



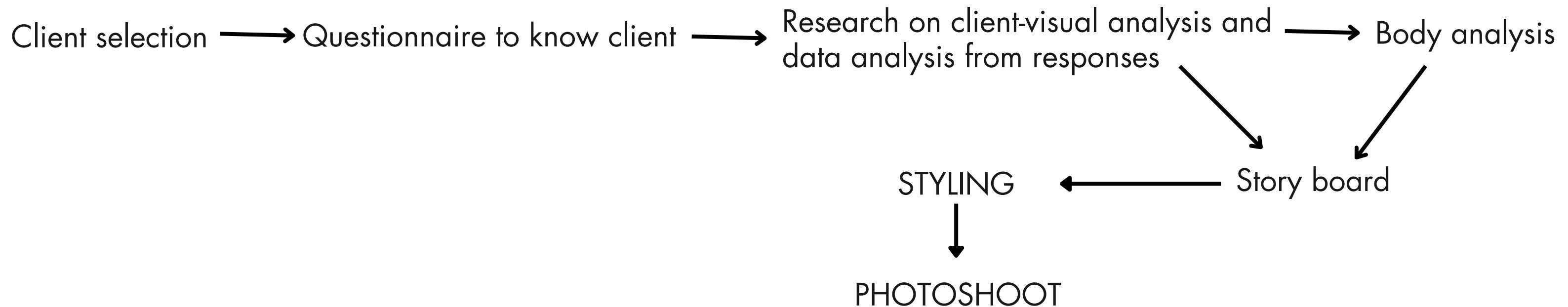
INDIVIDUAL STYLING

By
Shrestha Saha

BRIEF

Select two clients- one male and one female and one known and one unknown and create personal styling concepts for a 'makeover' for them based on their persona- body type, attitude, ethnography, preference.

PROCESS



Hello, I am Shrestha Saha, a 4th year student at NIFT. I am kindly asking for your co-operation for my styling assignment where you will have to model for makeover styling. Two looks- formal and casual will be conceptualized and styled on you. Hence, this questionnaire is aimed at understanding you, as my styling client, to gain valuable insights and create personalized styling concepts.

1. Mention the following:

- Name:
- Age:
- Occupation:
- Contact Information:

2. How would you describe your personality in a few words?

3. Describe your daily routine and lifestyle.

4. Do you have any cultural or ethnic background that influences your personality or style preferences?

5. How would you describe your body type?

- Hourglass
- Pear
- Triangle
- slim
- athletic
- curvy
- straight
- Lean

6. Name a celebrity whose fashion you like.
7. What are your favourite clothing styles or fashion influences?
8. What are some clothing styles or fashion trends that you've admired or considered trying?
9. What are some clothing styles or fashion trends that you've disliked or despised?
10. Are there any specific colours or patterns you prefer?
11. Do you have any clothing items you absolutely love and want to incorporate into your new look?
12. How important is comfort to you on a scale of 1 to 5?
13. Are you sensitive to any particular fabric or make-up item?
14. What kind of footwear do you prefer?
 - Platforms
 - Heels
 - Sportswear
 - Boots
 - Flats
15. Would you kindly share your approximate height?
16. Are you comfortable with all types of necklines including deep-necks?
17. Are you comfortable wearing sleeveless?
18. What would you wear to an interview (T-shirt/shirt/trousers/pants/pleated skirt/ pencil skirt)?
19. What do you wear on your casual day (T-shirt/shirt/trousers/pants/pleated skirt/ pencil skirt)?
20. Is there anything particular you would want to include in your makeover?

CLIENT 1

Unknown Client

Sanskriti

Sanskriti was an unknown client. I got her contacts from one of my classmates and reached out to her. She is a senior from my college.



Fashion

Sanskriti

Questionnaire

Response

11/5/23, 1:42 AM Advanced Fashion Styling

Advanced Fashion Styling

Hello, I am Shreetha Saha, a 4th year student at NIFT. I am kindly asking for your co-operation for my styling assignment where you will have to model for makeover styling. Two looks- formal and casual will be conceptualized and styled on you. Hence, this questionnaire is aimed at understanding you, as my styling client, to gain valuable insights and create personalized styling concepts.

The respondent's email (sanpiakrithayes@gmail.com) was recorded on submission of this form.

Your Name *
Sanskriti

Age *
23

Occupation *
Student

Contact Information *
sanskritibasnet2001@gmail.com

State of Origin: *
Darjeeling

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11/5/23, 1:42 AM Advanced Fashion Styling

Are there any specific patterns you prefer wearing? *

Ruffles and lace

What is your favourite category of clothes (eg:sarees, formals, dresses ,etc)?

Dresses & skirts

Do you have any clothing/accessory items you absolutely love and want to incorporate into your new looks? *

Ribbons

Are you sensitive to any particular fabric or make-up item? *

No

What kind of footwear do you prefer? *

Platforms
 Heels
 Sportswear
 Boots
 Flats

Would you kindly share your approximate height? *

5

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11/5/23, 1:42 AM Advanced Fashion Styling

What is face type? *

Round
 Square
 Oval
 Heart
 Rectangular
 Triangle
 Diamond
 Oblong

Name a celebrity whose fashion you like. *

Bella hadid, Jennie

What are your favourite clothing styles or fashion influences? *

Ribbons , I like feminine clothes.

What are some clothing styles or fashion trends that you've disliked or despised? *

I don't like crocs

Are there any specific colours you prefer wearing? *

Pink& red & black

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11/5/23, 1:42 AM Advanced Fashion Styling

How would you describe your personality in a few words? *

Outgoing & carong

What is your usual lifestyle ? (Mention your activities of an usual weekday/weekend) *

Swimming, reading books, watching documentaries on aliens and paranormal and murders

Mention any cultural or ethnic background that influences your personality or style preferences, if you have any.

How would you describe your body type roughly? *

Hourglass
 Pear
 Triangle
 slim
 athletic
 curvy
 straight
 Lean

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11/5/23, 1:42 AM Advanced Fashion Styling

Are you comfortable with all types of necklines including deep-necks? *

Yes
 No

Are you comfortable wearing sleeveless upper wear? *

Yes
 No

Are you open to experimenting different hairstyles. *

Yes
 No

Is there anything particular you would want to include your makeover?

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Google Forms

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Analysis

feminine clothes
athletic,
adventurous,
inquisitive
ribbons

Bella hadid

Jennie
no crocs
Pink, blue . black
Lace
Dresses. skirt
platforms

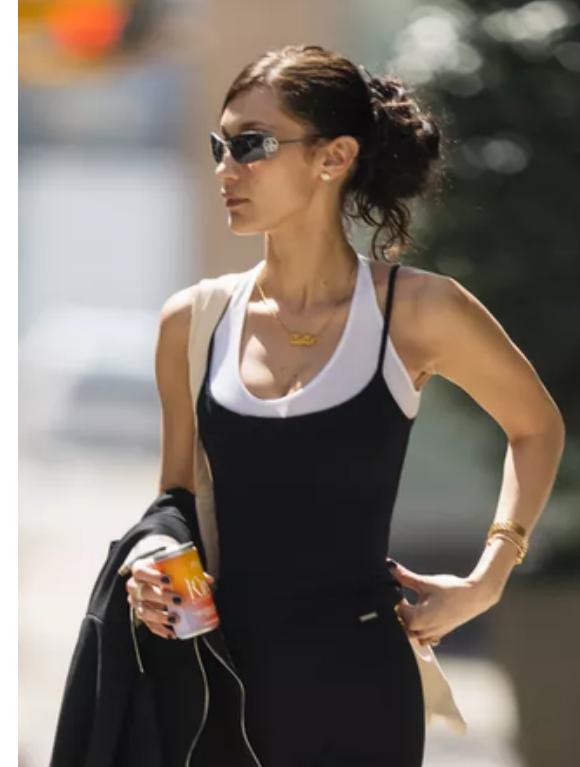
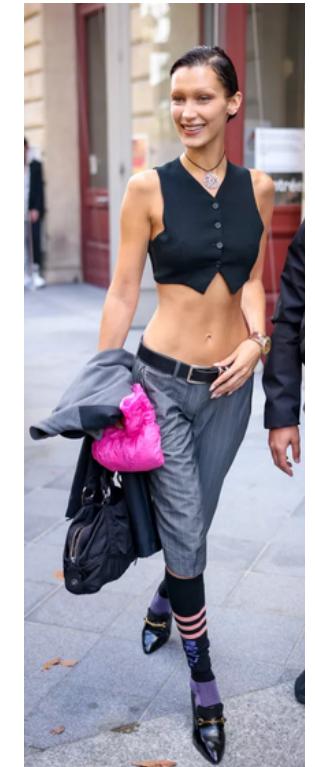
- Outgoing & caring.
- Swimming, reading books, watching documentaries on aliens and paranormal and murders
- Slim
- Oval
- Bella hadid, Jennie
- Ribbons , I like feminine clothes.
- I don't like crocs
- Pink& blue & black
- Ruffles and lace
- Dresses &skirts
- Platforms, heels,boots
- Yes to all necklines
- Yes to experimenting hairstyles

Celebrity influence

Bella Hadid

Bella Hadid is a style chameleon, alternating between looking sporty and subversive, hyper-trendy and classic, and futuristic and soaked in vintage. She's a rare figure who simultaneously sparks TikTok trends and inspires the opus pieces of runway collections, but while her style choices vary so much from day to day, each reads as being true to her. The supermodel is neither careful nor shy when it comes to putting together outfits.

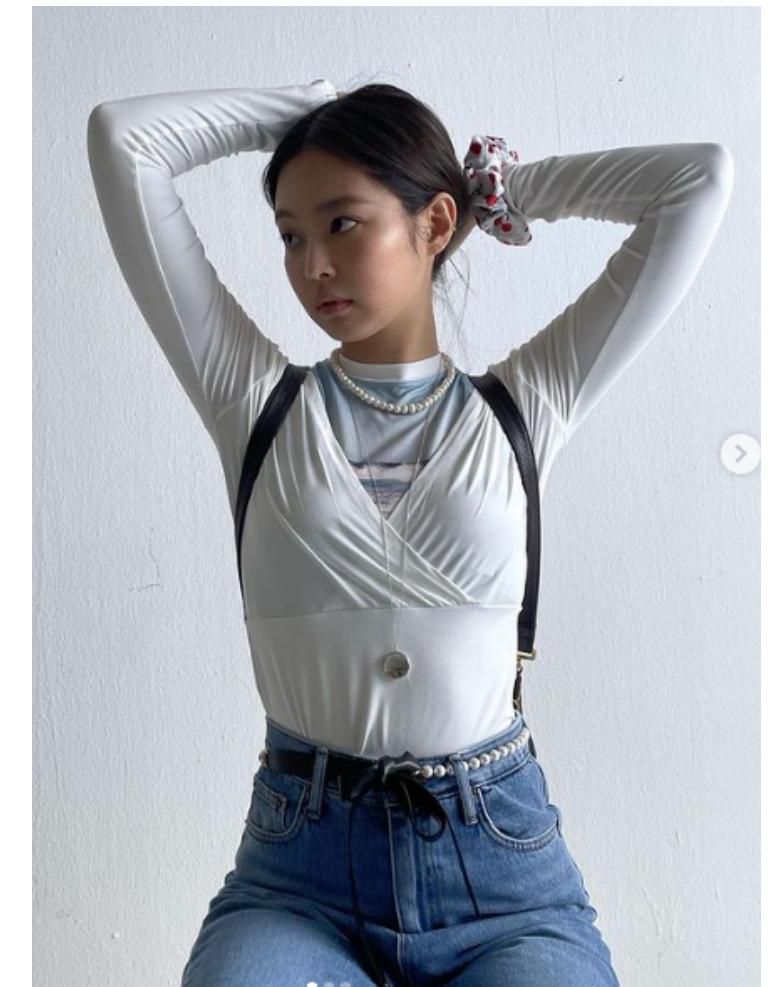
Hadid makes sure she's put-together even on her dressed-down days with a monochromatic fit, a sleek, pulled-back hairdo, and stunner shades.



Jennie

What is Jennie's style called?

She's known for her unique take on streetwear, which she pairs with feminine pieces like skirts and heels to create unique ensembles. Jennie's style can be described as "glamorous tomboy"—she doesn't shy away from wearing pants but always looks chic and put-together in them.



Body Analysis

Square, slender yet curvy

It was observed her shoulder, bust, waist, and hip measurement were always same. Hence, it was concluded her body shape is Square.

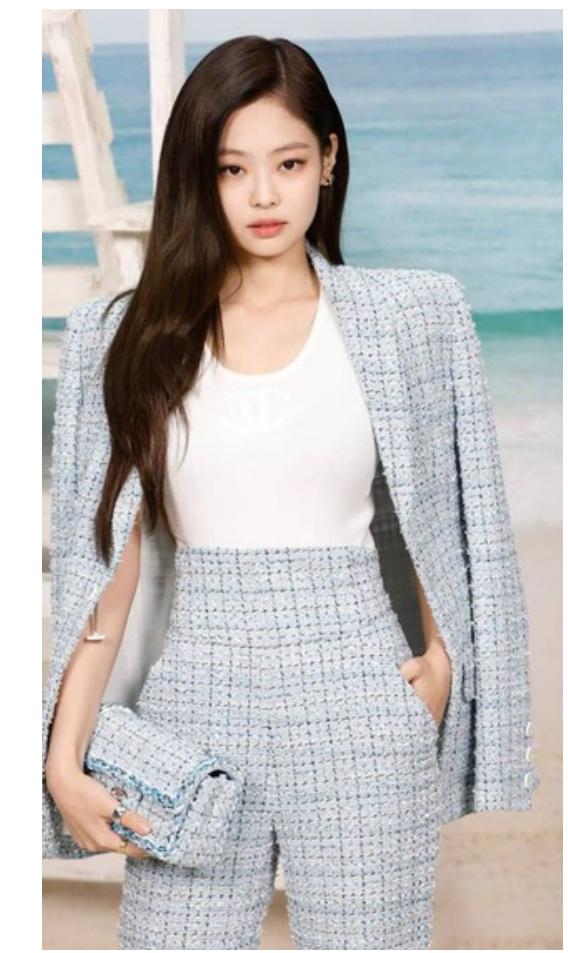


Storyboard



The following has been considered following the client's preference and suitability of her body type:

- silhouette highlighting clothes
- socks and heels
- socks and platforms
- feminine hairstyle with ribbons
- Denim skirt
- Blue jacket
- Cropped top
- light-coloured formals
- scarf styling



The elements fashioned by the client's favourite celebrities has been a major source of inspiration.

FORMAL/SEMI-FORMAL LOOK - JURY

JURY

Colour Details

Sundial

Sundial has been selected because it is one of the trending colours for 2023 as declared by WGSN and Coloro.

Outfit Details

- 1- Shein solid symmetrical hem blouse.
- 2 - Brown mesh scarf styled as neckpiece.
- 3 - Zara's cropped blazer.
- 4 - Sundial trouser pants with side button.
- 5 - Black and golden headband.
- 6 - Strata hoops from Jannah jewellery.
- 7 - Shein's finger set.
- 8 - Charles Keith curved handbag.
- 9-Black platform loafers.

LOOK 2



CASUAL LOOK

LOOK 1

CASUAL



Outfit Details

- Denim short skirt
- Bella Hadid inspired v-neck black top.
- Blue and black striped Tie tied as scarf.
- Blue cropped shrug





- Silver minimalistic necklace.
- Semi-circle black bag.
- Slingback- belt black heels with basic white socks.





Hairstyle - White ribbon on small braids with loose fringes in the front.

Make-up:

- Light base
- Blue tinted eyeshadow mixed with highlighter on eyes.
- Cherry-tinted glossy Lip shade
- Tinted cheeks.



HAIR & MAKE-UP

SIDE & BACK PROFILES



FRONT PORFILES



CLIENT 2

Known Client

Gourav Kumar

Gourav is a known client. He is a friend of college. He is an aspiring fashion designer, pursuing the same. He has an amicable personality with a flexible taste in fashion.



Fashion

Individual Styling

Questionnaire

Response

11/5/23, 1:40 AM Advanced Fashion Styling

Advanced Fashion Styling

Hello, I am Shrestha Saha, a 4th year student at NIFT. I am kindly asking for your co-operation for my styling assignment where you will have to model for makeover styling. Two looks- formal and casual will be conceptualized and styled on you. Hence, this questionnaire is aimed at understanding you, as my styling client, to gain valuable insights and create personalized styling concepts.

The respondent's email (gouravcp.2016@gmail.com) was recorded on submission of this form.

Your Name *
Gourav kumar

Age *
23

Occupation *
Fashion student, Artist

Contact Information *
Mob no - 7979905850

State of Origin: *
Bihar

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11/5/23, 1:40 AM Advanced Fashion Styling

How would you describe your personality in a few words? *
A creative spirit who Breath through fashion.

What is your usual lifestyle ? (Mention your activities of an usual weekday/weekend) *
Weekday- wake up ant 7 and after getting fresh in, I get ready for college and weekdays are mostly dedicated to college. Some times I create art after college.
Weekend - like spending my weekends art galleries and cafés

Mention any cultural or ethnic background that influences your personality or style preferences, if you have any.
I believe everything is androgynous and genderless. Because of that I love how men (Gods) are portrayed in hindu mythology and its really influence my style towards ethnic

How would you describe your body type roughly? *
 Hourglass
 Pear
 Triangle
 slim
 athletic
 curvy
 straight
 Lean

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11/5/23, 1:40 AM Advanced Fashion Styling

What is face type? *
 Round
 Square
 Oval
 Heart
 Rectangular
 Triangle
 Diamond
 Oblong

Name a celebrity whose fashion you like. *
Jason arlen

What are your favourite clothing styles or fashion influences? *
Anything androgynous, skirt with sheer top and an very extraordinary indian jewellery on top of it.

What are some clothing styles or fashion trends that you've disliked or despised? *
I go gaga over long skirt but I hate skinny denim

Are there any specific colours you prefer wearing? *
Black or pop

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11/5/23, 1:40 AM Advanced Fashion Styling

Are there any specific patterns you prefer wearing? *
Oversized or extremely bodyfitted

What is your favourite category of clothes (eg:sarees, formals, dresses ,etc)?
Formals with saree

Do you have any clothing/accessory items you absolutely love and want to incorporate into your new looks?
My new oxidised neck piece

Are you sensitive to any particular fabric or make-up item? *
Anything at undereye kills me

What kind of footwear to you prefer? *
 Platforms
 Heels
 Sportswear
 Boots
 Flats

Would you kindly share your approximate height? *
5'7

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11/5/23, 1:40 AM Advanced Fashion Styling

Are you comfortable with all types of necklines including deep-necks? *
 Yes
 No

Are you comfortable wearing sleeveless upper wear? *
 Yes
 No

Are you open to experimenting different hairstyles. *
 Yes
 No

Is there anything particular you would want to include your makeover?
No

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Google Forms

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Analysis



Visual Analysis

- A creative spirit who Breathes through fashion.
- Weekday- wake up at 7 and after getting fresh in, I get ready for college and weekdays are mostly dedicated to college. Some times I create art after college.
Weekend - like spending my weekends art galleries and cafés
- I believe everything is androgynous and genderless. Because of that I love how men (Gods) are portrayed in hindu mythology and its really influence my style towards ethnic.
- celeb-jason areland
- I go gaga over long skirt but I hate skinny denim
- Anything androgynous, skirt with sheer top and an very extraordinary indian jewellery on top of it.

Data Analysis

Analysis

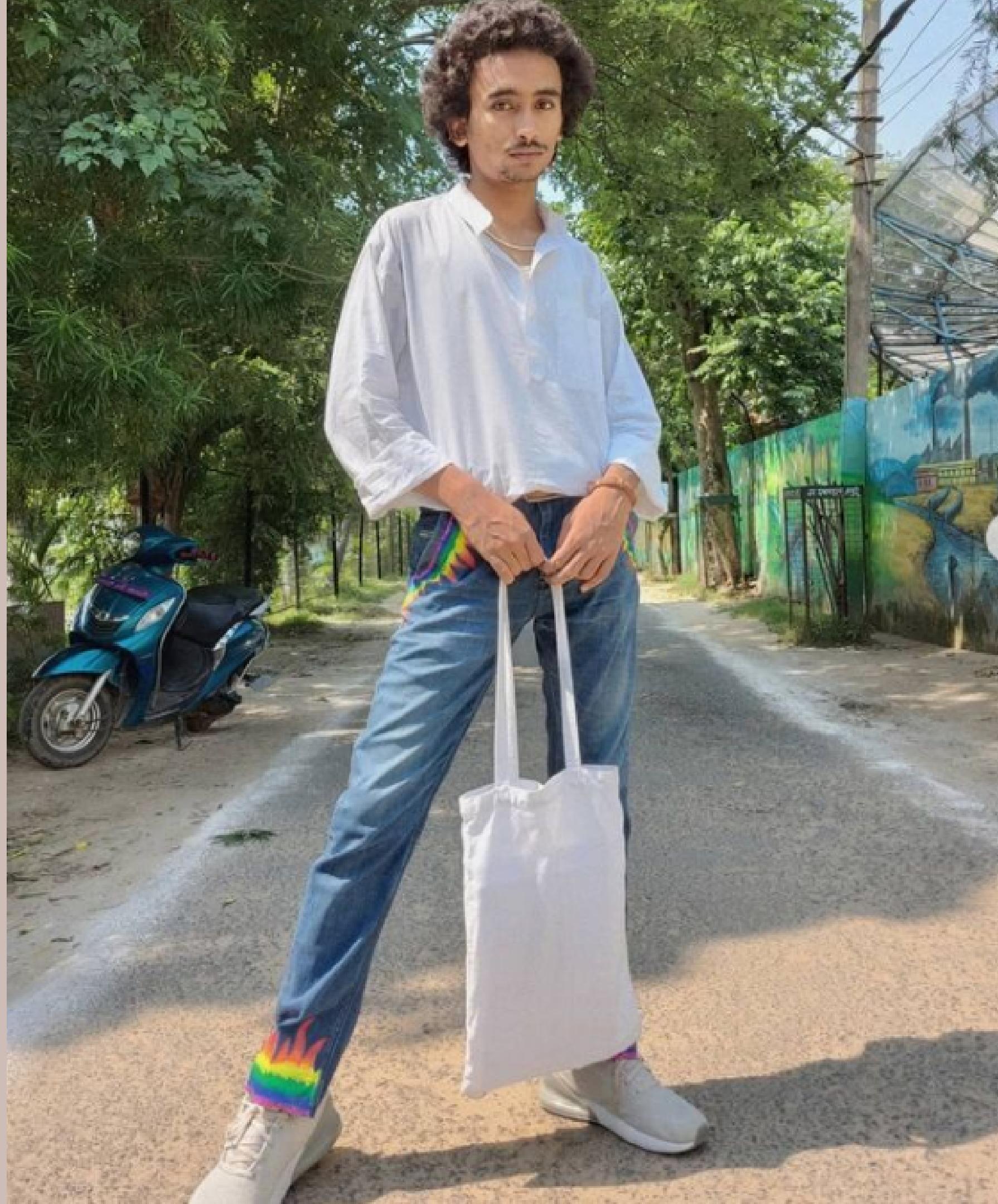


- black or pop colour
- oversized or fitted
- Formals with saree
- My new oxidised neck piece
- "Anything at undereye kills me"
- boots

Body Analysis

Inverted Triangle

It was observed his shoulder length is larger than his hips. Hence, it was concluded his body shape is Inverted Triangle



FORMAL/SEMI-FORMAL LOOK - JURY

Storyboard

Jury Inspiration:

Dior's Fall 2023 Menswear embraced gender fluid formal wear which is the client's preference. This has been combined with the Indian attires seen on Hindu Gods which is again the client's personal point of fashion inspiration.

- A black saree as a skirt will be paired with a black blazer.
- Semi-formal boots, light smokey eyes, a choker will be added to amplify the look.
- The loose curly hair asserts the free-flowing and artsy side of the client.



Jury Look

Gourav

JURY



Outfit Details

- Blazers from formal wear.
- Black silk saree styled as lehenga skirt with the pallu as hand accessory .
- Valentino rounded rectangle sling Bag.
- Choker Oxidised neckpiece





Details

- Light Smokey eyes.
- Curly hair with undercut.
- Nude Lipstick
- Light Contour
- Semi-casual Boots



CASUAL LOOK

Storyboard

Casuals

- Oversized and loose silhouettes have been preferred.
- The accessories have been picked with an androgynous approach.
- Overall, a comfortable and warm look has been composed to align with the client's preference and personality as well.



Jury Look

Gourav

Colour Selection

Lavender + Olive Green

Lavender has been selected because it is one of the trending colours for 2023 as declared by WGSN and Coloro.

Olive Green adds a nice contrast to this in terms of outfit and also defines the humble earthly nature of the client.

Outfit Details

- 1 - Lacoste Lavender t-shirt.
- 2 - Green beaded necklace.
- 3 - Olive Green cropped blazer from USA SS7 clothing
- 4 - Olive Green baggy cargos men.
- 5 - Nike Air Jordan 1 High Rust Shadow Sneakers
- 6 - Adidas fanny pack bag.
- 7 - Anakianoo baseball cap with headphones.
- 8 - Square frame shades from shein



THANK YOU