



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF ARCHITECTURE AND DESIGN (Fashion Design)

SVM INC (Live Project)

Project Guide: Mr. Deepak Mahajan

Academic Year – 2023-24

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DECLARATION

The undersigned student hereby declares the completion of their live project in both online and offline modes, as reflected in this project report. They also declare that they have adhered to all the principles of academic honesty and integrity and have not misrepresented fabricated or falsified any idea / data/fact/source in their submission. They understand that any violation of the above will lead to disciplinary action by the university. The finding in this report is based on sampling / survey / data collection / recording during the live project start from September to December at SVM under the guidance of Ms. Yashasvi Rajawat and Ms Chandni Aggarwal assistant professor School of Architecture and Design Fashion Design Department.

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Ms. Yashasvi Rajawat

Fashion Design

School of Architecture And Design

CERTIFICATE

SVM inc

(GOVT. OF INDIA APPROVED STAR EXPORT HOUSE)

SVM INC (Unit II)

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Ref No. 2024/01

DATE 10/01/2024

This is to acknowledge that the students of the 3rd Semester from SOAD-Fashion Design Department of K.R. Mangalam University completed their Live Project to understand the working process followed in an export house from September to December odd sem 2023-24 at SVM INC as a part of MoU.

During this Live Project, students learned about the different departments and working of each in an export house.

They developed and experimented with patterns of western wear completed the design process with respective inspiration.

This live project helped students to gain and insight of how work and mass production is carried out in an export house.

We look forward for having them here again.

For SVM INC

Authorised Signatory

Regards,

Mr. Deepak Mahajan,
General Manager, SVM INC

SVM INC : D-247/9, SECTOR-63, NOIDA - 201301, (U.P.) INDIA

INTRODUCTION

This Report is based on the “Live Project to understand the working process followed in an export house” The project was conducted by SVM inc. for the 3rd year students of SOAD (Fashion Design Department) as a part of their syllabus. During this live project, students learned about the different departments and working of each in an export house.

They developed and experimented with patterns of active wear and completed the design process with respective inspiration.

This live project helped students to gain an insight of how work and mass production is carried out in an export house.

DESCRIPTION

Participating in a live project at an export house can provide you with valuable insights into the workings of the export industry. Here's a general outline of the typical processes followed in an export house:

1. Understanding Export Documentation:

- Learn about various export documents such as Commercial Invoice, Packing List, Bill of Lading, Certificate of Origin, and any other relevant paperwork.
- Understand the importance of accurate documentation for customs clearance and international shipping.

2. Market Research:

- Conduct market research to identify potential export markets for the products/services of the export house.
- Analyze market trends, competition, and regulatory requirements in different countries.

3. Product Compliance:

- Learn about the regulatory requirements and compliance standards for the export of specific products to different countries.
- Understand quality standards and certifications required for international trade.

4. Supplier and Buyer Communication:

- Get involved in communication with suppliers to ensure the timely availability of products.
- Understand how export houses negotiate terms and conditions with both suppliers and buyers.

5. Order Processing:

- Participate in the order processing system, from receiving customer orders to coordinating with production and logistics teams.

- Gain insights into inventory management and order fulfillment processes.

6. Customs Clearance and Shipping:

- Learn about the customs clearance process, including the preparation of shipping documents.
- Understand the logistics involved in international shipping and freight forwarding.

7. Payment and Finance:

- Gain insights into the financial aspects of export transactions, including payment terms, letters of credit, and currency exchange.
- Understand how export houses manage financial risks associated with international trade.

8. Legal and Regulatory Compliance:

- Familiarize yourself with international trade laws, export controls, and sanctions.
- Understand how the export house ensures compliance with legal requirements in different countries.

9. Quality Control and Inspection:

- Participate in quality control processes to ensure that products meet the required standards.
- Understand how export houses manage quality assurance throughout the supply chain.

10. Customer Relationship Management:

- Get involved in maintaining positive relationships with international buyers.
- Understand how customer feedback is collected and used to improve products and services.

11. Problem Resolution:

- Learn how export houses handle issues such as shipping delays, customs problems, and quality concerns.
- Understand the importance of effective problem-solving in maintaining customer satisfaction.

12. Technology and IT Systems:

- Familiarize yourself with the technology and IT systems used in export houses for order processing, inventory management, and communication.

By actively participating in these processes, you'll gain practical experience and a deeper understanding of the complexities involved in running an export house. Additionally, networking with professionals in the industry and seeking mentorship can further enhance your learning experience.

INTRODUCTION

Every day the era of fashion is changing, the styles are changing and so are the gym trends. With more and more people being fitness enthusiasts, it was pretty obvious that gym wear will change too and 2024 will be the year of changing women's activewear trends.

The following year promises to bring with it an exciting new wave of activewear trends. Gone are the days when activewear was merely synonymous with oversized sweatshirts and baggy pants. Today, it's a fashion statement in itself, a reflection of one's style and personality.

In 2024, expect to see designs that are not only functional but also fashionable, dynamic, and versatile. Activewear is perfect for a workout session at the gym, a yoga class, or just a casual day out.

Photo :1 Introduction to Fashion

INSPIRATION



**RETRO TO
MODERNM**

Photo :2 Inspiration Board

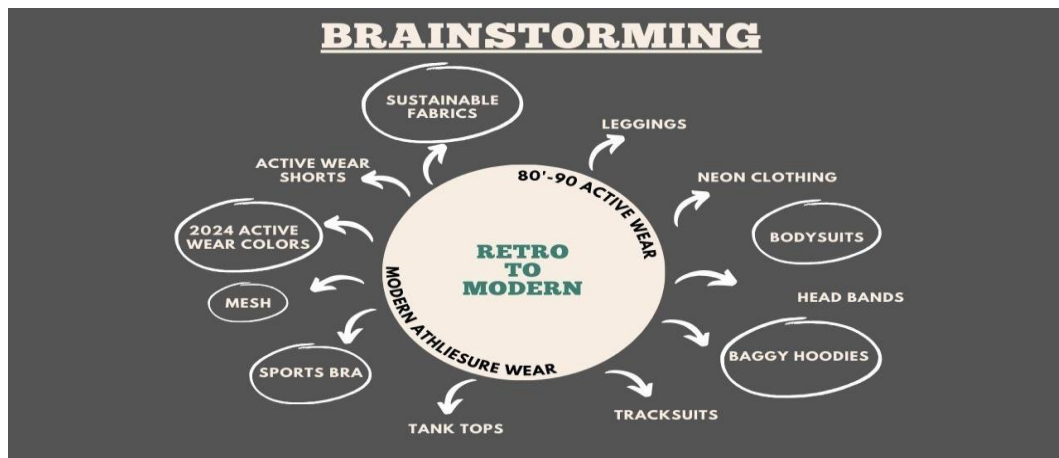


Photo :3 Brainstorming Board

CONCEPT NOTE

The concept behind these designs of athleisure wear is to combine the retro-active wear style and modern active wear. The silhouettes inspired by 80's and 90's active wear garments, but with some modern elements. The colors used in these designs are the pantone colors for active wear 2024.

The designs which include bodysuits which can be combined with jeans and pants for casual look and can be worn for training in gym. Hoodies and shorts can be used for both active wear and casual purposes.

Photo 4: Concept Note



Photo 5: Mood Board



Photo 6: Students getting brief about the project



Photo 7: Factory visit



Photo 8: Students at SVM inc.



Photo 9: Students at SVM inc.



Noida, Uttar Pradesh, India

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Long 77.382028°

13/12/23 12:28 PM GMT +05:30



Photo 10: Students working on their projects at SVM inc.



Photo 11: Students at SVM inc.

CONCLUSION

This live project helped students understand in depth the different departments of an export house. Students gained practical experience and exposure by participating in live project, networking with industry professionals, and staying updated on industry trends through relevant publications and events. By focusing on these areas, students can build a well-rounded skill set that will prepare them for success in the dynamic and competitive field of fashion export.



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

(Live Project Report)

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





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DATE 10/01/2024

This is to acknowledge that the students of the 5th Semester from SOAD-Fashion Design Department of K.R. Mangalam University completed their Live Project to understand the working process followed in an export house from September to December odd sem 2023-24 at SVM INC as a part of MoU.

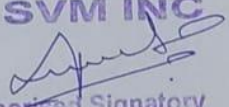
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Authorised Signatory

Regards,

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General Manager, SVM INC

SVM INC : D-247/9, SECTOR-63, NOIDA - 201301, (U.P.) INDIA

INTRODUCTION

The industry visit to SVM against the MOU has been organized for the 2nd year students of Department of Fashion Design SOAD from September to December 2023 . The Live project will enable the students to participate in the design and prototype development at SVM INC, Noida as a continual process.

The Industry visit achieved its objectives, with participants gaining the following outcomes:

Knowledge: Participants acquired a comprehensive understanding of work and processes followed in industry.

Skills: Attendees developed practical skills and had the opportunity to understand and participate in processes and work practices followed by the Industry.

Community Building: The workshop fostered a sense of community among participants, enabling them to connect with others who share their passion for garment and fashion industry.

The future visits will keenly focus on the designing abilities of students of the department of Fashion design and provide them support to inculcate the work culture of the industry. It will also help them conceptualize the need of the industry aligned with current trends and prototype development process.

More of such visits should be arranged with other varieties of garment and designs such as kids wear, men's wear and other Indian and western attires.

This is to acknowledge that the students of the 3rd Semester from SOAD- Fashion Design Department of K.R. Mangalam University completed their Live Project to understand the working process followed in an export house from September to December odd sem 2023-24 at SVM as a part of MoU.

During this Live Project, students learned about the different departments and working of each in an export house.

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DESCRIPTION

A live project on Western wear could involve various aspects of the fashion industry, from design and production to marketing and sales. Below is a detailed description of what such a project might entail:

Objective:

The primary objective of this live project is to analyze, design, and promote Western wear fashion trends. This involves understanding consumer preferences, incorporating innovative design elements, optimizing production processes, and creating effective marketing strategies to enhance the market presence of Western wear.

Key Components:

1. Market Research:

Conduct thorough market research to identify current trends, consumer preferences, and potential gaps in the Western wear market. Analyze competitors to understand their strategies and identify areas for differentiation.

2. Design and Development:

Collaborate with fashion designers to create unique and innovative Western wear collections. Focus on incorporating sustainable and eco-friendly materials, staying in line with current industry trends. Develop prototypes and finalize designs based on market feedback.

3. Production Optimization:

Streamline the production process to ensure efficiency and cost-effectiveness. Explore partnerships with manufacturers, suppliers, and artisans to maintain quality while optimizing production costs. Implement sustainable practices in the supply chain.

4. Marketing and Branding:

Develop a comprehensive marketing strategy to promote the Western wear collections. Utilize social media, influencer collaborations, and other digital marketing channels to create brand awareness. Implement strategies to highlight the unique features and sustainable aspects of the fashion line.

5. E-commerce Integration:

Establish an online presence through an e-commerce platform. Ensure a user-friendly interface and seamless shopping experience. Implement features like virtual try-ons, size guides, and detailed product descriptions to enhance customer satisfaction.

6. Customer Engagement:

Foster a community around the brand by engaging with customers through social media, newsletters, and other communication channels. Collect feedback and reviews to continuously improve products and services.

7. Retail Partnerships:

Explore partnerships with retail stores and boutiques to expand the availability of the Western wear collections. Develop mutually beneficial relationships with retailers to increase visibility and accessibility.

8. Sustainability Initiatives:

Emphasize sustainability throughout the project, from design to production and marketing. Communicate the brand's commitment to environmental and social responsibility, appealing to the growing demand for eco-conscious fashion.

9. Performance Measurement:

Implement key performance indicators (KPIs) to measure the success of the project. Track sales, customer satisfaction, social media engagement, and other relevant metrics to assess the impact and effectiveness of the Western wear fashion line.

Timeline:

Define a realistic timeline for each phase of the project, considering the complexities of design, production, and marketing. Regularly review and adjust the timeline as needed to ensure project milestones are met. This live project provides an opportunity to gain hands-on experience in the dynamic and competitive world of Western wear fashion, while also contributing to sustainable and innovative practices in the industry.



Photo:1 Westernwear style



Photo:2 Westernwear style



Photo:3 Westernwear style



Photo:4 Westernwear style



Photo:5 Westernwear style

APPENDIX



Photo:6 Understanding Design Process

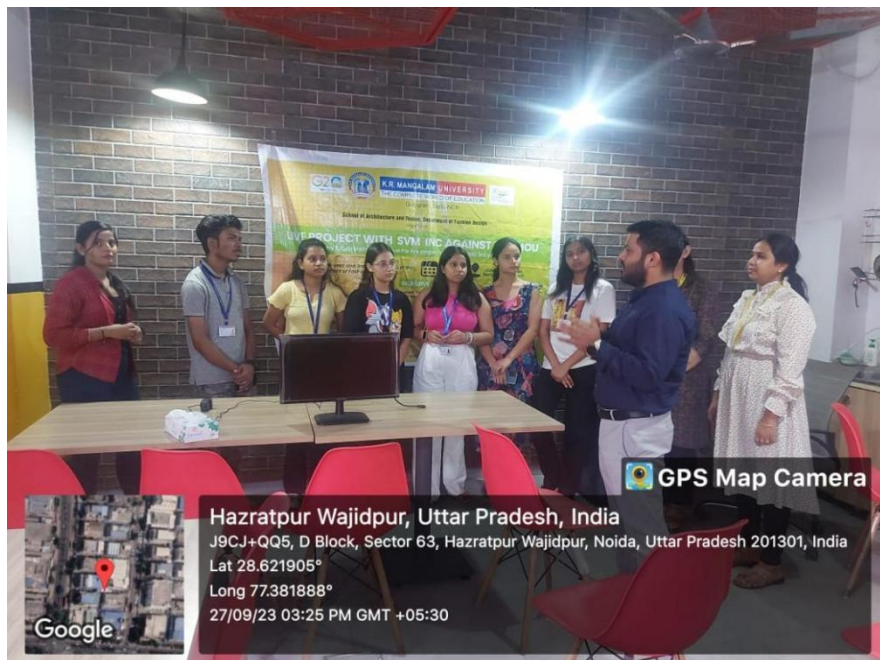


Photo:7 Understanding Design Process

CONCLUSION AND RECOMMENDATIONS

This live project helped students understand in depth the different departments of an export house. Students gained practical experience and exposure by participating in live project, networking with industry professionals, and staying updated on industry trends through relevant publications and events. By focusing on these areas, students can build a well-rounded skill set that will prepare them for success in the dynamic and competitive field of fashion export.