



Portfolio.

**“Built as a performance-led activewear system,
not just a collection focused on scalability
and market relevance.”**

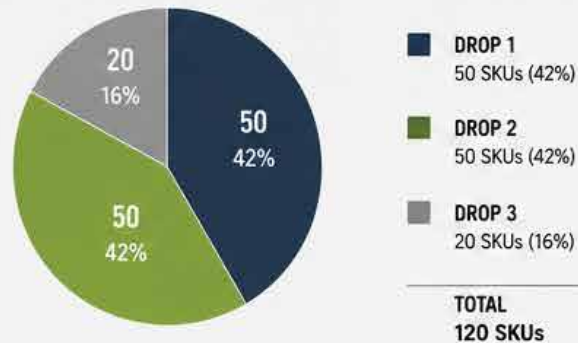
COLLECTION OVERVIEW

STRATEGIC PLAN. MEASURABLE IMPACT.

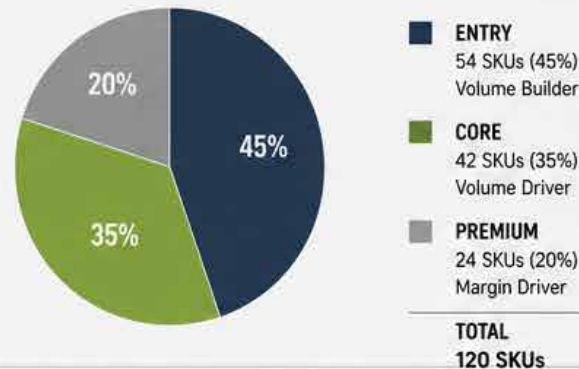
DESIGN THAT PERFORMS. BUILT FOR BUSINESS.

**TARGET MARKET**
Mid-premium urban fitness**PRICE BAND**
₹799 – ₹3499**SKU COUNT**
120 SKUs**EXPECTED REVENUE**
₹10 Crore**SELL-THROUGH TARGET**
70%**MARGIN STRATEGY**
Core drives volume,
Premium drives margin

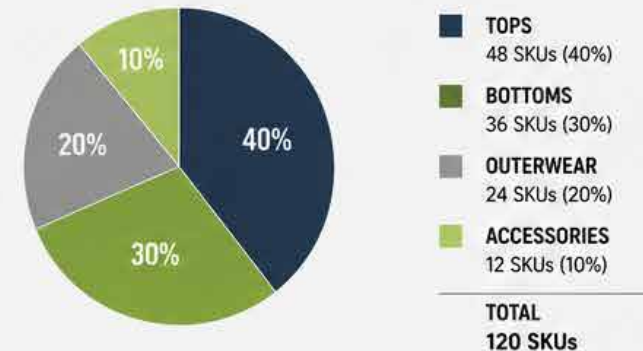
SKU DISTRIBUTION BY DROP



SKU MIX BY SEGMENT



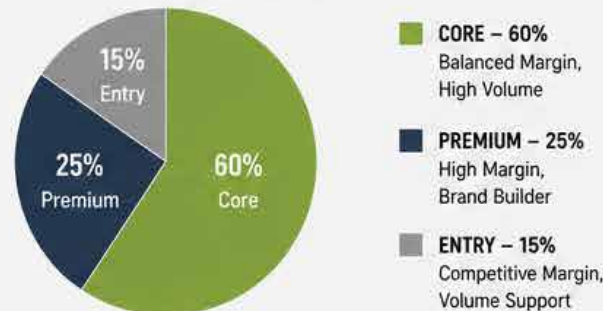
CATEGORY SPLIT (SKU COUNT)



REVENUE CONTRIBUTION (₹10 CR EXPECTED)



MARGIN STRATEGY SPLIT



KEY METRICS AT A GLANCE



STRONG DESIGN SENSIBILITY.
SHARP COMMERCIAL ACUMEN.
END-TO-END OWNERSHIP.

BUILDING CATEGORIES THAT
PERFORM TODAY AND **LEAD TOMORROW.**



DESIGN WITH
PURPOSE



INNOVATE WITH
INTENT



DELIVER WITH
IMPACT



GROW WITH
PARTNERSHIP

ROADMAP & INTER-DEPARTMENT ACTIVITIES

DRIVING IMPACT TOGETHER

MY ROLE



Led end-to-end category creation



Built range architecture (120 SKU)



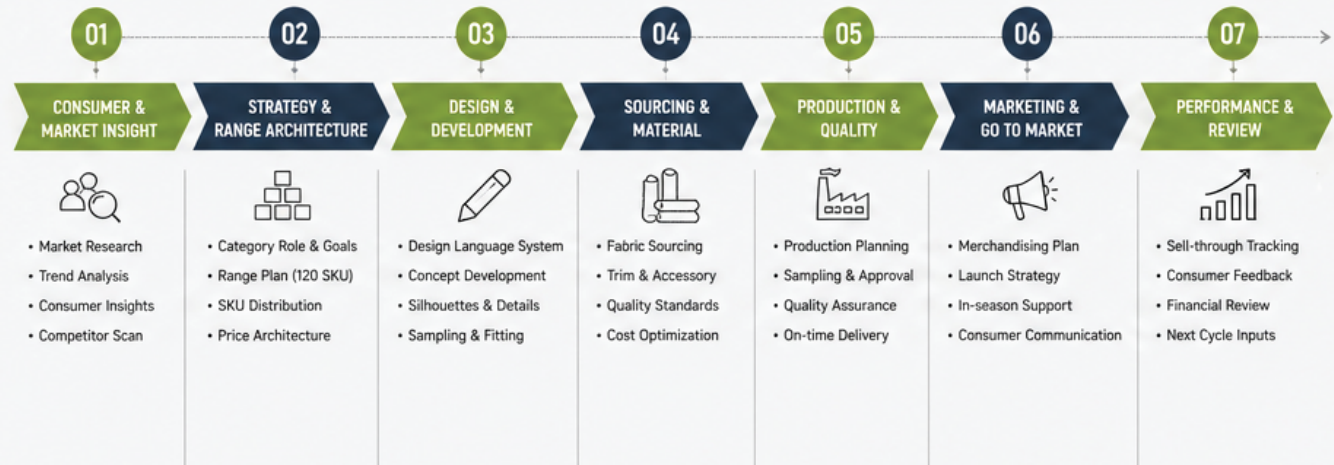
Defined design language system



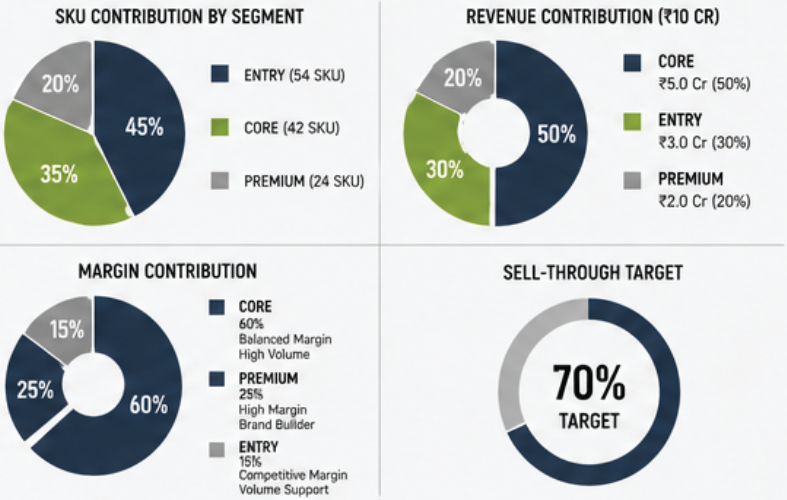
Collaborated with sourcing & production



ROADMAP OF CATEGORY CREATION (END-TO-END)



COLLABORATION IMPACT



INTER-DEPARTMENT ACTIVITIES: WORKING AS ONE TEAM

CROSS-FUNCTIONAL COLLABORATION MODEL

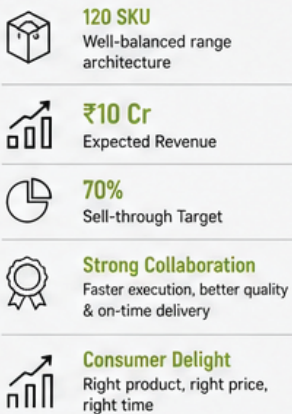


KEY ACTIVITIES TOGETHER

DESIGN	SOURCING	PRODUCTION	MERCHANDISING	MARKETING	PLANNING & FINANCE
- Trend & Consumer Insights - Design & Innovation Development - Sampling & Fit	- Fabric & Trim Development - Costing & Negotiation - Quality & Compliance	- Production Planning - Sampling Approval - Quality Control - On-time Delivery	- Range Plan Execution - Assortment Planning - Pricing Strategy - Sales Enablement	- Brand & Product Communication - Go-to-Market Plan - Campaign Support	- Demand Planning - Inventory Management - Cost & Margin Control - Financial Tracking

CONTINUOUS FEEDBACK LOOP

OUTCOMES DELIVERED



ONE TEAM.
ONE GOAL.

BUILDING CATEGORIES
THAT PERFORM TODAY
AND LEAD TOMORROW.

DESIGN INTENT

Purpose: Performance + Lifestyle crossover

Target Consumer: Urban fitness (20–35 yrs)

Usage: Gym / Training / Athleisure

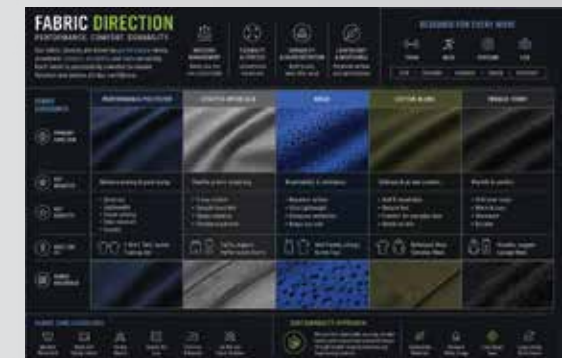
Market: Mid-premium



The core idea is simple designing for movement, but making it wearable beyond the gym.

TREND & MARKET INSIGHT

Color Palette | Fabric direction | Competitor positioning



Targeting urban fitness consumers , who care equally about performance and appearance. This is where athleisure is growing fastest.

RANGE PLAN - CATEGORY ARCHITECTURE

Link for Working File : https://docs.google.com/spreadsheets/d/1A6c5BwLXh9j6pkB7_5sJ0nUT0mVMposB76q8JlwVw8Y/edit?gid=0#gid=0

Category	Fashion Color	BASIC (60%) FASHION (35%) ULTRA (5%)	T-Shirts (30%)	Tanks (15%)	Jackets (10%)	Shorts (15%)	Joggers (20%)	Tights (10%)	Total	Colors	No. of Oprions	% age
Basic as Core	Performance Navy	71.0	6.0	2.0	2.0	2.0	4.0	2.0	18	Performance Navy	30	25.0%
	Charcoal Black		3.0	2.0	2.0	2.0	3.0	2.0	14.0	Charcoal Black	25.0	20.8%
	Athletic Grey		3.0	2.0	2.0	3.0	3.0	2.0	15.0	Athletic Grey	24.0	20.0%
	Utility Olive		2.0	1.0	1.0	1.0	1.0	1.0	7.0	Utility Olive	12.0	10.0%
	Energy Blue		2.0	1.0	1.0	1.0	1.0	1.0	7.0	Energy Blue	12.0	10.0%
	Pure White		2.0	1.0	1.0	1.0	1.0	1.0	7.0	Pure White	11.0	9.2%
	Neons		2.0	1.0	0.0	0.0	0.0	0.0	3.0	Neons	6.0	5.0%
Fashion	Performance Navy	43.0	3.0	2.0	1.0	2.0	2.0	1.0	11.0	<u>Total</u>	<u>120</u>	<u>100%</u>
	Charcoal Black		2.0	1.0	1.0	1.0	2.0	2.0	9.0	Category	SKU PLAN	Division
	Athletic Grey		2.0	1.0	1.0	2.0	3.0	0.0	9.0	CORE	71	59%
	Utility Olive		1.0	1.0	1.0	1.0	1.0	0.0	5.0	FASHION	43.0	36%
	Energy Blue		2.0	1.0	0.0	0.0	1.0	0.0	4.0	ULTRA	6.0	5%
	Pure White		2.0	1.0	0.0	0.0	0.0	0.0	3.0	Total	120	100%
	Neons		1.0	1.0	0.0	0.0	0.0	0.0	2.0	Fit Name	No. of Oprions	% age
Ultra Fashion	Performance Navy	6.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0	T-Shirts (30%)	37	31%
	Charcoal Black		1.0	0.0	0.0	0.0	1.0	0.0	2.0	Tanks (15%)	18.0	15%
	Athletic Grey		0.0	0.0	0.0	0.0	0.0	0.0	0.0	Jackets (10%)	13.0	11%
	Utility Olive		0.0	0.0	0.0	0.0	0.0	0.0	0.0	Shorts (15%)	17.0	14%
	Energy Blue		1.0	0.0	0.0	0.0	0.0	0.0	1.0	Joggers (20%)	23.0	19%
	Pure White		1.0	0.0	0.0	0.0	0.0	0.0	1.0	Tights (10%)	12.0	10%
	Neons		0.0	0.0	0.0	1.0	0.0	0.0	1.0	Total	120	100%
Grand Total		120	37	18.0	13.0	17.0	23.0	12.0	120			
** Fraction to be cosidered as nearest whole number												

Instead of following trends blindly, I filtered them into four areas color, fabric, silhouette, and competition benchmarking.

DESIGN LANGUAGE SYSTEM

Panel mapping | Functional placement | Color blocking | Branding zones



Structured the range to balance volume and premium categories ensuring both revenue and brand value."

HERO PRODUCTS - RISE UP TEE & JOGGER



AI RENDERING BOARD | PERFORMANCE TEE & JOGGER

ENGINEERED FOR PERFORMANCE. DESIGNED FOR MOVEMENT.

TOP (PERFORMANCE TEE)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Heat embossed texture for premium athletic look
- Lightweight & breathable fabric
- Moisture wicking keeps you dry
- Raglan sleeves for greater mobility
- Reflective details for visibility in low light

AI RENDER CLOSE-UP

- Contrast neck binding
- Heat embossed logo
- Raglan sleeve construction
- Reflective detail for visibility

COLORWAYS

BOTTOM (PERFORMANCE JOGGER)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Elastic waistband with drawcord
- Zippered pockets for secure storage
- Moisture wicking & quick dry
- Tapered fit for natural movement
- Reflective details for visibility in low light

AI RENDER CLOSE-UP

- Elastic waistband with drawcord
- Zippered pocket
- Heat embossed logo
- Reflective detail for visibility

COLORWAYS

FABRIC & CONSTRUCTION

- Premium performance fabric
- Lightweight
- Moisture wicking
- Quick dry
- Durable & shape retention
- TOP: 88% Polyester, 12% Spandex
- BOTTOM: 100% Polyester

TECHNICAL DRAWING

TOP

BOTTOM

FABRIC PERFORMANCE

- BREATHABLE
- QUICK DRY
- LIGHTWEIGHT
- STRETCH
- ANTI-BACTERIAL

SUITABLE FOR

- RUNNING
- TRAINING
- GYM
- YOGA
- OUTDOOR
- HIT

TARGET CUSTOMER

Active individuals who demand performance, comfort and style in every movement.

USAGE CONDITIONS

- ALL SEASON
- INDOOR
- OUTDOOR

DETAILS

Every design decision comes from function paneling, breathability zones, and movement support.

HERO PRODUCTS - RISE UP TIGHTS



AI RENDERING BOARD

PERFORMANCE TOP & BOTTOM

ENGINEERED FOR PERFORMANCE. DESIGNED FOR MOVEMENT.

TOP (PERFORMANCE TEE)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Heat-embossed texture for premium athletic look
- Lightweight & breathable fabric
- Moisture-wicking keeps you dry
- Flagman sleeves for greater mobility
- Reflective details for visibility in low light

AI RENDER CLOSE-UP

- Heat-embossed texture
- Flagman sleeve construction
- Reflective side detail
- Back reflective detail

COLORWAYS

DARK GREY

BLACK

NAVY

OLIVE

WHITE

BOTTOM (PERFORMANCE TIGHTS)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- 4-Way stretch for maximum flexibility
- Moisture-wicking & quick-dry
- Ergonomic seams to reduce chafing
- Mesh ventilation panels
- Reflective print for visibility

AI RENDER CLOSE-UP

- Elastic waistband with inner drawcord
- Ergonomic flatlock seams
- Mesh panel for ventilation
- Reflective print detail

COLORWAYS

GREY BELLAIR

BLACK

NAVY BELLAIR

FABRIC & CONSTRUCTION

- Premium performance fabric
- 4-way stretch
- Moisture-wicking
- Breathable & lightweight
- Seamless & chafe-resistant

TOP: 85% Polyester, 15% Spandex
BOTTOM: 85% Polyester, 15% Spandex

TECHNICAL DRAWING

TOP

BOTTOM

FABRIC PERFORMANCE

- BREATHABLE
- QUICK DRY
- LIGHTWEIGHT
- STRETCH
- ANTI-BACTERIAL

SUITABLE FOR

- RUNNING
- TRAINING
- GYM
- YOGA
- HIIT
- CLIMBING

TARGET CUSTOMER

Active individuals who demand performance, comfort, and style in every movement.

USAGE CONDITIONS

DETAILS

Contrast neck binding

Heat-embossed logo

Flagman sleeve

Back reflective detail

Moisture-wicking side

Flagman sleeve

Back panel

Reflective print

This is one of the key styles focused on compression and performance. Designed for high-intensity training.

HERO PRODUCTS - TANK AND SHORTS



AI RENDERING BOARD | PERFORMANCE TANK & SHORT

ENGINEERED FOR PERFORMANCE. DESIGNED FOR MOVEMENT.

TOP (PERFORMANCE TANK)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Lightweight & breathable mesh fabric
- Moisture wicking keeps you dry
- Deep armhole for maximum mobility
- Reflective detail for visibility in low light
- Flatlock seams for chafe free comfort

AI RENDER CLOSE-UP

Sleek crew neck binding

Deep armhole construction

Back reflective detail for visibility

COLORWAYS

NAVY BLACK OLIVE STEEL GREY WHITE

BOTTOM (PERFORMANCE SHORT)

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Lightweight stretch woven fabric
- Moisture wicking & quick dry
- Elastic waistband with internal drawcord
- Side slit for maximum mobility
- Reflective detail for visibility in low light
- Secure zip pocket for essentials

AI RENDER CLOSE-UP

Elastic waistband with drawcord

Secure zip pocket

Back reflective detail

COLORWAYS

STEEL GREY BLACK NAVY OLIVE

FABRIC & CONSTRUCTION

- Premium lightweight mesh (Tank)
- Lightweight stretch woven (Short)
- Moisture wicking
- Quick Dry
- Breathable
- Flatlock seams
- Reflective details

TECHNICAL DRAWING

TANK

SHORT

FABRIC PERFORMANCE

- BREATHABLE
- QUICK DRY
- LIGHTWEIGHT
- STRETCH
- ANTI-BACTERIAL

SUITABLE FOR

- RUNNING
- TRAINING
- GYM
- YOGA
- OUTDOOR
- HIIT

TARGET CUSTOMER

Active individuals who demand performance, comfort and style in every movement.

USAGE CONDITIONS

- ALL SEASON
- INDOOR
- OUTDOOR

DETAILS

Rather than isolated products, built a system where pieces work together across categories.

HERO PRODUCTS - JACKET AND JOGGER



AI RENDERING BOARD | PERFORMANCE JACKET

ENGINEERED FOR PERFORMANCE. DESIGNED FOR MOVEMENT.

PERFORMANCE JACKET

FRONT VIEW

BACK VIEW

SIDE VIEW

KEY FEATURES

- Water Repellent Shields from light rain and splashes
- Wind Resistant Blocks wind for added comfort
- Breathable Fabric Enhances airflow and ventilation
- 4-Way Stretch Allows maximum mobility
- Secure Storage Multiple zip pockets for essentials
- Reflective Details Enhances visibility in low light

AI RENDER CLOSE-UP

Adjustable hood with drawcord

Heat embossed logo

Zippered chest pocket

Secure zip hand pockets

Reflective print for visibility

COLORWAYS

STEEL GREY

BLACK

NAVY

OLIVE

CHARCOAL

FABRIC & CONSTRUCTION

- Premium lightweight woven fabric
- Water repellent finish
- Wind resistant
- Breathable & quick dry
- 4-way stretch for enhanced mobility
- Durable & abrasion resistant

TECHNICAL DRAWING

FABRIC PERFORMANCE

- WATER REPELLENT
- WIND RESISTANT
- BREATHABLE
- LIGHTWEIGHT
- QUICK DRY
- STRETCHABLE

SUITABLE FOR

- RUNNING
- TRAINING
- CYCLING
- HIKING
- TRAVEL
- OUTDOOR

TARGET CUSTOMER

Active individuals who demand performance, protection and style in every condition.

USAGE CONDITIONS

LIGHT RAIN

WINDY

COOL WEATHER

DETAILS

Adjustable hood with drawcord

Water repellent fabric

Zippered chest pocket

Secure zip hand pockets

Elastic cuffs for comfortable fit

Reflective print for visibility

Back reflective detail

Mesh lining for breathability

Heat embossed logo

The biggest opportunity is in gym-to-street crossover, this is where Indian market is rapidly evolving.

Range

RANGE PLAN | 120 SKU

PERFORMANCE COLLECTION



Moisture Wicking



Quick Dry



Breathable



Lightweight



Stretch



Reflective

CATEGORY	SUB CATEGORY	STYLE						GENDER	SIZE RANGE	COLOUR / ASSORTMENT (6 COLOURS)	SKU COUNT	
 TOPS Engineered performance tops for training and everyday movement.	PERFORMANCE TEE							MEN	S - 3XL	     	20	
	LONG SLEEVE TEE								MEN	S - 3XL	     	16
	TANK TOP								MEN	S - 3XL	     	16
	PERFORMANCE TEE (SLIM FIT)								MEN	S - 3XL	     	20
	CROP TEE								MEN	S - 3XL	     	12
TOPS TOTAL											84	
 BOTTOMS Performance bottoms built for flexibility, comfort and endurance.	PERFORMANCE TIGHT								MEN	S - 3XL	     	12
	JOGGER								MEN	S - 3XL	     	12
	TRAINING PANT								MEN	S - 3XL	     	6
	SHORT								MEN	S - 3XL	     	6
	BOTTOMS TOTAL											36
 OUTERWEAR Lightweight outerwear for protection and all-weather performance.	PERFORMANCE JACKET								MEN	S - 3XL	     	12
	WINDBREAKER								MEN	S - 3XL	     	6
	VEST								MEN	S - 3XL	     	3
	OUTERWEAR TOTAL											21
TOTAL SKU											120	

COLOUR ASSORTMENT OVERVIEW (6 COLOURS)



SIZE DISTRIBUTION (PER STYLE)

SIZE	S	M	L	XL	XXL	3XL
RATIO	1	2	2	2	1	1

SIZE RANGE

S	M	L	XL	XXL	3XL
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6 SKU PER STYLE
(6 COLOURS X 1 SKU PER SIZE)



Moisture Wicking



Quick Dry



Breathable



Lightweight



Stretch



Reflective

SKU SUMMARY BY CATEGORY

CATEGORY	SKU COUNT	% SHARE
TOPS	84	70%
BOTTOMS	36	30%
OUTERWEAR	21	17.5%
TOTAL	120	100%

Note: SKU count includes all colourways and sizes for each style.

Overall, this project reflects my approach designing with both creativity and commercial scalability in mind.

TECH PACK SNAP SHOT

ENGINEERED FOR PERFORMANCE. DESIGNED FOR MOVEMENT.

MEN'S PERFORMANCE TANK & SHORT


BREATHABLE


QUICK DRY


LIGHTWEIGHT


STRETCH


MOISTURE WICKING


REFLECTIVE

STYLE: PERFORMANCE TANK
STYLE NO.: MT-2501

COLORWAYS



TECHNICAL FLAT



DETAILS



MATERIAL



- Lightweight & breathable mesh fabric
- 100% Polyester
- 140 GSM
- Quick dry
- Moisture wicking

TRIMS & ACCESSORIES

- Main Label (Heat Transfer)
- Care Label (Printed)
- Reflective Print
- Flatlock Seam Thread



SPECIFICATIONS

FIT	Regular Fit
SIZES	S - 3XL
GENDER	Men
CATEGORY	Training
SEASON	All Season
COUNTRY OF ORIGIN	India

PACKAGING



- Polybag with size sticker
- Hangtag
- Care instruction

STYLE: PERFORMANCE SHORT
STYLE NO.: MS-2501

COLORWAYS



TECHNICAL FLAT



DETAILS



MATERIAL



- Lightweight stretch woven fabric
- 90% Polyester 10% Spandex
- 120 GSM
- Quick dry
- 4-way stretch

TRIMS & ACCESSORIES

- Drawcord with tipping
- Zipper with auto lock puller
- Heat transfer logo
- Reflective print
- Flatlock seam thread



SPECIFICATIONS

FIT	Regular Fit
SIZES	S - 3XL
GENDER	Men
CATEGORY	Training
SEASON	All Season
COUNTRY OF ORIGIN	India

PACKAGING



- Polybag with size sticker
- Hangtag
- Care instruction

WASH CARE



SIZE CHART (INCHES)

SIZE	S	M	L	XL	XXL	3XL
CHEST (TANK)	38	40	42	44	46	48
WAIST (SHORT)	30	32	34	36	38	40

*Tolerance +/- 0.5 inch

FABRIC PERFORMANCE



TARGET CUSTOMER



Active individuals who demand performance, comfort and style in every movement.

PERFORMANCE TO EVERYWHERE

Engineered for movement.
Styled for life.



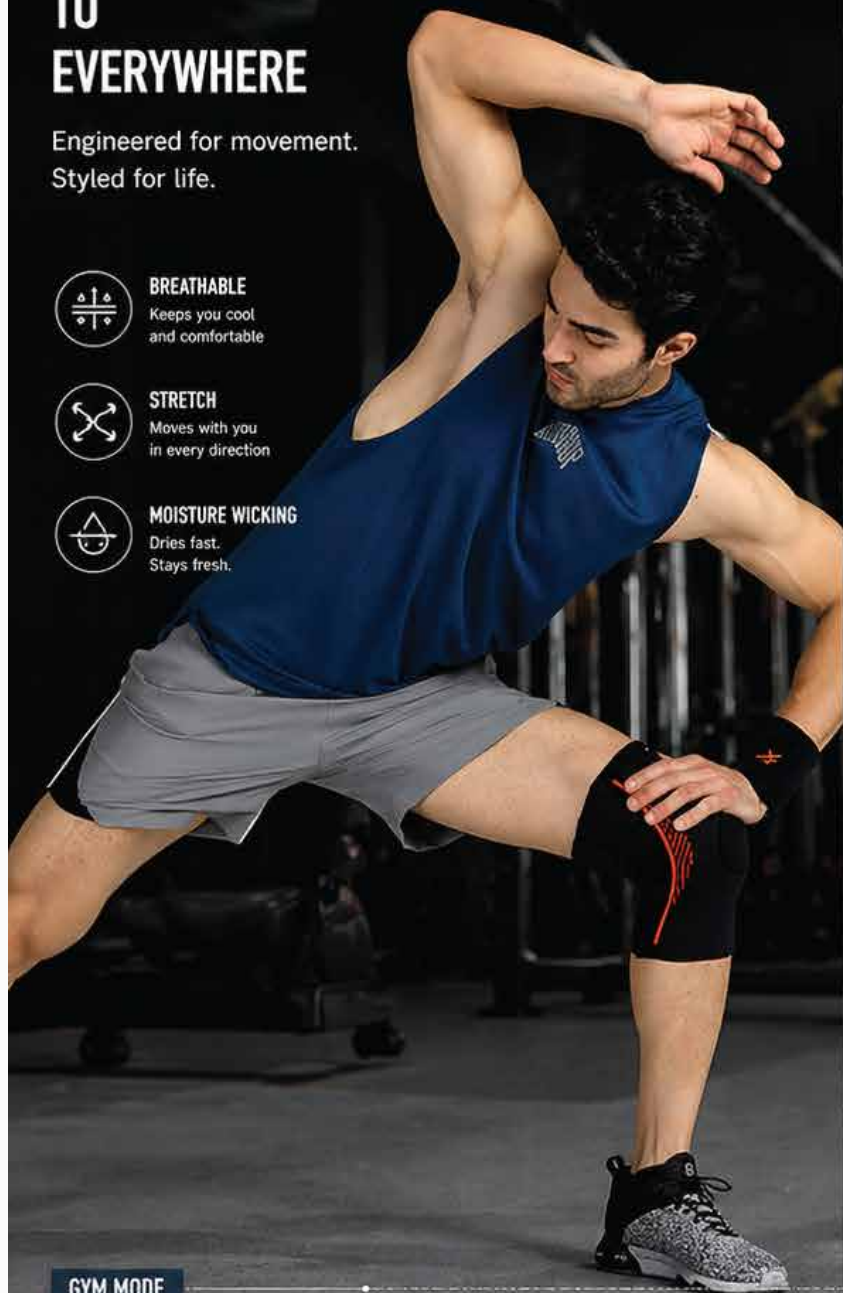
BREATHABLE
Keeps you cool
and comfortable



STRETCH
Moves with you
in every direction



MOISTURE WICKING
Dries fast.
Stays fresh.



GYM MODE



TRANSITION MODE



LIGHTWEIGHT LAYER
For warm-ups, cooldowns
and everything in between.



REFLECTIVE DETAILS
Enhanced visibility.
Modern edge.



STREET READY
Clean style.
Effortless attitude.

STREET MODE

RANGE STRATEGY FRAMEWORK | 120 SKU

PERFORMANCE COLLECTION

MOISTURE WICKING QUICK DRY BREATHABLE LIGHTWEIGHT STRETCH REFLECTIVE

PERFORMANCE TO EVERYWHERE

Engineered for movement.
Styled for life.



BREATHABLE
Keeps you cool and comfortable



STRETCH
Moves with you in every direction



MOISTURE WICKING
Dries fast. Stays fresh.



GYM MODE

Train with focus.



TRANSITION MODE

Move with ease.



STREET MODE

Live in style.

ENTRY / CORE / PREMIUM SPLIT

ENTRY

VOLUME DRIVER

~45% SKU | 50-55 SKUs

TARGET

Mass Urban Fitness Beginner

PRICE POSITION

Affordable Mid

PRODUCT FOCUS

- Basic Performance Tees
- Tanks
- Entry Joggers
- Basic Shorts



DESIGN APPROACH

- Minimal Panels
- Solid Colors
- Limited Trims
- Basic Branding

FABRIC

- Polyester Blends
- Basic Moisture-Wicking

CORE

BALANCE

~35% SKU | 40-45 SKUs

TARGET

Regular Gym User

PRICE POSITION

Mid-Premium

PRODUCT FOCUS

- Engineered Tees
- Performance Joggers
- Tights
- Training Shorts



DESIGN APPROACH

- Panel Mapping
- Color Blocking
- Reflective Details
- Functional Pockets

FABRIC

- Stretch Blends
- Breathable Mesh Panels

PREMIUM

IMAGE BUILDER

~20% SKU | 20-25 SKUs

TARGET

Advanced / Aspirational Consumer

PRICE POSITION

Premium

PRODUCT FOCUS

- Jackets / Outerwear
- Advanced Tights
- Hybrid Athleisure Sets



DESIGN APPROACH

- Technical Construction
- Bonded Seams
- Laser Cuts
- Emotional Branding

FABRIC

- High Stretch Technical Fabric
- Lightweight Performance Woven
- Water Repellent

MARGIN THINKING

SEGMENT	COST	MRP	MARGIN STRATEGY	ROLE
ENTRY	LOW	LOW	High Volume Low Margin %	Drives Cash Flow
CORE	MEDIUM	MEDIUM	Balanced Margin + Repeat Buy	Builds Brand Stability
PREMIUM	HIGH	HIGH	High Margin % Low Volume	Drives Perception + Profitability

VOLUME DRIVERS

TOP DRIVERS (High Volume)	SECONDARY DRIVERS (Medium Volume)	LOW VOLUME / HIGH VALUE (Image Builders)
• Performance Tee • Joggers • Shorts	• Tanks • Training Pants	• Jackets • Tights

KEY CATEGORY FOCUS

TOPS (70% Business Driver)	BOTTOMS (30% But High Repeat)	OUTERWEAR (Image Builder)

120 SKU BREAK-UP (OVERALL)



TOPS	84 (70%)
BOTTOMS	36 (30%)
OUTERWEAR	21 (17.5%)

SKU BREAK-UP BY SEGMENT & CATEGORY

CATEGORY	ENTRY (45%)		CORE (35%)		PREMIUM (20%)		TOTAL	
	SKU	%	SKU	%	SKU	%	SKU	%
TOPS	34	71%	29	67%	21	66%	84	70%
BOTTOMS	12	25%	15	35%	9	29%	36	30%
OUTERWEAR	2	4%	4	9%	11	35%	21	17.5%
TOTAL	48	100%	48	100%	41	100%	120	100%

SIZE & COLOR STRATEGY

SIZE RANGE

S	M	L	XL	XXL	3XL
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COLOR ASSORTMENT (6 COLOURS)



WHY THIS STRATEGY WORKS?



Balanced Portfolio
Across Price & Performance



High Sell-Through
Driven by Volume Categories



Premiumization
Drives Margin & Brand Perception



Caters to Every
Fitness Lifestyle & Occasion

45% ENTRY
DRIVES VOLUME

+

35% CORE
BUILDS BRAND

+

20% PREMIUM
CREATES ASPIRATION

=

STRONGER BRAND. HIGHER PROFITABILITY.

STRONG DESIGN + COMMERCIAL MINDSET

DESIGN THAT PERFORMS. BUILT FOR BUSINESS.

CAPABILITY: END-TO-END CATEGORY BUILDING



INSIGHT LED



DESIGN DRIVEN



CONSUMER FOCUSED



COMMERCIAL MINDED



END TO END



IMPACT DRIVEN

DESIGN STRENGTH



PERFORMANCE FIRST

Functional design rooted in movement science.



DETAIL OBSESSION

Thoughtful details that elevate performance and aesthetics.



MODERN AESTHETIC

Clean, contemporary looks that resonate with today's consumer.



INNOVATIVE FABRICS

Right fabric for the right purpose with innovation focus.



FIT & FUNCTION

Engineered fit for comfort, mobility and confidence.



END-TO-END CATEGORY BUILDING

COMMERCIAL MINDSET



CONSUMER CENTRIC

Solving real consumer needs with empathy and insight.



RIGHT PRODUCT MIX

Balanced portfolio that drives sell-through and maximizes opportunity.



MARGIN AWARE

Designing with cost, price and margin in mind.



BUSINESS IMPACT

Driving category growth, brand value and profitability.



1. CONSUMER INSIGHT

- Market Research
- Consumer Understanding
- Trend & Competitor Scan



2. STRATEGY & RANGE PLAN

- Category Role & Goals
- Portfolio Architecture
- SKU Plan & Flow



3. DESIGN & INNOVATION

- Concept Development
- Silhouettes & Details
- Fabric & Trim Innovation



4. PRODUCT DEVELOPMENT

- Technical Design
- Fit & Pattern Development
- Sampling & Testing



5. SOURCING & PRODUCTION

- Fabric & Trim Sourcing
- Vendor Development
- Production Management



6. GO TO MARKET

- Merchandising Support
- Pricing & Margin Strategy
- Launch & In-Season Support



Product	Category	Sub-category	Material	Color	Price
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance
Performance Tee	Performance	Performance	Performance	Performance	Performance



KEY CATEGORIES BUILT



PERFORMANCE TEES



TANKS



SHORTS & PANTS



OUTERWEAR

RESULTS THAT MATTER



STRONG SELL-THROUGH
ACROSS MARKETS



HEALTHY MARGINS
SUSTAINABLE GROWTH



CONSUMER LOVE
BRAND LOYALTY



LONG TERM PARTNERSHIPS
TRUSTED BY STAKEHOLDERS

PROOF OF DESIGN LANGUAGE



MINIMAL. FUNCTIONAL. IMPACTFUL.



PERFORMANCE DETAILS THAT MATTER.



MODERN AESTHETIC. BUILT TO MOVE.

STRONG DESIGN SENSIBILITY

SHARP COMMERCIAL ACUMEN

END-TO-END OWNERSHIP

BUILDING CATEGORIES THAT PERFORM TODAY AND LEAD TOMORROW.



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THANK YOU

PRANAV KUMAR PANDEY

Head Designer with 18+ years of experience combining design, product development, and technical understanding to build performance-driven apparel categories. Specialized in structured range planning, product development, and bridging design with “production feasibility”.



<https://www.behance.net/gallery/85665629/RISE-UP-COLLECTION>



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