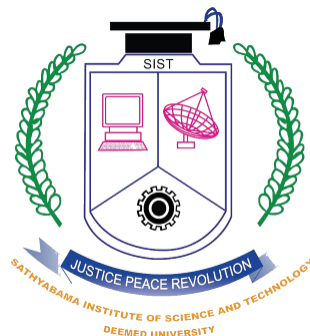


INTERNSHIP REPORT

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

By

NANDHINI. K (41105009)



**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 : K. NANDHINI

Reg No : 41105009

Semester : V

Batch : 2021-2024



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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

www.sathyabama.ac.in

SCHOOL OF BUILDING AND ENVIRONMENT

DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT (S105AINT)

2023 – 2024

VIVA –VOCE EXAMINATION

This is to certify that the Internship (S105AINT) is the work of NANDHINI.K - 41105009, 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 03/06/2023.

Submitted for Viva Voce examination held on: 6/9/23


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.



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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DECLARATION

I NANDHINI.K here by declare that the Internship (S105AINT) for 21 days from 11/05/2023 to 03/06/2023 done by me under the guidance of Mr.K. S RAVISIDHAARTH, 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: 6/9/23

Place: CHENNAI

K. Nandhini

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 constant support and guidance. Your dedication to fostering a positive and nurturing academic environment has made a significant impact on my personal and professional growth.

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 would like to extend my sincere gratitude to **Mrs. SHABANA SALEEM** for giving me the chance to be a part of your esteemed organization and gain practical experience in the industry. 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 express my sincere and deep sense of gratitude to **Mr.K.S.RAVISIDHAARTH** for his valuable guidance, suggestions and constant encouragement. I feel privileged to have the opportunity to be under your guidance, that Paved way for the successful completion of my internship.

Last but not the least, I would also like to thank all **MY FAMILY MEMBERS, FRIENDS AND RELATIVES** for their support to me during the Internship period.

BONAFIDE CERTIFICATE FROM COLLEGE


SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

Ref: SHD/2023/04/24/5024 April, 2023

BONAFIDE CERTIFICATE

This is to certify that **Ms. NANDHINI K**, Register Number **41105009** 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 COMPANY

Internship of our students regarding

Inbox



GAYATHRI N Apr 24

to shabanasaleem07@gmail....



Dear Sir/ Madam,
I am N. Gayathri, working as Assistant Professor in the Fashion Design department of Sathyabama Institute of Science and Technology. Students pursuing B.Sc. Fashion Design degree from our department needs to complete their internship for 21 days in their Second year as a part of their curriculum. We request you to kindly permit our students for their internship in your esteemed organization for 21 days from 11th May to 3rd June 2023. Kindly confirm your acceptance by mail.

please find attached students name list with their register number.

Arjumand Arfaa.S - 41105001

Nandhini.K - 41105009

Best Regards

N. Gayathri
Assistant Professor
Department of Fashion Design
Sathyabama Institute of Science & Technology
Chennai - 600119

MAIL ACCEPTANCE FROM COMPANY

Fwd: Accepting girls for
internship

Inbox



GAYATHRI N Apr 28

to arfaa.k2004, me



Best Regards

N. Gayathri
Assistant Professor
Department of Fashion Design
Sathyabama Institute of Science & Technology
Chennai - 600119

----- Forwarded message -----

From: **Shabana Saleem** <shabanasaleem07@gmail.com>

Date: Mon, Apr 24, 2023 at 4:09 PM

Subject: Accepting girls for internship

To: N Gayathri <gayathri.design@sathyabama.ac.in>

PERFORMANCE REPORT

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 Muniyappa Road, Kilpack, Chennai - 600010 (Near Ega Theatre)
3. **Name of the student** : Nandhini.k
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	Very good				

Any other Remarks: Hardworking and Punctual

Signature of the Head of the Office:



CERTIFICATE



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. K. Nandhini, a student of Sathyabama Institute of Science and Technology, was associated with Fashiyana Boutique as an Intern from 11th May 2023 to 3rd June 2023. She diligently learned and mastered the techniques of Cutting, Tailoring, and Hand Embroidery during her tenure. As an intern at Fashiyana Boutique

she embodied the core values of Integrity, Humility, Empathy inculcated as an Intern of FASHIYANA BOUTIQUE.

Nandhini's diligent and sincere work ethic greatly contributed to our team. She efficiently managed the boutique, providing exceptional personalized service to each customer, making them feel valued and cared for. Her punctuality and honesty were commendable.

We wish her all the success in her future endeavors.

For Fashiyana Boutique

Authorized Signature

K.Nandhini

+91 93823 75445

@fashiyana_by_shabana

shabanasaaleem07@gmail.com



No.20, Muniyappa Road, Kilpauk, Chennai - 600 010

INTERNSHIP DETAILS

1. INDUSTRY / ORGANIZATION: FASHIYANA BOUTIQUE

Mentor Name : Mrs. Shabana Saleem

Designation of the mentor : Designer

Contact Number : 9382375445

**Address : No. 20, Dr Muniyappa Road, Kilpauk,
Chennai - 600010 (Near Ega Theatre)**

2. INSTITUTION: SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

Mentor Name : Mr.K.S. RAVISIDHAARTH

Designation of the mentor: Assistant Professor

Student Name : K. NANDHINI

Department : Fashion Design

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

DAILY REPORT

DATE	REPORT
11/5/23-12/5/23	Learnt how to display the products, saw Pakistani suits and raw materials, learnt how to take photos, came to know the products price
13/5/23	Came to know Price of stones, we viewed the difference between silk fabric, semi silk and some more fabric texture, how to manage customers order and to record the measurements.
15/5/23	Did hemming stitch, visiting Aari embroidery department and learning how to handle the aari needle, learnt how to measure the measurement size for customers, explained about the collection to the customers, explained the work and design to the workers.
16/5/23	Did alterations work, and learnt basic aari stitches, interacting with customers, how to use the lining material before stitches
17/5/23	Learnt about the term used in the boutique
18/5/23	Obverse Anarkali top stitching process, learned different types of aari beads names and Gained knowledge in attaching the fabric on wood cot.
19/5/23	She explained how to fixing price for a product
20/5/23	Learnt how to choose a best material for aari work, learnt to choose best colours and thread for suitable design, learnt to stitch invisible Stiches in heavy garments.
22/5/23	Interacted with staff members, visited another branch of the boutique, Observe the cutting process of normal top.
24/5/23	Observed the way they handle the staff member.
25/5/23	Interact with customer.
26/5/23	Managed customer orders.
31/5/23	Interact with the customer, explain the design to master. And sketching for the design. And did pattern for our design. Went for the fabric sourcing.
1/6/23-3/6/23	Boutique management and worked on a design under the guidance of our mentor.

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ABSTRACT

These abstract highlights the significance of a boutique management internship, which aims to equip participants with practical knowledge, skills, and attitudes essential for effective boutique management. The internship program extends for a period of three weeks and provides experiential training within a boutique setting. Through this immersive opportunity, individuals gain first-hand experience in diverse activities and operational aspects involved in running a boutique. The internship emphasizes the development of skills related to customer service, inventory management, visual merchandising, and teamwork, fostering a customer-centric approach and attention to detail. Participants have the chance to apply their academic knowledge to real-world scenarios, bridging the gap between theory and practical application. Aspiring professionals in the retail or fashion industry can benefit from this valuable experience, as it enhances their employability and opens doors to promising career prospects.

1. COMPANY PROFILE

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.

The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater client base



Figure 1 - Fashiyana logo

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.

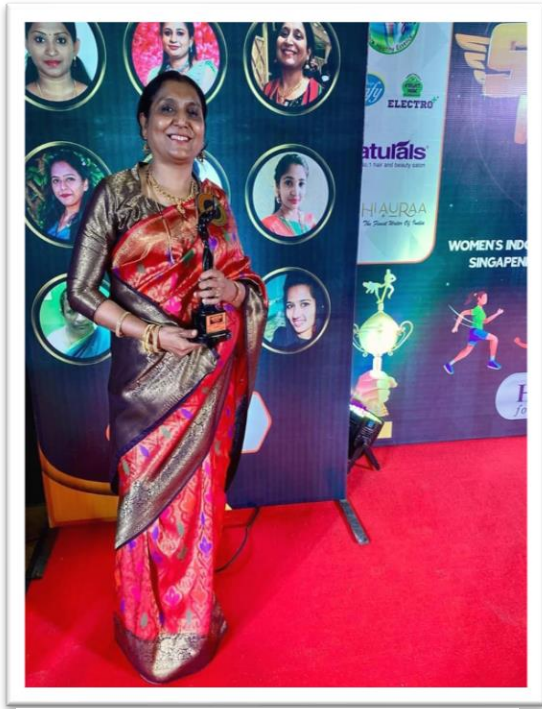


Figure 2 - Award for the best designer

PLACE

Located in Chennai

ADDRESS

No. 20, Dr Muniyappa Road, Kilpauk, Chennai - 600010 (Near Ega Theatre)

TEAM WORK

We believe success is the outcome of working together to achieve one vision.

EXCELLENT

We thrive to give the best solution with our product & service.

INNOVATIVE

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

INTEGRITY

Reliable and committed to give the best service.

SIGNIFICANT

Create positive impacts to people around us including all stakeholders

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.

PRODUCTION

Fashiyana Boutique specializes in Aari work, bridal lehenga customization, 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 - Bridal lehenga



Figure 4- Aari design

3. BOUTIQUES

A small shop that sells fashionable clothes or expensive presents. Boutique means a shop selling and stocking latest fashion articles like shawls, women's clothes, fabric, etc. Fashion designer is a person who designs clothes and is the owner of the boutique. The term “boutique” and also “designer” refer to both goods and services which are containing some element that is claimed to justify an extremely high price, is known as boutique pricing.

These latest fashion articles are designed by a designer having skilled knowledge on textiles. Generally, boutique is viewed as standardized clothing shop where latest designs and styles are offered to the customers in relatively high prices. The fashion and beauty market are dynamic and highly competitive. Fashion and beauty are constantly being redefined.

Therefore, it should be updated with latest trend to provide the customers with what they want. Therefore, the boutique business faces a high competition due to the presence of other clothing stores fashionable offerings. It becomes difficult for boutique to maintain its brand to continue to operate in long run.

Boutique has various types of fabrics which one can select, match to his/her look and design in a garment. It also has semi stitched or full stitched ready to wear a fashionable garment. There's also a wide-ranging variety of styles and designs when it comes to garment sector. It sells a variety of ladies' stuff. Nowadays there are many boutiques where people visit to buy and stitch clothes of their choice.

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. But it will be surprising for you that the boutiques are usually very expensive.

Here, most of the items are branded and imported; hence, prices are unexpectedly high. Many boutiques have primary and secondary businesses too. This involves buying clothes as cheaply as possible and then marking the price up a certain amount in order to create your profit margin.

It is a dream for many women to open a boutique or start their own business from home. Nurturing it from scratch, making it successful and being known by the brand they own making it their own identity. Due to their focus on unique and exclusive products, boutiques may carry limited quantities of each item, which can create a sense of urgency for customers to purchase before items sell out.

4. BOUTIQUE MANAGEMENT

Boutique Management System is a software application design to add or manage customer information, keep their personal records, orders and delivery dates, etc. The present Boutique Management System is manual. It is hard to handle the management of the clothes manually. Big and large registers are maintained for the sales and billing purpose of the clothes. So, the overall concept about this system is that it manages all the work of the boutique the storage of products, customers information, selling of clothes and billing too. Save details about customers. Make customer information management easier. This will make easy for customers to select designs according to their type and budget. This project would be very useful for automation of customer measurements and details management. Further it can also be useful for day to day updating of customer information and new Stocks of Design.

Adding customer form: This form is for the registration of the customer.

Adding products form: This will be used to add the products to the customer's wish list.

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

Product form: – This form will contain the information about varieties of clothes available in the boutique. Garment database management: The details of the garments that are available in the store must be updated from time to time.

Supplier database management: The details of the suppliers like name, contact and many other details can be stored through the use of this application. - The detailed report can be generated through the use of this application with great ease.

Employee form: -This form will contain the information about the employees working in that boutique.

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



Figure 5 -Manage customer clothes

4.1 OBJECTIVES OF BOUTIQUE

Following are the major objectives of this boutique

- A boutique is opened to provide quality, fashionable products to local people.
- Boutiques sell branded items in remote areas; similarly, it promotes a specific brand in different regions and increases a brand's popularity.
- It represents a particular brand and develops local credibility and acceptance.
- Promoting a service or product online.
- Selling a service or product.
- Providing product support or client service.
- Establishing complete awareness and company identity.

Skills you need to start your own boutique business

- Leadership skills.
- Owning a retail business means you're going to be a leader.
- Able to communicate.
- Being able to communicate is essential for any business owner.
- Financial knowledge.
- Marketing and sales ability

4.2 DISPLAY PRODUCT

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. By contrast, a creative display of your products can make even ordinary items seem valuable in potential shoppers' eyes. When it comes to the art of retail display, many businesses stick to tried-and-true methods such as slapping an outfit on a mannequin or creating a seasonal window display.

Generally, the first interaction customers have with your products in-store is via your displays. You or your visual merchandiser can create a planogram and arrange displays to showcase your products and increase sales. Endless list of ways you can display products in your store. It depends on what types of products you have, who your customers are, and how creative you want to get. It can encourage people to engage with your products and share a picture on their Instagram feed.

complementary products on the same retail display are one way to use secondary product placement to increase sales. Changing retail product displays on a regular basis keeps your retail store looking fresh. It can also help your regular customers discover new products with each visit. It's important to always keep retail product displays clean, spaced, and organized so customers can easily find products without feeling overwhelmed. You can create a clothing display that showcases items grouped to create an outfit along with accessories.

Use mannequins to give shoppers a visual presentation of your products and how they go together. This is a great opportunity to promote add-on purchases and impulse buys. You express creativity every day through your merchandise displays, so let your customers do the same. Start dressing a mannequin and let each paying customer choose a clothing item or accessory to complete the look. Take a picture of the mannequin at the end of each day and post to your social media profiles, bragging on the great style your customers have.



Figure 6- Display product



Figure7 - Display product

4.3 WINDOW DISPLAYS

Unique window displays will draw potential customers to your store. Your window displays don't have to be elaborate, but they should be creative and tailored to your boutique's appearance. Customers tend to enjoy seasonal displays. If you're operating on a relatively small budget, simply showcase seasonal inventory in an eye-catching way. A store window display is the scene you create in your exterior facing windows and one of the most powerful elements in your merchandising arsenal

. Your retail window display is an instrument for bringing in new and existing customers, displaying new products, highlighting promotions, and enhancing your brand image. Creating window displays will be a major part of starting your retail store and driving continued sales. This guide will give you the tools to design something that will pack a punch and help you grow. Window displays should be timely and in-season to be relevant to your shoppers.

It's also a great opportunity to capitalize on seasonal buying potential, like during the winter holiday season. A common mistake that some retail stores make with their window displays is that they try to showcase too many things at once. Without a focal point, a window

display lacks purpose and is less effective at capturing customers' attention. An effective window display doesn't mean trying to showcase everything you sell; it means showcasing products that you think will grab people's attention, compel them to come into your shop and see what else you sell.



Figure 8 -Window display

4.4 CUSTOMER INTERACTION

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. This makes it an important part of the value chain of clients. Each boutique requires different levels of customer service, but in the end, the idea of a well-performed service is that of increasing revenues. One of the rules of retail is that the customer is always right — even when they're technically wrong.

Your customers are the reason that you're in business, so it's important to listen to them when they have a complaint. And those complaints happen in all shapes and sizes in every single business. Dealing with customer complaints takes a certain amount of tact and sensitivity, and ignoring the bad that comes along with the good can not only hurt your bottom line, but also your reputation. How you deal with a negative situation can mean the difference between not just losing a sale, but losing a customer in the future.

Customer interactions give businesses the data needed to improve customer satisfaction. Without looking at customer interaction data, a business could be churning customers without knowing why. By taking the time to review the average customer interaction, your business can adjust its customer experience strategy to provide a more useful, pleasant shopping experience. And the more enjoyable the interactions become; the more likely customers are to become loyal to your business. Customer interactions are a valuable source of direct feedback from the customers themselves. This feedback loop helps businesses understand their strengths and weaknesses and guides them in making informed decisions for continuous improvement.



Figure 9- Customer interaction

4.5 CUSTOMIZED ORDER

The product is created according to a standardized production method or a limited range of options are provided within existing specifications. The product is created specifically for the customer according to their requirements. Using the creation of a tailored suit as an example, all measurements for the suit would be customer-specific and the suit would be created just for the individual customer. Customized products also include products that are created using images, diagrams or descriptions provided by the customer.

Customization of a product is the manufacturing ability to offer a variety of designs or details for one product, made specifically to a buyer's liking, much in part because of advances in technology and manufacturing production processes. Customization of products means a customer can select features like color, design, functionalities, add-on components or other options to make a more unique item rather than a mass produced one. Whether a product qualifies as being customized or not will depend on its exclusivity.

Custom products are unique items created individually by a craftsman, artisan, or tailor. Each custom product is designed to meet the client's size, colour, dimension, outlook, etc. These one-of-a-kind items bring the client's idea to life, and their production involves client input at each step. Customized fashion allows customers to create absolutely unique kinds of clothing and accessories that reflect only their own tastes and preferences. Nowadays, more and more popular brands are starting to implement customizable fashion into their businesses.

Let's have a quick look at the process of implementing customized fashion. The main reason for the popularity of customized fashion is the demand. Another reason for this appreciation of customized fashion is customers desire to get perfectly fitted clothes. It is extremely difficult for people with nonstandard parameters to find items that fit perfectly because the majority of brands design their clothes to suit a narrow range of body types. Moreover, while buying clothing online, people are having difficulties choosing the right size that will perfectly suit the parameters.



Figure 10 -Customized order



Figure 11 -Customized order

4.6 PRODUCT KNOWLEDGE

Boutique staff should be knowledgeable about the products and services offered. They should be able to answer questions, provide detailed information about the items, and offer suggestions based on the customer's style and preferences. Boutique staff should have a comprehensive understanding of all the products available in the store. This includes knowledge of various categories such as clothing, accessories, footwear, and any other items the boutique offers.

Staff should be able to describe the features, specifications, and details of each product. They should know the materials used, sizing options, colors available, and any unique characteristics that set the products apart. Staff should be aware of the availability of products, both in-store and online. They should be able to check stock levels and provide accurate information about when a particular item will be restocked if it's currently unavailable. Being up-to-date with the latest fashion trends and new arrivals in the boutique helps staff engage customers and keep them excited about the boutique's offerings.

4.7 CUSTOMER SERVICE

Get to know your regular customers and their preferences. Addressing them by name and offering personalized recommendations can make them feel valued and appreciated. Train your staff to have an in-depth understanding of the boutique's products, including materials, sizes, and features. This knowledge allows them to answer customer questions accurately and make suitable recommendations. Staffing your boutique with knowledgeable, welcoming employees is crucial to improving sales. Customers like to feel important and cared for, so employees who can provide personalized customer service can help ensure a loyal customer base. Stress how important it is for your employees to remember repeat customers' names and preferences. To aid in this, you can create a file that details your customers' purchases. Your employees should

review this information so they are prepared to suggest products they know specific customers will like.

4.8 MARKETING AND BRANDING

Identify and understand your boutique's target market. Create a unique and compelling brand identity that reflects the boutique's personality, values, and offerings. This includes designing an appealing logo, choosing brand colors and fonts, and establishing a consistent brand voice. Fashion boutiques are all about image and style, not only in the products you sell but also for the customers who wear your clothing line.

branding is an integral part of positioning your company as a popular purveyor of world-class garments that will help your customers look better and gain confidence in their own images. Branding shows the world what you stand for, makes people remember your brand, and helps potential customers understand if your product or service is right for them. Branding communicates all of that through color, shape and other design elements branding is important because people purchase on emotion.

When it comes to fashion boutique marketing, they're seeking an image, which is why your own image is crucial to success. It's important to identify and promote your branded identity so you can connect with your target audience at a glance. If your fashion boutique is not branded, then you're just another clothing store. There's nothing that separates you from the competition.

4.9 TREND AND SEASONAL RELEVANCE

Regularly conduct market research to identify current and upcoming fashion trends. Stay updated on industry publications, fashion shows, social media influencers, and customer feedback to understand what styles and designs are gaining popularity. Plan your boutique's inventory around the seasons. Offer a diverse range of products that cater to different weather conditions and occasions, such as summer dresses, winter coats, holiday party wear, etc. Pay attention to colour trends that are popular for each season. Incorporate seasonal colors into your product offerings and store displays to create a cohesive and relevant shopping experience.

While trends are essential, be open to adapting your inventory based on customer demand. Some classic and timeless pieces may continue to be popular regardless of seasonal trends. Offer fabrics suitable for the specific season. For example, lightweight and breathable fabrics like cotton and linen are ideal for summer, while warmer fabrics like wool and cashmere are more appropriate for winter. keep an eye on trending prints and patterns. Floral patterns might be popular in the spring and summer, while plaids and earthy tones might be more in demand during the fall and winter seasons.

A market trend analysis is an analysis of past and current market behaviour and dominant patterns of the market and consumers. An important aspect of conducting a trend analysis for an organization is to obtain insights on the market scenario, consumer preferences, and the macroeconomic environment. Marketing research methods, such as surveys, interviews, and observations of consumer behavior, help in understanding the trends and behavior in the Market. You are in the clothing and accessories business. It means that there will always be something new in the market and outdated at the same time. This is why you must show your

customer the latest trends to build rapport for your brand. It shows that you care about customers and want only the best and latest for them.

Trend analysis involves timely analysis of consumer needs and positioning of the product or service in the consumer's mind. A business that is able to identify a specific trend in changing consumer needs and behaviour may be able to cater to these needs and project higher growth rates in the fashion industry, trends change like behavior. What worked yesterday may not work together. This could damage customer experience and cost you so much money. Stay head of the trends by knowing what's happening in the world of fashion. Marketing techniques change as well, so you must keep an eye on the latest marketing trends as well. Similarly, know what your competitors are up to and strive to be better.

4.10 HANDLING COMPLAINT

When a customer approaches you with a complaint, give them your full attention. Let them express their concerns without interrupting. Listening attentively shows that you value their feedback and respect their feelings.

Regardless of who is at fault, offer a sincere apology for the inconvenience or negative experience the customer had. Apologizing doesn't necessarily mean admitting guilt but shows that you value the customer's satisfaction.

Based on the information gathered, propose a solution to the problem. If possible, involve the customer in finding a resolution that meets their needs. Keep records of customer complaints, including the details of the issue, the resolution offered, and any follow-up actions taken. This documentation can be valuable for identifying patterns and making improvements in boutique operations.

Strive to resolve the complaint as quickly as possible. Delaying resolution may lead to further frustration and dissatisfaction. Keep the customer informed throughout the process, especially if it requires additional time for investigation or resolution.

After the complaint has been resolved, follow up with the customer to ensure their satisfaction. This gesture shows that you genuinely care about their experience and that you value their feedback.

Use customer complaints as an opportunity to learn and improve boutique operations. Analyses recurring issues and implement measures to prevent similar problems from arising in the future.

5.COLLECTION

A Pakistani style suit is a traditional outfit consisting of a long ensemble is popular among women in Pakistan and is known for its vibrant colours, intricate embroidery, and unique designs. Pakistani style suits are versatile and can be worn for both casual and formal occasions. They have gained popularity worldwide and are now available in a variety of fabrics and styles to suit different tastes and preferences. If you're looking for a stylish and comfortable outfit that reflects Pakistani culture, a Pakistani style suit is a great choice.

Overall, Pakistani style suits are a beautiful and comfortable clothing option for women. They reflect the rich cultural heritage of Pakistan and are popular worldwide for their elegance and sophistication. Traditional Pakistani suits for weddings typically consist heavily embroidered kameez, sharara and dupatta. Intricate thread motifs, sequins, and beadwork in elaborate silhouettes along with a wide variety of colours and fabrics makes this a coveted attire the unique designs and styles also stood out to the Indian public.



Figure 12- Pakistani style

The fabrics are light, airy, breathable, making them a go-to for all seasons, particularly in the summers. Long flared kurta with straight cut or tight trouser bottoms makes up the Anarkali suit. This is a great outfit for parties because it's so flattering on everyone. For weddings and traditional get-togethers, choose an anarkali made of silk or georgette. It is a variation on the Surat Pakistani suits known as the sharara suits. Fabrics such as organza, silk, velvet, brocade, satin, chiffon, linen, net, cambric, and lawn are utilized to create the most outstanding Pakistani

salwar kameez, which commonly come with detailed fragmentation and designs of beads work, sequins, and stones.

5.1 PAKISTANI SUIT

Pakistani suit has many styles with a variety of fabrics that can easily stand out, but one of the interesting ones is the Pakistani Lawn suits. The quality of the fabric of the lawn suit is that it is light, smooth and comfortable in all seasons. In Pakistan, this special suit is worn by in different design, colours and cuts. The unique thing about these Pakistani suits is they come in different styles. The one which stands out the most is the Lawn suit from Pakistan. The Pakistani quality of those suits is such as they are very smooth and light which helps out to be worn in all the seasons, mostly in summer.

The Pakistani Salwar Kameez has a wide range of varieties according to your price range. Taking into account a basic set to a designer set, the range could be flexible. According to historians, the Salwar kameez originated from the Mughals' costumes. These traditional dresses were found to be used in the region of Punjab, which later on became popular among Indian women. A salwar suit is a loose dress consisting of a kameez or top and a set of flowing bottoms, known as salwar.

Pakistani suits are utilized as traditional clothes in several South Asian countries, where women wear this because it is simple. Pakistani salwar kameez has been recognized to be one of the most comfortable and elegant clothing suits for female. The dissimilarity between Indian and Pakistani dresses depends on how they are sewed and their embroidery work. In a Pakistani salwar Kameez, the embroidery laces and patches are commonly different from the texture and are compiled together while sewing.



Figure 13- Pakistani suit

6. FABRIC KNOWLEDGE

The basic knowledge sarees they sell and their various variety.

They are

- Banarasi soft silk
- Tussar silk
- Kora muslin
- Organza
- Shiffon
- Georgette
- Katan silk
- Batik tussar
- Khadi linen
- Linen printed
- Handloom tussar
- Chikankari Handloom

6.1 BANARASI SOFT SILK

Banarasi silk originates from Varanasi (also known as Banaras), a city in the northern Indian state of Uttar Pradesh. The fabric has a long and rich history dating back to ancient times, and it is deeply rooted in Indian cultural and traditional heritage. Banarasi soft silk is typically made from pure silk threads.

The fine quality of the silk gives the fabric its smooth and soft texture, making it comfortable to wear. The hallmark of Banaras soft silk is its intricate weaving technique. The use of various colors enhances the visual appeal of the fabric. Banarasi soft silk is a versatile fabric, suitable for a variety of traditional and formal occasions. It is commonly used to create sarees, lehengas, salwar suits, and other ethnic wear.

6.2 HANDLOOM TUSSAR

Curate a diverse range of products made from handloom tussar silk. This can include sarees, suits, dresses, stoles, scarves, and other accessories. Offer a variety of designs, colors, and patterns to cater to different customer preferences. Promote the eco-friendly aspect of tussar silk, as it is sourced from wild silkworms without harming them. Emphasize the boutique's commitment to sustainability and ethical fashion.

6.3 LINEN PRINTED

Ensure that the linen used in your boutique is of high quality, as it affects the overall look and feel of the products. Consider different weights and finishes of linen to provide a variety of options to customers. Choose colors that complement the linen fabric and enhance the beauty of the prints. Consider customer preferences and current color trends while selecting color palettes for the prints.

Offer printed linen products at different price points to cater to customers with varying budgets. Ensure price transparency and communicate the value of the unique prints and quality of the fabric. A linen printed boutique can attract customers who appreciate the comfort and style of linen fabric, combined with the allure of exclusive and attractive prints.

6.4 CHIKANKARI

Ensure that the Chikankari products in your boutique are authentic and handcrafted by skilled artisans. Highlight the traditional craftsmanship and cultural significance of Chikankari embroidery. Curate a diverse collection of Chikankari products, including sarees, kurtas, suits, dupattas, tunics, and even modern fusion wear that incorporates Chikankari elements. Pay attention to the quality of the fabric used for Chikankari embroidery.

Common fabrics for Chikankari include cotton, georgette, chiffon, and silk, which complement the delicate embroidery work. Offer Chikankari products with various designs and patterns, ranging from traditional motifs to contemporary interpretations. Our diverse range of designs and patterns allows you to choose from traditional motifs that celebrate the rich heritage of Chikankari or explore contemporary interpretations that bring a fresh perspective to this timeless art form.



Figure 14- Chikankari saree



Figure 15 -Handloom tussar saree



Figure 16 -Linen printed saree

6.5 CREATIVITIES

By designing their own clothing and accessories, people have a chance to boost their creativity. It is an interesting way to spend time doing some new activity and experimenting with different colors, fabrics, and designs. Creating your own clothing helps with exploring the creative side and expressing your unique vision.

You can see that there are many reasons why customized fashion is becoming more popular all over the world. With the development of new technologies, customized fashion will continue to take its place in the clothing market by assisting in boosting creativity, saving time on shopping, getting individualized clothing, and creating unique looks.

7. PRODUCT PRICING

Product and Pricing Strategy the clothes in a boutique must be different from those of the competition. Look at the products your competitors carry and look at their pricing strategies. You must have a unique clothing style that stands out from the crowd and that brands your store as the place to go to for its particular design.

Understand who your ideal customers are and what they value in clothing. Consider factors like age, gender, lifestyle, fashion preferences, and budget. This will help tailor your product offerings to their specific needs and tastes. Focus on providing high-quality garments that justify their price points. Customers are often willing to pay more for well-made clothing that will last longer and offer a unique design.

Competition-based pricing is a strategy to explore, if you're operating your women's boutique in an area that's heavily populated with other boutiques targeting similar markets. Using competition-based pricing, you price the items you're selling similar to how competing boutiques price theirs.

You may offer the same product categories, such as dresses or shoes; however, since you offer different brands, customers are motivated to buy based on style and brands, not competing price points. Ensure that what you're offering has the same perceived quality as your competitors so your pricing is justified.

Women who shop boutiques tend to expect higher prices and tend to believe a higher price means a better product. Attract this audience with high prices but ensure the brands you carry have a reputation for high quality, sophistication and distinctiveness in the women's fashion market. Women may bypass a price tag if they have a perceived value of an item or brand in your boutique.



Figure 17- Product pricing



Figure 18 -Product pricing

7.1 UNIQUE LOOK

The desire to stay unique and create special looks is the first reason why people prefer customized fashion more and more. Nowadays, in the stores, there are so many mass-produced clothing items, which makes it difficult for people to highlight their specialties and allows customers to create absolutely unique kinds of clothing and accessories that reflect only their own tastes and preferences.

Special events call for attire that stands out and complements the significance of the occasion. Customized fashion allows individuals to create garments that match their vision perfectly. Whether it's a wedding dress, prom outfit, or formal wear, customized clothing ensures that the wearer feels confident and extraordinary on their special day.

Many customization platforms and boutique stores work with independent designers and artisans. By choosing customized fashion, customers support these creative individuals and their unique designs. 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.

A boutique's storefront is essential for creating an eye-catching first impression. Unique and creative signage can attract passersby and communicate the store's personality. Boutique owners often pay attention to stylish window displays to showcase their best products. Extend the unique design to custom packaging and branding materials, reinforcing the boutique's identity and leaving a lasting impression on customers



Figure 19 -Unique design

8. TO IMPROVE BOUTIQUE SALES

8.1 IDENTIFY YOUR TARGET CUSTOMER

Understand your boutique's target customers and the type of clothing you plan to offer. Whether it's casual wear, formal attire, ethnic wear, or any other specific niche, knowing your target market will help you determine the appropriate fabrics to source. Know your customer is an important concept in the boutique. This should go without saying. Knowing your customer is the key to success. It's impossible to sell something if you don't know whom you are selling to. Knowing about your customer helps you set business goals and develop an effective marketing plan.

This includes learning their challenges, needs, fears and concerns. While learning about your customers, also educate them to help them move down the sales funnel. A customer makes a purchase when he has a need. So, as you understand your customers' needs, solve it, and you will have a much chance of converting them into a lead. You should identify your proposed customer's age and lifestyle. Do not make key decisions based on guesswork. Spend time on identifying the target audience and study customer behavior. Know your customer helps create a trust between the customer and store, which in turn leads to increased loyalty and sales.

8.2 NETWORK

The location of your store is very important as it is the key to find customers. You can open a boutique on a highway with low investment but it will not get you customers. Other boutiques can recommend your store for specific items, and you can recommend theirs. This creates goodwill and can ultimately improve sales for your boutique and others in your business community. Also consider networking with other businesses in your market segment. For example, if you sell children's clothing, network with special-event businesses to create a promotional sales package. This is why location is one of the primary principles for starting a new business.

8.3 USE THE POWER OF SOCIAL MEDIA

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

Your social media site is a more relaxed environment, and visitors are more likely to connect with your products at a personal level rather than perceive your company as only advertising items for sale. Offer information that your readers will find valuable and interesting by integrating text-based content with images and videos related to your products. This can generate quality online connections who read, share and talk about your shoes with their own audiences, driving repeat business and attracting new customers



Figure 20-social media image

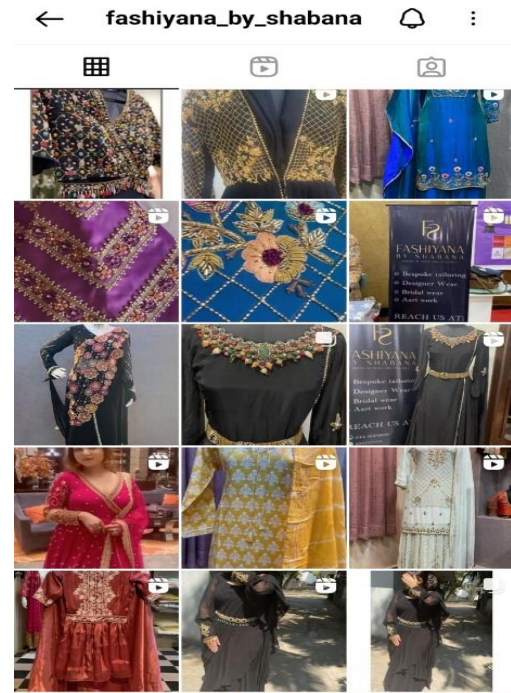


Figure 21- Social media image

8.4 HIRE THE RIGHT STAFF

You cannot handle a store alone and that is why you need to hire people. But you cannot hire anyone and everyone. You should be sure about whom you want to hire so it does not create problems. Your staff should be the niche of your business. They should be willing to go the extra mile to increase sales. A single person runs many boutiques, but as the business grows, you will need to hire a dependable staff. You will also need sales girls/boys, an accountant, tailors, designers and a store manager. You will also need someone to clean the place.

Hiring knowledgeable, welcoming employees to staff your boutique is also crucial in improving sales. Customers like to feel important and cared for. Employees who excel at providing personalized customer service can guarantee you a loyal customer base. Make sure your employees know the importance of remembering names and preferences of repeat customers. Consider creating a file that details customer purchases. Your employees should regularly review this information so they are prepared to suggest products they know specific customers will like.

8.5 GET CUSTOMER FEEDBACK

Nobody knows your customers better than they know themselves. Listen to what they have to say so you can develop a solid understanding of what they need and want. Then offer value-added services and products based on their feedback. Customers will appreciate your willingness to listen and improve, making them more likely to remain loyal to your brand and tell others about your boutique.

8.6 MANAGEMENT CUSTOMER ORDER

Managing customer orders is a critical aspect of running a successful boutique or retail business. Effectively managing customer orders ensures that customers receive the right products in a timely manner, leading to high customer satisfaction and repeat business.

Every time you place an order with a store, there is a process that runs in the background until you finally receive your purchase. This process is called order management, which is basically keeping track of customers' orders and handling the steps involved with fulfilling them.

Order management processes start right after a customer place their order and pays for it. The details of the order are sent to the store's inventory. The process ends with the store checking in with the customer to figure out if they were happy with their purchase. Here are the steps of a typical process. Most order management processes can be broken down into stages receiving a customer's order, fulfilling the order, and then handling the after-sales processes.

Choose reliable shipping carriers to ensure that customer orders are delivered promptly and safely. Provide customers with tracking information so they can monitor the delivery progress and anticipate the arrival of their purchase.

Encourage customers to provide feedback on their order experience. Positive feedback can boost morale, while constructive criticism can help identify areas for improvement.

- Know their personal style.
- Understand the customer 's need.
- Body measurements.
- Accepting the order, picking, packing, and shipping the items mentioned in the order and finally tracking them until they get delivered.

9. PRODUCT THEY SELL

Fashiyana boutique products are known for their specialty, uniqueness, and exclusivity. Unlike mass-produced items found in larger retail stores, boutique products are often carefully curated and crafted to cater to a specific target audience.

They tend to prioritize quality over quantity. They often source premium materials to create products that are durable, long-lasting, and luxurious.

Fashiyana products frequently feature innovative and creative designs that reflect the boutique's distinctive style and identity. Customers are drawn to these designs as they offer a sense of individuality and self-expression.

Their products are usually distributed in limited quantities, ensuring their exclusivity and making customers feel like they own something special.

Fashiyana products often showcase the artistry and craftsmanship of skilled artisans. These items may be handmade, hand-stitched, or intricately designed, reflecting a level of attention to detail and quality that sets them apart from mass-produced goods.

Fashiyana boutique offers a wide range & Variety of Saree like Cotton Saree, Bridal Saree, Party Wear Saree, Embroidery Saree, Designer Saree and Salwar Kameez like Anarkali Salwar Kameez, Party Wear Salwar Kameez, Designer Salwar Suit, etc.



Figure 22 -product they sell



Figure 23-Product they sell

The Fashiyana boutique in Indore have become increasingly popular because of the Variety and Quality of Saree and Salwar Kameez at very best prices. Katan silk, semi banarasi, art silk, batik tussar, chiffon silk, linen printed saree, handloom tussar, tissue thread work organza, tussar embroidered, organza saree, linen tissue saree, semi raw silk, chappa silk, katha linen, kora muslin silk, georgette saree, khadi linen, fancy chiffon saree.

10.BODY MEASUREMENTS

Before proceeding to take measurements it's important to understand the body and different parts of body.

It is important to identify various hallmarks in the body Measuring the human body or the dress measurements precisely and accurately is the first step in learning to make patterns.

Care should be taken to take accurate measurements in order to achieve a good fit. It is extremely important to understand the dress form before starting to take dress form measurements. One should carefully observe the shape of the body, where it is hollow, how shoulder slopes etc.

Properly measured garments provide comfort and ease of movement. A well-fitting garment enhances the wearer's mobility and prevents any restrictions or discomfort

Each individual's body shape is unique. Some may have a more prominent bust, while others may have broader shoulders or a smaller waist. Observing the body's shape and proportions is essential for determining which standard size or custom adjustments will best suit the person.

Body measurements refer to measuring the actual person or people who will wear a garment. Body measurement involves measuring the body length, width, girth, and other specific body measurements per the requirement of apparel manufacturers, tailors, etc.

Typically, body measurements are done to ensure that a garment fits perfectly, neither loosely nor tightly. Some of these measurements are more important - we'll call them "Key" or "Primary" measurements, while others - called "secondary" measurements, are still a factor in pattern creation, but are less essential to the fit of the garment.

NECK: The measurement of neck is taken for making collars and necklines. You measure the round neck from the centre front to centre front around the neck by keeping the measuring tape perpendicular to the neckline without pulls or folds

CB - Centre Back: refers to the centre back of a garment or body, along the spine.

CF - Centre Front: refers to the centre front of a garment or body from the hollow at the bottom of the neck straight down.

HPS - High Point Shoulder: The shoulder is measured in two different ways one the length of shoulder is measured by measuring from high shoulder point or neck point to shoulder point at the start of the arm.

For traditional pattern making methods cross back is required and it is measured from one shoulder point to the other at the back. refers to the top point of the shoulder on either side of the neck.

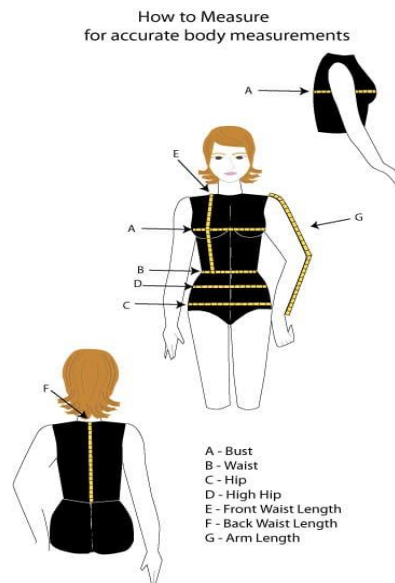


Figure 24-Body measurement

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

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

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

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

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

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

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

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

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

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

Measuring the Lower Body for Pants

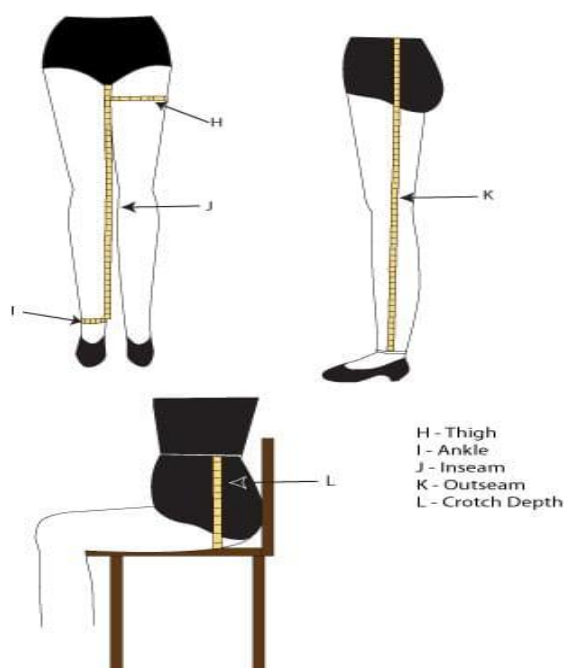


Figure 25-Body measurement

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

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

10.1 NECKLINES

The neckline is the top edge of a garment that surrounds the neck, especially from the front view. Neckline also refers to the overall line between all the layers of clothing and the neck and shoulders of a person, ignoring.

The measurement required for any neckline is the depth of the neck measured from the nape of the neck point to the centre front diagonally. In case of necklines like square, glass neck, sweet heart measure in a straight line on the body for the length and for the width of the neckline at that point to the centre front is also measured.

The depth of the neckline refers to how low or high the neckline extends from the nape of the neck to the centre front of the garment. This measurement is essential to ensure that the neckline sits at the desired position on the wearer's body.

sweetheart necklines side edges linear, curved bottom edge concave down has a curved bottom edge that is concave down and usually doubly scalloped to resemble the top half of a heart. The side edges often converge on the neck, similar to halter necklines. Sweetheart necklines are good for accentuating the bosom.

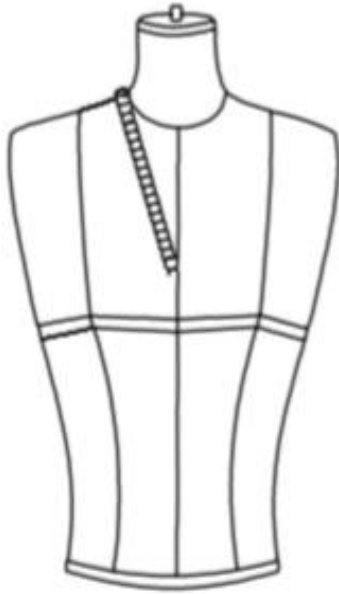
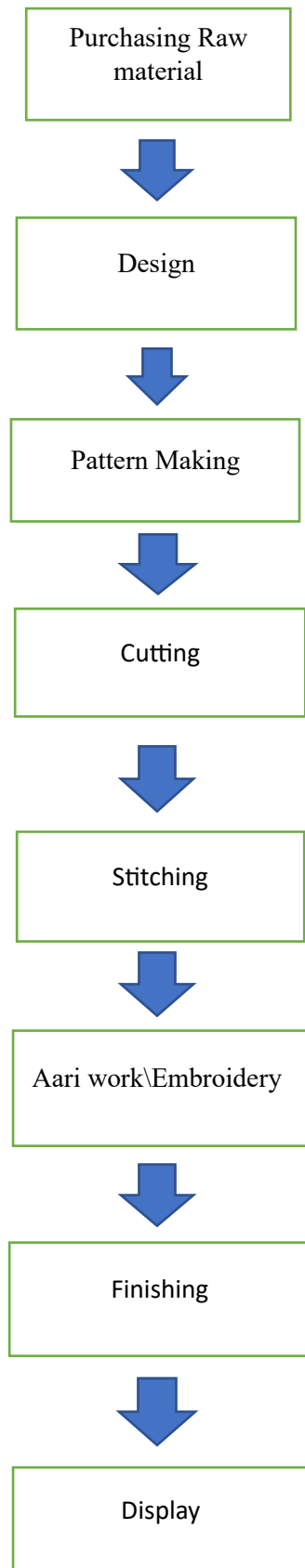


Figure 26-Neckline

Points to be kept in mind for developing Necklines:

1. Consider the type of garment you are designing and its intended purpose. Necklines for casual wear may differ from those for formal or evening wear. The neckline should align with the garment's overall style and function. If a neckline is made wider in the front, the same needs to be done for the back.
2. Different necklines flatter different body shapes. Consider how the neckline will complement the wearer's proportions, enhance their best features, and create a balanced silhouette.
3. Determine whether the garment will have a collar or be collarless. Collars can add structure and sophistication, while collarless designs offer a more relaxed and modern look.
4. Decide on the type of binding or finishing you'll use for the neckline. Options include facing, bias binding, ribbing, or self-fabric binding. The choice of binding can affect the neckline's stability and appearance.
5. Consider the season or climate for which the garment is intended. For example, higher necklines may be preferred in colder weather, while lower necklines are suitable for warmer seasons.
6. Aim for a neckline design that can work well with various outfits and styling options. A versatile neckline allows the garment to be worn for different occasions and with different accessories.
7. Try avoiding deeper neckline for both front and back at the same time. In case one decides to keep the neckline deeper in both front and back then an ease of about $\frac{1}{2}$ " needs to be taken out on the centre front neck.
8. The measurement which is taken diagonally should be marked diagonally on the pattern and a measurement taken straight should be marked straight.
9. Stay informed about current fashion trends and popular neckline styles. While classic necklines can be timeless, incorporating modern trends can add a contemporary touch to your designs.
10. Be mindful of designing necklines that are accessible and inclusive for people with different abilities and body types.

11. PROCESS FLOW



11.1 DESIGN

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

Usually, boutiques workshop and designers' showroom should be separated. In boutiques workshop the complete assignment from the designing, pattern cutting, and production is done. In Boutique they will be selected the designs in Pinterest and models will be modified accordingly to their sufficiency of the fabric. If the customer chooses the design as per their knowledge, in boutique they will be giving 1st preference to the fabric then only designs will be choosed accordingly to the fabric.

11.2 COLOURS

Colour is such an important aspect to consider in the design process. Your palette choice can be based on something as simple as an inspiring painting or period in the history of art. Colour can often be the starting point of a collection and can set the tone for the mood and season you are designing for. It's important to gather primary and secondary colours so that you can mix a variety of combinations to play with.

11.3 TEXTURE

Add another element to your products by considering their texture. This can be brought to life by the discovery of an amazing embossed fabric. Explore further by looking at the surfaces of natural objects, such as shells or feathers, and emulate their texture through fabric manipulation. Through the incorporation of texture in your designs, you will provide visual stimulation for the consumer without the need to actually touch the object. Textures are compared to other textures with which they are combined and to the person wearing them. Some adjectives used to describe textures are smooth, heavy, thin, crisp, glossy and rough.

11.4 FABRIC SOURCRING

Fabric sourcing is the process of finding a supplier who produces the fabric you need and managing the supply chain and delivery to get the required goods on time, within budget and without any damage. Fabric sourcing and ensuring you have a wide variety of fabric available helps to ensure that your clothes are unique, comfortable, chic, and appealing to your target audience. Understanding how fabric is constructed and what fabric type is best for the product you're designing is a crucial factor of the design process. Sourcing fabric in person at fabric trade shows allows you to see and touch the materials.

However, you can also find fabric suppliers online and order fabric hangers. Fabric content refers to the makeup of the fibers that are used to knit or weave the fabric. Commonly used fibers are rayon, cotton, polyester, and silk. The best way is to examine the color in natural

light and see how bright it is. Another thing you can do is imagine the color of the fabric against the skin color of the garment wearer and then make your decision.

There two principles are the key to choosing the right color of the fabric. Every fabric has a different margin of stretch. It is while choosing a fabric that you need to understand this stretch. The stretch has a major role while sewing and cutting. The best way to test the stretch is to pinch the fabric between two fingers and pull it to create tension. Finding the right fabric is an important step in the designing process and requires time and knowledge.

With so many options available in the market, it can be an overwhelming experience especially when communicating with suppliers and can be very time consuming. Whether you are planning to produce with us or simply wanting us to be your reliable fabric sourcing agent, we will make sure to find you the best options in terms of pricing and quality for your future sustainable fashion collection.



Figure 27-Fabric sourcing



Figure 28-Fabric sourcing

11.5 TYPES OF FABRIC AVAILABLE

There are so many different types of fabrics available on the market fashiyana boutique. It can be in this post, we'll take a closer look at some of the most common fabrics - cotton, wool, silk, and synthetic fabrics and explain simply what their unique properties and characteristics are.

cotton is a natural fabric that is breathable and absorbent. It is usually used for making shirts, pants, and other garments. Cotton is a versatile fabric that can be used for many different garments.

Wool is a natural fabric that is warm and insulating. It is often used for making sweaters, coats, and other winter clothing. Wool is a great choice for garments that need to be warm and cozy.

Silk is a natural fabric that is soft and luxurious. It is often used for making dresses, blouses, and other formalwear. Silk is a beautiful fabric that can add a touch of luxury to any garment.

Synthetic fabrics are made from man-made materials such as polyester, nylon, and acrylic. They are often used for making activewear, outerwear, and other garments that need to be

durable. Synthetic fabrics are a great choice for garments that need to be strong and long-lasting.

Organza is one of the most popular wedding fabrics. Organza is a thin plain weave fabric traditionally made of silk. Due to the unique weaving of silk, polyester, nylon or blended yarns, organza is a thin, delicate and hard fabric with a slight luster. Organza mainly refers to thin and plain weave fabrics and transparent fabrics. many organza is woven from synthetic Fiber such as nylon and polyester, but the most elegant organza is woven from silk. Floral printed organza fabric is a lovely lot to sew in dresses or curtis from. Therefore, they are ideal for draping to create delicate patterns and garments.

11.6 HOW TO CHOOSE THE RIGHT FABRIC

There are three main types of fabric: natural fibers, synthetic fibers, and blends. Natural fibers include cotton, linen, wool, and silk. Synthetic fibers include polyester, nylon, and acrylic. Blends are fabrics that are made from a combination of natural and synthetic fibers, like cotton/polyester or wool/acrylic. Each type of fabric has different properties that you'll need to take into account when selecting the right one for your garments. These properties include texture, weight, stretch, and opacity.

Texture refers to the way the fabric feels. Smooth fabrics have a sleek surface, while rough more textured. Soft fabrics are, well, soft to the touch, while crisp fabrics are stiffer. Weight is how heavy the fabric is. Lightweight fabrics are thin and airy, while heavyweight fabrics are thicker and more substantial. Stretch refers to how much the fabric can stretch. fabrics with no stretch don't stretch at all, while fabrics with high stretch can stretch a lot.

12.PATTERN MAKING

A pattern is a design or a template from which a part of the garment is traced onto the fabric before it is being cut out and assembled. Patterns are usually made of paper. Pattern making in garment manufacturing is a highly skilled technique that calls for great technical abilities. It also requires a basic sensitivity to interpret a design with an understanding of garment construction Pattern making is one of the fundamental steps for successful dress design.

This function of pattern making connects various designs to production by producing paper templates for all components like cloth, hemming, fusible etc. This has to be cut for completing a specific garment. There are three methods of pattern making.This critical stage in development will help you to visualize the fit and decide on the size ranges of your clothing.Essentially, patterns bridge the gap between ideation and production, which makes this process straightforward for both the brand and the manufacturer.Understanding the basics of pattern making will provide insight into how your garments will take shape No matter which pattern making tools are employed, the process of pattern development begins when a designer makes a sketch of a garment that they'd like to make.

While this basic sketch is made with the human form in mind, there are quite a few more steps that need to take place to transform this initial idea into a garment that will fit a human body.Essentially, pattern making is the art of translating a designer's basic idea for a garment into a real piece of apparel that fits the human body in a favorable way.As you take a look

throughout the apparel industry, it's clear to see that pattern design takes many different forms just as design elements vary from firm to firm. However, the basics of pattern making remain the same: This process is all about bringing a designer.

Pattern making covers principles of constructions and techniques in a wider sense rather than style details in a narrow sense. It opens scope for infinite variety of styles both for regular designs and impulsive patterns. Balance is the underlying objective while manipulating pattern balance is a vertical relationship between the front and back. Pattern making can be divided in two parts namely measuring correctly & knowledge technique devised to include necessary seam allowances. Measuring the human body is the precursor to developing garments to fit the body



Figure 29-Pattren making

12.1 METHODS OF PATTERN MAKING

12.2 FLAT PATTERN

Flat Pattern Method is a method where in body or dress form measurements are taken for developing a pattern. Following a logical stepwise procedure, the measurements are then converted into a pattern. In other words, this system depends on accurate measurements to complete the paper pattern. There are limitless designs, which can be achieved for workable garments. Flat pattern making should be done in conjunction with a dress form so that as the design evolves, proportion and balance in the garment can be checked side by side. It is important to transfer the pattern on to a muslin to test the fit, on a dress form or a human figure.

Flat pattern cutting is now widely used because of its accuracy of sizing and the speed with which complicated designs are made. It is a system of creating patterns by manipulating a basic block. The basic block contains a movement ease allowance which allows the body to perform a variety of normal body functions that require movement of various body parts. Creating a fashion pattern by using the flat pattern making method is reasonably logical and easy to understand, the flat pattern making method brings consistency of both size and fit of mass-produced garment and is also the fastest and most efficient pattern design method.

12.3 DIRECT DRAFTING

Direct drafting method or Pattern drafting is a system of pattern cutting that uses a combination of ease allowance and body measurement taken from body measurement of the customer or dress form measurement to create patterns for the chosen design. It is a method of pattern construction based on the systematic draft of measurements taken directly from the human form. Traditionally level of education prevalent amongst pattern makers and tailors have been low in India. Drafting is a very basic two-dimensional method of preparing a paper pattern.

The pattern is mostly prepared on brown paper using personal measurements of the wearer. The garment prepared by the method of drafting fits exactly right in accordance with the satisfaction of the wearer. It is highly economical and smart to draft one's own pattern. Also, one can make changes in the style easily by adopting the basic pattern. This type of pattern can be easily constructed by either drafting manually or producing it by a computer which has been programmed to construct these basic patterns according to the given measurements of the wearer.

12.4 DRAPING

Draping method is the oldest pattern making method and is generally regarded as a creative approach. In this method a piece of two-dimensional fabric is draped directly on a dress form or figure and made to fit on the dress form to achieve the desired look or shape. The fabric may conform to the basic shape of the form or arranged artistically in folds for a specific design.

This muslin pattern is then transferred on the paper, corrections are made, if any, and then the same are converted into a final pattern. Draping is the method that involves a detailed survey and study of the wearer's measurements in order to create a reliable fitting experience for the wearer. Originally, draping was called modeling. Draping was considered to be the original method of constructing garment patterns and was widely used while designing clothes.

12.5 CUTTING

Cutting refers to the process of measuring and tailoring garments to fit individual customers. Unlike the garment industry where cutting is done on a large scale for mass production, boutiques offer personalized services, and cutting here is focused on customizing garments to suit the specific requirements and measurements of each customer.

The major activities at cutting stage are cutting of the fabric as per specifications and then inspecting, assorting and arranging the cut fabric to facilitate the flow of stitching process. First of all, a pattern of the sample garment is cut on the paper, according to the measurement of the design.

The fabric is laid on a long cutting table and pattern paper made is placed on the top of the fabric. Pattern or cutting may make pattern directly on the cloth according to customers' design and measurement. If embroidery is needed, it is given to the person who does embroidery work.

13.AARI WORK

Aari design, also known as Aari embroidery or tambour embroidery, is a traditional form of hand embroidery that originated in India. It is named after the sharp, hooked needle called "Aari" or "Tambour," which is used to create intricate designs on fabric.

The Aari needle is held in one hand while the fabric is stretched on a frame, allowing the embroiderer to work on the design with the other hand. The fabric is stretched tight to maintain tension, and the needle is inserted from the top of the fabric, catching the thread underneath, and then pulled up to form a chain stitch.

The process is repeated to create various patterns and designs. Aari embroidery is known for its delicate and elaborate designs, often used to embellish garments, accessories, and home furnishings. It is popular in Indian couture and traditional wear, including sarees, suits, and sherwanis.

The designs can range from floral motifs and geometrical patterns to intricate scenes depicting nature or cultural elements. Artisans skilled in Aari embroidery invest a significant amount of time and effort to create these beautiful pieces. Each creation is unique, reflecting the creativity and expertise of the embroiderer.

Aari work often incorporates a wide array of rich and vibrant colours, making the embroidery visually captivating. The use of vibrant hues enhances the beauty of the intricate designs and adds a touch of opulence to the finished garments and accessories.

The end result is a stunning and intricately designed fabric that can be a statement piece on its own or elevate the overall look of any garment it is incorporated into.

Aari Needle: The Aari needle is a hooked needle with a fine, sharp point. It is usually made of steel and is held in a pen-like grip by the artisan.

Fabric Selection: Aari work is typically done on fabrics like silk, cotton, or velvet. The fabric should be tightly stretched on a frame to provide stability and ease of working.

Design Transfer: The design is first transferred onto the fabric using various methods, such as tracing or using stencils.

Thread Selection: Artisans use various types of threads, including silk, metallic, or cotton threads, to create the desired design.

Stitching Technique: The artisan inserts the Aari needle from the top of the fabric and brings it out from the bottom, creating a chain-like stitch. The needle is then again inserted from the bottom near the exit point of the previous stitch, forming a continuous chain of stitches. This process is repeated to create intricate patterns.

Beads and Sequins: Aari work often incorporates embellishments like beads, sequins, and mirrors, adding extra sparkle and dimension to the design. These elements are usually attached using the same Aari needle.

Finishing: Once the entire design is completed, the artisan carefully finishes the embroidery, ensuring that all the stitches are secure and the fabric looks neat.



Figure 30-Aari work



Figure 31-Learnt basic aari stitches

13.1 LEARNT BASIC AARI STITCHES

- Chain stitches
- Zari thread stitches
- Bead stitches
- Stone chain stitches
- Wheat stitches
- Zardozi stitches

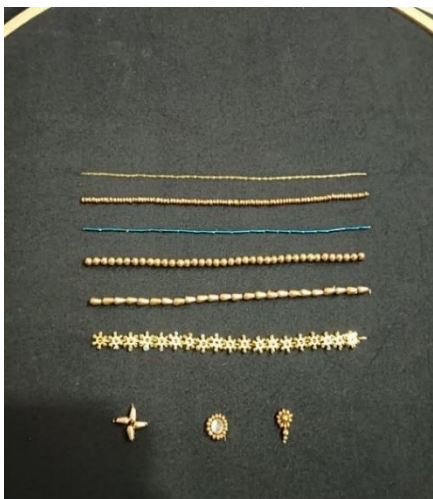


Figure 32-Learnt basic Aari

To make a chain stitch, the needle is brought up through the fabric and then down again in a nearby location. The thread is then pulled through the needle and fabric loop, creating a looping

chain. One of the unique features of the Aari chain stitch is that it can be worked on both the right and wrong sides of the fabric, making it a versatile stitch to use.

On the right side of the fabric, the stitch creates a raised, decorative effect, while on the wrong side, it creates a more subtle, flat effect. In Aari embroidery, the chain stitch is often used to create outlines and borders for motifs and designs. It can also be used to fill in areas of a design for a more solid look. The stitch can be worked in a straight line or a curved or angled pattern, allowing for various design possibilities. When working the chain stitch in Aari embroidery, keeping the loops uniform in size and spacing is essential to create a clean, consistent look. It is also vital to secure the stitch at the beginning and end of each chain to prevent the loops from unravelling.

14. SKETCHING

Sketching is a system of representing visual ideas and thoughts on a surface. The intended textures and colors are also documented as well as the how the clothing falls and gathers on the body. Sketches play a very important role to inventing new creation and to express unique things which cannot be made 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. 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. Most commonly it is used as a means of depicting three-dimensional reality on a two-dimensional surface using pencil, charcoal, crayon, pen, brush etc on a paper, cloth, wall etc. Sketching is also used as a tool for 'visualisation'.

In other words, visualisation means representation of one's imagination for others. Where design ideas can be two dimensional or three dimensional. Sketching, in spite of being a two-dimensional representation, can provide a convincing illusion of three-dimensional environments.

In visual communication Sketching is regarded as the most economical and efficient way to record, illustrate and express thoughts and ideas, where as even elaborate verbal explanations remain inadequate to do so. In sketch, the emphasis usually is laid on the general design and composition of the work and on overall feeling. Fashion sketches are sketches done by designers when they want to turn a new clothing idea into an actual design.

They start with a template of a body and draw the garment onto it. This allows the designer to market his ideas and designs and to showcase originality and style. Sketches play a very important role to inventing new creation and to express unique things which cannot be made visible through words. Every sketch says different things. A new invention happens through a sketch. Designer or artist express a lot through their sketches and from them many of become initial stage of new creation. Fashion sketches are an important part of creating a new design or garment. They clearly show the look the designer is trying to convey.



Figure 33-Sketching

15. STITCHING

Sewing is a creative and interesting art and skill. To prepare a well-finished garment, its stitching is done by combining the different garment components. Garment construction is a technical accomplishment that requires the knowledge and skills of basic sewing techniques—application of stitches, seams, darts, gathers, pleats and edge finishing, etc. Its appropriate application in garment construction is necessary for a good quality product. A garment that is made, will be attractive if it fits well, and proper attention is paid to its finer details.

A Sewing Machine Operator must be aware about the two sides of the fabric—the right side and wrong side. These can be mainly identified by the selvedge of the fabric. Generally, the selvedges appear less finished on the wrong side and are smoother on the right side. It is essential to know and practise the various types of stitch, especially constructive stitches which include temporary and permanent stitches. To construct the garment, various types of seams are also used such as flat seam, lapped seam, French seam, slot seam, etc.

The edges of garments are finished using different type of edge finishes like pinked finish, edge stitched finish, double stitch finish, etc. This Unit will help you learn about the various type of stitches, seams, edge finishes, etc., all of which have a key role in garment construction. Almost every garment or other stitched articles we sew, needs some hand stitches. Thus, we should be able to handle the needle and thread to carry out hand stitches competently.

Before learning stitching on the sewing machine, one should learn the basic hand stitches which are very commonly used in the manufacturing of garments and other articles. A stitch may be defined as one unit of conformation resulting from one or more strands or loops of thread intralooping, interlooping or passing into or through the material. Intralooping is the passing of a loop of thread through another loop formed by the same thread, while interlooping is the passing of a loop of thread through another loop formed by a different thread.



Figure 34-Stitching



Figure 35-Stitching

16. FINISHING

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. Finishing activities are performed prior packing garments into poly bags.



Figure 36-Finished product

17. CONCLUSION

In conclusion, I express my sincere gratitude to my department for granting me the opportunity to participate in the boutique management internship at Fashiyana Boutique. This experience has been truly enriching and has provided me with valuable insights into the intricacies of boutique operations.

Throughout my time at the boutique, I gained a profound understanding of the meticulous process involved in handling customers, managing staff, and organizing merchandise. Witnessing the seamless interaction between the boutique's team and its clientele was an eye-opening experience.

One of the highlights of this internship was the in-depth knowledge I acquired about various types of sarees and fabrics. Understanding the unique qualities and characteristics of each material allowed me to better assist customers in making informed choices.

Moreover, I was particularly impressed by the boutique's emphasis on customization. Tailoring products to suit individual customer preferences and tastes played a pivotal role in ensuring customer satisfaction. This aspect of the boutique's approach highlighted the importance of going the extra mile to meet and exceed customer expectations.

Overall, this internship has not only provided me with practical knowledge and skills in boutique management but has also reinforced the significance of customer-centricity and attention to detail. I am confident that the experiences and lessons learned during my time at Fashiyana Boutique will be invaluable assets as I pursue a career in the retail or fashion industry.

Once again, I extend my appreciation to everyone involved in making this internship possible, and I am eager to apply the knowledge gained to contribute effectively in the future.

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