

Kalakriti kutch ki

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S2012117

Apparel design , M.Des





 KALARAKSHA
Arts of Kutch


Aims and objectives

Kala-Raksha means

"Art Preservation."

The Trust aims to preserve traditional arts of the region by making them culturally and economically viable. Trust activities are artisan driven.

Without artisans there can be no traditional arts. As far as possible, positions from office managers, to coordinators to tailors are drawn

from the immediate local communities. The Trust provides training as needed to make this possible. Kala Raksha encourages

community members to work together toward the goal of self sufficiency. Generating income

through their traditions, community members can realize their strengths and maintain their identity as they develop.



Raniben ratilal said :

Founders of kalaraksha

One fine day Prakash bhai went to Bhuj carrying a suf embroidery bag and there they met Judy Ben she was so impressed by the craft that she asked that she asked “from where you get it “ Prakash Bhai said” My sister, embroidered it.” At that time, their sister Daya Ben received a national award for her embroidered peice Being a research student, Judy Ben came to India for her research on scholarship and watching this bag, she got something to dedicate her life to the craft and ” people doing this art. She visited Prakash bhai’s house and was eager to know more about it after that, Judy Ben and Prakash Bhai together started the NGO with five other artisans and named it Kala-Raksha.



Project Brief

This project aims to showcase Kutchi embroidery through modern silhouettes, blending traditional art with contemporary fashion. The goal is to preserve cultural heritage while keeping the designs relevant and appealing in today's market.

- *We conduct in-depth research on traditional motifs to ensure authenticity and cultural accuracy.*
- *By offering a variety of silhouettes and styles, we make the designs more accessible and attractive to a global audience.*

The final outcome will be a hand-embroidered collection that includes:

- *Apparel*
- *Home furnishings*
- *Accessory bags*

All products will use traditional motifs and hand-loom fabrics like Kala cotton. This promotes the value of handcrafted traditions and supports sustainable practices.

Our aim is to create beautiful, high-quality products that appeal to premium markets—both in India and internationally. In doing so, we hope to help increase the income of the artisans who bring these crafts to life.



Market branding and collaboration

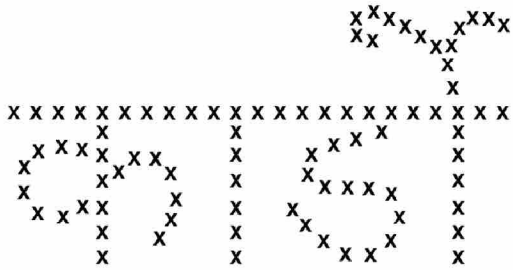
Kala-Raksha is a part of Kutch craft collective . The five NGOs together sells their products in the same shop under a common tag name Kutch craft collective. Besides this commonality, each NGO produces products with its own uniqueness.

We are Kutch Craft Collective

KCC is a collaborative platform of 5 leading craft organisations Shrujan, VRDI, Kalaraksha, Qasab & Khamir to maximise impact & create unique identity for Authentic Crafts of Kutch



Collaboration with international brands



K A R D O

KARU

harago

Previously Kala Raksha has collaborated with many Indian designers, including Anju Modi, Ritu Kumar, and many others. With time, Kala Raksha has grown and now they are collaborating with international brands like Kardo, Karu and Harago. Product line of these brands have kala-Raksha philosophy of promoting traditional motifs.



Design Direction



What:

Showcasing Kutchi embroidery through modern designs preserves cultural heritage while staying relevant.

Deep research into traditional motifs ensures authenticity and cultural relevance.

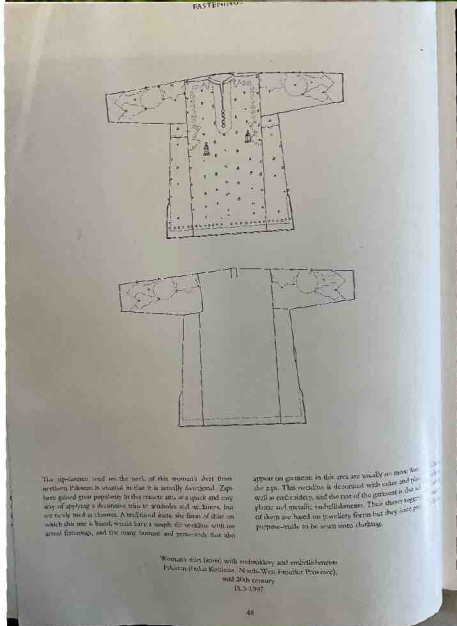
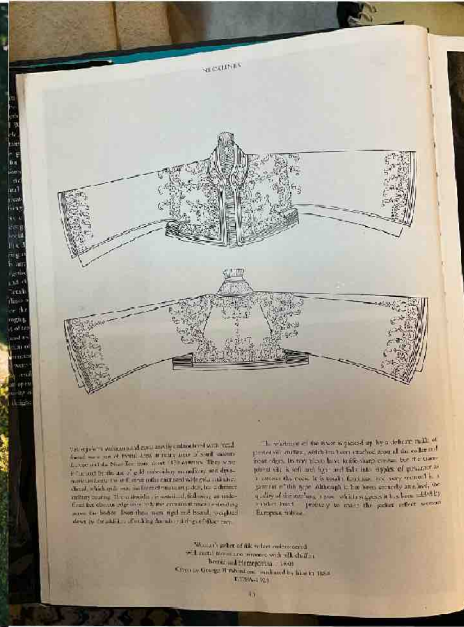
Offering diverse silhouettes and sizes increases accessibility and appeal to a broad audience.

Why:

Each goal is crucial for the project design direction.

-Catering to diverse markets ensures broader acceptance and appreciation.

- Commercial viability and quality standards are essential for success and customer



For my garment collection, I carefully chose silhouettes that embody timelessness, class, and empowerment.

My aim was to design pieces that are ageless and inclusive—suitable for women of all backgrounds, body types, and lifestyles.

I sought to create a fusion that balances the aesthetic preferences of both national and international Clients, blending global trends with local sensibilities.

To achieve this, I explored a variety of resources, including fashion books and curated Instagram pages, and conducted interviews with potential customers to understand the kinds of looks they feel confident and comfortable wearing.

The resulting silhouettes are a thoughtful mix of elegance and strength, celebrating individuality while remaining universally flattering.

Trims and Details

Potli buttons and loops are used as fasteners to get closer. Drawstrings are used for fitting purposes.

Interfacing is used inside collars for finished looks.

French seam has been used for joinery.

Frills and pleates are given to the garment for space to make it loose fit as well as take the bodily shape.



Placement

For the jacket designs, I have meticulously followed the placement guidelines provided in the reference images to maintain accuracy and consistency. When it comes to garment embroidery, my approach has been guided by the structural lines of the garments themselves. Embellishments are thoughtfully positioned alongside or between seamlines, emphasizing the garment's natural form and enhancing its silhouette. This seam-oriented placement strategy has been consistently applied to the front, back, and side panels, creating a harmonious and refined aesthetic throughout the collection.

Thoughtfulness



Peace



serene

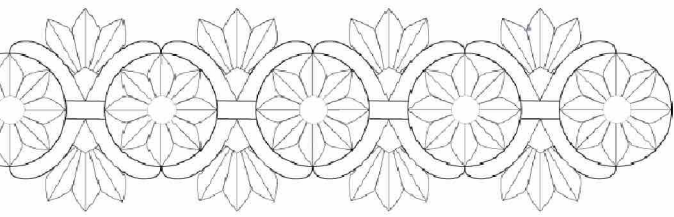


Calmness

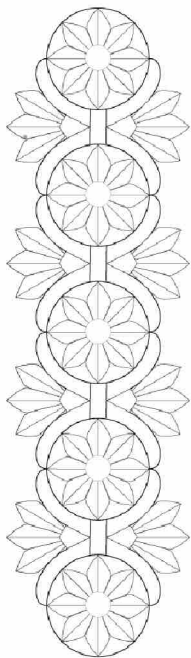
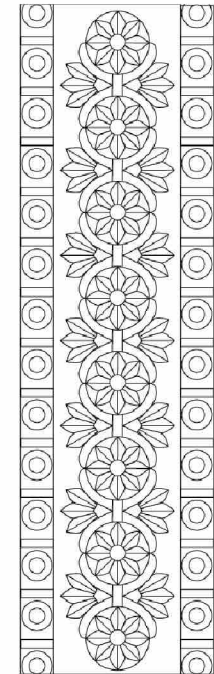
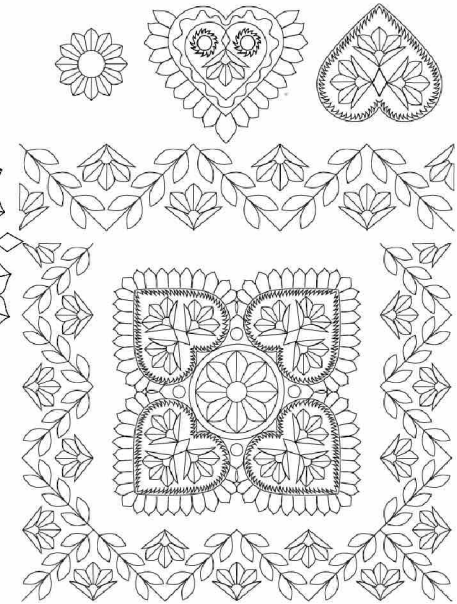
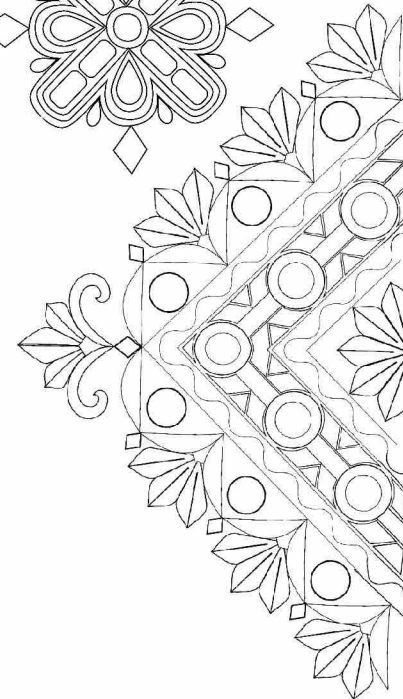
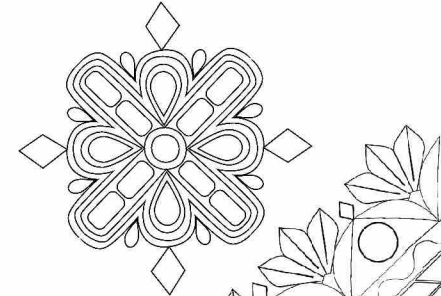
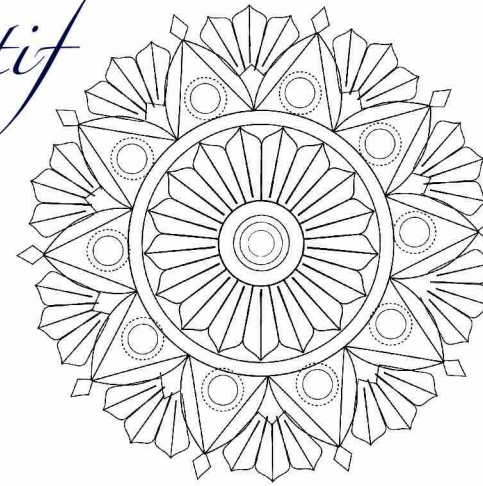


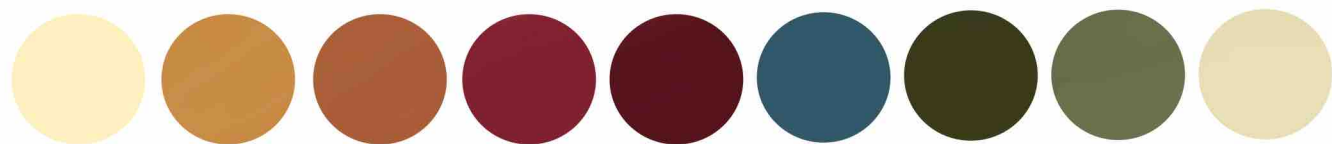
Folk





Inspiration and motif





Colour board

Client board

Prajakta Koli



Prajakta has a strong personality of her own and she carries it peacefully, she is active aware of things happening around the world and have a perception of her own on issues which affect human kind she is an influencer promoting love and have thoughts on soil extinction , female empowerment and many more topics taking our attention towards sustainability. Which brings a positive change in the life of people who are influenced by her.

Clientele

Urban ethical shoppers

age : 30 -60

location metro cities

profile working women, entrepreneurs, designers and creative professional

interest - sustainable fashion, organic living, handcrafted uniqueness

these customers prefer originality and clothing with stories behind them.

NRIs and International buyers

age : 30+

location: US, UK, Canada, UAE, Australia

Profile: Indian diaspora women who prefer traditional yet contemporary looks.

They are intensely interested in heritage textiles like Ajrakh, Band-

hani, and Batik and are willing to pay premium prices for quality.

Tourist and culture Seekers

Profile women who want to buy traditional Indian handicrafts while Traveling.

These customers love unique souvenirs and ethically sourced clothing.

Often found shopping at boutique stores, exhibitions or online platforms.

Bridesmaid and festive buyers

profile: women looking for classic yet light outfits for family functions, weddings or festivals. hand loom and handcrafted wear offer a refined and rich look.

A powerful target group for the occasion wear segment.





Basic bodice testfit





Test fits of silhouettes



Collection



*Kalakriti
Kutchki*













