



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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

www.sathyabama.ac.in

SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

INTERNSHIP DOCUMENT 2022

NAME OF THE STUDENT: M.SANDHIYA

REG:NO: 40105009

SEMESTER: V

BATCH: 2020-2023



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VIVA-VOCE EXAMINATION

This is to certify that the Internship Report (S105AINT) is the work of M. SANDHIYA 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.


R. Priyadharshini


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



External Examiner



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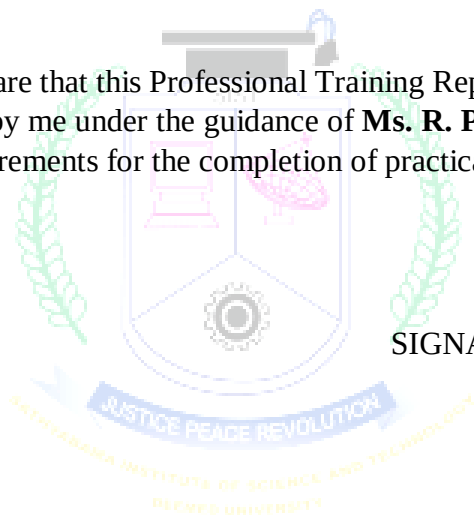
DECLARATION

I M.SANDHIYA hereby declare that this Professional Training Report for 32 days from 20th May 2022 to 20th June 2022 done by me under the guidance of **Ms. R. Priyadharshini** is submitted in partial fulfillment of the requirements for the completion of practical training session.

DATE: 26.07.2022

PLACE: CHENNAI

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.



BONAFIDE CERTIFICATE



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Ref: SHD/2022/05/14/A18

14 May, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. SANDHIYA. M**, Register Number **40105009** is a Bonafide student of our Institution pursuing **BACHELOR OF SCIENCE** in **FASHION DESIGN** during the academic year **2021-2022**. She will be completing the course in the year **2023**.

This certificate is issued for the purpose of Applying **INTERNSHIP**.

DEAN (STUDENT AFFAIRS)

Dr. G. SUNDARI, M.E., Ph.D.,

DEAN (STUDENT AFFAIRS)

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Jeppiaar Nagar, Rajiv Gandhi Salai

Chennai - 600 119.

INTERNSHIP OFFER LETTER





INTERNSHIP OFFER LETTER

Dear M. Santhya, Its our pleasure to offer u an internship program at Darshni's Bride O Cafe, T.Nagar branch. The purpose of this letter is to outline the terms and condition of the internship program interms of the rules and regulations to be followed.

Designation: Fashion Designer Intern

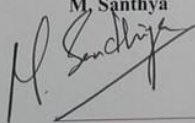
This position is offered to u from 20rth May to 20rth June 2022.

This position is unpaid, travel allowance would be given.

Terms and conditions:

- The intern is supposed to bring her laptop for work.
- To maintain the confidentiality of sensitive information about the company and the products.
- The company may extend the internship offer to six months based on performance.
- To confirm the internship, offer the candidate needs to sign below and send us a co, of it.

Looking forward to work with you

M. Santhya




T.Nagar Social Club, Panagal Park, T.Nagar, Chennai 600 017. Cell : +91 96001 83811

CERTIFICATE



Date : 24-06-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. M. Sandhya student of Sathyabama Institute of Science and Technology was associated with Temple the Designer Studio as an Intern from 20th May 2022 to 20 June 2022 She has gone through and learned the techniques of Cutting, Tailoring and Hand embroidery

She has the core values of Integrity, Humility, Empathy and Saralta Inculcated as an Intern of DARSHNIS BRIDE O CAFÉ

During her internship at DARSHNIS BRIDE O CAFE, we found her Diligent, Sincere and Hard working

We wish her all the Success in her future endeavors


M. Sandhya

For Darshnis Bride O Cafe



T.Nagar Social Club, Panagal Park, T.Nagar, Chennai 600 017. Cell : +91 96001 83811



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PROFESSIONAL TRAINING REPORT

1. **NAME OF BOTIQUE:** DHARSHINI'S BRIDE O CAFÉ
2. **ADDRESS & CONTACT NUMBER:** Shop No. 29, D.N.S. Plaza, First Floor,
No. 4, 5, Nageshwaran Rao Road, Panagal Park, T. Nagar, Chennai, Tamil Nadu
600017
3. **NAME OF THE STUDENT:** M. SANDHIYA
4. **DURATION:** 20/05/2022 -20/06/2022
5. **TOTAL .NO DAYS:** 32 days

Evaluation of performance 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 allotted marks by the department.

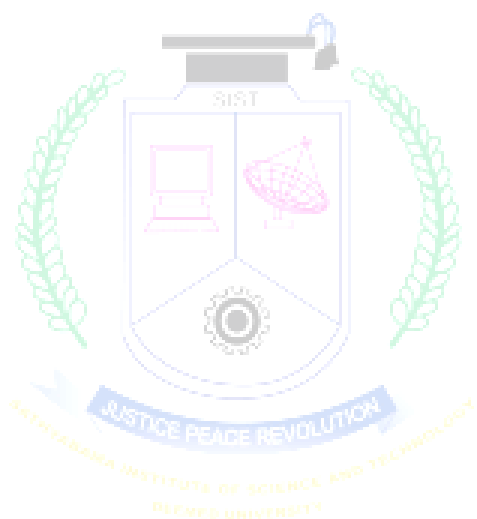
(Continue progress report of the trainee for the period of 32 days in the boutique to be submitted

to HOD by the Training in Charge the organization)

DESCRIPTION OF WORK	EXCELLENT	GOOD	FAIR	POOR	NA
Understanding Of Boutique Culture					
Handling Of Client's					
punctuality					
Coordinate With Other Workers					

Oral Communication					
Attitude					
OVER ALL PERFORMANCE					

Signature Of the Mentor:



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.

WHY? DHARSHINI'S BRIDE O CAFÉ

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. It has professionalism, quality, value. They deliver the products on time to the customers and they also maintain their quality of the work done by the workers. They understand to the customers' requirements and provide the design as per the fit. They also offer customized hand embroidery for the garments (salwar's, blouses). The company also Video Shooting Services, Photographers, Wedding Photographers, Stage Decorators, Wedding Decorators, Flower Decorators, Candid Wedding Photographers, Event Organizers for Wedding. The boutique has punctuality, excellence, quality, value, professionalism which made me apply to this firm.



WORK DIARY

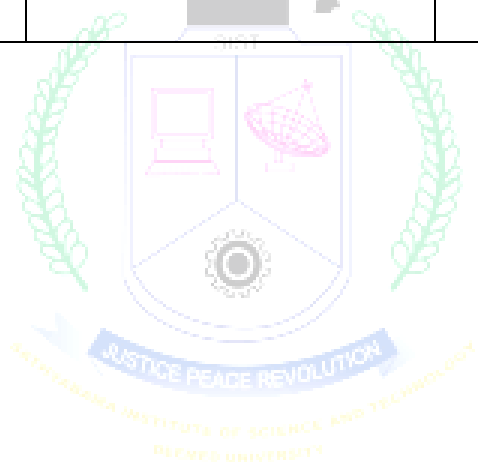
20/5/22	FRIDAY	Basic boutique introduction
21/5/22	SATURDAY	Boutique management
22/5/22	SUNDAY	Measurements learning
23/5/22	MONDAY	sales
24/5/22	TUESDAY	Boutique management
25/5/22	WEDNESDAY	marketing
26/5/22	THURSDAY	Pattern making
27/5/22	FRIDAY	Fabric sourcing
28/5/22	SATURDAY	Client handling
29/5/22	SUNDAY	stitching
30/5/22	MONDAY	Fabric sourcing
31/5/22	TUESDAY	sketching
1/6/22	WEDNESDAY	sketching
2/6/22	THURSDAY	Pattern making
3/6/22	FRIDAY	sketching
4/6/22	SATURDAY	Fabric sourcing
5/6/22	SUNDAY	Boutique management
6/6/22	MONDAY	Client handling
7/6/22	TUESDAY	sketching
8/6/22	WEDNESDAY	marketing
9/6/22	THURSDAY	sketching
10/6/22	FRIDAY	Boutique management
11/6/22	SATURDAY	Pattern making
12/6/22	SUNDAY	Fabric sourcing
13/6/22	MONDAY	customization
14/6/22	TUESDAY	Fabric scouring
15/6/22	WEDNESDAY	Material scouring
16/6/22	THURSDAY	sketching

17/6/22	FRIDAY	embroidery
18/6/22	SATURDAY	sketching
19/6/22	SUNDAY	embroidery
20/6/22	MONDAY	customization

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BASIC BOUTIQUE INTRODUCTION

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. 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. It is also known as a business serving a sophisticated or specialized clientele. 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, is known as boutique pricing. Boutique has various types of fabrics which one can select, match to his/her look and design in a garment. It also has semi stitched or full stitched ready to wear a fashionable garment. An individual could select them and alter it, if needed to provide good fit.

History of Boutiques

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 Quartier 206 in Berlin. Several well-known American chains such as Tiffany and Co., Urban Outfitters, Dash, and The Gap,

DHARSHINI BRIDE 'O CAFÉ DESIGNER BOTIQUE



Shop no:28, Ankur
Plaza, Ground Floor,
Kamalabai St, T.
Nagar, Chennai,

Tamil Nadu 600017



BOTIQUE MANAGEMENT

Sales and billing purpose of the clothes. And there was no data backup in that system. This application consumes more time and create confusion. So the overall concept about this system is that it manages all the work of the boutique i.e. the storage of products, customers information, selling of clothes and billing too.

PURPOSE:

Save details about customers. Make customer information management easier. This will make easy for customers to select designs according to their type and budget. Help save time.

PROJECT SCOPE:

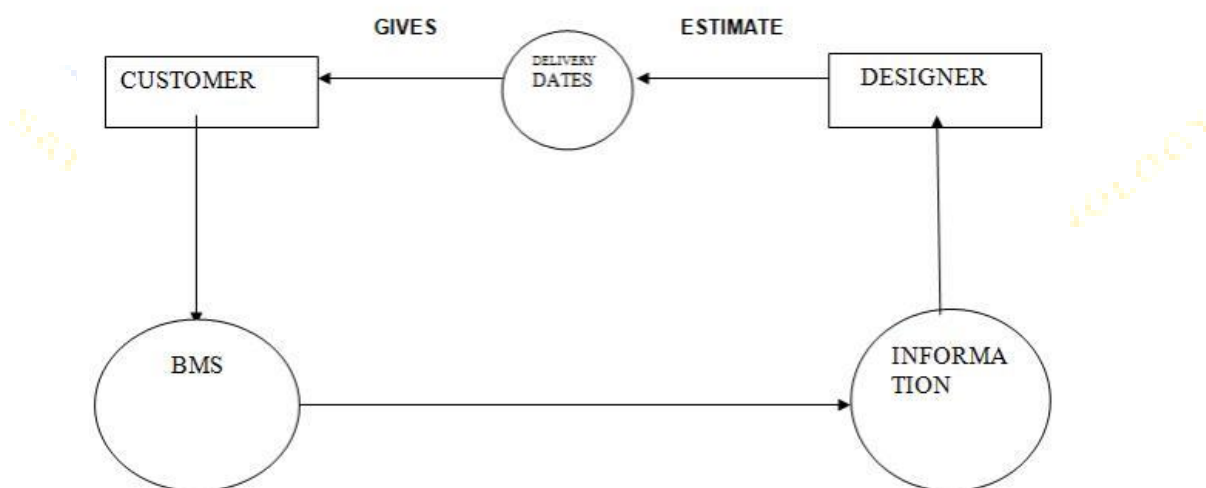
This project would be very useful for automation of customer measurements and details management. Further it can also be useful for day to day updating of customer information and new Stocks of Design.

PROBLEM DEFINITION:

This project allows fashion designers to manage their customer details. The details include contact information and measurements. This project would enable fashion designers to easily automate the management of customer measurements. It would make it easy for customers to select designs according to their type and budget. It asks admin to add in details about the customer. The details will be immediately view able once added to the program.

DFD AND FLOWCHARTS:

INPUT / OUTPUT FORMS AND DESCRIPTION:



Input forms: -Adding customer form: This form is for the registration of the customer. Adding products form: This will be used to add the products to the customer's wish list.

Updating product form: This is form where the customer can look up various products and view price.

Output forms: -Product form: – this form will contain the information about varieties of clothes available in the boutique. Employee form: -This form will contain the information about the employees working in that boutique. Customer database management: The details of the customers like name, clothes purchased and many more details can be maintained through the use of this application. Garment database management: The details of the garments that are available in the store must be updated from time to time. Supplier database management: The details of the suppliers like name, contact and many other details can be stored through the use of this application. Report generation: The detailed report can be generated through the use of this application with great ease. Bill generation: The bills for the garments that are purchased by the customers can be generated through the use of this application.

Sales: The total sales that has taken place on the particular day or month can be updated easily through this application.

SYSTEM DESIGN

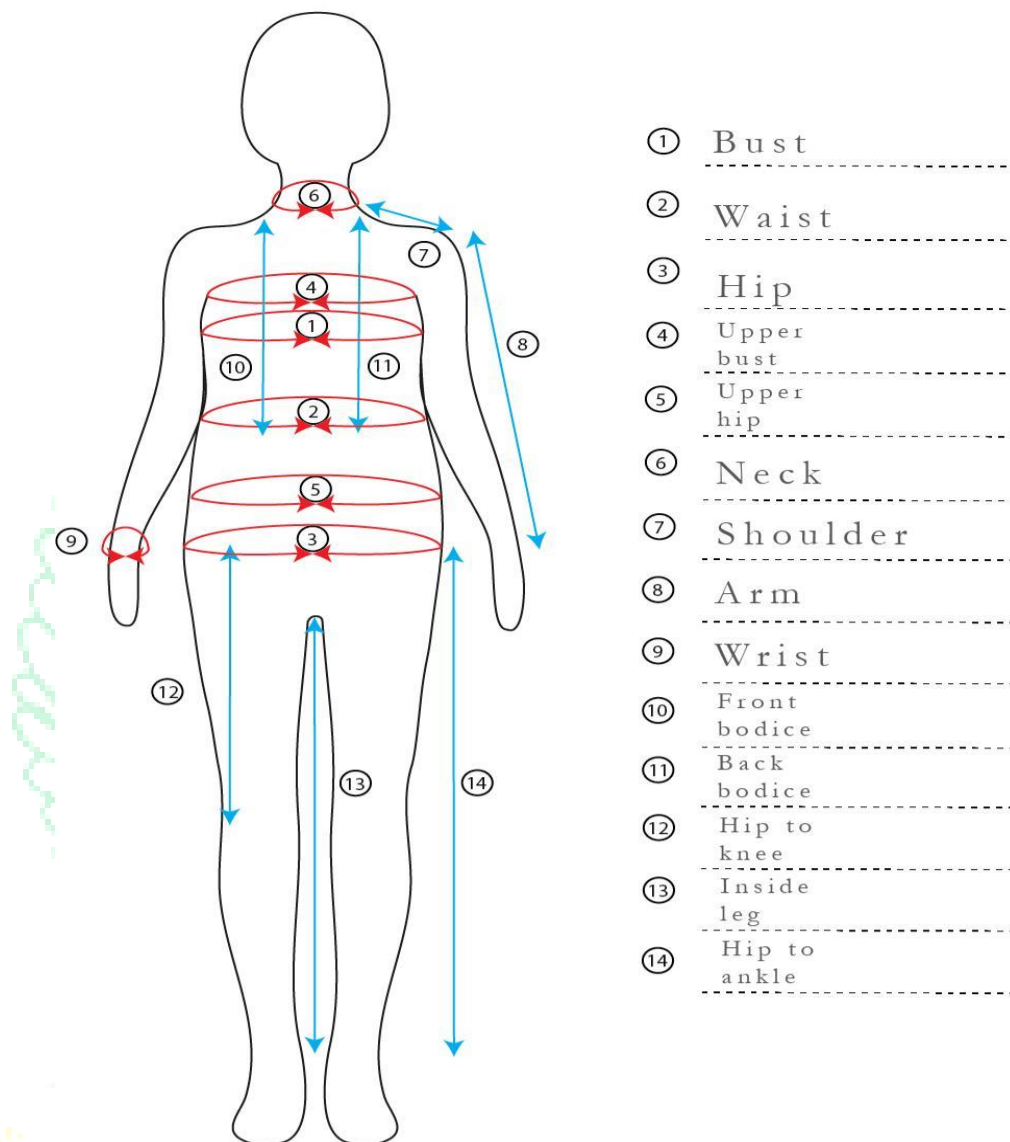
System Design is the solution to the creation of a new system. This is the important aspect made up of several steps. The complete, efficient and successful system should provide the following in succession: From where should we start Where we have to go Where should we stop If the project is to be successful, we will need answer this question. The answer of these questions is schema manner and is known as system design systematic manner will be followed so as to achieve beneficial result at the end. It involves starting with a vague idea and ultimately developing it up into a useful system. The design phase is transition from a user oriented to a document oriented to the programmers. Software report can be broken into a series of steps starting with the basic ideas and ending with the finished project. The steps for the successful project are as follows: We should define problem completely and the goals should be known before our destination. In the next step, we should specify inputs and outputs of our interest Then the structure of various database should be designed which will be used during the Programming. Next, we should design our programs of user friendly nature and always provide a way to the user to read back the origin if he/she find any complex problem at any stage We should know the function of each and every program which will leads us to or helps us to read at the specified goal. Then we write these individual programs which later on joining solve our problem Next step involve then testing of these programs and correction – if necessary At last, linking all the programs in a well-specified manner and combining in the form of amen, submenu etc. will be our defined problem. Out of these defined steps, few of the major steps will res

MEASUREMENT LEARNING

Body measurements refer to measuring the actual person (or people) who will wear a garment. These are different from garment measurements and can be taken manually or purchased from different body data services. Many body measurements are important to building a balanced, well-fitting garment. Some of these measurements are more important – we'll call them “Key” or “Primary” measurements, while others – called “secondary” measurements, are still a factor in pattern creation, but are less essential to the fit of the garment.



body measurement chart



- ① Bust
- ② Waist
- ③ Hip
- ④ Upper bust
- ⑤ Upper hip
- ⑥ Neck
- ⑦ Shoulder
- ⑧ Arm
- ⑨ Wrist
- ⑩ Front bodice
- ⑪ Back bodice
- ⑫ Hip to knee
- ⑬ Inside leg
- ⑭ Hip to ankle

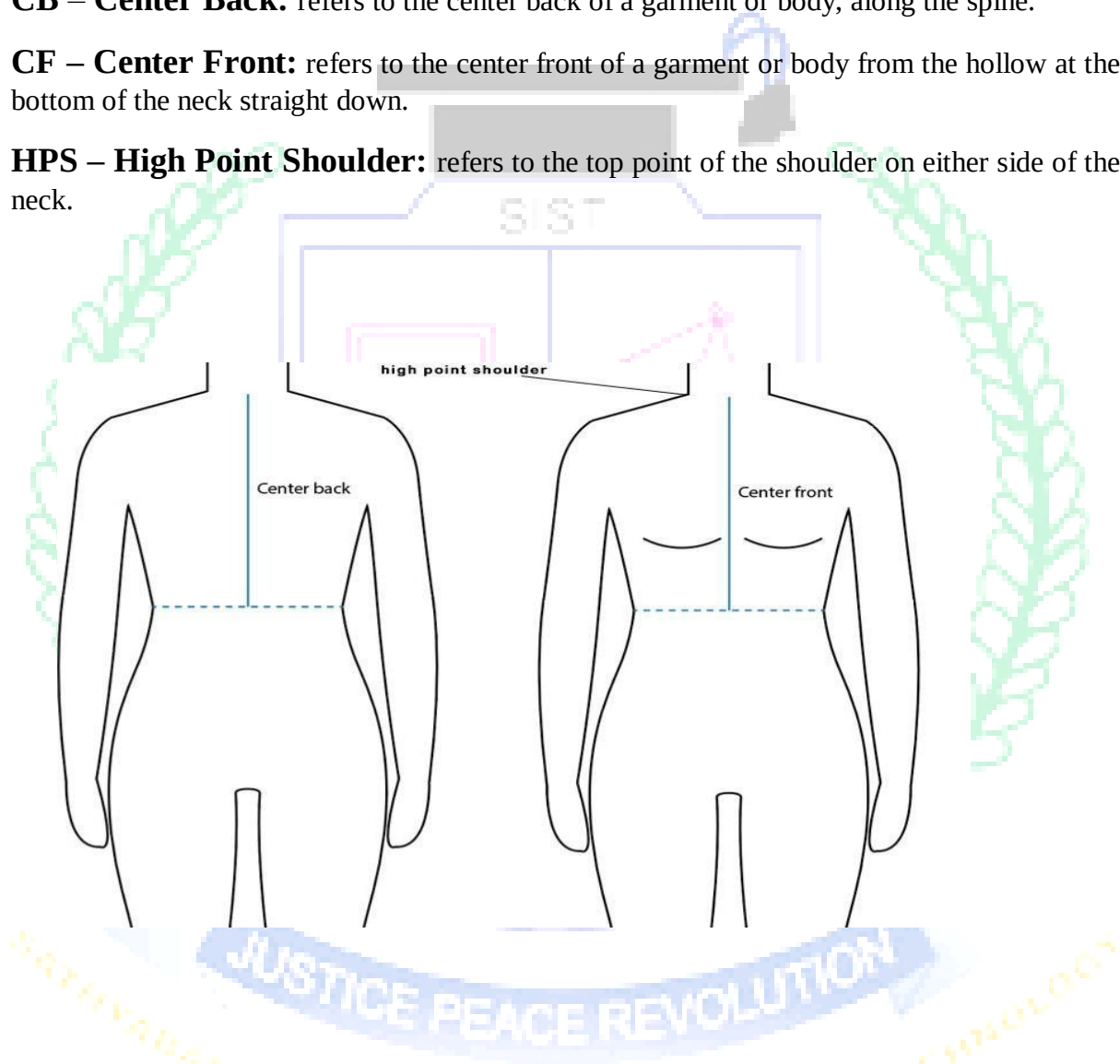
Even if you are purchasing existing body data in order to create your patterns, you'll likely still be fitting on fit models, so it's important to know how to manually take measurements. To start with, you'll need to make sure you have the right tools. Flexible measuring tape (the longer the better – especially if working in tall or plus sizes). A second flexible measuring tape with hook and eyes or snaps or a string or ribbon to mark the natural waist. A digital or physical copy of a measurement sheet like this one to track notate the measurements. You'll also want to make sure that the person you're measuring is either wearing well fitting undergarments, or for the comfort of the wearer, they can wear a light, non-compressive pair of leggings and a light, non-compressive tank top. If you're measuring for a custom garment for a special occasion (such as a formal gown, wedding dress, tux, etc.) you will want to ensure your model is wearing the same shoes and undergarments they will be wearing with the garment as these things can affect

the fit. You want your model to stand up straight, with shoulders and hips parallel with the ground and feet about shoulder width apart. For circumference measurements, you'll want the pull the measuring tape snug, so there is no slack, but not so tight that it distorts the body measurement by pushing or reshaping tissue.

CB – Center Back: refers to the center back of a garment or body, along the spine.

CF – Center Front: refers to the center front of a garment or body from the hollow at the bottom of the neck straight down.

HPS – High Point Shoulder: refers to the top point of the shoulder on either side of the neck.



Chest: Measure the circumference of your chest. Place one end of the tape measure at the fullest part of your chest, wrap it around (under your armpits, around your shoulder blades, and back to the front) to get the measurement.

Waist: Measure the circumference of your waist. Use the tape to circle your waist (as a belt would) at your natural waistline, which is located above your belly button and below your rib cage. (If you bend to the side, the crease that forms is your natural waistline.) Don't suck in your stomach, or you'll get a false measurement. If you generally fasten your clothes below your waist, take that measurement as well.

Hips: Measure the circumference of your hips. Start at one hip and wrap the tape measure around your rear, around the other hip, and back to where you started. Make sure the tape is over the largest part of your buttocks. Because making sure the tape is level back there can be hard, do it in front of a mirror if you can.

Inseam: This is the distance from the uppermost inner part of your thigh to the bottom of your ankle. You can measure your inseam in two ways.

With help: While you're wearing a pair of pants, have a friend stretch the tape from your crotch to the bottom of your ankle.

Without help: If you have a pair of pants that fit you perfectly (they shouldn't be too loose around the waist), measure the inseam of the pants, again from the crotch to the hem.

Thigh: Measure the circumference of the fullest part of your thigh. Wrap the tape measure around your thigh from front to back and then around to the front. You may be tempted to by lowering the tape measure a few inches, but then you won't get an accurate measurement.

Upper arm: Measure the circumference of your arm. Wrap the tape measure around the widest part of your upper arm from front to back and around to the start point.

Sleeve length: Get help for this one; it's hard to do yourself. Place your hand at your waist (your elbow should be bent at a 90-degree angle). Then start at the middle of the back of your neck and measure to your shoulder, down your arm to the elbow, and then on to the wrist.

SALES AND MARKETING

Even if your boutique is in a location that sees heavy foot traffic, you can always increase your customer base by employing innovative marketing strategies. Before you develop a marketing plan, determine how much of your annual budget you can designate to advertising and promotion. It's possible to reach current and potential customers using relatively inexpensive techniques if your budget is tight.

Identify Your Target Market

Identifying your target market is crucial to a successful marketing campaign. Think about the characteristics your ideal customer might possess. For example, ask yourself if your ideal customer is male or female. What income bracket is your ideal customer in? What's the age range of your ideal customer? These questions will help you identify your target market. Once you've done that, you can create a mailing list of potential customers who fit your criteria. You can purchase a mailing list online that includes the addresses of potential customers who fit your preferred demographic. You can also purchase email marketing software online.

Marketing Plan for a Clothing Boutique



A clothing boutique is different from a normal retail clothing store in that it sells to a very specific niche market. The demographics for this type of store are narrowly defined. As such, its marketing plan must be carefully designed to appeal to its unique market.

Demographics of the Target Customers

The first criteria for a clothing boutique is to carefully define its target customers. It is key to know if the clothes will sell to teenagers who are looking for high-priced jeans with lots of holes or will the clothes sell to pregnant mothers who want to wear more fashionable maternity clothes. You must learn everything about your target customers and find out what will convince them to buy your clothing. How often do they buy and when? What is their lifestyle – are they traditional or trendsetters? What social media do they use, and what is the best way to communicate with them? Identifying the target market determines the types of promotion used. One way is to purchase a mailing list of potential customers in your geographical reach.

Products and Pricing Strategy

The clothes in a boutique must be different from those of the competition. Look at the products your competitors carry and look at their pricing strategies. You must have a unique

clothing style that stands out from the crowd and that brands your store as the place to go to for its particular designs.

Advertising and Website

The boutique's advertising should highlight the uniqueness of the store's merchandise. A boutique should have a consistent design for its logo and color scheme. This theme should be consistently used on mailings, signage and other marketing materials. Every business needs to have a website. This has become the norm for potential customers obtaining information on a business. Having a website is an excellent way to present a unique image for your boutique. It's useful as a product showcase and to demonstrate how they differ from the competition.

Sales and Events

Special events are opportunities to attract more traffic. Consumers are always interested in something new and different. Events could be promoted by regular mailings, emails to existing customers and ads in local newspapers and magazines. Coupons could be used occasionally, but not so often that they cheapen the image.

Exemplary Customer Service

Sales staff should be knowledgeable about the products in the store and understand how each piece of clothing is unique. Each item can have a story about its quality, construction, type of material and where it came from. Sales people in a boutique are more customer-friendly than sales staff in a big box store.

Set Sales and Profit Goals

To justify the cost of marketing and advertising, set sales and profit goals that must be reached. Identify products that sell the best and that have the highest profits. Occasionally, it may be necessary to overhaul your product line. Constantly evaluate the results of your marketing efforts and quantify the return on investment. A marketing plan for a clothing boutique involves identifying the target demographic and finding unique products that meet their interests. The owner of a clothing boutique needs to constantly search for clothes that are hard-to-find and not available at the competitors' stores. An effective marketing campaign involves consistent promotion with mailings, flyers and ads in newspapers.

Branding and Online Presence

You must create your boutique's brand and image before you embark on a marketing campaign. This involves coming up with a logo and/or color scheme, among other things. Always be consistent in all marketing materials. For instance, if you mail flyers or postcards,

your logo and color scheme should be the same as your boutique's signage and all other marketing materials. If it's within your budget, consider hiring someone to design and create a website for your boutique. If you can't afford to pay a website designer, there are several free site-building options online. You don't have to have an online store. However, your website should have information regarding the type of products you offer and current or future sales events.

Partnerships and Local Media

Reach out to local businesses to create partnerships. Collaborating with non-competing businesses is a relatively inexpensive way to promote your boutique. If you sell candles or lotion, for example, consider partnering with a local hotel that offers romance or spa packages. Furthermore, you should contact your local newspaper about running an advertisement for your boutique. If you're in a city that has a monthly magazine featuring shopping and/or restaurant guides, contact the advertising department about running an ad.

Displays and Events



Window displays are important marketing tools, particularly if you're in a high-traffic area. Eye-catching displays that advertise clothing, accessories and sales events will likely attract new and existing customers. Your window displays should be consistent with your boutique's image. Hosting events in your boutique is another effective marketing technique. Consider hosting a party during which customers can win clothing or accessories. Think about hiring a local celebrity to attend your event. Check with your state or municipal government regarding requirements for a temporary liquor license. Most states grant businesses temporary liquor licenses for special events.

Improve the Sales in My Boutique

Whether your boutique carries clothing, accessories, beauty products, candles, housewares or stationery, the strategies you can use to increase sales apply to nearly all boutiques. Ultimately, you should focus on retaining loyal customers while attracting new ones.

Boutique owners have come up with unique ways to improve sales. For example, in 2009, the Alexandria, Virginia, Convention and Visitors Association promoted Alexandria Boutique Week, during which 50 boutique owners formed a co-op.

Personalized Customer Service

Staffing your boutique with knowledgeable, welcoming employees is crucial to improving sales. Customers like to feel important and cared for, so employees who can provide personalized customer service can help ensure a loyal customer base. Stress how important it is for your employees to remember repeat customers' names and preferences. To aid in this, you can create a file that details your customers' purchases. Your employees should review this information so they are prepared to suggest products they know specific customers will like.

Marketing and Advertising

A solid marketing plan can help boost sales at your boutique. Use any means at your disposal, particularly those that aren't prohibitively expensive. Ask customers if they're interested in mailers tailored to their individual preferences regarding product lines. If you haven't created a website for your boutique, consider doing so. It should provide information about sales events, temporary price reductions and in-store get-togethers.

Window Displays

Unique window displays will draw potential customers to your store. Your window displays don't have to be elaborate, but they should be creative and tailored to your boutique's appearance. Customers tend to enjoy seasonal displays. If you're operating on a relatively small budget, simply showcase seasonal inventory in an eye-catching way.

Subtle Upselling

Encourage your staff to upsell in a subtle way to avoid appearing pushy. A good approach is to select items such as small accessories and place them near the cash register. The items you select should be relatively inexpensive and complement the other products you sell. For example, if you have a fashion boutique, you might consider placing stylish coin purses, nail polish in chic colors or relatively inexpensive yet fashionable rings near the register for your customers to peruse while their purchases are being rung up.

Networking

Consider creating a network of boutique owners in your area. Other boutiques can recommend your store for specific items, and you can recommend theirs. This creates goodwill and can ultimately improve sales for your boutique and others in your business community. Also consider networking with other businesses in your market segment. For example, if you

sell children's clothing, network with special-event businesses to create a promotional sales package.

Considerations

Look for seasonal event opportunities. For example, if you have a clothing boutique, provide outfits for Easter, Christmas and other holidays. If your boutique carries luxury home products, get a booth at your local home show. You can also create a page for your boutique on a social networking website to post information about discounts and new products. You can engage your customers by inviting them to post pictures of themselves in clothing from your store and ask them to vote for their favorite products. Give customers who have joined your social networking page the opportunity to pre-order items before they are in stock

- Determine the target market you want your swimwear boutique to attract. Your boutique can specialize in fashions for women, only offer high-end designer brands or feature swimwear for any member of the family. Your target market will affect other decisions you make as you set up your swimwear boutique such as the types of brands you carry, your product pricing and the strategies and tactics you use to bring customers into your store. Come up with a name for your business, then visit your county clerk or department of corporations office to register your business as a legal entity. Obtain a reseller's permit that allows you to sell swimwear through your boutique.
- Work with your real estate agent to finalize a location for your swimwear boutique. Purchase insurance for the property you are leasing, as well as general liability insurance to protect you and your business from possible litigation
- Purchase supplies and equipment to finalize the layout of your swimwear boutique. From shelves to racks and display cases, you need to arrange the store so that it's uncluttered and your inventory is displayed to allow customers to readily browse through style and sizes. You need a cash register, credit card payment machine, mirrors and mannequins.
- Attend trade shows and look within your local community for swimwear designers, so you can select an array of brands and styles to carry at your boutique. Look for styles and designs that will attract your target market, then price the pieces accordingly. Include a mixture of bikinis, bathing suits, swim trunks, cover-ups and swimming accessories.
- Hire a designer to help you create a visual brand for your swimwear business, including a logo, website, business card template and signs. A website with online purchasing capabilities is essential if you plan to operate your business fully or partially online.

- Post advertisements on local job boards if you plan to hire sales associates for your swimwear boutique. Aim for individuals who have experience in retail sales. Train them so that they know how to interact with your clients and successfully close sales.

PATTERN MAKING

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 (Cooklin).

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).

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.

It involves the development of a fitted basic pattern with comfort ease to fit a person or body form. A sloper 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 .def. format.

The garment/apparel design Is not only sketching beautiful styles on paper, but there is also a lot more to it. It is a technical process that has evolved over the years. The garment manufacturing comprises of numerous stages such as product development, cutting, sewing, embellishments, finishing, and packing. The appearance and fit of a garment are highly dependent on each process. Product development is the most critical of garment manufacturing. If the garment is made correctly in terms of fit, style, color, and design at the initial stage, half the battle is won. A nice perfect fit contributes to the success of any style.

Today's customers have become more demanding and always looking for new styles and designs. If you know the possibility of designs that can be created through pattern development, a lot of opportunities can be encountered to design. Pattern construction is the base of the development of enormous garment designs.

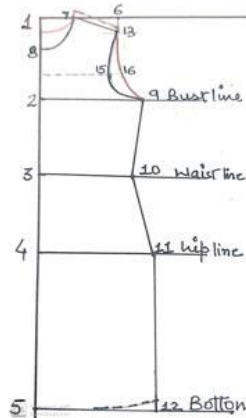
Fit approval is crucial for any apparel company. If things go wrong in making patterns the fit will be spoiled and you will not achieve what is required but with the efficient knowledge of pattern making, you can always reduce errors and save time which is required to succeed in today's competitive environment.

The Role of Pattern Makers in Fashion

BASIC SHIFT DRESS /TUNIC/KURTA

Measurements required (inches)

- Total Length(from HSP)-35"
- Across Shoulder -14"
- Shoulder slope -1.5"
- Across front—12"
- Across back—14"
- Neck width -6"
- Front Neck drop-3"
- Back Neck drop-1.5"
- Bust 8 inches below from HPS-34"
- Waist 15" from HPS -30"
- Hip 22 inches from HPS-38 "



- Square down and across from 1
- 1-2; mark bust line at 8"
- 1-3; mark waistline at 15 inches
- 1-4 ;mark hip line at 22 inches
- 1-5; mark total length at 35 inches.
- 1-6; $\frac{1}{2}$ of across shoulder=7"
- 1-7; $\frac{1}{2}$ of neck width =3"
- 1-8; neck drop =3"
- Join 7-8 with the curve line and draw neck.

FRONT

- 1-14: 5.25 down and draw a dotted line
- 14-15; $\frac{1}{2}$ of across front +0.5"=6.5"

- 2-9; $\frac{1}{4}$ of bust +0.75 (ease)= $\frac{34}{4}+0.75=9.25$ "
- 3-10; $\frac{1}{4}$ of waist + 1"(ease)= $\frac{30}{4}+1=8.5$ "
- 4-11; $\frac{1}{4}$ oh hip +0.75(ease)= $\frac{38}{4}+0.75=10.25$
- Join the points ,9,10 ,11
- Draw straight down from 11 and mark point 12 for bottom line.
- 6-13; 1.5 down for shoulder slope
- Now join 13, 15 and 9 to make the front armhole curve.
- BACK**
- 14-16; $\frac{1}{2}$ of across back + 0.5(ease)= $\frac{14}{2}+0.5=7.5$
- Join 13,16and 9 for back arm hole
- Back neck -1.5" down from 1 and join it with 6 for back neck curve
- Increase 0.5" from 7 and 0.5" from 13 Join the new point to create back shoulder line.

Pattern makers are the practical creatives of the fashion industry. While designers tend to get their heads stuck in the clouds with whimsical ideas and plans that will never pan out, pattern makers are tasked with the responsibility of making these dreams into products that can be mass produced or worn down the runway.

While clothing manufacturers are mere workhorses, pattern makers have to be imaginative even though they fulfil pragmatic roles. Designing a garment is one thing, but making sure that these designs can actually see the light of day is a pattern maker's unique responsibility. Pattern makers are to fashions as directors are to films; in the production of a film, it's the screenwriter's job to come up with amazing ideas and the director's job to make sure that all of the actors work together, and in the world of fashion, it's a pattern maker's job to make sure that designs on paper communicate properly tangible fabrics in the real world.

Influence of Iconic Designers

Many people envisage fashion designers as people who sit in studios drawing whimsical sketches for new fashion lines. However, there is so much more skill involved than this stereotypical outlook indicates. Designers not only have an eye for fashionable style, but they often possess a range of skills that can make a drawing come to life. These skills translate ideas on paper into real-world designs, and they capture how the wearer will think and feel when they choose the garment. These types of designers have gone on to become the greats of the fashion industry who we know and love today. So, what do these fashion designers possess that many do not? In short, they have specialized, skills such as pattern creation, that support the initial design work. Iconic examples of talented designers include Christian Dior. His creativity led him into a career in architecture during his early years. After his service in the war, he founded The House of Dior in 1946. One of Dior's most notable accomplishments was the creation of the "New Look." This infamous dress and skirt pattern was crafted to enhance the curvaceous silhouette of a woman. It attracted attention from all corners of the globe and still provides the foundations for many styles in modern fashion. There are a host of designers who also showcase impressive pattern making skills such as Gianni Versace and Yves Saint Laurent.

Types of Patterns in Clothing Manufacturing

The starting point in design consists of a flat drawing to get the basic outline and measurements for the fit. However, at this stage, this 2D illustration doesn't accommodate the curves and attributes of body shape. To tailor the clothing to the wearer, darts (or folds) in the clothing are created to give it shape. This concept also provides a basis for the ultimate fit including how the garment will feel and move with the body.

There are three techniques at this stage of production, which include:

Flat Pattern Drawing

This method takes a basic pattern and translates it into a 3D shape with muslin fabric, which is then transferred to paper. Flat pattern making helps to highlight the areas for movement and improves comfort for the wearer.

Each element above is complemented by darts to get the right shape. As fashions change each season, these basic outlines can be manipulated to fit new trends

1. Drafting

Drafting is often used to create initial designs. These designs are produced using standard sizing presets from factories or have been measured accurately using a fit model. This method is traditionally drawn on paper and has markings for ease allowance to complete the formation of the garment.

Fashion Draping

This style of pattern creation involves draping the muslin over a form (or mannequin) to create a 3D shape. After a designer has reached the desired look, this fabric is then transferred to paper for the final pattern. This method can be more expensive than other techniques. However, it gives a fashion designer an overview of how a garment will look before making the final decisions before production.

Seam Allowance

Seam allowance is another crucial aspect of the pattern creation process. Simply put, a seam joins two pieces of fabric just enough to cover the raw edges of the material. The measurement is vital for crafting a smooth finish. However, there are variances in the seam allowances for different styles of clothing.

The seam allowance in clothing manufacturing can differ. In commercial garment production, a seam allowance of 16mm ($\frac{5}{8}$ ") is commonly used. This measurement allows for alteration to the fabric to get the desired fit. It is also often suitable for a range of fabrics including loose weave materials.

Challenges in Pattern Creation

The production of clothing can be a complex and time-consuming process especially when changes are made during production. This may be caused by availability or a change in fabric, in which case the pattern will have to be altered.

It may appear that you can just use the same patterns as per the original design. However, even a slight difference in the material will lead to varying degrees of drape, shrinkage and give in the final product. By ignoring this alteration, you run the risk of producing ill-fitting and unsellable garments, which in turn will affect the bottom line.

Pattern Grading

Once you have the initial pattern for your garments, the next step is to create alternative sizing. This process is called pattern grading and involves making other sizes using your basic blueprint. Some manufacturers have standard guidelines for grading, and this is where you see common retailer measurements. For example, size 8 and beyond, sizes S, M, L, and so on.

Pattern grading doesn't have to be complicated once you have the basic outlines. However, there are two systems to determine the grading.

Draft technique: This system applies increments to the pattern draft as a whole.

Track technique: This grading applies increments to the individual pattern pieces and essentially alters section by section.

Pattern Cutter

As mentioned above, pattern creation is a highly skilled technique that supports the work of designers. Without this technical skill, fashion wouldn't be where it is today. Hiring a pattern cutter can help you bring your designs to life, and not only that, this vital part of design turns sketches into wearable products. One of the main issues that professionals face is a lack of understanding when it comes to this line of work. As it is a specialized area, designers often find it challenging that a pattern maker cannot completely translate a design into the prototype. Of course, there will always be tweaks and compromises as some styles will require adjustment to fit the needs of the consumer. Building a good relationship with skilled cutting professionals ensures a smooth transition in the design and production process. There are several benefits of hiring a pattern

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. creator: Experience of different pattern cutting methods

Knowledge of the production chain

Improve designs and wear ability of garments

FABRIC SOURCING

FABRIC SOURCING:

Fabric sourcing is the process of finding a supplier who produces the fabric you need and managing the supply chain and delivery to get the required goods on time, within budget and without any damage.

The basics of fabric construction

Understanding how fabric is constructed and what fabric type is best for the product you're designing is a crucial factor of the design process.

Knitted fabric

Knitted fabrics are usually lightweight, comfortable, and don't require much care to keep up their appearance. Knits tend to resist wrinkling making them a more popular fabric choice. Knitted fabric gets used when designing soft, comfortable tops, bottoms, and undergarments. Their elastic nature also works well for active clothing.

Today, knits are available in various fibers such as linen, silk, wool, Tencel, polyester, cotton, and cotton blends. There are two fundamental ways that knits get made:

A weft knit or hand knitted fabric is constructed with a single yarn that's looped to create horizontal rows. Each row gets built on the previous row.

A warp knit is made with multiple parallel yarns that are simultaneously looped vertically to form the fabric.

Woven fabric

Woven fabrics get made with two or more sets of yarns interlaced at right angles to each other and are constructed on a machine called handloom or power loom. Frequent characteristics of woven fabrics are opacity, abrasion resistance, and pill resistance. The higher the thread count, the higher the quality and strength. Uses for wovens include denim and formal pants, button-down shirts, and jackets.

Two classifications of woven fabrics are:

Basic or simple weaves include plain weave, twill weave, and satin weaves.

Complex or novelty weaves include, dobby weave, jacquard weave, pique (like a men's polo tee shirt), a



Determining the functionality of your clothing

Essentially, the way you want people to wear your clothing plays an integral part in how you source the fabric. If your products need to be long-lasting and will be used often for physical activities, sourcing a durable material that can be re-washed time and time again is

ideal. However, a high-end brand designing eveningwear would require extremely different standards and fabric specifications.

Narrowing down the functional and aesthetic aspects of the fabric will help you decide. Some of the main elements to identify when selecting fabrics include:

Wash ability

Stretch

Durability

Breathability

Colour-stay

Easy-iron

Costings

As mentioned above, order quantity will often affect the price of fabric. Alongside this, different types and origins of material also carry different values. The more complex fabric is to produce and source, the more expensive it becomes

Fabric width

Fabrics don't often come in a universal width. Each is different with handmade materials offering thinner widths while a wholesale supplier will provide wider sections. This aspect will affect cost and how much you can fit onto each section.

Visit trade shows

Trade shows are a great way to see a range of fabric suppliers in different niches. These shows offer a chance to see fabrics and trims up close to determine the right look for your brand. Attending shows can feel overwhelming especially as a beginner. However, researching the exhibitors and making a plan before you arrive, will prevent you wasting opportunities.

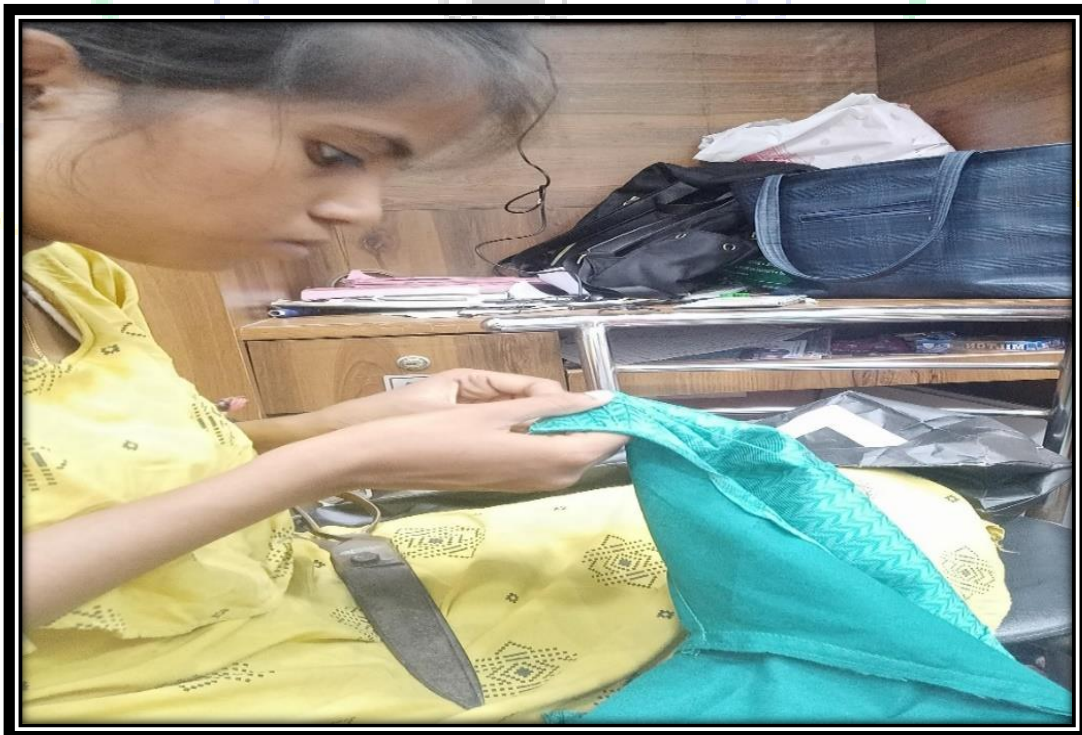
On 8th, 11th, 16th, 24th, 26th, day of my internship my mentor guided me through the product and Fabric in the retail shop. She thought us how To identify the fabric with its texture. We Went to many stores for sourcing the fabrics, Like Nalli, Ramachandran, Pothys, Sowkarpet Etc.

STITCHING

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.

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



SKETCHING

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 Bodega (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 refers to the action of altering a product or service to suit a person's or company's preferences or requirements. We can also use the term when we modify something for a specific task. In other words, we can use it when focusing either on customers or functions.

Advertising

In the world of online advertising, customization refers to targeting ads according to where the users are, who they are, what they have been looking at online, and perhaps also their age, profession, and their socioeconomic status. Advertisers want to target their ads. A company that markets lawn-mowers, for example, expects its ads to appear in gardening websites and not hairdressing or aviation ones.

Subscription-based streaming services

Streaming services such as Amazon Prime and Netflix try to find out as much as they can about your preferences. They do this partly by analyzing what you have chosen to watch and what part of the world you live in. If you are, for example, a Londoner, you would be extremely annoyed if you opened your Netflix home screen and saw five Russian TV shows, an ad for a Japanese movie in Japanese with no subtitles, and two TV series you had recently watched. Netflix and other streaming services customize their services to please viewers and boost customer loyalty. When users open their home screen, Netflix has customized its what it has to offer according to their preferences, and maybe even their age if it has that information. Customization is crucial for companies that offer subscription-based streaming services. Not only do we expect it, but we also get upset if our provider doesn't customize our home screen properly.

We increasingly expect or demand customization

In today's highly competitive marketplace, consumers and businesses want things their way. We all expect businesses to provide custom options. Put simply, we are becoming increasingly used to customization. In many cases, we have come to expect it.

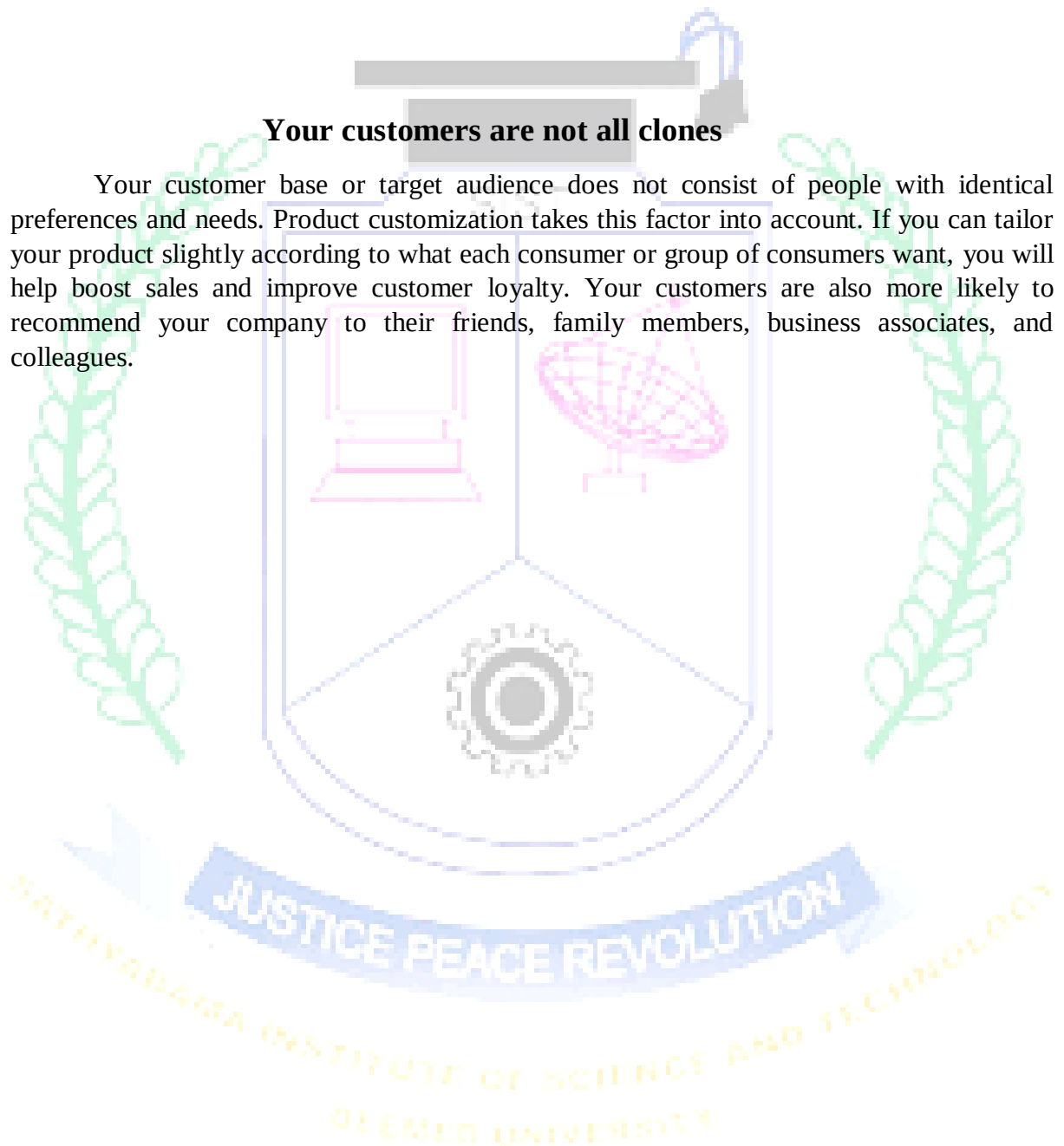
If you want your business to become competitive, you will need to be completely aware of what your consumers want. You will also have to keep a close eye on what your competitors

are doing. If you offer something much more specific to your target audience, customers, or prospects, your chances of succeeding will be much greater.

Customization is one feature you could offer that your customers would appreciate. If you don't but your competitors do, your business will struggle to survive

Your customers are not all clones

Your customer base or target audience does not consist of people with identical preferences and needs. Product customization takes this factor into account. If you can tailor your product slightly according to what each consumer or group of consumers want, you will help boost sales and improve customer loyalty. Your customers are also more likely to recommend your company to their friends, family members, business associates, and colleagues.





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. 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 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



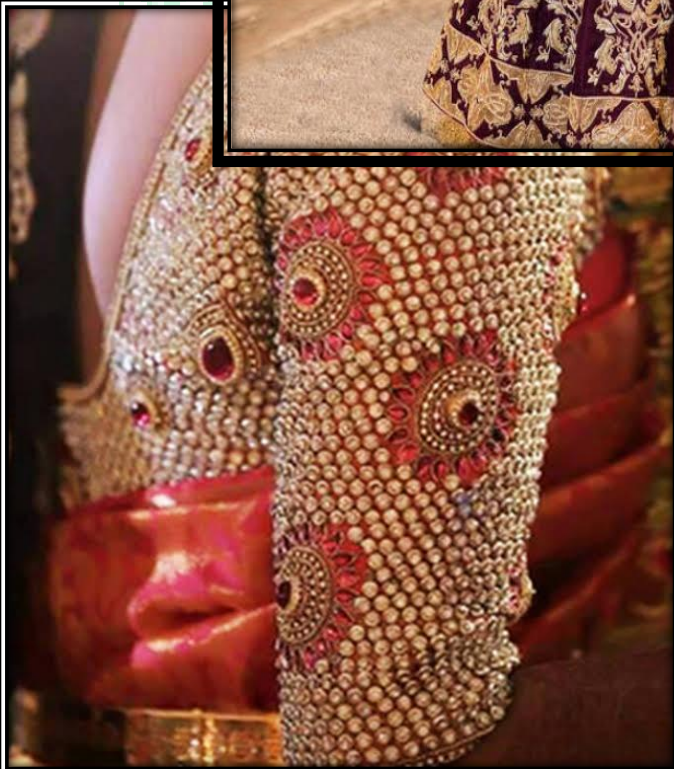
AARI EMBROIDERY

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 embroidery is one of the many forms of embroidery, originated in the Mughal era. Aari work is a type of embroidery work that is done by stretching the fabric tightly over a wooden frame. A pen like needle, that resembles a crochet needle is used to do the intrinsic Aari work. 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. 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.

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 let's 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 Kenan 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 decor your outfit well. My mentor thought 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 aari 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.