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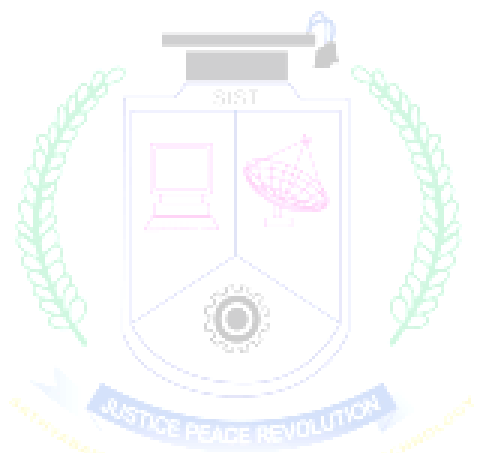
INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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SCHOOL OF BUILDING AND ENVIRONMENT DEPARTMENT OF FASHION DESIGN



INTERNSHIP REPORT (S105AINT)

2022-2023



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SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN



INTERNSHIP REPORT (S105AINT)

2022 - 2023

Name of the Student: SAI SWETHA POJALA

Reg No: 40105008

Semester: V

Batch: 2020-2023



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2022 - 2023

VIVA-VOCE EXAMINATION

This is to certify that the Internship Report (S105AINT) is the work of SAI SWETHA POJALA who had undergone training in DHARSHNI'S BRIDE O CAFÉ Boutique and has been monitored by the continuous assessment during May 2022 to Jun 2022.

Head of the Department

Head of the Department
Fashion Design

Sathyabama Institute of Science and Technology
Chennai 600 075

R. Priyadharsini

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

Internal Examiner

Cesanthra

External Examiner



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DECLARATION



I SAI SWETHA POJALA hereby declare that this Internship Report (S105AINT) for 32 days from 20th May 2022 to 20th Jun 2022 done by me under the guidance of R. Priyadarshini is submitted in partial fulfillment of the requirements for the completion of Internship training session.

DATE: 21/10/2022

PLACE: CHENNAI

A handwritten signature in blue ink, appearing to be 'Sai Swetha', is written over a faint, larger version of the same signature.

SIGNATURE OF CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere 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 convey my thanks to **Ms. S. Krithika (HEAD OF THE DEPARTMENT), Department of Fashion Design, School of building and Environment** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to **Mr. Ravi Siddharth** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my Training.

I would like to thank **Ms. Dharshini Kumar** for providing me an opportunity to engage myself as a trainee in **DHARSHINI'S BRIDE O CAFÉ boutique, Shop No. 29, D.N.S. Plaza, First Floor, No. 4, 5, Nageshwaran Rao Road, Panagal Park, T. Nagar, Chennai, Tamil Nadu 600017.**

I would also like to express my sincere thanks to **Ms. R. Priyadharshini** for her valuable guidance, during the entire Professional Training period.

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:** (DHARSHINI'S BRIDE O CAFÉ boutique)

Mentor Name: Ms. Dharshini Kumar

Designation of the mentor: Owner of the boutique

Contact Number: 96001 83811

Address: Shop no:28, Ankur Plaza, Ground Floor, Kamalabai St, T. Nagar, Chennai, Tamil Nadu 600017

2. **INSTITUTION: SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**

Mentor Name Ms. R. Priyadharshini

Designation of the mentor: Faculty

Student Name: Sai Swetha Pojala

Department: Department of Fashion design

Address: Jeppiaar Nagar, Rajiv Gandhi Salai,

Chennai - 600 119. Tamilnadu, INDIA.



ABOUT COMPANY

The boutique “Darshini’s Bride O Café” was established in the year **2009** in T Nagar, Chennai. They are top player in the category Photographers for Functions in the Chennai. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Tamil Nadu. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Chennai, this establishment occupies a prominent location in T Nagar. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Nageshwaran Road, Next to Nalli Jewelers, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Video Shooting Services, Photographers, Wedding Photographers, Stage Decorators, Wedding Decorators, Flower Decorators, Candid Wedding Photographers, Event Organizers for Wedding.

Darshini’s Bride O Cafe in T Nagar has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. Pay for the product or service with ease by using any of the available modes of payment, such as Cash. This establishment is functional from 10:00 - 9:00. Also known for Video Shooting Services, Photographers, Wedding Photographers, Stage Decorators, Wedding Decorators, Flower Decorators, Candid Wedding Photographers, Event Organizers for Wedding and much more. Find Address, Contact Number, Reviews & Ratings, Photos, Maps of Darshini’s Bride O Cafe, Chennai.

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BASIC BOUTIQUE INTRODUCTION

The term “boutique” has evolved over time. It originally referred to either a small specialized shop or a small shop within a larger store. That boutique definition still applies in many cases, but it has also expanded to a broader range of businesses including financial firms, advertising firms and hotels.

For example, a boutique financial firm might specialize in investing in a specific industry or certain types of transactions. A boutique advertising firm might focus on advertising within a particular sector, such as health care, or appealing to a specific market segment, such as women or millennials. A boutique hotel would offer a high-end, unique experience to its guests. It wouldn't have the anonymous, mass-produced feel of a large hotel chain.

A retail boutique would also be specialized. For example, a boutique shop might specialize in little black dresses, organic cosmetics or high-end sleepwear. What sets a boutique apart is that it does not appeal to everyone. It is designed to appeal to consumers who don't want to get lost in the aisles of a big-box store.

Boutique means a shop selling and stocking latest fashion articles like shawls, women's clothes, fabric, etc. These latest fashion articles are designed by a designer having skilled knowledge on textiles. Fashion designer is a person who designs clothes and is the owner of the boutique.

A small, specialized brokerage or financial firm that offers a limited number of services and products. Typically, boutiques are started by people who leave large Wall Street firms, either because of a desire to create their own company or as a result of losing their job through a downsizing or firing. A boutique typically employs anywhere from a few people to several hundred people, compared with a global financial company that employs several hundred thousand people.

Nowadays there are many boutiques where people visit to buy and stitch clothes of their choice. It is new types of business in our society. Most urban customers go to boutique for their purchase as it stocks up a variety of goods. So, the market is concentrated to the fashion-conscious group. Tailors are familiar and have been stitching garments for a long period; however, boutique is a modern version in which customers have a choice of fabric and style. Tailors usually stitch clothes of same design and pattern but boutique is concerned with color combination, recent

designs, fashion and the texture of the fabric. Various types-of patterns of embroidery also form a part of boutique business.

Boutiques don't survive on fashion shows and clothes pattern only. Good marketing and customer satisfaction are essential aspects for the boutique to be well established in the market. The satisfaction of the customers with the product of the boutique must be maintained throughout the time so as to gain confidence and goodwill of the customers. These aspects are vitally important to expand the business in future. The process such as production, supply and availability can be improved as per the desire of the customers.

WHY CONSUMERS CHOOSE BOUTIQUE BUSINESSES

Boutique businesses appeal to consumers due to their level of specialization. Many consumers are burnt out on big-box stores and the lack of customer service that sometimes comes with larger stores and firms. Boutique businesses allow customers to seek out a store that specializes in exactly what they want, whether that is a little black dress or an advertising firm that specializes in their line of business.

Boutique businesses are also more likely to get to know consumers. Instead of being an anonymous face in a crowd, consumers can get personalized service. For example, a boutique clothing store might call a customer when an item comes in that she would like.

WHY ENTREPRENEURS' OPEN BOUTIQUE BUSINESSES

The first reason entrepreneurs might open a boutique business is that it allows them to focus on their expertise. For example, a cosmetologist who is passionate about organic skin care might open a boutique that specializes in organic skin care products. A marketing executive with expertise in the IT industry might open a boutique advertising firm for managed service providers. Another reason entrepreneurs might consider a boutique business is that it allows them to start small. You can open a retail boutique that specializes in vintage bags, and no one will expect the store or the inventory to be substantial. A boutique hotel might only have 10 or 20 rooms, and that would be perfectly reasonable. You can start small and gradually scale up.

Having a smaller inventory and less space also might lower startup costs. If you are specializing in high-end, luxury or hard-to-find items, though, you need to allow for higher costs. Keep these factors in mind if you are developing a business plan for a boutique business.

BOUTIQUE INDUSTRY OUTLOOK

Since you can find boutiques across a variety of industries, there is no single outlook for all boutique businesses. Clothing boutiques are a distinct industry, though, and the industry saw a decrease of 1.8% from 2014 to 2019, according to IBISWorld.

This decline may be due to the increasing number of clothing boutiques and the growing availability of unique clothing online. If you have a clothing boutique or if you are thinking about opening one, having a stellar marketing plan and an online presence is essential to success.

DEVELOPING A BOUTIQUE BUSINESS PLAN

Although a boutique business is unique, your business plan doesn't have to be the same. You can follow the traditional business plan format, which includes:

- **An executive summary.** This is a brief overview of your boutique business, and it should include your product or service and high-level financial information.
- **A company description.** This should go into more detail about the products or services you plan to offer. It should also explain what sets you apart from your competition.
- **A market analysis.** This is critical for a boutique, as you are focused on a niche market. Explain why that niche needs your product and what the opportunities are within that niche. Show that you have done your research on why your boutique business will be a success.
- **Your organization and management plan.** While it might be tempting to take on everything in a small boutique business, that can also be exhausting. Who will assist you or partner with you to keep your business going and growing?
- **Your service or products.** This section should be as specific as possible. It should include an explanation as to how your product or service benefits or solves a problem for your customer.
- **You're marketing and sales plan.** How will you get the word out about your boutique? How will you get customers to come back for more?
- **Your funding needs.** Be specific about the kind of funding for which you are looking, your preferred terms for funding and how much funding you will need. Explain how you will use the funds.
- **Your financial projections.** How do you anticipate your boutique business growing over the next five years?

Be specific and include why your expertise will make your boutique business a success. You can also include an appendix, which might have pictures of your products, legal documents and other information to support your boutique business plan.

MARKETING YOUR BOUTIQUE BUSINESS

Whether your boutique business is in the planning stages or it is already established, a good marketing plan is essential. Since boutiques are specialized, you may want to steer clear of mass-market advertising such as television advertisements or newspapers. Social media allows you to advertise to a specialized audience, but you need to use the right social media outlet for your customers.

For example, Facebook has a fairly large reach. You can advertise to your target market, and you can also develop a page for your boutique with shareable, must-read content and entertaining videos. For a clothing boutique, Instagram has a lot of appeal. It is highly visual, allowing you to show clients exactly what your clothing looks like in the real world. If you have a B2B business, LinkedIn would be a good focus for your marketing efforts.

Reaching out to social media influencers can be a successful marketing strategy. Make sure you have clear goals for your work with influencers, though, so you can track the success of your social media campaigns. For example, you might track new followers or sales generated by your influencer.

On the first two days my mentor gave us an introduction about boutique and boutique management. She thought us how to understand the basics how the boutique will be.

BOUTIQUE MANAGEMENT

DETAILS OF BOUTIQUE BUSINESS:

The most essential part of getting involved in this business is that you should understand why you want to venture into this field and what you are planning to offer the public. The business of fashion is highly dependent on the satisfaction of customers and you should be well aware of realizing the needs of buyers. You should be flexible with offers to become successful and to eliminate potential competition.



Once you've decided on what you are going to offer the customers, you are entitled to become aware of the clothing and accessories on sale. By enlightening yourself about the elements of the business, it will be easier to crack issues in this field that will definitely boost your chances of successful business.

The next step toward setting up your business is targeting your customers. This will also include deciding the geographical location of your boutique. You should be wise because offering the wrong product to the wrong crowd would lead to losses financially as well as in terms of goodwill.

Another important step towards becoming successful in business is reviewing multiple sources for your materials. You should be verbal about your questions and should not hesitate to ask for samples, catalogues, etc. You can negotiate and work out a budget according to your suitability.

You should decide the range of pricing that you are going to put on your products during sale. Again, this depends on your target customers and where they lie in social hierarchy.

FINANCIAL ASSISTANCE AND THEIR SOURCES:

Another major step towards organizing a business is the availability of proper funds. No business, be it micro or large, can survive in the society without a bit of showcase and extravaganza. To establish the business in the form of a company, man power and other miscellaneous requirements such as electricity, water supply, etc. there is the need to put in a little of your investment.

Often, businesses such as boutique, for example, are taken up by women. And their only source of investment is family and financed different types of boutiques and different choices available for a start-up Boutique Business.

The different types of boutiques and different choices available for a start-up Boutique

Business:

Different Types of Boutiques are:

- Women's and Men's clothing
- Kids Clothing
- Accessories like handbags, ties, belts, jewelry etc.
- Footwear

Different styles are:

- Formal and Semi-Formal wear
- Ethnic wear
- Ethnic wear
- Casual wear
- Gym wear

A boutique firm is a small financial firm offering specialized and personalized investment management, banking, or niche financial services.

- Small boutique banks depend on creating strong customer bonds and networking to maintain key connections.

- Working at a boutique firm offers an alternative for finance professionals who are looking for something different than a large-firm experience.
- 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.

KEY LESSONS YOU LEARN BY JOINING A BOUTIQUE MANAGEMENT COURSE

There are many things you will learn by joining a boutique management course but few of them are most important. These few key principles lay the foundation which will help you to run your business successfully like:

LOCATION

The location of your store is very important as it is the key to find customers. You can open a boutique on a highway with low investment but it will not get you customers. Your boutique will be unsuccessful but if you open a boutique in the market or center of the city where there are other stores of your industry then you will surely make profits. This is why location is one of the primary principles for starting a new business.

4 P'S OF MARKETING

The 4 Ps of marketing are- Product, Price, Place and Promotion. One of the 4 Ps of marketing you already know as we discussed it above but the rest are as important as the other one. The products you want to sell at your store needs to be in-line with your customer for easy selling. The price should not be too high for a customer but also not too low which give you loss. The promotion of your store is also very important so your target audience know that you exist too.



CURRENT TRENDS

You are in the clothing and accessories business. It means that there will always be something new in the market and outdated at the same time. This is why you must show your customer the latest trends to build rapport for your brand. It shows that you care about customers and want only the best and latest for them.

TYPES OF STORES

There are many types of stores and defining your own business among one of these can help your customers to remember you. There various kinds of retail stores are Department store, Specialty store, Convenience store, Discount store, Superstores and many others.

INVENTORY

Another basic rule of running a store is to have enough inventory. You must keep the regular items which customers ask a lot so you don't send away a customer decreasing your brand value. At the same time, you should keep in mind that your store has the right inventory. It means that you should keep the products which your customer will buy and not what you love.

E-COMMERCE

With recent technology development, you can use many different platforms like Amazon and Flipkart to sell your products to lakhs of customers. This has become a very basic tactic lately as all you have to do is set up a seller's account online and start posting your products.

This is followed by almost all small and independent boutique owners. Many business owners who don't have their physical store also sell their products this way using e-commerce websites.

ADVERTISING

Another important lesson you must know to make your store a huge success is to advertise. Advertise your products as much as possible. You can use hoardings in and around your boutique's area. You can use pamphlet to let people know that you exist. You can make sure that you give amazing service for mouth-to-mouth advertisement as it does not cost and thus is the best form of advertising.

SOCIAL MEDIA

The use of social media has increased a lot and if you own a business then you must be on social media. You can use it to run ads which are shown to your target audience. Your followers can get an update about your new stock and everything else your business is up to. You can also contact your followers easily and they can make purchases without even coming to your store. You can even use some influencer marketing as it is trending a lot and people trust the influencers they follow.

My mentor gave us the tasks for the 5 days (DAY 2, DAY 5, DAY 17, DAY 28) to manage the boutique and to deal with clients, properties in the boutique, sourcing, managing the customers and dealing with money, etc.

MEASUREMENTS LEARNING

HOW TO TAKE BODY MEASUREMENTS FOR PERFECT FIT

Taking accurate body measurements is one of the keys to great fit. Whether you choose to make your pattern block from a commercial fitting pattern or draft it from measurements, having *accurate* measurements is critical to the success of your block.

All you need is a tape measure! While it's easiest to have someone else take your measurements, it *can* be done by yourself. Just stand in front of a mirror so that you can see that you have the tape in the right position.

Ideally, you should be measured wearing only your undergarments. However, a leotard or close-fitting clothing will be fine.

Because the body is made of soft tissue, it can be a bit difficult to know exactly how tight to pull the tape around the body. The tape should be a bit snug, but not tight - it should not "dig in" or make an indentation in the body. It should not be loose, either! Just wrap the tape around the area of the body being measured and hold it in place. You should be able to put a finger behind the tape, but no more than that.

MEASURING THE BODY

A - Bust - Measure the bust at the fullest part. Measure all around the body (total circumference).

B - Waist - Measure the waist where the body bends. It helps to bend side to side to identify exactly where to measure. You can put an elastic band around the waist to mark the correct placement.

C - Hip - Measure the hips at the fullest part, usually around the seat.

D - High Hip - Measure around the fullest part, about 3 - 4" below the waist. This is helpful when fitting a slim skirt or pants (to get an accurate idea of the shape of the hip, or the belly).

E - Front Waist Length - Start at the shoulder (right next to the base of the neck), and measure to the waist, placing the tape over the fullest part of the bust.

F - Back Waist Length - Measure from the base of the neck (in the center, not the side), to the center of the waistline.

G - Arm Length - Measure from the top of the arm (find the bone at the shoulder/top of the arm) to the wrist (find the bone at the side of the wrist), **WITH THE ELBOW BENT**. It's important to keep the elbow bent to allow for movement when you make a sleeve.

For pants, you'll need to take a few extra measurements on the lower body. Refer to the sketch, above, for the measurement points.

H - Thigh - Measure the thigh just below the crotch, at about the fullest point. Measure all around the thigh, keeping the tape horizontal and level with the floor (this part is tricky, because the tape always wants to dip).

I - Ankle - Measure the ankle all around, at the narrowest point (where the ankle flexes).

J - Inseam - Measure the inseam along the inner thigh and calf, from just below the crotch to the ankle. **This is impossible to do on yourself!** If you do not have a helper, you can dangle the tape measure with the "1" at the floor, and measure up to the crotch point. Later, with your foot flat on the floor, measure the distance from the ankle to the floor and subtract that measurement from the inseam.

K - Out seam - Measure along the outer thigh and calf, from the waist to the ankle. Again, this is impossible to do yourself. As above, dangle the tape, with the "1" at the floor, and measure up to your waist. **Stand up straight!** You don't have to look at the number on the tape until you remove it from your body. If you look down while taking the inseam or out seam measurement, you'll have an inaccurate number! And again, deduct the distance from the ankle to the floor.

For a skirt length, measure the out seam from the waist to the knee.

L - Crotch Depth - Sit on a firm chair and measure from the waist to the top of the chair seat. It may be easier to use a ruler for this measurement.

On the third day we learned what are body measurements, how to take the body measurements, the most important measurements of pattern making, key body measurements, what to do with these measurements and how to take measurements for the lehenga, blouse and salwar from our mentor's assistant. She thought us how to take the measurements accurately and she gave us an opportunity to take measurements for the client.

Darshni's

52, Ankur Plaza,
Kamalabi Street,
G.N Chetty Road,
T Nagar Chennai - 600017

MEASUREMENT BOOK

Order No. 1491

Date

Delivery Date:

Name:

Durga

Contact No:

Measurement	Blouse	Salwar	Lehanga	Details
✓ Length	13		34	Princess Cut
✓ Shoulder	15			Normal Cut
✓ Body	31			Cross cut
✓ Bust	31 1/2			Kattori
✓ Waist	28		WR-28	Fish Cut
Seat			36	Front Open
Armhole	13			Back open
✓ Sleeve Length	10			Pad
✓ Sleeve fit	9			Knot
✓ FN/BN	FN-7			Hanging
✓ Point	11 1/2			Patti
Slit				Thread Piping
Yoke				Box Pleat
Length				Inverted Pleat
Waist				Borders /Lace
Flare				Pattern No
Fit				Shoulder Button

Remarks

Darshni's
9841575224

Order No

Delivery Date

Advance Paid

1491

Note: Check the Measurement twice, this will be the final measurement (No Delivery after 30 days)

Signature

SALES AND MARKETING

Fashion marketing is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of maximizing a company's sales and profitability. Successful fashion marketing depends on understanding consumer desire and responding with appropriate products. Marketers use sales tracking data, attention to media coverage, focus groups, and other means of ascertaining consumer preferences to provide feedback to designers and manufacturers about the type and quantity of goods to be produced. Marketers are thus responsible for identifying and defining a fashion producer's target customers and for responding to the preferences of those customers.

Marketing tries to promote the articles found in the boutique in a systematic way. Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives."

"Marketing is a societal process by which individuals can obtain what they want through creating, offering and freely products and service S/M value with others". The main focus of this study tries to show how marketing in promotion of the boutique products. Promoting marketing strategy, observations product design, product selection and promotional methods should be kept in mind for the successful and profitable marketing.

Advertisement through television, films and verbal media; are the main media for promotion of boutique products. Discounts and sales of dress play a major role. People are attracted to shop during reduction and discount sale period. Advertising attracts customers to the store. Without effective advertisement, customers are not aware of the boutique and its products. Besides, another aspect is designer-should always fulfill customer satisfaction. Boutique business should live up to the expectation of customers. The economic status of the boutique increases with the frequent purchase by the customer. Even in our country if the customers prefer-good fitting clothes and designs they can just go to- boutique and stitch them. People do not have to wait for importing it. Every marketer should understand the- customers' interest and need, which influence

the behavior of customers. In the era of cut - throat competition, successful marketing of the products demand a thorough understanding of customer's behavior. Good marketing helps the-boutique to improve the image and profit. Fashion shows serve as good advertisements.

"Marketing is a total system of business activities to plan, price, - promote and distribute want-satisfying products services and ideas to target markets in order to achieve organizational objectives".

It can be said that marketing is the managerial process by which products are matched with the market. With the help of marketing activities, a-producer can distribute his products "effectively and efficiently while the consumers can get their want-satisfying products at a reasonable price. In this way both the producer and consumer can maximize their benefits. The marketing system embraces, commercial and noncommercial as well as pre-purchase and post-purchase activities, which are in anyway related with the flow of goods from the producer to ultimate consumers. Marketing obviously includes such activities as the movement of goods, pricing, storing, and advertising and so on.

Marketing is the most important aspect of the business and marketing. The concept of marketing research is the gift of the modem concept of marketing i.e., consumer-orientated approach. Nowadays a marketing manager is entrusted with the responsibility of decision-making in various fields connected with the marketing of goods and services. He has to satisfy consumers' demand by supplying the right type of product, at right price, at right time, in right quantity and at the right place. These various decisions can be made either on the basis of whims, guesswork and intuition or through some scientific process based on facts and figures. The first alternative is not used in modem marketing. The concept of marketing research is based on the latter concept of marketing decisions. It is used in the solution of marketing and distribution problems for the purpose of increasing sales, decreasing marketing & distribution costs and maximizing the profit.

Marketing is the accelerator of economic growth. In developing countries, marketing helps to boost up the economic growth. Though boutique products are new types of business, these products are influencing people. They love to wear well fitted, smart looking fashionable dress. As people love to wear boutique- stitched dress, boutiques are doing profitable business.

The marketing process is focused on familiarizing your brand and product with new customers or refamiliarizing it with former ones. Organizations who are coming up with new ways to market themselves need to clearly explain what their product or service is, how it solves an issue for the consumer and its price points. From there, the marketing team needs to determine who is most likely interested in this product or service and where they can find them.

The process for sales includes creating a plan that outlines an organization's actions, tools, resources and overall sales goals. A sales team is most interested in converting those who have some awareness of the brand into customers to earn a profit. They interact with customers and answer their questions to provide relevant information about the product or service.

A business's marketing goals are to promote its product, company or brand with clear communication. The primary objective is to look at the big picture and clearly explain how the product or service benefits the widest audience possible, generating potential leads.

A sales team marks their goals based on quotas and volume goals. These tend to be based on a short-term period of time, typically based around the financial quarter or month. Goals and targets are determined by how much the business needs to sell in order to generate enough profit to continue to be operational.

Marketing strategies tend to be based on gathering information about their targeted audience to see what does and does not work. Once the marketing team knows who they're trying to target with a certain campaign, they can test out strategies. The most popular forms of marketing strategies include internet marketing, print marketing, blog marketing and focus groups.

Sales strategies are based on connecting with potential customers, talking and listening to them, then converting them into paying customers. A salesperson will typically first contact a prospect through a phone call, at a networking event or online. Then, depending on the scope of the product or service, they will pitch to them in hopes of getting their sale.

The prospects for marketing are larger than those for sales, since they're trying to determine a target audience and create awareness. Those in marketing want to obtain new prospects, while the sales department wants to leverage connections with known prospects and existing clientele.

While their primary goals are different, sales and marketing overlap in many ways, and should work together. They can align their interests by forming a partnership and sharing any overlapping materials. One way to do this for bigger companies is to create a service-level agreement (SLA). This is an agreement between two departments stating a set of deliverables that one department agrees to provide the other. It helps build partnerships between teams and clearly outlines what is expected between the two.

For smaller businesses, this may not be necessary. Management must, however, make both teams clear about their position in the market. The marketing team should inform the sales team when they are running campaigns so the sales team can maximize their efforts during those times. Similarly, the sales team should share any customer data they have with the marketing team, so they know the target audience's demographics, as well as what efforts have and have not been successful.

On the fourth, sixth and 20th day we learned about sales and marketing. Our mentor thought us marketing strategies, how to identify the target market. She thought us the tactics of the sales and marketing, and attracting the customers by visual displays, how to improve the sales, we also learned to manage the boutique by our mentor.



PATTERN MAKING

Pattern Making is a blueprint for the garment, on the basis of which the fabric is cut. It is the technical drawing or drafting of a garment. Standard size charts, dress forms or figure are measured, these measurements are then converted into 2D patterns and then garments are made from them.

Pattern Making has become necessary for a Fashion designer to enable him to make different garments. Pattern Making is very interesting and important for a student as it helps to interpret Designs and understand it with technical ability.

There are many methods of Pattern Making. Flat Pattern Making and Draping are the common ones. In Flat Pattern Making, we take the accurate measurements from a dress form or a figure and then measurements are turned into a pattern using paper. In Draping, a specific Design is achieved, Muslin fabric is draped around a dress form or figure to achieve specific Design.

Pattern Making is a practical and application-based subject. Making of Designer garments is taught to students, once they are well-versed with the basics. At the initial phase, it is

difficult and time-consuming for the student to learn pattern-making, but once they learn it, it becomes interesting for them.

The development of a garment comprises of different process. Fit is the most important factor leading to the final acceptance or rejection of a garment. Fit must be designed into the original pattern through subtleties in the pattern that provide fullness unobtrusively at appropriate locations to accommodate body bulges in a flattering manner (Hudson). Good customized fit is dependent on the pattern drafting incorporating various shapes and proportions of the individual customer. With the onset of the Industrial Revolution, standardized patterns were essential to the success of ready-to-wear clothing.

Pattern making is an art. It is the art of manipulating and shaping a flat piece of fabric to conform to one or more curves of the human figure. Pattern making is a bridge function between design and production. A sketch can be turned into a garment via a pattern which interprets the design in the form of the garment components.

A pattern is flat while the body is not. The body has height, width and depth. Within this roughly cylindrical framework there are a series of secondary curves and bulges, which are of concern to the pattern maker. Darts are the basis of all pattern making. They convert the flat piece of cloth into a three-dimensional form, which fits the bulges of the body.

A patternmaker typically makes a pattern from a flat sketch with measurements or a two-dimensional fashion illustration. The basic pattern is the very foundation upon which pattern making, fit and design are based. The basic pattern is the starting point for flat pattern designing. It is a simple pattern that fits the body with just enough ease for movement and comfort (Shoben and Ward).

METHODS OF PATTERN MAKING

Pattern making involves three methods-

- Drafting
- Draping
- Flat paper patternmaking

DRAFTING:

It involves measurements derived from sizing systems or accurate measurements taken on a person, dress or body form. Measurements for chest, waist, hip and so on, and ease allowances are marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns.

DRAPING:

It involves the draping of a two- dimensional piece of fabric around a form, conforming to its shape, creating a three-dimensional fabric pattern. This muslin is transferred to paper to be used as a final pattern (Armstrong). Ease allowances for movement are added to make the garment comfortable to wear. Advantage of draping is that the designer can see the overall design effect of the finished garment on the body form before the garment piece is cut and sewn. However, it is more expensive and time consuming than flat pattern making.

FLAT PATTERN MAKING:

It involves the development of a fitted basic pattern with comfort ease to fit a person or body form. A slope is the starting point for flat pattern designing. It is a simple pattern that fits the body with just enough ease for movement and comfort (Shoben and Ward). Five basic pattern pieces are used for women's clothing. They include a snug-fitting bodice front and bodice back with darts and a basic neckline, a sleeve and a fitted skirt front and back with darts. However, as fashion changes frequently women's styles fluctuate frequently. These basic slopers are then manipulated to create fashions.

A basic sloper has no seam allowances, which facilitates its manipulations to various styles. It has no design interest, only construction lines are marked on it. It is necessary that the basic structure of a sloper should be such that adjustments can be introduced easily. For a good pattern making, accurate measurements are of utmost importance.

The flat patternmaking method is widely used in the ready-to-wear market because it is fast and accurate (Aldrich).

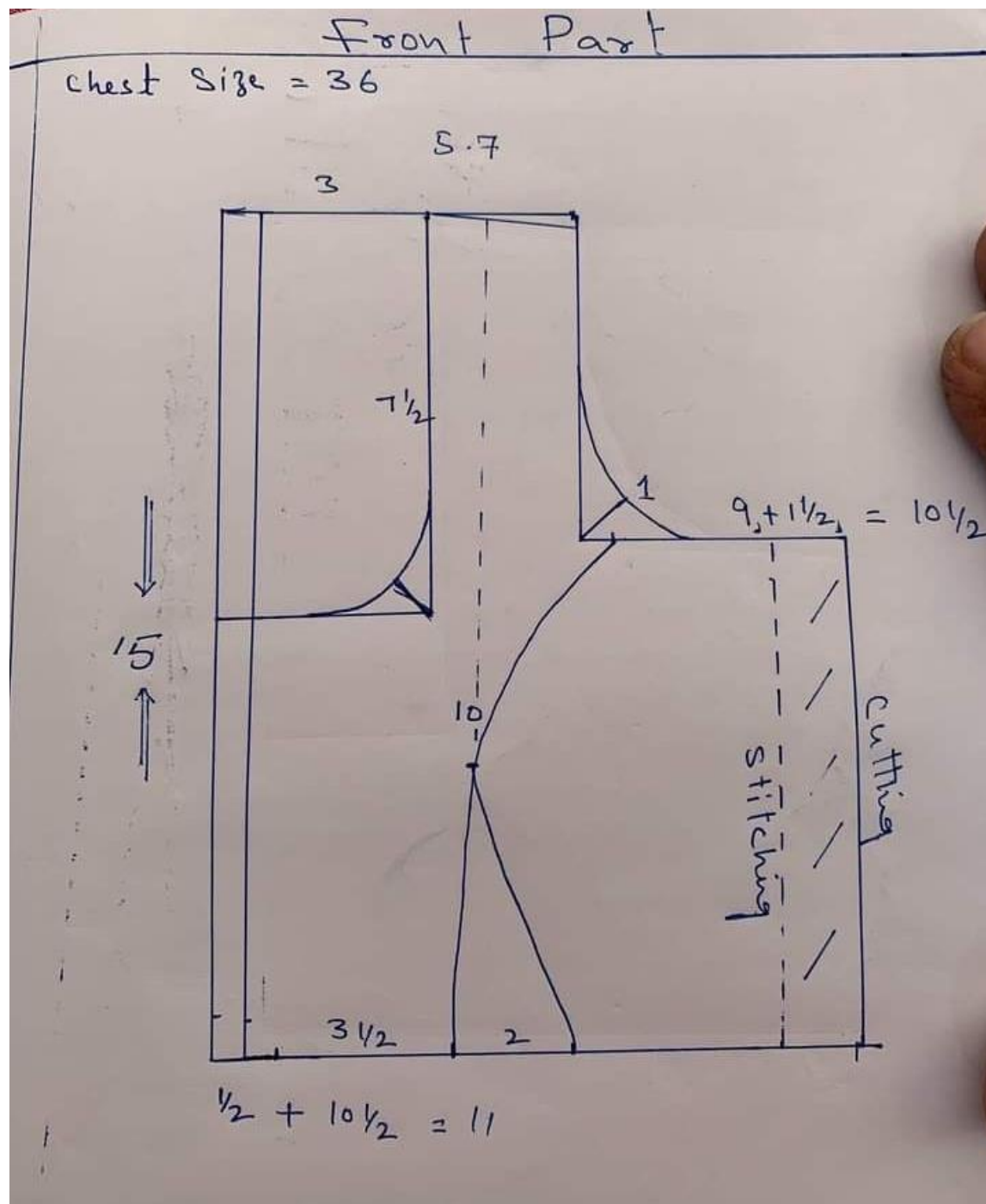
PATTERN MAKING IN TODAY'S WORLD

Pattern making today has become an easy job with the use of the computers. Now-a-days different software's are available in the market to meet the needs of the manufacturers. The different software's used are Gerber, Lectra, Tukatech, OptiTex etc. These software's has made the job of the Pattern master easier. They have made the process of pattern making more economical and less time consuming.

Pattern-making software's enables you to input your measurements and draft out a pattern. These software's draft patterns to fit your measurements specifically, eliminating much fitting trial and error in the sewing room.

A pattern can be made from a 3D form in just a few steps by using these software's. An individual's measurements are collected from 3D body scanner. The measurements are used to create a virtual 3D model of the individual's body. The 3D to 2D software allows the user to define a garment surface in relation to the 3D body model. Once the garment surface is defined, the application automatically unwraps and outputs a 2D flat pattern in .dxf format.

On our 7th, 14th and 23rd day my mentor's assistant taught us the pattern for the blouse. We learned the blouse pattern by taking measurements according to the sample blouse, and we were asked to observe the pattern for the layer skirt and a short by the tailor.



FABRIC SOURCING

INTRODUCTION:

Scouring is a procedure through which natural impurities (oil, wax, gum, fat, etc.) and added impurities are eliminated fully during the manufacturing process.

All raw textiles are referred to as 'gray fabric material' when in natural form. This gray fabric is natural with color, odor, and impurity not appropriate for clothing. Not only are the natural impurities remaining on the gray matter but also the additional products produced during cultivation, e.g., raw cotton has impurities such as water, nitrogen, mineral matter, waxes, pigment residues, etc.

Fabric sourcing is the industry way of saying finding a supplier who has the fabric you need for sale. This is how fashion designers get their fabric. They source – or find and buy it – from varying suppliers.

The elimination of these natural colorants and add-ons to create the material in a phase ready for dyeing is called scouring.

METHOD OF SCOURING:

Scouring may be done separately or in conjunction with other treatments (usually bleaching or de-sizing) in all types of substrates;

- Woven fabric (sized or de-sized).
- Knitted fabric.
- Yarn.

For yarn and knitted textiles, scouring is typically a batch process carried out on the same material that is later used for dyeing. Woven fabric is continuously scoured using the pad-steam method.

So, actually, there are two types of method are using for scouring;

1. Batch process/Discontinuous process. (By Kier Boiling/Jigger/Winch dyeing machine)
2. Continuous process. (By J-Box machine)

1. Batch process/Discontinuous process: In the batch or discontinuous process, Kier Boiling machine is mostly used. There also we used Jigger and Winch dyeing machine. But here we only discussed the scouring process of Kier Boiling machine.

Kier Boiler is a cylindrical long, mild steel or a cast-iron container fitted with two tubular perforations (disc with several holes). One of them is on the ground, and one is on the top. These disks are linked to the upper compartment with a number of tubes which bring the liquor. Steam is carried through the center of the bay. Thus, the liquor pipes are surrounded by steam that heats them.

Precaution needs before batch scouring:

- Clean the kier boiler.
- The material must be uniformly packaged.
- Full immersion of the need for the fabric.
- The liquor should be removed without water after boiling.
- Check all joining components before beginning.
- Scouring solution should always remain for Fabric.

Process Description of batch scouring:

1. The fabric is packed into M/C and stored in a tube shape.
2. A circular tube to the fabric pumps the warm liquor and spray it.
3. The liquor goes through the packed cloth slowly and collects on the opposite side of the kier. The liquor pumped to the heater again using a centrifugal pump and this cycle is repeated.
4. After scoring, 80⁰ C water is used to remove material impurities from the textile.
5. Afterward, 0.1% acetic acid is neutralized and cold cleaning is done.

2. Continuous scouring process: In the Continuous process, J-Box machine is used. It is called J-Box machine because the scouring vessel looks like the English letter 'J'. The J-box is mainly a steel chute with big capacity fabrics. In comparison to a Keir where it is first in the last out, the fabric is supplied from one end and pulled from the other (first out). The internal side of the J-box is polished and is insulated to minimize thermal losses. De-sizing, scoring, and bleaching can be performed at once in this system.

HOW TO SOURCE FABRICS

STEP 1 - START WITH COUNTER SOURCING

If you are a beginner to the world of product development, counter sourcing is a great way to ensure you get the exact materials you are looking for without having to get into all the technical details and industry jargon. For someone who is more novice or has a degree in textiles sometimes we know what we want. For example, I could look at a shirt and say this is X% cotton, X% linen, the yarn size is Z and it was knit on a machine using a Y gauge. Oh, and the fabric also has a 10-minute enzyme rinse. Now please make it for me. But the reality is most of you don't have this type of knowledge from working fabric sourcing jobs that take at least a decade to amass. But, don't worry, if you follow this guide, you will be sourcing fabric like a pro.

STEP 2 - BUY FABRICS YOU LIKE

Start by shopping your favorite stores to find fabrics you like and would want to use for your own brand. Hit the market and check out your competitors. Who is killing it in the market you are trying to infiltrate? For example, if you are starting a yoga company. I am using this example because about 80% of the brands that reach out to me with their startup idea are yoga brands. FYI if you want to start a sustainable clothing line try to avoid yoga and swim - the market is fully saturated, competition is high, and your chances of succeeding are low. Try to think of something more original.

Anyway, back to our hypothetical yoga company. You would want to shop brands like Lululemon, bandier, outdoor voices (who in my opinion the quality is crap-ola, those things bag and sag within the first 20 minutes of putting them on, but thanks to great marketing college kids love them), Patagonia, or Prana.

Now when you are shopping there are two things you want to look out for. Obviously the first is fabric. And, the second is fit. A little foreshadowing... In a few weeks, I will be releasing an article about developing the perfect fit during the process of apparel manufacturing- bought samples from competitors will be important to the process of apparel sourcing.

ASK THE SALES REPS

Ask sales reps what styles are selling best. You don't need to tell them you are trying to launch a competing brand. Today, more and more shoppers are asking questions about what it is they are buying. So, ask away.

Store reps are some of the best resources you will find. They know the product, they see what sells, and more importantly, they see what gets returned, and even more, more importantly why it gets returned. And, they are around the dressing rooms to hear what customers have to say about fit issues.

Seriously, sales reps can add so much value to your business. Whether you are chatting up your competitors for research information or listening to your own. They are the unsung heroes of product development.

STEP 3 - TEST IT OUT YOURSELF

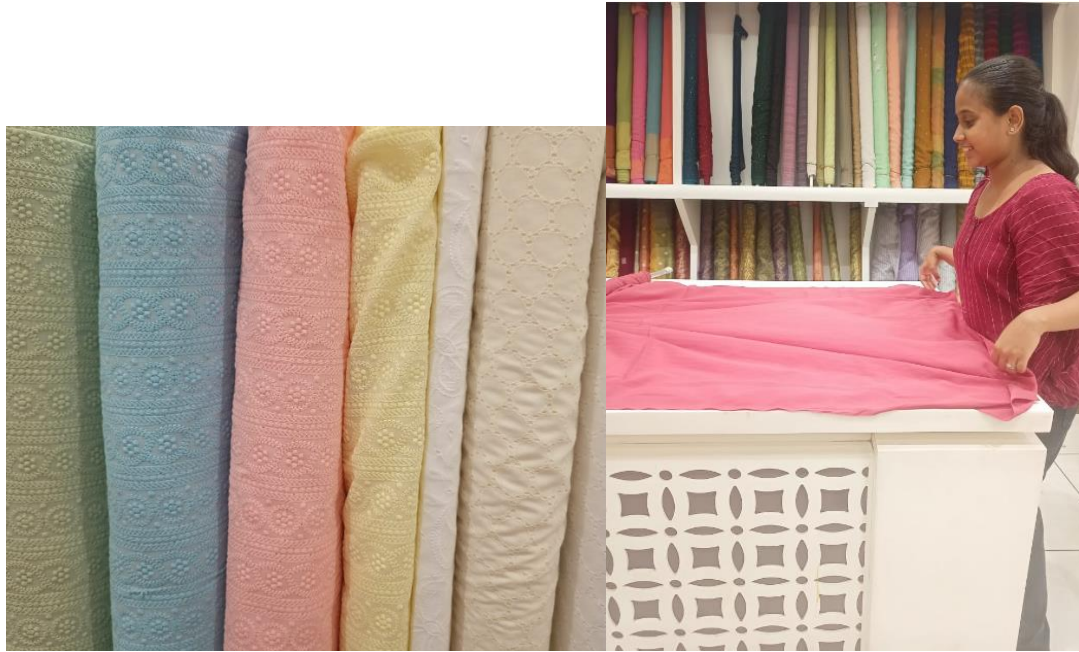
Test the fabrics out to make sure you really, really like them, if you can find problems with your competitor's product, and find solutions to make it better your brand will have a higher chance of success.

Buy a few of the competitors' garments and wear them. Does the fabric end up falling apart? Does it pill (get those little balls of lint). Or maybe it loses its stretch really quickly like the outdoor voices brand. Maybe it feels hot and clammy like you are wearing a plastic bag.

The bottom line is, before you ask a fabric mill to get you the exact same fabric make sure what you are trying to copy is a good quality fabric first! On 8th, 11th, 16th, 24th, 26th, day of my internship my mentor guided me through the product and fabric in the retail shop. She thought us how to identify the fabric with its texture. We went to many stores for sourcing the fabrics, like Nalli, Jayachandran, Pothys, Sowcarpet etc.

- Georgette
- Nylon
- Velvet
- Cotton
- Satin
- Denim

- Chiffon
- Silk



CLIENT HANDLING

Customer service is the provision of service to customers before, during, and after a purchase. This makes it an important part of the value chain of clients. Each industry requires different levels of customer service, but in the end, the idea of a well-performed service is that of increasing revenues.

One of the rules of retail is that the customer is always right — even when they're technically wrong. Your customers are the reason that you're in business, so it's important to listen to them when they have a complaint. And those complaints happen in all shapes and sizes in every single business.

Dealing with customer complaints takes a certain amount of tact and sensitivity, and ignoring the bad that comes along with the good can not only hurt your bottom line, but also your reputation. How you deal with a negative situation can mean the difference between not just losing a sale, but losing a customer in the future.

THE COST OF POOR CUSTOMER SERVICE

According to Help Scout, at least one-third of Americans said they would consider switching companies after just a single instance of poor service. Not only that, but 51% of customers will never do business with a company again after just one negative experience.

1. PUT YOUR EMOTIONS ASIDE

It's normal to feel a little bit defensive when a customer has a complaint about your products or services, but don't take offense to what they're saying and escalate the situation. The customer has something they need to get off their chest — they're frustrated, they're disappointed and they're often emotional. Let them get their emotions out and then calmly proceed with a solution.

2. RESEARCH THE SITUATION

There are two sides to every story — and every complaint — so make sure that you have all of the facts before offering up a resolution. A customer might be trying to get something for free and exaggerating the negative interaction they've had in your store, or maybe they're genuinely confused about why they received the product they've received. There are many ways that miscommunication can come into play, so research the claim and then proceed with all the facts necessary to address the situation.

3. DON'T CHALLENGE THEIR COMPLAINT

When a customer comes to you with a complaint, it may be tempting to tell them that they're wrong — because let's be honest, sometimes they are. But even if they're completely off base with their claim, telling them so isn't going to do anything to diffuse the situation. In their own way, they're trying to help. The worst thing you can do is argue with them. Instead of challenging them and making them even more frustrated, hear them out and move on to the next point.

4. GIVE THEM THE BENEFIT OF THE DOUBT

Most of the time, the customer is genuinely unhappy with a product or service and not just trying to get something for free (although that happens as well). There's a fine line between keeping customers happy versus being too generous and hurting sales, and it will be different for every situation. But the common theme is that you should give them the benefit of the doubt maybe they really did lose their receipt or think the product they received looks different than what they saw online. That doesn't mean you simply glaze over the situation if it could be theft. Give the customer store credit to curb any potential loss and try to retain them as a customer.

5. REALLY LISTEN AND OFFER SUPPORT

According to New Voice Media, feeling unappreciated is the No. 1 reason customers switch products or services. That's why it's critical that you listen to their complaint. Are they upset with a store policy? Did something take too long for them? Was the product different from what they had in mind? By listening to what they have to say, you can suggest a variety of ways to address their concerns and support them. And remember: It's not always money or refunds that make them happy; sometimes, they just want to feel truly heard.

6. IMPLEMENT A RESOLUTION PROCESS

You have processes for your business when it comes to training, ordering, and stocking, so why not have a process for resolving customer complaints? While every situation is different, it can be helpful to train your employees — and remind yourself — about how a negative situation should be approached. There are various software solutions that help to track, organize, and resolve customer complaints and maximize the productivity of the employees who deal with customers directly.

7. BE FLEXIBLE

While establishing a resolution process is helpful, it's also important that you remain flexible when dealing with customer complaints. No two situations are going to be exactly the same, and what works for one customer might not work for another. If you've gone through your resolution checklist and the customer isn't happy with your proposed solution, consider how else you can turn a negative interaction into a positive one.

8. LET THEM FEEL AS IF THEY'VE WON

As Derek Sivers, founder of CD Baby said, "The single most important thing is to make people happy. If you are making people happy as a side effect, they will be happy to open up their wallets and pay you." Even if they're wrong — if they ordered the wrong size or didn't read your return policy — it's your job to make sure the customer feels like they've won so you can retain them as a customer. You may not be able to completely rectify the cause of the customer's anger, but you can invite them to talk about potential alternatives that work for them. You can also suggest possibilities as appropriate for the situation.

9. THANK THEM

It may sound a little odd to thank a customer for complaining, but they're actually doing you a great service. If complaints about customer service are widespread, there's clearly an issue that needs to be addressed. Long lines, check out issues, or delays? It could be that you need to improve your processes. If there are high return rates on a certain item, there might be an issue with quality control. By bringing these concerns to your attention, that customer is giving you an opportunity to improve your business — even if they don't realize it.

10. APOLOGIZE

Swallow your pride and apologize, even if you technically haven't done anything wrong. Your goal is for the customer to walk away feeling that you appreciate them and their

concerns. Explain that you genuinely want the chance to make it right and retain them as a loyal customer. Let them know you're sorry they were inconvenienced or disappointed, and that you'll do everything in your power to make sure it doesn't happen again.

11. FOLLOW UP WITH THE CUSTOMER

When all the dust has settled on the situation, think about how you can further support customers who complain. One way to accomplish this is to have someone in upper management to follow up with customers one to two days after they complained. If you have their information in your system, surprise them with a hand-written note. If you have their phone number, give them a call to check in to see if your solution worked for them. They'll appreciate knowing that you took their concerns to heart and haven't brushed them off.

12. DON'T DWELL ON THE SITUATION

Finally, remember that complaints are going to happen and that you can't dwell on every negative experience. There are going to be customers that won't be happy no matter what you say or do. The key is to address the situation, figure out how to avoid it in the future, and then move on to running your business in the most effective — and profitable — way possible.

RESOLVE YOUR CUSTOMER COMPLAINTS IN NO TIME

While dealing with angry customers and customer complaints can be stressful for retailers, this is an inevitable part of operating a business. However, if you can tackle customer complaints with some of these strategies paired with empathy and tact, it's possible to turn negative situations around to keep customers loyal. We observed from our mentor that how she deals the client. On my ninth day and 18th day we my mentor made us to communicate with the customers. She thought us how to speak with customers, managing skills, we learnt how to work in a smarter way, utilizing the client portals, updating them the completed tasks. We dealt with the customers according to their needs and their preferences.

STICHINGS

In the textile arts, a stitch is a single turn or loop of thread, or yarn. Stitches are the fundamental elements of sewing, knitting, embroidery, crochet, and needle lace-making, whether by hand or machine. A variety of stitches, each with one or more names, are used for specific purposes. Stitch is very important during manufacturing a garment. Stitch can be defined as, one unit of conformation resulting from one or more strands or loops of thread by intra-looping, inter-looping, and interlacing. The stitch quality is measured with stitch size, stitch length, width, depth, tension, sequence, elongation, elasticity, resilience, fabric distortion, yarn severance, and abrasive strength.

THE TYPES OF STITCHES YOU NEED TO KNOW

- **The Running Stitch:** The running stitch is the easiest and common stitch which beginners can start with. The running stitch starts with the back of the fabric i.e., the wrong side and bringing it to the front side slowly and gradually. One who has little knowledge of stitching will have an idea of running stitching.
- **The basting stitch:** The basting stitch is the same as the running stitch the only difference that exists is that it is done $\frac{1}{4}$ inch to $\frac{1}{2}$ inch apart instead of 1 centimeter as in the Running stitch. This stitch is also easy and fast to do if one gets hands on it.
- **The cross Stitch:** The cross stitch as the name suggests the pattern or stitch here goes in cross i.e., X pattern. This type of stitch is complicated as compared to running stitch and basting stitch. Under, this type of stitch one has to make Xs in fabric to complete the stitching of the cloth.
- **The Back-stitch:** The back-stitch is the stitch that involves back-to-back-stitch creating a pattern of threads that is stronger as compared to other stitches that people opt for.
- **The Zigzag stitch:** the Zigzag stitch is yet another kind of stitch that is popular. Under, this stitches a zigzag pattern on the fabric. It is one of the best stitching patterns for making buttonholes.

THE MOST COMMON STITCHES USED IN GARMENT INDUSTRY

The garment industry is a huge industry, with a number of clothes being manufactured in different patterns, designs, styles. These clothes are stitched using different stitching techniques and machines which make them look adorable and pretty. Some of the common stitches used in the Garment Industry are as follows:

- **The Chain Stitch:** This stitch is effective than other stitch types as it helps to fill the gaps in the garments. The chain stitch is usually larger and trickier but it is very useful in giving a proper shape to the garment. This stitch is costly as compared to the other stitches as it uses more of thread in making a garment.
- **The Multi-thread chain Stitch:** This type of stitch is used in making waistbands, jackets, blazers, etc. This type of stitch is known for its durability and strength. This stitch takes a longer time to sew as it consumes more threads and the pattern is slightly difficult to sew.
- **The Lock Stitch:** The lock stitch is also known as single needle stitching. This type of stitching is made when two threads lock each other at minor intervals. This stitching looks like inside and outside the garment.
- **The Over lock Stitch:** This type of stitch is very flexible and is used by manufacturers of sportswear, dance clothing, spandex, and other garments. This type of stitching is mainly used in over-sewing.

HAND STITCHES

Running stitch:

- The name gives it away because once it takes off, there is no turning back! This stitch runs through the fabric, without overlapping, in a small evenly stitched line. It is also known as a straight stitch and is the most common type of the hand sewing stitches. You can use it for decorative purposes on leather or handbags and to construct hand sewn garments or hold them in place before using a machine. Running stitches can be used for gathering as well, by pulling on the thread and pushing the fabric to give it a bunched-up appearance.

Basting stitch:

- The Basting stitch has the same concept as the running stitch, but in longer more drawn-out stitch lengths. It is most commonly used to hold fabric in place as a substitute for

pinning or for gathering purposes. Basting stitches can also be used when attaching sleeves to a garment because of the long stitch length, you are able to manipulate the fabric and ease the sleeves into the arms eye insuring the perfect fit.

Cross stitch:

- Cross stitch, also known as the catch stitch, is a hand sewing technique typically used for hemming garments or tacking interfacing and other fabrics to one another. It gets its name because of its crisscross formation creating an X shape. When used in hemming, the hand sewing thread will catch one or two of the fabric threads on and off the hem in the X shape. This is a popular method in hemming because it allows the hem to have some wiggle room. Great for a hem on the bottom of ankle tight pants giving flexibility to slide your foot through.

Blanket stitch:

- The Blanket stitch is typically used for binding fabric edges. A blanket stitch it is typically 1/4" to 1/2" in length. To accomplish a blanket stitch, you simply pass the needle thread through the edge of the fabric and underneath itself to create a looping or binding look. It can be used to hold fabrics together that are too thick to send through a machine or finishing raw edges to prevent fraying.

Slip stitch:

- Slip stitch is also known as a blind hem stitch because it is not one to be seen. Like most hand sewing techniques this stitch is normally used for hemming garments or finishing folded edges. Typically, it is a hard finish to see and that is accomplished by slipping the needle thread through the fold of the hem then catching only one or two of the fabric threads on the other side this is repeated until you have finished your hem completely. Slip stitches can be used on any garment you desire where you don't want the finish to be visible.

MACHINE STITCHES:

Standard stitch:

The Standard stitch, also known as a straight stitch, is the most common on a sewing machine. You can adjust the length of the stitch on your machine to get many uses from this simple option. The longer the stitch, the easier it is to remove and can be used for

gathering or basting. The shorter the stitch length, the harder it will be to remove but will be more of a durable stitch when constructing garments.

Zig Zag stitch:

- Zig Zag stitches can be used in numerous ways! Use this on stretchy fabrics or elastic because of its give in allowing more flexibility than a straight stitch. If you don't have a serger, no worries; you can use this stitch instead! When Zig Zag stitches are short in length they are used for appliques and are referred to as satin stitches and make for a cute finishing pattern. Not to mention you can use this stitch for button holes, although many machines have a special stitch for that.

Blind Hem stitch:

- Talk about convenience! It is so nice to have this stitch on your sewing machine saving you time from doing it by hand. It is the exact same concept as hand sewing but your machine does all the work. Fold up your fabric where you would like your blind hem and pin it in place. Then turn the hem upward (facing you) with the face of the fabric against the machine and guide the edge of the folded hem through your machine. You will see that it will only leave little tack marks on the front side of the fabric that are barely visible, just like you wanted in no time at all!

Button Hole stitch:

- The button hole stitch is well. For buttons of course! Thick tacking stitches or bar tacks are vertically parallel connecting two very tightly, zig zagged stitched, horizontal lines making a box-like shape on the fabric. When this is done then you can take a seam ripper and cut out the center part creating the actual hole your button will squeeze through. You can create different shaped holes for an array of appliques as well! However all machines are different, yours might come with a special foot or other attachments to create button holes always read your manual for specifications on button holes for your machine.

Edge finishes:

- Edge finishes are where you can get creative! There are many different ways to finish edges on sewing machines such as over edge stitch, zig zag or even fun swirls and decorative designs. Be sure you check your sewing machine manual to ensure what type of foot is needed for the specific finishing stitches.

Decorative embroidery:

- Many machines have an extended variety of these fun stitches. Decorative embroidery are stitches to let your imagination take hold! You can create all different shapes and designs with these stitches on your fabric or garments. If you can't find a fabric you completely love, take a plain colored fabric and create your own design specific to your taste!

On my 10th day we have done hemming and stitched hangings to the completed garment.



SKETCHINGS

Sketch, traditionally a rough drawing or painting in which an artist notes down his preliminary ideas for a work that will eventually be realized with greater precision and detail. The term also applies to brief creative pieces that per se may have artistic merit. In a traditional sketch, the emphasis usually is laid on the general design and composition of the work and on overall feeling. Such a sketch is often intended for the artist's own guidance; but sometimes, in the context of a bottega (studio-shop) type of production, in which an artist would employ many assistants, sketches were made by the master for works to be completed by others.

Fashion sketches are sketches done by designers when they want to turn a new clothing idea into an actual design. They start with a template of a body and draw the garment onto it. This allows the designer to market his ideas and designs and to showcase originality and style.

Sketches plays very important role to inventing new creation and to express unique things which cannot be make visible through words. Every sketch says different things. A new invention happens through a sketch. Designer or artist express a lot through their sketches and from them many of become initial stage of new creation.

Fashion sketches are an important part of creating a new design or garment. They clearly show the look the designer is trying to convey. The intended textures and colors are also documented as well as the how the clothing falls and gathers on the body. Preparing a pattern for the garment is the last step before it is actually made.

Occasionally, fashion sketches are not converted into garments if a designer is not happy with the results. They can still be used as guides and the designer may choose to slightly alter the areas that need changes. The designer may have to repeat the process several times to create an acceptable garment.

On 12th,13th,15th,17th,21th,28th.30th day Our mentor asked us to make illustrations and to draw sketches for the blouse neck designs.



CUSTOMIZATION

Customization is a philosophy that believes in creating a unique value proposition for every customer. Customization is a subset of personalization where customers can customize a pre-existing product by applying designs, prints, images, colors, monograms, and texts.

As per Deloitte – We are entering an era of mass customization. More than 50 percent of consumers expressed interest in purchasing customized products or services. It is said that In the future, businesses that do not incorporate an element of personalization into their offering risk losing revenue and customer loyalty.

Levi Strauss & Co. is one of the fashion giants transitioning to an operating model for the digital era, leveraging new technology to radically reduce the time it takes to bring a product to market and unveiling a new ability for consumers to design their own pair of jeans.

True Fit is a US start-up that has created a data-driven personalization platform for fashion retailers. It has populated a huge database of fit and style data for apparel and footwear through its partnerships with top brands, retailers, and millions of consumers. It analyses this data using Big Data techniques and offers its personalization services to fashion retailer.

We live in a world where consumer expectations are shaped by different social media platforms and strongly inspired by their favorite stars. Personalization plays a growing and important role in digital experiences, from Facebook to Instagram and other mobile applications such as Google Maps.

These expectations can be met by the following trends:

- The supply chain technology of the new age enables companies to produce highly efficient. Supply chain software provides an effective flow between the creative efforts of users and the production supply chain.
- Today, product customization software is easily available and costs less. In the recent past, we have seen a dramatic decrease in the cost and time required to develop a platform to deliver customization capabilities. There is also ready-to-use fashion design software on the market that can be easily integrated into existing eCommerce websites or stores to provide customization services.

- While mass customization has a positive impact on many industries, we are experiencing the revolutionary upgrade especially in the software industry. There is a wide range of software available such as apparel design software for designing clothes, footwear design software for individual shoes and much more, which allows customers to design their own items.
- While customers in many industries are still waiting for innovative technologies from the field of mass customization, this does not apply to the apparel industry. According to the current study, around 80% of customers will probably buy from a company that offers personalized solutions. Today, customers are looking for a platform to customize their products or an online store where they can buy build-to-order products and even they are willing to spend additional money on these options. Given the demand for personalized products, mass customization will become more important over time.
- Customer loyalty plays a major role in the success of any business and to achieve this it is essential to know your customers and generate a personalized recommendation list. In this digital age, it is important for retailers to understand their customers as individuals, making it easy to predict the most appropriate combinations of characteristics that will attract consumers` attention. This can be achieved by integrating data science and AI into your website to monitor consumer buying behavior and tastes and create a recommendation list.
- Besides changing the way users interact with brands and products, mass customization will have a major impact on company`s sales. Personalization approaches to reach users and meet customer expectations. If you also want to take your business to the next level with the help of product customization, you can contact iDesigniBuy to get a customized software that meets your business needs and better serves your customer
- Customers are increasingly demanding a more interactive shopping experience. Customization allows the customer to assume the role of creator, enabling them to control what they are hoping to purchase, from changing the color of a pair of shoes to monogramming a bag or tailoring the shape of a couch to fit their living room.

Production of boutique product is as follows:

A designer studio is a workroom where the creations of a designer are designed, created, manufactured and sold. It can include both the garments and the accessories. It can have many

units or compartments as per the requirements of the designer and the availability of the space or area. First and foremost is the selection of place. The selection of place depends upon the various factors. A market survey should be conducted and should lay emphasis that the place is convenient to customers.

These are as follows:

1. Designing
2. Designer's showroom
3. Fabric collection

1. Designing:

It is the place where major work is done. It is the mastermind of boutique. Usually, boutiques workshop and designers' showroom should be separated. In boutiques workshop the complete assignment from the designing, pattern cutting, and production is done.

PROCESS TO BRING OUT FINISHED PRODUCT

Order

Cutting

Issuing

Stitching

Thread cutting

Final checking

Packing and finished goods.

Order- Customers come to boutique and order a dress. They give body measurement and fabric or may select a fabric from the boutique. They may choose designs or follow the suggestion of the designer.

Cutting - The major activities at cutting stage are cutting of the fabric as per specifications and then inspecting, assorting and arranging the cut fabric to facilitate the flow of stitching process. First of all, a pattern of the sample garment is cut on the paper, according to the measurement of the design. The fabric is laid on a long cutting table and pattern paper made is placed on the top of the fabric. Pattern or cutting may make pattern directly on the cloth according to customers' design and measurement. If embroidery is needed, it is given to the person who does embroidery work.

Issuing - The fabric is packed and is sent to the issuing-undeceiving section that dispatches it to the sewing room.

Stitching - Each tailor is given cut pieces of cloth to stitch. The tailors specialize in kurta salwar or pant or coat or skirt, so, work is entrusted according to their skill and capability. Payment of remuneration is either on piece wage system or on monthly basis. Tailors do stitch, interlocking and labeling of the boutique's name. If customer needs a trial, then it is sent to boutique for trial. After the trial, the dress is returned to stitching department.

Thread cutting - In boutique, button and thread cutting are done. All the extra threads that stick out are trimmed to give the finished product a better look.

Final checking - The product is checked to confirm the quality and size. If a minor alternation is needed, it is done. Then it is pressed for ironing, so, it gives a good finished product.

Packing of the finished goods - The ready labeled garments are folded and packed into plastic bags

2. Designer's showroom:

It is then dispatched to the boutique showroom, where payment bill is made according to calculation of overall cost, where customer collects it, after making necessary payment. In designers' showroom, there are mannequins or dummies on which the designer creations can be displayed. Designers get inspiration from objects and issues from daily life. They can create unique design and display it in their store so, customers can choose designs.

3. **Fabric collection:**

In one corner of the showroom various fabrics are kept. Availability of different fabrics help customer to choose from boutique so, they don't have to go to other shops. Boutiques can serve two purposes by stitching and selling fabric. Marketing is that field of study which is closely associated with the production of want satisfying goods or services in the interest of both the producers and consumers or users.



MATERIAL SOURCING

Embellishments are pretty features of a garment. They serve as decorative details to make our clothing more appealing to the eyes. If you are making clothing as a source of income, adding embellishments adds value to the item, which in turn would give you more profit.

They are eye-catching and of course, elegant. In today's fashion world, the tasteful embellishing of clothing is very popular. And often a tasteful embellishment makes the difference and causes us to have a second look at a garment in a shop, so they can definitely add a lot of value.

The kind of embellishment that one likes on their clothes also often tells us the personality of the wearer. Embellishments add that extra glamor and are a statement which can either make your clothing look subtle and sweet, or it can make your outfit project a bold and adventurous statement.

As we all know, there are many kinds of embellishments that we can choose from. To mention a few, we can make use of buttons, beads, ribbons, yarns, lace, embroidery, sequins, appliques, and much more.

Embellishments are pretty features of a garment. They serve as decorative details to make our clothing more appealing to the eyes. If you are making clothing as a source of income, adding embellishments adds value to the item, which in turn would give you more profit. Embellishments can make the difference of getting you noticed in a crowd or to stand out in that job interview. Any easy and low-cost embellishment might be to add fabric covered buttons to a garment.

When we wear a clothing with a pretty embellishment on it, it boosts our self-confidence and we want to wear it to many events that we attend. A good-looking garment with a striking embellishment gives us a sort of inner satisfaction, greater than what a plain piece of clothing would do. This applies especially to women who are adventurous when it comes to clothing. Some women like their shirts or dress to have some sparkly or flowery detail and it makes them feel prettier.

Your choice of embellishments depends a lot on your taste in fashion. For example, adding just a small lace detail to a collar or to a hem of your sleeve can make it pretty without being too loud with the embellishment. There may be other types of embellishments that are on trend at the moment, but it is important to choose them according to your preference and to just be yourself.

Adding an aesthetic feature to your clothing also depends on its fabric type. For example, placing a heavy embellishment like a mound of beads and sequins to a very thin shirt would likely rip or damage it because of its weight. Always consider the appropriate weight, design, style, and material of the embellishment and clothing that you are going to use. Do not sacrifice the overall state of your clothing just for it to look fashionable.

Embellishments don't mean merely a kind of decoration. There are several kinds of them which are actually both functional and decorative.

Buttons, for example, can be used both as a closure to a clothing and to decorate it. Choose a button that is suitable for your garment style. There are many styles, colors, and designs of buttons that look lovely when used on clothing.

You can also use appliques on parts of a blouse that you want to be concealed as another example. The options are boundless when it comes to the functionality of embellishments. There are so many kinds of embellishments that you can almost always find one for your unique requirement.

Using tasteful clothing embellishments is one of the easiest ways to improve your garment apart perhaps from wearing costly jewelry. Embellishments are practical, easy to make, and a less expensive way to express yourself through the fashion that you wear.

Embroidered lace, sequined tulle, fringed chiffon, appliqued wool, laser-cut silk or cotton – these are just some fabrics that belong to the luxury segment. There are also highly engineered materials that come in a variety of designs and take the whole notion of fabric to an entirely new level of performance.

On our 27th day we sourced for the materials like, beads, threads, stones and other materials to make embellishments on the fabric or on the completed garment.



AARI EMBROIDERY

A pen like needle which resembles the shape of a crochet needle, gives rise to an intrinsic form of artwork called the ‘Aari work’. In this artwork beads and ‘muthia’, a sharp-edged needle

is put to work, which creatively gives rise to chain stitch kind of imprints. This work is popular for its delicate and finest threadwork which enhances the essence of hand embroidery.

Embroidery refers to the thread craft that enhances the look of a fabric or product. This thread craft is generally done on natural fabrics with tight weaves. Embroidery designs of India are influenced by different cultures and have a flavor of their own. Indian embroidery is cherished by craftsmen and has the world swooning over them. Embroidery designs are formed on the basis of texture of the fabric.

It may also include decorating materials other than threads, like pearls, beads, stones and sequins. India is known for its beautiful embroidery techniques. Fundamental stitches of embroidery are running stitch, cross stitch and satin stitch. Surface embroidery technique are more economical.

Aari work is a type of embroidery which is done on a stretched fabric and stitching the design with a long needle which has a hook in the end. The needle technique origins from the mocha community who use this type of needle to stitch intricate patterns on leather footwear. Aari work involves a hook, plied from the top but fed by silk thread from below with the material spread out on a frame. This movement creates loops, and. repeats of these lead to a line of chain stitches.

Aari art work is popular for its fine and delicate thread work. Aari art work is popular for its fine and delicate thread work. Aari work enhances the essence of hand embroidery. It is largely practiced in Ahmedabad. The kind of stitch that is used for Aari work embroidery is chain stitch. Since Aari work has its origin from the Mughal era, motifs of Aari work are derived from nature. These motifs include leaves, vines, flowers, trees, birds and animals. Embroideries used in ethnic fashion are distinguished from the Aari embroidery because of these motifs. This type of embroidery has its place in contemporary fashion as well.

ORIGIN AND HISTORY

Aari work traces out its emergence way back in the 12th century, which marked the rule of the Mughal emperors. Floral motifs, traditional designs and fascinated the Mughal royals during that period. This popularized and brought Aari work into the limelight. With time, places like

Kutch, Lucknow, Uttar Pradesh, Rajasthan, and Delhi started recognizing the specialty of Aari embroidery, which marked the gradual popularity of Aari embroidery.

SOURCES OF INSPIRATION

Aari work began with a simple procedure of using a lead pencil to sketch the design on the fabric, after which a needle was put to use which pierced holes along the lines of the design. Then the threaded needle was inserted into the fabric, and when it came up, it emerged with a loop. Through this procedure, the fine stitched patterns led to the evolution of Aari work as an individual art form.

FACES BEHIND THE FABRIC

Aari work was initially executed by the Muslim communities residing in India. They mainly used a hooked needle, or the Aari. Aari work is also said to have parts of its original essence in Barabanki, which named it as Katla work as this artwork was executed on a frame which was based on the ideologies of a cot. Mochi embroiderers done by artisans in regions of Kutch also formed the original faces behind this fabric, as they used the ‘Aari’ needle to redefine the essence of traditional beauty.

VARIETIES

Aari work involves the implementation of a galore of beads and needles. Salma, Gota, Nakshi, Dabka and Aara are some the varieties linked to this artwork, which plays an equal role in enhancing the beauty of the fabric. Aari work is generally associated to floral motifs as well. Even katori, sitara and tikena are some of the other elements that are used in this embroidery form. All of them help in creating more intrinsic and innovative designs.

MAINTENANCE

Dry cleaning washes are initially recommended for this fabric. Besides, soft ironing and gentle hand wash are suggested to retain the newness of the fabric.

OCCASION DRESSING

As Aari work can now be seen in many types of garments, occasions like parties, religious ceremonies, weddings, and other formal occasions are perfect for donning dresses embellished with fine Aari embroidery. Apart from these occasions, this fabric can even be worn in all seasons, irrespective of any time of the year.

AARI WORK- DETAILS

Aari work embroidery uses beads and stones to create a sparkling effect on the garments. These embellishments are placed in such a way that they create an intrinsic web like pattern to create an intrinsic look. Aari work is more of thread and needle work; however, stones and other embellishments are used to add richness to the embroidery. Aari work is considered appropriate for all seasons as it can be done on velvet, silk, cotton, cotton silk, chanderi, and many other fabrics. This makes Aari embroidery products suitable for people of all demographics. Hand embroidery Aari work is used to create intricate designs all over the garment or on certain parts of the product to enhance its look.

PRESENT DAY SCENARIO

Aari work is considered as the most time-consuming needle and thread work. Today, with the help of advance technologies, Aari embroidery work can be completed in lesser time. Aari work designs on sarees are appreciated by women of all age groups. Aari work is done mainly on the body of the sarees, keeping the blouse plain. Similarly, Aari work on Kurt's is done with emphasis on the bodice and border which catches the eye of the observer. Aari work on dupattas also, looks alluring and grabs the attention of many.

MAKING OF AARI WORK

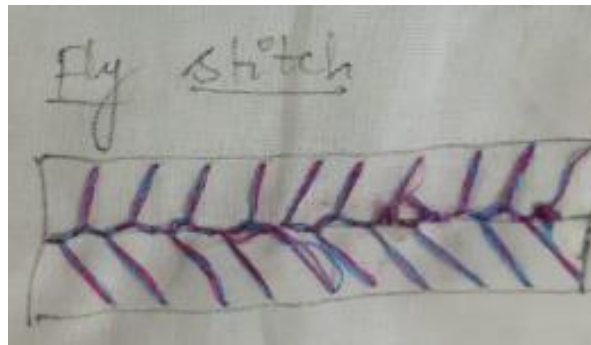
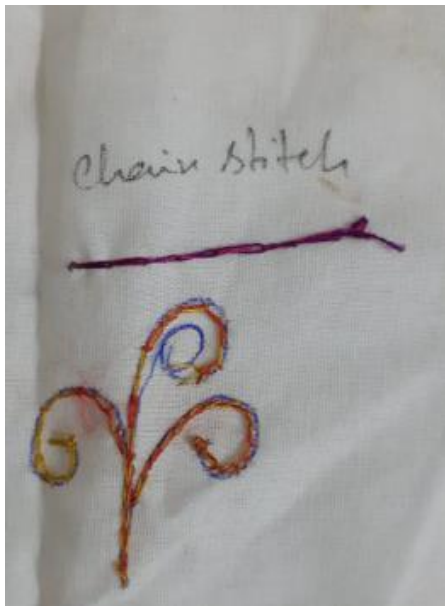
The fabric is first stitched tightly over the wooden frame to remove uneven folds of the fabric. Using a thick cotton thread, the fabric is sewn on to the wooden frame. This does not spoil the grip of the fabric and lets you form intricate patterns over the fabric. More often, zari, cotton, and silk threads are used to make Aari work embroideries. Fine patterns of embroidery are one of the main features of Aari work. Generally, craftsmen and artisans embellish the Aari embroidery work with sequins, stones and other embellishments to enhance the look of the embroidered patterns.

HOW TO STYLE?

Since this embroidery works well with all seasons, it has an increased demand across the globe. Traditional and ethnic jewelry goes well with Aari work garments. Sets like Kundan sets can be well paired up with such garments, forming

high acceptance for these embroidery techniques. Footwear with such garments needs to be chosen wisely. Stick to neutral shoes such as regular heels to decorate your outfit well.

My mentor taught us the basic aari embroidery stitches on 29th and 31st day, we have learned many different stitches. It was a different experience of aari embroidery. We have first learned to hold the needle and other basic instructions was given by the mentor like how to stitch with the needle and how to insert threads in the needle. I have learned basic stitches on these two days and it was a good experience.



CONCLUSION

This document contains the internship period I had from 20th May 2022 to 20th June 2022 at Dharshini's Bride O Café as a trainee. This document contains different aspects of experiences which I have got through internship period. Therefore, this contains basic information about the training establishment and descriptive information on the training and I got my opinions on the overall internship period considering the whole experience.

The internship program of the month May to June is one of the most memorable experiences in my life. During this internship period, I have got various experiences of real-life entrepreneurs and how they deal with their work in a professional way. My experience in this boutique for past 32 days of my internship has given me how the design industry works in a boutique. I have understood the work taking place in a boutique, and we have to face many failures before we succeed, and we have to stand out to be recognized in this business. From this internship I have learnt how to work with the knowledge and skills which I have learned in my college and how I have to work on my improving skills and to understand more. It has been a great experience which has helped me understand how much I have still to learn in this course.

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