

P RTFOLIO

PREETHI KOSANAM

ACCESSORIES DESIGNER

AGONY

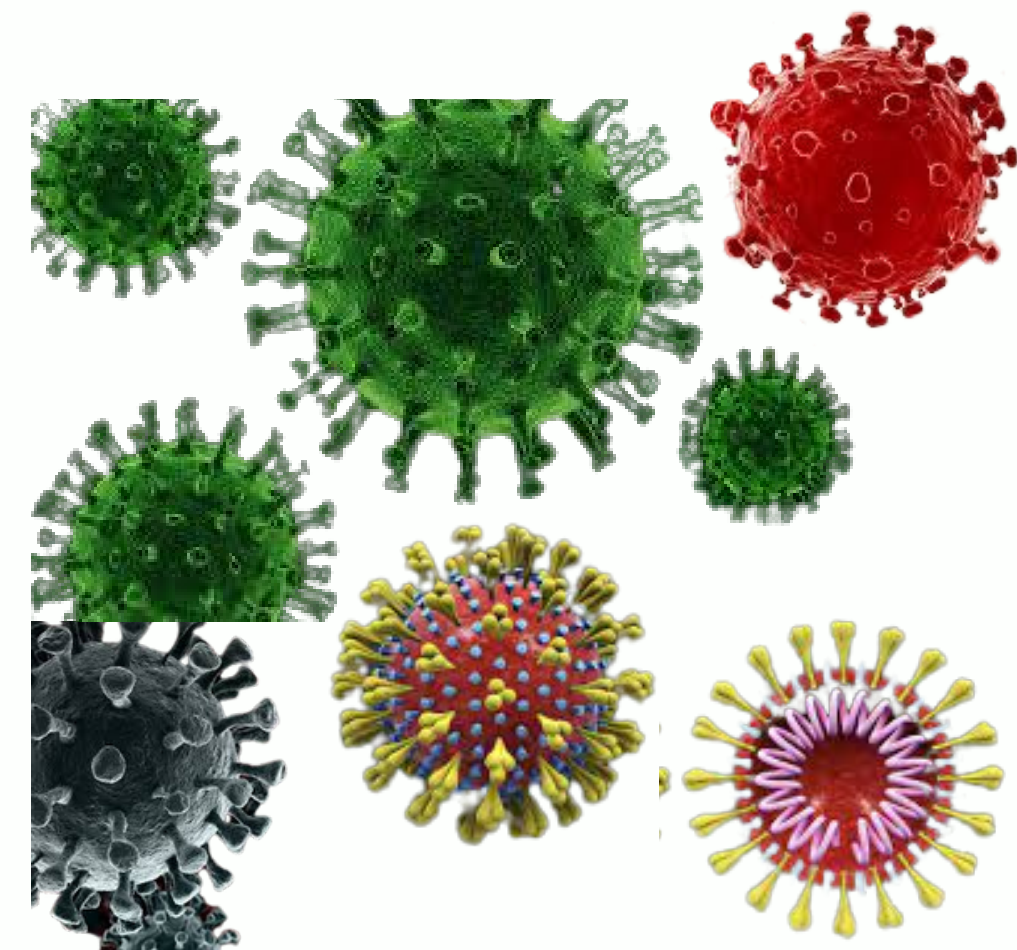


ABOUT

The pandemic's impact - the agony faced by those who are perceived differently depending on our standing as people and members of society forced us to change ourselves almost entirely. The well-off side of humanity who could have strived in this situation with the possession of their assets, who could have taken this lifestyle change as a pro, did not take it as imagined. The pandemic brought all of us together, those of different colours and statuses to help fight the inevitable spread of disease. But teamwork can't undo death at the end of the day. It brought us closer, only to grieve the losses of our beloved loved ones. It was the agony that brought us together, but also the reason that we detached from reality, forced to face our true selves and fears, throwing us into voids of numbness and ultimately, shattering our souls into the grey zones. Us moving away mentally caused many of us to choose to move away physically as well. We connected more with nature inspiring this story which explores these new nomadic lifestyles, via solution-driven, versatile items using extreme tactility silhouettes in a monotone colour scheme.

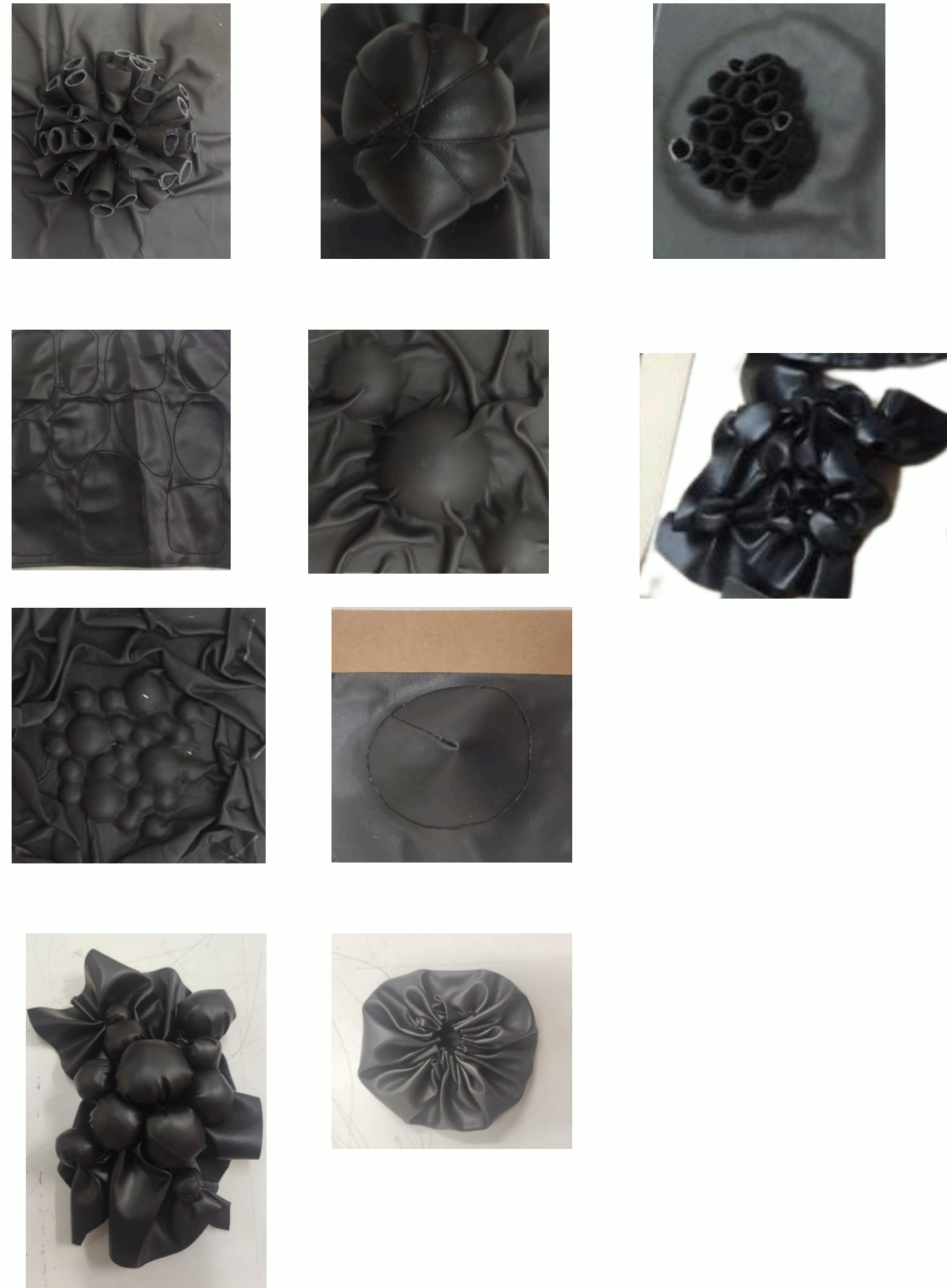
INSPIRATION: Coronaviruses are enveloped viruses with a positive-sense RNA genome. They cause diseases in birds and mammals, including humans, that can be mild or fatal. Mild illnesses in humans include some cases of the common cold. More lethal varieties can cause SARS, MERS, and COVID-19. The name "coronavirus" comes from the Latin word corona, meaning "crown" or "halo".

INSPIRATION



A key focus on supersized voluminous garments direction by redefined traditional silhouettes with the horror of the pandemic period depicted in the aesthetics of the Phantasmagoria along with strange surfaces and unsettling shapes return to challenge established conventions of beauty.

FABRIC MANUPULATION



COLOUR



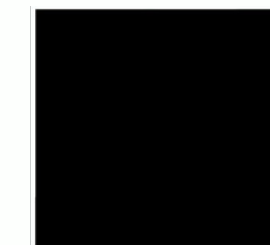
PANTONE®
PMS 3517 C
#C10016



PANTONE®
19-1557 TCX
Chili Pepper



PANTONE®
18-1531 TCX
Barn Red



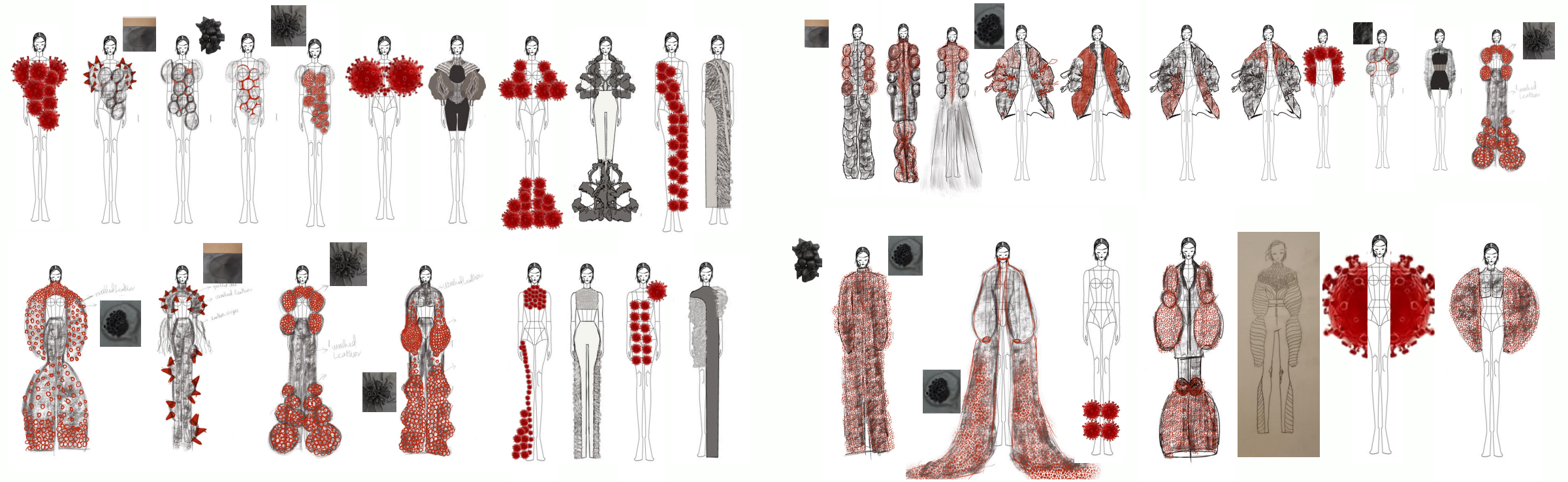
PANTONE®
19-1103 TCX
Espresso



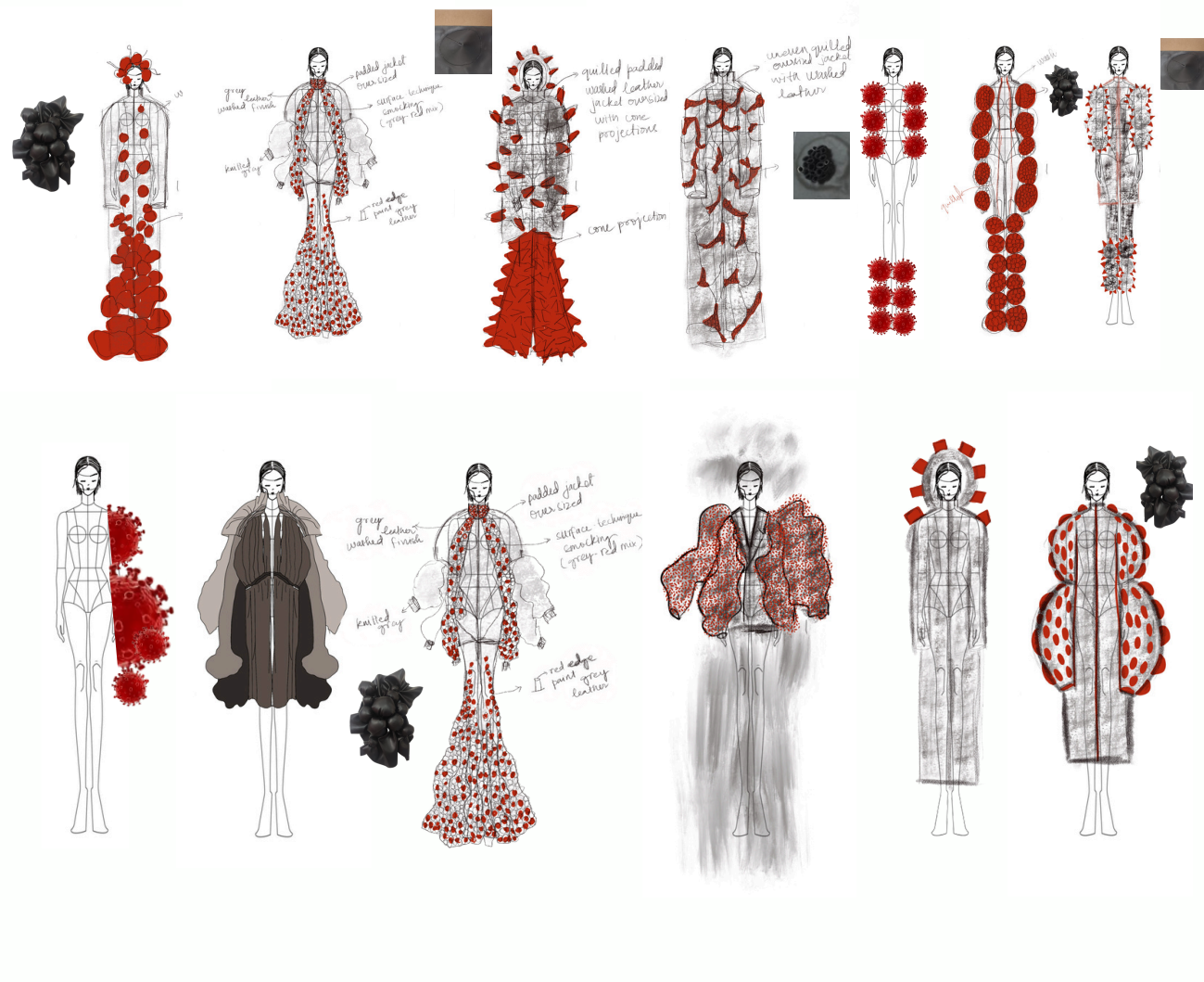
I choose tints of red and black as a symbol of bloodbath that the virus had created worldwide.

SILHOUETTE EXPLORATION

I began my exploration by applying the virus on the places where I had pain while i experienced the virus. I made fabric manipulation that look visually similar to the virus and applied it to my body form to create new designs. This process was helpful as I was able to create multiple explorations.



COLLECTION



GARMENT



COSTING

Designer: Preethi Kosanam	Style Description: Shacket	Season: AW 22- 23
Style no: #ADAW2223001	Collection: Agony	Category: Women



Material	Pantone	Quantity	Unit price	Amount (INR)
Red sheep nappa DD		40 sqft	08	320
Black sheep nappa DD		4 m	200	800
Lining		4 m	23	92
Wadding		10 m	28	280
Total cost				1492
Surface Embellishment		Quantity	Unit price	Amount (INR)
Circle surface development				2500
Total cost				2500
Trims	Length	Quantity	Unit price	Amount (INR)
Sewing thread	150 m	2	300	600
Zipper	3 ft	1	10	200
Total cost				800
Labor				
Cutting				500
Sewing				1000
Pattern Making				1075
Total cost				2,575
Total Cost			7362	INR.
Suggested Retail Markup %		60%	11,779.2	INR.

SPECIFICATION SHEET

AGONY																										
STYLE NO: #ADAW2223001c	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
 		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam Hem	Stitch at 1/2" seam allowance Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									

01

02

AGONY																										
STYLE NO: #ADAW2223001c	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
 		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam Hem	Stitch at 1/2" seam allowance Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									

SPECIFICATION SHEET



GARMENT

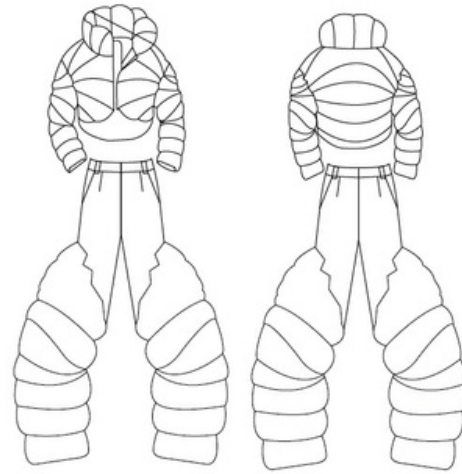
Designer: Preethi Kosanam	Style Description: Shacket	Season: AW 22- 23
Style no: #ADAW2223002	Collection: Agony	Category: Women



COSTING

Material	Pantone	Quantity	Unit price	Amount (INR)
Red sheep nappa DD		40 sqft	08	320
Black sheep nappa DD		4 m	200	800
Lining		4 m	23	92
Wadding		10 m	28	280
Total cost				1492
Surface Embellishment		Quantity	Unit price	Amount (INR)
Cylindrical surface development				2500
Total cost				2500
Trims	Length	Quantity	Unit price	Amount (INR)
Sewing thread	150 m	2	300	600
Zipper	3 ft	1	10	600
Total cost				1200
Labor				
Cutting				500
Sewing				1000
Pattern Making				1075
Total cost				2,575
Total Cost			8,967	INR.
Suggested Retail Markup %		60%	14,347.2	INR.

GARMENT



COSTING

Designer: Preethi Kosanam	Style Description: Shacket	Season: AW 22- 23
Style no: #ADAW2223i	Collection: Agony	Category: Women

Material	Pantone	Quantity	Unit price	Amount (INR)
Maroon sheep nappa DD		60 sqft	08	480
Black sheep nappa DD		100 sqft	06	600
Lining		6 m	23	138
Wadding		10 m	28	280
Total cost				1498
Surface Embellishment		Quantity	Unit price	Amount (INR)
Circle surface development				5000
Total cost				5000
Trims	Length	Quantity	Unit price	Amount (INR)
Sewing thread	150 m	2	300	600
Zipper	3 ft	1	10	200
Total cost				800
Labor				
Cutting				500
Sewing				1000
Pattern Making				1075
Total cost				2,575
Total Cost			9,873	INR.
Suggested Retail Markup %		60%	15,796.8	INR.

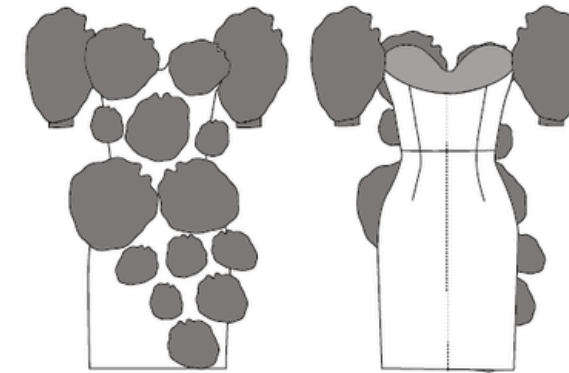
SPECIFICATION SHEET

AGONY																										
STYLE NO: #ADAW2223001c	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
 		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam	Stitch at 1/2" seam allowance																									
Hem	Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									

03

AGONY																										
STYLE NO: #ADAW2223001c	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
 		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam	Stitch at 1/2" seam allowance																									
Hem	Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									

04



Designer: Preethi Kosanam	Style Description: Dress	Season: AW 22- 23
Style no: #ADAW2223004	Collection: Agony	Category: Women

Material	Pantone	Quantity	Unit price	Amount (INR)
Red sheep nappa DD		30 sqft	08	240
Black sheep nappa DD		15 sqft	06	90
Lining		2.5 m	23	57.5
Wadding		21 sqft	28	588
Total cost				975.5
Surface Embellishment		Quantity	Unit price	Amount (INR)
Puffed surface development				1000
Total cost				1000
Trims	Length	Quantity	Unit price	Amount (INR)
Sewing thread	150 m	2	300	600
Zipper	8 inch	1	10	450
Total cost				950
Labor				
Cutting				1000
Sewing				2000
Pattern Making				2075
Total cost				5,075
Total Cost			8,000.5	INR.
Suggested Retail Markup %		60%	12800.8	INR.

SPECIFICATION SHEET

GARMENT

COSTING

GARMENT



COSTING

Designer: Preethi Kosanam	Style Description: Shacket	Season: AW 22- 23
Style no: #ADAW2223005	Collection: Agony	Category: Women

Material	Pantone	Quantity	Unit price	Amount (INR)	
Red sheep nappa DD		70 sqft	08	560	
Black sheep nappa DD		7 m	200	1,400	
Lining		7 m	23	161	
Wadding		18 m	28	504	
Total cost				2,625	
Surface Embellishment		Quantity	Unit price	Amount (INR)	
Cylindrical surface development				4000	
Total cost				4000	
Trims		Length	Quantity	Unit price	Amount (INR)
Sewing thread		150 m	2	300	600
Zipper		5 ft	1	10	1200
Total cost				1800	
Labor					
Cutting					1000
Sewing					2000
Pattern Making					2075
Total cost				5,075	
Total Cost				13,500	INR.
Suggested Retail Markup %			60%	21,600	INR.

SPECIFICATION SHEET

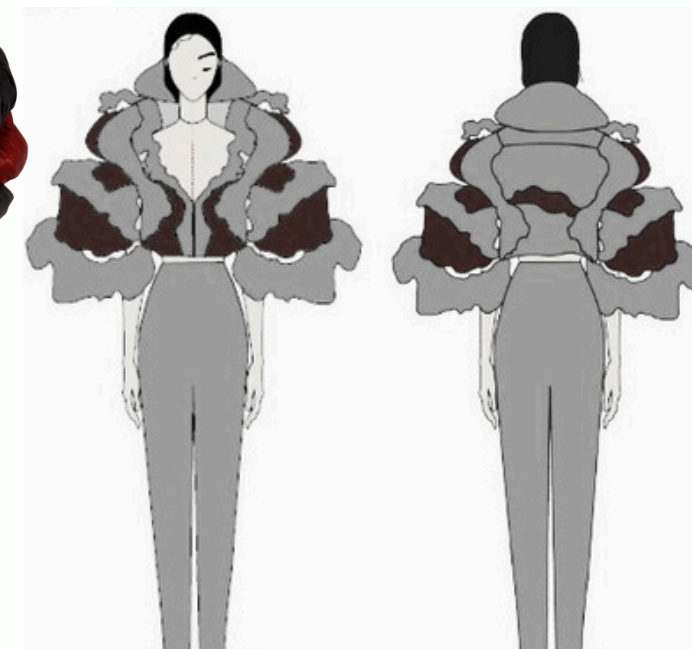
AGONY																										
STYLE NO: #ADAW2223005	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam	Stitch at 1/2" seam allowance																									
Hem	Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									

05

Designer: Preethi Kosanam	Style Description: Shacket	Season: AW 22- 23
Style no: #ADAW2223005	Collection: Agony	Category: Women

06

AGONY																										
STYLE NO: #ADAW2223005	PRODUCT CATEGORY: OUTERWEAR	SEASON: AW 22- 23																								
SIZE CLASSIFICATION: 10	COLOR: BLACK	DESIGNER: PREETHI KOSANAM																								
GARMENT DESCRIPTION: WIDE LEG TROUSER WITH SURFACE DEVELOPMENT																										
FABRIC SWATCH AND TRIMS	FLAT SKETCH	DETAILS																								
		<table border="1"> <thead> <tr> <th>Measurements (in inches)</th> <th>Specifications</th> </tr> </thead> <tbody> <tr> <td>Waist Circumference</td> <td>34"</td> </tr> <tr> <td>Waist Band Height</td> <td>5"</td> </tr> <tr> <td>Side Seam Length</td> <td>41 1/2"</td> </tr> <tr> <td>Inseam Length</td> <td>29 1/2"</td> </tr> <tr> <td>Detachable Panel Length</td> <td>29"</td> </tr> <tr> <td>Detachable Panel Width</td> <td>12 1/4"</td> </tr> <tr> <td>Pocket Length</td> <td>9"</td> </tr> <tr> <td>Pocket Width</td> <td>8"</td> </tr> <tr> <td>Strap 1</td> <td>13"</td> </tr> <tr> <td>Strap 2</td> <td>23"</td> </tr> <tr> <td>Strap 1& 2 Width</td> <td>4"</td> </tr> </tbody> </table>	Measurements (in inches)	Specifications	Waist Circumference	34"	Waist Band Height	5"	Side Seam Length	41 1/2"	Inseam Length	29 1/2"	Detachable Panel Length	29"	Detachable Panel Width	12 1/4"	Pocket Length	9"	Pocket Width	8"	Strap 1	13"	Strap 2	23"	Strap 1& 2 Width	4"
Measurements (in inches)	Specifications																									
Waist Circumference	34"																									
Waist Band Height	5"																									
Side Seam Length	41 1/2"																									
Inseam Length	29 1/2"																									
Detachable Panel Length	29"																									
Detachable Panel Width	12 1/4"																									
Pocket Length	9"																									
Pocket Width	8"																									
Strap 1	13"																									
Strap 2	23"																									
Strap 1& 2 Width	4"																									
Additional Information:																										
Seam	Stitch at 1/2" seam allowance																									
Hem	Stitch at 1 1/2" seam allowance																									
Seam finish	Overlock invisible seam with lining																									
Hem finish	Blind Hem																									
Trims	Concealed zipper - 16"																									



Material	Pantone	Quantity	Unit price	Amount (INR)	
Red sheep nappa DD		70 sqft	08	560	
Black sheep nappa DD		7 m	200	1,400	
Lining		7 m	23	161	
Wadding		18 m	28	504	
Total cost				2,625	
Surface Embellishment		Quantity	Unit price	Amount (INR)	
Cylindrical surface development				4000	
Total cost				4000	
Trims		Length	Quantity	Unit price	Amount (INR)
Sewing thread		150 m	2	300	600
Zipper		5 ft	1	10	1200
Total cost				1800	
Labor					
Cutting					1000
Sewing					2000
Pattern Making					2075
Total cost				5,075	
Total Cost				13,500	INR.
Suggested Retail Markup %			60%	21,600	INR.

SPECIFICATION SHEET

GARMENT

COSTING

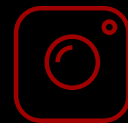


**Thank
you**

CONTACT ME



<https://www.linkedin.com/in/preethi-kosanam-b949a21ab/>



preethi.kumarr_

Phone Number

+44 07466155614

E-mail

kosanampreethi@gmail.com

Current Location

London

<https://www.behance.net/preethikumar>

