

STUDIOEYESHOT

One Stop Destination for
TEXTILE DESIGN SOLUTIONS

www.studioeyeshot.com

FROM THE FOUNDER & CREATIVE DIRECTOR'S DESK

I am a freelance textile designer specialized in Woven and Print designs. I am full of curiosity and enthusiasm and love to combine and experiment different forms of art and design to create something unique and innovative. After 9 years of working in the textile industry, I decided to start a freelance Design Studio in order to pursue my passion for Woven and Print designs with no structural boundaries. According to me, the world is full of inspirations, one just has to explore them.

STUDIOEYESHOT is a result of one such inspiration and hard work where I wanted to live my passion of establishing a Textile Design Studio dedicated for Apparels and add value through my educational background, knowledge, creativity and experience from the industry.



Shruti Gupta

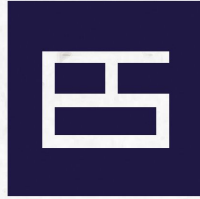
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The STUDIOEYESHOT Story



STUDIOEYESHOT

STUDIOEYESHOT was setup in 2018 by Shruti Gupta as a result of the growing demand for design solutions in the textile industry.

One of its kind, the studio offers services in woven and print designs across all apparel markets as well as forecasting, archival solutions and presentation styling with customized and customer focussed approach. The studio also specializes in developing customer centric seasonal collections for its customers across menswear, womenswear & kidswear market.

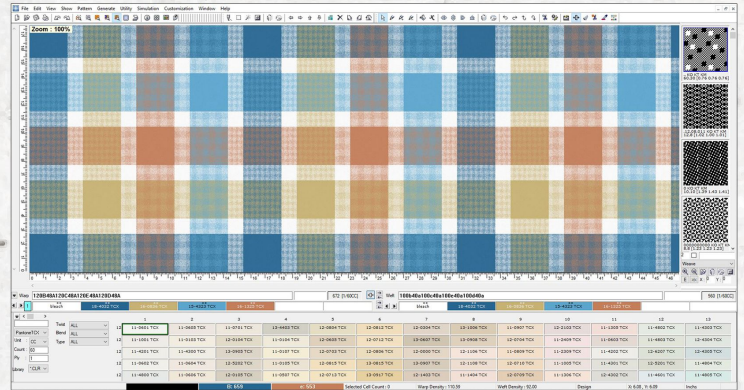
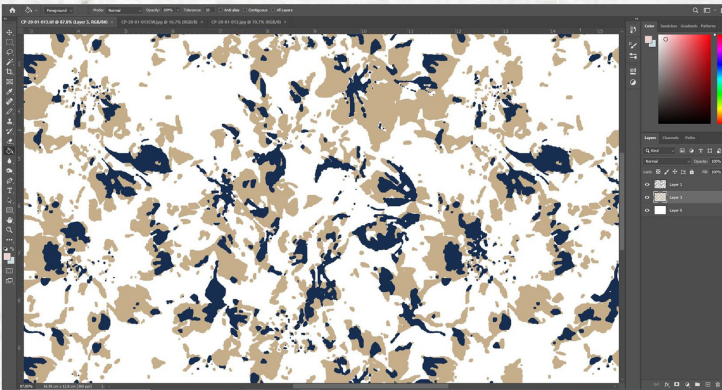
With a team of young and creative designers, the studio has its spread across the nation along with some foot prints in the international market as well, with the vision and potential to exponentially grow with its market-oriented business model.

The team at **STUDIOEYESHOT** is dedicated to provide all these services with an utmost sincerity, commitment and a promise to deliver a very high-quality product within the agreed timescales. We also provide our customers the flexibility and freedom to utilise our services as per their convenience, outside the realms of the contemporary office-style working.

DESIGN DEVELOPMENT

The Studio specializes in design development for Prints and Wovens across all market categories comprising of Menswear, Womenswear and Kidswear covering both Tops as well as Bottoms category. Using best available softwares in the market suiting the customer's needs, the studio offers design work in 2 formats,

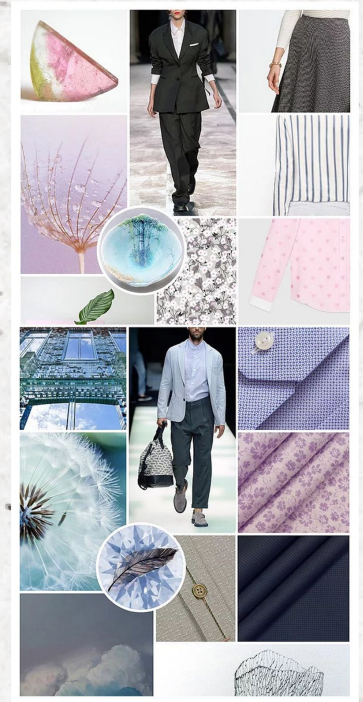
1. Individual Design Options : Customers can choose the number of designs with or without colorways from the studio in desired color scheme as per their requirements. Each design is priced according to the level of intricacy.
2. Monthly Design Collection : Customers can choose to opt for monthly based design collection comprising of fixed number of designs per month depending on the requirements as well as the design direction if shared. The collection can be developed combining both woven and print or solely individual category.



Each colour used in the design is mentioned with its respective Pantone TCX number for easy references. The ownership of each selected design is transferred to the customer with all its development files.

FORECASTING & PRESENTATION BOARDS

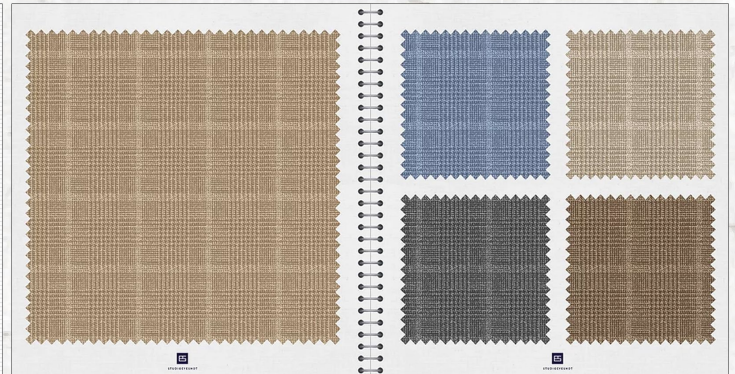
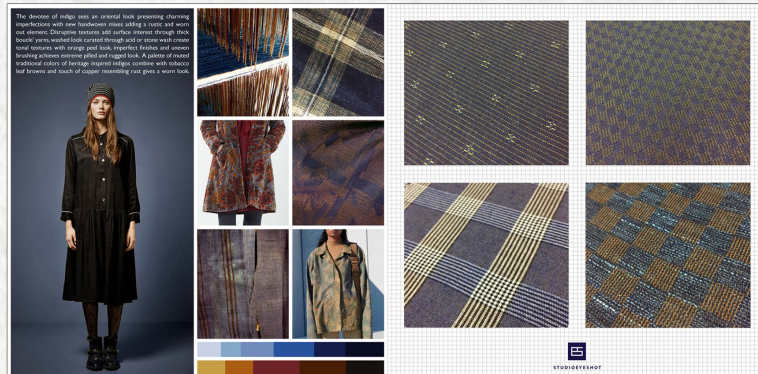
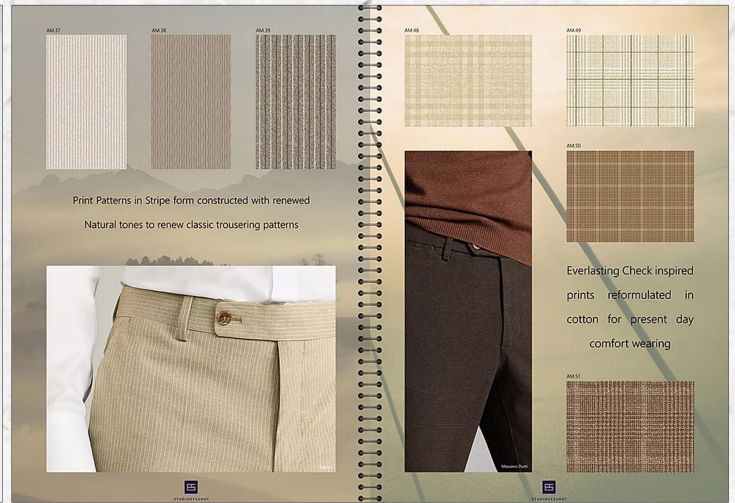
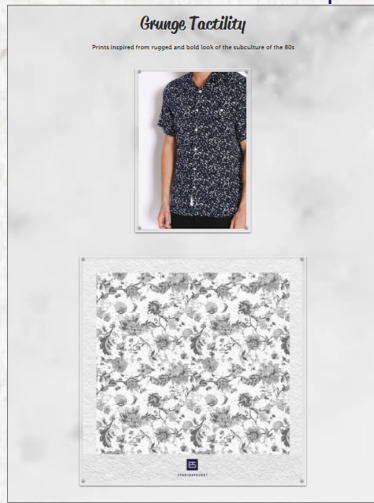
The studio provides detailed seasonal trend forecasting in line with global forecasting websites and books. These forecasts are carefully planned for each customer/market keeping their interest and product category in prime focus and are then converted into individual thematic presentation boards.



PRESENTATION FORMATS

The studio provide customers with presentation formats to showcase their collections. Some formats include design books with fabric swatches, fabric presentation in sleeve mock / leg tubes format for tops and bottoms, swatch hanger layouting, swatch cards etc. These formats can vary as per customer needs.

With the ongoing travel restriction due to COVID-19 pandemic, most of the working has been shifted to digital mediums. The studio also assist in coming up with digital formats of the collection in terms of working with different layouts like design collection website layouting, interactive pdf making, formats depicting fabric feel and handle etc. that can be presented to customers over web calls.



SEASONAL COLLECTION

The studio also develops biannual seasonal collection for Spring Summer & Fall Winter for the customers with an ensemble of design range perfectly suiting their product portfolio. Thorough research and detailed discussions are done with the costumers to understand their strengths and areas where more efforts can be placed to come up with focussed collection. The overall seasonal collection covers,

1. Detailed forecasting study and its interpretation in to different themes for the season.
2. Each theme supported with presentation boards depicting mood and color scheme.
3. Designs are planned in these themes covering woven & prints, tops and bottoms categories with full customization and open option to choose category.
4. Designing presentation formats, swatch book/digital pdf/website layouts whichever the customer desires.
5. Designing mock form styles for fabrics of tops and bottoms for physical presentations/sending via couriers in bottom tubes and shirt sleeves formats.

Since the collection is fully customized, the customer has option to choose, amend or drop any service mentioned above from the seasonal package. The overall goal is to come up with a season specific collection perfectly suitable for the constmer market.

The timeline for this collection is targeted to 5 months, with 2 months dedicated for fabric designing, 2 months for fabric production and 1 month for layout planning.

After completion of the package, the ownership of all design files are transferred to the customers with original files sent to them.



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