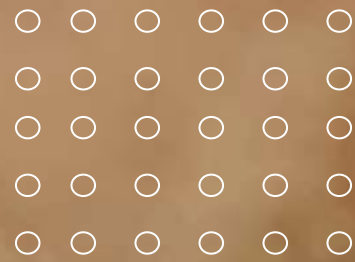


01



COMPREHENSIVE DESIGN PROJECT

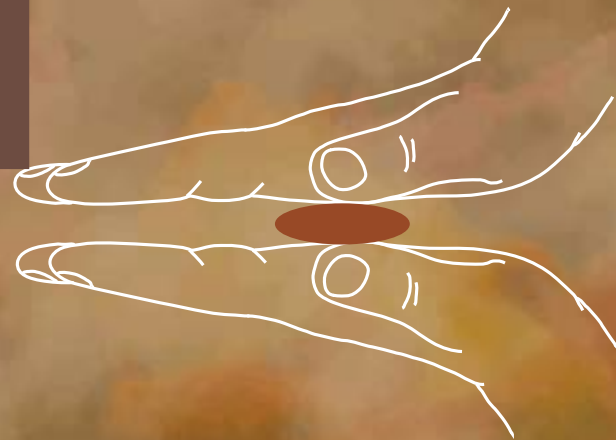
SAMARASINGHA WRCI | 182244P | LEVEL IV | FASHION & LIFESTYLE DESIGN



"FROM EARTH TO ELEGANCE"

REIMAGINING SRI LANKAN CLAY IN CONTEMPORARY TEXTILE
DESIGN

EXPANDING THE LOCAL CLAY INDUSTRY'S CREATIVE
POTENTIAL TO INFLUENCE FASHION STUDY



Properties, Qualities and Values of Clay material

Sustainable value indicators of handicraft product design

Material & Innovative value

Green Material	Handicraft products use environmentally-friendly materials
Vitality	Handicraft products have green vitality
Innovation	Handicraft products are innovative
Low pollution	Handicraft products produce low pollution
Low waste	Handicraft products produce as little waste as possible
Green consumption	Handicraft products lead green consumption
Environmentally friendly function	Handicraft products have environmentally friendly functions

Craft & cultural value

Inheritance	Handicraft products are inherited
Cultural identity	Handicraft products have cultural codes
Recycle	Handicraft products can be recycled
Handicraft	Handicraft products are traditionally handcrafted
Healing	Handicraft product manufacturing process heals the body
Inspiration	Handicraft product manufacturing process stimulates inspiration

Empirical & local value

Empirical	Handicraft products are based on the craftsmen experience
Communication	Handicraft products serve as intergenerational communication
Local culture	Handicraft products reflect the local culture
Local life forms	Handicraft products reflect the local life forms
Imagination	Handicraft products embody the craftsman imagination
Originality	Handicraft products embody the original craftsman thinking
Integration	Handicraft products originate from integrated designs

Sharing & interactive value

Online sales	Handicraft products can be used for online sales
Experience	Handicraft products can be used for practical experience
Sharing	Handicraft products can be shared by people
Technological reference	Handicraft products are of referential significance to modernity





Benefits of clay material to incorporate with the human body

- Unclog the pores
- Inhibits excess oil production
- Fights acne
- Draws out skin impurities like a magnet
- Boosts blood circulation

GAP IDENTIFICATION

Current Usages

- Pottery
- Ornaments
- Cosmetics and Well being
- Jewelry and accessories



WHY NOT IN TEXTILE ?



DESIGN CHALLENGE

How to expand spectrum of clay materials and their potential for creative applications to increase the Influence on fashion field of study ?

Study on sustainable material (clay) on textile related crafts and their distinctive qualities as it responds to human body differently.



Branding

07

“PAANSHU” IN TOUCH WITH THE EARTH...

Brand Vision

To make the local clay industry a dynamic, vibrant, value based learning with human resources exceptionally skilled, highly motivated and committed to meet the culture and challenges.

Brand Mission

To craft premium products whilst empowering local clay artisan communities, the tradition of the clay takes its roots at the very inception of Sri Lankan history.

Brand Philosophy

To create authentic designs while respecting local clay craftsmanship.

Ethos

Authenticity, Craftsmanship and Statement making



Brand Logo

08

CONTEXT

- For both living and ceramic production (workshop, drying yards, etc)
- Tiny land area due to yearly erosion by canal.
- Houses are packed side by side



- Clay treatment and mixing
- (Remove impurities and leave a deep layer of clay ideal for making product.)

Shaping

- Traditional method shape on the potter's wheel by hand.
- Most popular method use mould made of plaster.

Preparation

Production Process

Glazing

Use box kiln with 5m high 0.9m wide & lined with resistant bricks

Firing

Time firing : 3 days and 3 nights

Material

Earthenware, Red clay, low temperature



MOLAGODA CLAY VILLAGE

Village infrastructure

Local Lifestyle

History

- As an rural villages, the living standards is relatively medium.
- High community spirit
- A sense of protection of their professional rights.
- Production process is specialized to individual groups/ trade guilds.
- Each clan has their own products.
- Craft secret (glaze making) is passed on to the son only.

- Believed to be one of the oldest clay villages in the country whose history, according to folklore, runs back to the Kandyan Era or even more.
- Resembling the Rajakari system of feudalism origin, more than 50 families engaged in manual clay pottery industry.



Methods of utilizing clay material into a textile



Texturing



Texturing



Texturing



Texturing



Subtracting material and creating volume



Texturing



Texturing



Beading

WHY BEADING ?

Beading as a versatile silhouette construction related crafted method.

1. Fabric decoration add texture.
2. Feeling of luxury to apparel and non- apparel.
3. For a more dynamic effect.
4. Technique hybridizing.

The significance of this project

Integration of bead technique along with the way in which the apparel themselves are constructed, a geometric principle combined with crafting techniques which give the apparel an unusual plasticity and an illusory appearance of being feather - light while upon trying to manipulate them, the viewer realized they are quite heavy and robust, but incredibly warm and tactile.



DESIGN MECHANISM



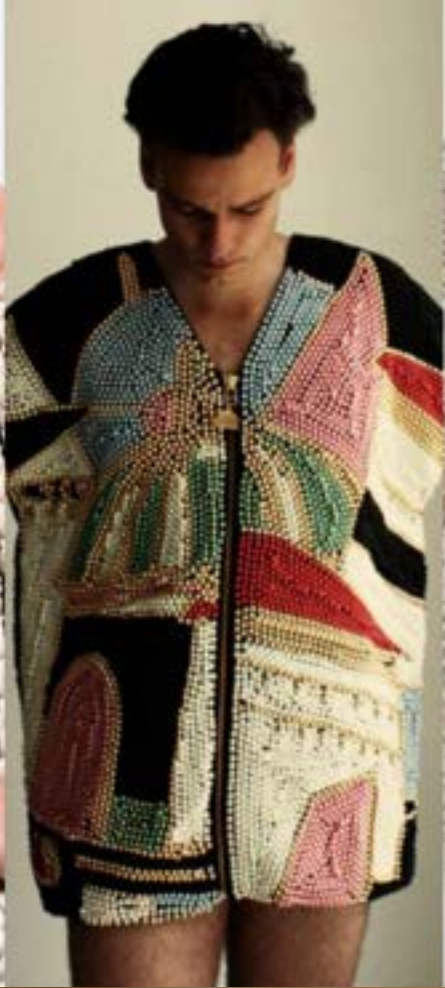
DESIGN APPROACH

Exploring beadwork along with the clay techniques and challenged their application possibilities, as well as the experimental designs of designers.

Designing a collection of beaded garments, which display both flexibility, functional and stability in their structure.



Justina Moncevičiute



Maria Parsons



Balmain



Issey Miyake

AIMS AND OBJECTIVES

This signified experimental approach to be developed towards **COMMERCIAL SILHOUETTES** building and exploring performative quality of textile crafts.

To introduce as a new knowledge for creative fashion industry the **INTEGRATION OF CLAY MATERIAL CRAFT WITH LOCAL TEXTILE RELATED CRAFTS TECHNIQUES** on local textile craft practices.

Strategically explores the possibility of **THE INTERPLAY BETWEEN LOCAL DESIGNERS AND CRAFTSMEN** for innovations on local textile related craft practices.

As the future potentials, this **NEW KNOWLEDGE CAN BE USED IN ADVANTAGE OF SILHOUETTES** as the integrated hand crafted textile designs for high-end market.

Strategically explores the possibility of **THE INTERPLAY BETWEEN LOCAL DESIGNERS AND CRAFTSMEN** for innovations on local textile related craft practices.



TYPOGRAPHICAL CATEGORIZATION

- Upper class
- Business women and men
- Admired on Cultural/national identity

LIFESTYLE

- Modern women and men being self confident, elegant, sophisticated and independent.
- Desire to present and underline their individuality.
- Have the knowledge to appreciate the rich texture and effort done behind crafty and luxury.

SALES ASSOCIATES

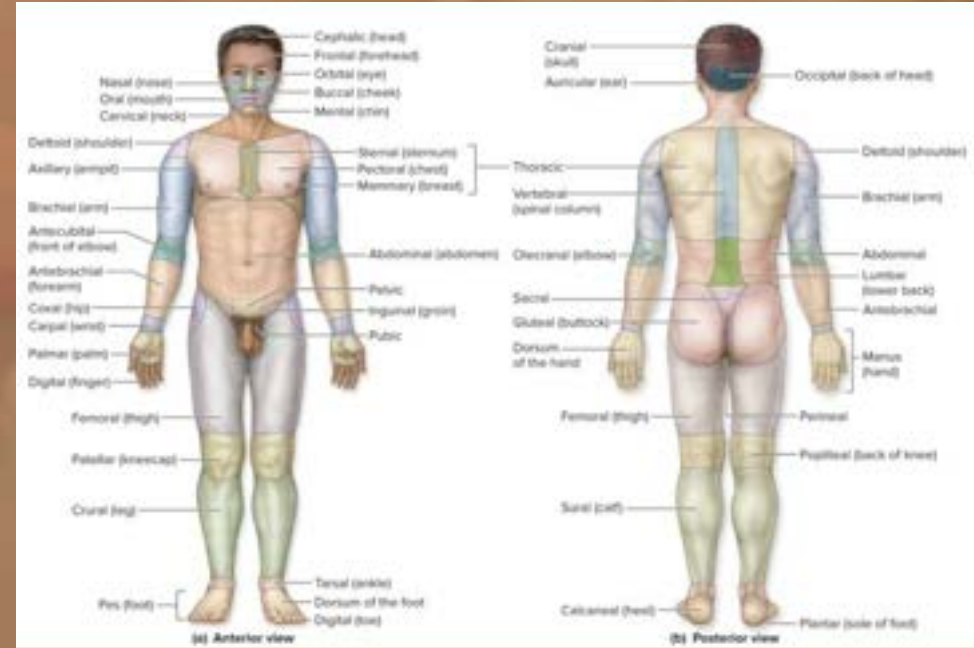
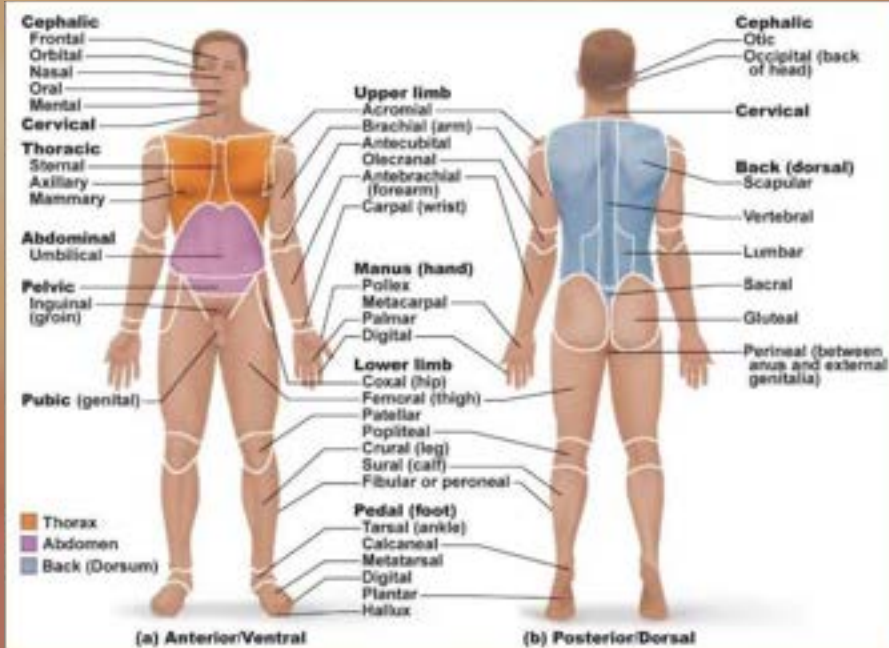
- Appear to be very discrete and cultural
- Elegant & traditional but not too flashy
- Friendly but not too brash.
- Very observant.
- Establish a relaxed atmosphere

CONCEPT

**NEW LIFE TO THE LOCAL
CLAY INDUSTRY**



WEIGHT BEARING BODY PLACEMENTS



FACTORS AFFECTING THE BEAD FINISHES

Weight

Limit a bead design to areas of a piece that is on the straight grain only or at least reduce the number of beads in bias areas. Knits do not have a bias but stretch much more in the Horizontal direction than in the vertical direction and this can cause similar draping problems.

Support

Need to add dressmakers weights (invisibly) to balance the weight. They can be added in the hem like drapes. Use woven interfacings.

Applicability

Don't want to sit on bulky beads. Using of beads on the front of a garment hence comfort is still important.

Shrinkage

Leave wide margins around large or heavily beaded pieces so the pattern for the fabric piece can be re-marked after beading is completed.

FIXING AND CONNECTING METHODS



Off loom bead work



Stringing and threading



Locks and rings



Elastic yarn



Bead loom work



Shape Experiments



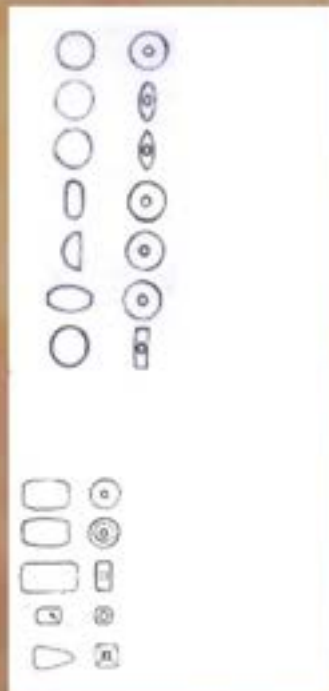
Textural Experiments



Colour Experiments



BEAD SHAPES AND SIZES

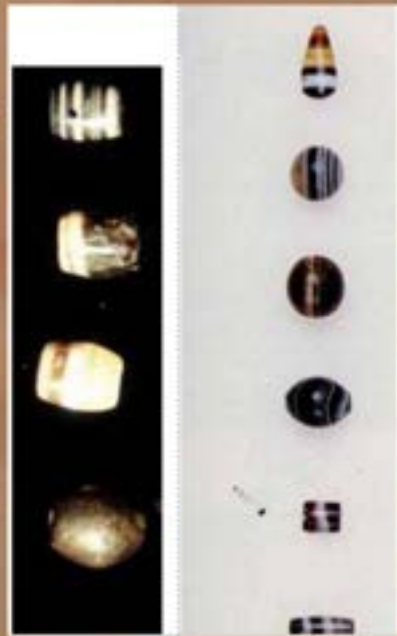


Shapes

- Bi-cone
- Round
- Oval
- Cube

Sizes

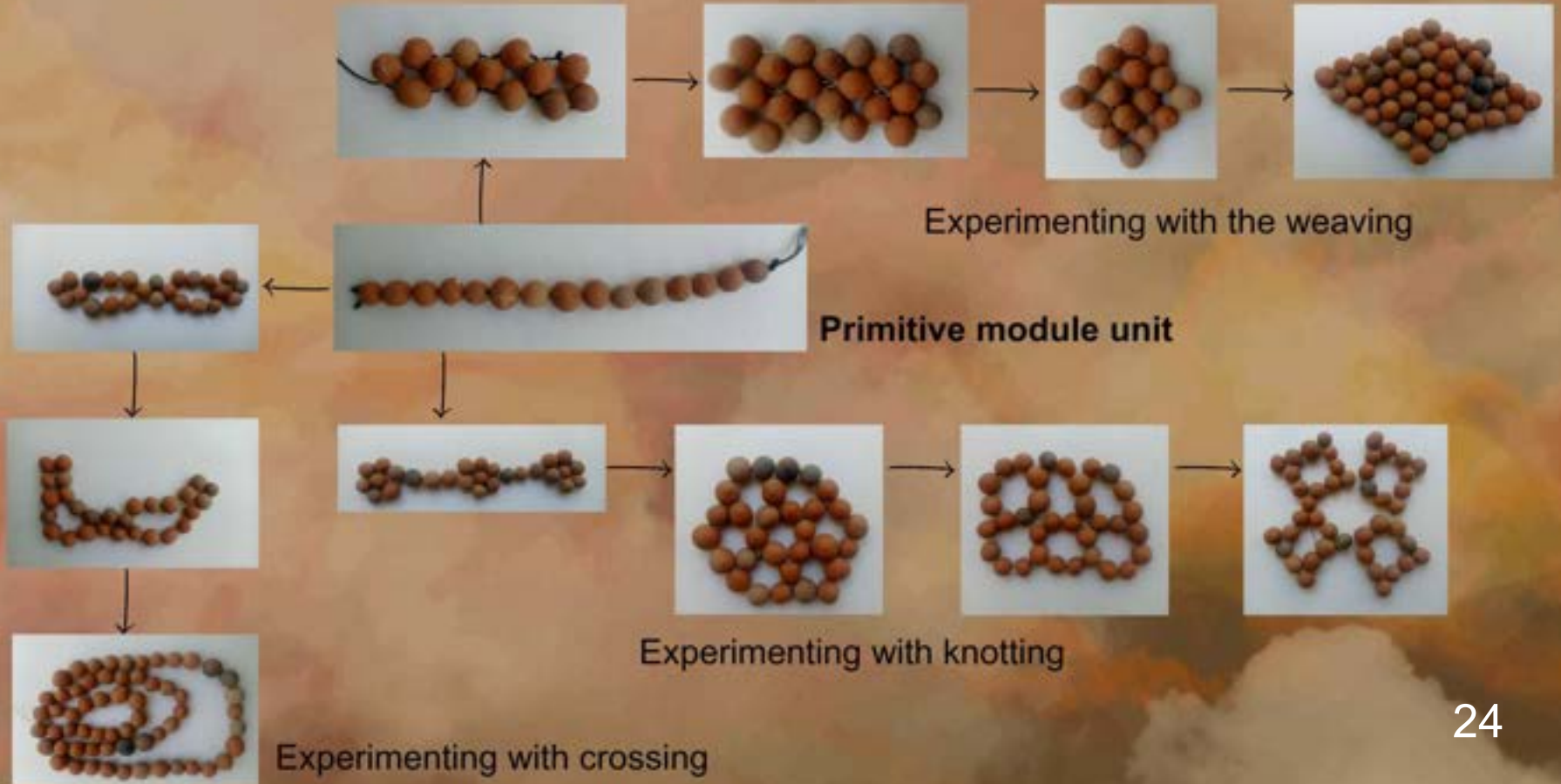
- 2mm
- 3mm
- 4mm



Texture and Color

- Color beads
- Textural beads

INITIAL EXPERIMENTS



INTERACTION OF EXPERIMENTS WITH HUMAN BODY



Experiment shapes identification with the shoulder slope



Experiment shapes identification with the chest area



Experiment shapes identification with the upper body trunk



Experiment shapes identification with the bottom area

MODIFICATION OF EXPERIMENTS WITH HUMAN BODY



Placement with the shoulder slope



Placement with the chest area



Placement with the upper body trunk area



Placement with the center line and upper body

EXPERIMENTS WITH THE INTEGRATION OF DIFFERENT SHAPE/FORM MODULE ON HUMAN BODY



Integration of the same shape/form with the body



Integration of three different shapes/forms with the
body

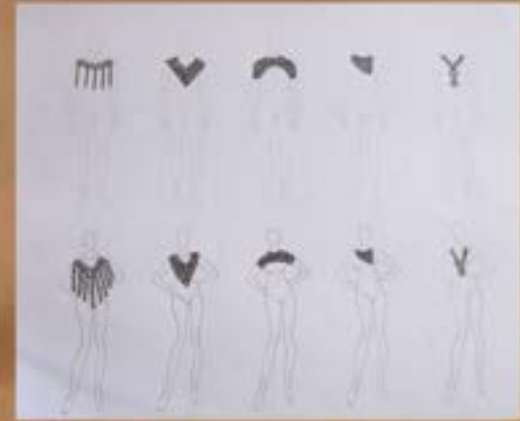
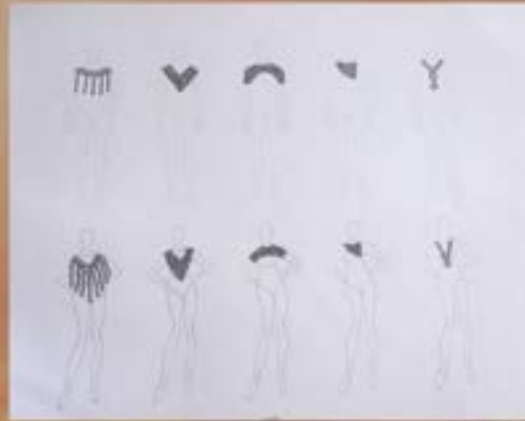
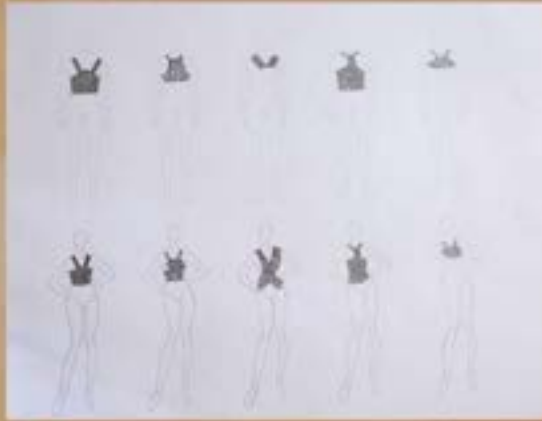


Integration of two different shapes/forms with the body

INITIAL THUMBNAIL IDEATIONS

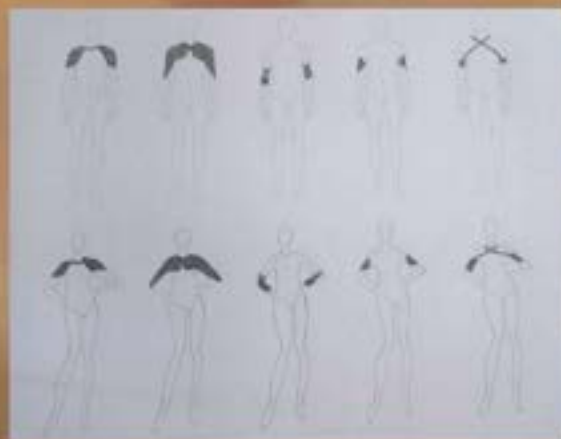
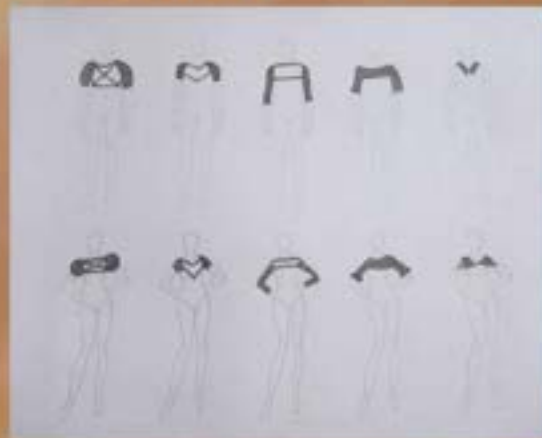
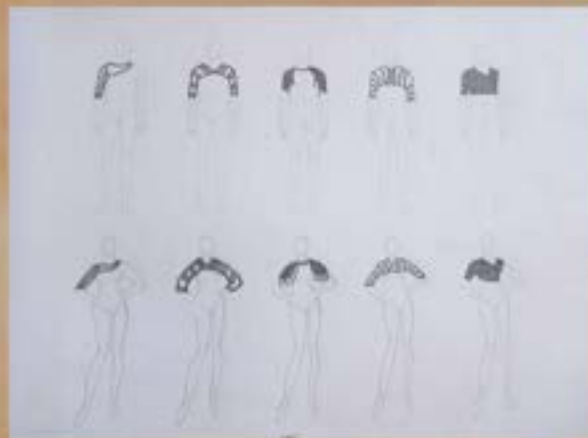
PHASE 01 – Identification of necklines

28



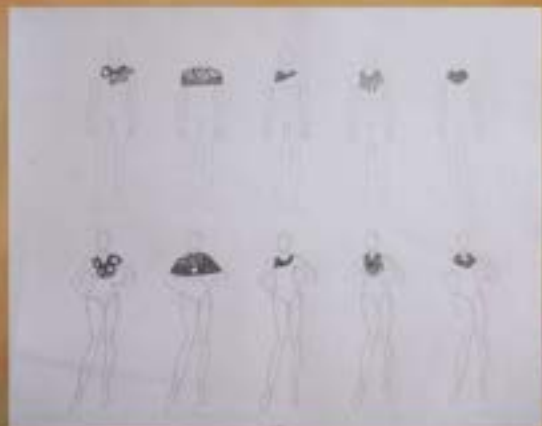
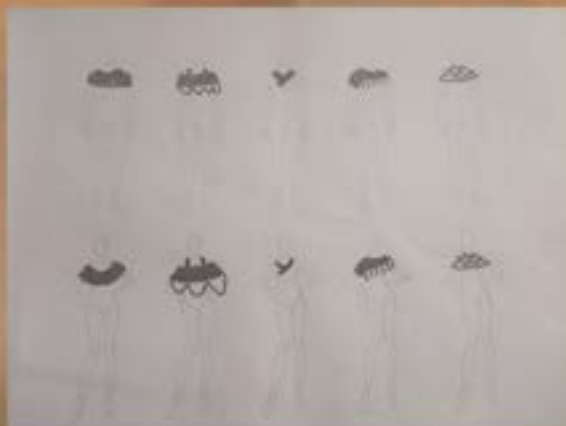
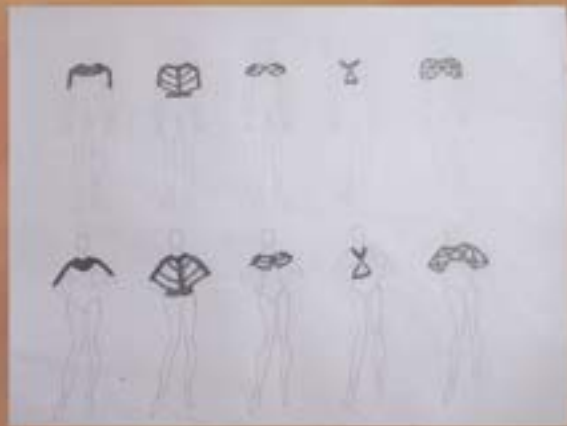
INITIAL THUMBNAIL IDEATIONS

PHASE 01 – Identification of sleeve types



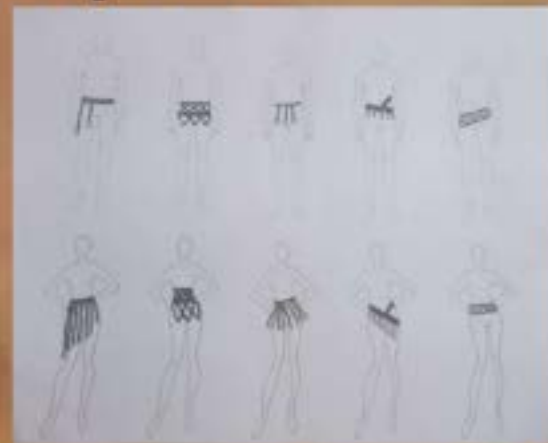
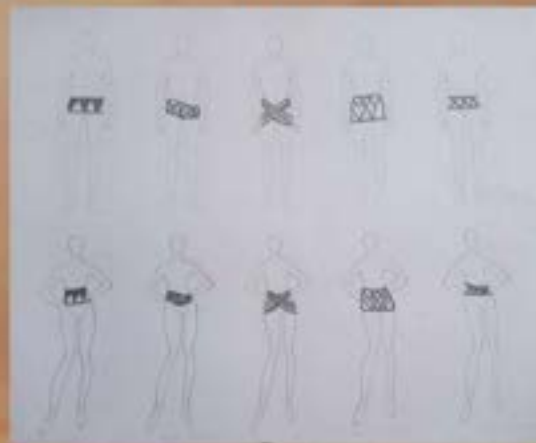
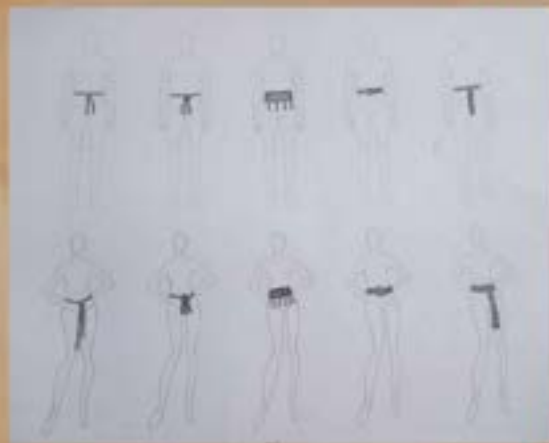
INITIAL THUMBNAIL IDEATIONS

PHASE 01 – Identification with upper trunk



INITIAL THUMBNAIL IDEATIONS

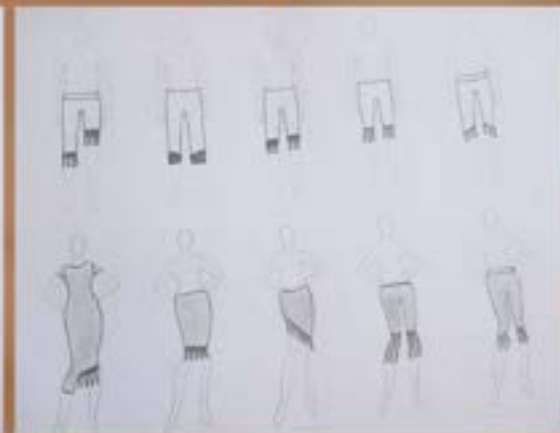
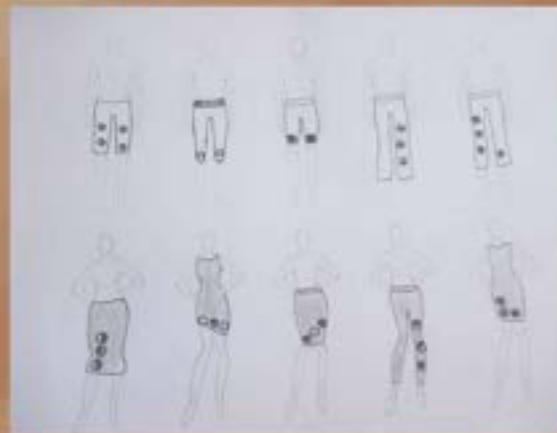
PHASE 01 – Identification with hip area



INITIAL THUMBNAIL IDEATIONS

PHASE 01 – Identification with the bottom area

32



INITIAL THUMBNAIL SKETCHES

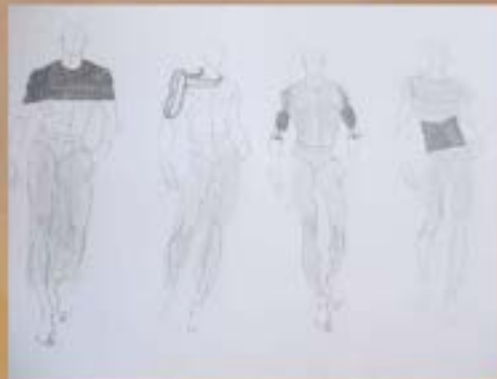
33

PHASE 2 – Identification of the overall female looks



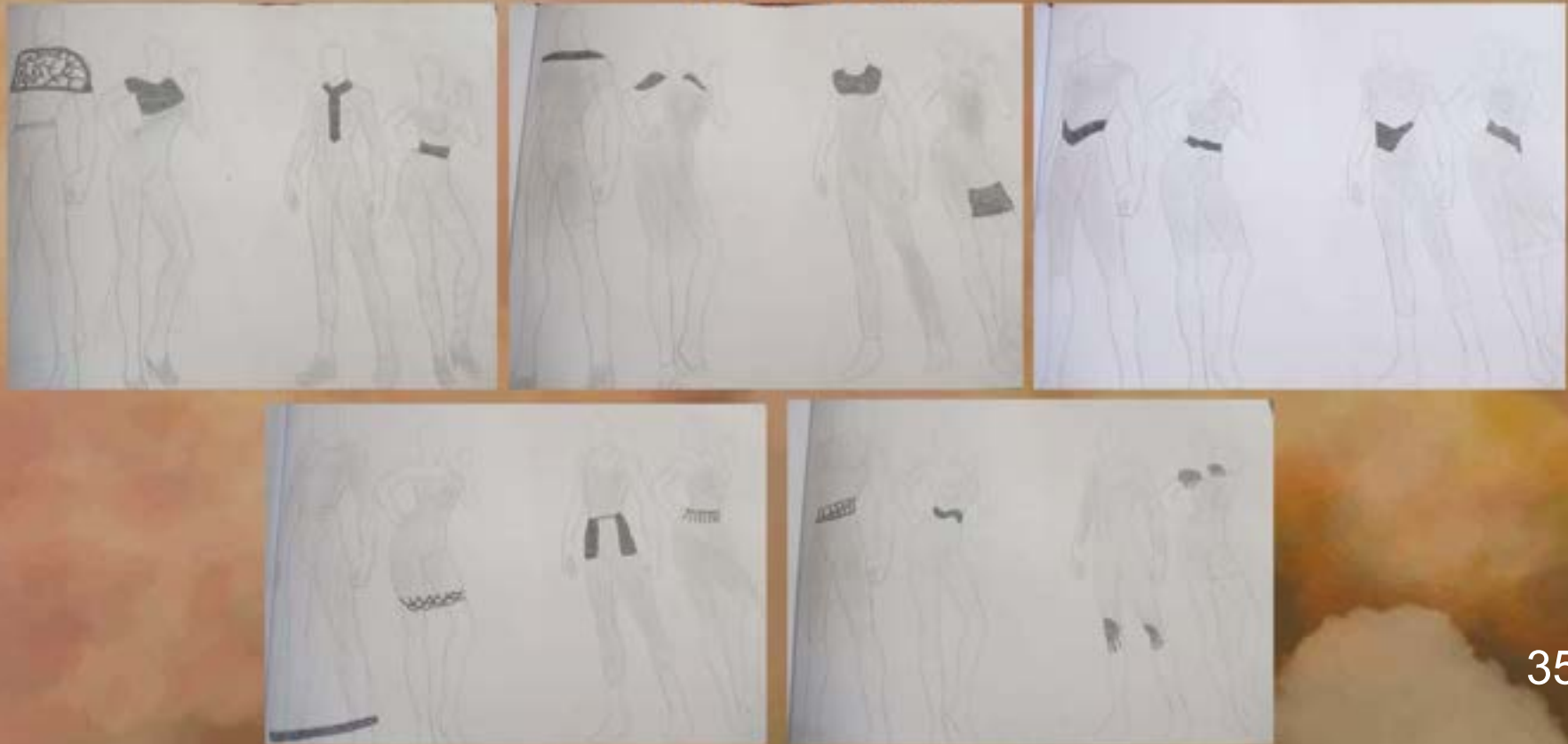
INITIAL THUMBNAILS IDEATIONS

PHASE 02 – Identification of the overall male looks



INITIAL THUMBNAIL IDEATIONS

PHASE 03 – Identification of the matching with male and female looks



FINAL LOOK 01



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK



LOOK 01



Attach & detach with the fabric loops
and Clay button beads



Attach & detach with the Fabric
stripes to the other part of the coat



Weave : Right - angle weave



FINAL LOOK 02



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK

LOOK 02



Attach & detach with the fabric loops and Clay button beads



Attach & detach with the Fabric stripes to the other part of the coat



Weave : Peyote: flat odd-count



Styling with the accessories & jewellerys made by the clay beads with the same weave type.

FINAL LOOK 03



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK

LOOK 03



Attach & detach the bottom part of the silhouette with the hooks



Attach & detach the upper part of the silhouette with the fabric loops connected with the clay button beads



Weave : Peyote: flat even-count



Styling with the accessories & jewelleryes made by the clay beads with the same weave type.

FINAL LOOK 04



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK

LOOK 04



Attach & detach with the hooks which is connected inside of the fabric



Oval shaped beads interconnected with the Brick stitch



FINAL LOOK 05



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK

LOOK 05



Weave : Square stitch



Attach & detach with the fabric loops and the buttons

Styling with the accessories & jewellerys made by the clay beads with the same weave type.

FINAL LOOK 06



FRONT OVERALL LOOK



FRONT LOOK



BACK LOOK

LOOK 06



Attach & detach with the hooks which is connected inside of the fabric



Oval shaped beads interconnected with the whip stitch



RANGE BOARD



LOOK 01



LOOK 02



LOOK 03



LOOK 04



LOOK 05



LOOK 06

Overall Looks



Cleaning Process

After using the garment, detach the clay beaded part respectively



Rinse the fabric part according to the normal fabric washing instructions



Rinse the clay beaded part in clean water



Let them air dry for 15 minutes

Recycling Process

Wet Clay



After firing with temperature

Fired Clay



Grind into a powder

Glocks



Glocks + Wet Clay
20% + 80%

Enables the strength of the products

CLEANING PROCESS

Clay Beaded Garments

Ceramic beads are the zero waste necessary accessories. If you want to go green, you can start with these pearls. They will allow you to save hundreds of plastic bottles while making a real reduction in your waste. With these ceramic filter beads, flush the bad taste of your tap water. These gray beads are made of clay enriched with micro-organisms and fired at high temperature (more than 800°°C). They will have several actions on your tap water: they improve the taste of the water, they reduce limestone deposits in your vessels and they also add favorable micro-organisms.

It is thanks to the porous property of clay that microorganisms are filtered. It is the same principle of microfiltration as for the **vegetable charcoal**. They will also filter chlorine and pollution residues. And as said previously, thanks to its micro-organisms, the pearls will neutralize limestone deposits.



CLEANING PROCESS



How to use ceramic beaded garments?

1. When using for the first time, immerse the pearls in clean water then boil them for 10 minutes.
2. Let them air dry for 10 minutes.
3. Put 10 to 15 pearls per liter of water. Leave on for at least 10 minutes.

The instruction sheet
has been attached with
the packaging of the
garments

CLEANING PROCESS



Care and cleaning of ceramic beads:

1. Once a month, put the pearls in white vinegar for 10 minutes, then rinse with clean water.
2. Put the beads for 10 minutes in boiling water and let dry.
3. The gray pearls have a minimum lifespan of 10 years.

Cleaning Process Instruction sheet



Ceramic beads are the zero waste accessory par excellence. If you want to go green, you can start with these pearls. They will allow you to save hundreds of plastic bottles while making a real reduction in your waste. With these ceramic filter beads, finish the bad taste of your tap water. These gray beads are made of clay enriched with micro-organisms and fired at high temperature (more than 1300° VS). They will have several actions on your tap water: they improve the taste of the water, they reduce limescale deposits in your carafe and they also add favorable. The use of these pearls will allow purification of tap water simple, fast, durable and inexpensive. If you maintain them properly, gray pearls have a lifespan of at least 10 years.



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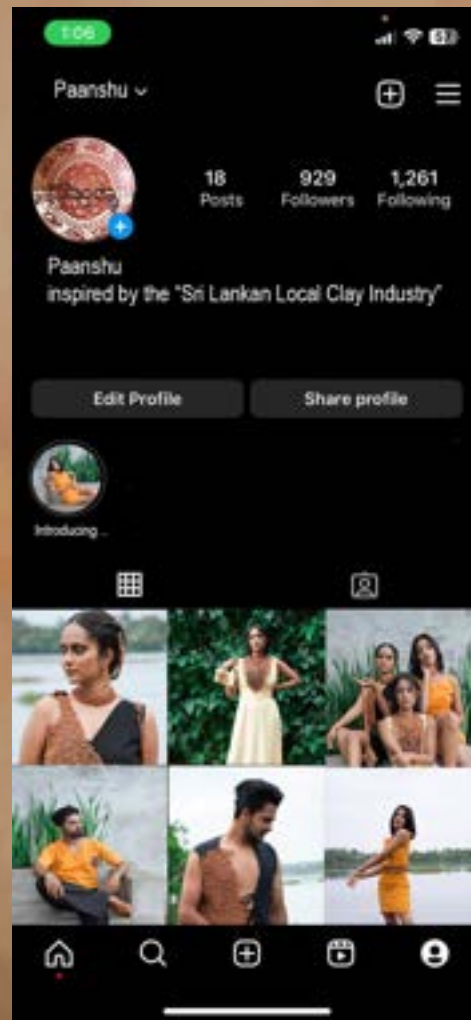
Labelling



Care Instruction
Label

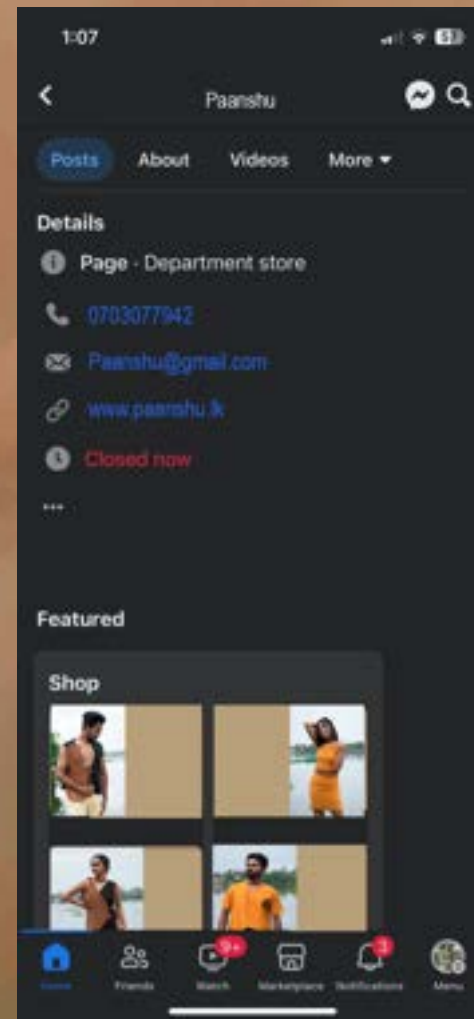
Cleaning instruction labels

Brand logo



Marketing Platforms

Instagram Page Wire Frame works



Marketing Platforms

Facebook Page
Wire Frame
works

Marketing Platforms



Website Design Frameworks



Stories

"Paanshu" is a brand which follows the cultural fashion style, attempting to give a decent quality for a decent worth with brightness and traditional outlook. Our central goal is just rich with authentic, to assist with peopling look great with style and feel incredible.

This collection is a creative experiment of responsive textiles with an inventive conception which is inspired by the "Sri Lankan Local Clay Industry" and its silhouette lines, motifs, pattern placement and colour ranges while bringing the concept as "New Life into the Local Clay Industry" under the theme of "Timeless, Bold and Statement making".



Collections



NEW CLOTHES COLLECTION ON SUMMER ERA

"Paanshu" is a brand which follows the cultural fashion style, attempting to give a decent quality for a decent worth with brightness and traditional outlook.



@paanshu@gmail.com

SUMMER AND ITS OUTFITS

Only for 20th - 25 August

These items for your summer apparel are ready for you at a fantastically low price! Don't let this summer bother you to stay at home, there's something fun out there after all.

Summer for happiness



DON'T MISS OUT

New summer clothes that will complement the sun from morning to night can be obtained with very premium quality and also a big sale up to

60% off.

Our latest collection of summer wear is ready to accompany your trip abroad, seeking fresher air than your home and neighborhood. A family vacation with a new style will be so much more beautiful and exciting for everyone, right? You really can't miss this!

NEW PRODUCT, NEW LIFE!

Get our latest summer clothing products immediately at our offline store or official website. You can also get other special promos by purchasing through our official website.



Accept overseas delivery with cheaper shipping costs, 20% discount.

You can't waste this opportunity. When else can you get the latest products with premium and high-quality components like ours. People out there will definitely be stunned by your outfit style tomorrow.

TAKE A LOOK AND SHOP NOW!

Only \$40

- This short-sleeved dress that looks so refreshing can be had for a very low price! The latest prints and styles will have people clamoring to buy them just like your beautiful self.



Only \$40

- Shorts with premium material, won't be hot, thin layer but high-quality material guaranteed. Will fit perfectly into any vacation trip with you.



@paanshu@gmail.com

Lookbook Design

Production & Operation Cost Analysis

	Data	Cost (USD)	As a percentage (%)
Fabric Consumption Per Garment	0.8 Yards	11.88 USD	60 %
Trim Cost Per Garment (including Thread Cost)	1.50	4.69 USD	30%
Labor Cost Per Garment	2 labors	3.13 USD	10%

Marketing & Launch Cost Analysis

Price Ranges



	Initial	Extraction	Average
Frequency of buying clothes	1000	0.38	4.52
Seasonal Wardrobe renewal	1000	0.53	0.38
Manufacturing (Cutting, Printing, Labelling etc.)	95.2	9.4	1.16

Price Ranges

USD 75 - USD 85

Sampling and Fashion Promotion

Marketing & Launch



African Countries



China



Southern Native Americans



Future Endeavours

- Develop and Introduce as a Ayurvedic herbal clothes which are affected from the skin irritation patients
- Come up with the new ideation to the local and global Spas and well- being centers
- Develop into a therapeutic attire for the mental disability patients
- Develop and introduce this as a cultural and identity depicting silhouette to the local and global fashion market

Project Summary



What

Inspired by the "Sri Lankan Local Clay Industry" and its silhouette lines, motifs, pattern placement and color ranges while bringing the concept as "New Life to the Local Clay Industry in Sri Lanka" under the theme of "Timeless, Bold and Statement making".



Why

Introducing a new garment construction method to the creative fashion industry as a new knowledge



Who

Mostly female and male, appear to be very discrete and artsy, elegant & bold but not too flashy, friendly but not too brash, very observant, searching for eye contact while staying in the background and establish a relaxed atmosphere



Where

Occasional wear collection which appreciate the rich texture, art and effort done behind cultural luxury



How

As the technique, this assortment utilizes Traditional Beading Technique which plays a vital role in the country's economy which has seen rapid expansion in local and foreign countries, and investments have been made in sustainability, innovation and creativity in design while it is committed to environmentally friendly manufacturing and waste management methods and this commitment has provided it with a significant competitive advantage.



Thank You !!!