

Jasman Kaur's

Soirée | London

PORTFOLIO

Jasman Kaur, MA Fashion Design
Student ID 2511646

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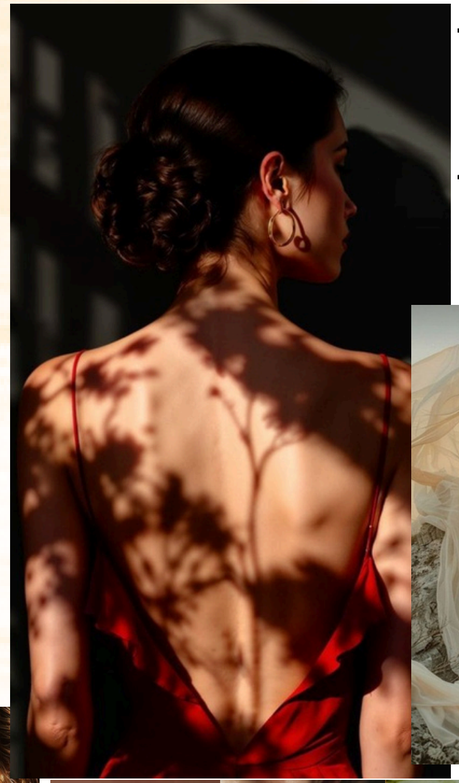
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Free Spirited . Feminine . Ethical . Slow Fashion



Brand Inspiration note





From commanding the corridors and courtrooms the absolute diva Queen transitioned to the boardrooms....The journey has been long but it's always worth the effort. The brand envisions a **whimsical approach to create a modest yet glamorously chic evening piece** to please the modern day princess in spotlight or command.

Hence, the initial idea revolves around the boss lady independent alpha women, who crave the **simplicity of dressing up** and being treated like a precious royalty. It will serve two product lines namely, the made to measure Couture line as well as the diffused luxury RTW segment.



Keywords

- Luxury evening wear
- Elegant
- Handmade craftsmanship
- Feminine
- Power dressing
- Sophisticated minimalism
- Glamorous
- Classic silhouettes
- Timeless
- Whimsical

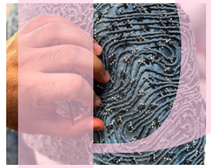
USP




Sustainability




Body Inclusive
GLAMOROUS EVENING WEAR




Handmade slow fashion
(Artisan welfare)

Brand Vision



The brand envisions to create **timeless handcrafted evening wear** silhouettes for **ethically conscious** individuals. Promoting the usage of **sustainable fabrics** and creating a playground for slow fashion with **handcrafted exquisite embroidery** pieces.

The brand aims to work closely with **artisans** to create beautiful pieces that will **serve as a bridge between the modern contemporary embroidery aesthetics and the traditional Indian heritage embroidery** to create garments relevant to the current demand, as well as help in **uplifting** the living standards and over all quality of life for them, by **closely working with local NGO's and SHG's like "Creative Dignity" etc.**

The brand mission is to **promote sustainability and slow fashion** in this ever changing fast paced world. It will also work towards the use of **traditional hand embroidery** techniques with a modern approach so that the garments look **contemporary** with a lesser historical costume appeal. The brand be will working in blending the western silhouettes with the traditional elements like embroidery techniques and architectural references in a **harmonising approach rather than creating a juxtaposition**. Hence, the final idea is to **create quality over quantity for the customers who value art, hand craftsmanship and exclusivity.**

Brand Mission





Jasman Kaur's

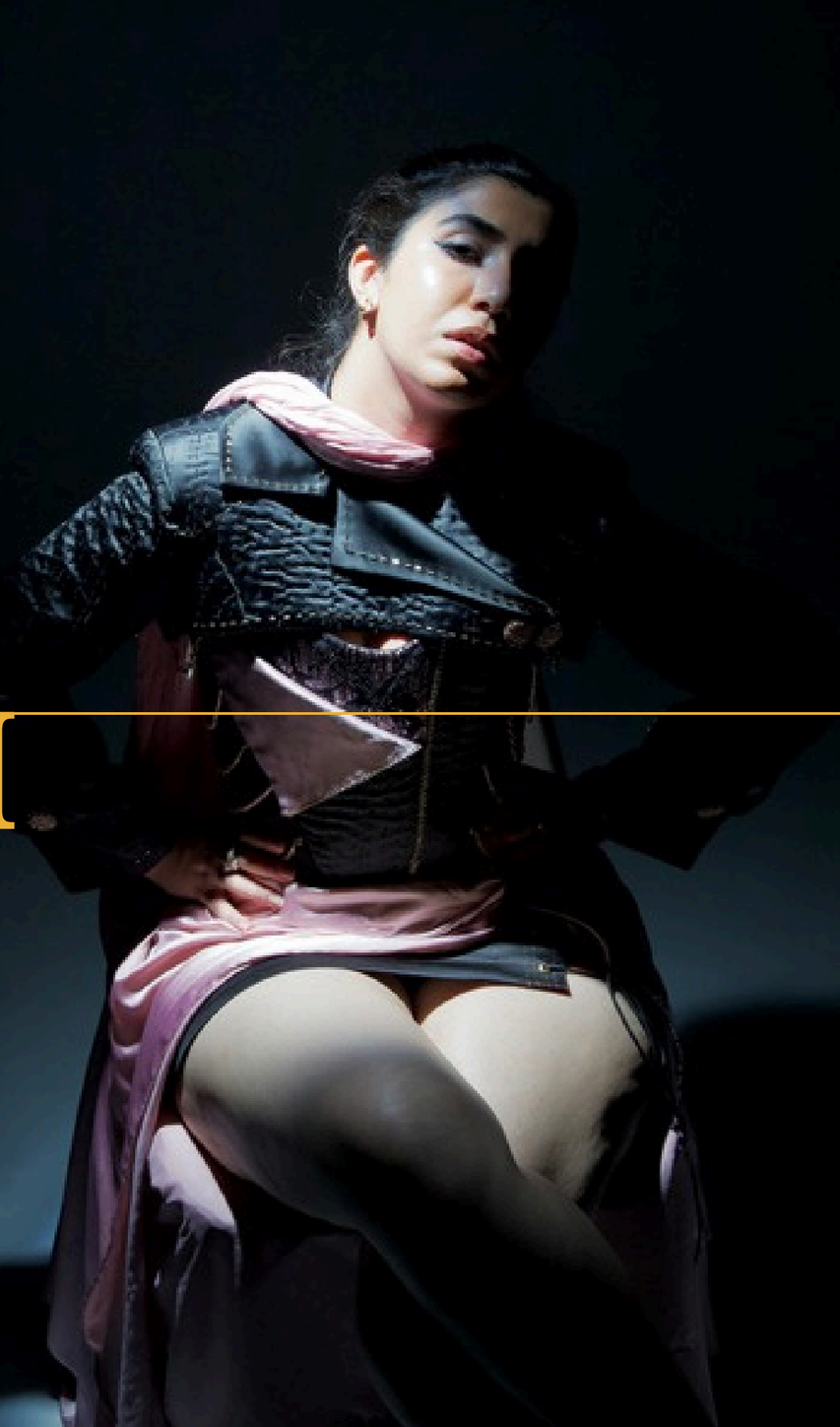
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MODERN MAHARANI

"Queen"

Seasonless Eveningwear' 27





Ideation and Influence

(A spark to structure)

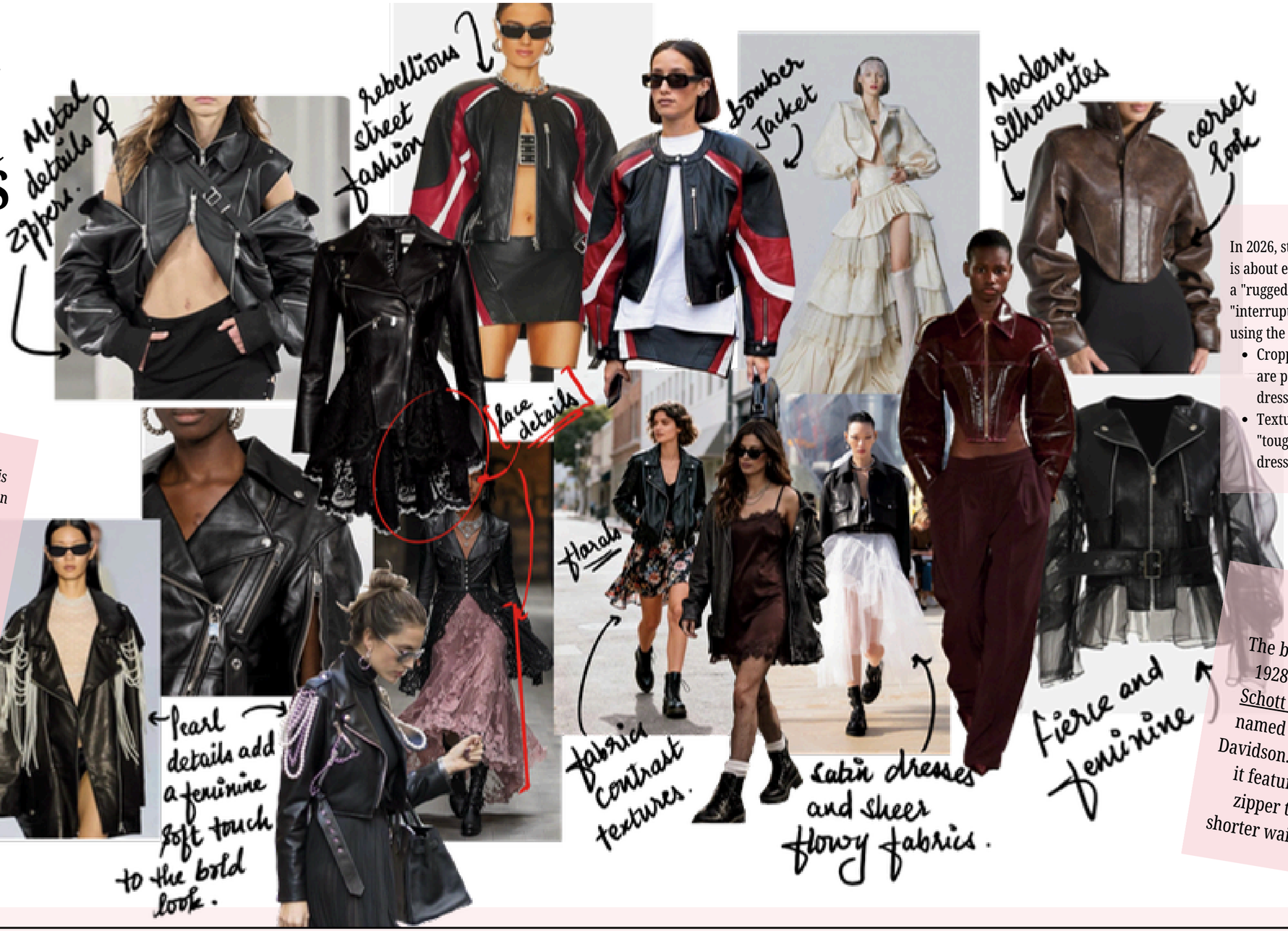
Concept: The collection is for season-less evening 2027.
The concept encapsulates the essence of a modern-day queen who is fierce yet retains its fragility.
In contemporary times, women have embraced a more masculine role of financial stability and independence, which is also reflected in their fashion choices. However, they still desire to project a feminine image. The most evident example of this amalgamation is the combination of heavy leather biker jackets with floral sundresses or maxi silhouettes.

The collection draws inspiration from classic Victorian architecture and the classic biker jacket to convey their fierce self. However, it also aims to embrace a softer feminine approach. Consequently, the biker jackets will be crafted from soft feminine couture fabrics such as heavy GSM duchess silk with hand-embroidered crystal details to mimic the metal zippers or stitching. The collection will feature flowy silhouettes that offer ease of movement and a bold deep jewel toned colour palette to emphasise their strong personality.
Furthermore, the collection promotes slow fashion and is sustainably hand-embroidered by artisans.



INFLUENCED BY

BIKER JACKETS



Historically, the biker jacket is the ultimate symbol of rebellion and non-conformity.

- Anti-Establishment & Outlaw Culture
- Freedom and Adventure
- Punk and Counter-Culture
- Toughness and Protection
- Modern Cool: wild side.

In 2026, styling a biker jacket with a dress is about elevated refinement and creating a "rugged and refined" purposeful "interruption" in the outfit. Rather than using the jacket as just an outer layer.

- Cropped biker jackets (Y2K-inspired) are paired with flowing midi or maxi dresses.
- Texture & Fabric Play: Pairing the "tough" leather with satin slip dresses, silk midi dresses.

ORIGINS

The biker jacket originated in 1928 when Irving Schott of Schott NYC designed the first, named "Perfecto," for Harley-Davidson. Created for protection, it featured an asymmetrical zipper to block wind and a shorter waist for riding positions

Visual Direction

Victorian architecture and baroque motifs

Pearls and crystals

Biker Jackets

Old Hollywood influence

Glass cut beads

Lustrous Couture fabrics

Flowy drapes

Cape sleeves

Bejeweled embellishments

Voluminous cape trails

Colour Palette 2027

- The colour palette for this collection is heavily influenced by precious stones and uncut chunky jewellery pieces.
- The current colour forecast emphasised on the used of deep and rich tones for evening wear.

Why dark shades?

With reference to the concept development for this collection the Modern Maharani (Translates: Queen), the colour palette emphasises on deep hues and dark tones like the black, aubergine or the merlot etc. Historically the deep tones especially The purple and red were reserved for the royalty beacuse dying these colours was a strenuous and expensive process that made its production very limited and exclusively for the rich only. Hence the deep colours were a symbol of powe and fortune. Hence our modern day queens will also be adorned in these deep shades for the coming season.

PANTONE® 12-1708 TCX Crystal Rose

PANTONE® 15-1611 TCX Bridal Rose

PANTONE® 12-0822 TCX Golden Fleece

PANTONE® 18-1238 TCX Rustic Brown

PANTONE® 19-1534 TCX Merlot

PANTONE® 19-3640 TCX Crown Jewel

Finalized Seasonless Collection 2027 Colour Palette

PANTONE® 19-3715 TCX Aubergine Gleam

PANTONE® 19-4245 TCX Imperial Blue

PANTONE® 19-5406 TCX Pine Grove

PANTONE® 19-4914 TCX Deep Teal

PANTONE® 19-1103 TCX Espresso



Sketching Ideas





The looks comprise a perfect amalgamation of the feminine aesthetics and the strong masculine street wear silhouettes to create modern day evening wear pieces.



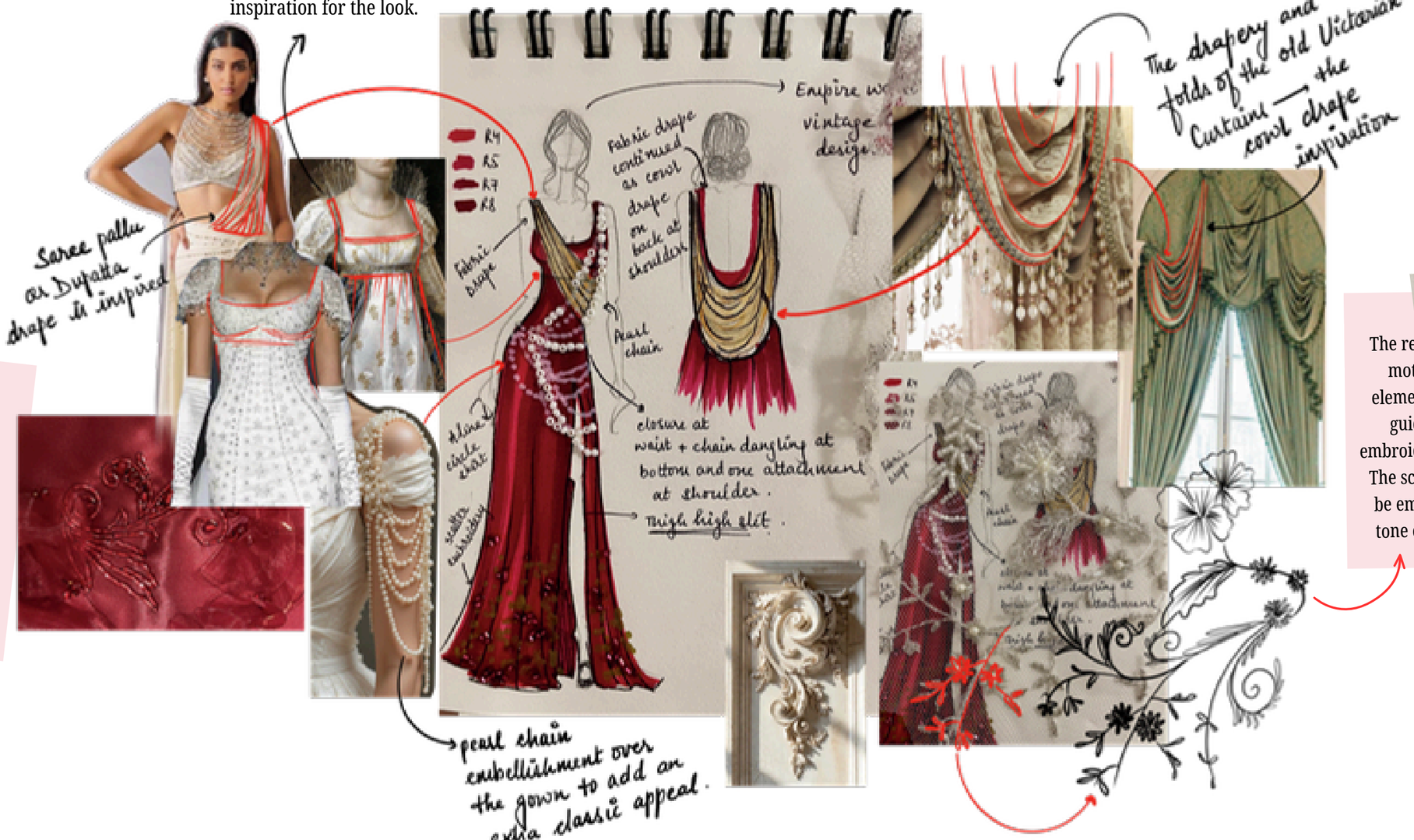
SUSTAINABLE EMBELLISHMENTS

There are recycled and sustainable alternatives to traditional plastic pearls that will be used for embroidery. Also, There are sustainable glass cut beads available for embroidery. These are primarily made from recycled glass and using recycled glass reduces waste contributing to a more circular economy.


Victorian arch embroidery checkered pattern.
A traditional deep scoop neckline blouse as the empire line bodice gown
A heavy duty biker jacket silhouette inspo.


Muted / Rose Gold.
The sleeves are inspired from the theater curtains
Dramatic sleeves & cape trail.
Pearl & delicate Zari embo.
corset bodice
embroidery on sleeve cape
bow attached at back over zipper
bow cape sleeve attached to side seam using button holes
satin bow trail at back
asymmetric layered skirt
button pearls
embroidery at trail bottom
The layers of the skirt are inspired by the Multi textured & layered curtain arrangements.
Pearl button closure at side seam to attach the bow cape sleeves to the outfit.

The Edwardian era low cut wide scoop neckline along with the empire length silhouette is an inspiration for the look.



An exploration piece embroidered with tone on tone red glass crystals and beads on a red satin piece referencing the baroque scroll cemented motif on the Victorian pillars.

The reference of the baroque motifs and architectural elements are considered as a guideline for the scatter embroidery at the gown bottom. The scroll and floral elemts to be embroidered as a tone on tone crystal and pearl piece.

Embroidery Explorations

Created a test swatch using lace mounted pink satin layer underneath that is covered with black duchess satin. It is also embroidered using Kantha stitch as well as a glass crystal faux zipper embellishment.



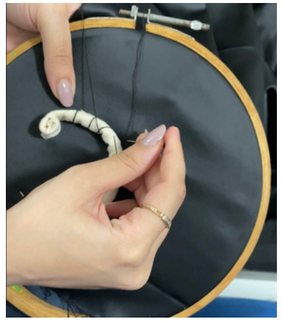
Added some crystal chains as well as crystal encrusted metal chains to cover the mesh panel in the original design, to make the panel look more decorated and evening appropriate

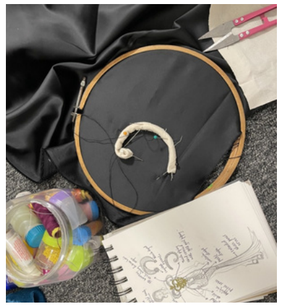
SOME SELF EMBROIDERED SWATCH EXPLORATIONS

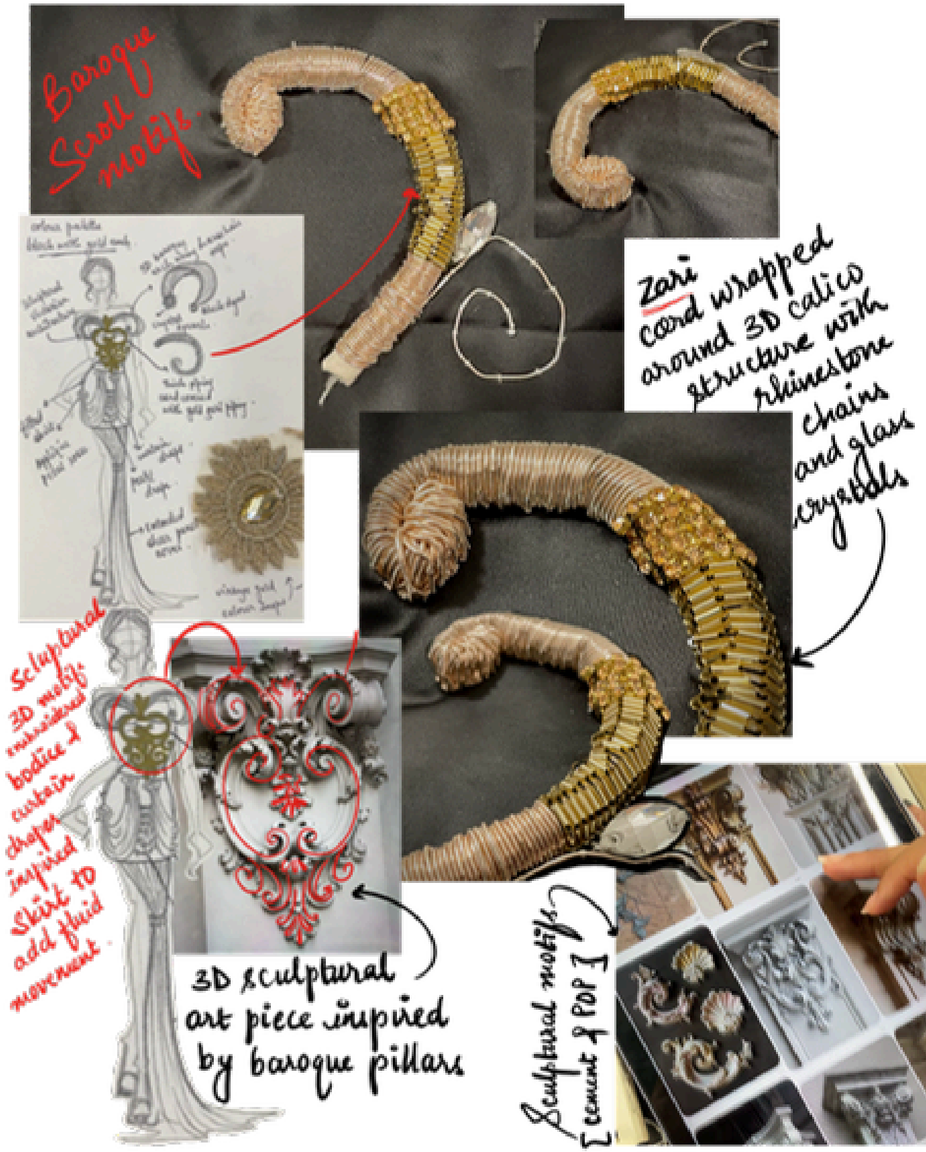
SOME SELF EMBROIDERED SWATCH EXPLORATIONS













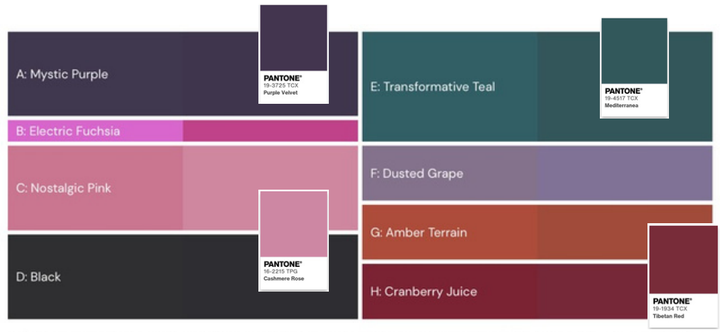
Finalising the Line Up



COLOURWAYS FOR SOME OF THE LOOKS OF THE LINE UP FOR SEASONLESS COLLECTION 2027



Darks at Dusk



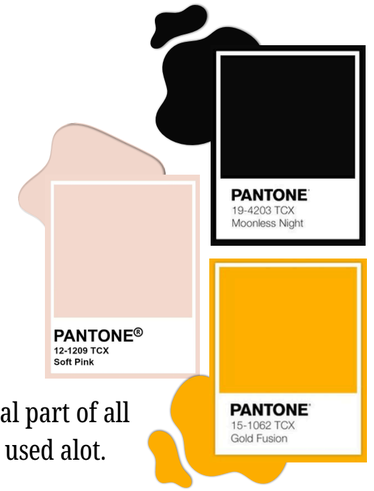
Coloro – A: 134-25-13, B: 144-57-41, C: 152-55-21, D: 153-19-00, E: 092-37-14, F: 138-47-12, G: 016-41-25, H: 008-26-26

Pantone – A: 19-3725 TCX, B: 17-2624 TCX, C: 16-2215 TCX, D: 19-4203 TCX, E: 19-4517 TCX, F: 18-3718 TCX, G: 18-1350 TCX, H: 19-1934 TCX

The colour references from the WGSN Darks at Dusk palette and my curated seasonless 2027 jewel tone inspired palette, are a guideline to test and try various colourways for the existing range plan.



Finalized Seasonless Collection 2027 Colour Palette



The brand colours are a perinnial part of all the collections , hence they're used alot.

Line Up



SEASONLESS
Eveningwear' 27

TOILE DEVELOPMENT For BOLERO JACKET



Kantha embroidery swatch tests done to know the texture and bumps it creates after adding padding and foam sponge

Guidelines for the pattern to be manipulated to create the double breasted bolero jacket pattern for look.

The pattern piece arrangements and guidelines

The use of cotton padded fusing is finalised to mount all over the jacket

The upholstery foam will be added at side back panels and as shoulder pads to add a texture.

Faux Biker detailed CORSET

TOILE DEVELOPMENT

Exploring the corset ideation by pinning it to the manequinn



Tried on embellishments and embroidery types like differnt zipper teeth placements, kantha refrence and chain danglers.

Using the Vivienne Westwood corset as the base guideline to develop the corset for this look that will be later embellished to mimic a biker jacket



Production Stage

After days of discussing the patterns I developed during the pattern development stage and understanding the complex structure of my Westwood adapted corset, Master Ji finally grasped my final product Vision.

Due to the delay in fabric and the time a hand embroidery typically takes, Master Ji was left with a very short deadline which he eventually fulfilled.

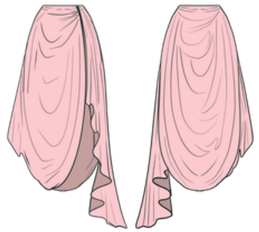
Range Plan



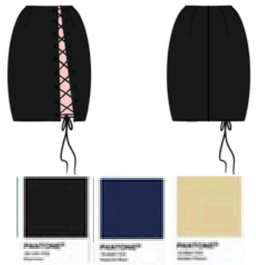
Look Eleanor Corset



Look Eleanor Draped Skirt



Look Eleanor Mini Skirt



Look Zenobia tiered Balloon Skirt



Look Zenobia Jacket Corset



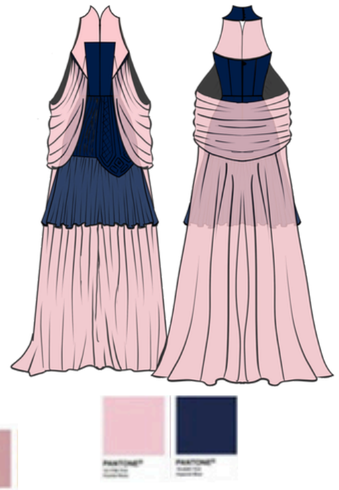
Look Zetian embroidered Corset



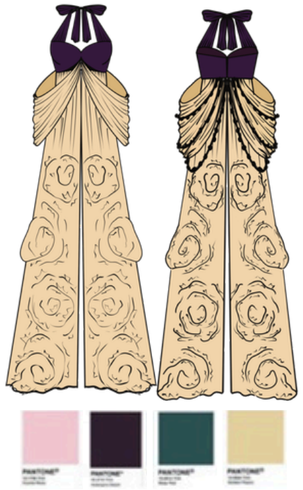
Look Eleanor & Zenobia Bolero



Look Cixi Evening Dress



Look Isabella Halter blouse with Trail back



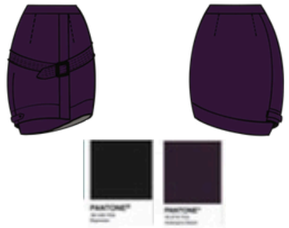
Look Zetian asymmetric draped Skirt



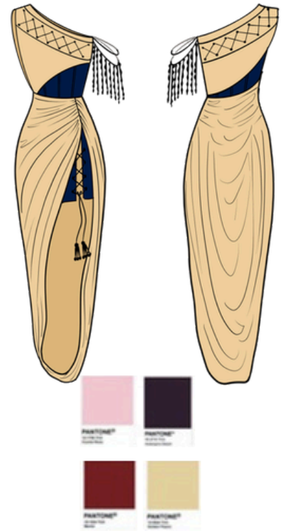
Look Catherine empire line tiered gown with detachable cape trail sleeves



Look Isabella faux Biker Skirt



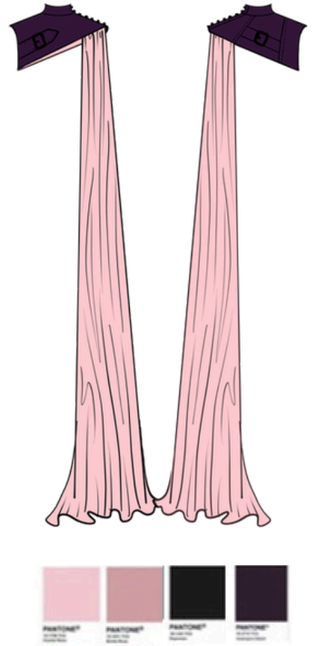
Look Cleopatra Draped Corset Dress



Look Athena embroidered Skirt



Look Zetian Biker Turtleneck piece



Look Athena Tailored Jacket



Brand: Jasman Kaur's Soiree, London	Style Number: ELEjkt2027		Size: UK Size 14
Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
Category: Evening Wear	Manufacturer:	Manufactured in: India	Pattern Pieces:

Embellishments


Black Glass cut Crystals


Black Metallic Zari Wires


Handmade Faux Buttons * 4


Snap Buttons Closure

Embroidery Guidelines:



Lilac lines represent glass crystal and zari kantha embroidery all over jacket as vertical lines with **Distance: 1"**


Handmade embroidered Faux Buttons **1.5" size**


Snap Buttons Closure under faux buttons

FLAT SKETCH



Lilac lines represent glass crystal and zari kantha embroidery all over jacket as vertical lines with **Distance: 1"**

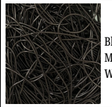

Yellow lines show an embroidered top running stitch in gold zari cord like the original denim jacket top stitching. **0.5 cm distance between each stitch**

NOTE: Kantha Embroidery all over Jacket (except Lapel) using Black Cotton thread, Black Zari wires and glass Crystals and Verticle Lines.

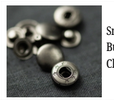
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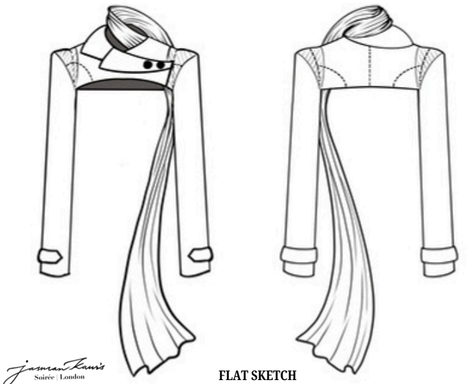
Embellishments


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Black Metallic Zari Wires


Handmade Faux Buttons * 4


Snap Buttons Closure

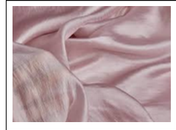


FLAT SKETCH

Fabric Specifications

Bolero Shell Fabric: Black Duchess Satin
Lining: Shell layer linned with thin Cotton padded fusing
Interfacing and Lining layer: Black Duchess Satin
Shoulder Pads thin single layer
Dupatta Drape attachment: Dusty rose Pink Chiffon

Fabrics


Dusty Rose Chiffon Fabric


Black Poly- Duchess Satin Silk

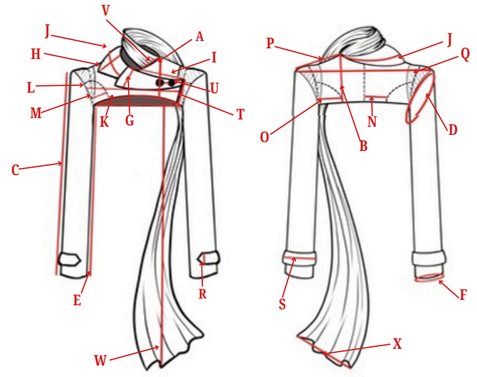
Dupatta Drape Attachment

Allover Jacket made in this fabric

NOTE: Kantha Embroidery all over Jacket (except Lapel) using Black Cotton thread, Black Zari wires and glass Crystals and Verticle Lines.

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FLAT SKETCH



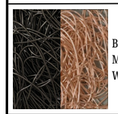
Seam allowance 1 cm and concealed stitches all over.

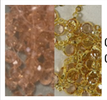
POM	Measurements	POM	Measurements
N	Centre Back to Curve: 4.5"		Bust: 38"
O	Back Curve to Side seam: 7"	A	Front length from HSP: 7.5"
P	Shoulder length: 5"	B	Back length from HSP: 9"
Q	Across Back: 16.5"	C	Sleeve length: 22"
R	Faux Cuff width: 3"	D	Armhole Depth: 10"
S	Faux Cuff length: 9"	E	Inseam Length: 17"
T	Vertical Front lenght: 1.5"	F	Sleeve Hem opening: 12.5"
U	Distance b/w buttons: 1"	G	Lapel width (lower): 2.5"
V	Dupatta attach Width: 4"	H	Lapel width (upper): 3.5"
W	Dupatta Length: 40"	I	Lapel length: 9"
X	Dupatta bottom Width: 15"	J	Back Lapel curve: 9"
		K	Jacket Hem: 57.5"
		L	Double Brested Jacket front: 17.5"
		M	Princess Curve to Side seam: 6.5"

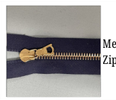
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Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
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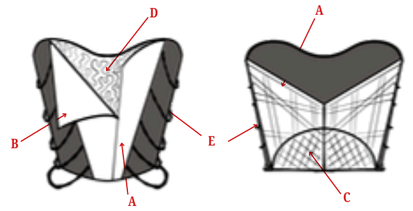
Embellishments


Gold glass crystal Pipes


Black & Gold Metallic Zari Wires


Crystal Chains


Metal Jacket Zipper



FLAT SKETCH

	Fabric Specifications
A	Corset Shell Fabric: Black Duchess Satin Silk
B	Lining and Inner panel: Dusty Rose Duchess Satin
C	Fused and Lining layer: Cotton padde fusing and upholstery foam at back
D	Inner panel Pink fabric mounted with floral Lace fabric.
E	Side Seam panels: Black Power Mesh

Fabrics


Black Poly- Duchess Silk


Dusty Rose Satin


Black Lace


Cotton Padding and Fusing


Black Power Mesh


Bonning 6mm

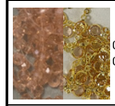
NOTE: Kantha Embroidery all over Corset (except Mesh panels) using Black Cotton thread, Black Zari wires and Crystal chains at Side seam mesh panels.

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Embellishments


Gold glass crystal Pipes


Black & Gold Metallic Zari Wires


Crystal Chains


Metal Jacket Zipper

Embroidery Guidelines:



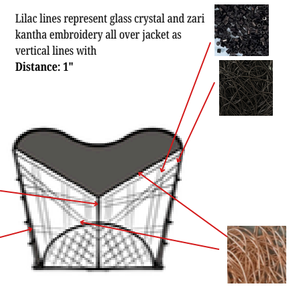
Lilac lines represent glass crystal and zari kantha embroidery all over jacket as vertical lines with **Distance: 1"**


Lace mounted panel


Embroidered crystal faux metal teeth zipper


Crystal Chains dangling over mesh panel


8" jacket zipper


Lilac lines represent glass crystal and zari kantha embroidery all over jacket as vertical lines with **Distance: 1"**

Yellow lines show an embroidered top running stitch in gold zari cord like the original denim jacket top stitching. **0.5 cm distance between each stitch**

FLAT SKETCH

NOTE: Kantha Embroidery all over Corset (except Mesh panels) using Black Cotton thread, Black Zari wires and Crystal chains at Side seam mesh panels.

Brand: Jasman Kaur's Soiree, London	Style Number: ELEskt2027		Size: UK Size 14
Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
Category: Evening Wear	Manufacturer:	Manufactured in: India	Pattern Pieces:

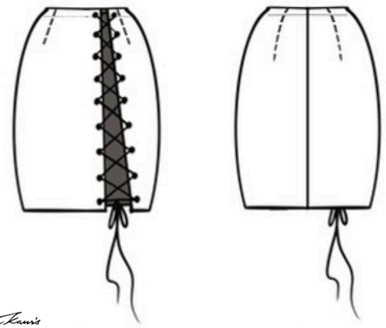
Embellishments


Gold Rivets 0.5 cm


Gold Metallic Zari Wires


Gold Drawstring 12"


Handmade crystal & pearl Tassels



FLAT SKETCH

Fabric Specifications

Skirt Shell Fabric: Black Duchess Satin
Top Layer fused with light weight Fusing
Lining layer: Dusty Rose Pink Tafetta
Gold Metal Rivets

Fabrics


Dusty Rose Tafetta Fabric


Black Poly- Duchess Satin Silk

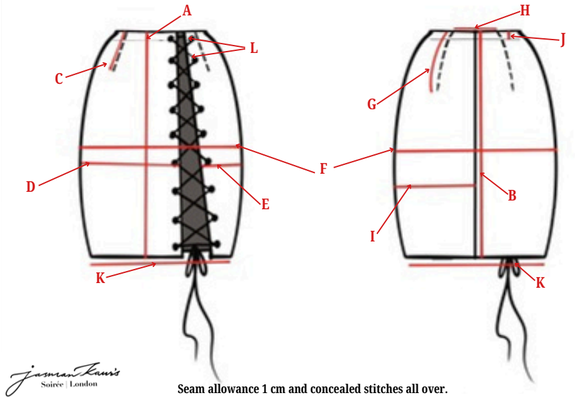
Skirt Lining layer

Skirt Top layer

NOTE: Muted gold Metal Zari wire embellishment all over Skirt hem (all sides) like a running top stitch in Biker Jackets.

Brand: Jasman Kaur's Soiree, London	Style Number: ELEskt2027		Size: UK Size 14
Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
Category: Evening Wear	Manufacturer:		

FLAT SKETCH



Seam allowance 1 cm and concealed stitches all over.

POM	Measurements
	Waist: 31"
A	Front Length: 15.5"
B	Back Length: 16"
C	Front Dart length: 3"
D	Front left Panel width: 4.5"
E	Front right panel width: 11"
F	Hip: 41.5"
G	Back Dart length: 5.5"
H	Distance b/w back darts: 8"
I	Centre back to Side seam:
J	Concealed waistband width: 2"
K	Skirt Hem: 39"
L	Distance b/w Rivets: 1.5"

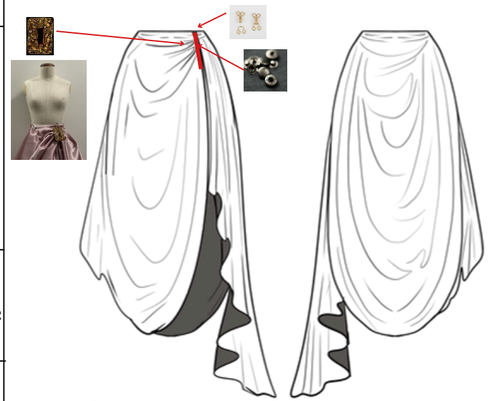
Brand: Jasman Kaur's Soiree, London	Style Number: ELEdpskt2027		Size: UK Size 14
Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
Category: Evening Wear	Manufacturer:	Manufactured in: India	Pattern Pieces:

Embellishments


Hand Embroidered Crystal Buckle 3"x 1.5"


Hook Eye Closure top 2 piece


Snap Buttons Closure * 6

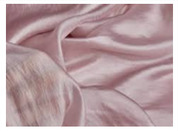


FLAT SKETCH

Fabric Specifications

Shell Fabric: Dusty Rose crinkled Tissue fabric
Lining: Dusty Rose Duchess Satin Silk
Fusing the lining with lightweight fabric fusing
Concealed Satin silk waist band

Fabrics


Dusty Rose Satin Silk


Dusty Rose Crushed Tissue

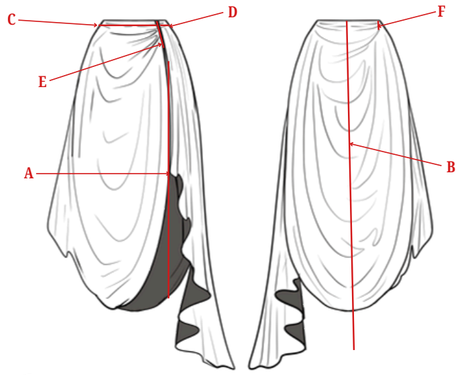
Lining inner layer

Draped Tulip skirt Shell

NOTE: Draped skirt with a circular cinching at the hem attached to the curve of the lining at the back

Brand: Jasman Kaur's Soiree, London	Style Number: ELEdpskt2027		Size: UK Size 14
Collection: Modern Maharani	Season: Seasonless Couture 2027		Designer: Jasman Kaur
Category: Evening Wear	Manufacturer:		

FLAT SKETCH

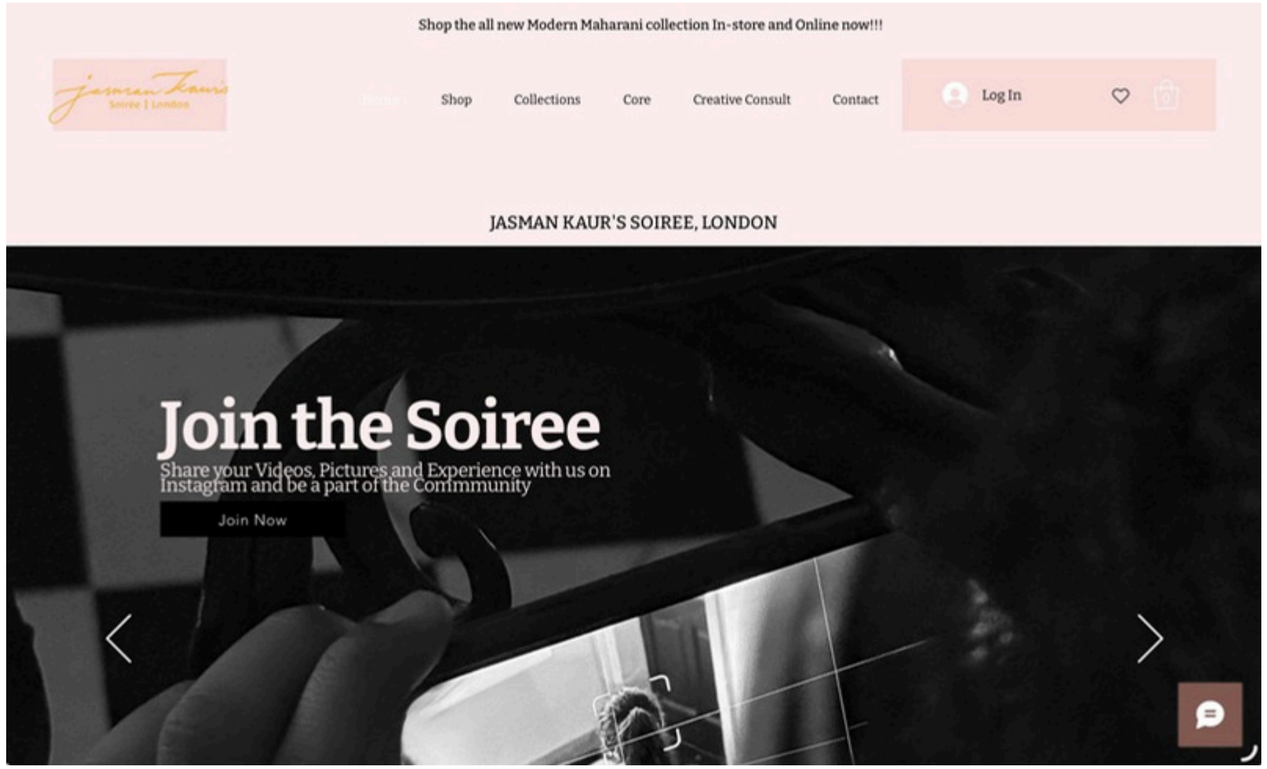


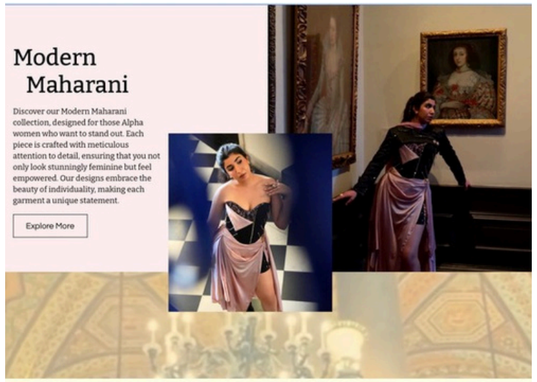
Seam allowance 1 cm and concealed stitches all over.

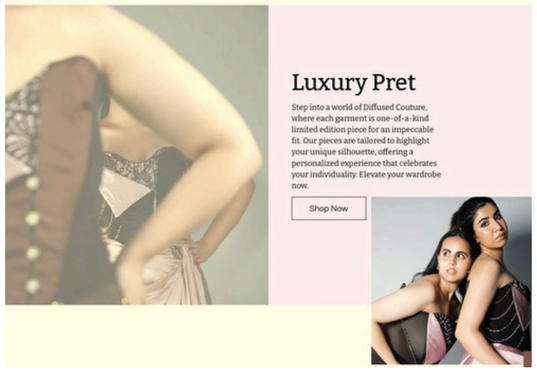
POM	Measurements
	Waist: 31"
	Hip Measurement: 42"
A	Front Length from drape: 35"
B	Full length: 44"
C	Front Flap from Right end: 13"
D	Front Flap from Left end: 4.5"
E	Drape flap over Hook measure: 6"
F	Concealed Waistband Width: 2"

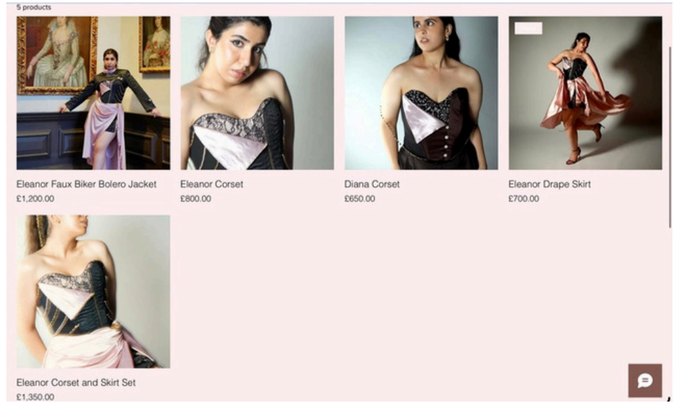
WEBSITE

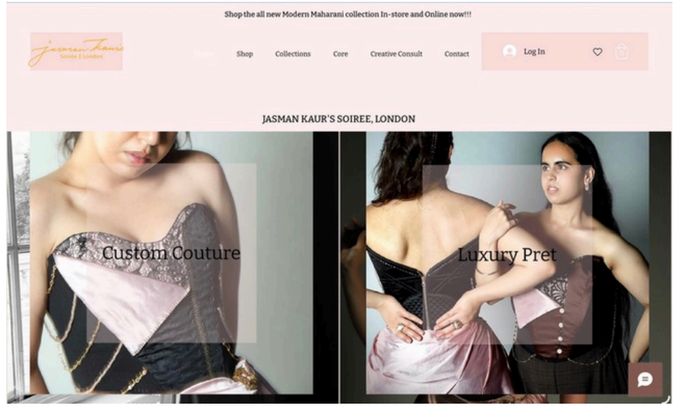
Click the link to view: Jasman Kaur's Soirée London Official website











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JASMAN KAUR'S SOIREE, LONDON



Eleanor Drape Skirt

£700.00

Color *

Size *

S M-L L-XL XXL-XXXL

Quantity *

− 1 +

Add to Cart

Buy Now

The Eleanor Drape Skirt features a fluid, flirty feminine silhouette crafted from lightweight duchess satin, embodying a modern representation of Old Hollywood

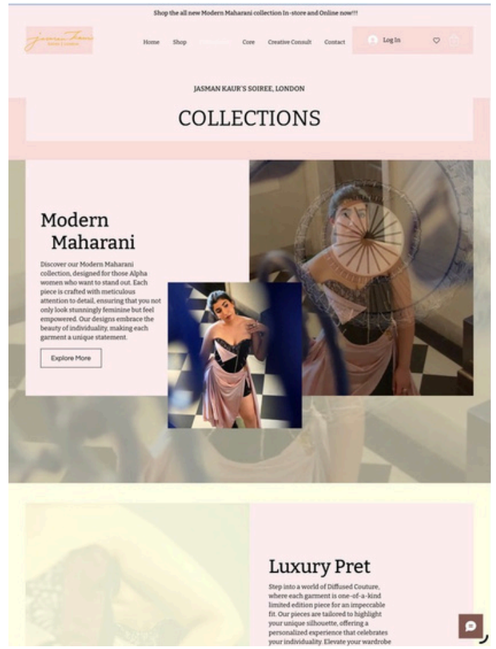
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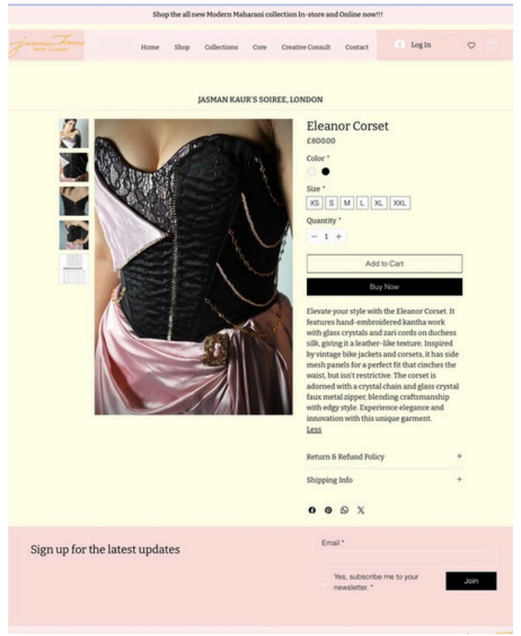
Return & Refund Policy −

The products could not be cancelled or asked for a refund when the customisations are already in production. We will be responsible for all returns and refunds on manufacturing defects from our end.

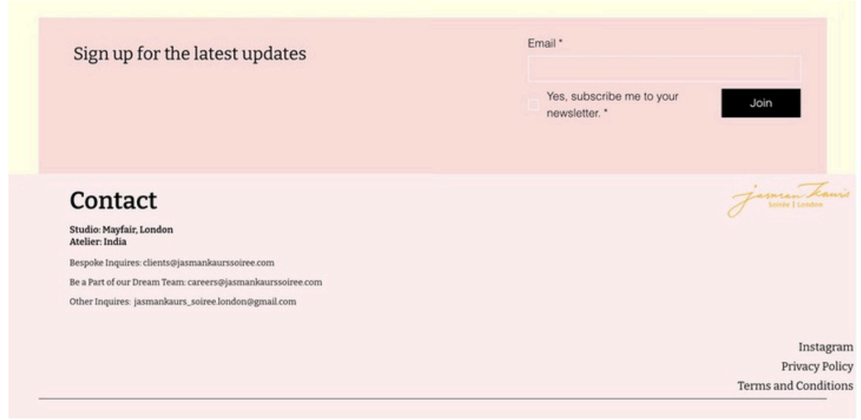
Shipping Info −

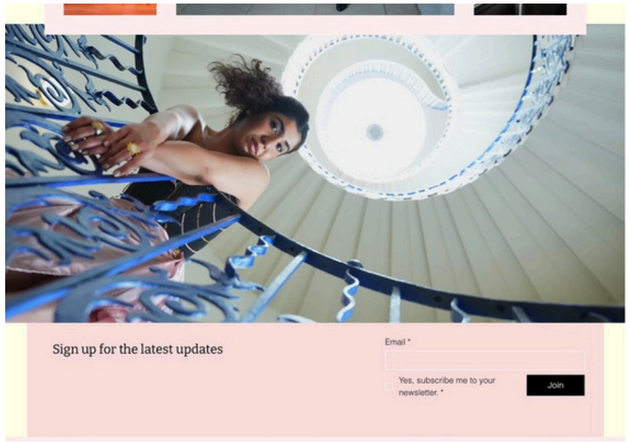
It will take 2 weeks of production time after you placed the order and we'll ship all your Luxury Pret pieces within 3 Weeks globally usually, but any delays due to unforeseen circumstances will be notified beforehand.

















PHOTOSHOOTS

EDITORIAL &

Website Lookbook pictures

EDITORIAL







EDITORIAL



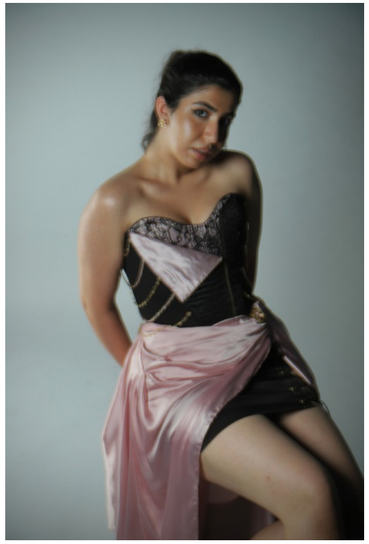
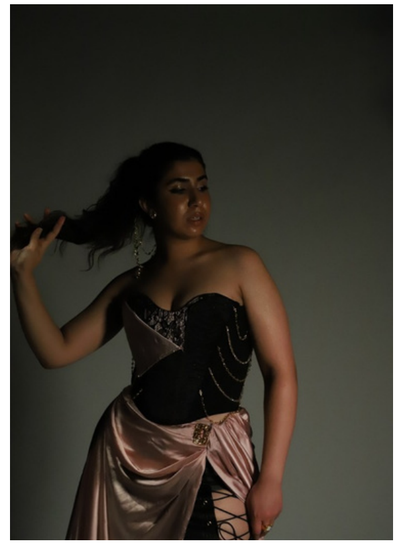


Photoshoot






LOOKBOOK & STUDIO SHOTS

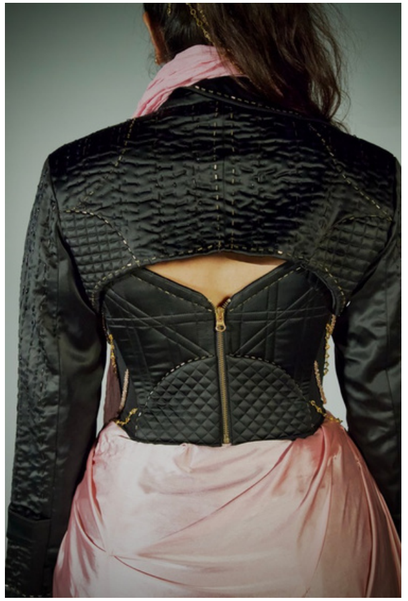


Photoshoot

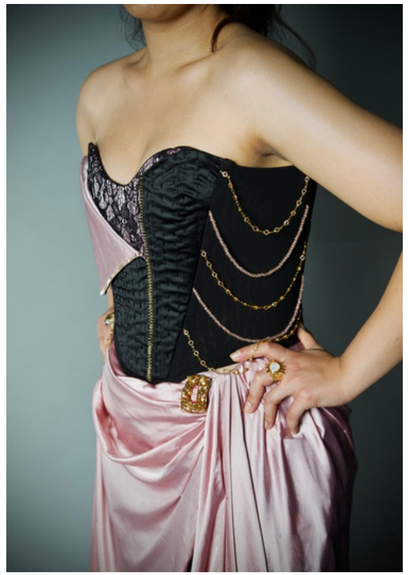
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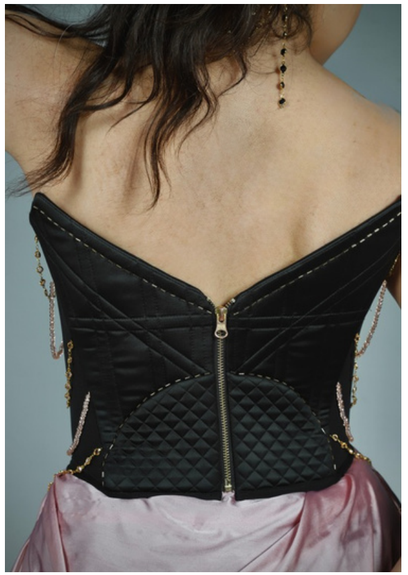














THE INTRICACIES AND THE CHARM OF COUTURE

Photoshoot

Branding Sustainable Recycled Packaging.....

- **Over-packaging and excessive fillers** in clothing parcels contribute to sustainability challenges by increasing waste, raising carbon emissions from transportation and depleting natural resources. Consequently, my brand will adopt a **minimal packaging approach.**
- The brand will **source recycled packaging** and create dust cover bags for its products using **Calico deadstock and sampling waste.**
- Instead of poor mismatched OTT packaging, the brand will have a **minimal packaging** consisting of a **blush pink carrier bag with a black logo for the RTW diffused line** and a **black bag with a gold logo for the made to measure custom Couture.**













Branding Recycled Trims and Labels

- The brand will feature a **single label tag machine-embroidered on recycled fabric.** The **hang tag** will be made from a **recycled mix of paper and lightweight cardboard scraps.**
- Rest the **wash care and other label** information on a digital display screen that appears when a **QR code** is scanned on a **printed thank you note** included with each purchase. **This eliminates the need for physical labels, reducing waste and contributing to a lower carbon footprint.**



















Jasman Kaur's
Soirée | London

Visually Conceptualized in London, and Brought to life in India
(Curating Quality over Quantity)

Instagram: @jasmankaurssoiree_official, @pinkstrokeshaven
Email: jasman.kaur1402@gmail.com
Contact: +44- 7480354976