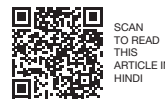




SCAN TO READ THIS ARTICLE IN ENGLISH



SCAN TO READ THIS ARTICLE IN HINDI

# RococoDesigns

## Bringing Research-Led Print Design to Fashion, Lifestyle, Home, and Beyond

Anjali Sharma | The CEO Magazine



**Abhinav**  
Founder - RococoDesigns

Print is often mistaken for surface-level beauty. But in reality, it is a language that shapes perception before a product is even touched. In fashion, lifestyle, and home categories, patterns define identity, mood, and memory. It is this belief that led Abhinav to build RococoDesigns in 2019 as a design studio focused on research-led, production-ready surface design across industries.

### The Man at the Helm

Abhinav's journey into print began at NIFT Hyderabad, where he studied textile design and found himself drawn to the world of patterns. What interested him most was how a print changes from a concept into a finished product and how details like fabric, scale, and pattern

can completely shape the final outcome. As he explored the industry further, he realised that print should not be limited to textiles alone. "I wanted to explore how print can move freely across different products and surfaces, making each one more beautiful in its own way," he says.

That belief became the starting point for RococoDesigns, which he founded in New Delhi in 2019. His goal was to bring print thinking into one focused place, where ideas could be developed, adapted, and applied across fashion, lifestyle, ceramic home, wallpaper, and more. Today, the studio works closely with brands from concept development to finished print-ready artwork, creating versatile, well-crafted designs that adapt seamlessly across different materials, applications, and production processes.

### The Studio at a Glance

RococoDesigns is a textile and surface pattern design studio based in New Delhi. Founded in 2019, it focuses on building strong visual and creative designs for brands. The studio handles everything from concept development to finished print-ready artwork, with a focus on creating versatile, well-crafted designs that adapt seamlessly across different materials, applications, and production processes. The team works closely with clients to understand not just what they want to look like, but what they want to communicate. Their approach is structured yet creative, balancing concept, function, and visual appeal. Each project is treated as a long-term brand investment rather than a one-off design task.

The studio's mission is to help brands express themselves clearly and confidently through thoughtful design. Its vision is to be known not only for aesthetics but also for clarity, consistency, and long-term brand value. With a lean core team supported by a trusted network of collaborators, RococoDesigns is guided by values of creative integrity, honest collaboration, attention to detail, and respect for timelines and commitments.



### People Behind the Prints

At RococoDesigns, talent acquisition is driven by skill, curiosity, and responsibility. Along with its core team, the studio actively creates opportunities for freelancers and budding designers to collaborate on real projects. They work with independent and emerging designers from different backgrounds, offering them meaningful exposure while maintaining professional standards through NDA agreements. This approach helps RococoDesigns stay flexible, fresh, and diverse in its work, while also giving designers a structured space to learn, grow, and contribute with purpose.

### End-to-End Design Solutions

Rococodesigns provides end-to-end design support from concept to the first sampling stage. The studio

works across multiple categories, including fashion and lifestyle, home, wallpaper, and ceramic surfaces.

The services cover trend research and forecasting, concept development, print and surface design, pattern and placement creation, repeat development, and colour direction. During the sampling stage, the Rococodesigns team works closely with the client to review feedback and refine the artwork. If changes are required, the design is revised and delivered as a final updated file for one approved sample.

Over the years, Rococodesigns has worked with startups, growing brands, and established companies. The clientele includes brand founders and product-based businesses across fashion and lifestyle, kids' brands, home, and emerging categories, both in India and internationally.

### Leading with Purpose

As RococoDesigns grew, one of the main challenges was breaking the perception that print design belongs only to textiles. Expanding into multiple industries meant understanding different materials, scales, and production processes, which took time and continuous learning. Another challenge was design replication. To protect original work, the studio follows clear processes and works with clients under NDA agreements. Strong research, hands-on development, and close collaboration with brands and manufacturers helped build trust while delivering consistent print design across categories.

For Abhinav, the biggest accomplishment has been building a design studio with a clear point of view and the confidence to work beyond a single category. He says, "Creating a team and process that can handle print across different industries, while staying consistent in quality and intent, has been deeply rewarding." He believes that leading with clarity, curiosity, and respect for both design and execution has helped him shape a culture where ideas are researched, refined, and delivered with purpose. "That foundation is what continues to move the brand forward," he adds.

### A Studio That Aligns

What sets RococoDesigns apart is both its design sensibility and the way it collaborates with clients. Rather than working like an external studio, the team functions as an extended part of the brand, aligning closely with the client's vision, tone, and product direction. This approach helps them build work that feels true to the brand while staying consistent across categories. Their design style is defined by original art elements, thoughtful patterns, and strong print narratives. The



focus is always on creating designs that feel distinctive yet adaptable, so brands can maintain consistency while still offering something fresh and well-crafted across different products and surfaces.

Since the beginning, the studio's core values have remained the same. RococoDesigns believes in thoughtful design backed by research, not rushed visuals. Quality, clarity, and originality guide every project they take on. Just as important is collaboration built on trust, transparency, and respect for the brand. Staying curious, adaptable, and honest in their process continues to shape how they work and grow.

### Success That lasts

For RococoDesigns, success is measured by the impact and longevity of the work. Their focus is on creating designs that not only look good but also work well across products, markets, and time. Strong and lasting client relationships where the studio is seen as an extended part of their team are equally important for them. *"Growing through meaningful collaborations, consistent quality, and shared progress matters more to us than short-term wins,"* Abhinav says.

Their journey has been shaped by steady growth rather than sudden highlights. Some of their key milestones include building long-term relationships with clients across fashion, lifestyle, ceramic home, and wallpaper, and successfully expanding print design beyond a single category. Abhinav says, *"Each project that leads to repeat collaborations, increased trust, and creative freedom feels like a recognition in itself."* These moments of consistency, credibility, and continued partnerships remain their most meaningful milestones.

### The Road Ahead

The print and surface design industry is constantly evolving. In this shifting space, staying relevant means staying informed. At RococoDesigns, the team keeps up through continuous research, market observation, and hands-on experimentation. *"This helps us translate evolving trends into practical, relevant print solutions,"* Abhinav says.

At present, the studio is focused on strengthening its research-led design approach and expanding print applications across more surfaces and industries. This includes developing premium scarves in India, with close attention to material quality, print clarity, and detailing. The focus is also on export markets and attracting international buyers. Looking ahead, Abhinav believes the industry is moving toward higher-quality, well-crafted products, where design, material, and finish carry equal importance. As consumers and brands become more selective, RococoDesigns is positioning itself around a premium scarf line built with careful material selection, print precision, and overall finish. Alongside its design services, the studio aims to build print-led textile products that meet global standards and connect strongly with international markets.

### Leadership Mantra

Advising aspiring entrepreneurs, Abhinav shares,

"FOCUS ON FUNDAMENTALS BEFORE SCALE. BUILD STRONG SKILLS, LEARN HOW BUSINESSES WORK, AND BE PATIENT. SUCCESS IN THE CREATIVE INDUSTRY COMES FROM CONSISTENCY, NOT SHORTCUTS."

### Parting Thoughts

At the core of RococoDesigns is a commitment to quality, originality, and long-term value. Whether the studio is designing prints or developing finished textile products, the focus stays on thoughtful execution and meaningful collaboration. As the brand grows, Abhinav's goal is to keep building work that reflects strong design integrity, trusted partnerships, and products that stand confidently in both domestic and international markets. *"For us, it has never been only about visuals; it is about understanding the brief, refining ideas, and executing them well. The studio exists to help brands communicate better, and that purpose continues to guide every project they take on,"* he concludes.