



Pakhi is a women's wear label which includes Prêt, Diffusion and Couture lines for a free spirited young urban woman. Founded by **Preeti Tomar**, Fashion Design graduate from Pearl Academy started her own label in 2012, a year after finishing her studies.



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FABRICATED FOLK

*From playing dress up as a child to designing Indian inspired fashionable prints for textiles, Fashion Designer **Preeti Tomar** presents her vibrant concepts through her design label Pakhi. Here, she tells us some things to watch out for while manifesting prints from mind to matter.*



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01 CHANDERI SILK SAREE WITH BOAT STORY. Inspired from Phad paintings of Rajasthan, the voluminous sari is long enough to depict folk stories.

02 CREATIVE PATCHWORK. Detail of a saree showing multi motifs collage print border and frill detail at edge.

03 04 HANDLOOM SILK SAREE WITH KRISHNA LEELA STORY. Again inspired from Phad paintings of Rajasthan, the voluminous sari is long enough to depict folk stories.

05 HANDLOOM SILK SAREE WITH WALLPAPER INSPIRED. This wallpaper inspired theme, makes for a bold yet wearable print.



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It all starts from choosing your canvas.

For those who love dressing up, choosing textiles as a canvas would be a natural choice. Designing is about practicality and functionality, so what better than designing clothes- one's second skin? What one chooses to showcase through clothes is a different story. That's where your personality and inspirations come in. If your immediate market is India, then exploring Indian art is a good idea. There is so much to excavate in this sector. Open your eyes and closely observe the walls as you walk to college or work. Take time out to visit regional places, explore their art forms and work with local artisans. Enrichen yourself before you make an attempt to create inspiring designs.

Designs change with seasons, but style remains constant.

A textile designer is always inspired by new seasons and brings forth different themes. But the basal character remains unique to the designer, and that can never change. It's vital to establish your own domain if you're launching a label. Define your designs and communicate what you stand for. For most, features such as uniqueness, original and wearability are inculcated in most designs. Once those roots are grounded, one can explore new prints every season based on the theme, maybe even try use one Indian craft with it and keep changing silhouettes and colours as per trend forecast and contemporary styling →



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There's more than meets the eye.

Designing clothes and prints is not like working a pencil on paper. Just like there are tools to help graphic designers create what they envision, a textile designer needs to learn advanced graphic designing, surface development techniques, practice development techniques as well as understand fabric and inks.

Start online if you want to be successful offline.

It's easy to make up your mind in order to start one's own label. But how do you really kick-start? If you want your designs to reach a wide audience without spending too much, e-commerce is the way to go. It's booming these days, and sites like Jabong.com and indianroots.com are helping fresh designers gain recognition in India and abroad. This does the job without you having to spend on infrastructure at all. Moreover, as everyone's on the internet these days, it's easy to grow as a brand as an online presence facilitates customer growth as well ←



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06 CHANDERI SILK COLOUR BLOCK HAND EMBROIDERED DUPATTA.

07 08 SAREE WITH MADHUBANI ART INSPIRED KRISHNA-YASHODA STORY. This collection was inspired from Madhubani folk

art, transforming folk traditional motifs into colourful fabrics and contemporary silhouettes.



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★★ But how do you really kick-start? If you want your designs to reach a wide audience without spending too much, e-commerce is the way to go ★★

09 CHANDERI SILK KURTA. This design explores a creative random patchwork using art inspired prints and needle craft.

10 GHAGRI WITH TIE DYE KURTI AND BANI-THANI INSPIRED STOLE. Inspired from Bani-Thani paintings, this outfit glorifies beauty and various moods of Indian women.

11 DETAILS OF COLLAGE PRINT DUPATTA. Various Madhubani motifs combine to weave together a great piece.



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