

## **Product Development**

This department is closely integrated with design studio; we work together focusing on our customers and support them with new design collection in terms of fabrics and latest developments in this sector. We are three member team. The main objective of this department is to come up with new products for every season.

### **How we do it?**

Every season we do our research on the fabric trends. For that we will take customer views, books, Web sites, previous history, etc, then we visit all the premium mills in India to source the best fabric for the season. We work on our generic collection which is in sink with the design studio. We also develop concepts in terms of fabrics, dyeing and washing techniques as per the trends on that season.

### **How we are organized?**

We are maintaining a fabric archive where we keep the history of all the fabric ranges from different mills and sample yardages of regular qualities that we do and basic qualities for internal developments. At any given point of time we can take out fabric collection as per the customer's requirements. For making the presentation even better and user friendly we have come up with the concept of metal free hangers and using highly sophisticated cutting machine. For easy accessibility we have implemented 5S technology in this department. This helps us in reducing the process time for making the collections and gives us more options to select against particular requirements.