

INDOWESTERN SAREE UPCYCLING

X

MARIGOLD

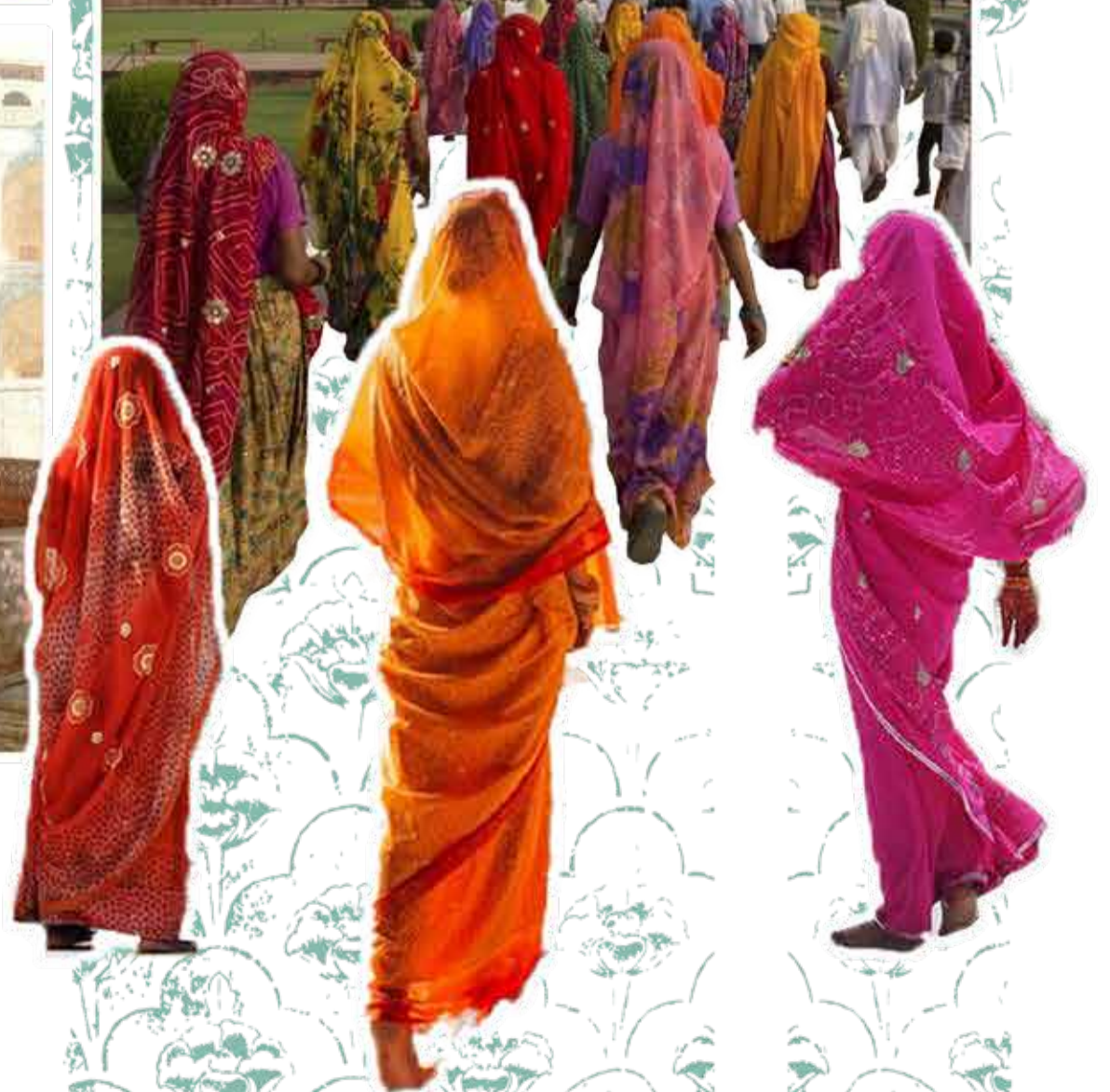
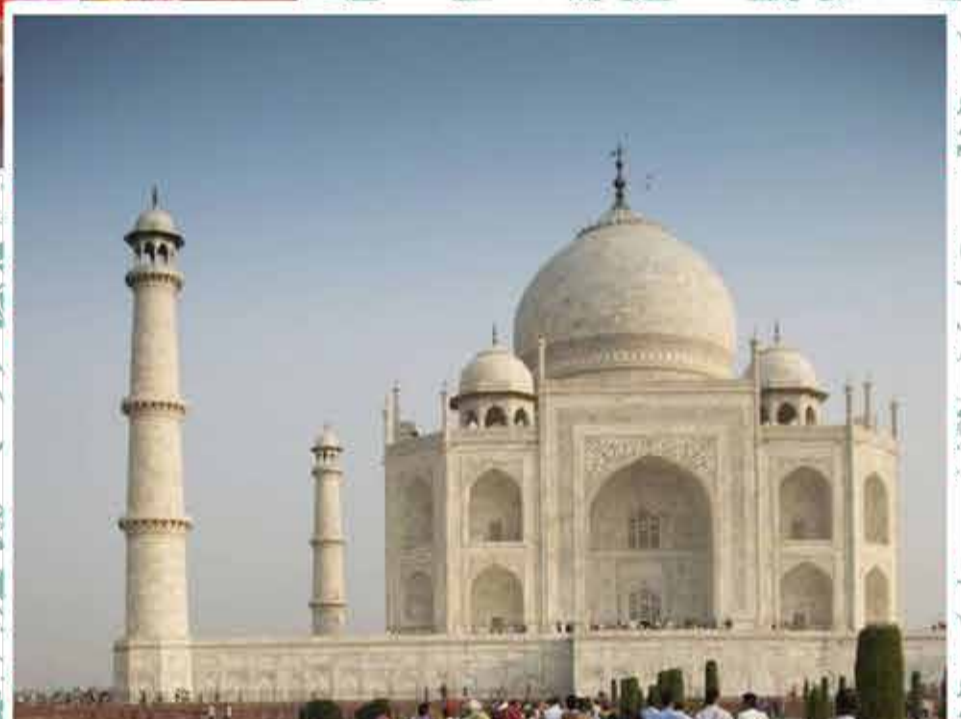
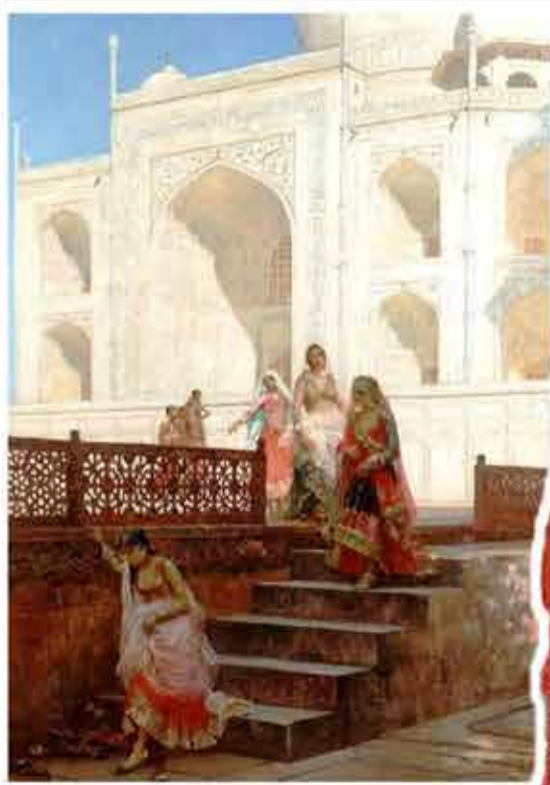
This project derives its inspiration from the traditional Indian saree. Growing up with dual ethnicity has meant that I have been constantly surrounded by a fusion of two wildly contrasting cultures (Indian and British). This project proudly pays homage to both sides of my heritage, marrying western and Indian fashion to create a capsule for a brand I have developed myself: Marigold.

The following portfolio of work illustrates how i have developed the brand identity and designed the collection as well as showcasing the two final outfits that I constructed.

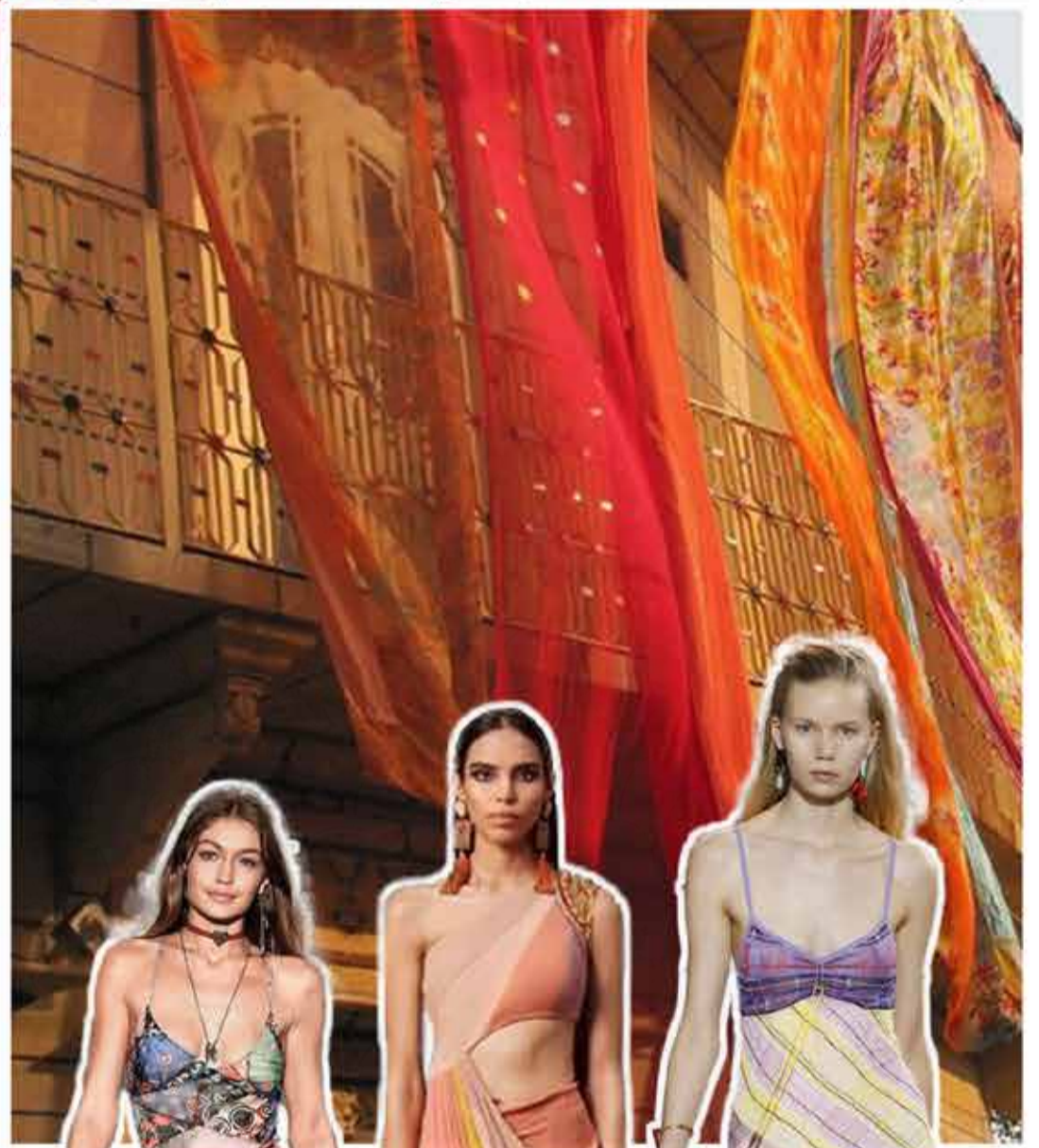
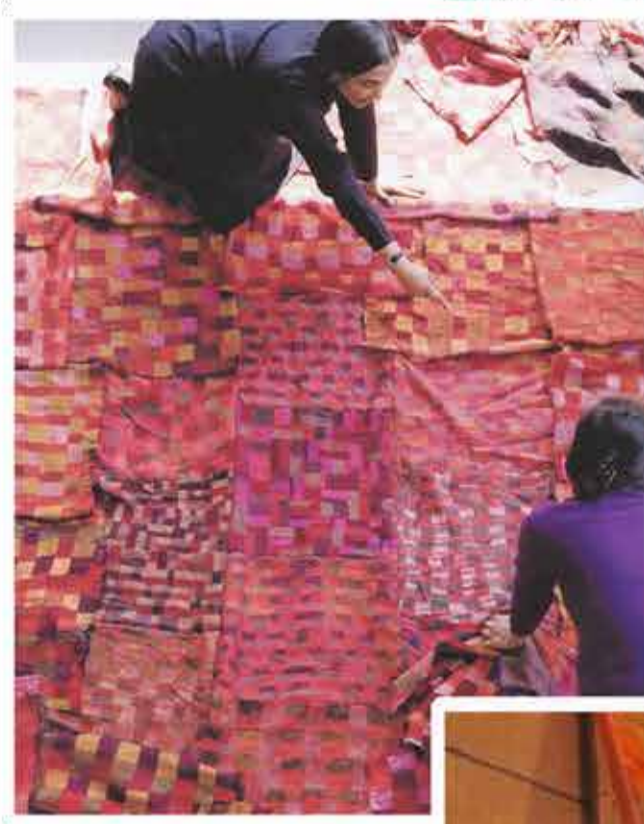
By draping these sarees in innovative ways, I have reimagined them as contemporary fashion pieces. This approach not only honours traditional craftsmanship but also embodies sustainable practices, including zero waste and circular fashion, contributing to the conversation on sustainability in fashion and fostering a future where cultural heritage is celebrated through modern, eco-conscious design.

INDIA SANGAR

CONCEPT INSPIRATION - TRADITION-
AL INDIAN WEAR AND SAREE DRAPING



INNOVATION - UPCYCLING
SAREES AND ZEROWASTE



TRADITIONAL INDIAN WEAR- PRIMARY RESEARCH



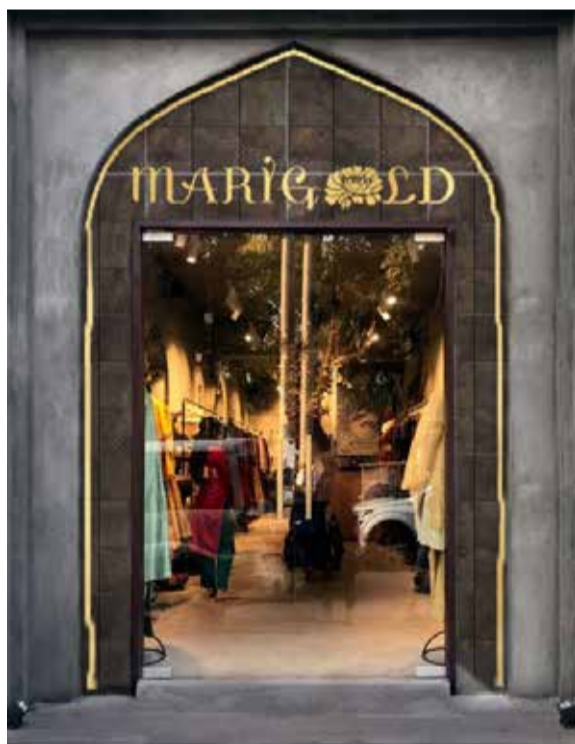
Using images taken at my cousins Punjabi wedding in 2022 to provide further insight into traditional Indian clothing in the modern day. A beautiful and eclectic array of sarees, lehengas, kurtas and dresses eloquently embroidered, embellished and draped sinuously around the family and friends.

ZERO WASTE PATTERN CUTTING - RESEARCH



Successful pattern cutting, is narrowed down to 5 main criteria; appearance, fit, cost, sustainability and manufacturability. During zero waste pattern cutting, sustainability plays a larger factor than usual however it's still important that the fit of the garment isn't sacrificed - a lot of zero waste requires a lot of planning and testing with paper nets and geometric shapes. (Rissanen, 2015). This is something I noticed and practiced during my week one pattern cutting workshop.

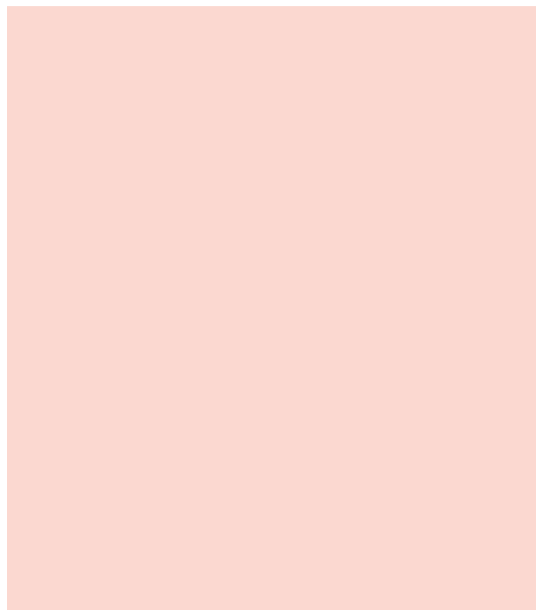
BRAND DEVELOPMENT AND AESTHETIC



CUSTOMER PROFILE - MARIGOLD



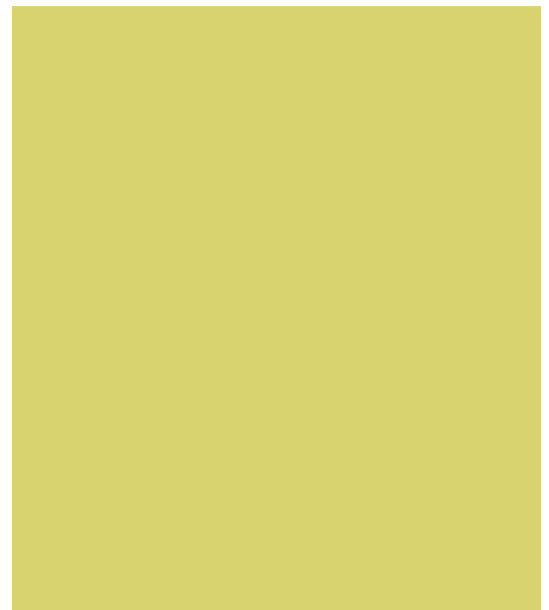
The typical customer for marigold would be a high profile female model/influencer/celebrity who requires a unique wardrobe for events such as Galas and award ceremonies. She spends her free time dining out, going on holidays, reading and meeting friends.



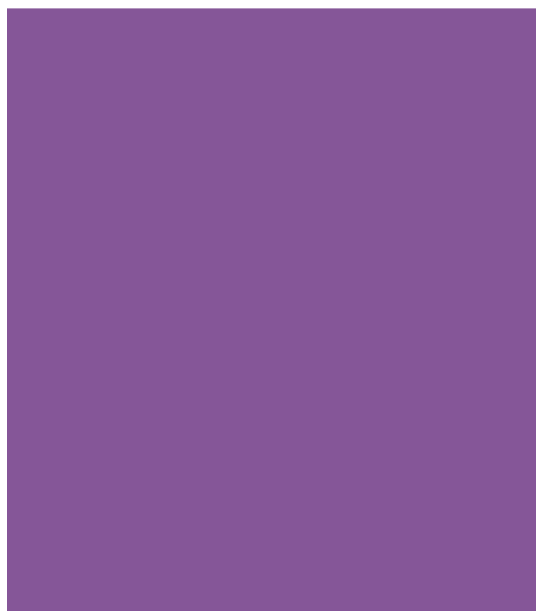
PANTONE P 481 C



PANTONE 148 C



PANTONE 374 C



PANTONE 258 C



PANTONE 4816 C



PANTONE 377 C



PANTONE 2612 C



PANTONE P 6416 C



PANTONE 3312 C

100% POLYESTERS



100% SILKS

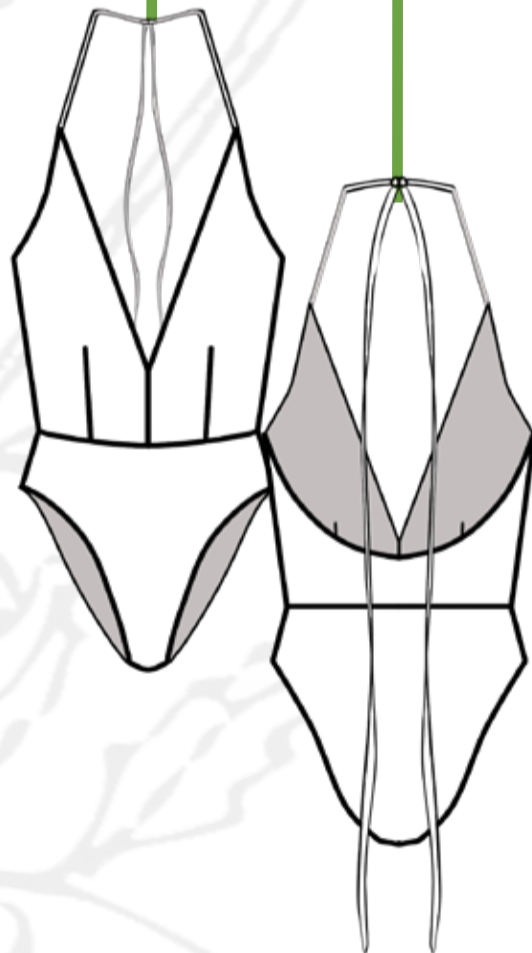


ZERO WASTE SAREE DRAPING EXPERIMENTATION

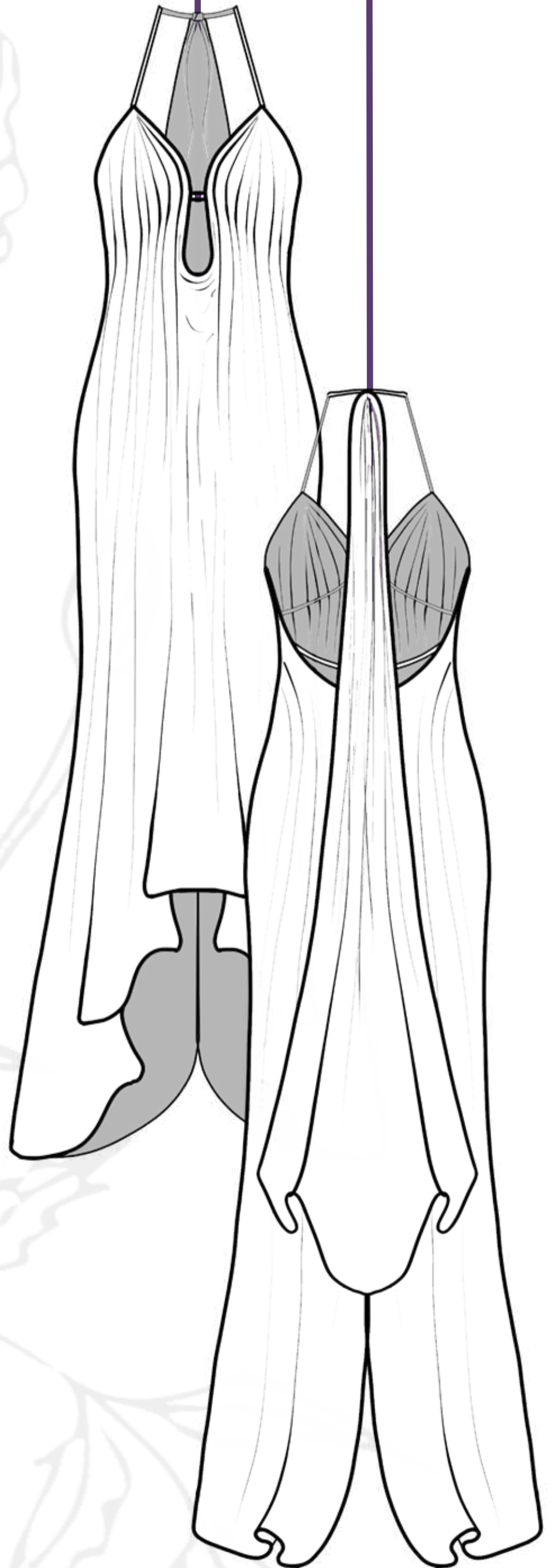


DRAPING ONTO THE BODY AND THE STAND USING MY OLD SAREES TO CREATE A STARTING POINT FOR MY COLLECTION. THESE PIECES HAVE ALL EACH BEEN PRODUCED USING ONLY ONE WHOLE SAREE AND PINS. THE NEXT STEPS AFTER THIS WERE TO TAKE THESE FINDINGS AND USE THEM TO CREATE A FUNCTIONAL ZERO WASTE GARMENT.

OUTFIT ONE



OUTFIT TWO



MARIGOLD



BY INDIA SANGAR



MARIGOLD

BY INDIA SANGAR



OUTFIT ONE



OUTFIT TWO



