

INDUSTRY PORTFOLIO

industry portfolio



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING

Kannagi

The symbol of a faithful and virtuous woman

Summer / Spring 2027 - Causal wear - Women's wear collection

PRADEEP PERUMAL
2503865
MA - FASHION DESIGN



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BRAND VISION STATEMENT

brand vision statement

PP Pradeep Perumal envisions redefining contemporary womenswear by blending Indian textile heritage, sustainable craftsmanship, and modern minimalist design. Our vision is to create timeless garments that go beyond seasonal trends, celebrating emotion, artistry, individuality, and responsible fashion. We believe clothing should hold meaning through thoughtful design, quality materials, and skilled craftsmanship.

Through ethical sourcing, conscious production, and circular design principles, we aim to reduce environmental impact while creating versatile pieces designed to last. Inspired by traditional weaving, art, architecture, and cultural storytelling, each collection represents a balance between heritage and innovation.

BRAND MISSION STATEMENT

brand mission statement

Mission is to create timeless, innovative, and meaningful fashion that celebrates individuality, craftsmanship, and purposeful design. We aim to transform creative ideas into exceptional garments and experiences by combining cultural inspiration, modern aesthetics, and responsible practices. Through thoughtful design, quality craftsmanship, and continuous innovation, we create collections that connect emotionally with people and reflect confidence, elegance, and authenticity.

We are committed to sustainability, ethical values, and excellence in every creation, ensuring our designs go beyond seasonal trends. By embracing creativity, collaboration, and evolving perspectives, PP strives to inspire individuals, empower communities, and shape a future where fashion creates lasting value and positive impact.



SUSTAINABILITY

PP is committed to creating responsible fashion through **sustainable design practices** and **conscious innovation**. Our approach focuses on using **recycled, organic, and upcycled** materials to reduce waste and minimise environmental impact. We value ethical sourcing, **skilled craftsmanship**, and mindful production methods that respect both people and the planet.

Each garment is thoughtfully designed to offer **timeless style, durability**, and lasting value beyond seasonal trends. We also promote sustainable **packaging** by using **recycled and reusable materials** to encourage responsible consumption. Through **creativity, technology, and traditional craftsmanship**, PP aims to build a more **sustainable future for fashion**.

PRODUCT

PP creates contemporary womenswear that combines modern aesthetics with **timeless craftsmanship**, offering garments designed to **inspire confidence, individuality, and self expression**. Every piece is thoughtfully developed through a careful balance of innovative **design, precise pattern cutting, refined tailoring**, and exceptional attention to detail. The collections **feature contemporary silhouettes, clean lines, artistic textile explorations**, and **subtle cultural influences** that create a distinctive and sophisticated identity. **Traditional craftsmanship** is combined with **modern design techniques** to produce clothing that is **functional, expressive, and relevant lifestyle**.

TECHNOLOGY

Technology is seamlessly integrated with **craftsmanship** to create garments that **balance innovation, precision, and timeless design**. The brand embraces advanced PM, **digital design development, 3D visualization**, and **techniques** to fit, comfort, functionality, and overall garment quality while preserving the authenticity of artisanal craftsmanship. Innovation is expressed through **textile manipulation, sustainable fabric treatments, refined construction methods**, and contemporary that elevate every collection. By combining **traditional textile heritage** with cutting edge technology, PP creates fashion that is expressive, and built to last. Every garment reflects a **commitment to innovation, sustainability, and craftsmanship**.



COLOUR BOARD

colour board



Naval Academy
19 - 3932 TCX



Pineneedle
19-5920 TCX



Mojave desert
15-1217 TCX



Shaved Chocolate
19 - 1215 TCX



Dark Gull gray
18 - 0403 TPG



Navy Peony
19-4029 TCX



Sphagnum
18 - 0529 TPG



Pumpkin spice
18 - 1163 TCX



Jet Black
19 - 0303 TCX



Blanc de Blanc
11-4800 TCX



PRADEEP PERUMAL
THE ART OF DIGITAL STORY TELLING
SUMMER / SPRING 2024 - 2027

FABRIC BOARD

fabric board

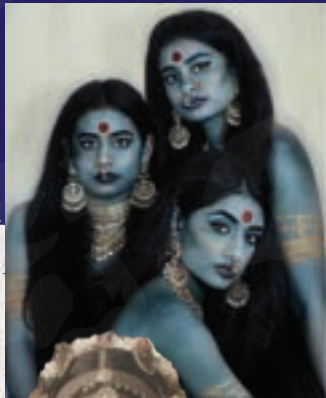


WOMEN FACE ART

women face art

Tamil women reflect a **rich cultural heritage** shaped by centuries of history, tradition, and social evolution. Deeply connected to the culture of Tamil Nadu, they are known for their **strong family values, resilience, and community spirit.** In rural regions, women often wear traditional sarees, kurti or half sarees made from **comfortable cotton fabrics**, while urban women may blend **traditional and modern styles.** Tamil women display a wide range of facial features and skin tones, reflecting the diversity of South India. **Natural beauty** is often celebrated, with **simple grooming and minimal makeup** being common in everyday life. **Traditional accessories** such as **gold jewelry, bangles, nose rings, anklets, and jasmine flowers** worn in braided hair hold **cultural and symbolic significance.**

Reference image



Inspiration from india women



I use reference images as inspiration for my drawing.



I draw women's faces inspired by South Indian art.

EMBROIDERY IDEA

embroidery idea



I created a drawing of a woman's face on muslin fabric, and I used small cording thread to sew it.



I combined both the fabric and the cording thread in the Computer machine at Manufacturing in India.

In the factory, embroidery is done using sewing embroidery machines or by hand embroidery.



I enjoy using an **embroidery machine** because it allows me to combine **creativity** with **technical precision** in my **textile and fashion projects.** It helps me transform my design ideas, such as **illustrations of a woman's face**, into detailed **stitched artwork on fabric.** Watching my original drawings come to life through thread is both exciting and rewarding. Compared to hand embroidery, the machine produces a cleaner, more professional finish while maintaining consistency and accuracy.

I enjoy **machine embroidery** is its speed and efficiency. It saves time, which is especially important when working on projects in the sewing studio lab. I enjoy experimenting with different **embroidery techniques, including satin stitches, cording, and textured effects**, to add depth and visual interest.

FABRIC DIGITAL PRINTING

fabric digital printing



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING

Using Adobe
Illustrator, I
developed precise
print repeats
and placements.

Final digital mapping print

மண் கோதேவிகாபகதே
பாளையம் முன்னோன்றிய
முத்தி இடி கழித்து இடி. அவ
ங்களால் பேசி. பழகி வ
ணங்கி. பளர்க்கப்பட்டு
மொழி கழித்துமொழி
கில் கொணமை

After guidance from Liege and Liz, I ordered a
Contrado fabric sample to print quality,
colour, texture, and finish.

Final fabric print

Children practicing Tamil alphabets
writing and drawing.

Tamil letter
quotes

Tamil
sculpture

Temple script
wall texture

An elderly woman
is practicing
Tamil alphabets
and drawing.

Middle Tamil inscriptions in
script in stone during Chola
period 1000 CE at
Brahadeeswara temple in
Thanjavur, Tamil Nadu.

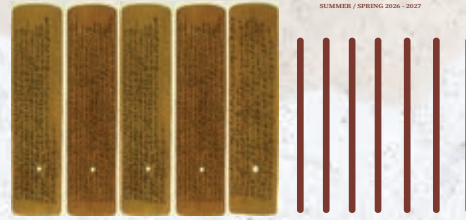
During a visit to my hometown in Tamil Nadu, observing village women, grandparents, and children
creating Tamil alphabets in folded and flowing forms inspired my designs, blending cultural memory
with contemporary textile development.

INSPIRATION DESIGN DEVELOPMENT

inspiration design development

PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2026

Layer fabric techniques



Trend look board
2026 - details

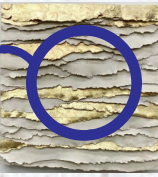
Inspiration from
forest image

Reference Plant
& flower
Reference image
ruffles gathering



Reference from WGSN trend
fashion look 2026

Reference from
old new paper &
old file document



Reference from design board

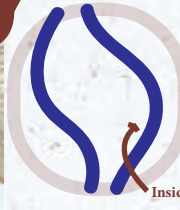
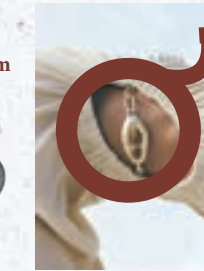
Reference from
1980 fashion like
skirts



Small Knife
pleated techniques

Surface details
Layer - 1

Layer - 2



Reference plant
layer



Inspiration from
rebirth of
forest image

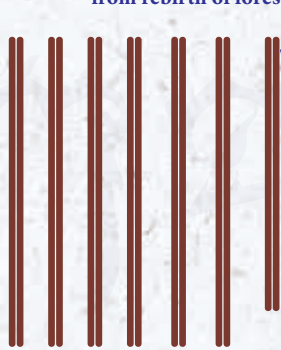


Normal thread sewing
techniques



Reference from inspiration
from rebirth of forest

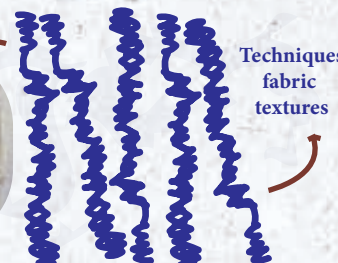
Baby wave pin tucks



Reference
from
manuscripts
and birch bark



Techniques
fabric
textures



Trend fashion
2026 look



Texture
techniques



Inspiration from
Circle texture
reference

Flower techniques



Normal
thread
sewing
techniques

Outside



Reference from India art sculpture
like example pattern
visual texture

India art
sculptures

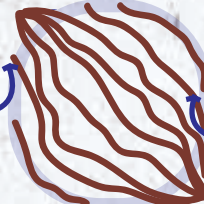


Running stitch
or sewing thread
techniques

reference silhouettes



Draping techniques



Accessories
reference
saree



FABRIC MANIPULATION & SURFACE EXPLORATION BOARD

fabric manipulation & surface exploration board



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2026 - 2027

Reference from
1980 fashion like
skirts



The Chettinad
Carved pillars



Big knife pleated
techniques



The
Khajuraho
Temples,
Madhya
Pradesh,



History
Photography

Reference
wall
background



Baby pin tuck small piping with techniques
and fabric



Reference from
inspiration
from rebirth of forest

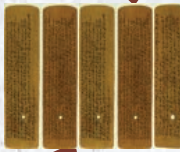


Indoor
games

Reference from Tamilnadu
(ladder and snake)



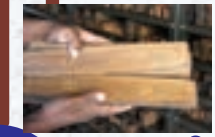
Baby straight pin tucks



Straight pin tucks



Reference
from
16th century
palm leaf
manuscript



Creative ideas
birch bark
reference



birch bark
reference

Inspiration from
Circle texture
reference



Plant garden

Inspiration from
rebirth of the
forest



Reference from manuscripts
and birch bark

The Chettinad
Carved pillars



India
architecture



Baby pin tuck Techniques
with fabric



Baby wave pin tucks

Embroidery or
cording thread or sewing
thread techniques

Sewing small cording
thread techniques

Trend reference
textures

Jacket with cording
thread reference

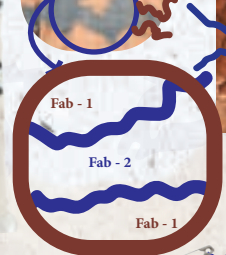


Inspiration from rebirth of
forest image

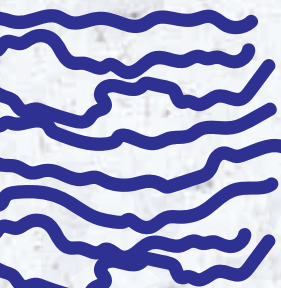
Fab - 1

Fab - 2

Fab - 1



Fabric under layer techniques



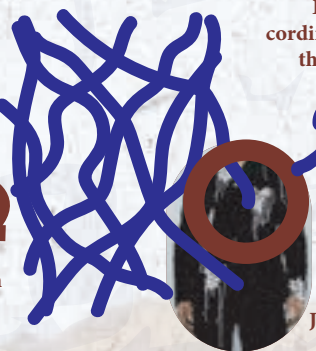
Reference old newspaper and
files document



Surface
reference
from
WGSN trend
board



Reference from
Trend look fashion
2026 - 2027

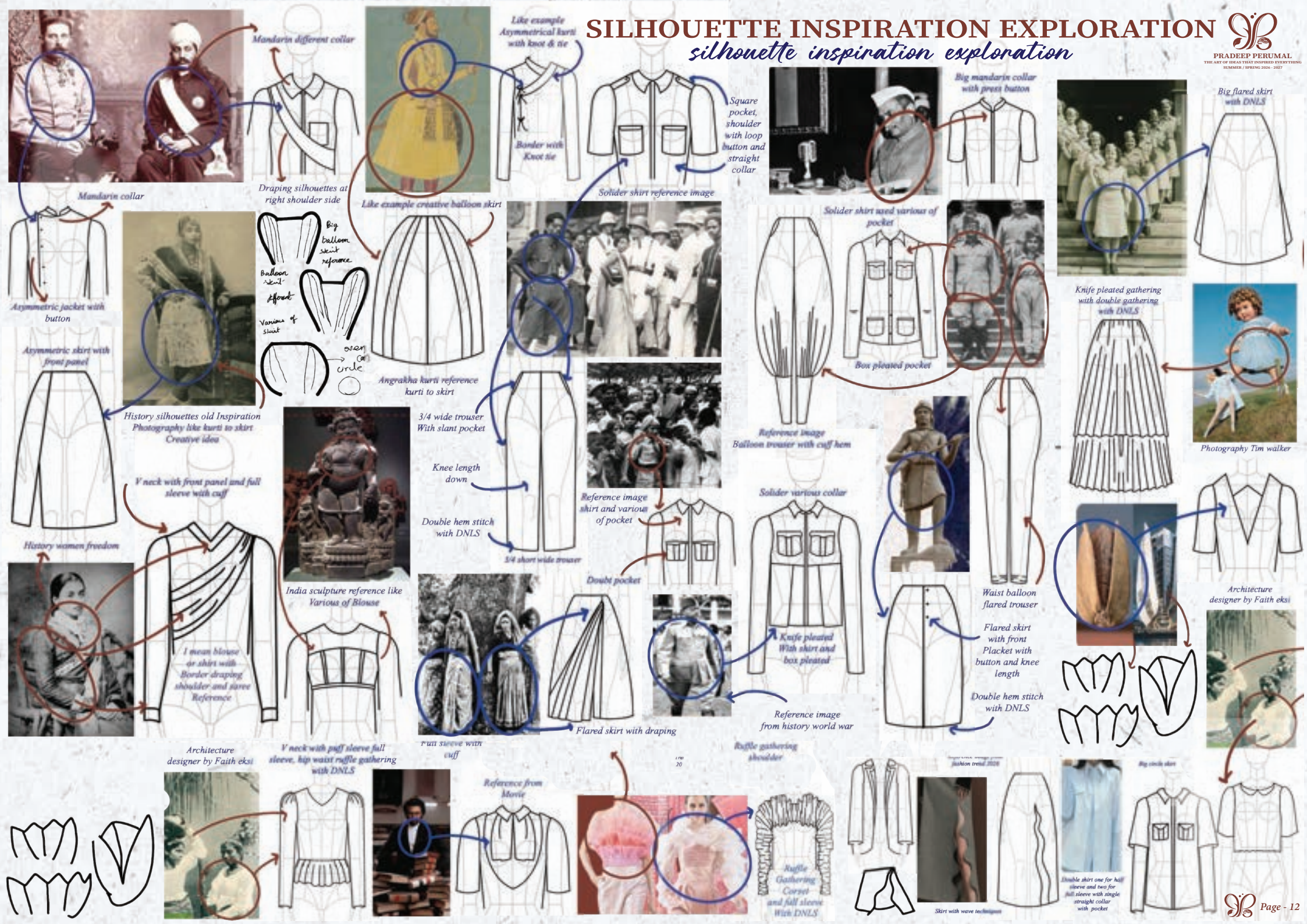


SILHOUETTE INSPIRATION EXPLORATION

silhouette inspiration exploration



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2024 - 2027



SKETCHBOOK PAGES

sketchbook pages



Straight collar
Full sleeve with cuff
Front yoke with baby wave pin tucks
Basic shirt



Straight collar
Basic shirt with front placket and buttons
Half sleeve with DNLS
Front yoke with fabric techniques



Straight collar
Full sleeve with cuff
Front yoke with big knife pleated
Basic shirt with placket and buttons



Double straight collar
Basic shirt with front placket and buttons
Half sleeve with DNLS
Right front yoke with knife pleated



Straight collar
Basic shirt with front placket and buttons
Full sleeve with DNLS
Vertical for baby pin tucks straight and horizontal for pin tuck



Shawl collar with piping
Front panel with piping and full sleeve with DNLS
Double hem stitch with DNLS



Notch lapel collar
Full sleeve with overall fabric mixed techniques
Front panel cut mixed fabric techniques
Full sleeve with DNLS



Notch lapel collar
Front panel with sewing thread techniques
Full sleeve with thread techniques
Double fold hem stitch with DNLS



Various of notch lapel collar
Front panel with welt pocket
Full sleeve with DNLS
Double fold hem stitch with DNLS



Notch lapel collar
Front panel with sewing techniques
Full sleeve with patch mixed fabric technique



Mandarin collar
Basic shirt full sleeve with cuff
Patch pocket and front placket and yoke for wave pin tucks techniques



Straight collar
Basic shirt with front placket and buttons
Half sleeve with DNLS
Front yoke with fabric piping and wave pin tucks techniques



Straight collar
mixed fabric techniques at right
basic shirt side and left for patch pocket and full sleeve with cuff
Double hem stitch with DNLS



Straight collar
Fabric cut mixed techniques
Full sleeve with cuff and front placket with buttons
Back yoke



Straight collar
Basic shirt with wave inside knife pleated techniques
Full sleeve with cuff pleated techniques and placket with buttons



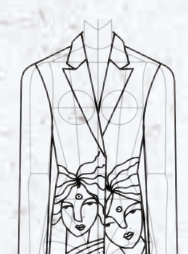
Notch lapel collar
Full sleeve with DNLS
Front panel with double welt pocket and hem stitch with DNLS



Peak notch lapel collar
Front panel different shape
Full sleeve with DNLS
hem stitch with DNLS



Notch lapel collar
Fabric mixed techniques textured
Full sleeve with fabric techniques textured and double hem stitch with DNLS



Peak notch lapel collar
Full sleeve with cording thread
Double hem stitch with DNLS
Women face thread



Notch lapel collar
Big cording thread techniques
Full sleeve with cording thread
Double hem stitch with DNLS



Full wide leg trousers
Waist band with button & buttonhole
Functional zipper at front
Slant pocket at both side
Double hem stitch with DNLS



Full wide leg trousers
Waist band with button & buttonhole
Functional zipper at front
Slant pocket at both side
Double hem stitch with DNLS
Side panel knife pleated techniques



Wide leg trouser
Sewing thread techniques - running stitch
Slant pocket at both side
Invisible zipper at right side
Double hem stitch with DNLS
Waist band



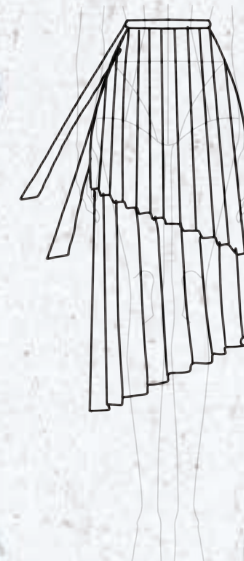
Wide leg trouser
Ruffle gathering
Slant pocket at both side
Functional zipper at front
Double hem stitch with DNLS



Wide band with elastic
Wide leg trousers
Sewing thread techniques
flower
Double fold hem stitch with DNLS



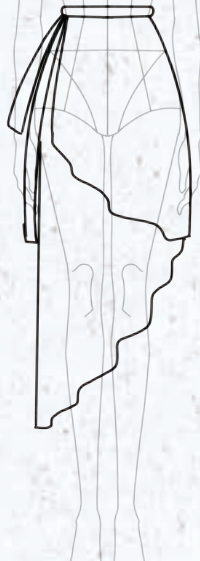
Waist band with elastic
Front knife pleated with DNLS
Short skirt
Double fold hem stitch with DNLS



Waist band with knot loop
Overall knife pleated with hem stitch
Knee length down
Knot loop at right side
Double fold hem stitch with DNLS



Waist band with knot loop at right side
Knife pleated with DNLS
Knee length
Double hem stitch with DNLS
Full length knot loop



Waist band with knot loop
Draping skirt with hem stitch
Flared skirt with double hem stitch with DNLS
Asymmetrical skirt with DNLS

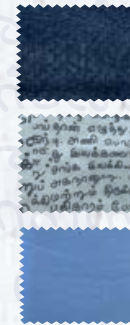
Kannagi

The symbol of a faithful and virtuous woman



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING

8 LINE UP
8 line up



OUTFIT - 1



OUTFIT - 2



RANGE PLAN

range plan

OUTFIT - 3



OUTFIT - 4



OUTFIT - 5

Shaved Chocolate
19 - 1215 TCX

Mojave desert
15-1217 TCX

OUTFIT - 6

RANGE PLAN
range plan

Jet Black
19 - 0303 TCX

Dark Gull gray
18 - 0403 TPG

Blanc de Blanc
11-4800 TCX

OUTFIT - 7

Navy Peony
19-4029 TCX

Blanc de Blanc
11-4800 TCX

Naval Academy
19 - 3932 TCX

OUTFIT - 8

Navy Peony
19-4029 TCX

Naval Academy
19 - 3932 TCX

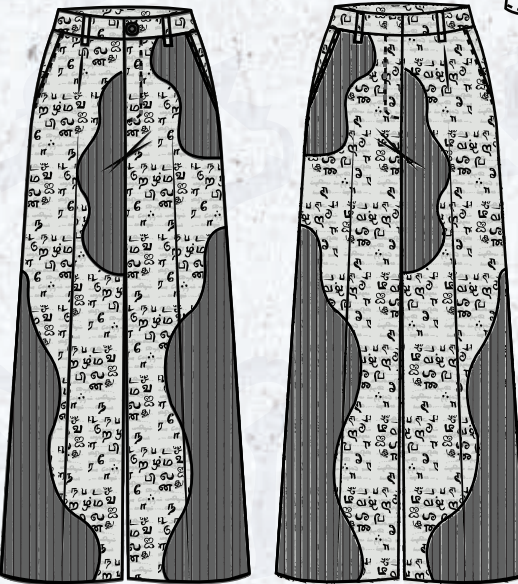
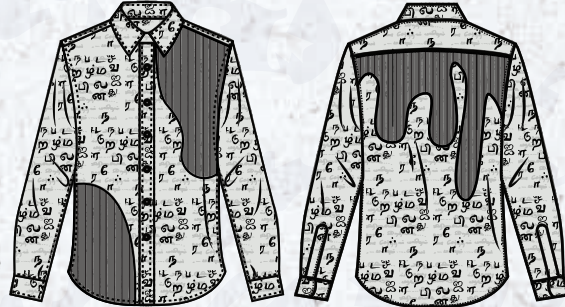
Shaved Chocolate
19 - 1215 TCX

Mojave desert
15-1217 TCX



FRONT

BACK



WHITE LINEN FABRIC

LINEN FABRIC

SELF FABRIC

DIGITAL FABRIC PRINT



FLAT SLETTCHES WITH DETAILS

CIRCLE layer techniques



TRIMS

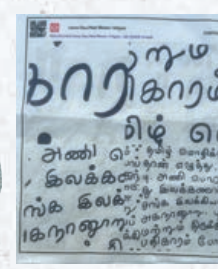
INVISIBLE ZIPPER

BUTTON

FABRIC BOARD



PRINT FABRIC



CLO3D SOFTWARE
Clo3d software

FABRIC MANIPULATION & SURFACE EXPLORATION



CIRCLE LAYER TECHNIQUES

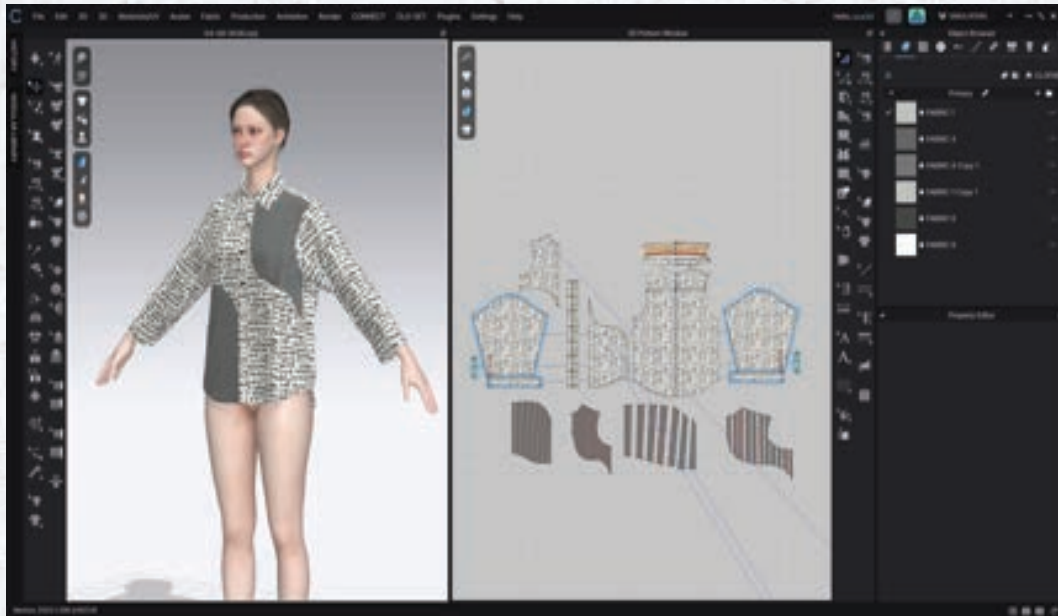
LINEN FABRIC AT CONTRADO

DIGITAL FABRIC PRINT OVERALL PLACEMENT

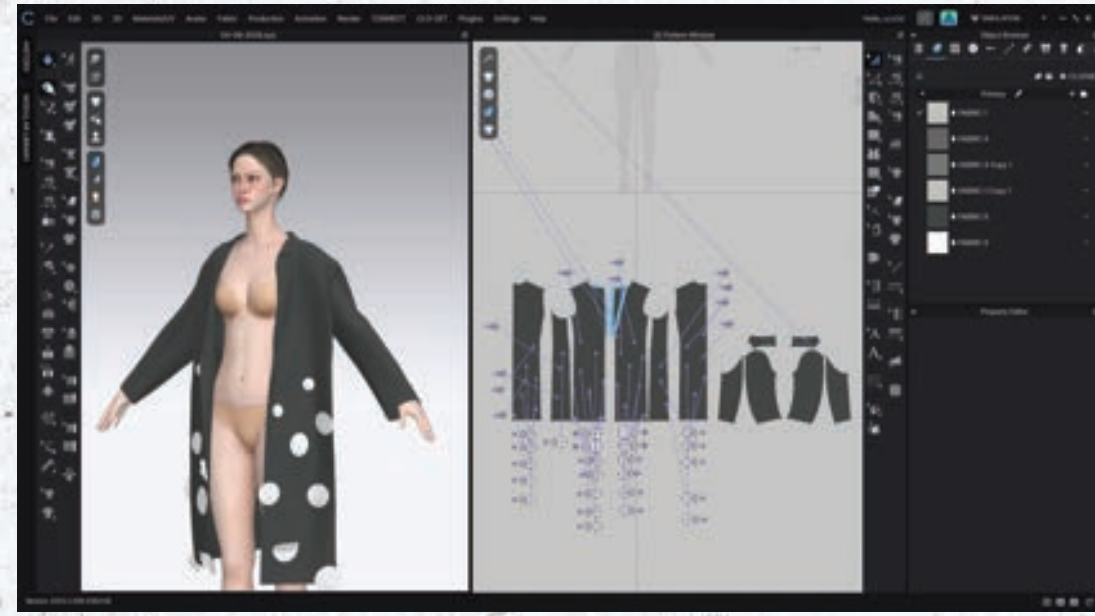
PRINT PLACEMENT

Pattern making for clo 3d

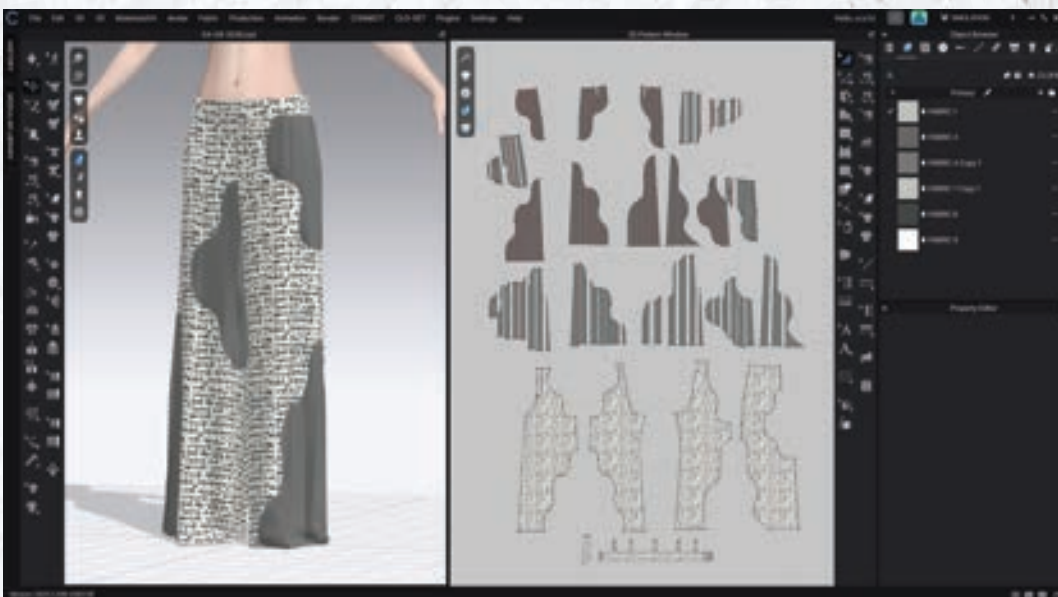
Shirt pattern



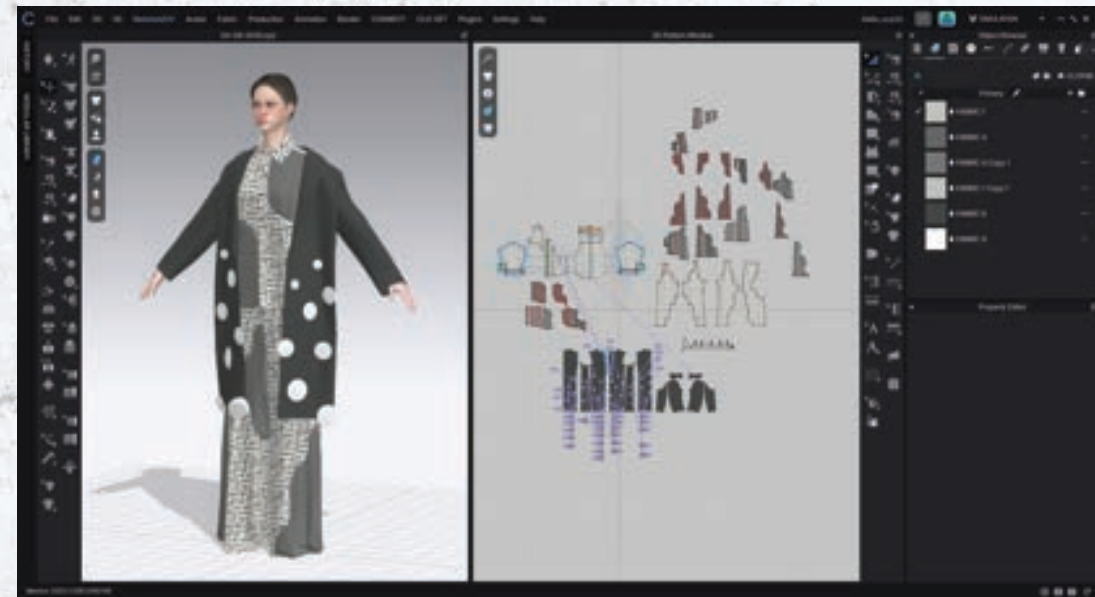
Jacket pattern



Trouser pattern



Final garment pattern



This is the pattern making process for the CLO 3D software. My original plan was to create three outfits in CLO 3D, I adapted my workflow to prioritise the final garments. Alongside this, I developed my Tamil inspired print and fabric manipulation. The lengthy design and rendering process, combined with PC limitations, made time management challenging, but I am satisfied with the final results.





CLO 3D PRODUCT DETAILS

clo 3d product details



*Tamil digital fabric print
with front yoke with knife pleated
plain fabric*



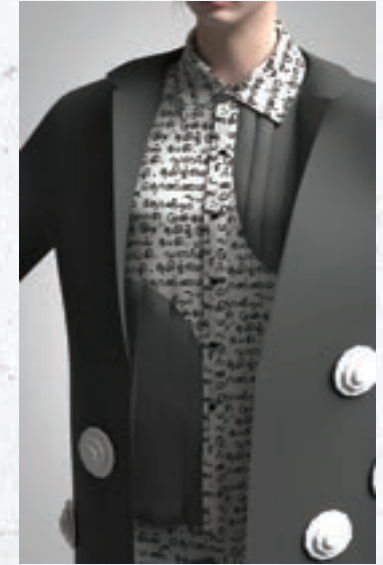
*Wide leg trouser with both side with knife
pleated with front and back with knife
pleated techniques fabric - 1 & fabric - 2*



*Long jacket with circle layer techniques
and knife pleated techniques*



*Straight collar,, front placket with button
and front yoke with knife pleated and
double fold hem stitch with DNLS*



*Notch lapel collar with DNLS, front panel
with DNLS, Layer cricle techniques and
long jackets.*



*Waist band with belt loop at back and
back yoke with knife pleated techniques*



*Full sleeve with DNLS, sleeve with Cuff, Cuff
placket with button and hem fold double
stitch with DNLS*



*Back yoke with small one side knife pleated
at both side and plain print digital fabric*



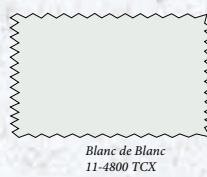
*Waist band with belt loop, Fly zipper with
plain zipper, knife pleated over all front &
back and print digital fabric and double fold
hem stitch with DNLS*



*Full wide leg trouser with overall digital fabric
print, front & back yoke with knife pleated and
Double fold hem stitch with
DNLS*



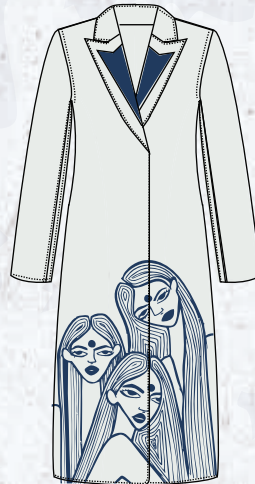
FABRIC BOARD
PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2024 - 2027



FRONT



BACK



BLUE LINEN FABRIC

WHITE LINEN FABRIC

DIGITAL FABRIC PRINT



SELECTED OUTFIT
selected outfit

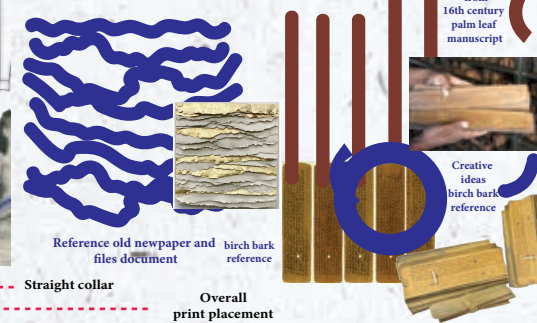
FABRIC MANIPULATION & SURFACE EXPLORATION

FABRIC LAYER TECHNIQUES

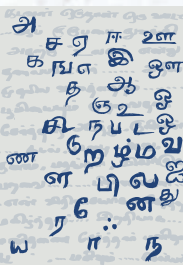


KNIFE PLEATED TECHNIQUES

Fabric under layer techniques



DIGITAL FABRIC PRINT OVERALL PLACEMENT



PRINT PLACEMENT



LINEN FABRIC AT CONTRADO

TRIM BOARD

INVISIBLE ZIPPER

Double hem stitch with DNLS

Belt loop

Functional fly zipper and J stitch

Out seam

Inseam



BUTTONS

Embroidery techniques

Embroidery Placement

Waist band

Full long jacket

Slant pocket

Double hem stitch with DNLS

Belt loop

Functional fly zipper and J stitch

Out seam

Inseam

Waist band

Full long jacket

Slant pocket

Double hem stitch with DNLS

Belt loop

Functional fly zipper and J stitch

Out seam

Inseam

Straight collar

Front placket (Plain)

Button

Full sleeve

Cuff with sleeve placket

Waist band

Full long jacket

Slant pocket

Double hem stitch with DNLS

Belt loop

Functional fly zipper and J stitch

Out seam

Inseam

Overall print placement

Back yoke

Side pleats

Armhole

Front

Double hem

Back cut

Wide leg opening and hem line

Back cut

Wide leg opening and hem line

Back cut

Wide leg opening and hem line

Back cut

Wide leg opening and hem line

Back cut

Wide leg opening and hem line

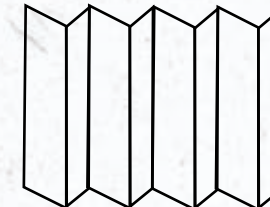
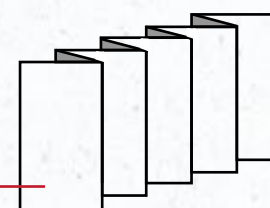
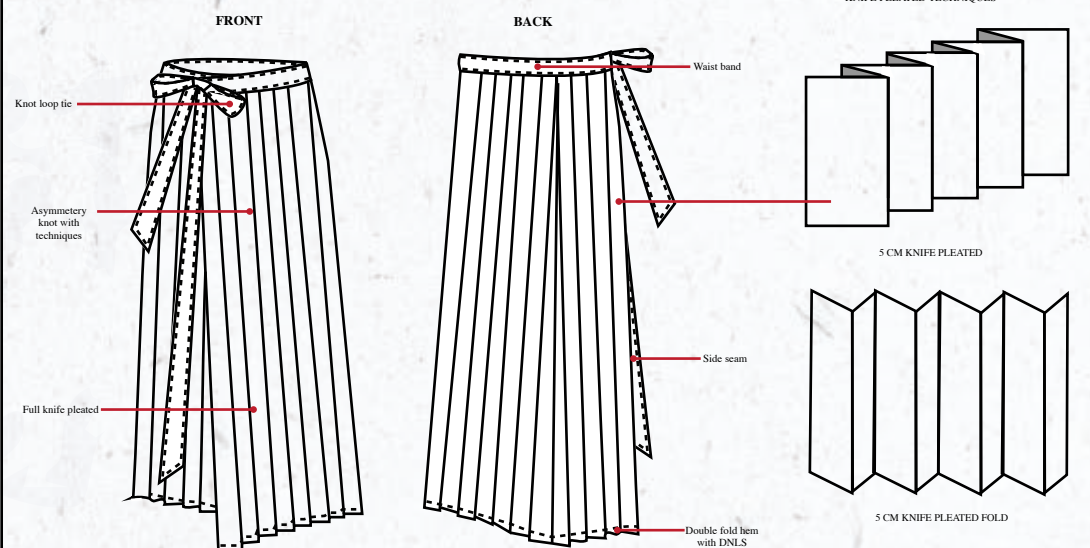
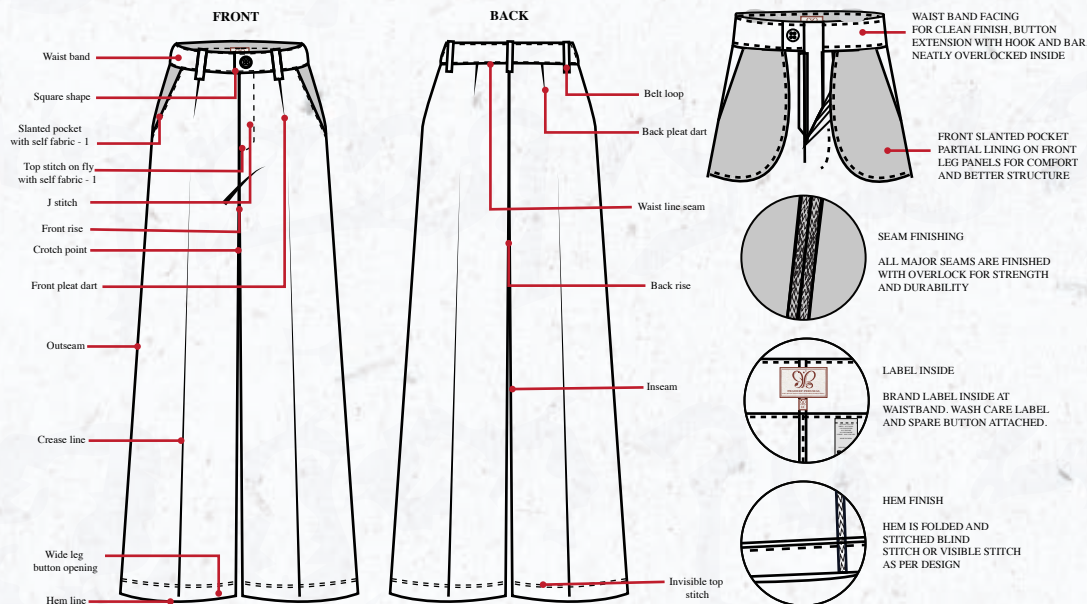
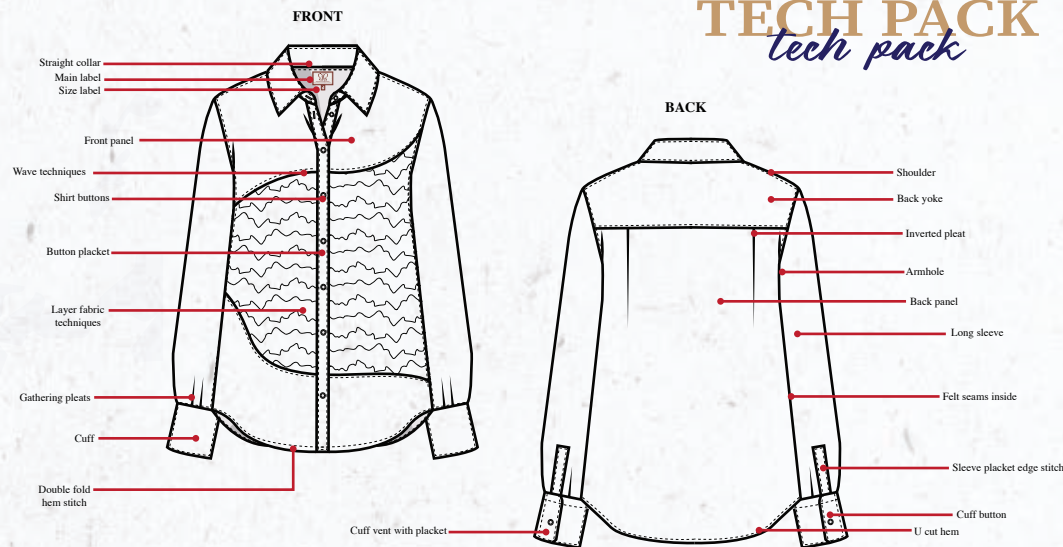
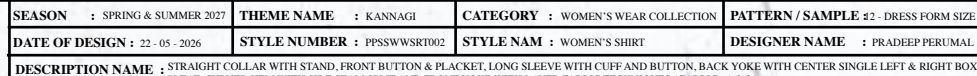
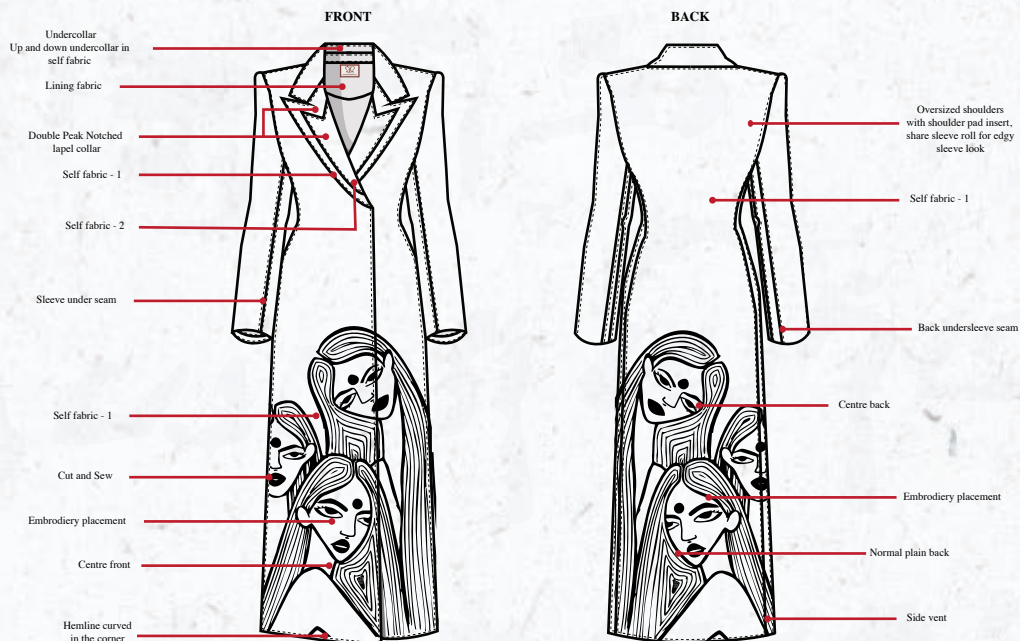
Back cut

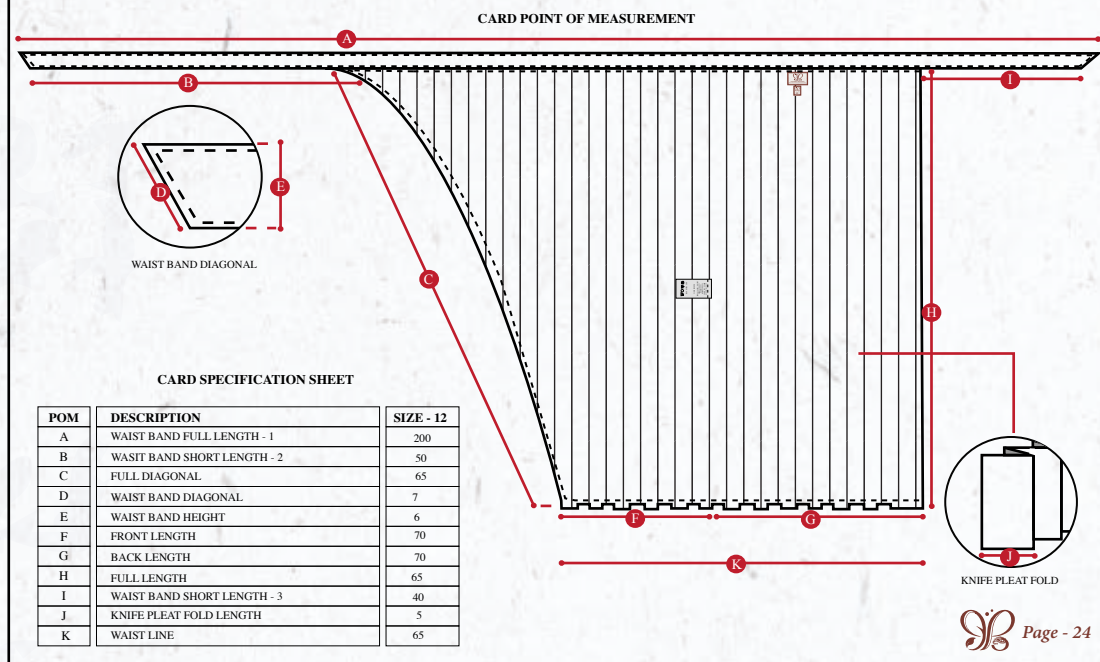
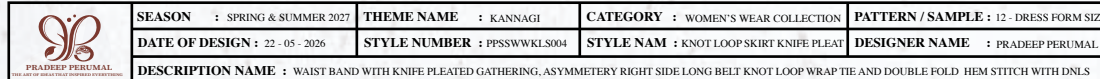
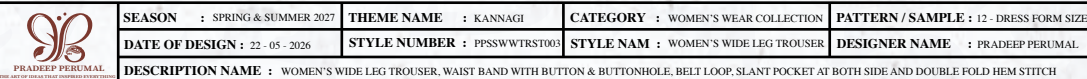
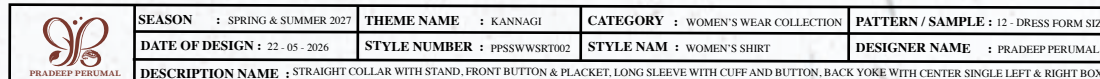
Wide leg opening and hem line

Back cut

Wide leg opening and hem line

Back cut





GARMENT DEVELOPMENT PROCESS

garment development process



PRADEEP PERUMAL
THE ART OF IDEAS THAT THOUGHT EVERYTHING
SUMMER / SPRING 2026 - 2027



Drafting basic bodice blocks on paper.



Cutting and sewing fabric for construction.



Fitting bodice on mannequin for first fit.



Cutting and preparing collar pattern pieces.



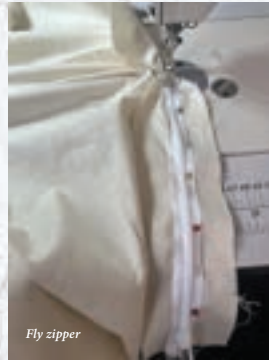
Fitting trousers on mannequin.



Trouser pattern



Pocket details



Fly zipper



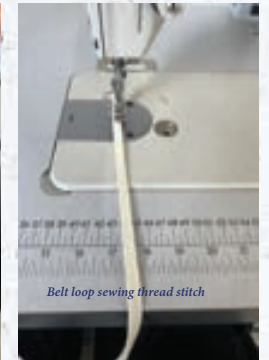
Stitching waist seam accurately.



Belt loop sewing thread stitch



Finishing waistband internally.



waist band for wrap knot



Pressing seams for clean finish.



Wrap knot knife pleated line



Knife pleated fold iron



Checking pleated panel on mannequin.



Lining inside sewing



Wrap knot knife pleated with waist band



Trousers with wrap knot knife pleated



Jacket pattern and toile process



Jacket front panel with peak lapel collar



process of peak collar two different



process of label collar two collar



process of peak collar two different



front panel different both sides



Jacket collar with fusing paper



front and back panel inside lining



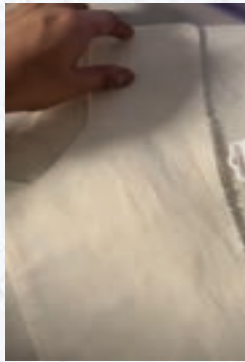
Side seam sewing

Clean sleeve hem with subtle structure.



Jacket sleeve main fabric and lining fabric for inside

Hand crafted fabric manipulation on shirt front.



Clean internal finish and seam binding.

DRESS FORM

FINAL FIT REVIEW



FRONT



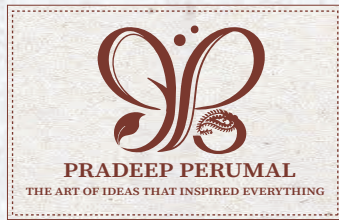
SIDE



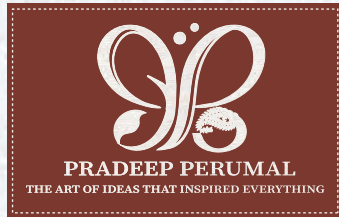
BACK

BRANDING LABEL

COLOURWAYS - 1



COLOURWAYS - 2



SIZE LABEL



COLOUR
PANTONE



Brandy brown
18 - 1541 TCX



Star White
11 - 4202 TCX

Pattern - 1



Pattern - 2



BRAND LABEL & PACKAGING

brand label & packaging



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2020 - 2021

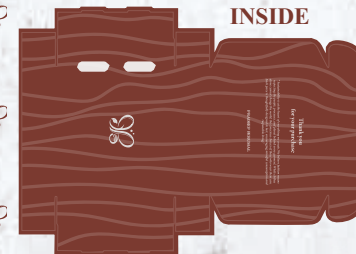
A4 TRANSPARENT PAPER



STICKER PRINTING



INSIDE



OUTSIDE



PACKAGING BOX



RECYCLED PAPER BAGS



FOLDED BUSINESS CARD



BUSINESS CARD



PIN BADGES

FRONT VIEW



COLOURWAYS - 1

COLOURWAYS - 2

BRAND LABEL & PACKAGING

brand label & packaging

WASH CARE

SHELL : 42% WOOL
24% POLYESTER
18% VISCOSE
14% POLYAMIDE
LINING : 100% VISCOSE

MADE IN INDIA

DRY CLEAN ONLY



HANG TAGS FRONT & BACK



Front view

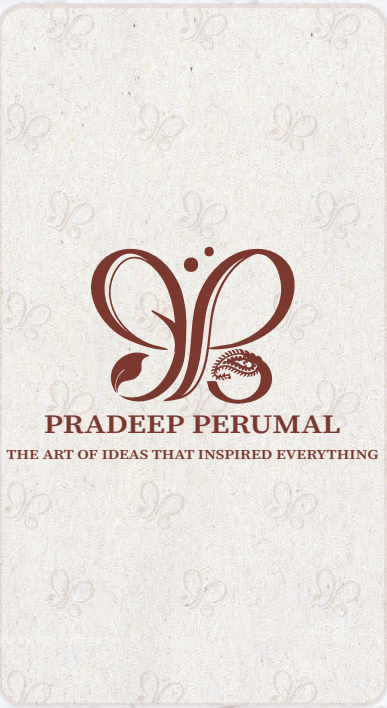
Back view



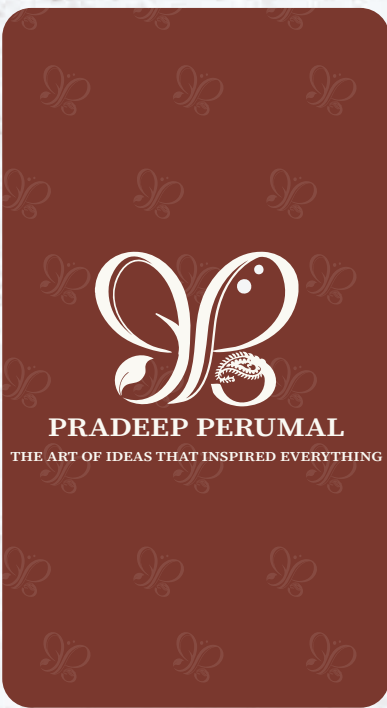
OFFICIAL WEBSITE / SOCIAL MEDIA

official website / social media

Colourway - 1



Colourway - 2



Figma
(Mobile app)



Mobile App logo



Item page



PP Studio
app icon
for an
online fashion
platform,
shopping, and
creativity.

Figma is a
mobile app
used to design
and organise
PP brand
content.



AD Splash screen

PP Studio
splash screen
introduces the
brand with
a clean,
modern fashion
aesthetic.



Splash screen

PP Studio is
an online
creative app
for garments.

App icon



App icon



OFFICIAL WEBSITE / SOCIAL MEDIA

official website / social media

PP Pradeep Perumal website provides detailed information about the **brand's collections, including sustainable materials, craftsmanship, garment details and accessories**. It also showcases seasonal collections, contemporary designs and the connection between **Indian textile heritage and modern fashion**.

On Instagram, PP shares updates about **new collections, product photography, styling ideas and seasonal launches**. The platform helps promote the brand, build customer engagement and connect with a wider fashion audience.

CLICK HERE



Website

<https://25038657.wixsite.com/ppradeepperumal>



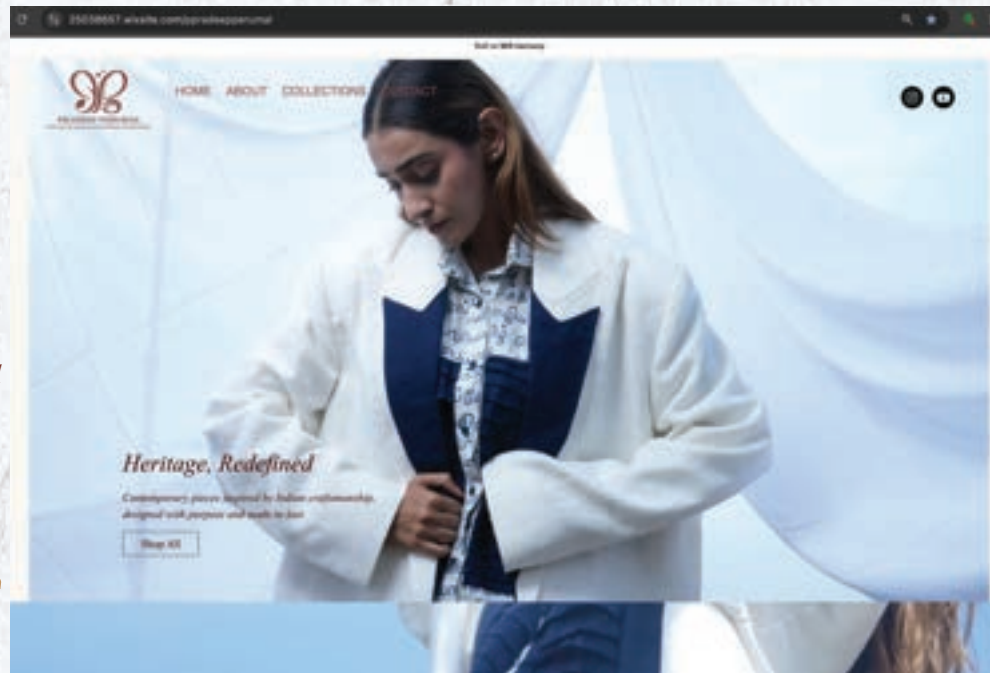
Instagram

https://www.instagram.com/pp_pradeepperumal_official



Youtube

https://youtube.com/@ppradeepperumal?si=wewRXR4Rs3HL__BD

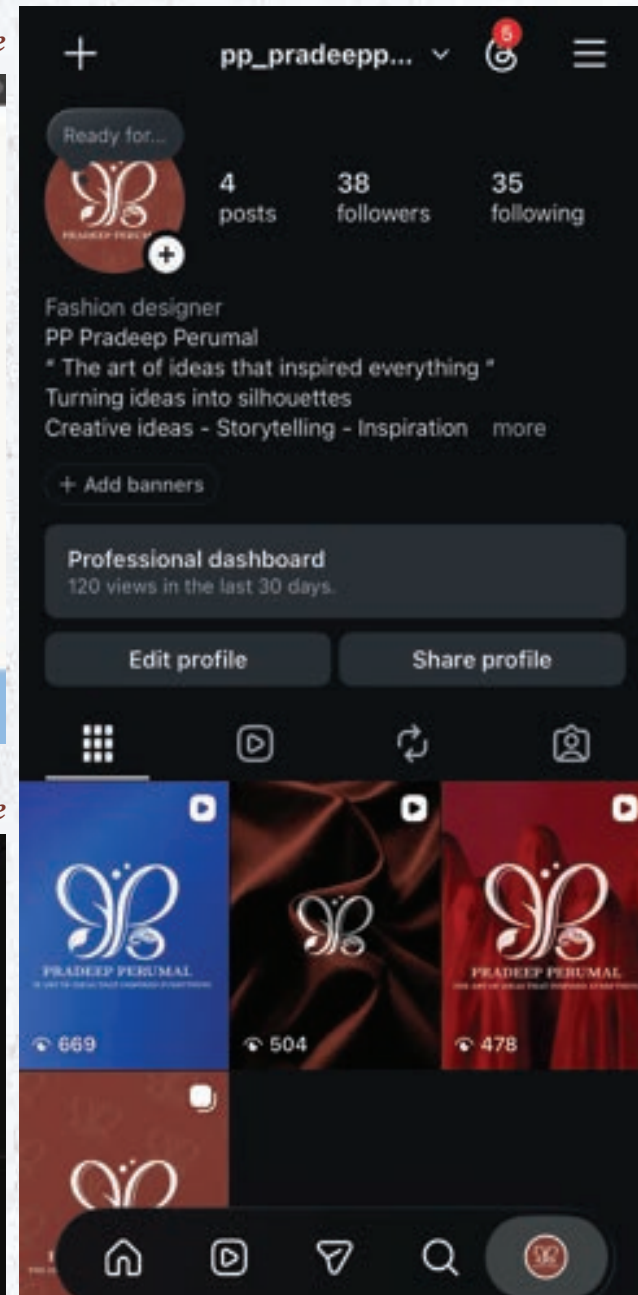


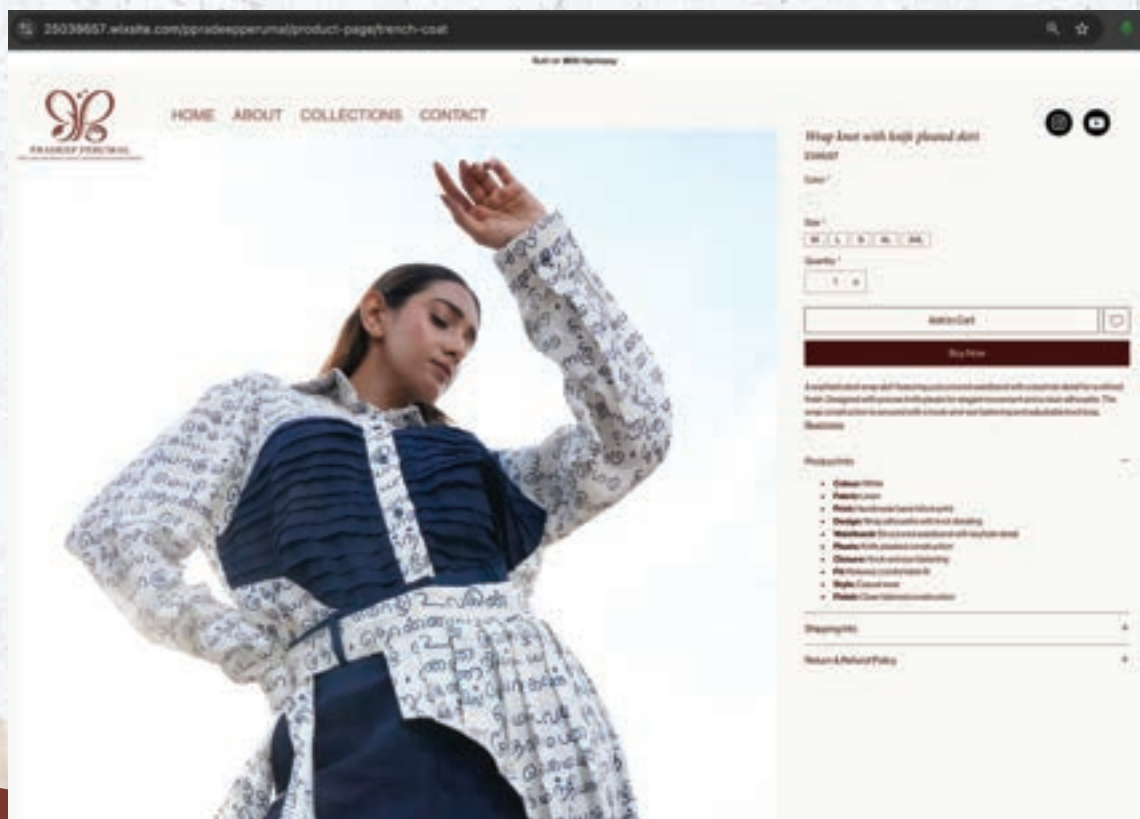
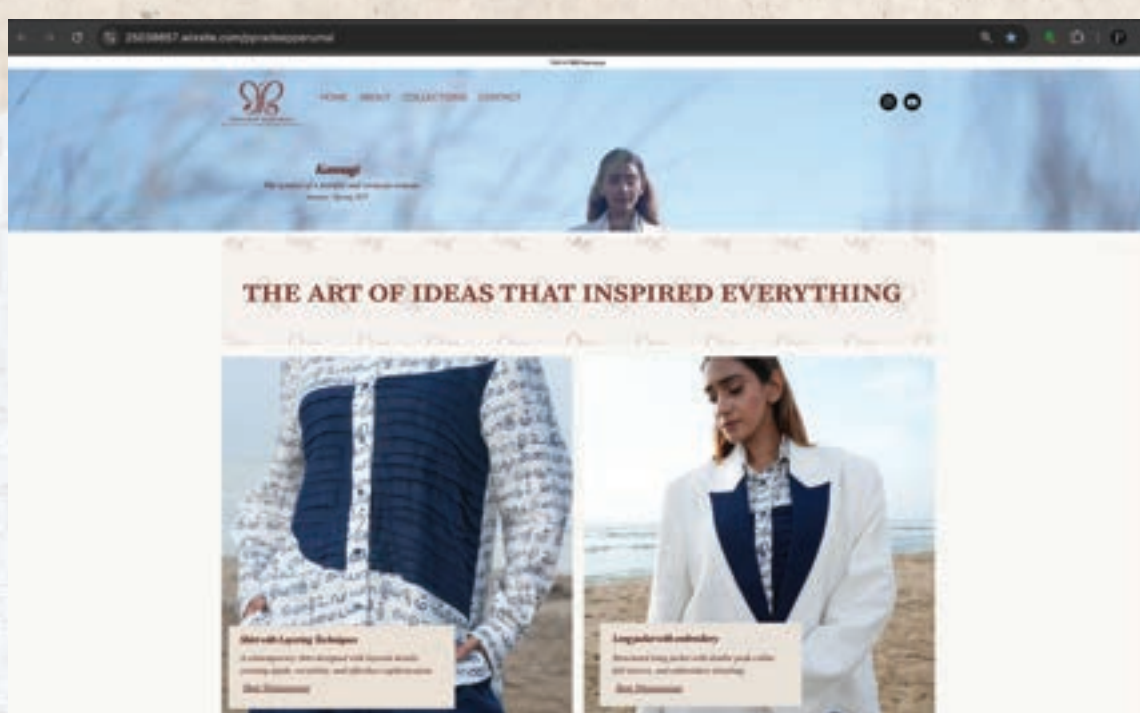
Wix Brand website



Youtube

Instagram





CLICK HERE

WEBSITE

<https://25038657.wixsite.com/ppradeepperumal>

OFFICAL WEBSITE
SUMMER / SPRING 2027

Shoot - 1

FINAL OUTFIT PHOTOSHOOT

final outfit photoshoot



Season : Spring / Summer 2027

Location : Beach

Collection : Kannagi

FINAL OUTFIT PHOTOSHOOT

final outfit photoshoot

Shoot - 1



Season : Spring / Summer 2027

Location : Beach

Collection : Kannagi



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2026 - 2027

Shoot - 1

FINAL OUTFIT PHOTOSHOOT

final outfit photoshoot



Season : Spring / Summer 2027

Location : Beach

Collection : Kannagi



PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2026 - 2027

FINAL OUTFIT PHOTOSHOOT

final outfit photoshoot

Shoot - 1



Season : Spring / Summer 2027

Location : Beach

Collection : Kannagi



PRADEEP PERUMAL
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PRODUCT PHOTOSHOOT

product photoshoot



Season : Spring / Summer 2027

Shirt

Collection : Kannagi

PRODUCT PHOTOSHOOT

product photoshoot



Season : Spring / Summer 2027

Long jacket with embroidery

Collection : Kannagi



PRODUCT PHOTOSHOOT

product photoshoot



Season : Spring / Summer 2027

Trouser and wrap knot skirt

Collection : Kannagi

Kingston bus station



Vasantha Vilas -
East Ham
near bus stop
station



Rainbow leisure centre bus stop



TRADITIONAL MARKETING

traditional marketing

Traditional marketing strategy for my future PP store, I created two promotional outcomes: a bus stop screen advertisement and a magazine advertisement. I designed the magazine layout using Adobe Illustrator, experimenting with different fonts, typography styles, text placement and visual hierarchy to create a strong and professional fashion-focused composition. For the bus stop campaign, I visited different bus stops and street advertising boards to understand how advertisements are presented in real public spaces.

I photographed the locations using my phone and selected suitable images to use as realistic mock-up backgrounds. I edited the photographs by cropping, cutting and removing unwanted areas, then carefully added my advertisement designs onto the screens and boards. This helped me visualise how the PP store campaign could appear in real-world environments and demonstrated how traditional advertising can create brand awareness, attract attention and communicate the identity of the future store.

MAGAZINE COVER PAGE





PRADEEP PERUMAL
THE ART OF IDEAS THAT INSPIRED EVERYTHING
SUMMER / SPRING 2026 - 2027

CONTACT DETAILS

Contact details

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