

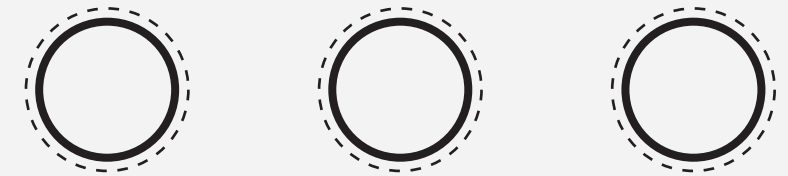
PORTFOLIO

GURMAAN SINGH CHAWLA

SENIOR WOMEN'S WEAR DESIGNER

LIGHT/SOFT WOVENS . LEATHER & PU . OUTERWEAR

ABOUT ME



My passion my job

What first inspired me about design was the power of visuals to create emotion and connection — a fascination that continues to shape how I work today. With 14+ years of international experience across India, China, the UK, and the US, I've built a career as a Senior Womenswear Designer & Product Developer specializing in design direction, product development, and fabric innovation.

Experience

Led and developed womenswear collections across wovens, leather, PU, and outerwear, managing the full process from concept to production. Skilled in fabric sourcing, sampling, pricing, and vendor coordination with over 15 suppliers across Asia, ensuring every product meets design, quality, and commercial goals.

CREATIVE

Moodboards · Concepts · Colors · Surface Techniques · Embellishment & Embroideries.

TECHNICAL

Tech Packs · Adobe Illustrator & Photoshop · Procreate · PLM · Fit & Construction Knowledge

STRATEGIC

Trend & Market Analysis · Cross-Functional Collaboration · Brand Identity · Sustainability Awareness



Design Process

MOODBOARD

Elegant Prep



KEY PICKS

Based on Moodboards



V Neck · Ruffles · Chiffons



Utility · Relaxed Fit · Sheer



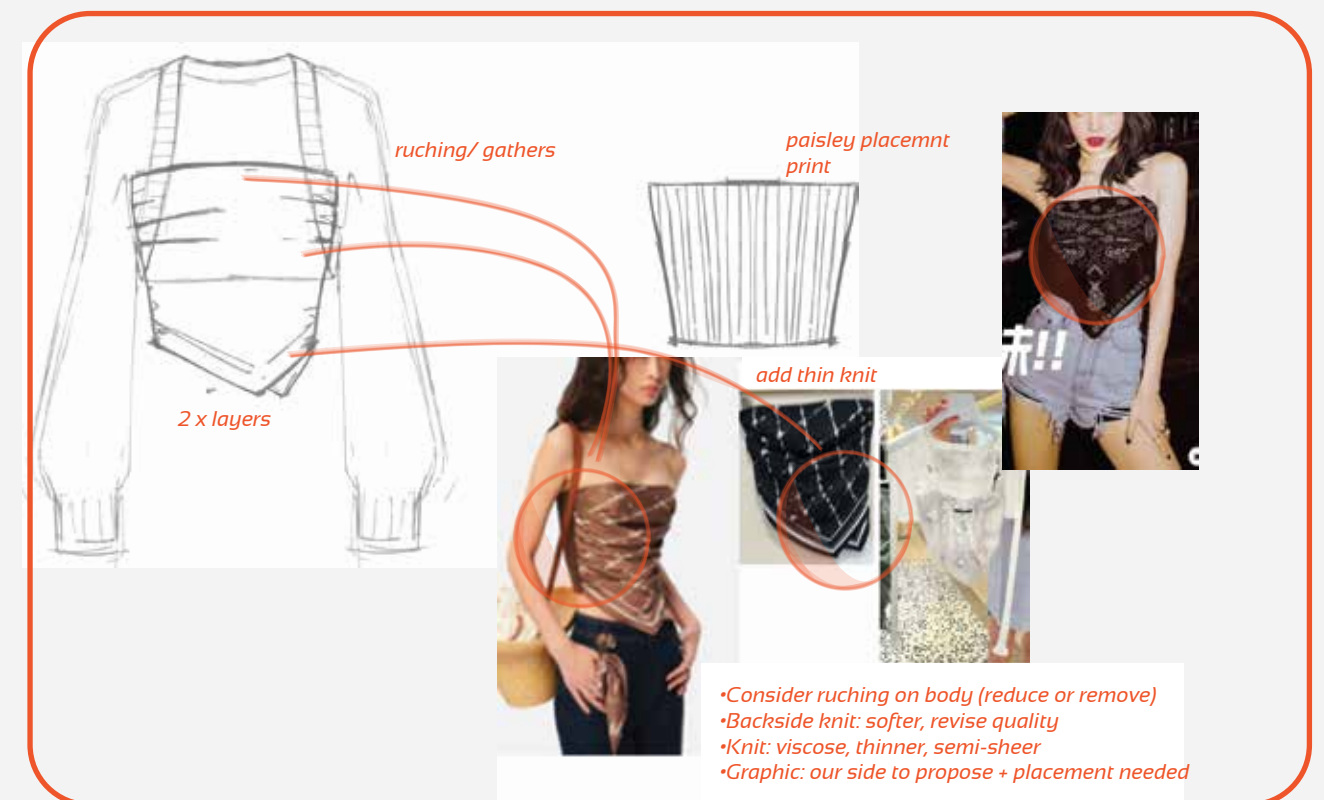
Halter · Neck focus · A shape



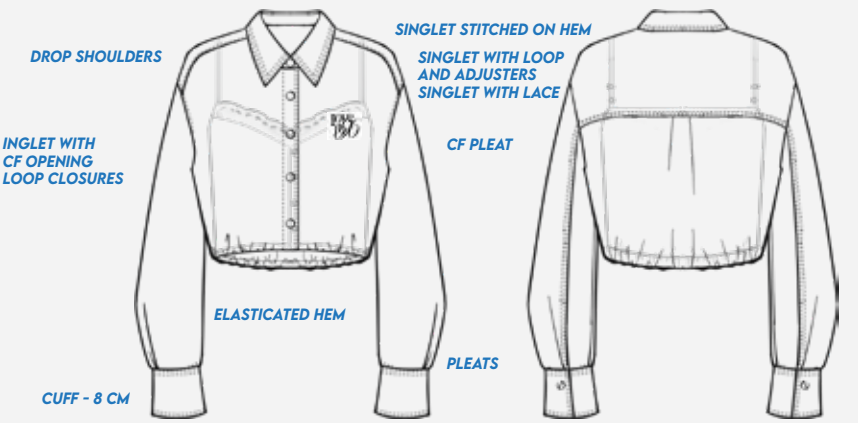
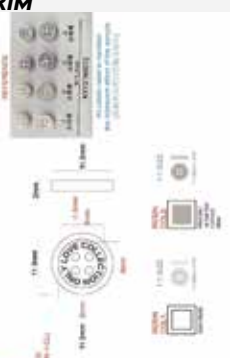
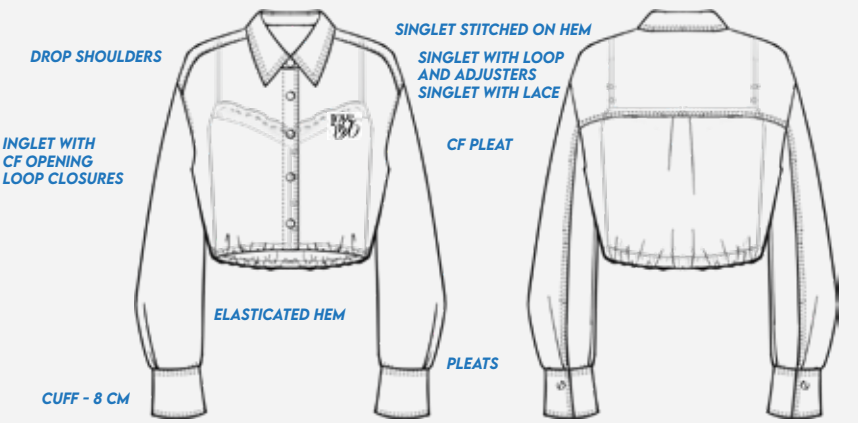
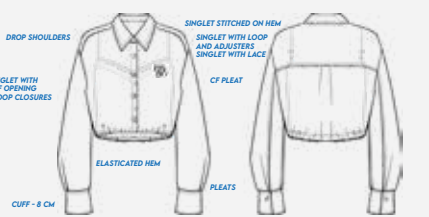
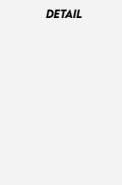
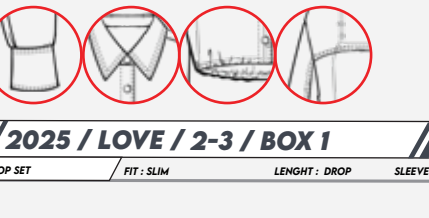
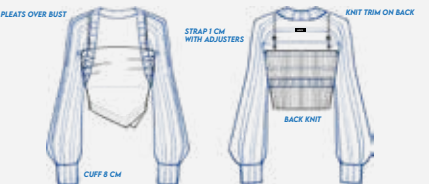
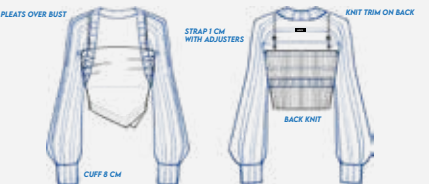
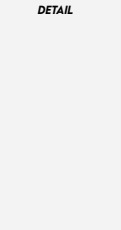
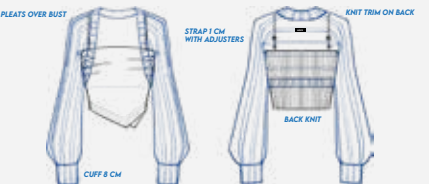
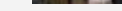
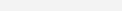
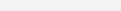
Off shoulder · Scarf top · Knit mix



Concept Evolution



Based on Concept Evo.

ONLY // 2025 / LOVE / 2-3 / BOX 2				DESIGNER - GURMAAN H.O. DATE- _____					
STYLE NAME - SYDNEY SHIRT		FIT: LOOSE, TAPERED		LENGHT: SHORT		SLEEVES: LONG		SHOULDES: DROP	
REF IMAGE		TRIPPLE STITCH ON CUFF, COLLAR AND BACK YOKE AND CUTLINE DOUBLE STITCH ON CUFF, PLACKET				LINING: YES, BUT FIXED ON HEM		PADDING:	
DETAIL		FABRIC: NYLON BELND				FABRIC: NYLON BELND		FABRIC -	
									
									
ONLY // 2025 / LOVE / 2-3 / BOX 1				DESIGNER - GURMAAN H.O. DATE- _____					
STYLE NAME - ACAMAR TOP SET		FIT: SLIM		LENGHT: DROP		SLEEVES: LONG		SHOULDES: NA	
REF IMAGE		SET SHIRT		KNIT VEST FIT DFF		FABRIC -		REF IMAGE	
									
									
									



Final Samples





Design Process

MOODBOARD

Glam Utility



KEY PICKS

Based on Moodboards



Sporty · Baloon hem
Nylon Belnd fabrics



Wide placket · Loose shape
Contrast buttons



Utility pockets · Pleats
Wide cuffs



Drop shoulders · Cutouts
Relaxed shape



Final Samples



Final Samples





Design Process

MOODBOARD

Retro Reverie

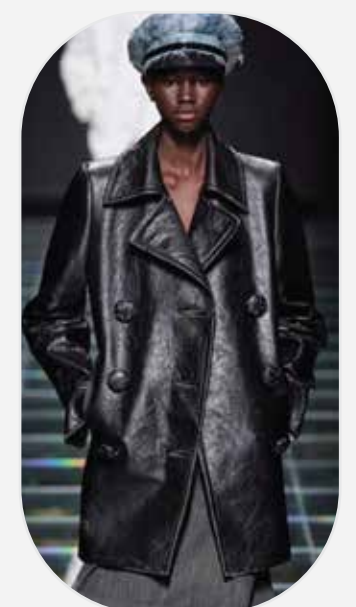


KEY PICKS

Based on Moodboards



Biker Oversized · Washed
Metal Trims



Easy A shape · Textured/Wash
Trench



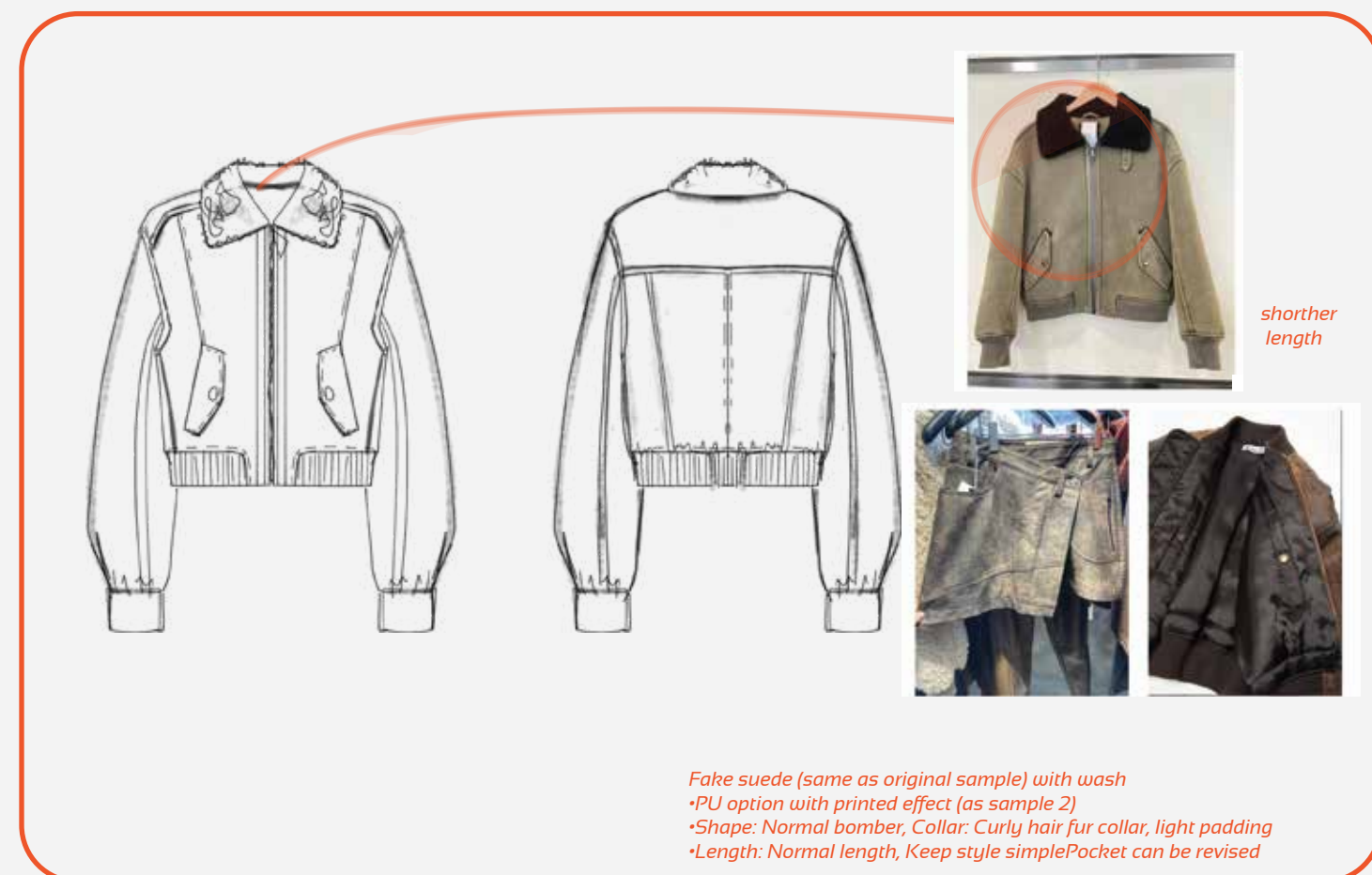
Straight & Short · Belts
Young customer



Bomber loose · Washed Seam
Loose Bomber



Concept Evolution





Design Evolution

TECH SKETCH

Based on Concept Evo.

ONLY // 2024 / ESS / 7-8 / BOX 2

DESIGNER - GURMAAN

STYLE NAME - DANTE LEATHER JACKET

FIT : SLIM / TAPERED

LENGHT : SHORT

SLEEVES : LONG

REF IMAGE

SEAM DETAIL

NORMAL SHOULDERS

**BLEACH WASH ON GREY CREA

ZIPPER 8 GAUGE

POCKET ZIPPER 5 GAUGE

NO WAISTBAND JUST TOP STICH 5 CM

DETACHABLE BELT ATTACHED WITH SNAPS

CUFF 6 CM WITH ZIPPER 5 GAUGE

FABRIC - NAPPA ,WASHED

TRIM

ONLY // 2024 / LOVE / 11-1 / MAISON LOVE

DESIGNER - GURMAAN

STYLE NAME - BAYONETTA LEATHER JACKET

FIT : STRAIGHT,

LENGHT : HIP

SLEEVES : LONG

REF IMAGE

SEAM DETAIL

OPTION 1

OPTION 2

FABRIC -

TRIM

ONLY // 2024 / LOVE / 9-10 / BOX 1

DESIGNER - GURMAAN

STYLE NAME - IGGY HEAVY LEATHER JACKET

FIT : X

LENGHT : X

SLEEVES : X

REF IMAGE

SEAM DETAIL

PIPEING 1.2 CM

TOP STITCH

QUILTING ON CF

ZIPPER ON POCKET DOUBLE STITCH

CF ZIPPER 5 GAUGE

HEM FUR 5 CM

CF ZIPPER 5 GAUGE

DOUBLE ZIPPER ON POCKET DOUBLE STITCH

SLEEVE HEM FUR 4 CM

SLEEVE DETAIL

STITCH DETAIL

QUILTING

BUCKLE

ONLY // 2024 / TRUE / 11-1 / BOX 1

DESIGNER - GURMAAN

STYLE NAME - ATHENA LEATHER JACKET

FIT : OVERSIZE, DROP SHOULDERS

LENGHT : X

SLEEVES : X

REF IMAGE

SEAM DETAIL

DOUBLE STITCH

ZIPPER 8 GAUGE

LAPEL DETAIL WITH 3 CM PANEL

BACK CUTLINE AND PANEL 5 CM

POCKET WITH DOUBLE STITCH

HIDDEN SNAPS

HEM DOUBLE STITCH

5 GAUGE ZIPPER

FABRIC -

TRIM

ONLY // 2024 / TRUE / 11-1 / BOX 1

DESIGNER - GURMAAN

STYLE NAME - SONYA PU BOMBER / SKIRT SET

FIT : DROP SHOULDER, LOOSE, TAPERED

LENGHT : SHORT

SLEEVES : LONG

REF IMAGE

SEAM DETAIL

COLLAR AS SAMPLE

COLLAR PU FUR, CURLY

PIPEING 1.8 CM

ZIPPER 8 GAUGE

CUTLINE GOING INTO POCKETS

SHELL FABRIC HEM 5 CM

WAIST BAND 5 CM

SHELL FABRIC CUFF 8 CM

EYELET ON WAISTBAND DOUBLE STITCH CONTRAST COLOR AS SAMPLE

SNAP

POCKET FLAP WITH LINING

3D POCKETS WITH PLEATS

FABRIC -

TRIM



Final Samples





Final Samples





Final Samples





Final Samples



Final Samples





Design Process

Premium interpretation of streetwear, sports, casual

STREET CLASSIC



ONLY





Final Samples





Final Samples

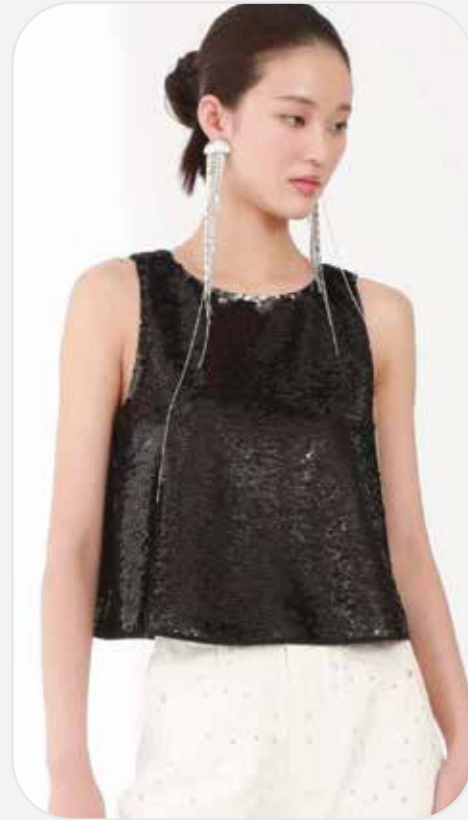


Final Samples





Final Samples





Mood Board





Final Samples



Final Samples





Final Samples





Mood Board





Final Samples



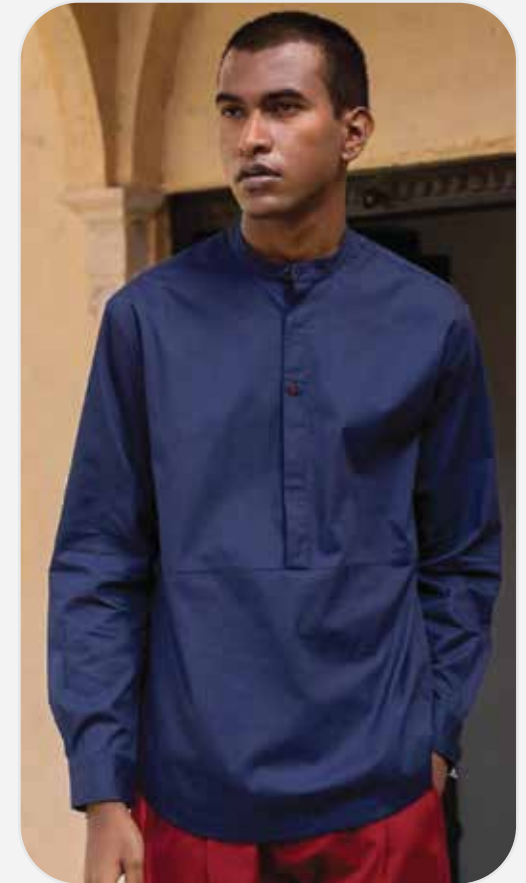


Final Samples





Final Samples



Final Samples





Final Samples





From sketch to Sales

Total Sales Value over 16 Mil. RMB

Total Sales Value over 7 Mil. RMB



Total Sales Value over 12 Mil. RMB

Total Sales Value over 4 Mil RMB





From sketch to Sales

Total Sales Value over 7 Mil. RMB



Total Sales Value over 11 Mil. RMB



Total Sales Value over 9 Mil. RMB



Total Sales Value over 5 Mil. RMB



Sales value till mid 2025



From sketch to Sales

Total Sales Value over 5 Mil. RMB



Total Sales Value over 3.5 Mil. RMB



Total Sales Value over 3 Mil. RMB



Total Sales Value over 2 Mil. Rmb



Sales value till mid 2025

Let's create a new Story Together

Design is a story that never stops evolving. I'm passionate about being part of that journey — translating ideas into visuals that connect and inspire.

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