

INTERNSHIP REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE AWARD OF
BACHELOR OF SCIENCE – FASHION DESIGN

By

S.ARJUMAND ARFAA (41105001)



DEPARTMENT OF FASHION DESIGN
SCHOOL OF BUILDING AND ENVIRONMENT

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with “A++” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119

JULY 2023

SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT (S105AINT)

2023 – 2024

NAME OF THE STUDENT: S. ARJUMAND ARFAA

REGISTER NO : 41105001

SEMESTER : V

BATCH : 2021-2024



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DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT (S105AINT)

2023 – 2024

VIVA –VOCE EXAMINATION

This is to certify that the Internship (S105AINT) is the work of S.ARJUMAND ARFAA-41105001, during semester V, is a student of Fashion Design department had undergone training in FASHIYANA BOUTIQUE has been monitored by the continuous assessment from 11/05/2023 to 3/06/2023.

Submitted for Viva Voce examination held on: 06.09.2023

Mentor

Class Coordinator

Internal Examiner

External Examiner

Head of the Department

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



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DECLARATION

I S.ARJUMAND ARFAA hereby declare that the Internship (S105AINT) for 21 days from 11/5/2023 to 3/6/2023 done by me under the guidance of Ms. S.SAVITHIRI, is my original work and is prepared based upon the data and information collected during my internship period is submitted in partial fulfillment of the requirements for the completion of practical training session.

Date: 06-09-2023

Place: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in doing this Internship and completing it successfully. I am grateful to them.

I convey my thanks to **Dr. DEVYANI GANGOPADHYAY** Dean, School of Building and Environment for providing me necessary support and details at the right time during my internship period.

I express my deep sense of gratitude to **Mrs. S. KRITHIKA** Head of the Department, Department of Fashion Design, School of Building and Environment, for providing me the assistance and knowledge at the right time during the progressive reviews.

I admire, the great opportunity that has provided to us and all the elements that made a contribution toward my understanding throughout this period I would like to extend my sincere gratitude to **Mrs. SHABANA SALEEM** for giving me this wonderful opportunity of an industry internship program.

I would like to express my sincere and deep sense of gratitude to **Ms. S. SAVITHIRI** for their valuable guidance, suggestions and constant encouragement. Paved way for the successful completion of my Training.

Last but not the least, I would also like to thank all my **FAMILY MEMBERS, FRIENDS** and **RELATIVES** who shared their support to me during the Internship period.



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Ref: SHD/2023/04/24/43

24 April, 2023

BONAFIDE CERTIFICATE

This is to certify that **Ms. ARJUMAND ARFAA**, Register Number **41105001** is a Bonafide student of our Institution pursuing 2nd year **BACHELOR OF SCIENCE** in **FASHION DESIGN** during the academic year **2022-2023**. She will be completing the course in the year **2024**.

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

DEAN (STUDENT AFFAIRS)

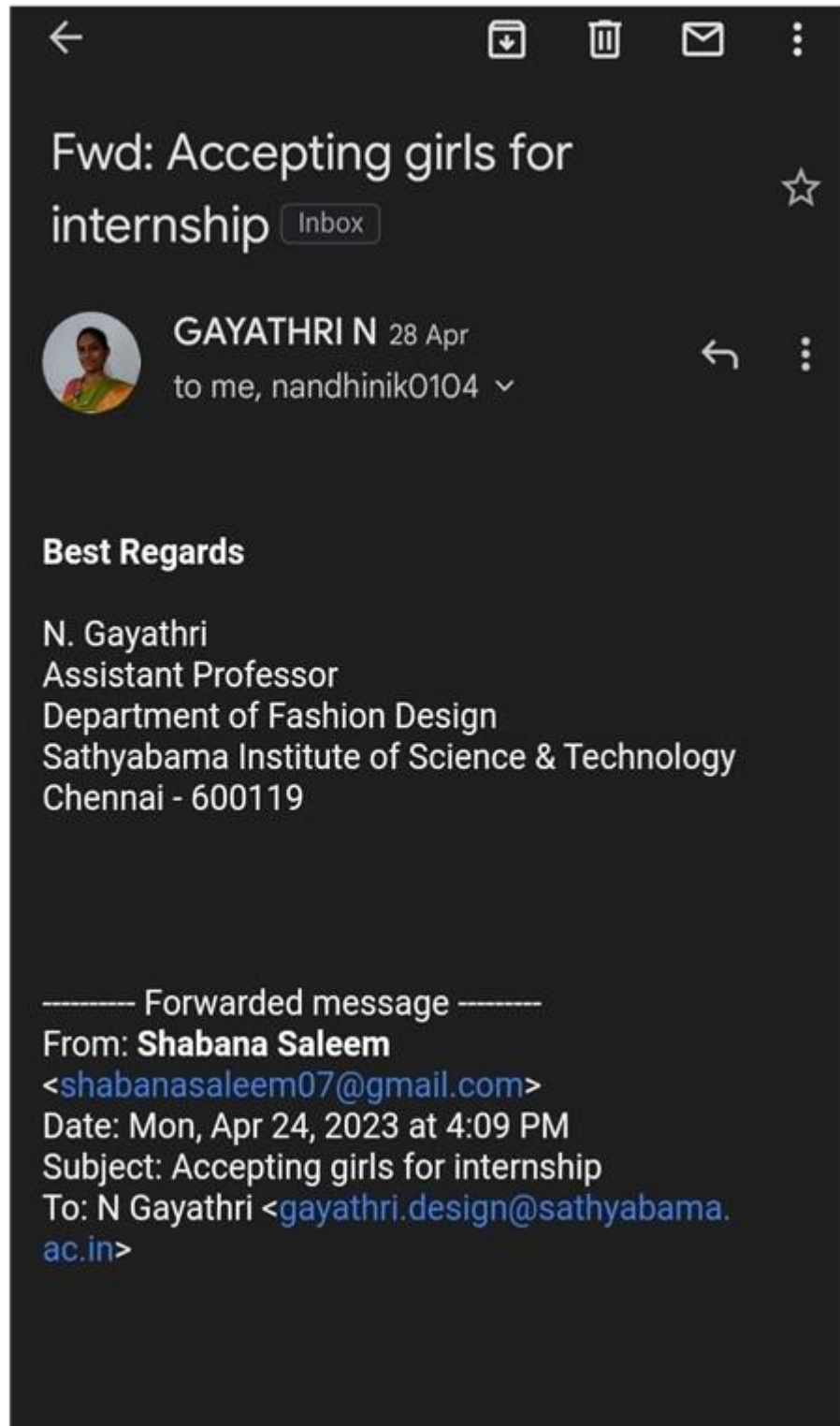
Dr. G. SUNDARI, M.E., Ph.D.,
DEAN (STUDENT AFFAIRS)

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Jeppiaar Nagar, Rajiv Gandhi Salai
Chennai - 600 119.

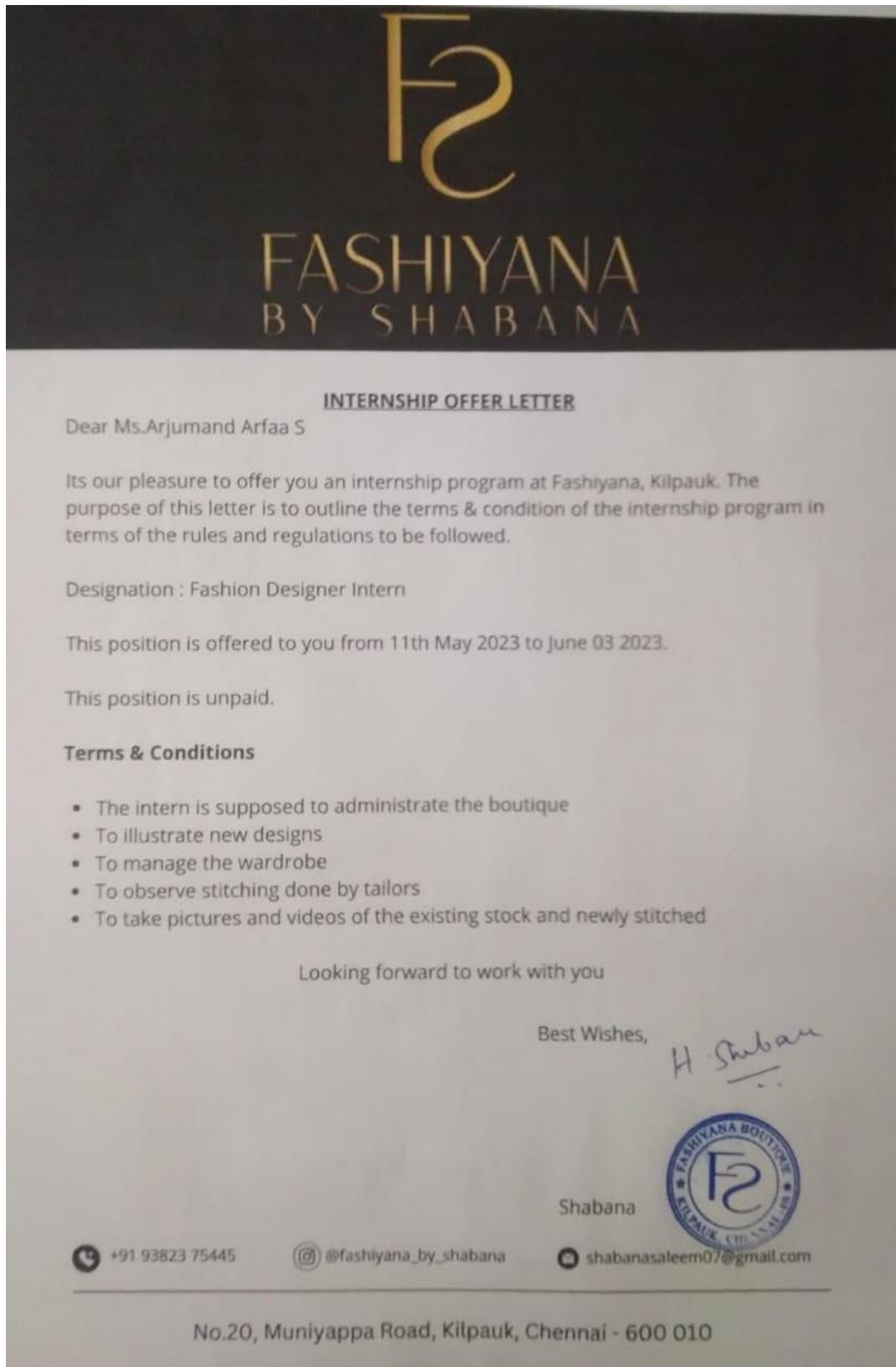
MAIL REQUEST FROM DEPARTMENT TO BOUTIQUE



MAIL ACCEPTANCE FROM BOUTIQUE



INTERNSHIP OFFER LETTER



PERFORMANCE APPRAISAL

DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT 2023

(Continuous progress report of the trainee for the period of 21 days in the industry to be submitted to HOD by the Trainee In charge of the Organization)

1. **Name of the Boutique** : Fashiyana Boutique
2. **Address** : No. 20, Dr Muniappa Road, Kilpauk, Chennai - 600010
(Near Ega Theatre)
3. **Name of the student** : S. Arjumand Arfaa
4. **Duration** : 11-05-2023 to 03-06-2023
5. **Total No. of days** : 21 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 40 marks by the department.

Description of works	Excellent	Good	Fair	Poor	NA
Understanding of Boutique Culture		✓			
Participation in the boutique		✓			
Handling the client's		✓			
Punctuality	✓				
Coordination With Other Workers	✓				
Oral communication		✓			
Attitude	✓				
OVERALL PERFORMANCE	Excellent				

Any other Remarks: Dedicated towards their work
very hardworking and understanding

Signature of the Head of the Office:



INTERNSHIP DETAILS

1. INDUSTRY / ORGANIZATION: FASHIYANA BOUTIQUE

Mentor Name : SHABANA SALEEM

Designation of the mentor: Design In charge

Contact Number : 09382375445

Address : New no.20, old no.28/1, Dr.Muniappa Rd, Kilpauk,
Chennai, Tamil Nadu-600010

2. INSTITUTION: SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

Mentor Name : Ms. S. SAVITHIRI SUBRAMANIAM

Designation of the mentor: Assistant Professor

Student Name : S. ARJUMAND ARFAA

Department : Fashion Design

Address : Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai- 600119
Tamil Nadu,INDIA

1. DAILY REPORT

S.NO	DATES	WORKDONE
1	11.5.23- 12.5.23	First day of the internship, got introduced with everyone, learnt about type's fabric, how to take Photos for the display and how to display of products.
2	13.5.23	Observed to take measurements, manage customers' orders, learnt about the pricing of stones used in aari embroidery.
3	15.5.23	We did the hemming work in customers' orders given by the mentors, observed the design and collection in the boutique, worked with the mentors in customers' orders.
4	16.5.23	Observed how to attend the customers, how to communicate with them etc...Learnt to use lining materials before stitching process.
5	17.5.23- 18.5.23	Learnt about the terms used in the boutique for measurements, observed the process of pattern making.
6	19.5.23- 20.5.23	Observed the stitching process of customer orders, learnt to fix price for the orders, learnt to choose material for aari embroidery.
7	22.5.23	Interacted with the staff members, visited another branch of the boutique, and observed the stitching process of Pakistani suits, gowns, and bridal lehengas.
8	23.5.23	Learnt about types of over lock machine, learnt to do basic chain stitch in aari embroidery. Observed the way they handle the staff members, assisted our mentor in do here designs

9	24.5.23- 25.5.23	Different types of pattern laying, depending on the fabric, learnt about the care and maintenance of machine
10	26.5.23- 30.5.23	Interact with the Customers, managed customers' orders, explain the design and style to the cutting master, and to the karigar and did sketching for the required design.
11	31.5.23	Observed the process of sourcing, went for the sourcing.
12	1.6.23- 3.6.23	Learnt about how to use Social media activity and visual merchandising, learnt about the boutique management worked on a design under the guidance of the mentor

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2. INTRODUCTION

This internship report aims to serve as a valuable resource for the boutique's management, providing actionable insights to strengthen boutique operations and deliver an exceptional customer experience. The knowledge gained from this internship experience will undoubtedly contribute to future career endeavors in the retail and fashion industry. This internship report presents a comprehensive overview of the experience and contributions during the internship period at a boutique specializing in high-end fashion and personalized shopping experiences. The internship was undertaken to gain practical insights into boutique management, retail operations, and customer service, with the primary objective of enhancing the overall boutique performance and customer satisfaction. The report begins by providing a brief introduction to the boutique and its background, including its niche market, target audience, and key competitors. It outlines the internship's goals and objectives, emphasizing the aim of identifying areas for improvement and implementing strategies to optimize boutique operations.

3. COMPANY PROFILE

FASHIYANA BOUTIQUE



Figure.no.1

Logo of the boutique

3.1 ABOUT

Fashiyana Boutique's journey began in 2017 with the aim of empowering women in our community who were often expected to stay at home and focus solely on household work. This traditional mindset often resulted in the hidden talents and aspirations of these women going unnoticed and untapped.

Recognizing this untapped potential, Fashiyana Boutique took the initiative to create a platform where community women could break free from societal norms and explore their talents, passions, and ambitions. By providing support, resources, and opportunities, Fashiyana Boutique empowered these women to make their mark in the world and bring about positive change.

Through your initiative, you helped these women overcome the barriers and limitations imposed by society, enabling them to develop their skills and pursue their dreams. By doing so, you not only empowered individual women but also contributed to the larger cause of gender equality and women's empowerment.



Figure.no.2

Display of garment



Figure.no.3

Banner of the boutique

3.2. ACHIEVEMENTS

The owner of Fashiyana Boutique has achieved remarkable success in the fashion industry, receiving three prestigious awards as the Best Designer from Iris Glam Studio. These accolades recognize her exceptional talent and dedication to empowering women through fashion. Additionally, Fashiyana Boutique's partnership with Iris Glam Studio further cements their reputation as a leading force in the industry, showcasing their ability to create unique designs while promoting inclusivity and empowerment. They have got 8 awards.



Figure.no.4

In nova preneur award



Figure.no.5

11th Iris face of Chennai

3.3. PLACE

Located in Chennai



Figure.no.6

Google map



Figure.no.7

Display in the boutique

3.4. ADDRESS

New No.20, old no.28/1, Dr.Muniappa Rd, Kilpauk, Chennai, Tamil Nadu -600010.

3.5. OUR VALUES

3.5.1. TEAM WORK

3.5.2. EXCELLENT

They thrive to give the best solution with their product & service.

3.5.3. INNOVATIVE

Continually develop new products and services to be a market leader.

3.5.4. INTEGRITY

Reliable and committed to give the best service.

3.5.5. SIGNIFICANT

Create positive impacts to people around us including all stakeholders



Figure.no.8

Working on aari embroidery

3.5.6. INNOVATIVE

Continually develop new products and services to be a market leader.

3.6. PASSION

Fashiyana Boutique's passion lies in empowering women and providing them with the opportunity to make a mark in the world. The boutique's founders and team are deeply committed to breaking societal barriers and challenging traditional norms that confine women to limited roles. Their passion stems from the belief that every woman has unique talents and aspirations that deserve to be recognized and nurtured.

Through their work, Fashiyana Boutique strives to create a platform where women can explore their creativity, express themselves through fashion, and gain financial independence.

3.7. PRODUCTION

Fashiyana Boutique specializes in Aari work, bridal lehenga customization, Pakistani suits, saris, semi stitched materials, materials and tailoring services. Aari work is a traditional embroidery technique that involves intricate handwork using a hooked needle, creating beautiful and intricate designs on fabric. Fashiyana Boutique's expertise in Aari work allows them to create stunning embellishments and intricate patterns, adding a touch of elegance and craftsmanship to their garments. The boutique also specializes in bridal lehenga customization, understanding the significance of a bride's attire on her special day. They work closely with brides to bring their dream designs to life, taking into account their preferences, style, and cultural influences.



Figure.no.9

Aari embroidery blouse



Figure.no.10

Patch work stitched material



Figure.no.11

Cut wok design



Figure.no.12

Instagram post



Figure.no.13

Instagram post

3.8. SOCIAL MEDIA ACTIVITY

- Available in Facebook, twitter, instgram and whats app.
- They update their collection in social media in daily basis.
- Online shopping- done in what Sapp and instgram for world wide.

4.INTRODUCTION TO BOUTIQUE

A boutique (French: [butik]) is a small shop that deals in fashionable clothing or accessories. The word is French for "shop", which derives ultimately from the Ancient Greek "storehouse". Any small, exclusive business offering customized service:

- A boutique retail store is a business that specialized in a very limited range of exclusive items, often with a focus on quality instead of mass producing cheap items.
- 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.



Figure.no.14

Display of products



Figure.no.15

Pakistani suits

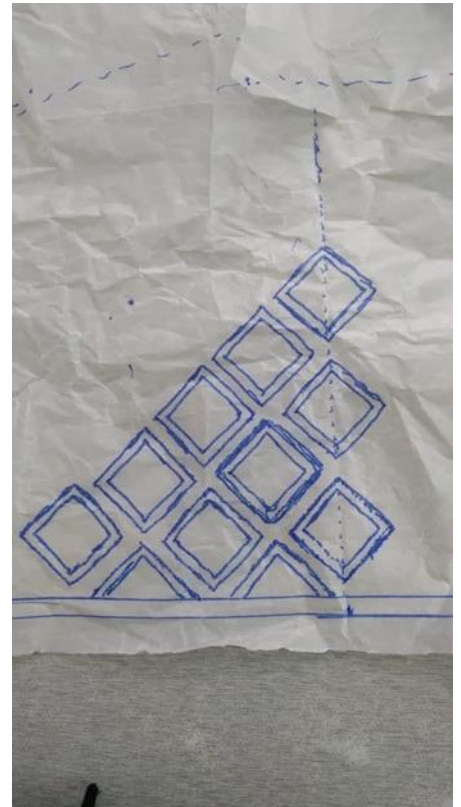


Figure.no.16

Pattern for aari embroidery

- A boutique is a small shop that specializes in a distinct type of merchandise, usually a Particular style of apparel, 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. 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.
 - The term boutique entered into everyday English since the late 1960s Boutique does not have a long history in Nepal. Its history can be traced to a decade only. 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.
 - 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.
 - Participating in fashion shows boost the aspect; Audiences get aquatinted with the boutique, hence, they are to buy .and place-order for the clothes.
 - Advertisement through television, films and verbal media (now a day's all the boutiques use instgram as their main source, because most of the population use instgram in their daily routine, mostly youngsters who always like to try new out fits and like to be in trend, they always post new, new updates through which the customers get attracted) 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.
- Promoting a service or product online.
 - Selling a service or product.
 - Providing product support or client service.
 - Establishing complete awareness and company identity.



Figure.no.17



Figure.no.18



Figure.no.19

Display of products in the boutique

Without effective advertisement, customers are not aware of the boutique and its products. Besides, another aspect is designer-should always fulfill customer satisfaction (Now –a- days many people use to give orders based on customization, they bring a design or they ask to show the collection what the boutique have, few customers tell to execute the order as shown, and few tell few changes, or similar design to bring as the output, it depends on customers order) 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. Movies use designers, so people are aware of latest style and copy the dresses of the “film stars” .Another is magazine advertisement from which people copy the dress of their choice. So, advertisement has great impact to the customers.
- The boutique with good marketing system can export its product to international market. There are many boutiques, which take orders from customers of other countries, stitch the dress and export the finished garments. It is not conducted on mass production scale but exported in sizable quantity and quality of products.
- Boutique owner should always think that the competitor is ahead and should make marketing strategy and policy after studying the marketing strategy, policy and distribution channels of the competitors.

The reason why the consumer choose boutique because the level of specialization .this business allow customers to seek out a store that specializes in exactly what they want, whether that is little black dress or an advertising firm that specialized in the line of business, are mostly like to get to know consumer. Instead of being in a crowd, consumers can get personalized.

5. GENERAL PROBLEMS FACED IN BOUTIQUE

- Clothes way out in this world for many years in our society, we do have outfitter's meet out our clothing demand for a long time. As our society is changing and is modified by western culture we are more curious to visited boutique as it is a new springing up.
- Boutiques have many problems to deal with regarding capital, inventory space, customer satisfaction, store space, time management. People usually buy readymade garments that are much cheaper than boutique, People are scared to enter boutique because they think they cannot afford it Competing with e commerce, the expectations of consumerism, change to high street spending habits ,manpower, resource , outsource the laborious work, customer relations, finances for fixed assets and working capital etc..
- Boutique retail store are still a viable business potion, but only if we can overcome these common challenges.

6. DISPLAY OF PRODUCT

The main reason for product display is to attract customers.

6.1. Tell your story with window displays and focal points

- Your window display is a customer's first impression of your shop and your brand. Window displays should attract attention, speak to a specific lifestyle, be consistent with your brand's messaging and color palette, and invite people to come inside to learn more Once inside your store, your display should guide customers towards focal points where your most popular and profitable products are found. Think about traffic flow, how many focal points you want, and whether there's enough space for customers to gather at each focal point
- ON THE 1st DAY OF THE INTERNSHIP, REARRANGED THE BOUTIQUE AS PER MENTORS GUIDANCE.

6.2. Play around with colors

- The right color palette can make all the difference in a product display. Try to limit your color palette to one main color and two or three accents to avoid a busy or overwhelming space, and remember to be consistent with your color scheme across all channels to build brand awareness.
- Gather inspiration by looking at the packaging of your products to see if you can identify common color themes across products. For example, if you notice a lot of pastels, neon shades, or black and white packaging, you might choose two or three complementary shades that pull it all together.

- A neutral or white background can also have a calming effect and let the products speak for themselves. When putting together your display, try to avoid placing too many similar products together. Colors can make or break your retail displays, which is why it's essential to select the right color scheme. A big part of this will be driven by the colors of your products. If most of your items are come in pastel shades for instance, then those colors will be quite common in your displays.
- That being said, how those products are displayed together matters a great deal. There are various ways to mix and match colors, so have a think about how you'll do it in your displays. This resulted in a clean and sleek looking display, which encourages shoppers to pick up the items and take a closer look.

6.3. Immerse customers through touch and smell

Draw on your customers' senses by putting together displays that encourage them to engage with products by smelling, touching, or picking them up.



Figure.no.20

Display of products to the client



Figure.no.21

Display of semi stitched material in the stall

6.4. Keep things fresh and seasonal

- Customers are more likely to return frequently if they know they'll see something new on each visit. Keep a calendar of events, holidays, new inventory dates, and seasonal changes that might influence your in-store merchandising and keep some decor items and supplies on-hand so you're prepared. Seasonal plants can also make displays more attractive and create a pleasant shopping experience in the right retail environment. You can also refresh your product displays when you have new products to get your customers excited about what's in store.

6.5. Get creative with your shelving

- When it comes to creating a unique display, you don't have to rely just on traditional shelving. Instead, try new and creative ways to build your display. Try hanging products like tea towels or greeting cards on a clothesline, using benches or wooden crates as shelves, or installing floating shelves throughout your store. Display smaller items in trays or baskets, and use a decorative wall ladder to drape clothing, towels, and bandana
- An overcrowded store can be an uninviting store. Consumers tend to associate open spaces in retail environments with higher value, so avoid overstuffing your shelves and racks. Instead try to make the most of your space, prioritize cleaning and organizing, and ensure that customers of varying heights can see all the merchandise. Tidying up and DE cluttering will always make your retail environment more pleasant for everyone and more.



Figure.no.22

Dressing the body foam



Figure.no.23

mother and daughter combo

6.6. Remember that less is usually more

- Encourage people to touch and feel your products
- In a survey by Ripen e Commerce, they found that the top reason people shop in brick and mortar stores instead of ecommerce is that physical retail enables shoppers to touch and feel items in person.
- Create displays that encourage people to touch and feel for you products. If your items are sitting on a shelf or a table while still inside their respective boxes, you could be missing the chance to connect with your customers.

- Use plants in your shop display shaving more “green” displays clearly has some benefits, so consider incorporating plants into your designs. For inspiration, look no further than home ware retailer Harper & Grey House. Plants are a staple in their displays and the greens do a tremendous job in accentuating their merchandise.
- Doing so doesn’t just make your displays more attractive, they can also create healthier and more pleasant shopping experiences.
- Have something for the kids and Keep your retail displays well-lit even the most creative displays will fall flat when they’re not well-lit. So invest, in the equipment to make sure that your products are displays in the best possible light.
- In this example, the folks at Lighting are showing the power of accent lighting for showcasing individual products.

6.7. Keep them portable

- Consider using portable displays so you can make better use of your space. Such displays are easier to move so you can quickly re-merchandise your shop or make room for other things if necessary.
- Portable displays can also help in keeping your visual merchandising focused and on-point. Since you have limited space, you’re forced to only display the most important and most high-impact products



Figure.no.24

Visiting card

6.8. Play around with colors

- Colors can make or break your retail displays, which is why it’s essential to select the right color scheme. A big part of this will be driven by the colors of your products. If most of your items are come in pastel shades for instance, then those colors will be quite common in your displays.
- That being said, how those products are displayed together matters a great deal. There are various ways to mix and match colors, so have a think about how you’ll do it in your displays. This resulted in a clean and sleek looking display, which encourages shoppers to pick up the items and take a closer look

6.9. Consider up cycling

- Up cycling — the practice of using old or discarded materials to create something new — can help you build out-of-the-box retail displays. In the example below, we can see that the retailer used old chairs to create racks on which to hang their merchandise.

7. HANDLING THE CUSTOMERS

7.1. Focusing on the customer

- As a boutique owner, they persistently got about a zillion and one things that need their time and attention. But when it's a customer you're dealing with, zero in on them and their needs. Nobody likes feeling unimportant – make sure you give them your undivided attention while they're talking to you, whether it's over the phone, in person, or in your site's live chat.

7.2. Make an extra effort

- Work tirelessly to solve your customer's problems. If a customer wants a certain size that's out of stock, double-check your inventory, let them know when they can expect that item to come back, offer them alternatives, or give them a discount code for their trouble. Your customers will appreciate you going the extra mile for them.

7.3. Smile

- Yes, even if you're not talking to the customer in person! Make an effort to be friendly and positive, even if you're just sitting at your desk at home – you can totally hear a smile through the phone, and it makes a difference.

7.4. Be transparent

- Running a business is tough, and sometimes extenuating circumstances make it even tougher. Be open with your customers about the hurdles you're currently going through, especially if it will affect shipping times or restock dates.

7.5. Sincerely apologize

- We all make mistakes – especially when we're doing huge, crazy difficult things like running a business. If you've made a mistake on a customer's order, own your error, sincerely apologize, and do whatever it takes to make things right. It's much more professional than shrugging off responsibility or blaming someone else. (Bonus points if you reach out and own up to it before the customer even notices!).

7.6. Respond quickly

- Make it a goal to respond to all customer emails within 48 hours whenever possible. No matter how busy you are, customers want to feel like their concerns and questions are a top priority. As for Instagram DMs, Facebook messages, and comments, try and get in a habit of responding to those right when you see them. (Your customers will like that and so will the algorithm!).
- If you've only recently opened your boutique business, you might be the only person your customers ever interact with. But as you grow and add more people to your team, make sure they're people who are kind, friendly, and pleasant to interact with. Nobody's perfect, but a positive attitude can make all the difference.

7.7. Set clear expectations

- When your customers approach you asking when they can buy an item you aren't planning on restocking, or when they ask if you can make sure the package they just ordered gets to them by tomorrow, sometimes you just can't give them the answer they were hoping for. Be realistic in your responses and don't make promises you can't keep. Setting clear expectations is also helpful in responding to emails – sending an automated email letting a customer know when they can expect a response is also helpful, even if they were initially hoping for a reply right away.

7.8. Don't forget about your employees

- Make sure you have a solid team who can support your customer service efforts. Part of doing this means rewarding your employees for the hard work that they've been doing. "Dealing with difficult customers in retail is never easy, especially if you have been trained that the customer is always right."

7.9. Keep your store neat and adequately stocked

- Keeping your store organized makes it easier for shoppers to navigate your location and get their hands on the things they need. This gives them a faster and more convenient in-store experience and decreases the likelihood that they'll ask (or demand) for assistance.

7.10. Speed up checkout

- Many customer issues may also arise in the checkout area. From long lines to less-than-perfect payment technology, retailers need to anticipate and prevent potential problems that can occur when it's time to ring up sales. Here are a few steps you can take to improve the checkout experience during the holidays (and beyond).

7.11. Use quick keys

- Most modern POS systems provide product shortcuts or on-screen buttons that speed up how items are added to a sale at checkout. If your system has this capability, be sure to enable it and add your most popular items.

- That way, when a customer buys a product that's already included in your quick keys layout, you can ring them up with just a tap of a button, instead of having to search for the item. Use integrated payments, Enable contactless payments.

8. INTERACTION WITH THE CLIENT

8.1. Observation

Initially we observed how to interact with customer, like what they prefer the most, their interest towards which fabric and how the price range of the fabric made them decide what to select. ON THE 4th, DAY, MENTOR THOUGHT AND ALLOWED TO INTERACT WITH THE CUSTOMERS.

8.2. CUSTOMER SERVICE

- Consumer handling entails listening and understanding the clients' needs and fulfilling the most effective way. Besides, regular interaction with the customers and giving the best services such as delivery and listening to complaints from clients is also important in customer handling. Listening, understanding your customer's needs, thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more. They may also refer other people to your business.

8.3. CUSTOMER ROLE OF HANDLING

- Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution. Keep records of customer interactions, process customer accounts and file documents. Follow communication procedures, guidelines and policies. Take the extra mile to engage customers.

8.4. CUSTOMER SERVICE REPRESENTATIVE

- A Customer Service Representative works with clients who have complaints, orders, or require information about products/services purchased from the organization. They also provide solutions that fit those individualized situations and prioritize the customers' needs at each step of the process. A Customer Service Representative is the first person most customers communicate with when they have a problem. The Customer Service Representative must handle complaints, provide appropriate solutions for customers, and follow up to resolve any issues their customers experience.

8.5. MANAGING CUSTOMERS ORDERS

- Accepting customers order
- Taking measurements
- Noting down the measurements
- Correction is done before the delivery (if any)
- Doing dunzo, courier/ handed over the order in the customer's hand.

9. HANDLING THE STAFF MEMBERS

Managing is important to achieve the goal, Very important because is to execute the work, managing people in the boutique usually results in a good organization environmental, benefit, and staff training, all this factors strengthen the employer brand and become a competitive differentiator in the job market, which contribute to attracting and retaining talent .

9.1. Importance of Managing Employees

1. Reduced supervision and direction.
2. Heightened morale.
3. Reduced accidents, errors and omissions.
4. Better store management.
5. Better store/inter relations.
6. Reduced learning time.
7. Standardization.
8. Improved store's stability and flexibility.
9. Fill in manpower needs.

9.2. Objectives of Managing Employees

1. Optimum capacity utilization.
2. Reduce wastages.
3. To impart customer education.
4. To impart customer handling skills and patience tactics.
5. To impart basic knowledge and skills to employees.
6. To assist the employee in working more efficiently.
7. To broaden the minds of the store employees.
8. To place right person at the right job.
9. To develop and implement the latest management system.

9.3. Managing Store Employees and Reducing Inventory Losses

- The significance of managing store employees cannot and should not be overlooked by the management. If no systematic program of managing is established, the store employees will learn by trial and error on the job, which is rather costlier. The retailer / management should therefore develop a systematic program of managing and training store employees, which will in turn help the management itself

10. BOUTIQUE MANAGEMENT

There are many things in boutique management but few of them are most important.

4P OF THE MARKETING MIX IN THE CONTEXT OF BOUTIQUE MANAGEMENT

The basic concept of marketing and the basic and most popular models of marketing followed by the most of the marketers is MARKETING MIX which is also called four P s of the marketing model consists of four primary elements of marketing that is P- Product, P-Promotion, P-Placement, P-Price.

10.1. PRODUCT

- Product is the heart of the marketing the entire concept of marketing is centered around product a product can be a tangible goods (for e.g.: smart phone, clothing items) or an intangible service for e.g.; professional training, wedding planning here in the boutique management your product is a clothing item it could be kamiz Kurtis, designer blouse, sari footwear lehenga etc.... The product is not a physical entity alone; it captures the whole tangible and intangible aspects like services, personality, organization, and ideas.

Without a product, we have nothing to price, promote or place. Hence, of all the 4 Ps the Product is the most important elemental p.

The decisions regarding product mix will depend on many factors like:

- Design
- Features
- Brand name
- Product variety
- Quality
- Services
- Packaging, returns, etc.

10.2. PROMOTION

- Is the letting the consumer know that you have something to sell there are two ways of doing promotion traditional method MANUAL MARKETING of creating banners advertising in the local cable channels etc.. Other and the popular way of marketing in the present time is digital marketing. It aims to serve two objectives. One, it informs the potential customers about your product and secondly, it persuades them to buy your product. The promotion mix will thus include the various means that you can use to communicate.

The promotion mix will thus include the various means that you can use to communicate with the target audience. The main elements of a promotion mix are:

- Advertising
- Personal selling
- Public relations
- Direct marketing
- Publicity -social media, print, etc.
- Sales promotion

10.3. PLACEMENT

- Placement has to do with how the product will be provided to the customers. In a traditional way the customers can visit the store physically, we can show our products and sell it to them, they have plenty of opportunity, sell a product in the present digital age in e commerce website or e commerce mobile application, we can use social media platform.

10.4. PRICE

- Mathematically it is simply $\text{cost price} + \text{profit} = \text{sell price}$
- Price is the monetary value that has to be paid by a customer to acquire or own the product of a company. It is the critical revenue-generating component of the firm.
- Pricing decisions should be taken with great care, as it is a double-edged sword. If your product is priced too high, it may exude a feeling of high quality. At the same time, it will make your product placing to limited and standard stores. So the marketer must know the art of wielding this dangerous sword of pricing.

The pricing mix decisions need to consider the below marketing variables:

- Methods of pricing; policies; strategies
- Allowances
- Discounts, rebates
- Payment period
- Credit policy.

10.5. LOCATION

- It is very important factor which need to be considered while selecting the place for the boutique as it is the key to find customer.
- Need to, choose a location near business districts, shopping malls or downtown. If you're selling clothing items for men, women and children, choose a shopping mall or plaza near residential areas. Conduct online research to determine where other fashion stores and boutiques similar to yours have opened. This is a good indication of where the profitable business locations can be found.

- Need to open a boutique in the market or center of the city where there are other of your store of your industry then open a boutique in that 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.

10.6. CURRENT TREND

- In the clothing and accessories business there will be always be something new things.
- Market and out dated at the same time. This is why you must know you're customer your customer. The latest trend to build report for your brand. It shows that you care about customers and want only the best latest for them .Keeping up with the latest fashion trends can be tricky .By following this we can be in trend Follow Fashion Week, Fashion Week is the ultimate time to spot the newest trends.
- Fashion Week happens twice a year here in the US in NYC, once in the second week of September, and once in the second week of February. In the first you will catch the newest Spring/Summer trends and in the second you will catch a glimpse of. The Fall/Winter top trends.
- It is very difficult to get an invite, but luckily there are many outlets that stream these fashion shows live online for free. Major fashion influencers and style magazines will also cover these shows in different capacities, so it is important to follow them during these times.

10.7. Subscribe to Top Fashion Magazine

- All the major fashion designers put their ads in these magazines, and they feature their newest products. These magazines also always feature interviews of various fashion designers, and their content is very valuable for spotting the latest in fashion trends. E.g. vogue, in style, harper bazar, Elle, etc.

10.8. Take Cues from Celebrity Styles

- Pay attention to celebrities and what they wear. Oftentimes designers gift their pieces to celebrities so that they wear them and then the designer gets recognition. Once the outfit goes viral. Everyone is wearing and talking about that piece. Some singers, celebrities, models, and fashion influencers style to pay attention.

10.9. Watch Essential Events

There are also some annual events that are essential to watch, and view photos from, in order to stay ahead of the trends:

- The Grammy's: The recording industries' most prestigious award. This is where the young and trendy are seen both on screen and in the audience. Its red carpet coverage before the show is not one to miss.

- The Met Gala: Referred to as "Fashion's Night Out," this NYC fundraiser invites the best of the best, both designers and influencers, and all media outlets cover and feature this night's looks. In the fashion world, this is a major holiday.
- Coachella: This California music and arts festival is swarming with celebs, socialites, and the like. New trends are always set here and you can be sure to see all the Coachella looks on Instagram by using the hashtag #Coachella.
- The Billboard Music Awards: These awards are fun and focused on recent rising talent in the music industry. Everyone wants to be seen at this event and the outfits are outrageously good.
- The Oscars: This film industry event is a classic. Everyone wants to dress sophisticated here, but now the envelope is always being pushed. Sheer dresses, plunging necklines, and skintight ensembles are all showcased on its red carpet and every designer who matters is dressing these celebs. You can be sure to keep up with the trends while watching this red carpet.
- Keeping up with the latest fashion trends can be tricky. As Heidi Klum would say on Project Runway, "In fashion one day you're in and the next day you're out." For the up-to-date scoop, what months to watch out for fashion-wise, new rising star designers, and how to spot the latest trends before anyone else, follow these helpful tips and find out what sources to turn to for the hottest in fashion trends.

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Fashion Show:

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Face of Chennai (2022) Figure.no.25

Mentor took part on this show last year2022

Make sure to stock up on top fashion magazines such as:

- **Vogue:** Established in 1892, Vogue has a long history as an iconic magazine and has a major focus on the latest in fashion.
- **In Style:** In Style, which boasts a circulation of over 1,810,539, was founded in 1994, and has a host of information on the trends in style and fashion.
- **Harper's BAZAAR:** In print even longer than Vogue, this magazine originated in 1867 and includes the latest perspectives on modern fashion.
- **ELLE:** Originating from France in 1945, Elle is considered the world's largest fashion magazine with readership in over 60 countries.
- **W Magazine:** Established in 1971, this magazine is known to cover the most elite in the fashion industry.

10.13. Resources for Keeping Current:

- It's important to stay current on fashion trends because they are often a topic of conversation, and this topic of fashion trends comes up probably more than we realize. People today are always talking about brands, designers, and who's wearing what and who. If we stay on top the latest trends with resources like these will help us to be in current trend for resources
- TheBlondeSalad.com (The site pictures numerous outfits per post, with buying suggestions, so you can visualize how trends like those extreme cat eye sunglasses will look on you. For all you jetsetters, The Blonde Salad includes fashions and styles from New York, Milan, London, and Paris' streets and runways for the most encompassing style coverage.).

- Vogue.com (Updated way more than once daily, Vogue has the most up-to-date coverage. It holds everyone to the same standards, so you can truly trust its fashion opinions and advice, like on Beyoncé's post-pregnancy dress, the must-have summer caftan, and how Celine Dion is becoming a fashion icon all over again, don't forget the September issue! The September issue of Vogue is the biggest and best issue out of the whole year. This is when designers really put out and advertise their best fashion-forward pieces. The best part is you don't have to wait for the paperback to come to your doorstep, you can just view everything online.) .
- InStyle.com (In Style is another big name paper magazine, yet their online site offers the same style advice, and it is arguably easier to navigate online. In Style provides women with the latest fashion and outfit tips from your favorite celebrities and designers. Check out why it is so important to keep checking InStyle.com for the latest and greatest in fashion news).
- Fashion Frenzy (Fashion trends change on the daily, but luckily they are fun enough to keep up with. Most of the time you are probably keeping up with the trends and not even realizing it. Whenever watching red carpet events, celebrity news, and/or high profile interviews, chances are the people you are seeing on your television, are styled by stylists, and are sporting the latest in clothing).

11. VISUAL MERCHANDISING

- The best visual merchandising displays capture attention. Typically a display will have a certain theme, after you have chosen a theme choose display pieces that 'fit' with the look otherwise a customer will be confused by an element of the display that doesn't fit.
- Simple is better. It is easier for the consumer to understand and makes a better statement. A few quality elements will have a bigger impact than complex displays that are harder for the eye to take in. It can be a powerful way to highlight a product or products' most important features and pique customers' interest.
- We all know first impressions matter in the world of retail. Even if you have the finest selection of merchandise in your store, it won't matter if your window display fails to bring in customers



Figure.no.26



Figure.no.27



Figure, no. 28

Display of dress



Figure .no.30



Figure.no.32



Figure.no.33

(Overcoat design)

11.1. DISPLAY OF PRODUCTS

Tell the story with window display and focal point ,It is the customers first, impression of the shop and the brand, window display should attract attention,(speak) .it helps to invite people to

come inside the store, The display should guide customers towards focal point where the most popular and profitable products are found.

POINTS TO BE REMEMBERED DURING DISPLAY

- Story of the shop in the window,
- Play around colors,
- Make sure the display are well-lit,
- Keep things of new collection,
- Need to change the decoration, display and attire placed in the displayed very frequently (at Least 2 day once),
- Get creative with your shelving,
- Cross merchandising (apply),
- Maintain your display,
- TOUCH, FEEL, TEST display should be in such a way (ALWAYS THE SHO SHOULD BE
- CLEAN),
- Window display brings customers that are the 1th impression of the shop.



Figure.no.32

Sari collection



Figure.no.33

Customized garments



Figure.no.34

aari embroider gown

12. CUSTOMIZATION

- Personalization (broadly known as customization) consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals. The concept of Customization. Customization refers to the action of altering a product or service to suit a people or company's preferences or requirements. We can also use the term when we modify something for a specific task.
- Customized fashion allows customers to create absolutely unique kinds of clothing and accessories that reflect only their own tastes and preferences. Whether a consumer wants to create its own jacket or a subtle accessory that will complement the outfit, customized fashion makes it possible to achieve the desired look. 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.
- The implication is that customers are moving towards sustainable fashion that is circular and viable with a reduced carbon footprint. And, here again, personalization comes into the picture. A customer would love to adorn a blazer or suit with his initials imprinted on it without worrying if the style is in trend or not.



Figure.no.35

Kids wear

Similarly, nobody would ever want to give up a T-shirt that was received as a gift with a personalized message. This is the swag of personalization, powerful enough to turn the fashion drift. This exemplifies how personalization is more about emotions and intangibility than buying the products available off-the-shelves Customization is a philosophy that believes in creating a unique value proposition for every customer.



Figure.no.36

Aari embroidery beads work



Figure.no.37

Hemming of the garment

13. SKETCHING

- Sketching is the practice of drawing a rough outline or rough draft version of a final piece of art. Sketching can be used in preparation for a large piece of art, or to just get an idea of how something will look. The main purpose of sketching is to convey ideas
- Designers make sketches to generate ideas during the design process. These sketch activities help designers immediately capture ideas for examination, as well as allow later review for further idea expansion. Ultimately, a designer develops ideas through the sketching process Fashion Illustration is the art of communicating fashion ideas in a visual form that originates with illustration, drawing and painting and also known as Fashion sketching.
- It is mainly used by fashion designers to brainstorm their ideas on paper or digitally. Fashion sketching plays a major role in designing to preview and visualize designs before sewing actual clothing 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

13.1.Process of Fashion Illustration

- Designers use mediums such as gouache, marker, pastel, and ink to convey the details of garments and the feeling invoked by the artist. With the rise of digital art, some artists have begun to create illustrations using Adobe Photoshop. Artists frequently begin with a sketch of a figure called a croquis, and build a look on top of it.

- The artist takes care to render the fabrics and silhouettes used in the garment. They typically illustrate clothing on a figure with exaggerated 9-head or 10-head proportions. The artist will typically find samples of fabric, or swatches, to imitate in their drawing. 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.

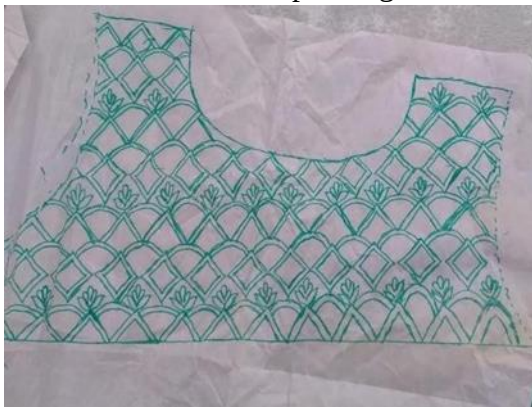


Figure.no.37



Figure.no.38

Designs for aari embroidery



Figure.no.38



Figure.no.39

Designs in tracing paper

14. SOURCING

- Sourcing is the process of vetting, selecting, and managing suppliers who can provide the inputs an organization (BOUTIQUE) needs for day-to-day running. Sourcing is tasked with carrying out research, creating and executing strategy, defining quality and quantity metrics, and choosing suppliers that meet these criteria.
- Sourcing helps an organization build long-term relationships with its suppliers. By reinforcing the focus on the core capabilities of the suppliers and assuring the right suppliers for the right sourcing objective, strategic sourcing helps create a synergy between organizations and its suppliers.

14.1 THE REASON WHY THE SOURCING IS DONE BECAUSE

Sourcing is defined as the process of determining how and from where manufactured goods or components will be procured. The main motivational force to do sourcing of garments/fabrics is to give the highest level of satisfaction, at low production cost. It is the important part of the boutique management because without or sufficient material the work (design and the process of the garment cannot be proceed as expected) time plays an a major role

Before sourcing planning should be done. The different parameters in sourcing i.e. lead time, process of fabric and trim approvals, cost of logistics and incoterms need to keep in mind while deciding the sourcing tactics for particular export order.



Figure.no.40

Madharsha (Chennai)



Figure.no.41

Pantheon Street (Chennai)



Figure.no.42

Sourcing

14.2Types of sourcing

Type fabric sourcing Description

- Local manufacturer - Fabric is manufactured locally, with local infrastructure.
- Traditional export - Local fabric is exported to garment manufacturing countries.
- International sourcing-Fabric is made locally, but raw i.e. yarn or fiber is sourced from other Country.
- Global sourcing-Fabrics are made with parts sourced from abroad as part of global sourcing strategy.
- Off-shoring-Raw material is exported first i.e. yarn or fiber, then fabric is reimported to meet the demand.

These strategies are used for procurement of fabric by the export houses; the most popularly used method is either local manufactured fabric is used to meet the demand. If cost of manufacturing is higher or adequate infrastructure is not available then off-shoring or global manufacturing is the popular practices for fabric procure mental manufacturing .Fabric is manufactured in other country. The process of fabric sourcing is very dynamic, it changes with the fabric type, cost quoted by fabric supplier, lead time, buyers requirement.



Figure.no.43

Gold and silver zari thread

14.3. FAMOUSE PLACE FOR SOURCING AND BUYING

- 14.3.1 Lad Bazaar (HYDERABAD)

This market dates back to more than 100 years, and is famous for selling bangles and other accessories at pocket-friendly prices. It is in close proximity to Charminar, on one of the four lanes that branch out from the historic monument. The festive season enhances the charm of this bazar manifold, as you get a huge selection of bangles in a plethora of designs and prints. Do check out a special type of bangle here, made of lacquer besides other goodies such as khara dupattas, perfumes, spices, silverware, antique items, fabrics, salwar-kameez, etc.

- It is open from 11am onwards. What to buy: Lad Bazar is firmly established for selling bangles of all kinds, the specialty being the Lacquer bangles from which the place acquired its name. Lad Bazar is in business for 200 years right from the time of the Nizams. The place also displays semi-precious stones, pearls, jewelry, Nirmal, Kalamkari paintings, products such as silverware, Bride ware, and hand-woven materials of silk, cotton and also velvet, brocade, and gold embroidered fabrics, traditional Khara Dupattas, and perfumes. Open time: 11 AM to 10.30 PM
- It is one the best places to get raw material, semi stitched materials, beads, stones for aari materials.



Figure.no.44

Famous for semi-precious stones



Figure.no.45

Pearls

14.3.2. Lajpat Nagar (DELHI)

- Lajpat Nagar is famous for its Central Market, a popular shopping destination, and also is known for the garments and textiles which are sold there. Lajpat Nagar I, II, III (north of the Ring Road) and IV (south of the Ring Road).

- Housing colonies like Amar Colony, Dayanand Colony, Double Story (also known as Nirmal Puri), National Park and Vikram Vihar are also located in a residential and commercial neighborhood in the South East Delhi district of Delhi. It was named in honor of Lala Lajpat Rai and is today most known for the Lajpat Nagar Central Market. Lajpat Nagar is centered on the sprawling Central Market, a colorful maze of narrow lanes with stalls and shops selling vivid saris, embroidered fabrics, kitchenware and herbal cosmetics.
- Figure.no.46 Figure.no.47
- Street shop Shops selling vivid saris



Figure.no.47
Street shop



Figure. no.48
Shops selling sari



Figure.no.48
Retail shop

14.3.3. Chandni Chowk (DELHI)

- Apart from its historic importance, Chandni Chowk remains famous for being one of Delhi's largest wholesale markets and attracts numerous shoppers on a daily bases. Kinari Bazar The Kinari bazar is mostly famous for all the crazy wedding shopping you can do. Zari and Zardozi trimmings and tinsel, fabrics, borders, laces, and so many more things can be found. Here Apart from that, you can also find fancy party wear and go on a crazy shopping spree while you are here.
- The cloth bazaar of Katra Neel is another great place for wedding shopping, etc. Here you will find all kinds of fabrics such as silks, satin, crepe, cotton and muslin. There are many shops selling designer wear, saris, lehengas, salwar-suits, etc. And don't worry, they also have great menswear, just in case you were wondering. It's Chandni chowk's cloth market where you will find the best of fabrics - if you're into customizing your own outfits then head here for a shopping.



Figure.no.49

Zardozi

14.3.4. Parry's Corner (CHENNAI)

- This is a shopping place in Chennai that functions like a wholesale bazaar in itself, selling almost everything from handicrafts and household items to steel utensils and more talking of the wholesale bazaars in the city, the Parry's Corner proves to be one such shopping place in Chennai which in itself is a complete wholesale bazaar. Selling almost everything household from the decorative handicraft pieces to steel utensils, this place is known for its reasonable pricing policies.



Figure.no.50



Figure.no.51

Fabric sourcing for internship sample

14.3.5. Sowcarpet (CHENNAI)

- Chennai has an abundance of wholesale bazaars and this market falls under that category. The Sowcarpet is the market of Chennai with a distinct flavor of north Indian shops selling vivacious lehengas and suits at whopping low prices¹

4.3.6. Nalli (CHENNAI)

- One of the most famous stores of the city, the place that goes by the name Nalli Silks is exceptional for its diverse collection of south silk fabrics and saris. Further, the place has diversified enough to make the Indian silk clothing for men fall under its purview. Being established in Chennai since the year 1928, this place has garnered quite an adoration of the people of Chennai
- Specialty: Silk fabrics and saris

14.3.7. Mangharam (CHENNAI)

- This is one of the best places for fabric and other dress materials - Textile hub this is North Chennai and settlement of people from North & West India - Gujarat and Rajasthan - Very busy and crowded. Park Town - For fabrics, dress materials, saris, this is a big boutique "T Mangharam" Rattan Bazaar Road, Park Town, Near Flower Bazaar Police Station and the other place is Goo down street.

14.3.8. Cotton Street: (CHENNAI)

- Chennai's steamy weather demands cool cotton fabrics and this street in Egmore is understandably one of its busiest shopping hubs during summer. It is lined with around 60 stalls selling cotton textiles and clothes in every conceivable color and pattern. Raw material for home furnishings is also available. Everything is reasonably priced.

14.3.9. Madharsha (Chennai)

- This is one of the oldest place for getting materials with good quality, this is one of the famous shops in city we can get all type of material as this is the textile hub at a reasonable cost with a good customer service.



Figure.no.52



Figure.no.53

Fabric sourcing for customers order

ON THE 19 TH DAY OF THE INTENSHP, WITH THE MENTORS ASSIENT, WENT FOR SOURCING. SOURCING IS BUYING FROM SUPPLIER AS WELL SELECTING AND ENGAGING WITH SUPLIER ITS OFFER THE BEST VALUE. NEED TO GIVE IMORTANCE OF ALLOCATION, CATEGORY MANGEMENT, AND DESIGNSELECTION

15. MEASUREMENT

Fashion designers can't design clothes if they don't know measurements. Apart from this, need to know the size of the body to bring any new cut in the clothes. This makes it easy to put on any style of clothing which makes the person look more attractive. Importance of Body Measurements in Fashion Designing_Knowing the body measurements are the most important part for making clothes in fashion designing. In order to make clothes, the cloth is cut according to the size of different parts of the body of the wearer. And that's why knowing body size is very important. Fashion designers make clothes to give the fullness of their designs, so if they don't know the body size, they can't present their designs beautifully.

15.1 Types of Measurements

1. Made-to-measure: Personal body measurements and calculated measurements. As a foundation for the design pattern, the basic block (or basic pattern) is drafted using personal body measurements. Nevertheless, patternmakers and tailors work increasingly with basic patterns based on standard measurements and standard sizes to improve efficiency. Often, the basic block can be altered within a short period.

2. Industrial sizing code: Standard measurements from a size chart. Size charts reflect average measurements and are based on measurement surveys. The data of 1000 girls and women between 2 to 70 years of age was collected to produce the sizing system. These surveys are revised and updated every 10 — 11 years by the German Federation for Women's Wear. Since average body measurements and figure proportions are constantly changing, the value of a size chart is temporarily limited.

3. PERSONAL MEASUREMENTS ARE TAKEN IN THE BOUTIQUE FOR EACH AND EVERY NEW CUSTOMER

15.2. Taking Measurements

15.2.1 Primary Measurements

- BH — Body Height (Measure the height from the top of the head to the floor (Without shoes). The body height can be measured exactly if the client stands in front of a wall measuring strip. Mark the highest point of the head with a square.)
 - CG—Chest girth (Measure the circumference over the fullest part of the bust (bust points) and across the lower part of the shoulder width, with the measuring tape slightly lifted at the back. Take the measurement from the back of the client.)
 - Ubg – Under bust girth (Measure the chest circumference horizontally just below the bust.)
 - WG —Waist girth (Measure the circumference at the narrowest part of the waist. Place the measuring tape horizontally around the waist. Take the measurement from the front of the client.)
 - Lwg – Low waist girth (Measure the horizontal circumference 8 cm below the waist.)
 - HG — Hip girth (Measure the circumference over the strongest part of the seat and / or the hip. Take the measurement from the front of the client. Note any obvious figure proportions: e.g. one-sided high or strong hip, full or flat seat, and full or flat abdomen.)
 - SL — Sleeve length (Measure the sleeve length over the bended elbow from the shoulder tip to the wrist bone. This length can be measured at the sleeve from the sleeve cap to the hem.)
- Secondary Measurements
- SD — Scye depth (Measure the scye depth from the vertebra (base of the neck) to the armhole depth. Place a cardboard strip (approx. 50 cm long) under the arm. Fold the cardboard strip horizontally to the Centre back. Measure the scye depth at the Centre back from the base of the neck to upper edge of the strip. Since measuring the scye depth accurately is very difficult, the measurement should be compared with the calculated scye

depth. Use the calculated measurement if the difference is up to 1 cm; for a difference of more than 1 cm use the average value between the calculated and the measured scye depth.)

- BWL — Back waist length (Measure the back waist length from the vertebra (base of the neck) to the lower edge of the waist tape measure. Place the waist tape measure (measuring tape with hook and eye) at the narrowest part of the waist. – Required for measuring the back and front waist length! To determine the position of the base of the neck, put a measuring tape around the neck and measure from the lower edge of tape downward.)
- HD—Hip depth (Measure the hip depth from the vertebra (base of the neck) to fullest part of the hip. This measurement is only necessary for strong hips or thighs. Use the calculated hip depth for normal figure types.)
- KI – Knee length (Measure the finished length from the vertebra (base of the neck) to the desired length.)
- BW — Back width (Measure the back Width over the lower part of the shoulder blades from arm fold to arm fold. Note only half of the measurement. Compare the measured back Width With the calculated one. Use the calculated measurement in the case of a deviation up to 0.5 cm. For a greater difference use the average value between the calculated and measured back Width.)
- NW – Neck width (Measure from the nape of the neck (7th cervical vertebra horizontally to the shoulder seam. This measurement is half the width of the back width neckline.)
SW – Scye width (Measure the scye width between the front and back armhole pitch line. The scye width determines the armhole width. The scye width can also be calculated.)TIP: Measuring is a difficult task that requires a lot of practice and experience. Errors and deficiencies are transferred to the cut and result in fitting errors in the garment. If you have recognized the faults of a figure well, you should also try to conceal them as far as possible by selecting the appropriate model or with the help of carefully considered seam layers. Afterwards it has to be said that the described measurements are sufficient to create a well-fitting pattern in the bespoke tailoring atelier as well as in the industrial pattern department. However, there are cases where additional measurements are required.

Full forms of the order sheet

BFL- Blouse full length	SLC-Sleeve circumference	AS- Arm scye
SH-Shoulder	KNC- Knee around circumference	AH-Armhole
L- Length	N- Neck circumference	UASL- Silt

FL- Full length	SHP- Hip circumference	BN- Back neck
W-Waist	HC- Hip circumference	FN- Front neck
SLL- Sleeve length	CHCU-Chest circumference	BL-back full length

On the 3rd,5th,12th,18th, day of the internship , learned the 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 lehengas, blouse , frock and salwar from the mentor's assistant. She thought us how to take the measurements accurately and she gave us an opportunity to take measurements for the client.

ORDER FORM
FASHIYANA

CUSTOMER NAME: Rafiza Mobile No: _____
No. 035 Date: _____

BLOUSE		PADDED		KURTHA		PADDED		BOTTOM	
BFL-		KFL-	56	WAIST					
SH-		SH-	18	FL-					
AH-		AH-	22 1/2	HC-					
CHCU-		CHC-	43, 45	TC-					
M-		CHC-	41	KNC-					
L-		HC-	51	AC-					
SH-PT-		SLL-	23	PATTERN					
PT-UB-		SLC-	19, 17, 14 1/2, 11						
SLL-		FN-	10						
SLC-		BN-							
FN-		UA-SL							
BN-									
PATTERN		PATTERN							
LINING		LINING							

Stomach - 44

Figure.no 55

ORDER FORM
FASHIYANA

CUSTOMER NAME: Munira Mobile No: _____
No. 034 Date: _____

BLOUSE		PADDED		KURTHA		PADDED		BOTTOM	
BFL-	16	KFL-	54	WAIST	30				
SH-	15	SH-		FL-					
AH-	15	AH-		HC-	36 1/2				
CHCU-	31	CHC-		TC-					
M-	33	CHC-		KNC-					
L-	26	HC-		AC-					
SH-PT-	9 1/2	SLL-		PATTERN					
PT-UB-	12 1/2	SLC-							
SLL-	9	FN-							
SLC-	10, 9	BN-							
FN-		UA-SL							
BN-									
PATTERN	Pinces	PATTERN							
LINING	Padded	LINING							

Figure.no.56

Order sheet

16. PATTERN MAKING

- Pattern making is the process of creating a blueprint of a garment. A pattern is used as a template to cut out fabric that matches the required specifications to sew a garment. It factors in the type of fabric, the intended fit on the wearer, and any trims that will be used.
- To create a simple pattern, a pattern maker would have to follow five essential steps: gathering their material, taking proper measurements, adding styles and designs, grading their design, then draping it to result in the final garment.
- After the measurements are taken the pattern is done for the construction of the dress. 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 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 twodimensional 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. 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.

16.1. METHODS OF PATTERN MAKING

16.1.1 FLAT PATTERN

- The flat-pattern method is where the entire pattern is drafted on a flat surface from measurements, using rulers, curves and straight-edges. 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. 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.

16.2. 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



Figure.no.57

Customers order

16.3. DRAPING METHOD

- The draping method involves creating a mock-up pattern made of a strong fabric (calico) in a linen weave. The fabric is far coarser than muslin, then by pinning this fabric directly on a form, the fabric outline and markings will be then transferred onto a paper pattern or using the fabric as the pattern itself.

•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.

ON THE 9th, 12th, 19th DAY, LEARNT ABOUT DRAPING TECHNIQUE AND WORKED WITH THE MENTOR, IN CREATING DESIGN.

17. CUTTING

Cutting is separating of the garment into its components and in a general form, it is the production process of separating (sectioning, curving, severing) a spread into garment parts that are the precise size and shape of the pattern pieces on a marker. Cutting is the important process of the construction of the dress.

17.1. MANUAL CUTTING METHOD

- Dressmaker's Shears: Also referred to as dressmaker's scissors, these scissors have serrated edges that are ideal for cutting out all types of fabric, including leather and denim. (With the help this cutting instrument and a experienced master fabric cutting is cared out in fashayana boutique)

18. SEWING

- The process of making, mending or joining two pieces of material; sewing. The movement of a threaded needle through fabric. Sewing is one of the oldest of the textile arts, arising in the Paleolithic Era. This is one of the last and important step in garment construction, where the entire garment is constructed with a beautiful design and style.



Figure.no.58

WROCKING ON CUSTOMERS ORDER

18.1. CARE AND MAINTANCE OF SEWING MACHINE

- If sewing machine begins to have problems, most of them can be traced back to poor maintenance of the machine. Knowing how to properly care for machine can help us to avoid any malfunctions and keep the machine working smoothly by using a Cover When you aren't using the machine, to reduce the chance of any dirt and moisture accumulating on it. Moisture can cause problems with the moving components and dust and insects aren't very good for the circuit boards in electronic machines.



Figure.no.59



Figure.no.60

Internships sample.

- By Changing the Needles, You may think that your needle is still viable to use; let's face it, it hasn't snapped yet! In actual fact, a blunt needle, or one with even a slight bend in it can lead to skipped stitches or even damage your fabric as it punctures through.
- Make sure you clean your machine gently after each use. The manual you received with your machine should have a section on how to clean each section safely without damaging any of the parts. It's also a good idea to have your machine serviced yearly by a sewing machine technician.
- These experts know exactly what to look for in potential malfunctions and can easily clean areas of the machine that you can't get to without taking the machine apart! As leading providers of industrial sewing machines, we know how important it is to keep your sewing machines running as smoothly as possible.

- Utilizing even the most basic of maintenance to your machine can greatly affect how successful your projects are, and will minimize any risk of damage to you, your project of the machine itself.
- Use new and high-quality thread, to prevent dust buildup on the interior of the machine.
- Avoid over oiling
- Dust inside the bobbin case with a tiny brush.
- Use your sewing machine manual to clean each part of the machine properly.
- Always the sewing machine should be well oiled. All dust should be removed from the exposed parts at least once every week, and the important parts of the machine should be oiled. Use good quality sewing machine oil. Always remove lint deposits, dust and thread bits before oiling any part of the machine ON THE LAST DAY OF THE INTENSHI MY MENTOR THOUGHT ME ABOUT THE CARE AND MAINTENANCE OF THE MACHINES.

18.2. OVERLOCK MACHINE

For the finishing of garment over lock stitch is very important, there are different types over lock machines are there. An over lock sewing machine, or serger as it is commonly known, can trim, stitch, and overcast seams as they sew. They sew faster than conventional sewing machines at up to 1,700 stitches per minute. Because of these features, an over lock machine can save time and give a professional appearance to constructed items. The over lock can also be used to finish the Edges of seams. Decorative effects can be achieved by using special threads in the loppers. Threads, such as metallic, silks, and cotton, can be used to sew seams or to finish garment edges. For special effects, fine knitting yarn, buttonhole twist, crochet thread, and even narrow ribbon can be used. Overclock sewing machines are specialized, but they do not replace the conventional sewing machine. Over locks form interlocking stitches using one or two needles and one or two loppers. The over lock stitch is more like crochet or knitting than the stitch of a conventional machine. Loppers replace the traditional bobbin and interlock threads together.

Types of over lock Sewing Machine

2 Thread Over lock machine.

3 Thread Over lock Machine.

4 Thread Over lock Machine.

5 Thread Over lock Machine.

6 Thread Over lock Machine.

A three-thread over lock - trims, stitches, and overcasts seams in one operation. The three-thread over lock seam is most useful when sewing knits. It can be used to sew woven fabrics, but not in areas that will receive a lot of stress. The three-thread can also be used to sew pin tucks, make narrow rolled hems, and to finish fabric edges. Decorative stitches are possible using a variety of threads or yarns, such as crochet yarn, cotton,

buttonhole twist, lightweight knitting yarn, narrow ribbon, or metallic thread. Some three-thread models can be converted to do two-thread Stitching.

6 tread over lock machine

6-thread over lock machine is designed for over seaming and joining of both flexible and nonflexible materials. This machine can be easily converted to 3-thread, 4-thread or 5-thread over lock. Sewing with all 6 threads is not used.

THIS TWO TYPE OF OVERLOCK MACHINE, USED BY MENTOR IN FASHIYANA BOUTIQUE.

19. IRONING\ PRESSING

- Ironing is the use of an iron, usually heated, to remove wrinkles and unwanted creases from fabric. The heating is commonly done to a temperature of 180–220 °Celsius, depending on the fabric. Ironing works by loosening the bonds between the long-chain polymer molecules in the fibers of the material. Ironing is what you do to remove wrinkles by sliding a hot iron back and forth.
- Pressing is the process of lifting and putting the iron down on a specific part of a project. Pressing means smoothing and shaping garments or other items with heat, moisture, and pressure using an iron. Pressing gives these items a smooth, well-made look. When you are performing the task of pressing, you lower and lift the iron. When you are sewing, pressing gives the item you are working on a smooth appearance. Typically, you would press each seam and dart before it is crossed with another seam.
- Pressing \ ironing is the last and very essential step in the entire process of garment construction.as it gives a neat and good appearance to the garment and ironing is done in each and a every step of the garment construction to remove wrinkles and fold from the fabric.
- Pressing/ ironing will make the Clothes Look Better for Longer
- Ironing, more specifically steam ironing, kills germs and spores leaving clothes and fabrics in top hygienic shape.
- Ironing Helps Reverse Shrinkage
- Ironing the clothes is important because it says the care, and it says, take pride in the appearance. At social events, showing up in the right clothes that are neat and well-tended to shows the respect for the nature of the occasion. It's putting your best foot forward, and that doesn't go unnoticed.
- Temperature setting: it is very important pay attention to the temperature settings when ironing different types of fabrics.



Figure.no. 59

Ironing the customers garment

20. HANDLING THE CUSTOMERS

20.1. INTERACTION WITH THE CLIENT

Observation

- Initially we observed how to interact with customer, like what they prefer the most, their interest towards which fabric and how the price range of the fabric made them decide what to select.
- ON THE 4TH, DAY, THE MENTOR THOUGHT AND ALLOWED, TO INTERACT WITH THE CUSTOMERS.

20.2. CUSTOMER SERVICE

- 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.

20.3. ROLE OF CUSTOMER HANDLING

- Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution. Keep records of customer interactions, process customer accounts and file documents. Follow communication procedures, guidelines and policies. Take the extra mile to engage customers

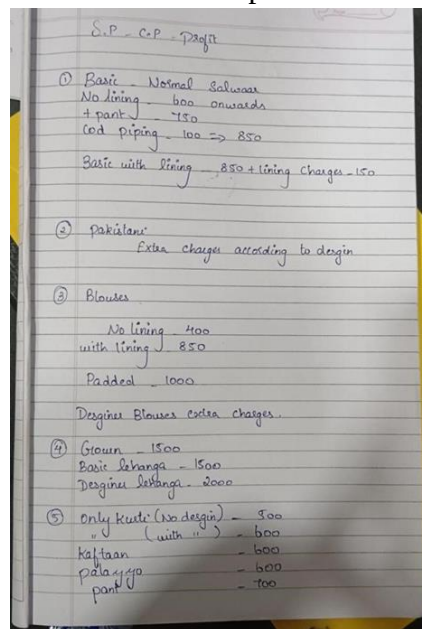
20.4. CUSTOMER SERVICE REPRESENTATIVE

- A Customer Service Representative works with clients who have complaints, orders, or require information about products/services purchased from the organization. They also provide solutions that fit those individualized situations and prioritize the customers' needs at each step of the process.
- A Customer Service Representative is the first person most customers communicate with when they have a problem. The Customer Service Representative must handle complaints, provide appropriate solutions for customers, and follow up to resolve any issues their customers experience.

20.5. EXECUTION OF ORDER

After the entire process of garment construction, costing is done (depending on the design, wages of the staff, materials) and the order gets ready for the shipping, shipping is done using courier, speed post, dunzo or by the customer itself will take the delivery of the garment. Managing the customers 'orders, Order management is the process of order capturing, tracking, and fulfilling customer orders. The order management process begins when an order is placed and ends when the customer receives their package.

They work to ship out orders the next business day after the order has been placed. Except Saturday, all the days are used to do the shipment from the warehouse.



S.P - C.P - Profit

① Basic - Normal Salwar	
No lining - 600 onwards	
+ pant - 150	
cod piping - 100	850
Basic with lining - 850 + lining charges - 150	
② Pakistans	
Extra charges according to design	
③ Blouses	
No lining - 400	
with lining - 850	
Padded - 1000	
Designer Blouses extra charges	
④ Gown - 1500	
Basic Lehanga - 1500	
Designer Lehanga - 2000	
⑤ Only Kurta (No design) - 300	
" (with ") - 600	
Kaftan - 600	
Palazzo - 600	
pant - 100	

Figure.no.59

Price list

21. AARI EMBROIDERY

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 beautiful look. 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, and on 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.



Figure.no59

Basic materials need for doing aari embroidery

Chain stitch is most commonly done in the base of the design, the speed of the work depends on the fabric type. Aari embroidery is in trend as we observed. This is the part where the more profit can be obtained. Most of the bridal wear are been designed with the aari embroidery. The outlook of the work will be so beautiful, but it is a time consuming process.

ON THE 10th DAY OF THE INTENSHIP, LEARNT TO DO THE BASIC CHAIN STITCH USED IN AARI EMBROIDERY.

21.1. MAKING OF AARI WORK

The fabric is first stitched tightly over the wooden frame coat 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. The pattern is drawn on to a butter paper and the design is transferred in to the fabric. The tracing of the design is carried out in 2 different technique: 1.mixture is used to trace the design (mixture is made with a kerosene and tracing powder) 2. Yellow carbon is used to trace the design.



Figure.no.60

Sample piece in the boutique



Figure.no.61

Design with cut Dana beads



Figure.no.62

Working on bridal wear

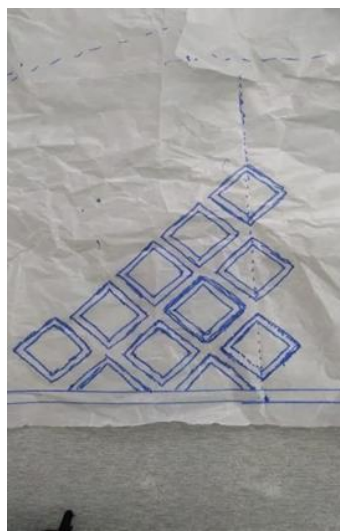


Figure.no.63

Pattern for tracing



Figure.no.64

Mirror work with aari needle

22.2. TYPES OF BEADS USED IN AARI EMBROIDERY

It Includes velvet beads, bone beads, shell beads, thread beads, metal beads, and clay beads. For adding of beads, sequence and ring stone, then need to use stitching threads. SEED BEADS (aka motif) and DELICA BEADS (a kacutdana) this types of beads' are popularly used in aari embroidery.



Figure.no. 65
Kundan stones



Figure.no.66
Sugar beads



Figure.no.67
Aari cot

22.3. TYPES OF NEEDLE USE IN AARI EMBROIDERY

There are two types of needles used in the aari embroidery 1. Iron needle 2. Tulip needle. There are different sizes are used in this type of needle depending on the work to be done in the fabric (silk tread, beads, sequence, stone line).

23. PROCESS CARRIED OUT IN FINISHING THE RODUCT

23.1 DESIGNERS SHOWROOM (BOUTIQUE)

In the showroom there are mannequins or dress forms 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 .ON THE 2nd WEEK OF THE INTENSHP ASSISTED WITH THE MENTOR ON CUSTOMERS DESIGNAND, SUGGEST TO DESIGN A DRESS OF OUR OWN, UNDER THE GUIDENCE OF HERE.



Figure.no 67



Figure.no.68

Assisted on customers order

23.2. ORDER FROM THE CUSTOMER

The customers comes and give the order of the design, they give body measurements and fabric or may select a fabric from the boutique. The order is either customized or designed.

23.3. 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.

23.4. CUTTING IS CARRIED OUT AS PER THE DESIGN AND STYLE

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 or Aari work or any other fabric manipulation technique is needed, it is given to the person who does work.

23.5. STITCHING OF GAREMENT

Each dress maker is given cut pieces of cloth to stitch. The dress maker 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. To finish the attire with over lock stitch.

23.6. TRIM ATTACHMENTS

Cutting of treads, attachments of hook, eye, button, button holes, knots, hangings, tassels etc...All the extra threads that stick out are trimmed to give the finished product a better look.

23.7. FINAL CHECKING AND PACKING

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. The ready labeled garments are folded and packed into plastic bags or paper bags. 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.

23.8. FABRIC KNOWLEDGE

On the entire journey of the internship, learnt about different types of fabric and some of the common fabric I saw are Banaras soft silk, silk tussar silk, organza which was in trend, chiffon, georgette, kora muslin, linen printed, chikankari embroidered material, cotton most commonly used by the people because of the climate condition, net material, crepe sun crepe, japan crepe.



Figure.no 69

Power loom silk sari



Figure.no.70

Hand loom silk sari



Figure.no.71

Semi silk sari



Figure.no.72

Sequence work



Figure.no.73

Sourcing



Figure.no.74

Tassels



Figure.no.75



Figure.no.76



Figure.no.77

Pictures taken at the entrance of the boutique



Figure.no.78



Figure.no.79



Figure.no.80

Pictures taken during the period of internship

CONCLUSION

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

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