



PORTFOLIO

Pritam Paul
Textile Design & Material Strategist

ABOUT ME

I'm a textile and material design professional with 16 years of experience blending hands-on innovation with strategic leadership. My background spans fashion, home interiors, and automotive, but textiles remain at the core of my practice. With a deep understanding of material behavior, color psychology, and sustainability, I bridge design, technical development, and cross-functional collaboration.

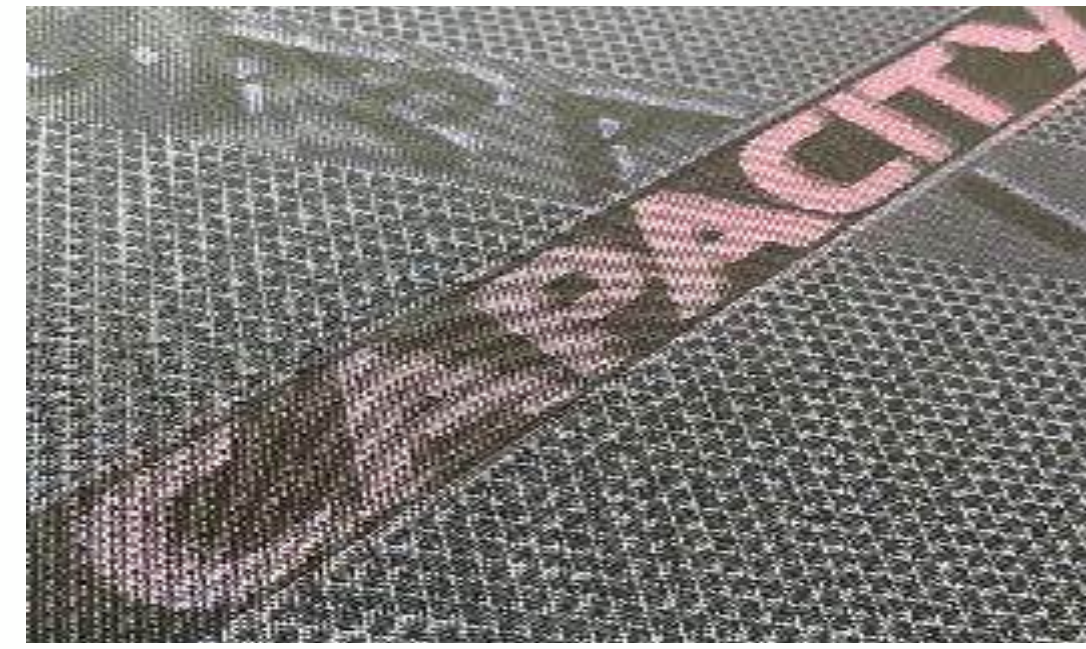
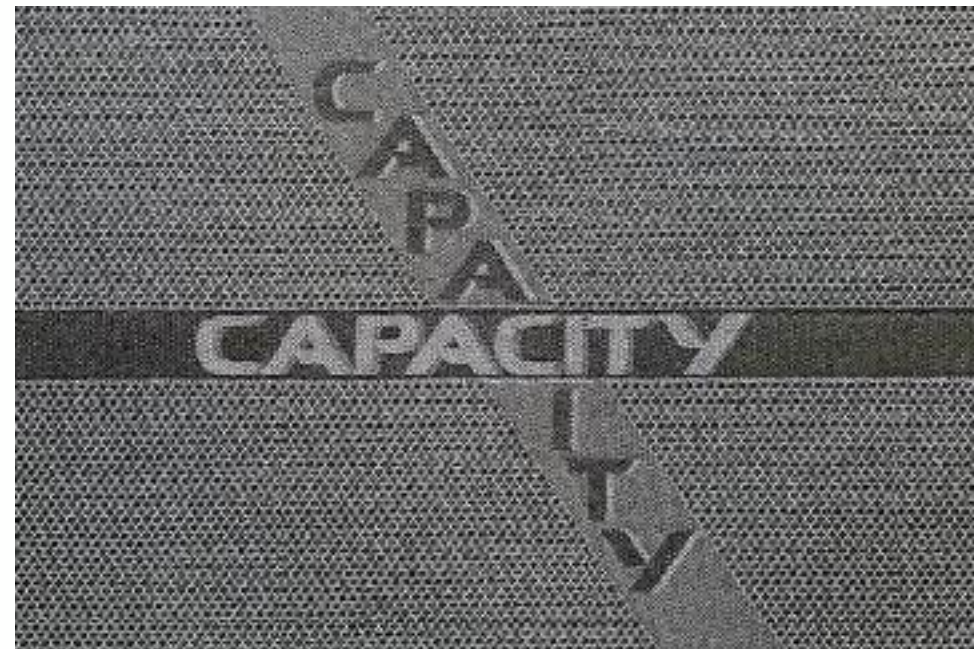
Color, material, and finish sits at the center of my research, where I've explored sensory experience, sustainable materials, and surface innovation. My recent Master of Design at Emily Carr University has allowed me to expand this inquiry through experimental methods and cross-industry thinking.

WHAT I BRING

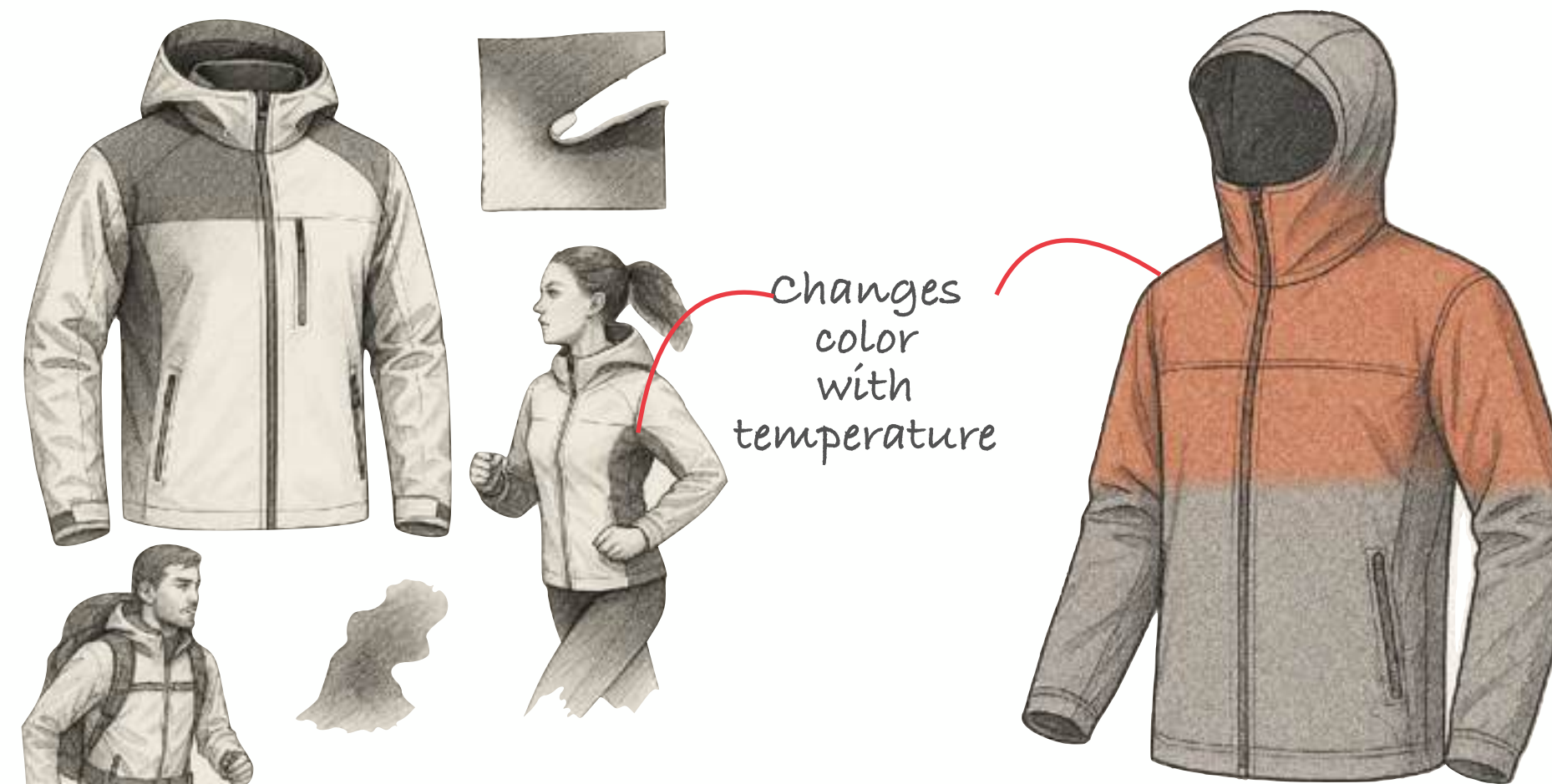
Design leadership
Material Development
Color and Trend Sensitivity
Sustainability



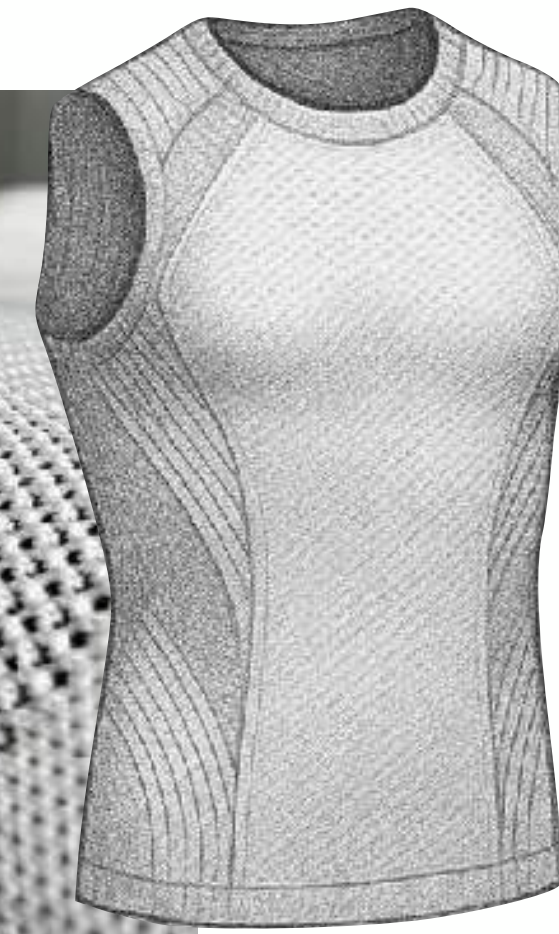
THERMOCHROMIC



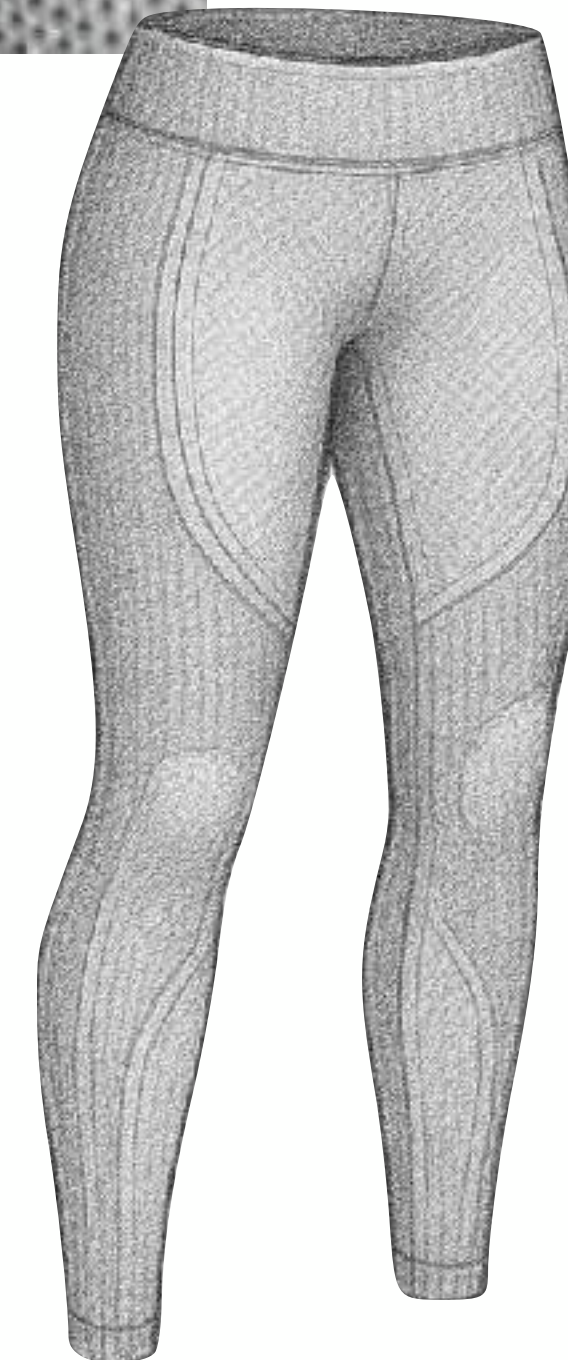
Thermochromic textiles introduce dynamic storytelling into material design—responding to temperature changes with subtle or dramatic color shifts. This reactive behavior transforms garments from static surfaces into **experiential tools**, offering visual feedback based on environmental or body conditions. My work explores how these textiles can be harnessed not just for novelty, but for **intentional interaction**, emotional engagement, and user-centered communication. From **functional cues in performance gear** to **playful transitions in lifestyle products**, I use thermochromic materials to enhance both **aesthetic richness** and **brand distinction**—bridging innovation with market viability.



3D KNIT



3D knit textiles unlock structural intelligence within the material itself—allowing seamless integration of support, ventilation, and movement zones in a single fabrication process. This technique eliminates excess seams and waste, enabling a **more sustainable and form-precise solution** for next-to-skin garments, accessories, or technical layers. My approach focuses on **zonal design thinking**—where function is embedded directly into the textile’s DNA. As a designer who operates across strategy, development, and production, I see 3D knitting as an opportunity to merge **ergonomic precision** with **clean, future-forward aesthetics** that are ready for scale.



EMBROIDERED TEXTILES



Embroidered textiles offer a rich intersection of storytelling, tactility, and brand identity—where surface becomes message. My approach blends the expressive potential of embroidery with scalable, production-ready strategies, ensuring the final outcome resonates both emotionally and commercially. Whether integrating subtle motifs into technical garments or crafting bold, statement-driven visuals for lifestyle collections, I see embroidery not just as ornamentation, but as a deliberate tool to connect material, culture, and consumer. As a design leader, I translate these narratives into products that align with **brand DNA**, **manufacturing realities**, and **evolving user expectations**.

PRINTED TEXTILES



- Printed using **stretch-compatible sublimation**
- Designed for **mindful movement** and **energy alignment**
- Features colorfast, body-contouring artwork
- **Tailored for versatility**—from HIIT to recovery

Printed textiles offer a powerful medium for storytelling—bridging aesthetics, emotion, and market relevance through surface expression. My approach spans **activewear, home, and outerwear applications**, using print as both a design tool and a functional gesture. Whether applied to **leggings for motion, bedding for atmosphere, or cushions and jackets as statement pieces**, each print is developed with context, user, and material compatibility in mind. I often combine **surface** with **complementary materials**, exploring contrasts between printed surfaces and tactile finishes to create richer sensory experiences. This process balances **visual identity** and **commercial adaptability**, positioning printed textiles as a scalable, expressive solution across product categories.



Recycled Nylon



Ripstop Structure



DWR Finish

FASHION STYLING





SUSTAINABLE TEXTILES

SYNTHETIC & PROTEIN FIBER BLEND

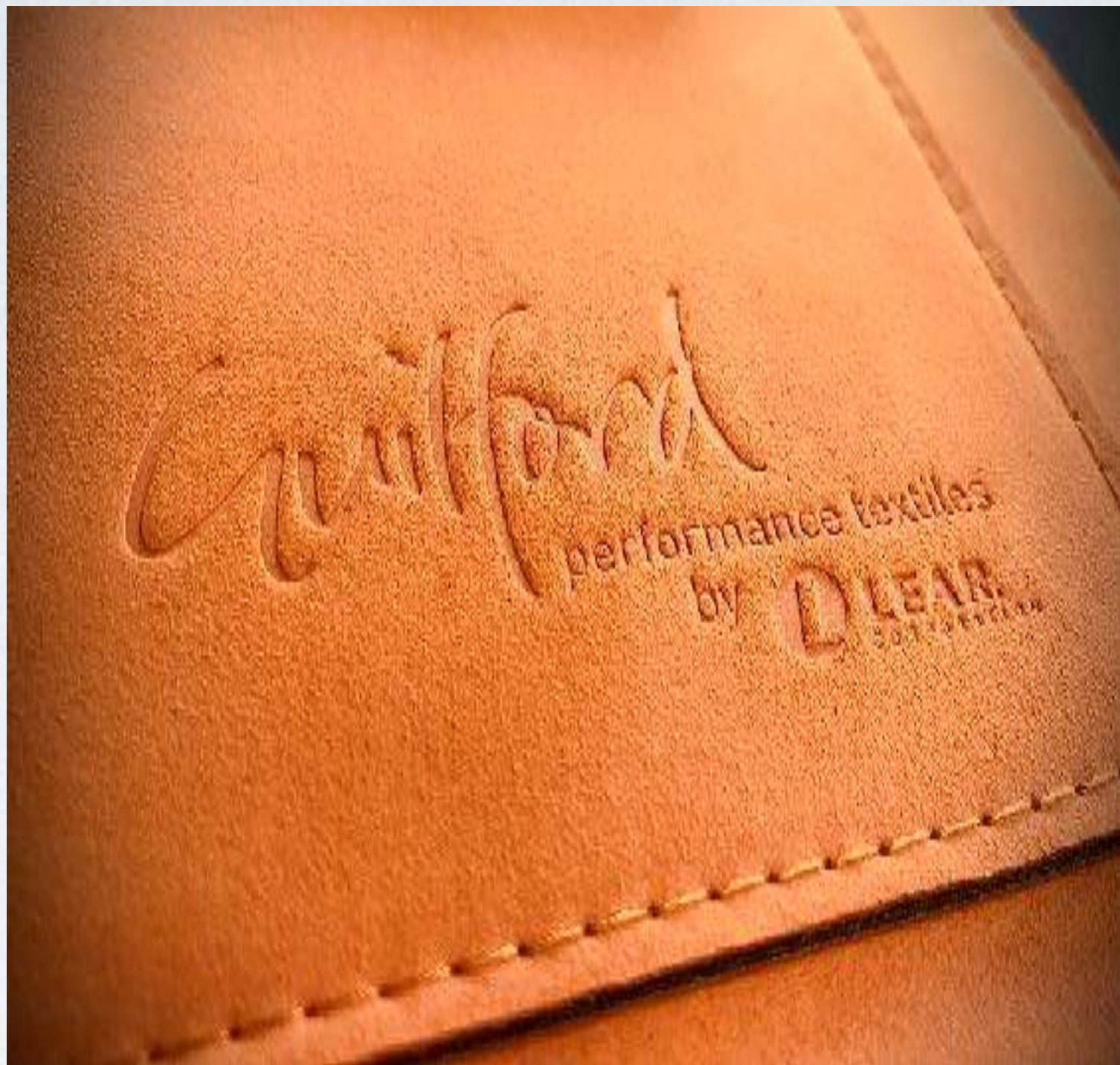
A seamless fusion of bio-based elements and recycled innovation, the Volvo EX30's interior embodies a balance between nature and technology. The wool blend seating woven with 30% natural wool and 70% recycled PET creates a tactile narrative where sustainability meets Scandinavian refinement. With the green color and melange finish, it's one of its kind.



Subtle silver metallic accents on the door handles and key touch-points add a refined contrast, enhancing the interplay between soft textures and structured surfaces while maintaining a modern, minimalist aesthetic.



EMBOSSED TEXTILES



Emboss engraved on metal plate



Knitted fabric base with foam lamination

Heat press | 3D textured | Elevated textile value | Brand expression | Automated processing

Embossing enhances the commercial value of textiles by introducing depth and visual intrigue without altering the material itself. It transforms otherwise flat surfaces into dynamic, 3D designs—adding character and tactility while maintaining material efficiency and ease of production.

HIGH DEFINITION SUEDE TEXTILES



Recycled content | High-definition suede | Premium alternative | High-frequency welding | Alcantara replacement | Tactile softness |
Bags | Jackets | Footwear | Headliners | Interior trims | Design flexibility | Sustainable luxury

This high-definition suede fabric collection is something I've designed keeping in mind the growing demand for premium yet sustainable alternatives to traditional suede and Alcantara. By using recycled materials and integrating intricate high-frequency welding techniques, I've aimed to recreate the refined feel of suede while enhancing its commercial and ecological value.



Melange yarn in two colors



Twill weave to achieve movement and stretchability

The Baojun E300's interior design integrates HF-welded geometric graphics and a mid-section logo on the seats , enhancing both visual depth and brand identity. The precisely embossed patterns complement the melange fabric's natural texture, creating a layered interplay of material and form. This fusion of structured detailing with soft textiles reinforces the vehicle's modern, tech-inspired character while maintaining a cohesive interior aesthetic.

BMW GAMING CHAIR



Designed with **BMW DesignWorks Shanghai**, this gaming chair blends performance-driven materials with dynamic textures. Shiny fabric on the bolsters contrasts with hexagonal plastic net structures in the seating area, creating a bold interplay of surfaces.

A circular knit fabric with a layered construction adds depth and dimension, where a shiny under-layer subtly reveals itself along curved surfaces, enhancing both visual and tactile appeal. This fusion of flexible and structured materials reflects BMW's signature balance of innovation, aesthetics, and functionality.

COFFEE BLEND

SYNTHETIC & CELLULOSIC FIBER BLEND



Odor control | UV protection | Quick-dry | Coffee-infused yarn | Recycled PET | Circular material | Upcycled fiber
Performance textile | Low-impact processing

This textile is developed using **S.Café® yarns**, made from **30% coffee grounds** and **70% recycled PET bottles**. The fabric offers a sustainable alternative with natural **odor control**, **UV protection**, and **quick-drying functionality**. It reflects a commitment to **circular design** by combining performance with post-consumer waste materials.

LINEN BLEND

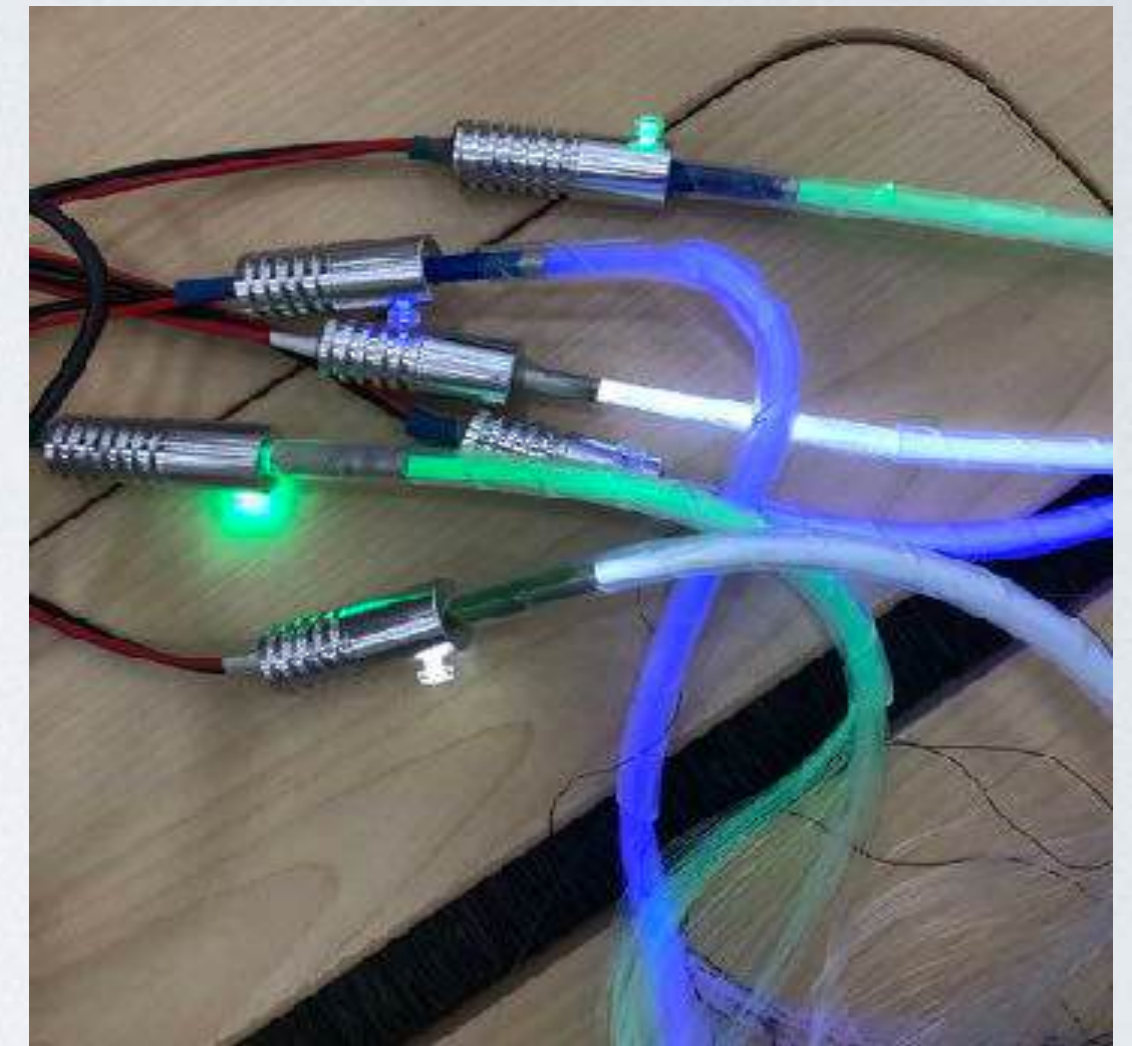
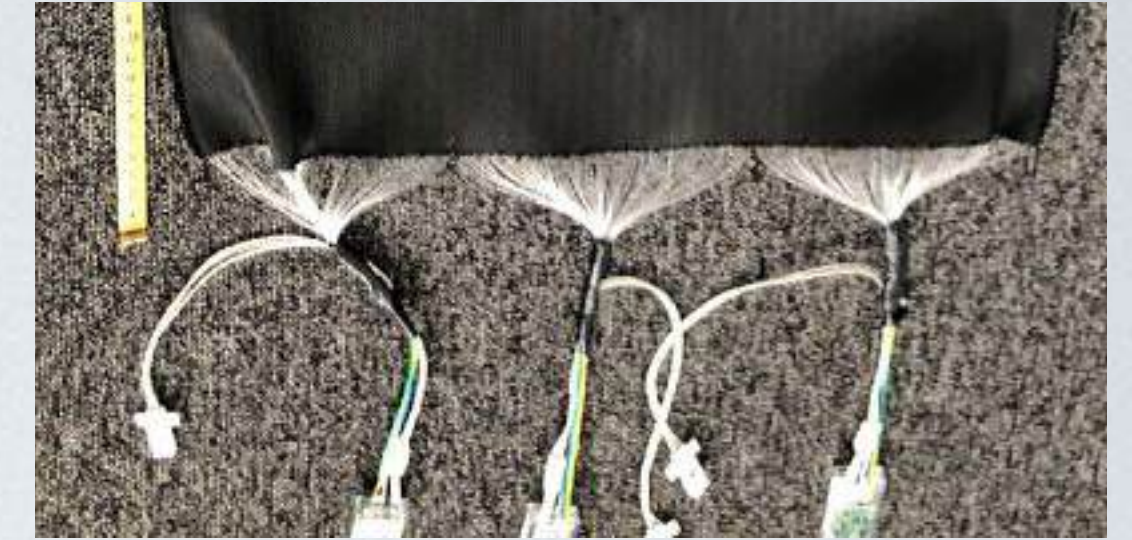


Recycled content | Linen texture | Plant fiber composite | Circular design | Tactile balance | Copper accent | Sustainable synergy

Designed with a **30% linen / 70% recycled PET textile**, this seat integrates a hemp–jute composite base and a recycled copper accent.

Each element was selected for its **material honesty and synergy**—the textured, breathable fabric pairs with natural fiber-infused hard parts, creating a tactile and tonal balance. The copper detail offers a **warm, responsible highlight**, reinforcing the product’s commitment to **circularity**.

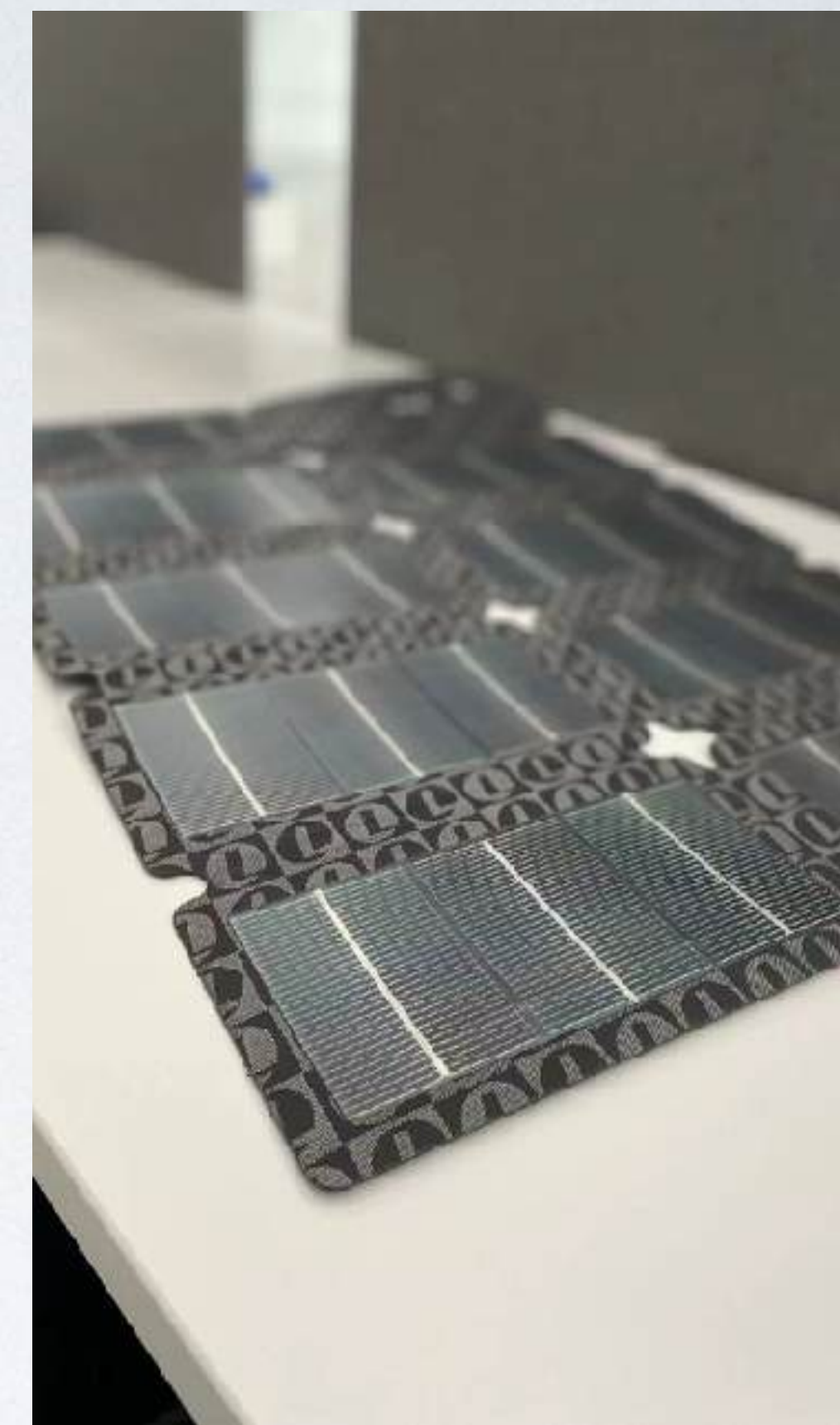
CONCEPTS



Light transmission | Interactive textiles | Wearable tech | Sensory response | Visual storytelling | Smart apparel | Adaptive lighting |
Speculative material | Textile innovation

Imagine a textile that lights up with movement, responds to sound, or shifts with its surroundings. This **fiber optic-based concept** explores the future of interactive materials—where fabric becomes a medium for expression, communication, and experience. Potential applications span from **smart apparel** and stage costumes to immersive interiors and adaptive environments.

PRODUCT DESIGN



Designed for outdoor independence, this foldable solar charging device harnesses sunlight to power batteries and electronic devices — no need for outlets or extra batteries. Laminated with recycled fabric and plastics, it merges sustainability with functionality, promoting renewable energy in a lightweight, travel-friendly form.

Thank you

Let's Connect
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