



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

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SCHOOL OF BUILDING AND ENVIRONMENT DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT (S105AINT) 2022-2023



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INTERNSHIP REPORT (S105AINT) 2022 - 2023

Name of the Student: R. Shiva Darshini

Reg No: 40105011

Semester: V

Batch: 2020-2023



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DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT (S105AINT)

2022 - 2023

VIVA-VOCE EXAMINATION

This is to certify that the Internship Report (S105AINT) is the work of R. Shiva Darshini who had undergone training in Slay officially (design studio) Boutique and has been monitored by the continuous assessment during May 2022 to Jun 2022.


K.S. RAVI SIDHAARTH


Head of the Department

**Head of the Department
Fashion Design
Sathyabama Institute of Science and Technology
Chennai-600 119.**

Submitted for Viva-voce Examination held on 21/10/2022


**Internal Examiner
(S.S. RAJITHIRI)**


External Examiner



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DECLARATION

I R. SHIVA DARSHINI hereby declare that this Internship Report (S105AINT) for 26 days from 23/05/2022 TO 22/06/2022 done by me under the guidance of R. Priyadarshini is submitted in partial fulfilment of the requirements for the completion of Internship training session.

Date: 21/10/2022

Place: Chennai.

R. Shivadashini
signature of candidate

ACKNOWLEDGEMENT

I am sincerely thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I am grateful to Professor **MR K S Ravi Sidhaarth and Ms.S. Kritika**, M.Sc., M.Phil., SET, HOD, Department of Fashion Design, School of Building and Environment, for giving me the support and information I needed during the progressive evaluations at the appropriate time.

I would like to thank **Ms Simer** for providing me an opportunity to engage myself as a trainee in **SLAY OFFICIAL (STITCH STUDIO)**

2/546, 1st floor, east coast road, Nelankarai, Chennai – 600115

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Fashion design who were helpful in many ways for the completion of the project.

INTERNSHIP DETAILS

1. INDUSTRY / ORGANIZATION: SLAY OFFICIAL (STITCH STUDIO)

Mentor Name: Ms Simer

Designation of the mentor: Owner\ model

Contact Number: 09942460666

Address: 2/546, 1st floor, east coast road, Nelankarai, Chennai – 600115

2. INSTITUTION

Mentor Name: MR. K.S Ravi Siddhaarth

Designation of the mentor: shiva darshini. R

Student Name: shiva darshini. R

Department: BSC. Fashion Design

Address: SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY) KAMARAJ NAGAR, SEMMANCHERI, CHENNAI, TAMIL NADU 600119.



Slay Official

STITCH STUDIO

TO WHOM SO EVER IT MAY CONCERN

Dear Shiva Darshini. R

On behalf of **SLAY OFFICIAL (Stitch Studio)**, we are pleased to offer an internship opportunity to you. The purpose of this letter is to outline the term of the internship subject concerning the terms of company policy and procedures.

Position: - Fashion Design Intern

The Position is scheduled to begin on 23/05/2022 and will be one month internship opportunity. The schedule for this position is 10:00 AM to 7:00 PM 6 days in a week.

Look forward to work with you

For Slay Official LLP

Designated Partner

SLAY OFFICIAL LLP

2/546, First Floor, East Coast Road, Neelankarai, Chennai – 600 115.



Slay Official

STITCH STUDIO

Date : 21.06.2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Shiva Darshini R student of **Sathyabama Institute Of Science and Technology** was associated with **Slay Official (Stitch Studio)** as an intern from 23rd May 2022 to 22nd June 2022. She has gone Through and learned the Techniques of cutting, tailoring and hemming .

She has the core value of integrity, Humility and Empathy as an intern of Slay Official (Stitch Studio).

During her internship at Slay Official (Stitch Studio), we found her sincere, Diligent and Hardworking.

We wish her all the success in her future endeavors.

For Slay Official LLP

Designated Partner

SLAY OFFICIAL LLP

2/546, First Floor, East Coast Road, Neelankarai, Chennai – 600 115.

DEPARTMENT OF FASHION DESIGN

PROFESSIONAL TRAINING REPORT 2022

(CONTINUOUS PROCESS REPORT OF THE TRAINEE FOR THE PERIOD OF 26 DAYS IN THE BOUTIQUE TO BE SUBMITTED TO HOD THE TRAINEE IN CHARGE THE ORGANISATION)

1. NAME OF THE OFFICE / ORGANIZATION: SLAY OFFICIAL (STITCH STUDIO)
2. ADDRESS AND CONTACT NUMBER: 2/546, 1ST FLOOR, EAST CAST ROAD, NEELANKARAI, CHENNAI- 600115 PH; 9942460666
3. NAME OF THE STUDENT: R. SHIVA DARSHINI
4. DURATION: FROM: 23/05/2022 TO: 22/06/2022
5. TOTAL NUMBER OF DAYS: 26 DAYS

EVALUATION OF PERFORMAMANCE CRITERIA SHALL BE ON

***NOTE: KINDLY GRADE THE STUDENT AS PER HER OVERALL PERFORMANCE IN THE OFFICE DURING THE ASSESSMENT DAYS, WHICH WILL BE CONVERTED TO THE ALOTTED 40 MARKS BY THE DERARTMENT.**

DESCRIPTION OF WORKS	EXCELLENTS	GOODS	FAIR	POOR	NA
UNDERSTANDING OF BOUTIQUE CULTURE			✓		
PARTICIPATION IN THE BOUTIQUE	✓				
HANDLING THE CLIENT'S		✓			
PUNCTUALITY	✓				
COORDINATION WITH OTHER WORKERS	✓				
ORAL COMMUNICATION		✓			
ATTUDE	✓				
OVERALL PERFORMANCE	✓				

ANY OTHE REMARKS:

Work more hard I get more creative. All the Best!

SIGNATURE OF THE HEAD OF THE OFFICE

For Slay Official LLP

Shiva
Designated Partner

WORK DIARY

DATE	WORK DONE
DAY 1 (23/04/2002)	CUTTING AND PATTERN MAKING
DAY 2 (24/04/2022)	HOOK AND EYELET (PRESS BUTTON) STITCHING AND SAREE FALLS
DAY 3 (25/05/2022)	DESIGN DEVELOPMENT
DAY 4 (26/05/2022)	DESIGN DEVELOPMENT
DAY 5 (27/05/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 6 (30/05/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 7 (31/05/2022)	STITCHING AND HEMMING
DAY 8 (01/06/2022)	STITCHING AND HEMMING
DAY 9 (02/06/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 10 (03/06/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 11 (04/06/2022)	STITCHING AND DESIGN DEVELOPMENT
DAY 12 (06/06/2022)	STITCHING AND DESIGN DEVELOPMENT
DAY 13 (07/06/2022)	CHECKING THE FABRIC (SEND TO PHOTOSHOOT)

DAY 14 (08/06/2022)	DESIGN DEVELOPMENT AND CUTTING
DAY 15 (09/06/2022)	STITCHING AND DESIGN DEVELOPMENT
DAY 16 (10/06/2022)	STITCHING AND DESIGN DEVELOPMENT
DAY 17 (11/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 18 (13/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 19 (14/06/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 20 (15/06/2022)	CUTTING AND DESIGN DEVELOPMENT
DAY 21 (16/06/2022)	DESIGN DEVELOPMENT AND CUTTING
DAY 22 (17/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 23 (18/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 24 (20/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 25 (21/06/2022)	DESIGN DEVELOPMENT AND STITCHING
DAY 26 (22/06/2022)	DESIGN DEVELOPMENT AND STITCHING

SYNOPSIS

This internship at slay official (stitch studio) has been a great and good experience for me, for my future career.

It has given me the opportunity to pursue knowledge and ideas about boutique management.

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ABSTRACT

Slay Official (stitch studio) boutique is situated at Nelankarai where it offers a wide range of customized wear and modern wear collection. This boutique is owned by Ms. Simer she is running this boutique from the year 2022. There are staff assigned for stitching and pattern making. Working as an intern and getting to know each process and step throughout the month was a good way to get to know how each department works and that each and every work matter in this process of creating a garment. As an intern how much, it helps to know all the process which involves in designing a garment. Which will really help in designing our works also.

The institute allows the student programs like Internship and Project with flexibility in learning, line and length of fashion industries and projects. Students, even at the undergraduate level, get to participate in on-going research and technology development, production, marketing, designing, and merchandising of garment industry .an opportunity unprecedented in India. As a result, a vibrant student coexists with a strong experienced employee.

The ultimate goal is to understand the function of a boutique and the various steps involved within. While working along with them students will have great opportunity to know the process clearly and have a clarity on how a boutique works which will help in the future of the student. It helps student with retail marketing and about clients and how to handle them and get to know their preferences.

The benefits are that the student will be well trained to face the forthcoming work environment and by training them in the boutique will be helpful for the boutique to recruit the intern as they know the functioning of the boutique than a fresher to the boutique.

PROFILE



Figure 1(boutique logo)

Slay officially (design studio) is a boutique located in neelangarai. Its focus is to provide customized wear and modern wear Chennai has a new fashion destination called Slay Official Boutique, to cater to the clothing and fashion aspirations of Chennai's women and children. Be it for ethnic or chic, Slay Official has it all, with a wide collection of ready-to-wear, and a plethora of materials to design and customize."



Figure 2(the boutique)

Established in the year 2022, Chennai has a new fashion destination called Slay Official Boutique, to cater to the clothing and fashion aspirations of Chennai's women and children. They are known for customize wear and western outfit. This is well-known establishment acts as a one-stop destination servicing customers both local and other parts of Chennai. Over the course of its journey this business has established a firm foothold in its industry, the belief of the customers is as important as their product and services, have helped this establishment garners vast base of the customers, which continues to grow by the day. The business employs individual that are dedicated towards their respective roles and put in lots of effort to achieve the common vision and large goals of the company in the near future, this business aims to line product and service and cater to a large client base. In Chennai the establishment occupies or prominent location in neelangarai. It is a readily available. It is at neelangarai main road, near hot chips which makes it easy for the first-time visitors in locating the establishment. It is known to provide top service in following categories, tailors for ladies, boutiques, designer wear, customized wear, tailors for women western outfit.



Fig3: inside boutique

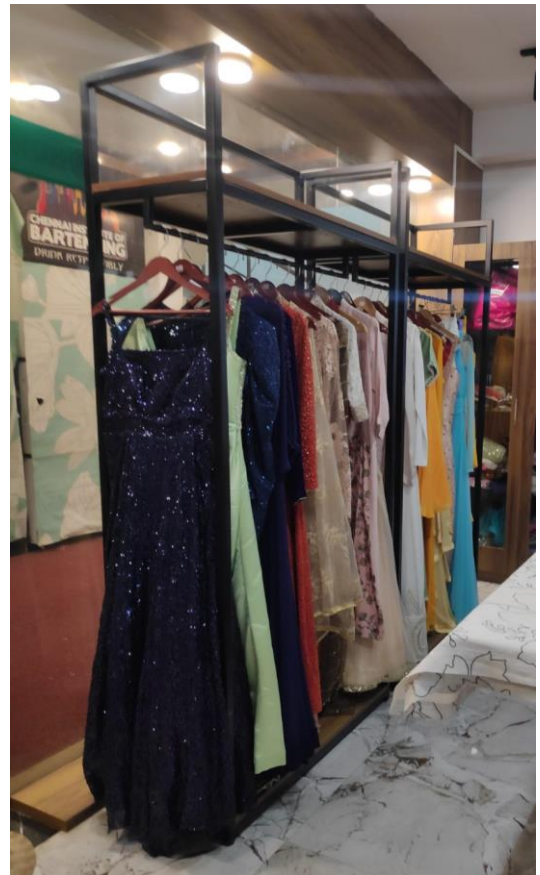


Fig4: dress in boutique

DESIGNING/ CUSTOMIZATION

They allow customer to make selections and set preferences. Customization allows users to select the content, layout, functionality or design that appeals to them. However, customization tools require work and input from customer, so need to be designed in a way that entices and attracts usage, and provides adequate payoff for the work invested by the customer.

COSTING

For tailoring it depends on labour weekly wages, customization and divided accordingly in need of other materials (I.e., lining, fabric)

SOCIAL MEDIA ACTIVITY

Available in Facebook, Instagram and WhatsApp.

They update their collection in social media in daily basis.

Online shopping done in WhatsApp and Instagram for world wide.



Figure 5 social media (Facebook)



Figure 6 social media (Instagram)

PRODUCT AND SERVICE OFFERED



Figure 7(boutique)

Slay officially (design studio) in neelangarai has wide range of products and service to cater to the varied requirement of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or question that you may have. Pay the product or service with ease by using any of the available modes of payment such as cash, debit card, credit card, G-pay. This establishment is functional from 10.00am to 7; 30pm. Customers can contact through social media also.

A product is a tangible item that is put on the market for acquisition, attention, or consumption, while a service is an intangible item, which arises from the output of one or more individuals.

PRODUCT THEY SELL



Figure 8(western and party wears)

Slay officially (design studio) offers wide range and variety of fabric like Chiffon, organza, tissue, party wear, designed salwar suit in Chennai to its customers keeping satisfaction, quality, empathy, kind, support and patience in mind which makes Slay officially (design studio) act as a best boutique customized in Chennai.

CATEGORIES

- Blouse
- Western outfit
- Salwar
- Party wear
- Customized wear

COLLECTION



Figure 9(party wear)

Fabric has default name they name their collection according to the design with suitable catchy names.

- CHIFFON
- COTTON
- ORGANZA
- VELVET.

CHIFFON

Chiffon is a term that is used to refer to a wide variety of different types of fabrics that all share similar qualities. This type of fabric is sheer, which means that it is light and semi-transparent with a simple weave.

This type of fabric was originally made from silk, and it was both expensive and in high demand among upper-class women in Europe and the United States when it was originally marketed in the mid-19th century. The term "chiffon" is French, and it literally translates as "cloth" or "rag," but this word has come to be synonymous with any type of lustrous, sheer fabric that is woven in a particular style.

Chiffon fabric was first made in France, but the production of this substance expanded worldwide as the Industrial Age picked up steam. By the first few decades of the 1900s, silk chiffon was in relatively wide production in the United States, and producers of this fabric in America were starting to show interest in replacing silk with another material for chiffon production.

The first non-silk chiffon became available for consumer use in 1938. It was made from nylon, which was, at the time, heralded as a miracle fabric that would rapidly replace practically every type of organic textile. However, serious issues with nylon as a chiffon textile quickly became apparent, and for a while, most chiffon was, once again, made from silk.

In 1958, however, a polyester version of chiffon was developed, and most chiffon in existence today is made from this purely synthetic material. As a chiffon textile, polyester mirrored silk in many ways, but it, of course, was not as soft or "silky" as this organic textile.

While much of today's chiffon is still made from polyester, manufacturers of this sheer and alluring material have also tried using rayon to make chiffon. In some cases, cotton may also be used, but this pill-prone and relatively delicate substance isn't as suited for chiffon as many other synthetic or semi-synthetic materials. To some degree, chiffon is still made from silk, but silk chiffon is now seen as a luxury textile, and it is only available in the form of relatively expensive chiffon garments.

Chiffon fabric is made with different methods depending on the type of material that is used to weave this unique type of textile. The production of silk, for instance, involves the breeding of silkworms, the softening of cocoons, and the reeling of filaments. Polyester production, on the other hand, involves no organic components, and this fabric is made entirely from synthetic chemicals that are synthesized in a laboratory.



Figure 10(Crinkled Polyester Chiffon Fabric – Ivory)

No matter what base material is used to make chiffon fabric, once this textile yarn has been produced, the weaving of chiffon follows a uniform pattern. The yarn used to make this type of textile is arranged in opposing S-shaped and Z-shaped curves, and it is then woven together with a loom or an industrial weaving machine.

Chiffon is a weaving process that produces a lightweight, plain weave fabric with a slight shine. The chiffon weave results in small puckers that make the fabric a little rough to the touch. These puckers are created through the use of s-twist and z-twist crepe yarns, which are twisted counter-clockwise and clockwise respectively. Crepe yarns are also twisted much tighter than standard yarns. The yarns are then woven in a plain weave, which means a single weft thread alternates over and under a single warp thread. The sheer fabric can be woven from a variety of textile types, both synthetic and natural, like silk, nylon, rayon, or polyester.

Chiffon comes from the French word *chiffe*, which means cloth or rag. The first chiffons were made exclusively from silk. Since chiffon was primarily a silk fabric, it was very expensive and its use in fashion and design signified high status. In 1938, nylon chiffon was invented, and polyester chiffon came about in 1958. With the creation of these synthetic chiffons, the fabric became more accessible and therefore more popular for common use. Chiffon is a gossamer or gauze-like fabric that is known for its sheer, floating, and shimmery nature, almost like tissue paper.



Figure11(different types of chiffon fabrics)

Chiffon fabric varies both in style and in the materials that are used to make it:

Material variations: As we've mentioned, this style of fabric can be made with a variety of different organic, semi-synthetic, and fully synthetic materials like polyester, rayon, and silk.

Silk crepe chiffon fabric: This type of fabric is what most people think of when they are asked to visualize chiffon. It features the slightly puckered texture and relatively rough feel that made this type of material famous.

Silk satin chiffon fabric: This version of chiffon fabric is smoother than silk crepe, and it is more transparent and lightweight.

Pearl chiffon fabric: Featuring a pearlescent shade and glossy texture, this type of chiffon fabric stands out from other versions of this textile.

Jacquard chiffon fabric: While this type of chiffon fabric is quite thin, it also feels hefty when it is picked up. It is commonly used in kurta dresses and scarves.

Chameleon chiffon fabric: This type of chiffon is one of the rarest varieties on the market, and its name is derived from its multi-toned appearance.

Fabric name	Chiffon
Fabric composition	Silk, cotton, nylon, polyester, or rayon
Fabric breathability	High
Moisture-wicking abilities	Medium
Heat retention abilities	Low
Stretchability (give)	Medium
Prone to pilling/bubbling	Low
Country where fabric was first produced	France
Biggest exporting/producing country today	China
Recommended washing temperatures	Hand wash cold or dry clean
Commonly used in	Evening wear, nightgowns, blouses, scarves, lingerie, ribbons, wedding dresses

COTTON

Cotton fabric is one of the most commonly used types of fabrics in the world. This textile is chemically organic, which means that it does not contain any synthetic compounds. Cotton fabric is derived from the fibres surrounding the seeds of cotton plants, which emerge in a round, fluffy formation once the seeds are mature.

The earliest evidence for the use of cotton fibres in textiles is from the Mehrgarh and Rakhigarhi sites in India, which date to approximately 5000 BC. The Indus Valley Civilization, which spanned the Indian Subcontinent from 3300 to 1300 BC, was able to flourish due to cotton cultivation, which provided the people of this culture with readily available sources of clothing and other textiles.

It's possible that people in the Americas used cotton for textiles as long ago as 5500 BC, but it's clear that cotton cultivation was widespread throughout Mesoamerica since at least 4200 BC. While the Ancient Chinese relied more on silk than cotton for the production of textiles, cotton cultivation was popular in China during the Han dynasty, which lasted from 206 BC to 220 AD.

While cotton cultivation was widespread in both Arabia and Iran, this textile plant didn't make its way to Europe in full force until the late Middle Ages. Before this point, Europeans believed that cotton grew on mysterious trees in India, and some scholars during this period even suggested that this textile was a type of wool that was produced by sheep that grew on trees.

Since the earliest days of cotton cultivation, this fabric has been prized for its exceptional breathability and lightness. Cotton fabric is also incredibly soft, but it has heat retention attributes that make it something like a mixture of silk and wool.

While cotton is more durable than silk, it is less durable than wool, and this fabric is relatively prone to pilling, rips, and tears. Nonetheless, cotton remains one of the most popular and highly produced fabrics in the world. This textile has relatively high tensile strength, and its natural colouring is white or slightly yellowish. Cotton is very water absorbent, but it also dries quickly, which makes it highly moisture wicking. You can wash cotton in high heat, and this fabric drapes well on your body. However, cotton fabric is relatively prone to wrinkling, and it will shrink when washed unless it is exposed to a pre-treatment.



Figure12(Cotton Fabric Gauze)

India and China are frequently tied as the largest cotton producers in the world. According to Statista, India overtook its East Asian competitor between 2017 and 2018 by producing 6,205,000 metric tons of cotton. For comparison, China produced 5,987,000 metric tons of cotton fibre during this same period.

At 4,555,000 metric tons, the USA is the next-largest producer of cotton. While these three nations produce the vast majority of the world's cotton, other nations, such as Brazil, Pakistan, and Australia consistently produce more than 1 million metric tons of this fibre per year.

Cotton is a staple textile of the fashion industry. Every closet probably houses a large percentage of cotton items, be it plain cotton, dyed cotton, or cotton mix. Cotton is a natural fibre derived from cotton plants whose use dates back to the fifth millennium B.C.

Cotton is a staple fibre, which means it is composed of different, varying lengths of fibres. Cotton is made from the natural fibres of cotton plants, which are from the genus *Gossypium*.



Figure13(different types of cotton fabric)

Cotton Fabric Varieties

1. Short-staple cotton

Short-staple (SS) cotton is any type of cotton that consists of fibres that are up to 1.125 inches long. While this type of cotton is great for everyday use, it isn't as soft as other types of cotton.

2. Long-staple cotton

Long-staple (LS) cotton is any type of cotton that consists of fibres that are between 1.125 and 1.25 inches long. This type of cotton is somewhat more luxurious than SS cotton.

3. Extra-long-staple cotton

Extra-long staple (ELS) cotton is any type of cotton that consists of fibers that are longer than 1.25 inches. ELS cotton is the most luxurious and soft type of cotton in existence.

4. Egyptian cotton

Egyptian cotton is a term that refers to certain forms of either LS or ELS cotton. Giza 45 cotton, for instance, is over 45 millimetres (1.77 inches) long, which makes it one of the longest and most luxurious varieties of cotton in existence.

However, the practices that manufacturers use to make cotton may be harmful to the environment. Cotton cultivation requires a huge amount of water, and producing this textile may also involve land repurposing.

Since most cotton producers focus on cultivating the largest amount of fibre possible at the lowest cost, they don't properly care for the land they use for cultivation. As a result, cotton cultivation frequently depletes the soil in the areas where it is grown.

Most cotton producers worldwide resort to agrochemicals, such as pesticides and fertilizers, to grow their crops. These harmful chemicals run off into the surrounding water, poison the soil, and end up being present in potentially dangerous concentrations in end products.

Fabric name	Cotton
Fabric also known as	Pima cotton, Egyptian cotton, Supima cotton
Fabric composition	Organic fibres from the seeds of the cotton plant
Fabric possible thread count variations	100, 200, 300, 600, up to 2,000

Fabric breathability	Very breathable
Moisture-wicking abilities	High
Heat retention abilities	Medium
Stretchability (give)	Medium
Prone to pilling/bubbling	High
Country where fabric was first produced	Ancient India
Biggest exporting/producing country today	India
Recommended washing temperatures	Medium or high
Commonly used in	Shirts, dresses, blouses, underwear, socks, sweaters, sheets, blankets, bags, jeans, skirts

ORGANZA

Organza is a type of lightweight plain weave fabric. This type of fabric is sheer, which means that it is woven in an extremely low density that results in a transparent and relatively flimsy textile. Due to its transparency and high breathability, organza fabric is commonly used to make garments that overlay thicker types of apparel, and it is also occasionally used to make a variety of different types of household textiles.

In the past, organza was exclusively made from silk. However, the advent of fully synthetic fabrics, such as polyester and nylon, has made it possible to craft this textile from other base materials. Due to its incredibly delicate nature, organza fabric cannot be washed in a washing machine. Instead,

it's necessary to wash this type of fabric by hand, and many consumers prefer to have their organza dry cleaned.

Organza is a plain weave fabric. Both the warp and the weft threads, which are the two opposing threads that are woven together in the process of fabric weaving, in this fabric are the same size, and they have the same number of picks per inch as ends per inch. Since organza is so lightweight, its quality is measured in terms of holes per inch (HPI) rather than thread count. To obtain this measurement, the number of holes in every square inch of this fabric are counted, and the higher the HPI rating, the better the quality of the organza fabric.

The term "organza" is related to the word "organzine," which, in contemporary times, refers to any type of silk thread that is made with a simple twist spinning method. Like most other silk garments, organza originated in the area following the Silk Road, which was an ancient network of trading routes that stretched from China to Europe. However, both the terms "organza" and "organzine" are not derived from any Chinese dialect; instead, these words are derived from "Urgang," which was the name of a town in the Turkestan region that was home to one of the most popular silk markets of the ancient world.

During the Middle Ages, Westerners adapted the word "Urgang" to various regional variations of the term "organza," and the term "organzine" was employed to refer to the spinning method used to make the threads used in this fabric. For centuries, organza has been used in the West as a material for wedding gowns, evening wear, and other applications in which a lightweight and semi-transparent fabric is desired.

Since organza is so thin and lightweight, it is highly susceptible to damage. Avoid catching organza textiles on snags, and make sure to wrap it in a protective substance, such as muslin, when it is in storage.

The production process used to make organza fabric varies depending on the type of material from which this substance is made. If this fabric is made from polyester, for instance, it is synthesized in a lab from entirely non-organic components. The polyester production process involves the refining of petroleum oil into a textile yarn, and quite a few different machines and chemicals are used throughout this process.

From wedding dresses to evening wear to home decor, organza has many versatile and decorative uses. Characterized by its lightweight and slightly shiny appearance, organza is a

fixture of both bridal and evening wear markets, building sculptural and flowy gowns with dimensions that are sure-fire showstoppers.



Figure14(Metallic White 3D Organza)

Being a silk fabric, the predominant area of manufacture for organza used to be East Asia. Various cultures in modern-day India and China produced silk thousands of years ago, and this fabric is still widely produced in these Asian nations. Silk was seen as such a valuable commodity that an entire trading route sprang up due to its existence, and the only organza to be found in Europe during the Middle Ages and Renaissance periods came down the Silk Road.

Organza is a lightweight, sheer, plain-woven fabric that was originally made from silk.

The material can also be made from synthetic fibres, primarily polyester and nylon. Synthetic fabrics are slightly more durable, but the fabric is very delicate and prone to frays and tears.

Organza is also characterized by very small holes throughout the fabric, which are the spaces between the warp and weft thread in the plain-weave pattern. The quality of organza is defined as the number of holes per inch—more holes indicate better quality organza. Organza is extremely popular for wedding gowns and evening wear, as it has a shimmery and translucent quality which creates decadent silhouettes.

Like most silk fabric, silk organza fabric originated in China, where silk was first cultivated. Organza was traded along the Silk Road, the trading route from China to Europe, and production spread around the world.



Figure15(different types of organza fabric)

Fabric name	Organza
Fabric also known as	Organzine
Fabric composition	Silk or synthetic fibres
Fabric possible HPI variations	7-18 HPI
Fabric breathability	Very breathable
Moisture-wicking abilities	Medium
Heat retention abilities	Low
Stretch ability (give)	Medium
Prone to pilling/bubbling	None
Country where fabric was first produced	Turkestan
Biggest exporting/producing country today	China
Recommended washing temperatures	Hand wash cold or dry clean
Commonly used in	Dresses, scarves, blouses, evening wear, curtains

Organza fabric is made with a variety of different materials, and there are also quite a few variations of this type of fabric:

- **Material variations:** This type of fabric was originally made from silk, but in modern times, it is more common to find organza fabric made from polyester or nylon.
- **Spark organza:** This fabric subtype is named for the bright sparkles that are included in its weave.
- **Crystal organza:** This type of organza fabric does not have any noticeable sparkles, but it does shimmer.
- **Pearl organza:** This subtype is named for its pearlescent colour, and it also has a shine that makes it similar to the appearance of real pearl.

The environmental impact of organza fabric depends on the type of material that is used to make this type of textile. Rather than referring to a certain type of material, "organza" simply refers to a

Organza is a fixture in the formal wear arena, but it has many uses in home design and costuming as well.

VELVET

Velvet is a sleek, soft fabric that is commonly used in intimate garments, upholstery and other textile applications. Due to how expensive it was to produce velvet textiles in the past, this fabric is often associated with the aristocracy. Even though most types of modern velvet are adulterated with cheap synthetic materials, this unique fabric remains one of the sleekest, softest man-made materials ever engineered.

The first recorded mention of velvet fabric is from the 14th century, and scholars of the past mostly believed that this textile was originally produced in East Asia before making its way down the Silk Road into Europe. Traditional forms of velvet were made with pure silk, which made them incredibly popular. Asian silk was already very soft, but the unique production processes used to make velvet result in a material that's even more sumptuous and luxurious than other silk products.

Until velvet gained popularity in Europe during the Renaissance, this fabric was commonly used in the Middle East. The records of many civilizations located within the borders of in modern Iraq and Iran, for instance, indicate that velvet was a favourite fabric among the royalty the region.

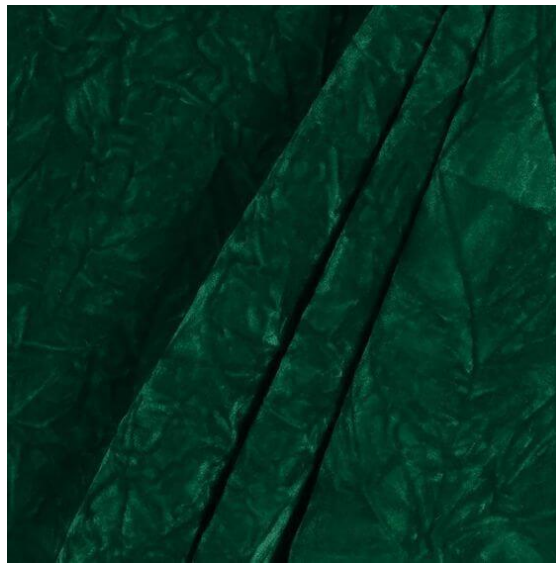
When machine looms were invented, velvet production became much less expensive, and the development of synthetic fabrics that somewhat approximate the properties of silk finally brought the wonders of velvet to even the lowest rungs of society. While today's velvet may not be as pure or exotic as the velvet of the past, it remains prized as a material for curtains, blankets, stuffed animals, and all manner of other products that are supposed to be as soft and cuddly as possible.

While various materials can be used to make velvet, the process used to produce this fabric is the same regardless of which base textile is used. Velvet can only be woven on a unique type of loom that spins two layers of fabric simultaneously. These fabric layers are then separated, and they are wound up on rolls.

Velvet is made with vertical yarn, and velveteen is made with horizontal yarn, but otherwise, these two textiles are made with largely the same processes. Velveteen, however, is often mixed with normal cotton yarn, which reduces its quality and changes its texture.

Silk, one of the most popular velvet materials, is made by unravelling the cocoons of silkworms and spinning these threads into yarn. Synthetic textiles such as rayon are made by rendering petrochemicals into filaments. Once one of these yarn types is woven into velvet cloth, it can be dyed or treated depending on the intended application.

Like most types of textiles, the largest share of the world's velvet is produced in China. Since this fabric can be produced with two different types of textiles, however, it's important to touch on each



Crushed Flocked Velvet Fabric)

Figure16(Emerald Green

Velvet made with synthetic materials is generally quite inexpensive. Full-silk velvet, however, may cost hundreds of dollars per yard since making this fabric is so labour-intensive. Velvet fabric that is woven with care using sustainable materials will always cost more than fabric that was made cheaply using synthetic textiles.

The main desirable attribute of velvet is its softness, so this textile is primarily used in applications in which fabric is placed close to the skin. At the same time, velvet also has a distinctive visual allure, so it's commonly used in home decor in applications such as curtains and throw pillows. Unlike some other interior decor items, velvet feels as good as it looks, which makes this fabric a multi-sensory home design experience.

Due to its softness, velvet is sometimes used in bedding. In particular, this fabric is commonly used in the insulative blankets that are placed between sheets and duvets. Velvet is much more prevalent in womenswear than it is in clothing for men, and it is often used to accentuate womanly curve and create stunning eveningwear.



Figure17(different types of velvet)

1. CHIFFON VELVET

Also known as transparent velvet, this ultra-sheer form of velvet is often used in formal garments and eveningwear.

2. CRUSHED VELVET

Perhaps one of the most distinctive forms of velvet, crushed velvet offers a varied texture that is achieved by either pressing or twisting the fabric when wet. Rather than having a uniform surface, crushed velvet rises and falls in a way that is both randomly organic and visually fascinating.

3. EMBOSSED VELVET

This type of velvet has words, symbols, or other shapes embossed into it. The embossed section is slightly shorter than the surrounding velvet, and in most cases, this embossing effect can also be felt to the touch.

4. HAMMERED VELVET

Considered to be one of the most lustrous forms of velvet, this type of fabric has been firmly pressed or smashed rather than crushed. The resulting fabric is dappled and highly reminiscent of the coat of a soft, warm animal.

5. LYONS VELVET

This type of velvet is much denser than other varieties of the fabric, which results in a stiff textile that is ideal for various outerwear applications. From coats to hats, Lyons velvet is considered to be one of the most luxurious outerwear materials in existence.

6. PANNE VELVET

While the term “Panne” can mean multiple things in relation to velvet, this term originally designated a type of crushed velvet that was subjected to a specific single-direction thrusting moment. These days, Panne is more widely used to refer to velvet with a bunched appearance.

7. UTRECHT VELVET: This type of crimped velvet has largely gone out of style, but it is sometimes still used in dresses and eveningwear.

8. VOIDED VELVET

This type of velvet features patterns made from sections with pile and sections without. Any number of shapes or designs can be made, which makes this type of velvet similar to embossed velvet.

9. RING VELVET

Originally, velvet could only be considered “ring velvet” if it could be drawn through a wedding ring. Essentially, ring velvet is incredibly fine and light like chiffon.

Since “velvet” refers to a fabric weave instead of a material, it can’t technically be said that velvet as a concept has any impact on the environment. The different materials used to make velvet, however, have varying degrees of environmental impact that should be carefully considered.

China leads the world as the most prolific producer of synthetic textiles. These and other reckless industrial practices have rapidly made this communist nation the world’s largest polluter as well, and China is lagging far behind the rest of the world’s gradual switch to sustainable fabrics and non-polluting production processes.

The main desirable attribute of velvet is its softness, so this textile is primarily used in applications in which fabric is placed close to the skin. At the same time, velvet also has a distinctive visual allure, so it’s commonly used in home decor in applications such as curtains and throw pillows. Unlike some other interior decor items, velvet feels as good as it looks, which makes this fabric a multi-sensory home design experience.

Fabric name	Velvet
Fabric also known as	Velvet, velveteen
Fabric composition	Multi-layered fabric with dense piles that are soft to the touch
Fabric possible thread count variations	The threads in velvet fabric are always bunched closely together
Fabric breathability	High
Moisture-wicking abilities	Medium
Heat retention abilities	Medium
Stretchability (give)	Low

Prone to pilling/bubbling	Low
Country where fabric was first produced	Unknown; most likely East Asia
Biggest exporting/producing country today	Varies depending on the fabric that is used to make velvet
Recommended washing temperatures	Hand wash or cold
Commonly used in	Upholstery, wall hangings, dresses, eveningwear, formal robes, dresses, bedding, hats

SOURCING

Buying them from supplier.

Identifying and assessing potential suppliers as well as selecting and engaging with an appropriate supplier who offers the best value.

Importance

- o Allocation
- o Category Management
- o Design selection
- o Contract Management

Material for customization- Delhi

PRODUCTION PROCESS

- o Designing /customization
- o Costing o Pattern making
- o Cutting
- o Design embellishment
- o Stitching
- o Streaming
- o Quality measures- Inspection o Finishing and Packaging

VISUAL MERCHANDISING

The best visual merchandising displays capture attention. Typically, a display will have a certain theme, after you have chosen a theme choose display pieces that 'fit' with the look otherwise a customer will be confused by an element of the display that doesn't fit. Simple is better. It is easier for the consumer to understand and makes a better statement. A few quality elements will have a bigger impact than complex displays that are harder for the eye to take in.

the location of the products in the store has an important role in motivating the consumers to buy them. sensible display of the merchandise goes a long way in influencing the buying decision of the individual.

the end-user will never notice something which is not well organized: instead stacked or thrown in heaps.

proper space, lighting, placing of dummies, colour of the walls, type of furniture, music, fragrance of the store all help in increasing the sale of the products.

lighting is one of the critical aspects of visual merchandising. lighting increases the visibility of the merchandise kept in the store. the store should be adequately lit and well ventilated. avoid harsh lighting as it blinds the customers who walk into the store.

the signage displaying the name of the store or other necessary information must be installed properly outside the store at a place easily viewable to the customers even from a distance.

the retailer must be extremely cautious about the colour of the paint he chooses for his store. the paint colour can actually set the mood of the customers. the wall colours must be well coordinated with the carpet, floor tiles or the furniture's kept at the store. dark colours make the room feel small and congested as compared to light and subtle colours.

the store must always smell good. foul smell irritates the consumers and he would walk out of the store in no time. use room fresheners 'or aromatic sticks for a pleasant environment.

the merchandise must be properly placed in display racks or shelves according to size and gender. put necessary labels (size labels) on the shelves as it helps the customers to locate the products easily. make sure the product does not fall off the shelves as it gives a messy look.

the dummies should be intelligently placed and must highlight the unique collections, latest trends and new arrivals in order to catch the attention of the individual. the dummies should not act as an obstacle and should never be kept at the entrance of the store.

don't play blaring music at the store. it acts as a hindrance to effective communication and the retailer can never understand what the buyer actually intends to buy.

select the theme of the store according to the season. red should be the dominating colour during Christmas or valentine's day as the colour symbolizes love, fun and frolic. a white theme would look out of place during the season of love.

don't keep unnecessary furniture as it gives a cluttered look to the store



Figure 18(front display for the boutique)



Figure 19(display for the boutique)

BOUTIQUE:

A **boutique** (French: [butik]) is a small shop that deals in fashionable clothing or accessories. The word is French for "shop", which derives ultimately from the "storehouse".

The term *boutique* and also *designer* refer (with some differences) to both goods and services, which are containing some element that is claimed to justify an extremely high price.

The term "boutique" entered common English parlance in the late 1960s. In Europe, Avenue Montaigne and Bond Street were the focus of much media attention for having the most fashionable stores of the era.

Some multi-outlet businesses (Chain stores) can be referred to as boutiques if they target small, upscale niche markets. Although some boutiques specialize in hand-made items and other unique products, others simply produce T-shirts, stickers, and other fashion accessories in artificially small runs and sell them at high prices.

In the late 1990s, some European retail traders developed the idea of tailoring a shop towards a lifestyle theme, in what they called "concept stores, which specialized in cross-selling without using separate departments. One of the first concept stores was 10 Corso Como in Milan, Italy, founded in 1990, followed by Colette in Paris and in Berlin. Several well-known American chains such as Tiffany & Co., Urban Outfitters, Dash, and The Gap, Australian chain Billabong and, though less common, Lord & Taylor, adapted to the concept store.

The clothing industry is made up of a very wide array of clothing items that cater for the different age groups. There's also a broad spectrum of styles and designs when it comes to clothing. Taking either males or females separately you'll realize that niching in the clothing industry is so diverse. Some big clothing outlets even focus solely on just baby clothes as an example. This all is to make you see that any mention of the clothing market being flooded is inaccurate. For example, there are few clothing boutiques that solely focus on or incorporate tailor-making of clothes. That can be a smart way to niche because that can make your clothing boutique exclusive. You can always carve out a niche for yourself if you take the right approaches. This article will outline how to start the clothing boutique business, and the clothing boutique business plan.

Smaller players in the financial segment may prosper by positioning themselves to serve a specific niche.

Although they may lack some of the resources of larger firms, boutique firms aim to offer more individualized services and tailor their offerings to the needs of their clients.

In fact, this ability to provide individualized service is often the competitive advantage boutique firms tout when comparing themselves to their larger competitors. Because boutique firms often work and find new clients in a relatively small-sized market, they don't have to compete with larger firms with more resources.

Boutique firms are often founded by former employees of larger firms who wish to strike out on their own.

Smaller firms in the financial sector may flourish by locating themselves to serve a specific niche. Although they may lack the resources available with larger firms, boutique firms offer more individualised services and tailor-made offerings to the needs of their clients. Boutique firms are often founded by former employees of larger firms who wish to strike out on their own.

Boutiques often hire portfolio managers across different generations to provide a more holistic perspective and the ability to specialise in specific niches.

Boutique investment banks work with middle-market companies on smaller deals and usually assist on the sell-side in mergers and acquisitions. In addition, they sometimes specialise in certain industries, such as media, industrials, technology, health care, or energy.

Some banks may specialise in certain types of transactions, such as capital raising, mergers and acquisitions, or restructuring and reorganisation. Typically, boutique investment may have a limited number of offices and may specialise in certain geographic regions, thus the moniker, 'regional investment bank'.

- Top Boutique Firms in India
- Veda Corp
- Ripple Wave
- MAPE
- Cogence Advisors

BOUTIQUE PERFORMANCE

According to a study performed by Affiliated Managers Group, Inc. (AMG), boutique investment managers have outperformed in a number of key measures since the mid-1990s, providing investors with a superior value over the long term. The AMG study covered nearly 5,000 institutional equity strategies from March 31, 1998 to March 31, 2018.

Boutiques outperformed non-boutiques in nine of 11 equity product categories on an annual basis by 62 basis points (bps). Investors investing exclusively with boutiques would have enjoyed a 16% greater return on investment (ROI) than non-boutique investors.

Boutiques have significantly outperformed the benchmark indices. The typical boutique investment strategy has outperformed its benchmark index in all 11 equity product categories annually by 135 bps.

Boutiques often hire portfolio managers across different industries in order to provide their clients with a more holistic perspective and the ability to specialize in specific niches.

Examples of Boutique Investment Banks

Boutique investment banks are growing in size and stature. Based on market capitalization, the four biggest boutique banking firms in the U.S. in 2021 were Lazard Ltd., Houlihan Lokey Inc., Evercore Inc., and PJT Partners Inc. Other prime examples are Jefferies, a boutique investment bank renowned for healthcare sector expertise and FT partners, one of the most active investment banks in the Fintech space.

According to industry sources, the top boutique investment banks in 2021 were:

- Allen & Co.
- Cowen
- Perella Weinberg
- Lazard
- Rothschild
- Evercore
- Greenhill & Co.
- Blackstone

- Houlihan Lokey
- Jefferies

1. CONTROL INVENTORY

It minimizes the risk of a profit deficit. For example, if your store is out of stock, customers may buy substitute products from competitors, so you lose potential sales and reduce customer loyalty. However, unsold products can take up storage space and increase inventory carrying costs. Therefore, here are some suggestions for effective inventory management:

REDUCE FRAUD AND THEFT

The biggest concern for store managers is when you have fewer sales and items in actual inventory than what was recorded. Shrinkage and inventory deterioration can result from counting errors, damage, or theft. Theft can be by outsiders or sometimes from within your employees. Therefore, retailers should also know how to balance cash drawers to reconcile the flow of goods and cash. From there, you can detect any shrinkage at the earliest.

CHOOSE A SUITABLE STORE LAYOUT

A store layout is the arrangement of products and materials inside the store. It aims to make efficient use of space for convenient pick-up and delivery, improve visual merchandising for customer experience, and reduce the risk of damage, accidents, and petty theft. When designing the store layout, you should base on the nature of your retail store management and the popularity of each item.

2. SUPPORT AND ENCOURAGE EMPLOYEE

On some occasions, store managers can assist their employees in advertisements and promotions to increase sales. However, here are the main tasks to achieve that.

RECRUIT STAFF WITH THE RIGHT QUALIFICATIONS

An effective way to lower employee turnover is to hire the right employees from the start. The hiring process needs to select candidates whose skill sets fit the job description and your retail

business culture. In addition, you should clearly define job expectations and ask in-depth questions to discover how the candidate works and copes with the pressure.

When new employees take over, you should conduct thorough training and set performance goals with milestones. A big part of this is training employees to keep them updated with the store management process. For example, you can delegate inventory control tasks to their staff. First, however, you need to ensure that your employees understand the importance of inventory management and its procedure.

SET UP PERIODIC MEETING WITH STAFF

It's also essential for store managers to listen to their employees, encourage new ideas, and address any challenges. Therefore, you need to increase interaction with employees to promptly record their progress and review the achieved goals. For example, you can set up periodic meeting with your employees to check on progress and set new goals once the employee has met previous goals. It's an effective way to keep your employees motivated and ensure they're productive.

POS SYSTEM

Retailers can implement an omnichannel POS system to manage sales channels and have real-time reporting. It's essential to track inventory, forecast inventory to make data-driven decisions, drive sales, and monitor financial performance. In addition, you can easily integrate open-source POS solutions with ERP systems to connect other departments in your business, such as purchasing, accounting, and human resource management. Integrated systems can quote, invoicing, order, tax, and profit reporting support in one too

INVENTORY MANAGEMENT SOFTWARE

Today's fastest-growing and most sustainable retailers are data-driven ones.

With the right inventory management solution, you don't have to be an expert to quickly analyse your data. It gives you automated reports to identify which items are selling fast and need more buying and

underperforming. Plus, you can realize the difference between online and brick-and-mortar business results to drive sales through innovative advertising campaigns and loyalty programs.

SOURCE OF FUNDING

Enough funds required to carry this kind of business as there may not be any profit for the next 1 or 2 years. Also, it would help if you had patience in this business to prove itself.

Main things are required like space, employee's salary, inventory money, for doing up store interiors, and some expenses.

You must have a boutique project before you can arrange to fund.

BUSINESS LOAN

It depends on location and whether you are purchasing store or renting cloth types, shop size, hiring employees, store interiors etc.

Also, check whether you have your capital to start a business or take from friends or family or take a loan. But always calculate risk when others are an investor in your business and plan accordingly.

Boutique business project reports are essential in the loan process. You should have a good project report even if you want to get capital from investors.

LOCATION

The most important part is location, and it all depends on your budget to find out the place and factors like busy mall with heavy traffic or quiet small residential area.

SOURCE OF RAW MATERIAL

Decide from where you will source the clothes / fabric. Find out specialized manufacturers and take a few samples of different designs or ask for pictures on websites/catalogues.

After that clinch as per your budget and quantity. For the particulars, designs ask them directly.

Find out the suppliers:

Check and visit wholesalers near your area.

Try to visit boutique owners at other places to collect information.

Also, you can purchase from online wholesalers like Alibaba from other countries.

Some boutiques prepare their designs and sell to others, and in this case, the quality provided is guaranteed.

Once your supplier decides than go for multiple purchasing (wholesale) for taking huge discounts.

PRICE DECISION

The right price will demolish your store so always decide the price as per your customer profile that can easily affordable to them and you earn a nice profit. Some boutiques have 100% mark up on wholesale pricing, which means twice the price of wholesale and add sales tax also if applicable.

STORE LAYOUT

However, the store decoration is important. Colour, shelves, interiors all contribute to decoration. The store looks like everybody wants to come inside. Because customer feel comfortable and must open their wallet to purchase. Try to decorate with attractive picture boards to make the ideal store layout.

Use mannequins to display clothes to attract customers or passers-by.

Racks/cupboards for display, and adequate storage and changing room availability in your boutique. Changing room with surrounding mirrors must be present to know how they look in the clothes they want to purchase. If you have less space, consult space designer or professional to utilize effectively. Also use bright lights inside the change room and store that makes everything good. So spend money on lights as this is the basic need.

LEGAL REQUIREMENTS

1. Decide a name for your business and make sure it is not a trademark for some other company
2. Register your business.
3. Open current business account; merchant account to process debit/ credit card transactions.
4. Work on documentation as a business license, tax sellers' permit, business insurance.

- 5.Prepare social media profiles for your store.
- 6.You must have a boutique project report to complete the legal formalities.
- 7.Contact business development officer.
- 8.Complete all legal formalities of selling goods like local laws etc.

This business can start either as a sole proprietorship, in the partnership or as a private limited company. In case if it is in partnership, then the agreement is drawn by a lawyer.

EMPLOYEE HIRING

Firstly, if possible, try to work on your own and when you start earning profits then only hire staff. But, on other side backup is required then go for temporary one or two persons like for cleaning, maintaining cash flow, as a salesperson. But assure yourself that, they maintain all policies.

BUSINESS NEED

- 1.Followings things required to start a boutique:
- 2.Scanner for bar code
- 3.Computer & Printer
- 4.Cash drawer
- 5.Credit card processing machine
- 6.Machine for printing barcode labels.
- 7.Mobile Telephone,
- 8.Office furniture and supplies,
- 9.Printed stationery like bills, receipts,
- 10.Hangers,
- 11.Dress forms/ mannequins,

12.Bags,

13.Clothing labels.

14.Receipt Bills include business name, address, phone number printed, return/ refund policy.

15.Provide Shopping bags as this work as a type of advertisement at free of cost for your boutique.

16.A good project reports.

MY LEARNING

DESIGN DEVELOPMENT

I started working on 23rd May 2022. On my first week there, I worked on designing, making along with gaining experience with trying saree falls.

The development and formulation of a design requires rigorous involvement and in most of the cases follows some or the other process. The process involved should be a course of action that would make reaching the goal very much easier and simpler. Design can be defined to conceive the idea for some artifact or system and/or to express the idea in a form. It would also mean reaching the goals within constraints. Here, the goals consist of the purpose like who is the design for? What is the use of the design etc. The constraints on the other hand are the materials and the platforms to be used. Overall, it is a very challenging job to create a design that is aesthetic, creative and innovative at the same time.

If the designer is gifted with artistic talent and creativity then obviously the outcome is highly enhanced. Every individual has his own methodology for approaching the problem but even then a designer or a group of designers develop a specific format which assist them in making their task much simpler. This method can then be worked upon in order to develop and improve it for the best of purposes. Irrespective of the stages in the design process there are certain factors which have to be dealt with before starting the works. Some of these may be:

- **Identify the target market** - The market that a firm is catering to is segregated on the basis of gender, age, social and economic segment. Here the market is a group of people or the consumers. Each market segment is going to have different requirements and expectations from a design and all of these have to be satisfied by the designer, in order to make it a success.
- **Maintaining an Identity for the brand** - Every company has a specific look and caters to a particular clientele. The price ranges are also fixed since generally they cater to a specific target market. All this has to remain more or less constant so that the company has a proper brand identity.



Figure20 (design development)

STITCHING AND DESGIN DEVELOPMENT

The next few weeks I worked on stitching, hemming, cutting and continued with design developments.



Figure 21 (cutting)

CUSTOMER INTRACTION

-Observation Initially we observed how to interact with customer, like what they prefer the most, their interest towards which fabric and how the price range of the fabric made them decide what to select.

OVERLOCK MACHINE

On the next week, I learnt to use overlock machine, started doing personalized designing and executed it.

In mass garment manufacturing, after lock stitch machines, overlock machines are mostly used one among many sewing machine types. Overlock machine also known as serger, over edge sewing machine and interlock sewing machine. An industrial overlocker is primarily used to sew edges of a cloth piece with clean finish.

By using an overlock machine you can make various types of stitches like, stitch class 503, stitch class 504 and stitch class 512. This machine is used in both woven and knits apparel sewing and the majority used in knit garment manufacturing.

USAGE OF OVERLOCK MACHINES:

Overlock machines are available in 3 threads, 4 threads and 5 threads overedge sewing.

This machine is used for serving garment panels (e.g., trouser panels) and for overedge stitches (e.g., side seam of T-shirts). Overlock machines give a clean finish to seam edges.



Figure 22(over lock machine)



Figure 23(over lock machine)

CUSTOMIZATION

- Measurement
- Design selection
- Production process

VISUAL MERCHANDIZING

- Window display
- Arrangement of the product in attractive manner.

advertising



Figure 24(boutique)

BOUTIQUE MANAGEMENT

- 1.Create Your Own Identity
- 2.Manage Staff
- 3.Promote Your Brand
4. Stock management



Figure 25(stitching place)

I CUSTOMIZED TWO OUTFIT FOR MY PERSONAL USE ALSO



Figure 26(full frock)



Figure 27(jump suit without coat)



Figure 28 (jump suit with coat)

CONCLUSION

First of all, I thank my department for giving me this opportunity. I am very happy to share my work experience in the boutique. It is a very unique experience, where I came to know how they handle the customer, vendor relationship and then the goods. It was a fine time, when I got more knowledge about different materials. And the most important thing is their customization, which is a key to know about individual customer taste and satisfaction.

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