

STRIVE OF NATIVE CODE CROSSING SILHOUETTE WITH QUIRKY FASHION

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ABSTRACT

Your clothing, shoes, and accessories are how you exhibit your quirky sense of style, which is who you are as a person in the world. It is a type of unorthodox clothing that frequently uses colorful, whimsical, and even hilarious patterns, colors, and designs. It can be displayed globally with a dash of quirky to make it intriguing and well-liked in order to demonstrate the diversity in Indian traditional designs, motifs, and embroideries as well as to extend Indian history overseas. By combining their immense skill, creativity, and invention, Indian fashion designers have made significant contributions to the international fashion industry with their exceptional Indian weaves, embroideries, fabrics, and patterns. The perspective of Indian-inspired design infused with wacky style has allowed for creativity to exhibit an edgy look that attracts the curiosity of those who break the taboo of trying weird fashion. The goal of this endeavor is to add a dash of nativity in an unconventional way.

Keywords: Quirky, Unconventional, Indian inspired, Aesthetic.

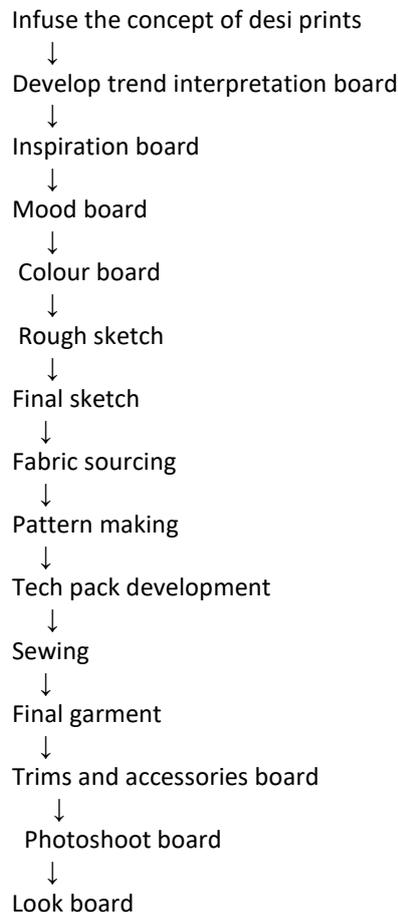
INTRODUCTION

The main objective of this project is to showcase a collection that gives evolution to quirky fashion with a touch of traditionalism regardless of the type of print or fabric with native origin, delivering an exquisite range in this variety. It will have a splash of conventional design elements on odd styles. The idea will offer an access to a wide platform for experimentation with vibrant Indian prints, colors and designs. This concept would give an upper hand to think outside the box, and gives room for more creativity and new proposals. Traditional elements are uniquely combined with modern and odd design trends to create quirky fashion with traditionalism. This blending of the old and the new can produce a unique and striking appearance. Combining traditional designs and textiles with modern cuts and silhouettes is one way to achieve this look. For instance, combining a vintage flower print with a contemporary jumpsuit or adding vintage embroidery to a striking jacket. Another strategy would be to play around with accessories, such as pairing traditional jewelry with contemporary clothing or giving a classic outfit a wacky spin with unusual shoes or a statement purse. The ultimate goal of this style is to strike a balance between the conventional and the non-traditional in a way that is both unified and visually arresting. It enables you to showcase your individual sense of style while embracing your ethnic background.

OBJECTIVES

No matter the type of print or fabric with native origin, the major goal of this project is to present a collection that advances quirky fashion with a dash of traditionalism, giving an excellent range in this variation. There will be a dash of traditional design components on unusual styles. The concept will give people access to a large testing ground for colourful Indian prints, colours, and designs. This idea would provide one the advantage of being able to think creatively and generate new ideas. Showcases a collection that brings a blend of different varieties in design to develop an unusual or freaky looks and show variant styling ideas. This sets up a trend to look cool, unique and not follow the existing trend.

METHODOLOGY



RESULTS AND DISCUSSION

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Quirky fashion with an Indian touch can be a unique and exciting blend of traditional Indian clothing and modern Western styles. It offers a fresh take on traditional Indian attire by incorporating quirky, unconventional, and playful elements. This style is particularly popular among the younger generation in India who are looking to break away from traditional norms and experiment with their fashion choices.

One of the key elements of quirky fashion with an Indian touch is the use of bright and bold colors. Indian culture is known for its love of vibrant colors, and this is reflected in the fashion choices of many Indians. Quirky fashion takes this love of color to the next level by combining bold shades and patterns to create eye-catching and playful outfits.

Another important aspect of quirky fashion with an Indian touch is the use of traditional Indian textiles and embellishments. From hand-embroidered fabrics to intricate beadwork and sequins, Indian fashion has a rich history of intricate craftsmanship. Quirky fashion often incorporates these traditional elements in unexpected ways, such as using bright embroidery on a denim jacket or adding a pop of color to a plain white shirt with a traditional Indian scarf.

Overall, quirky fashion with an Indian touch is a fun and exciting trend that allows individuals to express their unique style and personality. It celebrates the rich cultural heritage of India while also embracing modern fashion trends and aesthetics.

Trend interpretation board

A fashion trend interpretation board is a visual aid that designers and retailers can use to interpret and communicate current fashion trends. It typically consists of a collection of images, fabrics, colors, textures, and other materials that represent the season's or year's key trends. A fashion trend interpretation board's purpose is to provide designers and retailers with a clear and concise visual reference so they can make informed decisions about their product offerings.

A fashion trend interpretation board may include the following key elements:

Patterns and prints: A selection of current trending prints and patterns, such as animal prints, stripes, and florals. These can be the main focus of a design or a subtle accent.

Accessories: A collection of trendy accessories such as statement jewellery, hats, or These can be used to enhance a design or to create a consistent look.

Mood and inspiration: A visual representation of the season's or year's overall mood or theme. Images of cultural influences, such as music or art, as well as images that convey a specific feeling or emotion, may be included.

Designers and retailers can stay informed about the latest trends and make informed decisions about their product offerings by creating a fashion trend interpretation board. This will assist them in developing designs that are both fashionable and commercially successful.



Mood board

A mood board is a visual tool that is used to convey a particular mood or feeling. Designers frequently use mood boards in fashion to communicate their creative vision for a collection or a specific piece. Here are some fashion-related mood board ideas:

Select a concept or theme: Begin by deciding on a concept or theme for your mood board. This could be a specific color scheme, a mood or feeling, a time period or era, or a specific style.

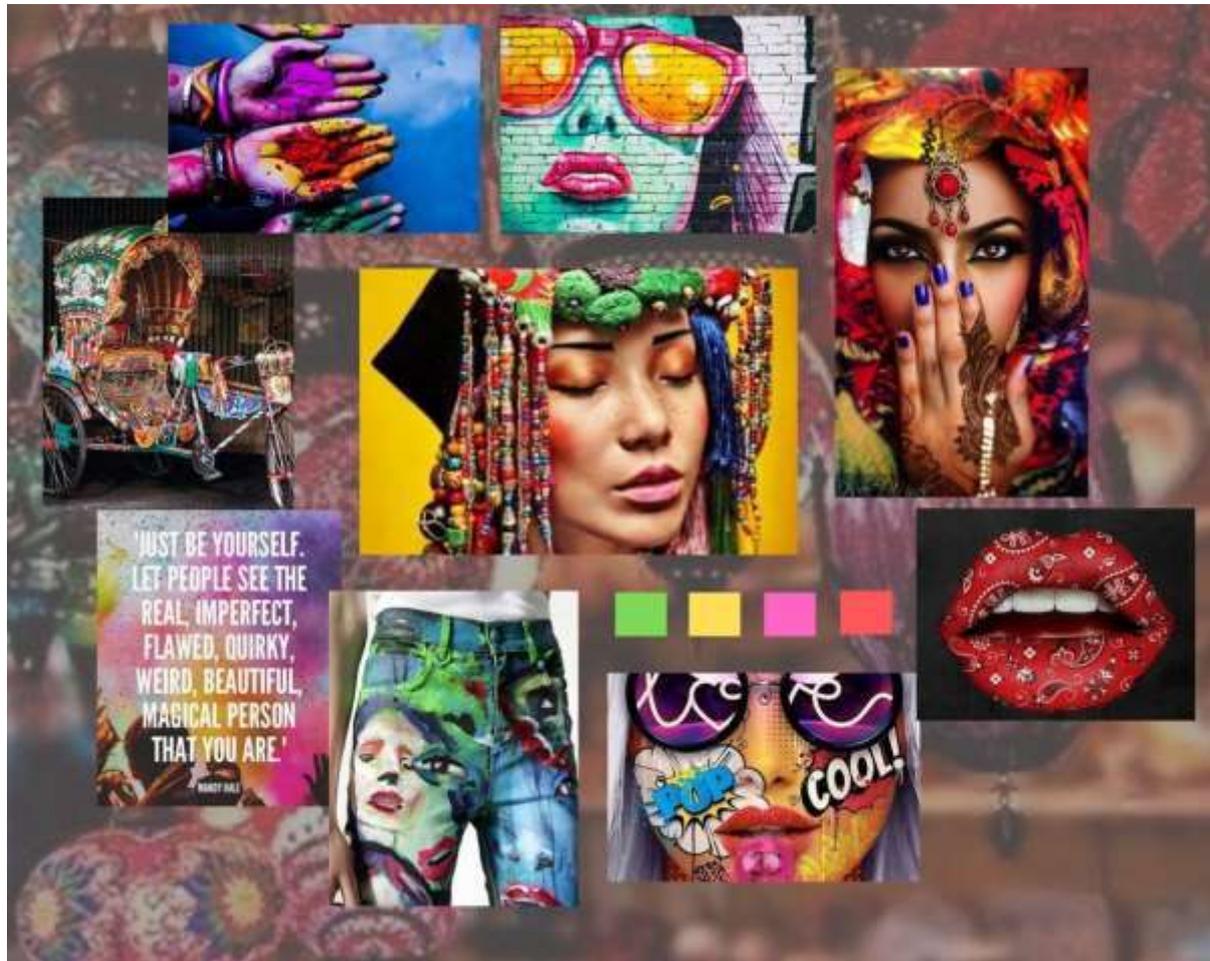
Collect visual inspiration: Next, collect images related to your concept or theme. Find images of fashion designs, fabrics, textures, colors, and patterns that convey the mood or feeling you want to convey.

Arrange images: Once we have our collection of images, we arrange them on a board in a way that visually communicates our concept or theme. We can use a digital version using a program like Photoshop or illustrator.

Add text or other visual elements: We can add text or other visual elements to our mood board to further convey our concept or theme.

Use of mood board: Mood board can be a valuable tool throughout the design process. It can be used to help us choose fabrics and colors, sketch out designs, and keep your vision on track.

Mood board is meant to evoke a specific mood or feeling. Be intentional with your visual choices, and make sure they all work together to communicate your concept or theme.



Colour board

A color board, also known as a color palette, is a visual tool used to organize and display a specific color scheme. In fashion, color boards are often used by designers to create a cohesive and visually appealing collection or outfit. Here are some tips for creating a color board in fashion:

Select a color scheme: Begin by selecting a color scheme to use for your color board. This can range from a monochromatic scheme, in which different shades and tints of the same color are used, to a complementary scheme, in which colors opposite each other on the color wheel are used.

Gather color swatches: Next, gather color swatches that represent your chosen color scheme. We can use physical swatches, such as paint chips or fabric samples, or digital swatches from a program like Adobe Color, Photoshop, Illustrator or Canva.

Arrange color swatches: Once we've collected our color swatches, we arranged them on a board or canvas in a way that visually communicates your color scheme. We grouped colors that are similar together or arrange them to create a visual flow.

Consider texture and pattern: When creating a color board, keeping texture and pattern in mind and considering how different fabrics or textures will complement or contrast with your chosen color scheme.

Making use of color board: Throughout the design process, your color board can be a useful tool. It can be used to assist you in selecting fabrics and colors, creating a cohesive collection, or putting together an outfit with complementary colors. A color board is meant to create a cohesive and visually appealing color scheme. Be intentional with your color choices, and make sure they work well together to create the desired effect.

**Client board**

A client board in fashion refers to a visual representation of a fashion brand's target customer or ideal client. It typically includes images, illustrations, and descriptive words that capture the personality, style, preferences, and lifestyle of the brand's target audience. The purpose of creating a client board is to help the fashion brand understand its ideal customer and tailor its products, marketing messages, and branding efforts to resonate with that audience. A client board may include images of celebrities or influencers who embody the brand's desired image, as well as photos of real people who match the brand's target demographic. It may also feature color swatches, fabric samples, and other materials that capture the brand's aesthetic. Creating a client board can be a useful exercise for fashion designers, marketers, and other professionals in the industry who want to gain a deeper understanding of their target audience and create products and marketing messages that will appeal to them.



Client Board

gender - unisex
age group - 20-40 years
occupation - social media influencers
income - 10 LPA
market - domestic, national, international
season - spring/summer 21
personality - creative, optimistic, smart,
independent, fashion conscious
style preference - bold, statement, vibrant
over dressed





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CONCLUSION

Incorporating Indian prints in quirky fashion can lead to a range of results depending on the approach taken by the designer. Indian prints are known for their vibrant colors, intricate patterns, and rich cultural history, which can add a unique and exotic touch to fashion designs.

When used in a quirky fashion context, Indian prints can create a fusion of traditional and contemporary styles, resulting in a bold and playful look. For example, a designer could incorporate Indian prints into a fun and colorful dress or skirt, creating a whimsical and unconventional outfit.

Indian prints in quirky fashion can also appeal to a wider audience, particularly those who are interested in global fashion and cultural fusion. It can also provide an opportunity to showcase Indian culture and heritage in a modern and unique way, helping to raise awareness and appreciation for it.

However, designers must be sensitive to cultural appropriation and ensure that the use of Indian prints is respectful and authentic. It is important to do proper research and collaborate with Indian artisans and designers to ensure that the prints are used in an ethical and appropriate manner.

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Overall, the results of using Indian prints in quirky fashion can be positive and exciting, creating a new and interesting fashion trend. However, it is important to approach the use of cultural elements in fashion with respect and sensitivity.

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