THESIS REPORT

ON

FASHION DESIGN STUDIO LUCKNOW, UTTAR PREADESH

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF:

BACHELOR OF INTERIOR DESIGN BY

(LAIBA NOOR)

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THESIS GUIDE

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SESSION

2022-23

TO THE

SCHOOL OF ARCHITECTURE AND PLANNING BABU BANARASI DAS UNIVERSITY LUCKNOW.

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BABU BANARASI DAS UNIVERSITY, LUCKNOW certificate of thesis submission for evaluation

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3. Thesis title: FASHION DESIGN STUDIO, LUCKNOW, UTTAR PRADESH

4. Degree for which the thesis is submitted: BACHELOR OF INTERIOR DESIGN

5. Faculty of the University to which the thesis is submitted YES / NO

6. Thesis Preparation Guide was referred to for preparing the thesis.

YES / NO

7. Specifications regarding thesis format have been closely followed. YES / NO

8. The contents of the thesis have been organized based on the guidelines. YES / NO

9. The thesis has been prepared without resorting to plagiarism.

YES / NO

10. All sources used have been cited appropriately.

YES /NO

11. The thesis has not been submitted elsewhere for a degree.

YES /NO

12. Submitted 4 spiral bound copies plus one CD.

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Signature of supervisor (Signature of the Candidate)

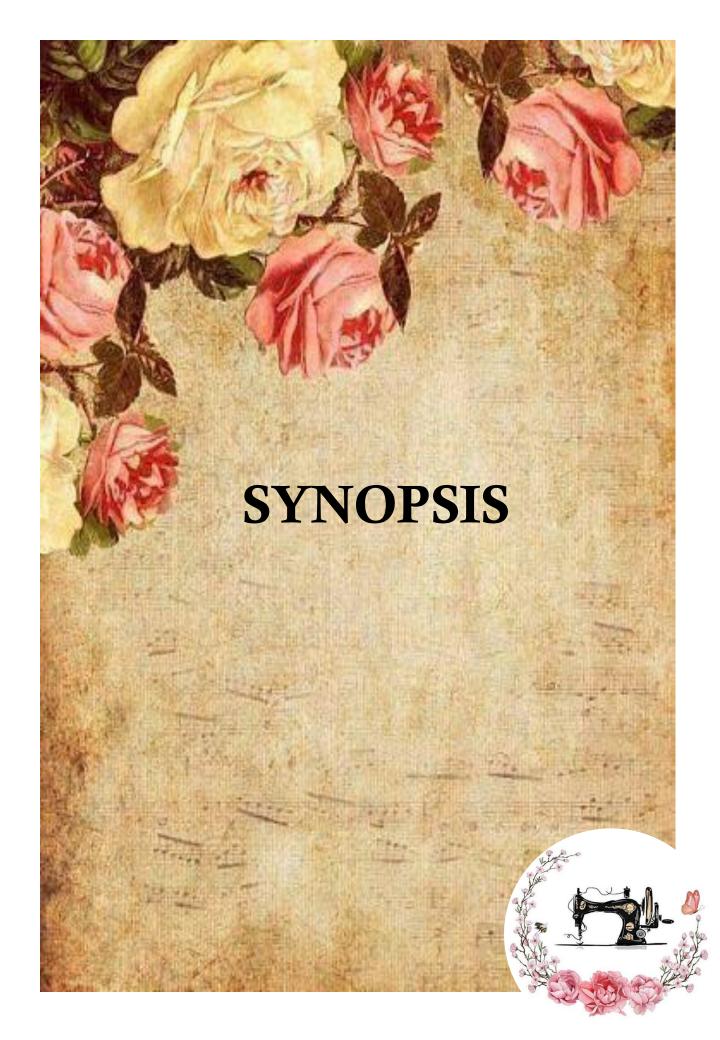
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Introduction to Fashion Design Studio

A Fashion design studio is a workplace for designers to conceptualize, design, and possibly create apparel and relevant products. Some are referred to as an atelier workshop. Fashion studio is basically a multipurpose project enveloping the different disciplines of fashion industry, dedicated to scouting, training and promotion of fashion talents. Fashion studio thereby refers to a place where fashion designers or fashion photographers conduct their work. A fashion designer's studio on the other hand is the space where a fashion designers designs and makes his/her clothes.

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What is Fashion?

• Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body piercing, or furniture .Fashion is a distinctive and often habitual trend in the style in which a person dresses . It is the prevailing styles in behaviour and the newest creations of textile designers. Because the more technical term costume is regularly linked to the term "fashion", the use of the former has been relegated to special senses like fancy dress or masquerade wear, while "fashion" generally means clothing. including the study of it . Although aspects of fashion can be feminine or masculine, some trends are androgynous.

What is studio?

 A studio is a place where we try to accommodate every component of a particular industry related to the previous ongoing and future developments. A studio also consists of seminars rooms, production rooms, show rooms, resource center etc. depending on the need of industry.









Fashion And Interior

- There has always been a strong, unbreakable link between interior design and fashion. Not only do they both share the same aesthetic concepts as space, shape and form but they are both an accessible artistic expression for the masses.
- It's this artistic expression which stretches the connection beyond the aesthetic into something deeper, something psychological. Interior design and fashion both represent something personal, helping individuals to be creative, unique and to help us understand other people and the world around us. No wonder they share the same trends and aspirations.



Why Fashion Studio?

- India has excelled in thought leadership by providing a pool of creative and technically competent professionals. Fashion hub provides a common platform for apparel production, retail, fashion events and exhibitions. The world has been moving amazingly fast and becoming fiercely competitive in all the spheres of human activities.
- The situation calls for the massive expansion of fashion industry The urgent need of time is to lay emphasis on quality apparel designing and showcasing the same to strive vigorously for global excellence and acceptability.
- The common platform allows designers to easily blend into a global network of the trade and fashions, as well as acquire a greater appreciation of local industry.

AIMS

- To understand all the process involved in fashion technology with its own characteristics spatialrequirements.
- To create a working environment asthetically appealing interactive, creative and inspiring platforms for various professionals pertaining to fashion industry.
- To make it comfortable for all the employees to work in and the client to visit .
- Understanding the functional heirarchy of the entire space yet not undermining the design of each section and their arrangements









OBJECTIVES

- To develop a fashion studio that has mix of fashion, business, entertain, culture and leisure and powerful identity.
- To develop a space that is synonymous to fashion, a statement of time.
- To incorporate spaces that will help that nurture and help the upcoming fashion designers providing them with marketing support.
- To provide a good working environment for the creation, workshop, retail to provide an intractive place.
- To provide facilities for conducting research into various foreign fashions trends in order to keep abreast with fast moving fashion sense.



The Psychology Of Fashion

- Fashion psychology is about understanding the deeper aspects of how fashion affects human behavior and how people's lives are affected by it.
- We all know that people are judged by their personality and the way they dress and appear.
- Fashion is something that can be different for everyone. For some it is a way of expressing oneself, for others it is a way of communicating, which is different for each person.
- As Carolyn Mair said, fashion is like a second skin because it is the closest thing to our body.
- For influencers, it's about empowering themselves and influencing others. And psychology is the study of the mind or behaviour. So fashion psychology is a heuristic.
- When we see a person, we judge them in a second or come to a conclusion about them in that second.
- Fashion evokes emotions that can be negative or positive.
- Fashion is a form of non-verbal communication that expresses a person's thoughts and personality.
- It can express your culture, your mood, your age, your self-confidence, your values and your sexuality.
- The way LGBTQ people dress shows how they feel, what emotions they have and how they think about themselves.
- They show that they are no different and that their emotions can be affected in the same way as all human emotions.
- So clothes are a reflection of one's personality.
- That is why people show their personality by dressing the way they are.







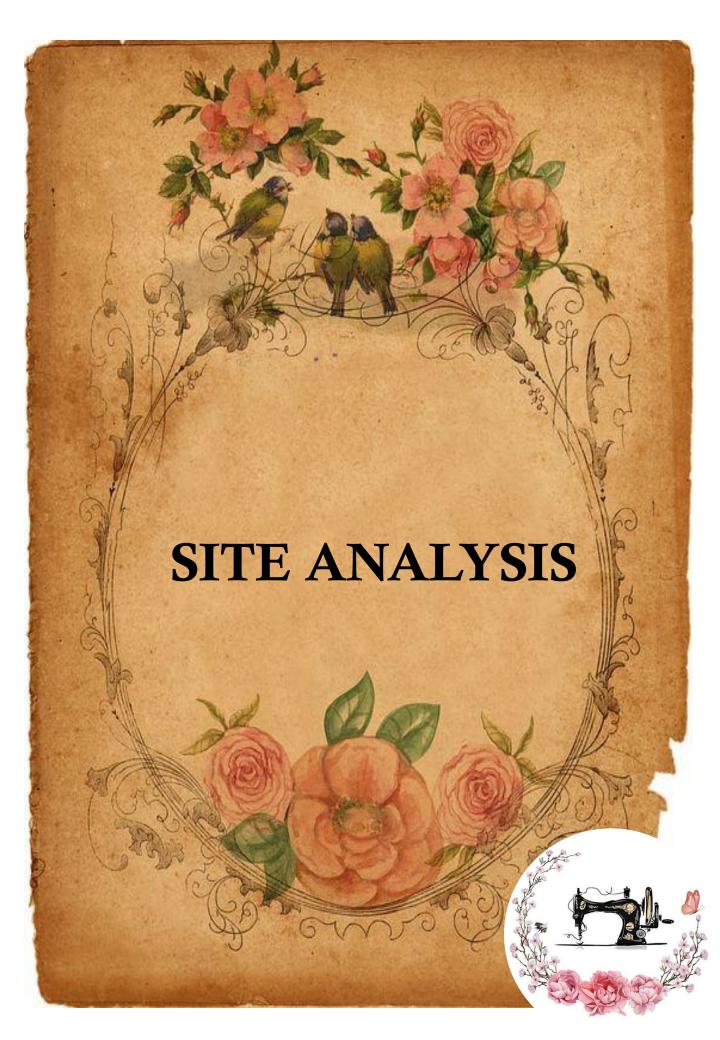
Fast Fashion

- The emergence of fast fashion has had a significant impact on the fashion industry, altering the ways in which fashion is conceptualized, manufactured, and consumed, resulting in negative consequences across all three domains.
- The popularity of fast fashion among consumers can be attributed to its capability of appealing to their emotional, financial, and psychological needs by tapping into their desire for self-expression, social status, and immediate satisfaction.

METHODOLOGY

Understanding project	
Site analysis	Selection of site Site area and plans The climate & surroundings. Area analysis
Literature study	Data collection through books, generals, research, virtual study, etc.
Case study	 To study other fashion store with respect to interior To figure out the needed changes keeping the hygiene, comfort & productivity in mind
Final design	 Designing concept sheets, working on planning & interior To proceed using the aspects of retail store
elective	Electrical drawing Furniture detail
view	





Introduction

A Fashion design studio is a workplace for designers to conceptualize, design, and possibly create apparel and relevant products. Some are referred to as an atelier workshop. Fashion studio is basically a multipurpose project enveloping the different disciplines of fashion industry, dedicated to scouting, training and promotion of fashion talents.

Site Overview

- In this project I took a site of commercial space located in Kailasha Enclave, Lucknow Uttar Pradesh.
- I came up with the idea of designing a fashion studio in it.
- It includes ground floor and first floor.

Site Location

KAILASHA ENCLAVE, SULTANPUR ROAD LUCKNOW.

Introduction To Lucknow

Lucknow, the capital of Uttar Pradesh was historically known as the Awadh region. The city of Lucknow is situated in the plains of Northern India, on the bank of Gomti River. It is the capital of Uttar Pradesh, the most popular state of India. The city is famous for its rich nawabi culture and traditions and its intricately carved buildings. It is located roughly in the centre of the state, on the Gomti river about 45 miles (72 km) northeast of Kanpur.

Location Advantages Kisan Path

0.1 Km Purvanchal Express Way 4.5km Amar Shaheed Path 5.0 Km Ekana Stadium 6.0km Charbagh Railway Station 14.0km Medanta Hospital 8.5km Ccs Airport 20.0km Phoenix Palassio Mall 6.0km

Client's Brief

Mrs Namrita Tiwari, vikas nagar "Lucknow.

Major Landmarks

KALASHA ENGLAVE



METRO POPULATION: 3,945,000

ELEVATION: 123 metres (404 ft) above sea level.

AREA: 2,528 square kilometres (976 sq mi).

VEHICLE REGISTRATION: UP32

LONGITUDE: 80.949997 **LATITUDE**: 26.850000





Rumi Gate

Clock Tower



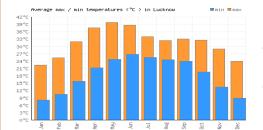


Ambedkar Park

Lulu Mall



CLIMATE OF LUCKNOW

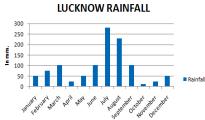


Air Temperature

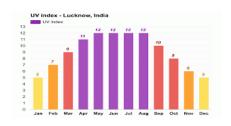
- The average monthly maximum temperature during the year's hottest. Month may is 41.2 degree celsius.
- while the average monthly minimum temperature during the year's coldest month January is 8.9 degree celsius.

Rainfall

- Rainfall starts with the arrival of the monsoon season in the middle of June.
- Regular rains come up to mid September. The total annual rainfall is 940 mm.



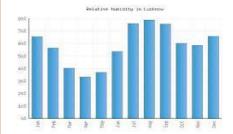
Solar Radiation And Sunshine



The sky is mostly clear throughout the year. The average solar radiation on a horizontal surface in June is 20.2MJ/m2 per day. Lucknow experiences 8to 10 hours of sunshine for nine months (from october to june) and 5 to 6 hours during the remaining three months. The sky remains normally overcast during the rainy season.

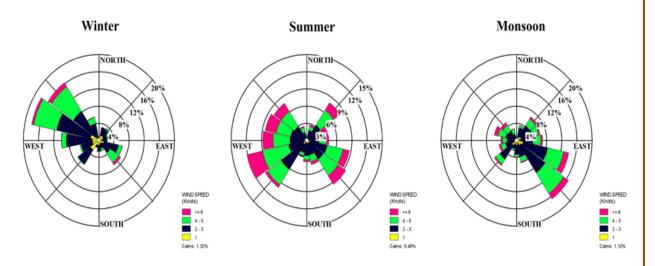
Wind Speed

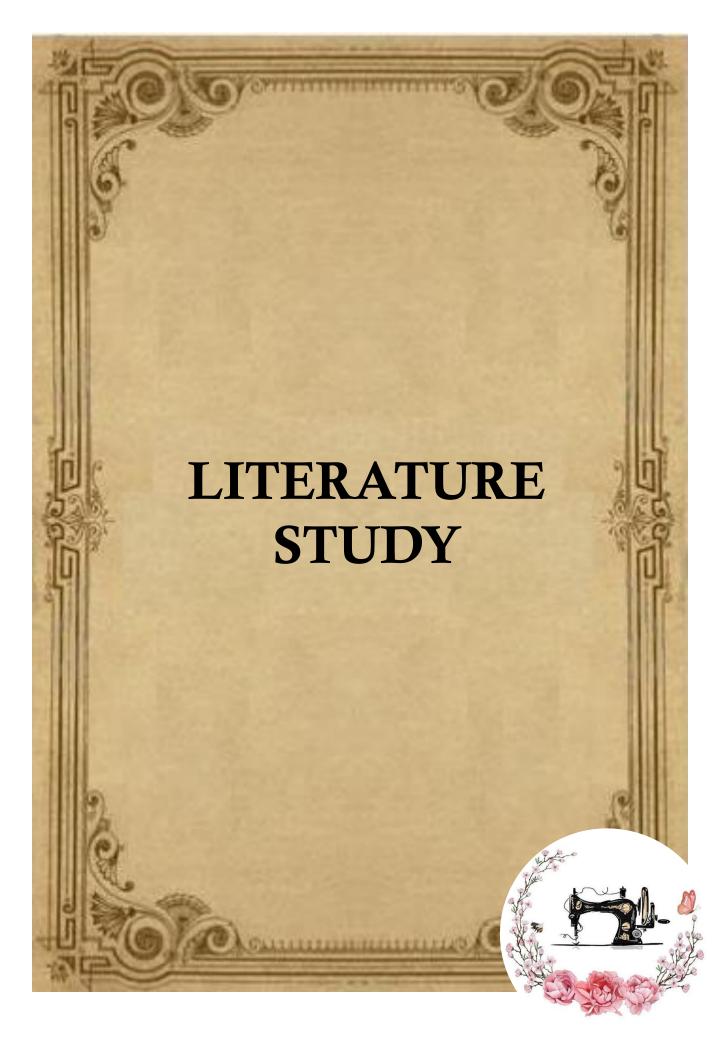
The average wind speed in Lucknow is 2.6 m/s with the maximum wind speed of around 10 m/s.

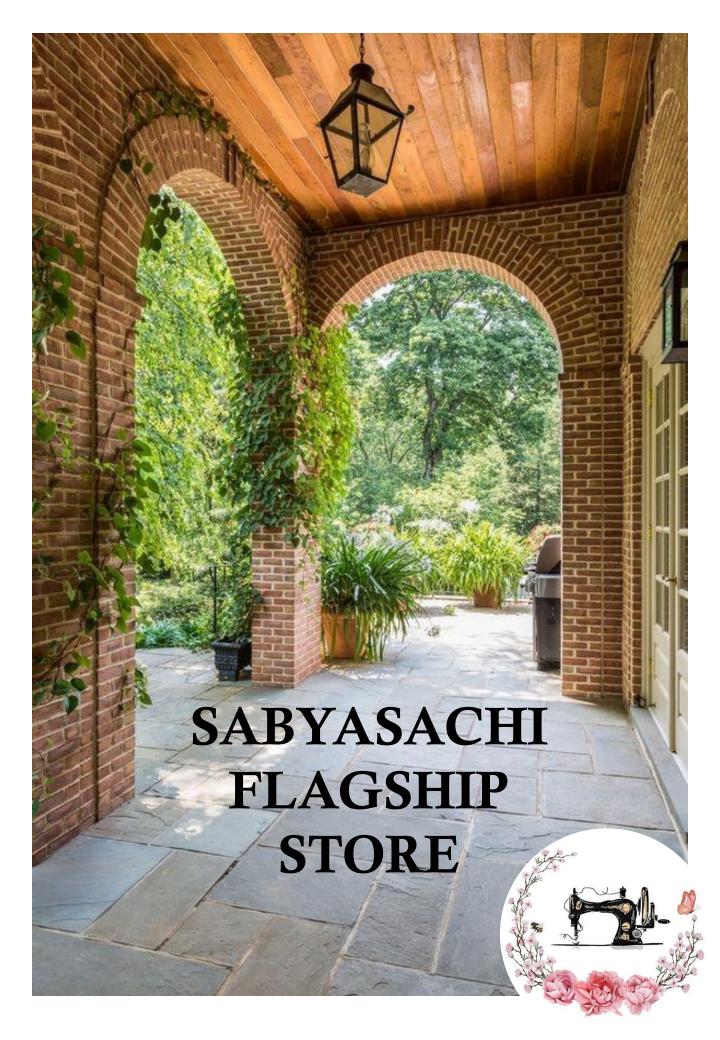


Relative Humidity

The relative humidity during the summer can be less than 25 % during the most humid months, the relative humidity is in the range of 78% to 82%, whereas the air temperature is in the range of 32.5degree celsius to 34 degree celsius.







• Location: Near Qutub Minar complex, Mehrauli, New Delhi.

• Architects: Sabyasachi Mukherjee

• Type: Flagship store

• Year of completion on: 2008

• Area: 1300sq.m

• Climate: Humid sub-tropical climate

• Interior style: Traditional Calcutta style with paintings

No. of stores in India: Four stores

• No of floors: G+1

 Philosophy: Nostalgia is always the important factor in all his work, and it plays a huge role. It has all the traditional Qajar art of Persian. He believes in showcasing the real stories of Indian art and craft to the world.





Introduction

Sabyasachi Mukerjee operates through four flagship store in India and sell third party retailers world-wide. Known for his bespoke bridal wear, the label offers beautiful master piece worn by Bollywood and Hollywood celebrities, He Will open door to the brides to receive the exceptional services offered to sabayasachi brides and with incorporates with a different culture to attract the non-Indian audience as well. Sabyasachi's design are inspired by different Indian architecture and art every collection is based on story which are inspired from Indian history and culture.



Context

• Plain site near to Qutub minar complex. Ideal site for the project can easily on main road.

The site is surrounded by many other flagship store of Indian famous designer.

Climate

Humid sub-tropical climate

 Average temperature ranges from 19-32 depending on the weather

 Summer are hot, winter are quite cold, with most amount of rain during monsoons.

Connectivity And Access

• Indira Gandhi international airport: 12km

• Bus stand: 1km

• Railway station:12km



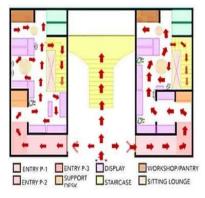
BRAND IDENTITY



FASHION DESIGN STUDIO

Planning /Designing Of The Space

- The project is divided into two wings bridal and non bridal with grand stairway in the middle of two wings.
- The layout of the store is straight layout.
- Straight floor plan makes optimum use of wall and utilize the space in the most judicious manner .
- straight floor plan creates space within the retail store for the customer to over freely.









Interior

- In numbers the gorgeous details of interior are even more incredible.
- The store has no natural light in its interior the whole store lit up with decorative chandeliers and the texture of wall, artifacts, carpet itself.
- The only flaw of this kind of light is with cleaning Indian heritage is celebrated in every corner.
- The grand staircase divides this 13500sq.ft store into two wings.
- The store is adorned with 732 attar bottles, antique mirrors, vintage photographs, hand fired Portuguese tiles, 112 rich carpets and rugs, 57 hand painted chandeliers, 63 piece of art and sculpture by sabayasachi art foundation.
- The traditional Qajar art of Persia to the Victorian influences to the dimly-lit corridors, the lavish display of his evolution is summarized in all of his opulence-store.

Exterior

- The exterior has a simple symmetric design, plain white color façade made of stone.
- The grand entrance something that comes to eyes first, unique and attractive.

Lighting

- Hand painted chandeliers, mirrors, and mood lighting.
- The dressing room has fun superstar mirror lights, the ones you see in actors vanity vans and models changing areas. The really bring out your inner superstar.
- The dim chandeliers set the mood.







Furniture

- Victorian pedestal dining table, the furniture is used ancient vintage style and victorian style.
- Old vintage antique chest of drawers with a mirror holding ittar bottles.
- Colonial furniture are also used.

Materials

- 1. 63 pieces of art by sabyasachi foundation
- 2. 57 hand painted chandeliers
- 3. 732 Ittar bottles
- 4. 112 antique carpets
- 5. 5 rare Tanjore paintings
- 6. 214 vintage Dutch plates
- 7. 318 Hand retouched studio portraits
- 8. 42 pieces of calendar art
- 9. Wallpaper by sabyasachi for Nilaya by Asian paints
- 10. Colonial, turn of the century and french period furniture sourced globally







Strengths

• The brand depends on the success of its creator Sabyasachi who was awarded as the best designer for the ethnic wear segment.

SWOT ANALYSIS

- The brand has showcase its collections through various fashion show. movies and TV shows like Band Baaja Bride which have been a success.
- The brand has a list of Bollywood stars like Rani Mukherjee which is a major highlight.

Weaknesses

- The brand has not been able to break out of its bridal wear mould.
- The brand is not present in all major cities in India which reduces brand visibility.

Opportunities

- The brand can start online selling which has emerged affective medium for sale in recent times
- The brand can improve its international presence by tapping NRI's which have the buying power for the brand.
- The brand can diversity into other line like fusion-wear which would be great boost to it.

Threats

- The foray of various designers in the Indian wear segment has threased competition.
- The brand is facing threat from designer western wear which is gaining prominence.

Inferences

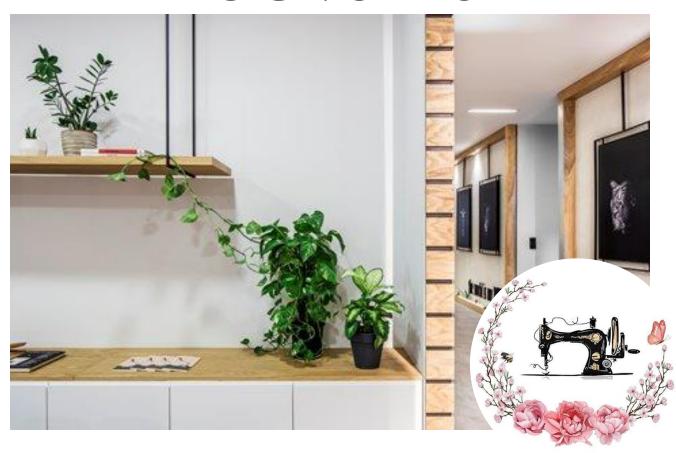
- The grand entrance something that comes to eyes first, unique and attractive interior experience makes you fell royalty.
- Interiors is decorated with light and Indian traditional stuffs.
- Whole ambience of the store gives the museum feel.
- Heritage retail experience for the customers Interior furniture's are blend with the different architectural style.
- Simple white façade from exterior and rich architectural detail in the interior.



FASHION DESIGN STUDIO



ELISSA STAMPA FASHION DESIGN OFFICE



ELISSA STAMPA FASHION DESIGN OFFICE

- Location Istanbul, Turkey,
- Architects- Aks Architecture Construction
- Area- 360m²
- Year-2017
- Photographs- alt kat
- City-Istanbul
- · Country -Turkey

Introduction





Location -Istanbul, Turkey

- Elissa Stampa is established in Istanbul, 2017 which serves actively domestic and foreign ready-made clothing brands.
- It provides services to companies from many domestic or foreign clothing sectors in pattern design and printing applications.
- They conduct their works and functions both as a work space and production area, designer designs and make their own cloths.
- Considering the sustainable approach and design style of the design office the materiality of and textures are selected as natural as possible.



Slash Architects

- Slash architects is a group of design enthusiasts and professionals.
- The main aim of the slash architects have been to expand the possibility of exhibition walls.
- The display windows of the showroom changes according to the agenda of the office and acts as an information interface.

Entrance

- Office entrance has wooden panels that acts as semi-opaque exhibition wall where the trendy colors of the year are exhibited.
- The entrance welcomes the visitors with a small waiting area that is enhanced by the usage of green shelves where the organic and natural attitude of the design office is displayed.

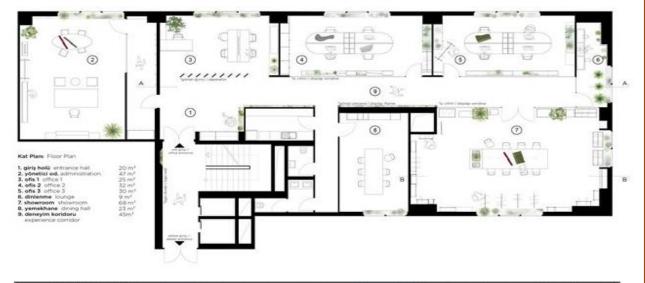


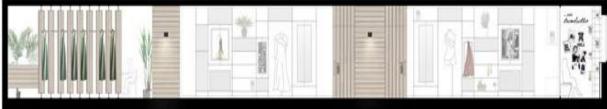


Working Area

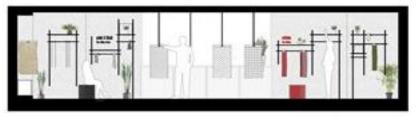
- Main program of the office consist of two open office working areas and a showroom that acts as a meeting space.
- As designers, They aimed the open up the main circulation axis and divide the office into two.
- On one side the open-office spaces are located, and on the other side the service units and the main showroom space are planned.
- In the end of this main circulation corridor a chill out area is designed as a staff lounge.







A Kesiti - Section A



B Kesiti - Section B

Corridor

- The circulation of the office is designed as an experience corridor, as all the main office program is left transparent facing this corridor.
- The corridor are encountered with the display window of the showroom, where all of the visitors of the office will experience.
- This space is designed to enhance the brand knowledge of the office creating a new corporate identity.
- Showroom is used to exhibit all of the textile charts designed by the textile office.
- The inner façade walls act as exhibition surfaces.

Material Used

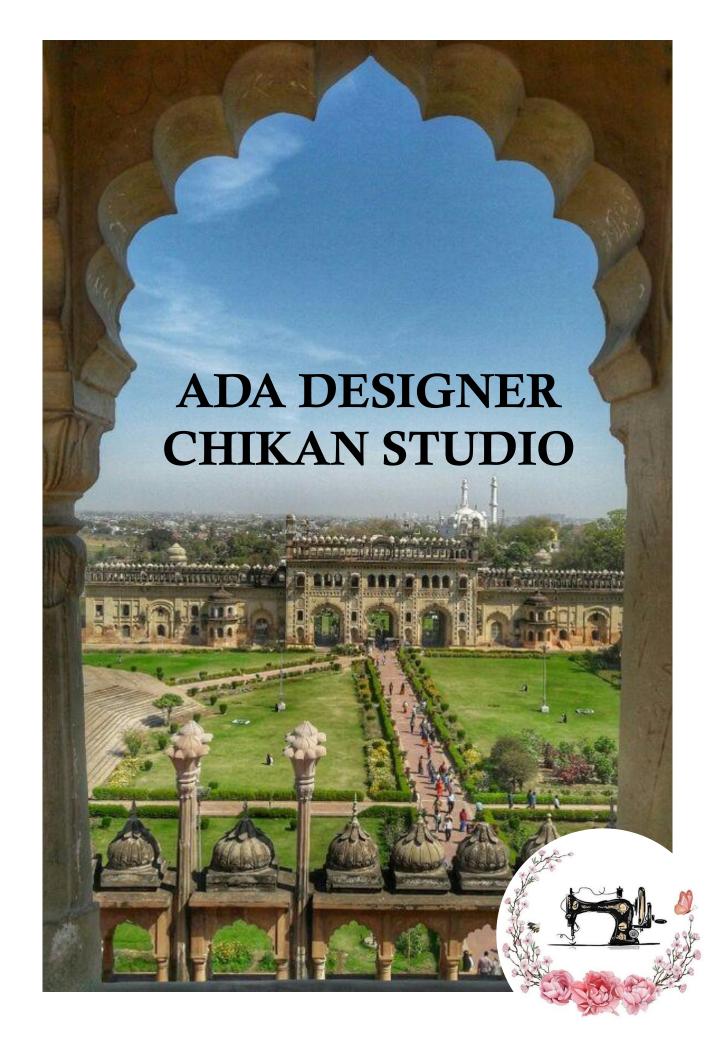
- Real Oak Wood is used.
- Durable and thin steel has been used for the furnitures
- Pulver colored pipes used for showroom







CASE STUDY



ADA DESIGNER CHIKAN STUDIO

• Store Name: Ada Designer Chikan Studio

• **Type:** Retail Shop

• Founder & Managing Director : Mr. Vinod Punjabi

• Co-founder : Rhea Punjabi

• Location: Mahatma Gandhi Marg, Hazratganj, Lucknow

Store Open In: April,2005Website Launch: 2007

• **Area**: 4200sqft

Famous For : Chikankari WorkInterior Style: Awadh Architecture

• No. Of Floors: 1(Basement)







Introduction

- ADA designer chikan studio was opened in April ,2005by Mr VINOD PUNJABI . It is a retail clothing shop famous for its chikankari work .
- Firstly, NOOR JAHAN, mughal empress and wife of Jahangir, introducing chikankari to INDIA.
- Chikankari is ancient and traditional embroidery technique that originated in Lucknow.
- CHIKAN began as a type of white-on-white (or white work) embroidery.
- Chikankari is also known as Lucknowi chikan.

• Lucknow has been a centre of manufacturing exquisite chikan craftsmanship for over 200 years.



Site Location

• Ada is located at a distance of 18km from chaudhary charan singh international airport.



 Ada_is_located_at_a_distance_of_800mt_from hazratganj metro station.

 Ada is located at a distance of 3.4km from charbagh railway station.





Interior Style

- Awadh Architecture
- Arches are made with wooden mica and cnc cutting in awadh style.
- Royal white chikankari bedsheet is placed over the bed which add more royalty in store.



Ada's aim as a company has been to deliver this unique handicraft globally at Lucknowi prices at everyone's doorstep while ensuring they get an opportunity to enjoy the complete experience of Lucknowi Chikankari.









Entrance

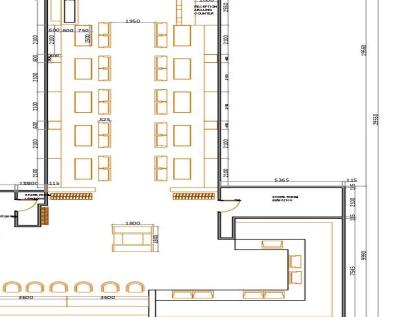
- Entrance is 1500mm wide and 1200 mm long.
- It is in basement so the entry is provided through stairs.
- Glass door is provided at the entry.
- Marble flooring is done on the entrance.

Reception

- Reception counter is 975 X 2550mm.
- Wooden Mica is used in counter and wooden textured wallpaper is applied on wall behind the counter.
- CNC cutting is done on sheet, and cove light is placed behind this.















Display Area

- Display area is just in front of staircase
- It is 600 X 4200mm.
- Wooden textured mica is used in display area over which wooden cnc cutting is placed.
- Fountain is also made just before the display area.
- Marble textured tile is used in fountain area.

Furniture

- Wooden textured mica is used in sofas.
- Dark pink colour velvet fabric is used as upholstery.
- Chesterfield style of sofas are used.
- CNC cutting is used in sofas.
- Antique style chairs are used .
- CNC cutting act as the main element of the studio.



FASHION DESIGN STUDIO

Entrance

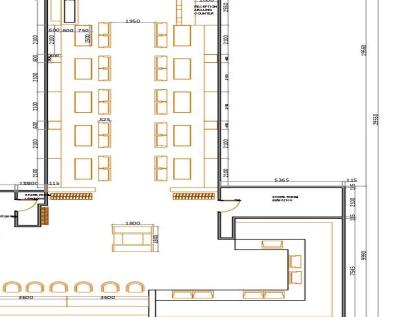
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FASHION DESIGN STUDIO

Ceiling

- CNC cutting is used in false ceiling design.
- Gold sheet is placed inside the cutting and focus light and chandelier is hanged in ceiling in reception area where as gypsum false ceiling is done in complete store.

Lighting

- LED recessed lights ,track lights , focus light, cove light and chandelier are used .
- Tube light is used in kitchen.

Strong Room

- Wall mounted cabinets are used by staffs for storage.
- Refrigerator is also placed in this room.
- Wooden textured mica is used in cabinets.
- Ceramic tiles of 2'X2'is used in flooring , 1'X1' on wall .
- Granite is used in counter ,1'wide.

Toilet

- 1'X 1' ceramic tiles is used.
- 9"X1' tiles are used in walls.
- Size of toilets are 1050X 1200MM

Staircase

- Modern marble stairs design boost of two marble used in a pattern .
- Yellow marble is combined with dark brown marble
- Lights is used on the corners or side of every steps.
- Steel railing is used in stairs.
- Tread:225mm, riser:150mm.

Flooring

- Matte finished textured ceramic tile of size2'X 4' is used in store.
- 2'X2' tile is used in corridor of toilet.

Store

PVC panel are used in doors and wall of store room.















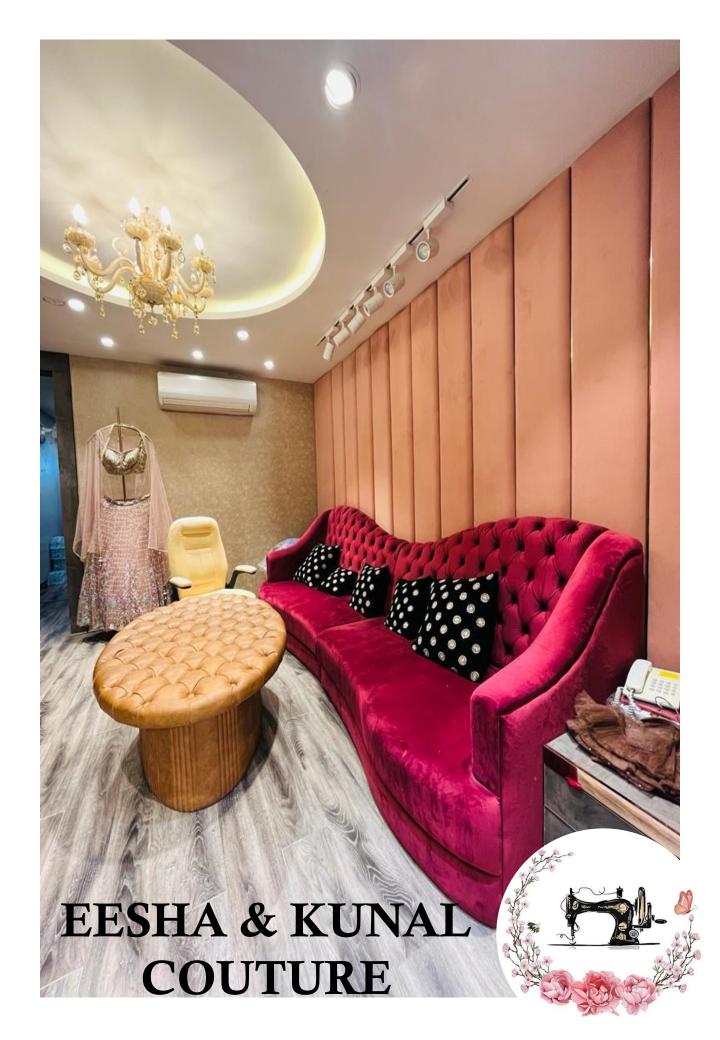














FASHION - COUTURE

- Store Name: Eesha & Kunal Couture By Excelsior
- Type: Retail Shop
- Founder & Managing Director : Mr Kunal Punjabi
- Designing & Marketing Head : Mrs. Eesha Punjabi
- LOCATION:55, Opp. Sahu Cinema, HAZRATGANJ, LUCKNOW
- Store Open In: March ,2017
- Website Launch: 2015
- Area: Ground Floor:597sqft, First Floor:863sqft
- Architect: Mr. Rajan (Mumbai Based)
- Famous For: Designer Collections For All Ocassions
- Interior Style: Eclectic Style Of Interior Design
- No. Of Floors: G+1

Introduction

- Eesha and Kunal started their own designer label by the name of Eesha Kunal.
- This boutique is located in the main market of Hazratganj, Lucknow.
- "They have clients from all walks of life, they have specialized tailors and sketch artist who design and customize according to a particular body shape and style.
- Hand embroidery is comparatively more expensive than machine embroidery," Eesha says. The brand designs gowns, kurti, jackets, heavy wedding lehengas, suits, anarkalis, anything and everything that a woman would need for a party, engagement or wedding.
- Everything is sourced from India, where the mannequins and the display chains were all sourced from Delhi.

Site Location

- Store is located at a distance of 18km from Chaudhary Charan Singh International Airport.
- Store is located at a distance of 900mt from Hazratganj metro station.
- Store is located at a distance of 3.4km from Charbagh railway station.

Planning

- It is a 2 floor store including ground floor + first floor.
- Simple rectangular floor plan.
- Sections are divided according to the category of cloths and each section is made in rectangular shape.
- In which wardrobe are placed containing dresses according to the category.













Flooring

- Marble Textured glossy finish tiles is used in ground floor of size 2'X 4'.
- Wooden textured tiles are used in first floor of size 2'X4'.

Walls

- Textured plaster is used in walls of stairs.
- European walls are used in party wear section.
- Cushioning is used in walls in bridal section.
- Velvet fabric is used in wall of trial room.
- Mirror is used in complete wall of entrance area.

Lighting

- LED recessed lights ,track lights , focus light, cove light and chandelier are used.
- Tube light is used in kitchen.

Staircase

- Wooden stairs are used in stores.
- Glass railing is used in stairs.
- Large hand embroidered painting is placed in stair wall.
- Golden wallpaper is used in wall of stairs upon which painting is placed.

Furniture

- Wooden textured mica is used in side tables.
- Wooden louvers are used in reception counters.
- Dark pink colour velvet fabric is used as upholstery.
- Customised sofas are used.





Colors

- Cream & brown, beigh, pastel green color is used in complete store.
- Walls & ceilings are painted with white colour.
- Textured paint is used.

Ceiling

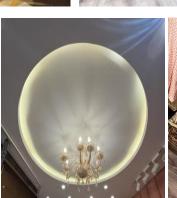
- Gypsum board is used in false ceiling design.
- Focus light and chandelier is hanged in ceiling in reception area, bridal section.





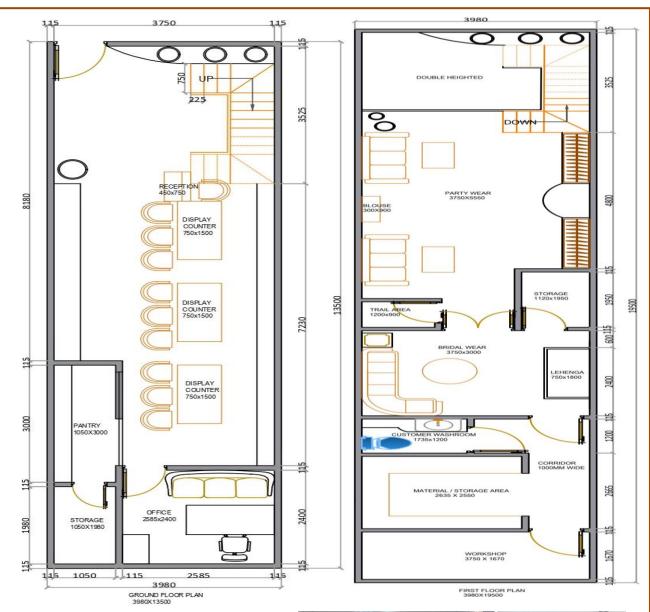












Mirror

• Real hand embroidered fabric is used in mirror section to cover wall.

Washroom

- Marble finish tiles are used in complete washroom of size 600x600mm.
- Size of washroom is 1735x1200mm.
- Wall hung WC and counter top washbasin is used in washroom.











COMPARATIVE CHART

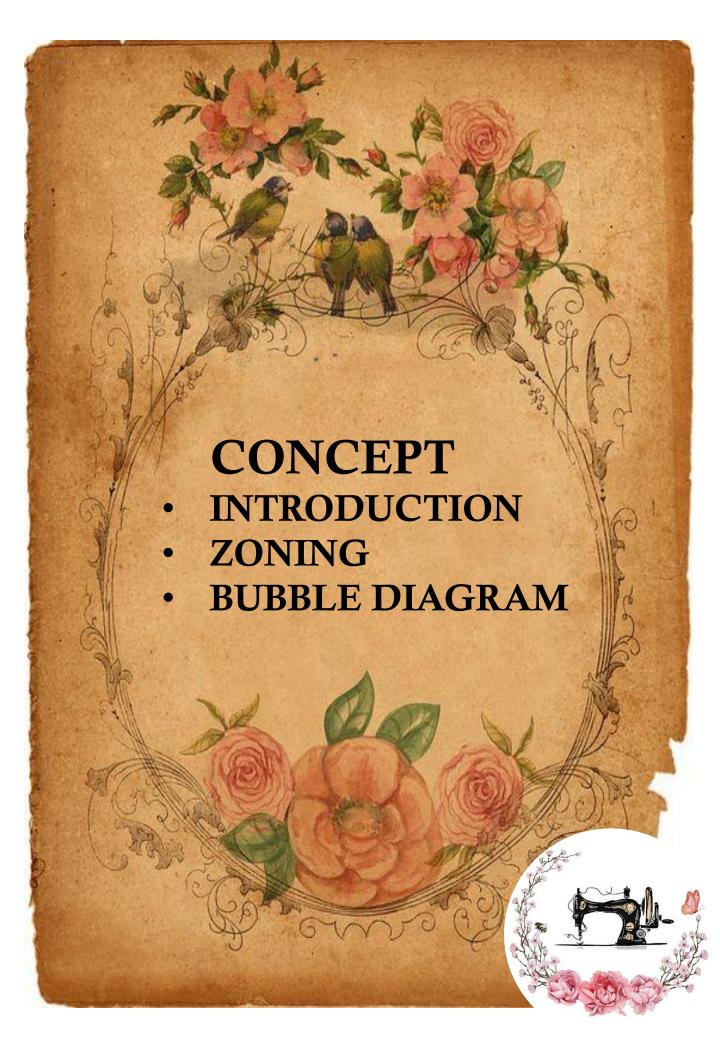
WALL CLADDING+ CEILING

Rs 66per running feet

LOUVERS

J	CON	IPAR	ATIV	E CH
	THICKNESS	5mm	5mm	3mm
	USES	FLOORING	WASHROOM FLOORING	FLOORING+ WALL CLADDING
	PRICE	RS55-110 per sqft	R551-100 per sqft	Rs 1500-15000
	SIZES	600mmX600mm	300mmX300mm	1500X2100,2100X2700mm
	I.NO, MATERIALS	1111	2 TILE	3 CARPET

A	8	C	O	3	F	9
				COMPARATIVE CHART		
S.NO.	SPECIFICATION	LITERATURE STUDY 1	LITERATURE STUDY 2	CASE STUDY 1	CASE STUDY 2	DESIGN IMPLEMENTATION
	1 FLOORING	CARPET FLOORING	WOODEN TILE +CEMENTED FLOORING	TEXTURED TILE FLOORING	WOODEN TILE+ GLOSSY FINISH TILE	MARBLE+TILE+WOODEN FLOORING
	2 LIGHTING	CHANDELIERS, TASK LIGHT, FOCUS LIGHT	TRACK LIGHT	FOCUS, TRACK LED RECESSESED LIG	FOCUS, TRACK LED RECESSESED LIG FOCUS, TRACK LED RECESSESED LIGHT	FOCUS, TRACK LED RECESSESED LIGHT
	3 WALLS	CARPET, PAINT	PLAIN WALL PAINTED	PANELLING	FABRIC +TEXTURED PAINT	PAINT +WALLPAPERS+LOUVERS
	4 FURNITURES	VICTORIAN STYLE	MODERN STYLE	NAWABI (AWADH)STYLE	NEOCLASSICAL STYLE	HISTORICALLY MODERN
	5 COLORS	DARK COLORS	LIGHTER TONE COLOR	BROWN & BEIGH	NEUTRAL & PASTEL GREEN COLOR	VIBGYOR
	6 YEAR	2008	2017	2002	2017	
	7 ARCHITECT	SABYASACHI MUKHERJI	SLASH ARCHITECTS		MR RAJAN	
	8 AREA	1300Sq mt	360sq mt	4200 saft	GROUND :597SQFT, FIRST : 863SQFT	GROUND:364mtsw, FIRST:380mtsq
	9 NO. OF FLOORS	G+1	1	1	16+1	6+1



WHAT IS FASHION STUDIO?

FASHION STUDIO IS COMPOSED FROM TWO MAIN SPACES- RETAIL AND CREATION



AREA PROGRAMMING

- DESIGNER STUDIO(Place for main designer, co-designer)
- WORKSHOP(To produce product ,Ironing , storing , embroidery zone , pattern cutting , sewing , stitching)
- CUSTOMIZATION(Customers can interact with designers)
- ADMINISTRATION (Functioning of space)
- DISPLAY AREA(For the display of product)
- PHOTOSHOOT AREA(dressing room , shooting area)
- RESEARCH AREA (material library)



workspace

BLEND OF TERMS

Historic Modern
Iconic Minimalism
Ancient Aesthetic
Cultural Elegance
Ornamental Exquisite
vintage Exceptional



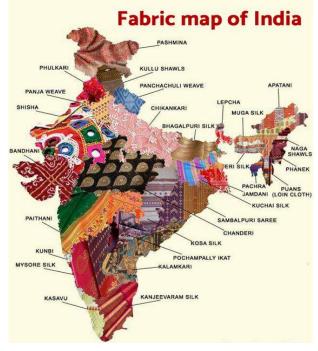
Production

area



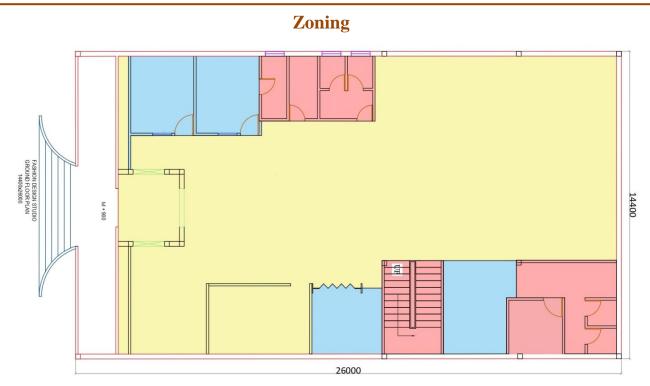
Concept

- Rediscovering the past by incorporating the historical elements from parisian architecture into the design.
- Symmetry will be bind various elements of the structure together into a single, unified whole by creating a bridge between the past and the present to achieve an aesthetic balance.
- Carved into a modern materiality, the vintage essence of Parisian design is intrically sculpted to bring to life a Modern and exquisite retail experience.
- The greatness of India has been in accepting the best from all the invaders and intermingling the new customs and styles with the existing.

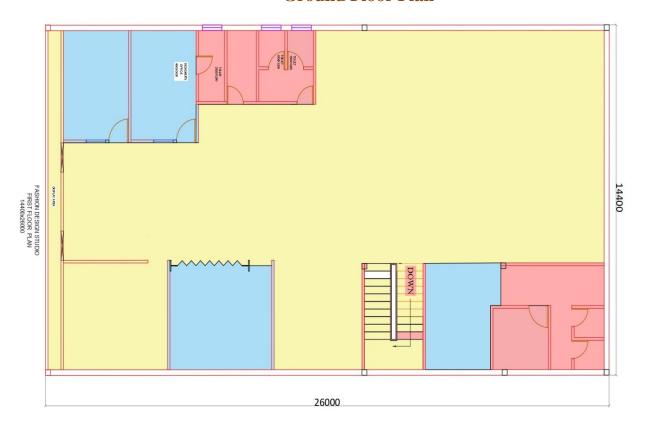




FASHION DESIGN STUDIO



Ground Floor Plan



First Floor Plan

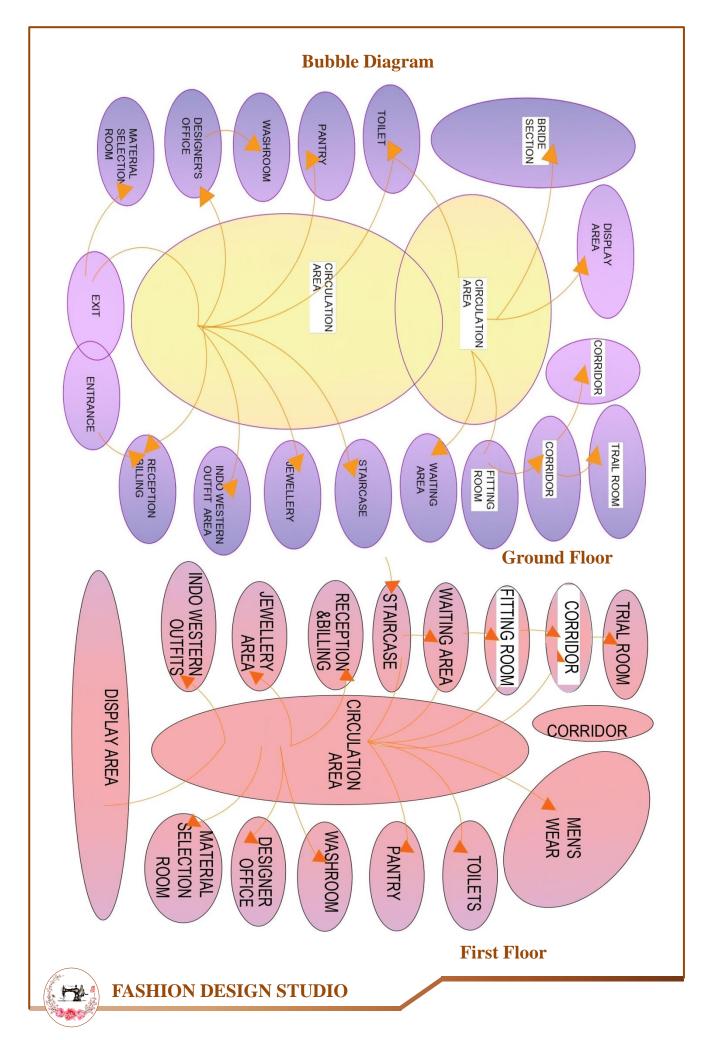


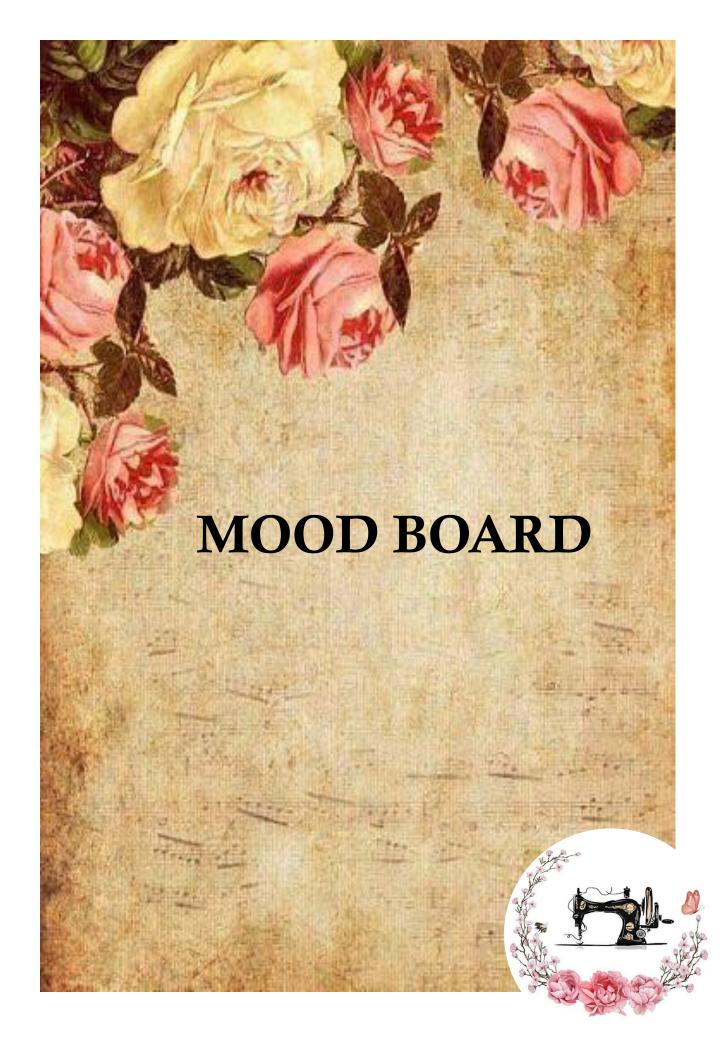




SERVICE AREA TRAIL ROOM , TOILET , FITTING ROOM STAIRS.







HISTORICALLY MODERN

TAKING INSPIRATION FROM THE PAST, UTILIZING THE VARIANTS THE PRESENT HAS TO OFFER AND LOOKING A HEAD FOR THE FUTURE HELP ACHIEVE THE GOAL OF BEING SUSTAINABLY LUXURIOUS WHILE ACHIEVING MY THEME OF BEING HISTORICALLY MODERN . PARISIAN ARCHITECTURE AND DESIGN DRAWS TONS OF INSPIRATION FROM A NATURE , LIKE NATURAL BRICK FAÇADES TO STONE CARVINGS AND EVEN CONCRETE STRUCTURE.



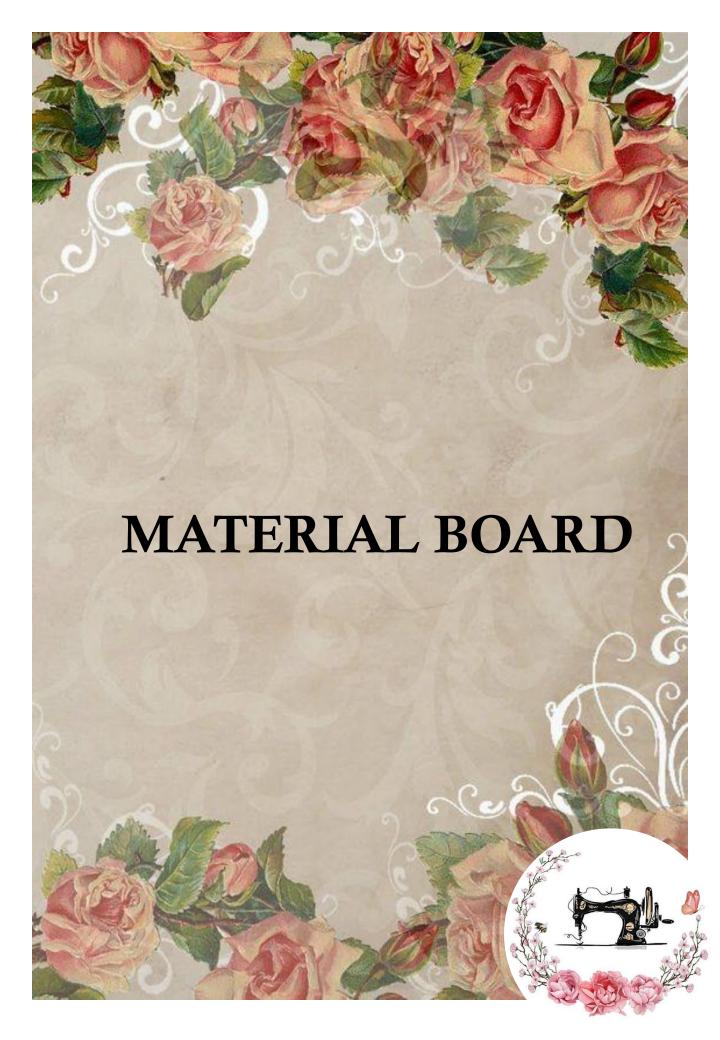




MOOD BOARD







MATERIAL BOARD





FLOORING MATERIAL



Black marble with white inlay Size-2400X900mm Finish-glossy



white marble with grey inlay Size-2400X900mm Finish-glossy



Ceramic tile Size-300X300mm Finish-glossy



Wooden plank Size-150X1500mm Finish-matte

CEILING MATERIAL



Wooden louvers Size-8inch X 9 feet6 inch Thickness-15mm Finish-matte



Gypsum board Size-2440X1220X15mm





INDIAN ART

Madhubani

- It is the folk painting of <u>BIHAR</u>.
- <u>Jitwarpur</u> village of Madhubani district is the main centre.
- In this painting, the KOHBAR (traditional room of married couple)in the folklore of Bihar region are drawn as painting.
- In this style of painting ,the scenes of Ramayan and images Hindu God and Goddesses are depicted on canvas .
- Mahasundari Devi is the famous artist of madhubani painting.

Pattachitra

- It is folk painting of **ODISHA**.
- Painting are based upon Subhadra, Balrama, Lord Jagannath, Dashavatara and the scenes related to the life of Lord krishna.
- They are manifested with rich outline ,red yellow , ochre ,white and black colors.

Pithora

- It is folk painting of RATHVAS and BHILALAS tribes of GUJARATI.
- It is more than ritual rather than art form.

Kalamkari

- The literal meaning of Kalamkari is 'painting made by the use of pen'.
- Very popular in MACHILIPATNAM of KRISHNA DISTRICT, ANDHRA PRADESH.
- It is a type of hand paints or block printed cotton textiles ,produced in parts of India.

Kalighat pat

- It is folk painting of west Bengal.
- It is originated in the vicinity of Kalighat kali temple (Kolkata).
- In this art form, various Hindu God and other mythological characters are drawn.

Warli

- It is famous in Maharashtra.
- It is made by the local tribes of the worli and depicts the scenes from social and cultural life of these groups.
- In this art form, chewed bamboo stick is used as brush and mixture of rice paste and water gum is used as color.











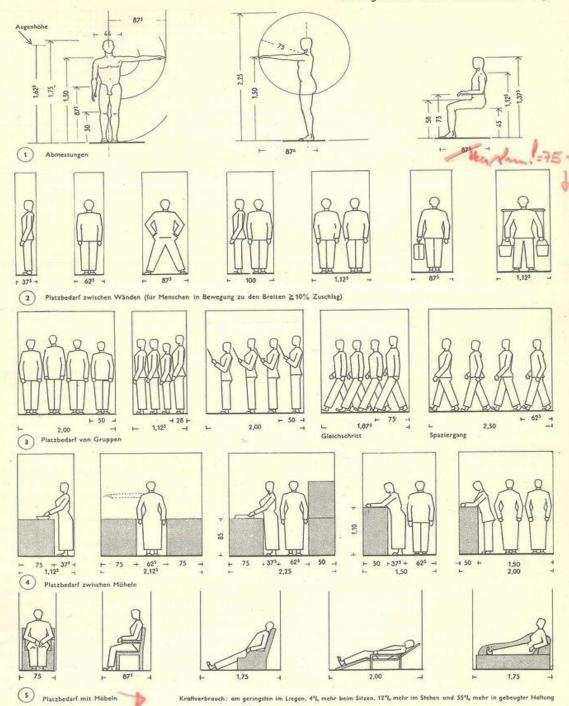


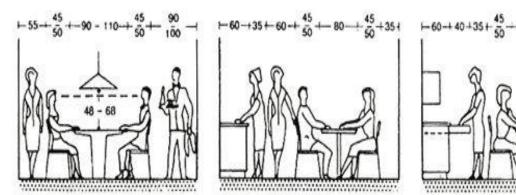




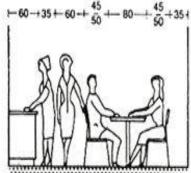
MENSCHEN

ABMESSUNGEN UND PLATZBEDARF nach Regelmaßen → Ø und Kraftverbrauch → ③

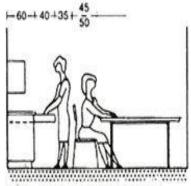




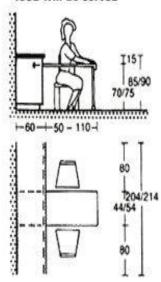
Minimum table-to-wall distance depends on how food will be served



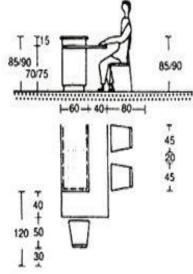
Allow space between sideboard and table for walkway



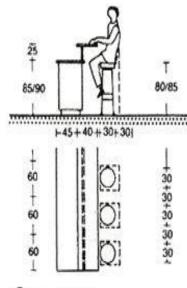
Allow for drawers and (3) doors



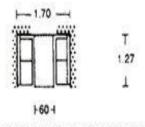
(4) Retractable table



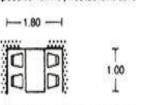
(5) Fitted table



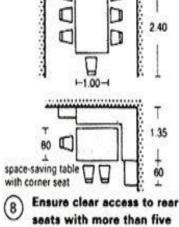
(6) Breakfast bar



similar space to railway restaurant cars



Smallest space for dining table and recess

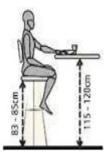


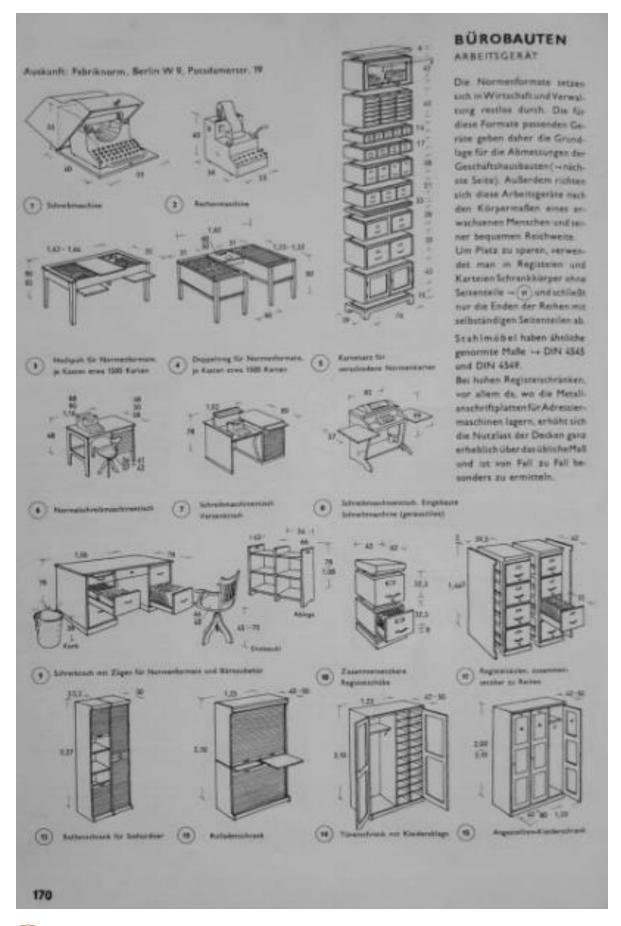
- 3.00

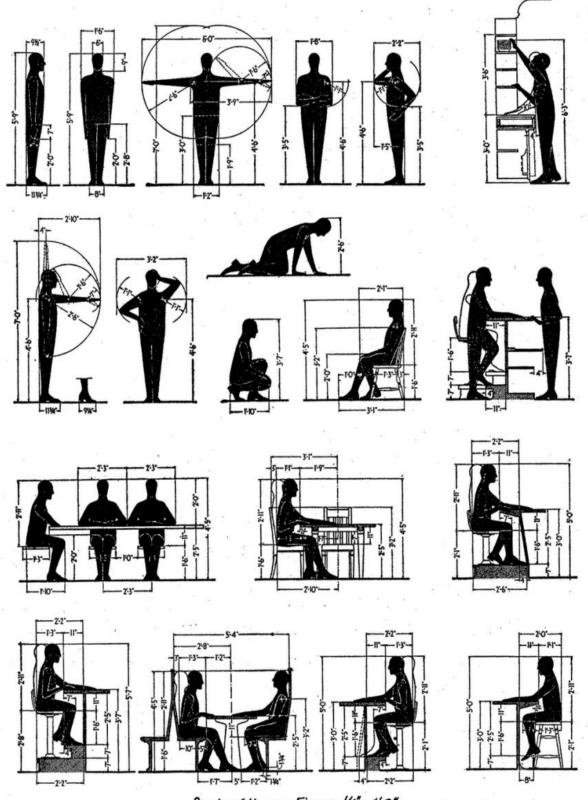
Ensure clear access to rear diners

150+-- 155 ----- 390 -









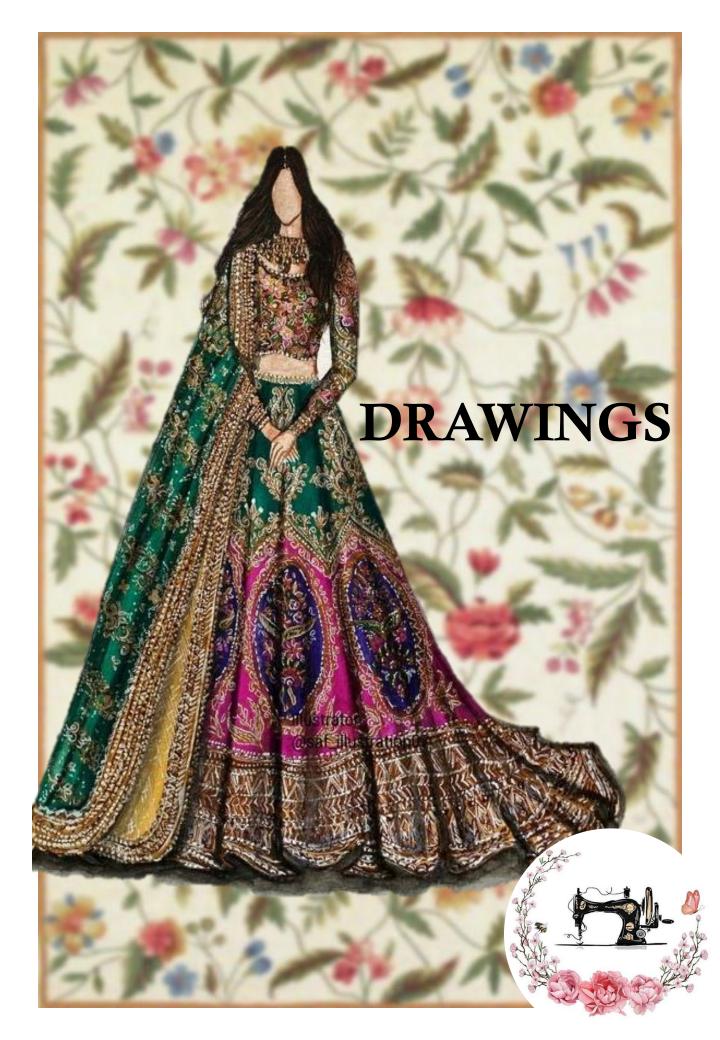
Scale of Human Figure 1/4" 1-0"

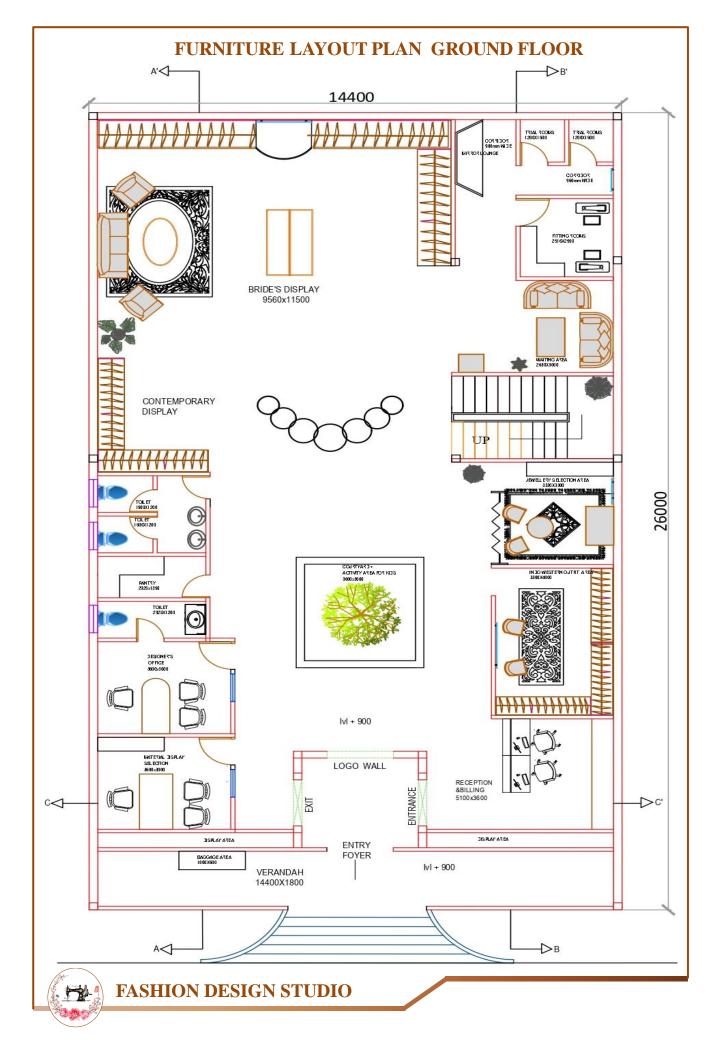
These dimensions are based on the average or normal adult. As clearances are minimum they should be increased when conditions will allow.

Table, desk, and other sitting work-top heights are shown 2-5"; however some authorities prefer 2-6" or 2-61/2". See sheets titled "Children's Furniture," for their size and furniture.

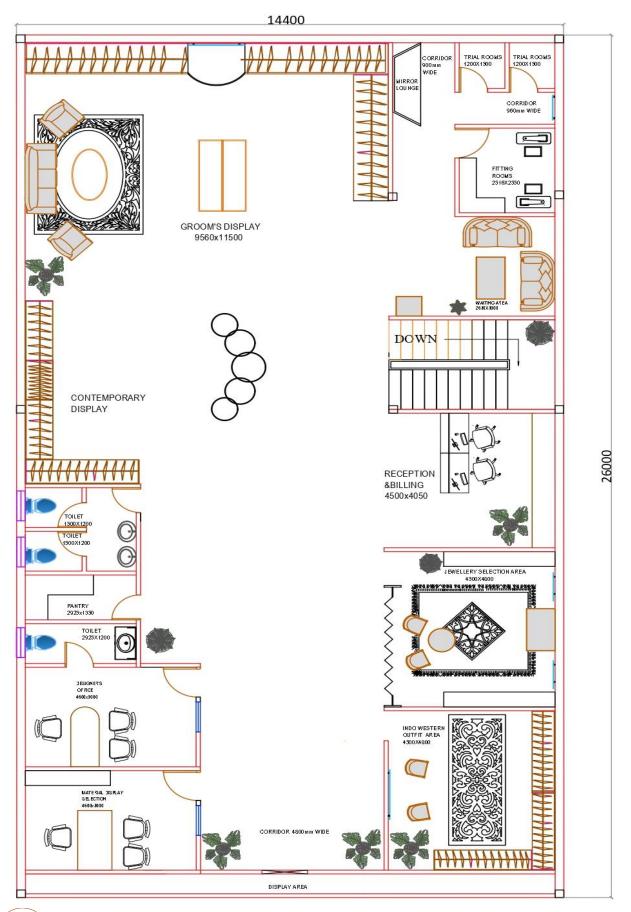
Reproduced by special permission of the Architectural Record Copyright Owner Drawings by Ernest Irving Freese





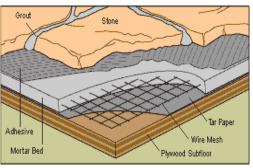


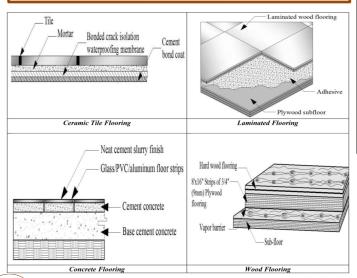
FURNITURE LAYOUT PLAN FIRST FLOOR

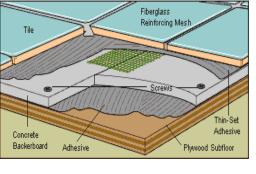










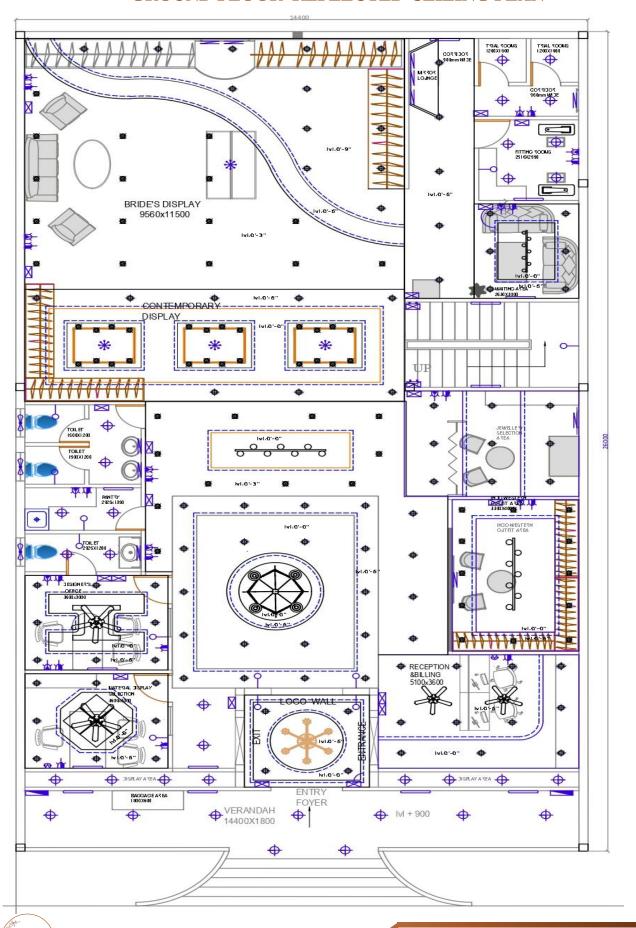




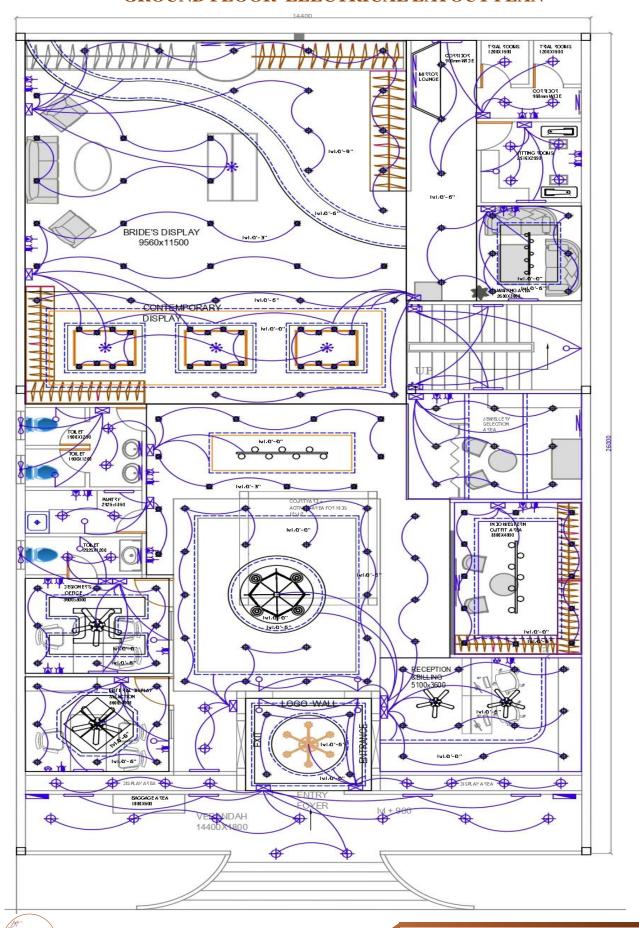


REFLECTED CEILING PLAN ELECTRICAL DETAIL DRAWING

GROUND FLOOR REFLECTED CEILING PLAN

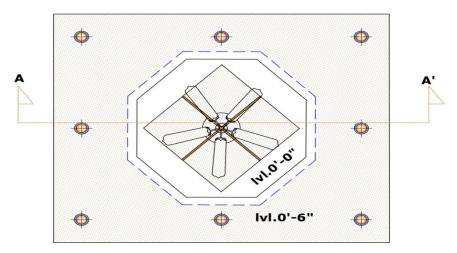


GROUND FLOOR ELECTRICAL LAYOUT PLAN

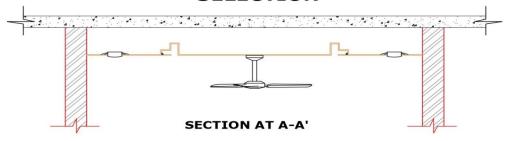


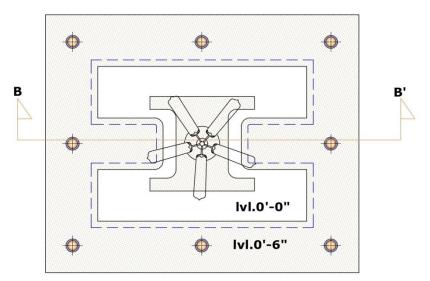
LEGEND: (Electrical)			
S.No.	SYMBOL	DESCRIPTION	HIGHT
1.	—	LIGHT POINT/ WALL BRACKET	9'-6"
2.	+	CEILING LIGHT (SURFACE)	
3.		MIRROR LIGHT (18 W)	6'-6"
4.		TUBE LIGHT (1x36w) (SURFACE)	9'-6"
5.		TUBE LIGHT (2x36w) (SURFACE)	
6.		CEILING FAN	
7.		EXHAUST FAN	
8.	-{	WALL MOUNTING REVOLVING FAN	
9.	*	CHANDLIER	
10.	\bowtie	15 AMP POWER POINT	3'
11.	>	15 AMP POWER POINT FOR GEYSER (SWITCH AT MAIN SWITCH BOARD)	5'
12.	—	20 AMP INDUSTRIAL SOCKET FOR AC	9"
13.	\triangleright	TELEPHONE POINT	8"
14.	++++	T.V. ANTENNA POINT	
15.		SWITCH BOARD	3'-6"
16.	C	CALL BELL PUSH	3'-6"
17.		TWO WAY SWITCH	3'-6"
18.	G	GEYSER	
19.		DISTRIBUTION BOARD	3'-6"
20.		INDICATES CONTROLLING OF LIGHT/FAN FROM SWITCH BOARD	
21.		COVE LIGHT	



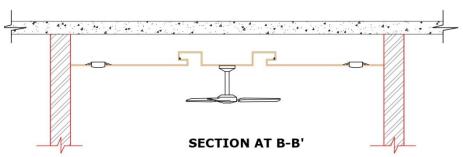


MATERIAL DISPLAY & SELECTION

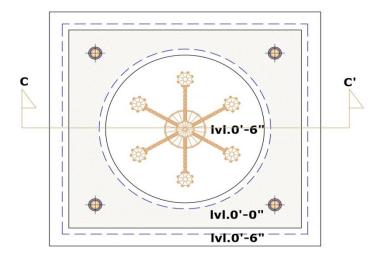




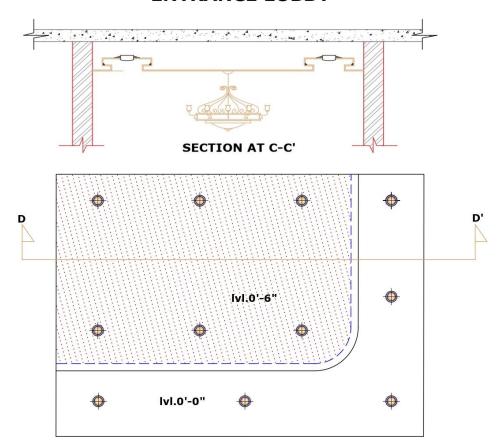
DESIGNER OFFICE



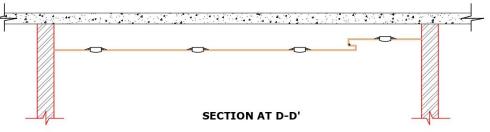




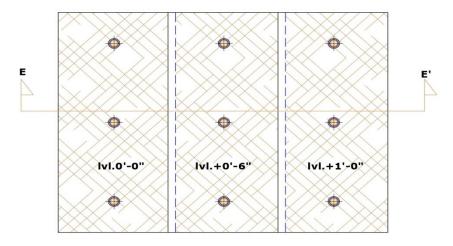
ENTRANCE LOBBY



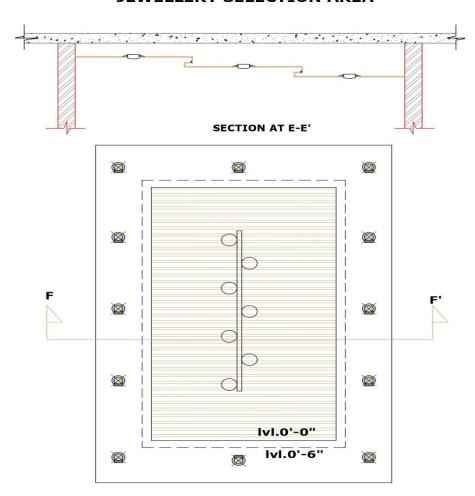
RECEPTION & BILLING AREA



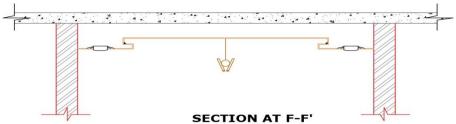




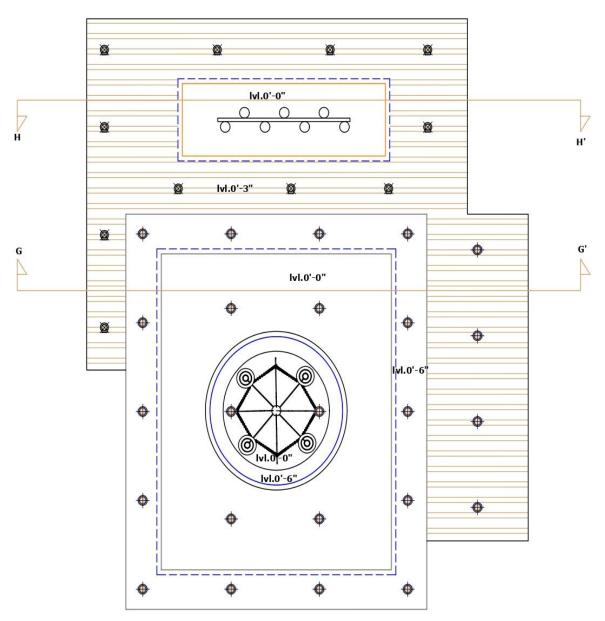
JEWELLERY SELECTION AREA



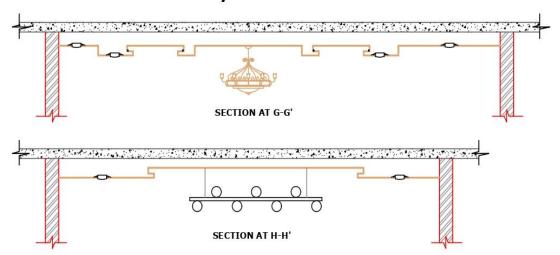
INDO WESTERN OUTFIT AREA

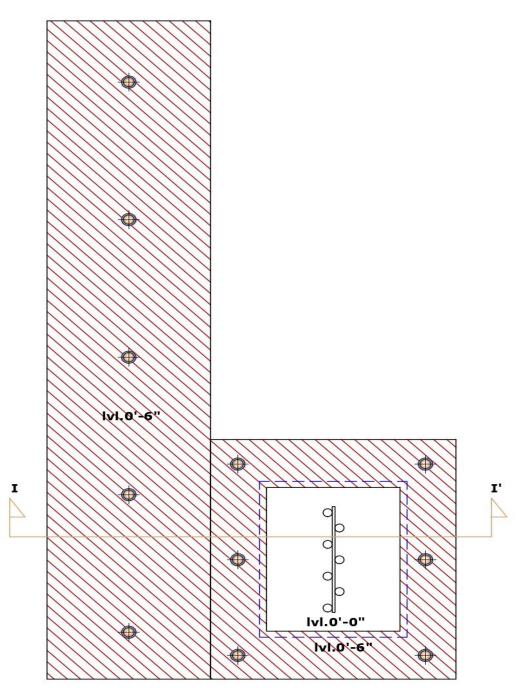




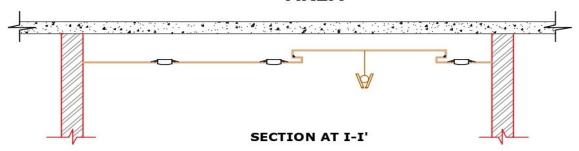


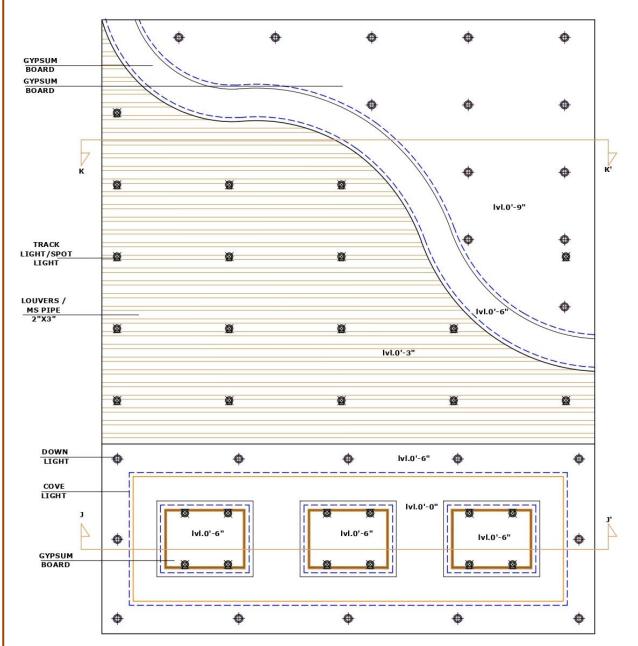
COURTYARD/ ACTIVITY AREA



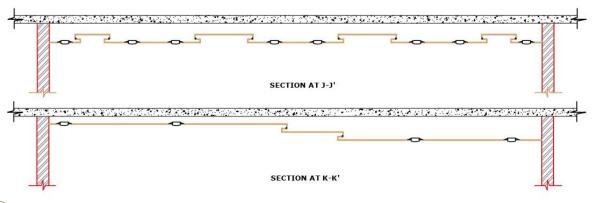


WAITING & MIRROR LOUNGE AREA





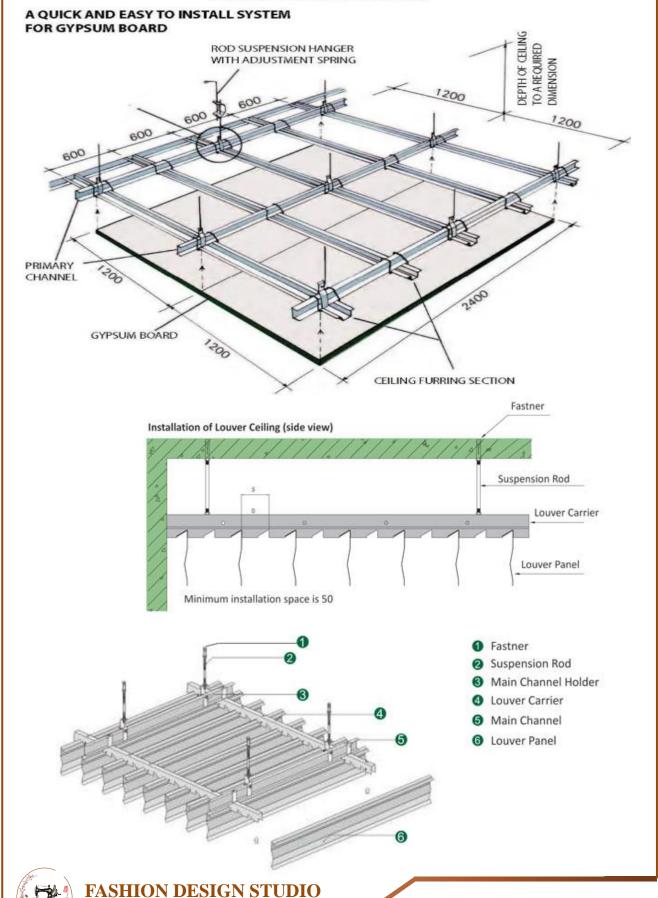
BRIDE'S DISPLAY & CONTEMPORARY DISPLAY CEILING

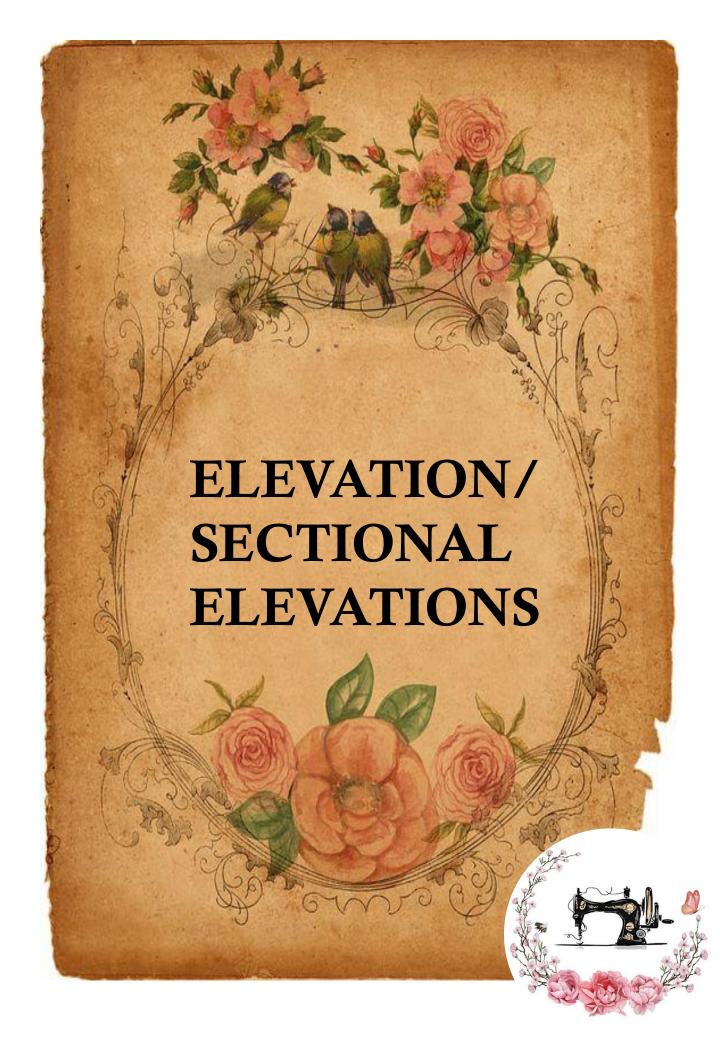




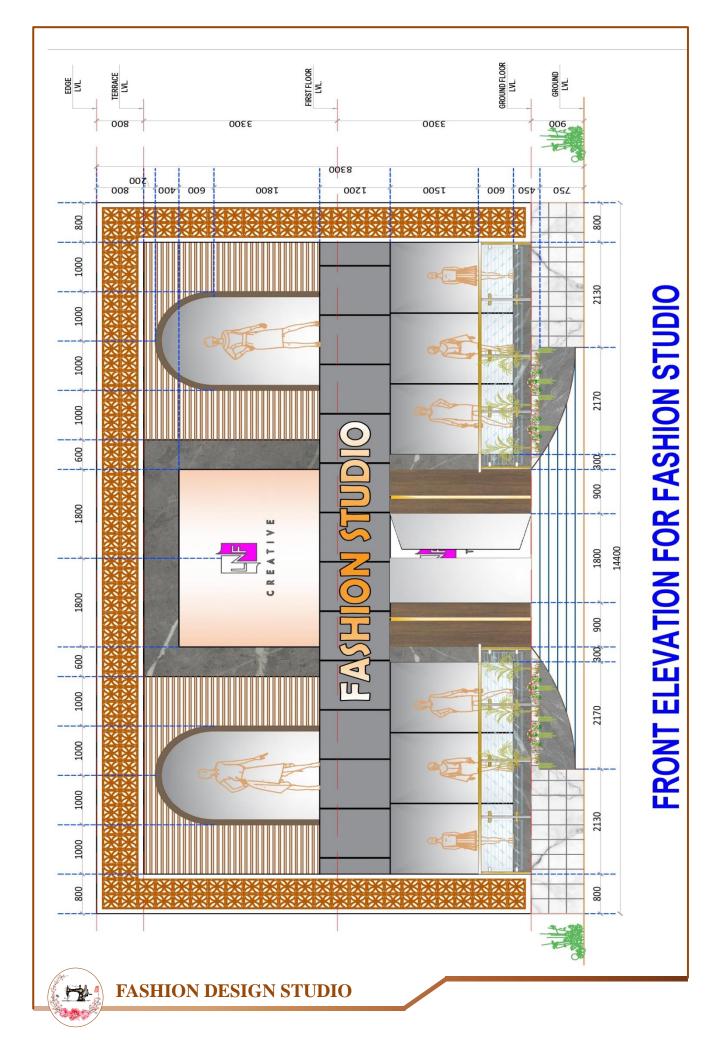
SUSPENDED CEILINGS

FURRING CEILING SYSTEM FOR GYPSUM BOARD









MATERIALS SPECIFICATION

TERACOTTA TILE SIZE 300X300X15 MM



HPL SHEET GRANITE TEXTURE, SIZE: 4X8 FEET, THICKNESS 6MM



ACP EXTERIOR LOUVERS WOODEN TEXTURE, SIZE: 616X2440X30 MM



TOUGHENED GLASS EXTERIOR ONE WAY THICKNESS: 10 MM



TOUGHENED GLASS EXTERIOR TRANSPARENT, THICKNESS: 10 MM



GREY ACP SHEET, SIZE: 8X4 FEET, THICKNESS: 6 MM



ACP EXTERIOR WOODEN TEXTURE
WITH METAL LINE,
SIZE: 4X8 FEET, THICKNESS 30 MM



EXT. WALL TILE WHITE MARBLE TEXTURE, SIZE: 600X1200 MM



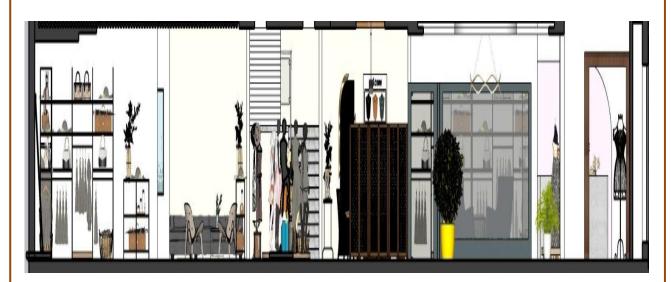
EXT. WALL TILE BLCK MARBLE TEXTURE, SIZE: 600X1200 MM



SECTIONAL ELEVATIONS



SECTION AT A-A'

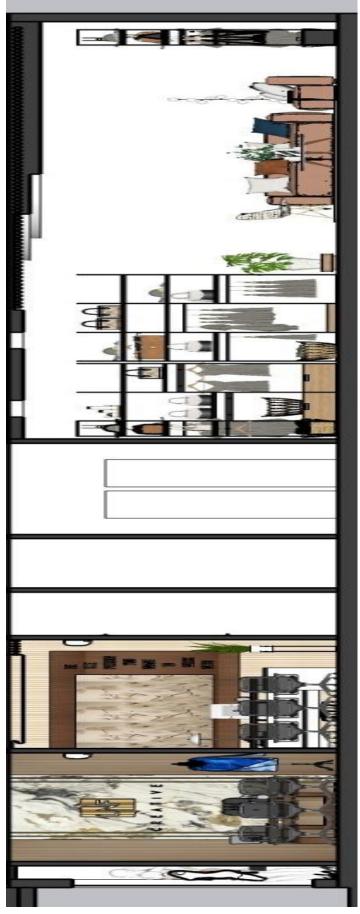


SECTION AT B-B'

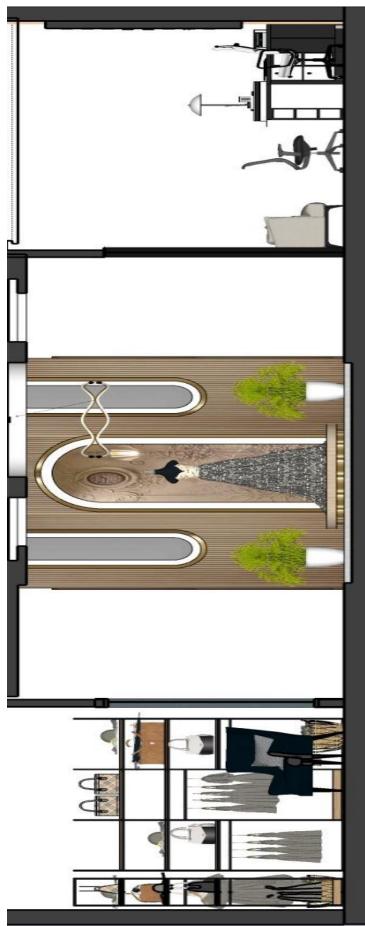


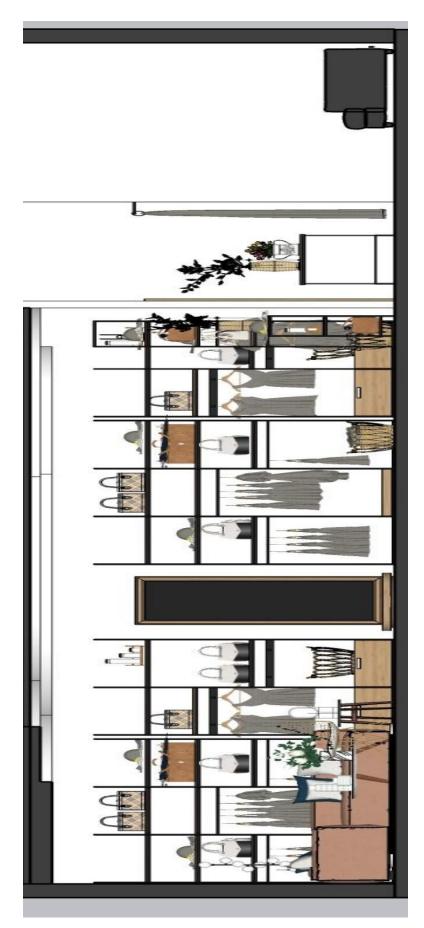
SECTION AT C-C'

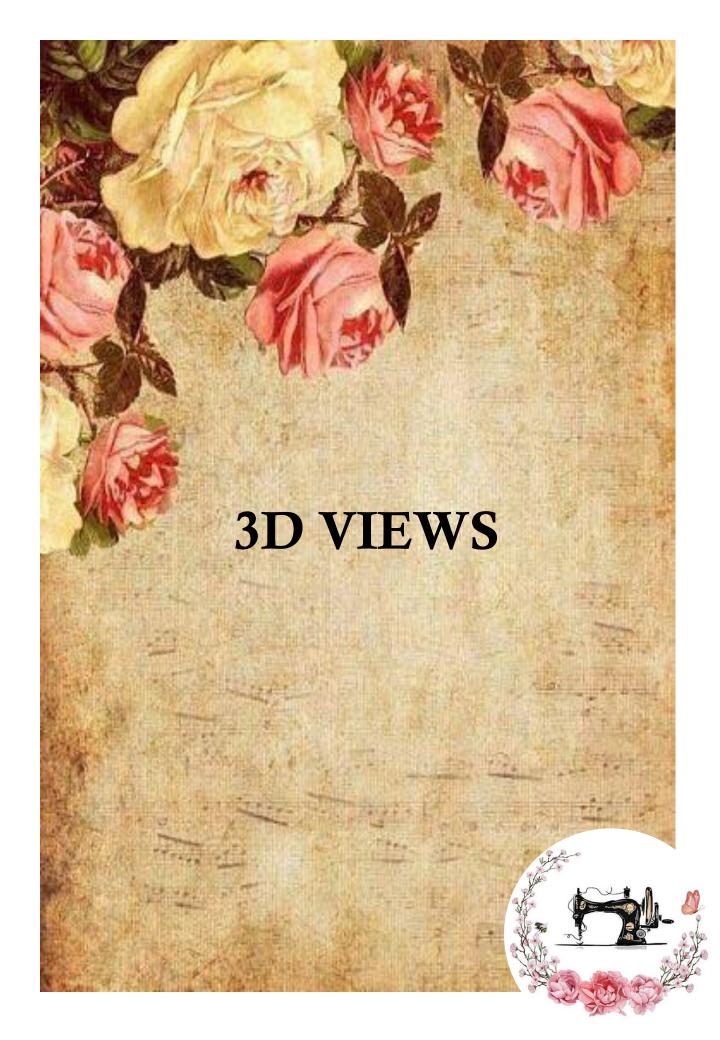


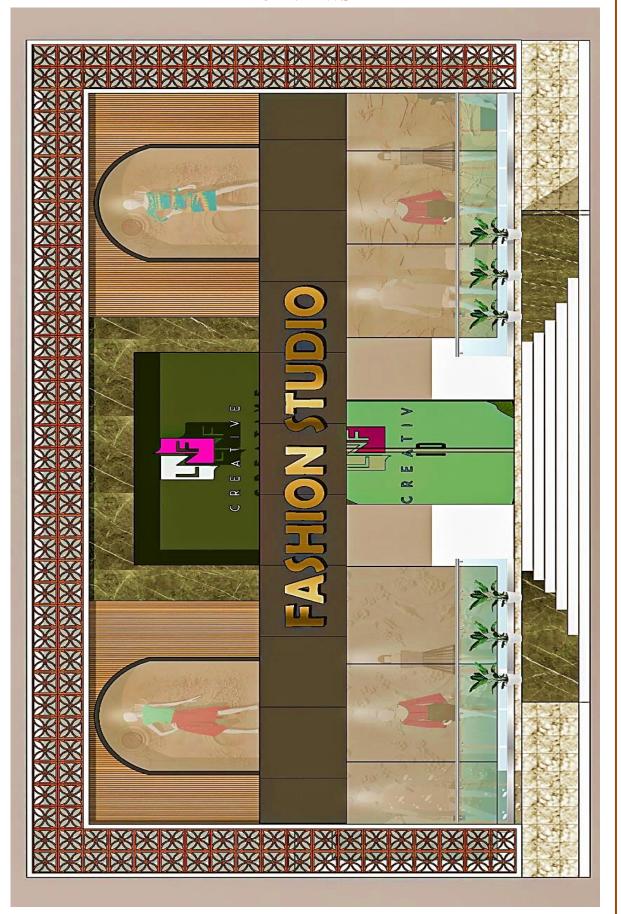














HALL



HALL





STAIR CASE



RACKS





FOCUS WALL



HALL

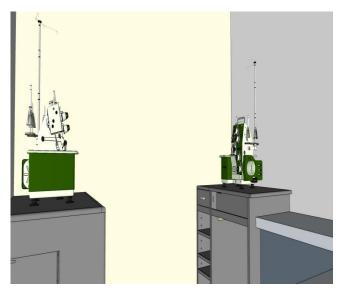


RECEPTION



JEWELLERY AREA





FITTING ROOM



TRIAL ROOM



DESIGNER'S OFFICE



MATERIAL SELECTION AREA



JEWELLERY AREA

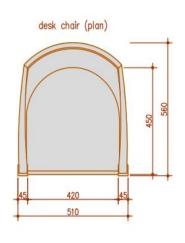


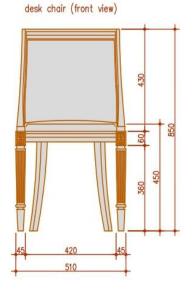


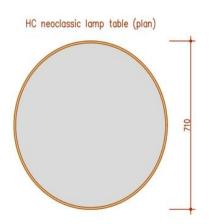
OPEN ELECTIVE FURNITURE DETAIL

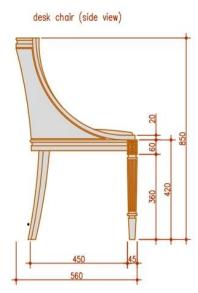


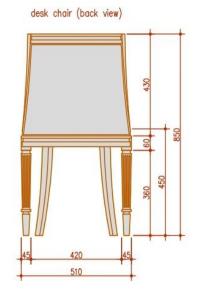
FURNITURE DETAIL

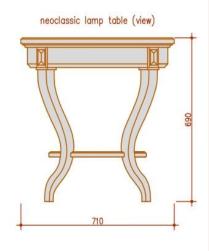


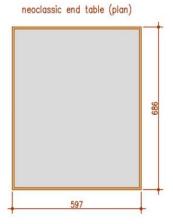


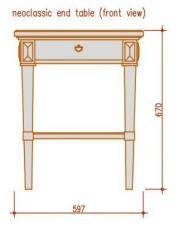


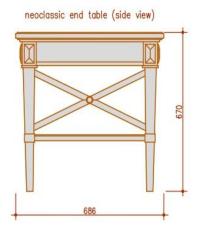






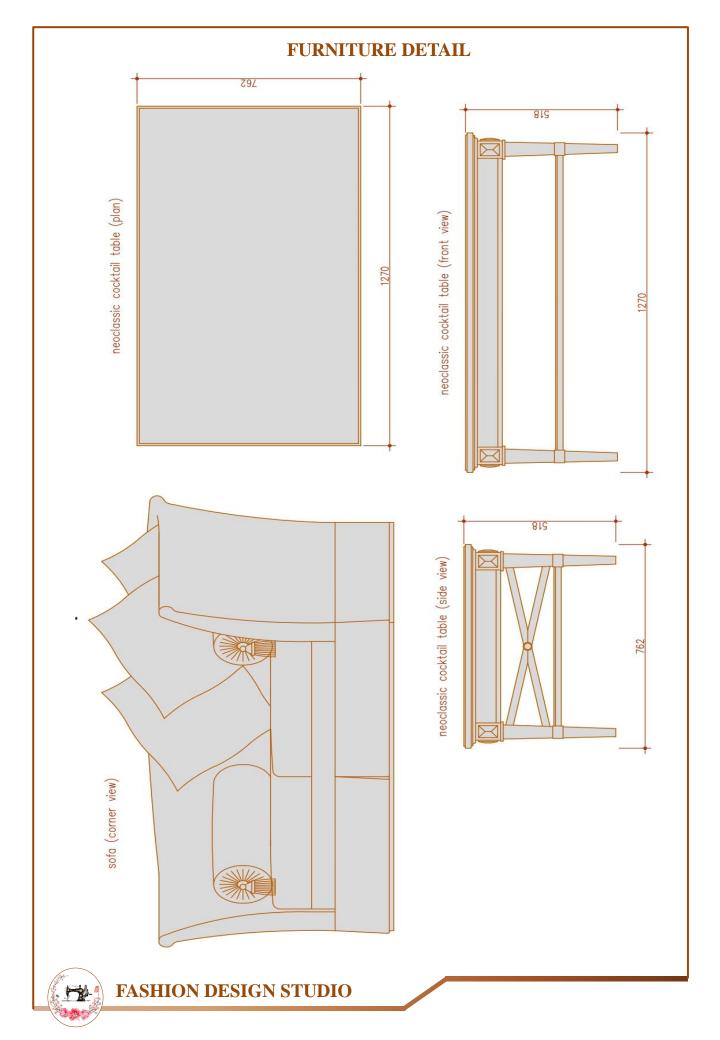








FURNITURE DETAIL 100 sofa(front view) sofa (plan) 1400 1400 90 sofa(front view) sofa (plan) **FASHION DESIGN STUDIO**











NEOCLASSICAL COCKTAIL TABLE

NEOCLASSICAL END TABLE

