

# PORT FOLIO



JASHANPREET KAUR

# Contents

About Me	3
Trashion	4
Ethical Production Bag	5
Marbling	6
Bustle	7
Brand Promotion - Signature Scent	8
Tableware	9
Illustrations	10-11
Fashion Illustrations	12-13
Moodboard	14
Storyboard (Capsule Collecftion)	15
Contact Me	16
Notes	17

# About Me

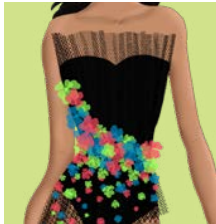
My name is Jashanpreet Kaur, and I am a recent graduate of the fashion design program at Seneca College. I'm currently working at Aloochka Clothing as sales associate; along with this i'm also managing their social media account. I have done my Bachelors in Fashion & Apparel Designing in India and Post Graduation in International Fashion Management in George Brown College, Toronto.

I have worked as a production coordinator and social media coordinator for a designer label based in New Delhi, India. I also have experience working as a stylist for magazines, look-book photoshoots, fashion shows and commercial shoot. Along with this, I also love doing illustrations and my style varies from detailed art to minimalistic art.

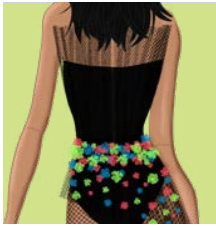


### INSPIRATION

The objective of this project was to create fashion from trash. For my design I created a Red Carpet look inspired by waste materials such as mesh bags and plastic bottles.



The bodice of the outfit is made using mesh bags used for fruits or vegetables and is embellished using flowers made from plastic bottles, painted in bright colours.



The pants are also made using mesh material with elastic waist band.



Adobe Illustrator, Clip Art Studio Paint

# Trashion

SUSTAINABLE FASHION



# Ethical Production Bag

SUSTAINABLE FASHION

The objective for this project was to create a bag using mostly old materials. So for my design I decided to convert grocery bag into a bucket bag. I received this bag with a few more for my grocery order from Walmart. I loved the flower print and colour block on this so I saved it at that time and now I decided to use it in this project.





Adobe Illustrator, Clip Art, Studio Paint



In this project the objective was to learn about marbling technique and made prints using it. And then create a product incorporating those prints in the design.



It was a really calming process, just playing with different colors and creating freehand prints.

As for my product I decided to use two of my prints together and create layered dress with a cut-out and ruffles to add more detailing to it.

## Marbling



Adobe Illustrator, Clip Art, Studio Paint

## Bustle

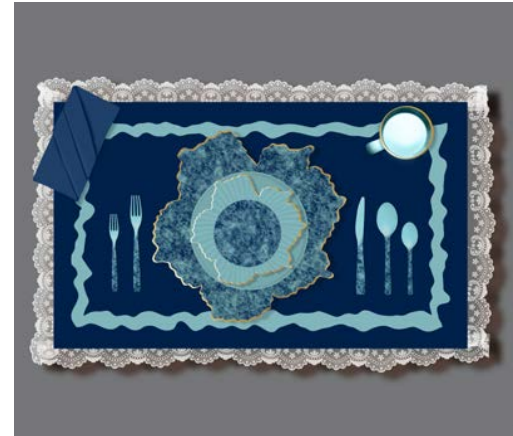
The main purpose of this project was to create an outfit inspired by the various design elements that we learned about from history. I was really fascinated by the bustle as I was not aware about this earlier and always wondered how they give it such shape. Then I wanted the design to give a Victorian look as that was something new for me. So I designed this gown with bustle at the back and with lots of embellishments which is quite different from my usual style.



# Brand Promotion - Signature Scent

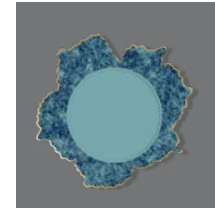


Adobe Photoshop, Clip Art Studio Paint

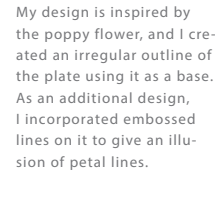


Clip Art Studio Paint

# Tableware



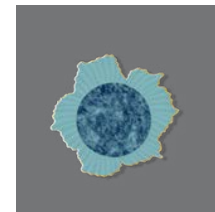
The objective of this project was to design a place setting for a dinner set.



My design is inspired by the poppy flower, and I created an irregular outline of the plate using it as a base. As an additional design, I incorporated embossed lines on it to give an illusion of petal lines.



In terms of colors, I kept it monochromatic throughout one single set. Inspired by Victorian-era designs, I also added gold color edges to the sets.







Adobe Illustrator, Clip Art, Studio Paint

# Illustrations

These are few of my digital illustrations that I made using various softwares like Autodesk Sketchbook and Clip Studio Paint. These illustrations represent my different art styles from minimalistic to detailed artwork and from portraits to landscapes.



# Fashion Illustrations



# Moodboard



The moodboard is inspired from nature for which I used floral prints and monochromatic leaves prints. For the colors I used contrasting colors to create a balance between whole outfit.

# Storyboard (Capsule Collection)



The collection features designs and prints for Casual Women's Wear, S/S 2023. For the collection I wanted to create fun looks, so I decided these bold bright colors, combined with pop art print that I made using Adobe Illustrator.