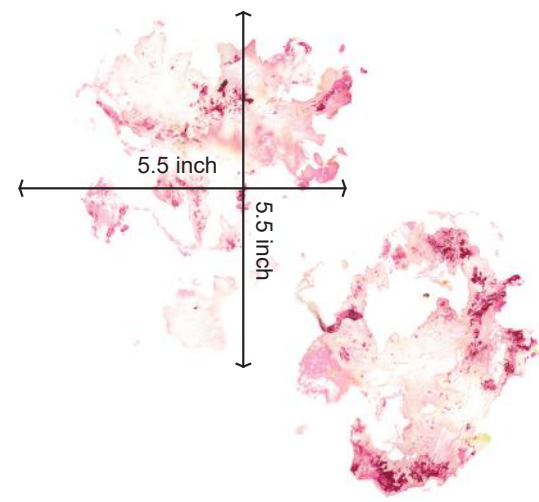
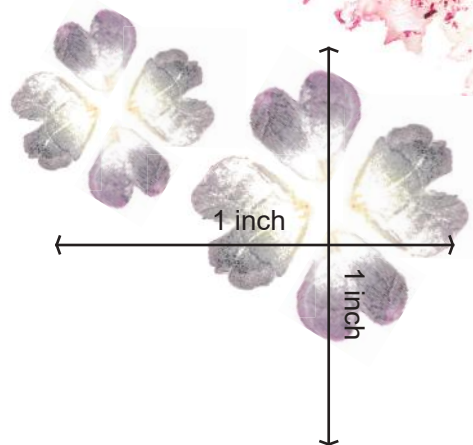
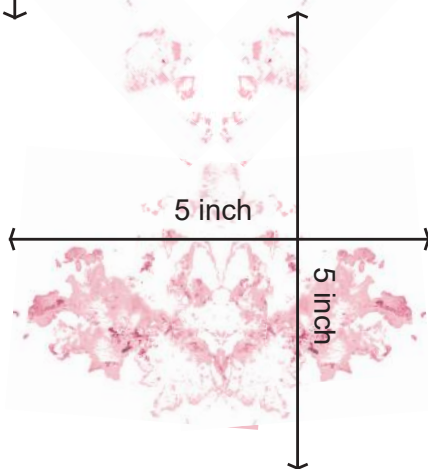
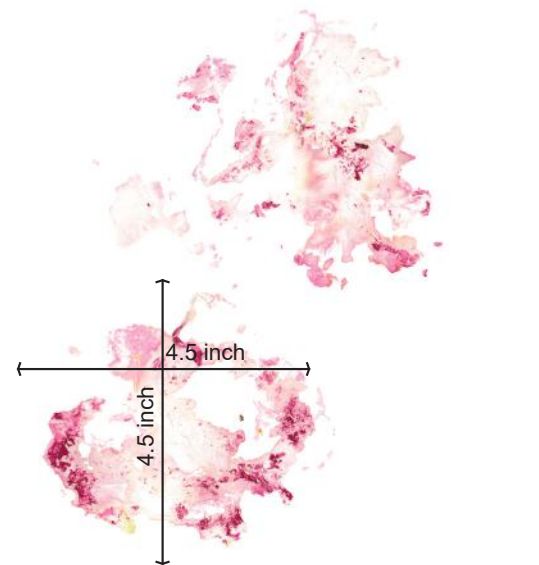
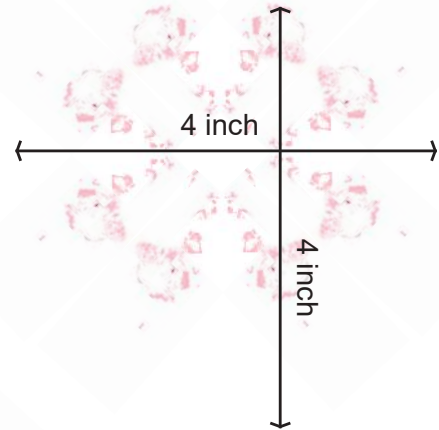
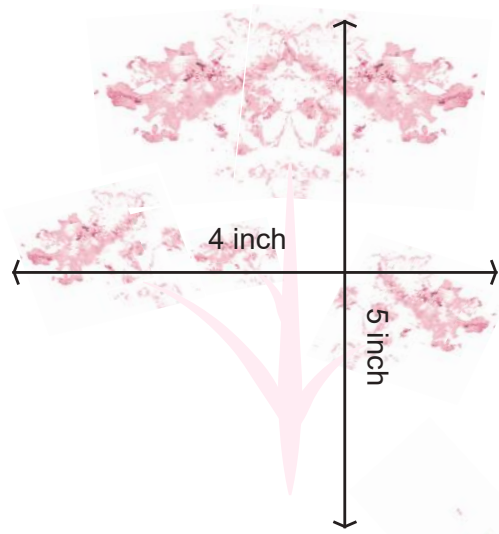


MOTIFS DERIVATION





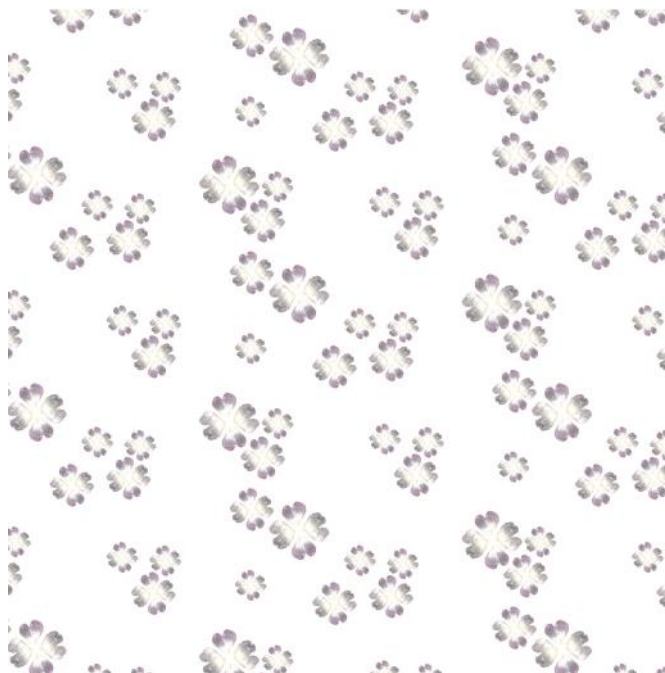
MOTIFS SIZES



PRINTS LAYOUT EXPLORATION



EXPLORATION- 01

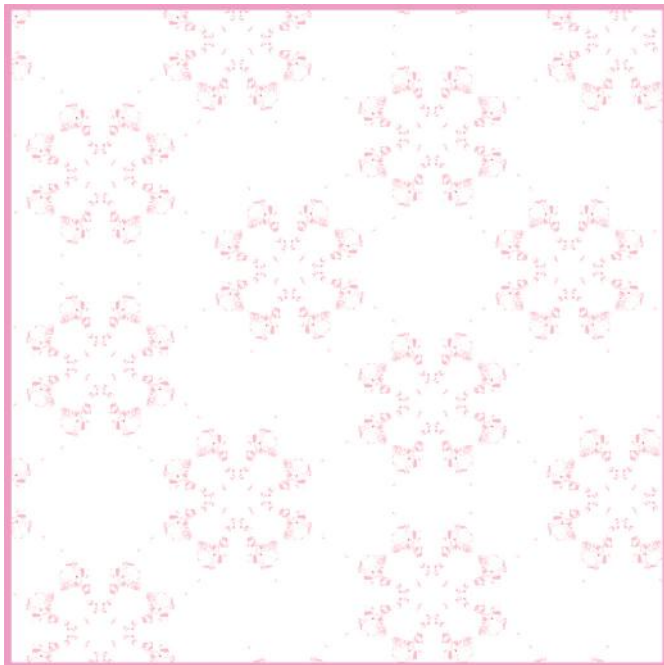


EXPLORATION- 02

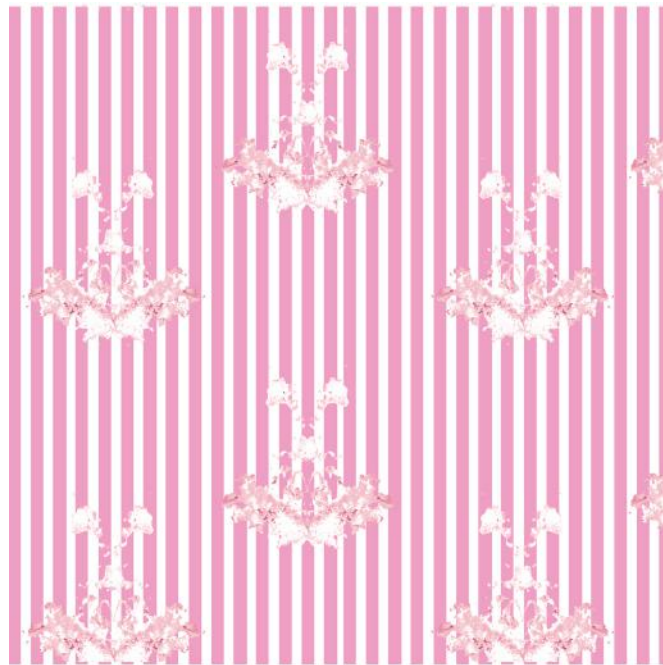


EXPLORATION- 03

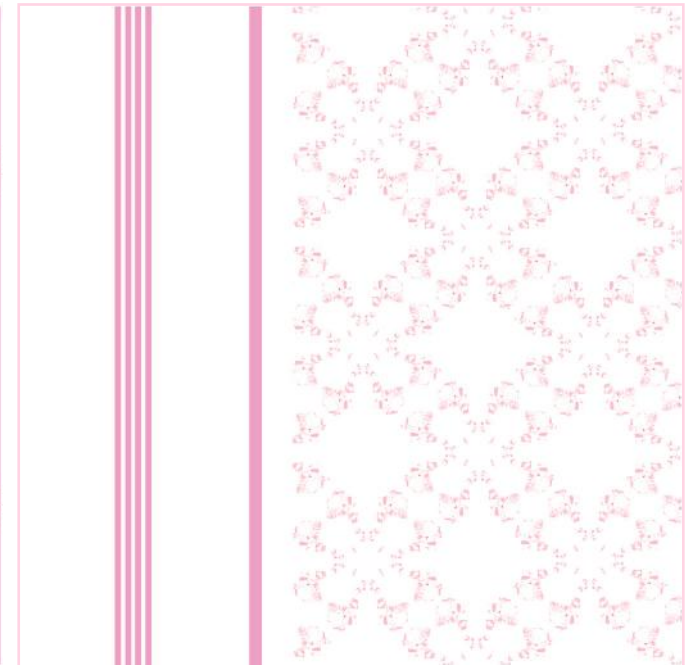
PRINTS LAYOUT EXPLORATION



EXPLORATION- 04

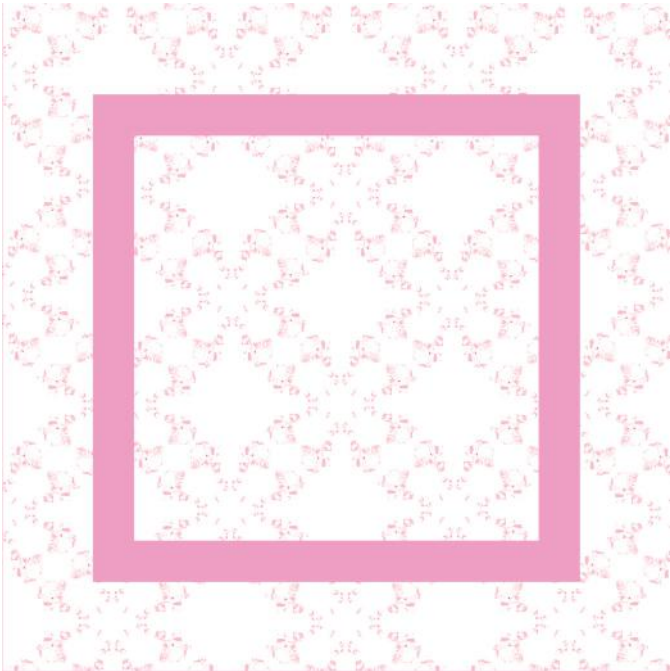


EXPLORATION- 05

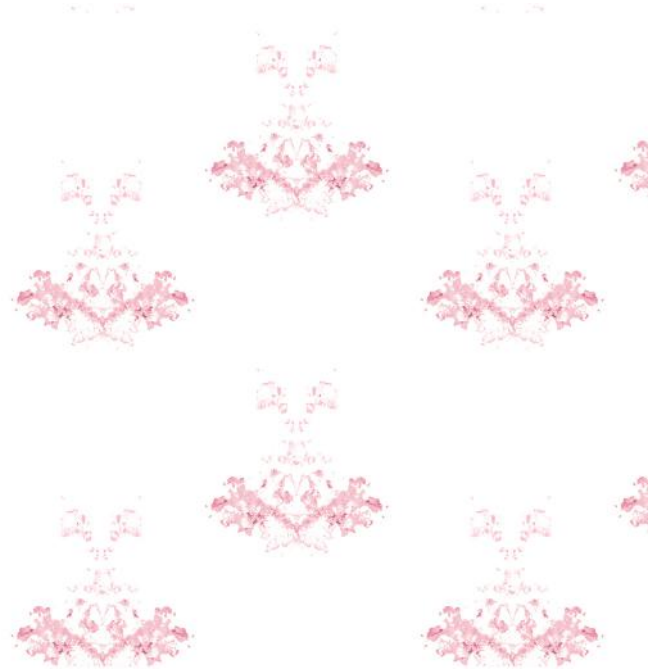


EXPLORATION- 06

PRINTS LAYOUT EXPLORATION



EXPLORATION- 07

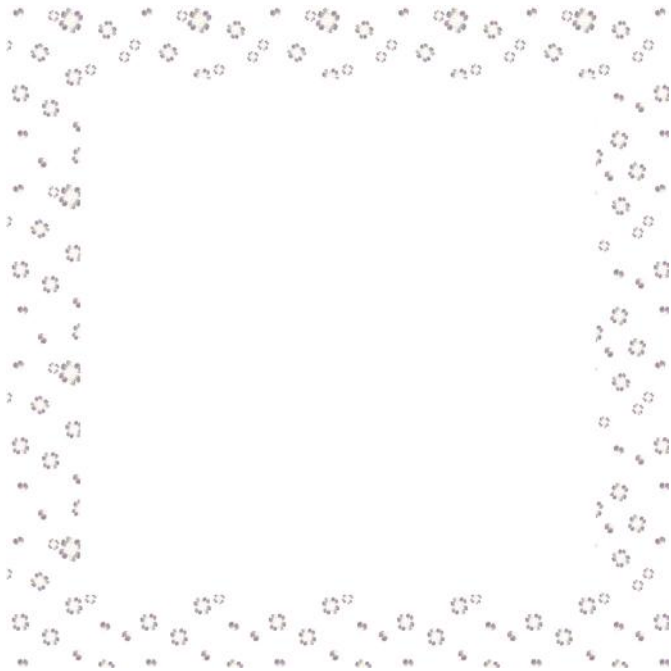


EXPLORATION- 08



EXPLORATION- 09

PRINTS LAYOUT EXPLORATION



EXPLORATION- 10



EXPLORATION- 11



EXPLORATION- 12

SAMPLING



CHOOSE LAYOUT FOR THE PRODUCTS



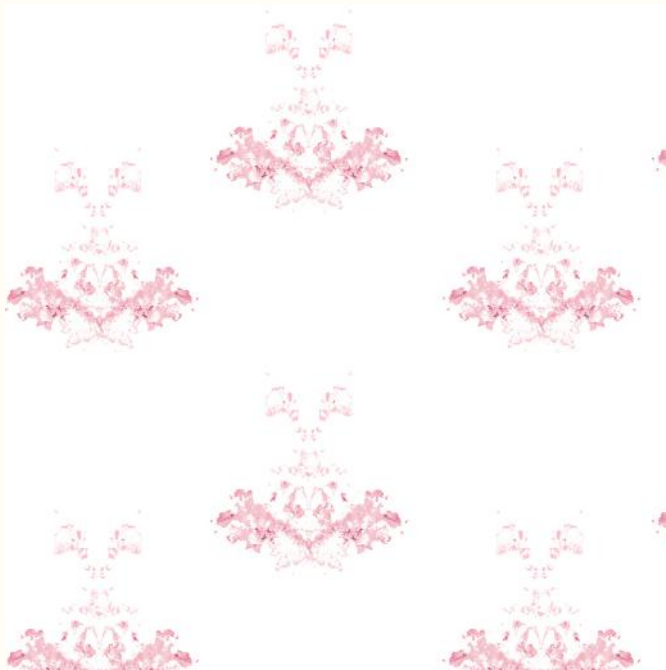
Print Layout 1

- Type : Textiles
- Repeat Size : 15 x 15 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 27 x 27 Inch



CHOOSE LAYOUT FOR THE PRODUCTS



Print Layout 2

- Type : Textiles
- Repeat Size : 15 x 15 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 27 x 27 Inch



CHOOSE LAYOUT FOR THE PRODUCTS



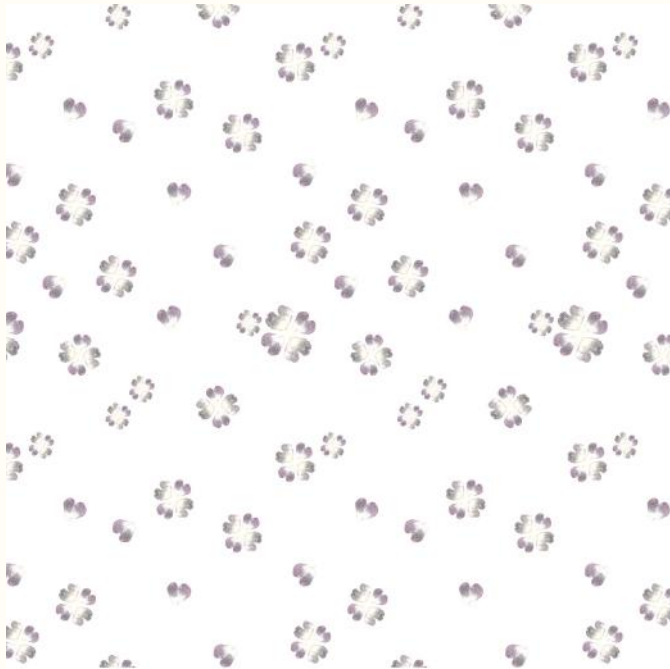
Print Layout 3

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 16 x 16 inch



CHOOSE LAYOUT FOR THE PRODUCTS



Print Layout 4

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 16 x 16 Inch



CHOOSE LAYOUT FOR THE PRODUCTS



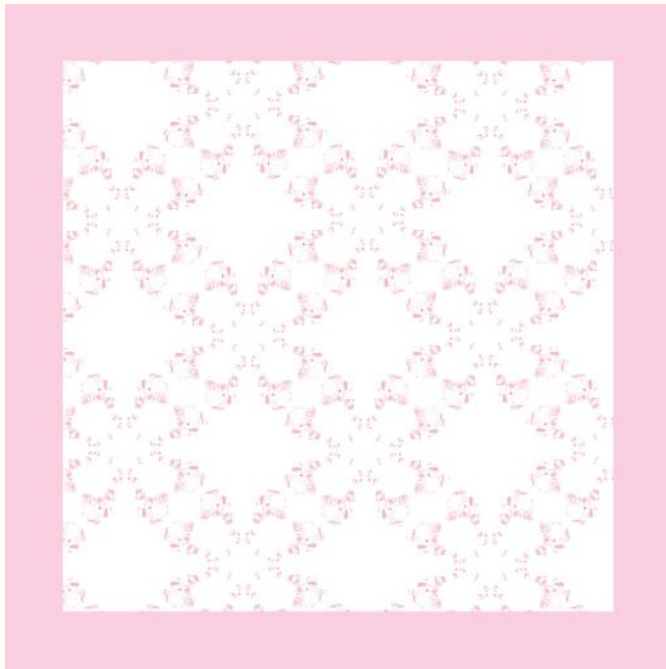
Print Layout 5

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 16 x 16 Inch



CHOOSE LAYOUT FOR THE PRODUCTS



Print Layout 6

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 16 x 16 Inch



CHOOSE LAYOUT FOR THE PRODUCTS



Print Unit 7

- Type : Textiles
- Repeat Size : 5 x 5 inch
- Resolution : 300 dpi
- Application : For Cushion Products.

Cushion Size- 16 x 16



COSTING

Material	Description	Quantity	Unit Price	Total	Total Cost
Fabric	Cotton 100%	5 mtr	55	55	275
Printing	Pigment Print	5 mtr	32.5	32.5	162.5
					437.5
Trimmings	Description	Quantity	Unit Price	Total	Total Cost
Zippers	Invisible zipper	5	2	10	
Pom pom Lace	White Lace	8.75	2	17.5	
					27.5
Time Consumption	Description (per hour price)	Time Consumption	Total		
	1hr /200	4	800		Total Cost
Wastage			3%		800
Total Cost					1285

Costing of 7 pcs cushion cover (2 pcs 27x 27 Inch) (5 pcs 16 x 16 Inch)

MOCKUP



PHOTO SHOOT





LEARNING EXPERIENCE

This graduation project of 16 weeks gave me an opportunity to work at Bazaar . During my internship, I have grown as an individual professionally and unlocked potential that I was not aware of. People in the company are caring and supportive, the work environment kept me focused at my work. I learned how a buying house in India works and plans in terms of design and production. As a design intern at Bazaar, there was a good amount of exposure. This internship gave me a new horizon and I learned how designers and production team could collaborate to create beautiful and worthwhile products.

REFERENCE

- <https://www.linkedin.com/company/bzaarexport/posts/?feedView=all>
- https://tracxn.com/d/companies/bazaar/__iuTB5SStaerpgT5VpGzxQMYkDXVT_uB26TYHRvW_nLI
- <https://info.edgeinsights.in/company/Overleap-Networks-Pvt.-Ltd./190397>
- <https://nift.ac.in/>
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- <https://www.wgsn.com/mywgsn>
- <https://www.bazaar.com/>

