

# **Chinnadurai**

**Portfolio**

**Ba (hons): Fashion Design and Development**  
**Final Year**

**Chloe Greenwood**



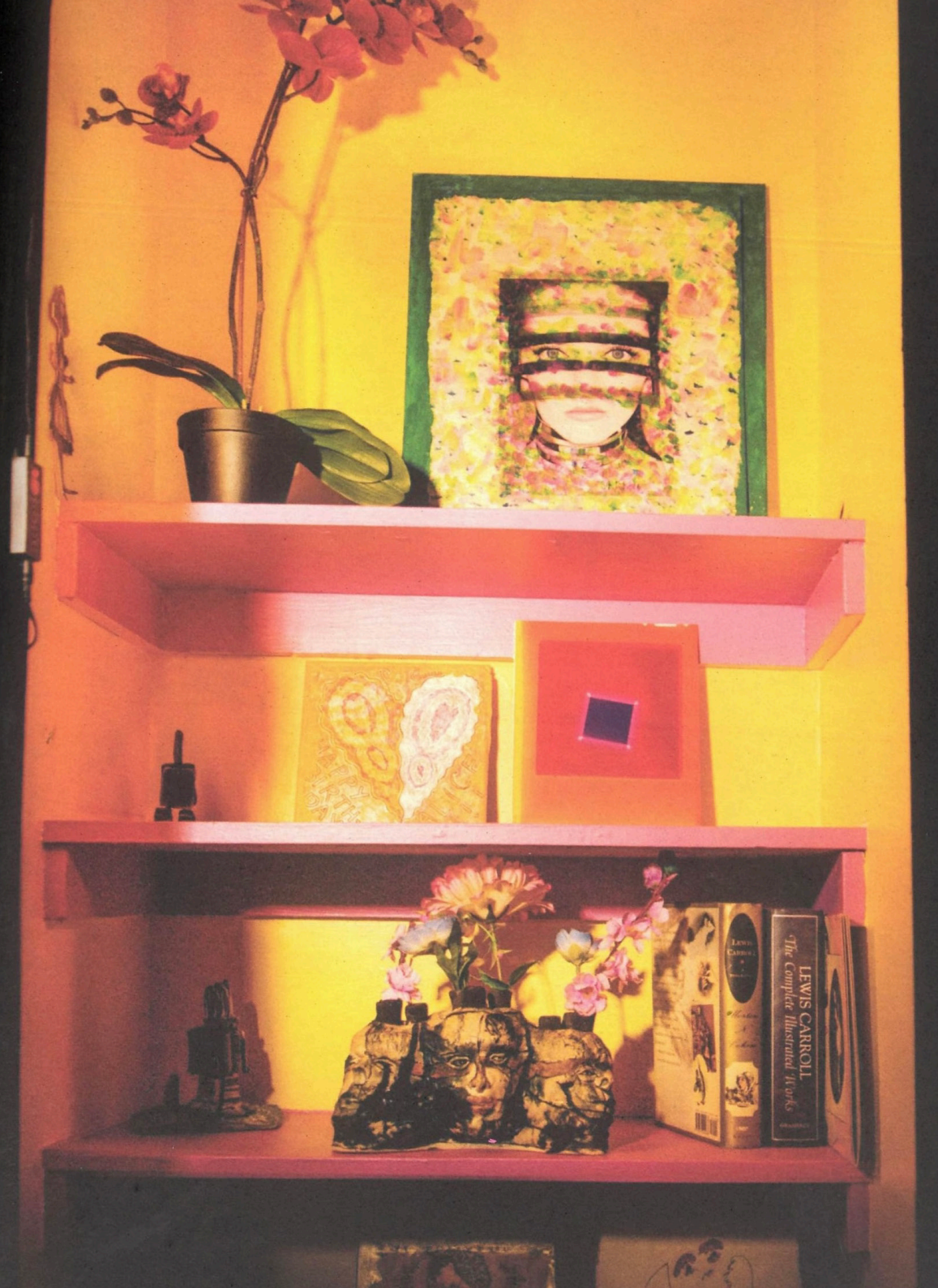
## **Concept.**

**This collection is a reflection of my dual heritage, blending the structure and precision of classical English tailoring with the vibrant, organic beauty of traditional Sri Lankan dyeing techniques, particularly using turmeric. Each garment becomes a dialogue between cultures – the clean, refined lines of British craftsmanship meet the bold, natural unpredictability of South Asian colour. Through this fusion, I celebrate the hybridity of who I am: not one or the other, but a harmonious interplay of both, creating a distinctive look that brings together people, cultures, and ideas.**

## **Manifesto.**

At Chinnadurai, we are more than a contemporary fashion brand; we are a brand that embodies heritage, inclusivity, and environmental responsibility. Our mission is to redefine fashion by breaking down traditional boundaries, embracing vibrant cultural roots, and designing for a sustainable future. Chinnadurai is a celebration of individuality and self-expression, deeply rooted in Sri Lankan heritage and envisioned to serve all genders. We create tailored, contemporary clothing that transcends binaries, embraces boldness, and promotes sustainability.





## **Unique Selling Point.**

**Bold, Tailored, Inclusive.**

**Bold, genderless fashion rooted in Sri Lankan heritage, crafted sustainably for those who wear their individuality with pride.**

# Brand Ethos.

## **BOLD EXPRESSION THROUGH COLOUR AND MATERIAL:**

At Chinnadurai, we believe in the transformative power of colour and material to create clothing that is as expressive. Our designs embrace bold, vibrant colours inspired by the vivid landscapes, markets, and festivals of Sri Lanka, infusing each piece with a sense of energy and cultural richness. We aim to bring daring colours to life, crafting garments that make a statement and inspire individuals to embrace their unique style. Each material is carefully selected to adhere to our core values and ethos, which include its quality, colour, texture and movement. At Chinnadurai, wearing colour is more than a choice; it's a declaration of individuality and style.

## **HERITAGE INFUSED DESIGN:**

Chinnadurai brings together the richness of Sri Lankan heritage and the precision of English tailoring to create garments that are both visually striking and meticulously crafted. Inspired by Sri Lanka's vivid landscapes and bustling markets, our designs feature bold colours and intricate details that pay homage to our cultural roots. This vibrant aesthetic is elevated by the refined structure of English tailoring, known for its attention to the fit of the garment, quality, and timeless sophistication. By blending these two traditions, Chinnadurai creates clothing that is unique and contemporary. A fusion of expressive colour and structure, designed for those who appreciate cultural depth and impeccable craftsmanship.

## **CRAFTSMANSHIP AND QUALITY:**

At Chinnadurai, craftsmanship and quality are at the heart of everything we create. Our garments combine the elegance of traditional tailoring techniques with modern design sensibilities, resulting in pieces that are timeless yet innovative. This dedication to craftsmanship ensures that each Chinnadurai piece feels as luxurious as it looks, designed to be cherished and worn for years to come. Our customers can feel confident that they are investing in clothing that is as meticulously constructed as it is beautiful, a testament to our belief that craftsmanship and quality are inseparable.

# Brand Values.

## **GENDERLESS BY DESIGN:**

In a world that's becoming increasingly accepting of diverse identities, we believe clothing should reflect this shift.

At Chinnadurai, our designs reject conventional norms, offering styles that transcend traditional gender categories. Chinnadurai's aim is to join the other brands forging a change in the fashion industry that has long dictated how we dress.

We envision a fashion world where clothing serves the individual, not stereotypes, and our genderless, tailored fits are a testament to that belief.

## **TRANSPARENCY TO CONSUMERS:**

At Chinnadurai, transparency is at the heart of everything we do, and we believe our customers deserve insight into every step of our process. From sharing how each piece is crafted to introducing the artisans behind them and openly discussing the environmental impact of our choices, we are committed to building a brand rooted in honesty. As a start-up, pursuing eco-conscious practices can be challenging due to limited resources, but this is precisely why transparency with our community is essential. We invite our customers to join us on this journey, supporting and witnessing our growth as we strive to fulfil our promise of becoming a truly sustainable and responsible brand.

## **COMMITMENT TO SUSTAINABILITY:**

As a small, contemporary fashion brand, Chinnadurai recognises the environmental responsibilities that come with producing clothing. We are committed to minimising our footprint and making choices that respect both the earth and future generations. By producing in small batches, working with responsible suppliers, and prioritising quality over quantity, we aim to create clothing with a mindful approach. We understand that sustainability is a journey, and as we grow, so will our dedication to reducing our impact on the planet.



# Drape Top Development.



Original influence from the Sri Lankan monks and how they were able to create such beautiful shapes and folds with a simple piece of material.



# Wrap Skirt Development.

RESEARCHING INTO TRADITIONAL SRI LANKAN CLOTHING.



'SARONG'S' ARE ONLY WORN BY MEN IN SRI LANKA. IT'S A LARGE TUB OR LENGTH OF FABRIC WRAPPED AROUND THE WAIST.

'SARI'S' AND 'REDDA'S' ARE WORN BY WOMEN ONLY. A 'SARI' IS AN UN-STITCHED STRETCH OF FABRIC, ONE END ATTACHED TO THE WAIST, THE OTHER RESTING OVER THE SHOULDER. A 'REDDA' IS AN UN-STITCHED STRETCH OF FABRIC WRAPPED AROUND THE WAIST AND TUCKED IN.

Inspired by Sari's, I decided to put my own twist on the functionality and ease of wearing a Sari.



ANY ... ALTHOUGH LIGHTER



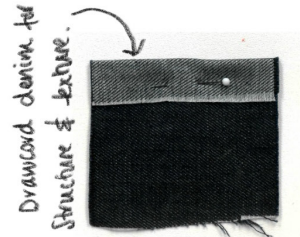
Instead of a tuck method, I opted for a tie method.



Successful outcome on my wrap skirt influenced by the traditional Sari



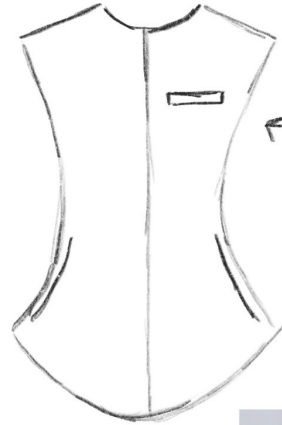
# Denim Waistcoat Development.



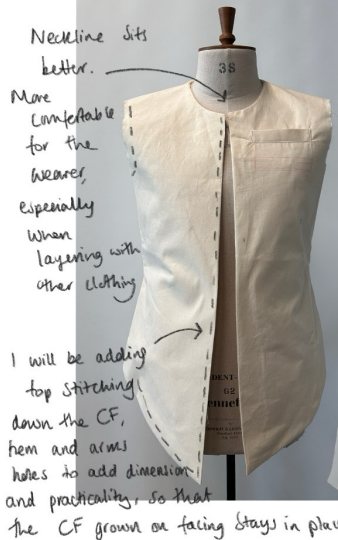
Drawcord denim for structure & texture.



Naturally dyed cotton with Turmeric.



Taking my inspiration from traditional tailoring and mixing it with texture and colour influenced by Sri Lanka.



Neckline sits better.  
More comfortable for the wearer, especially when layering with other clothing.

I will be adding top stitching down the CF, hem and arm holes to add dimension and practicality, so that the CF grown on facing stays in place.



Changing the placement of the welt pocket. 2.5 cm below original one.

More room needs taking out, 3 cm dart in total



Top stitching the welt pocket to keep it in place.



Inseam pocket has worked well.

Inseam pockets are low for ease of use when being worn.



Successful outcome from design to garment.

# Knit Jumper Development.

There were many challenges when dyeing the knit. Fortunately I came to the solution of dyeing the jumper after assembly, avoiding any discoloration and ease of assembly.



Great fit on the female model, oversized fit

The pattern with room for shrinkage has been successful!

As seen here the natural dyeing process has been successful for achieving an even colouration.

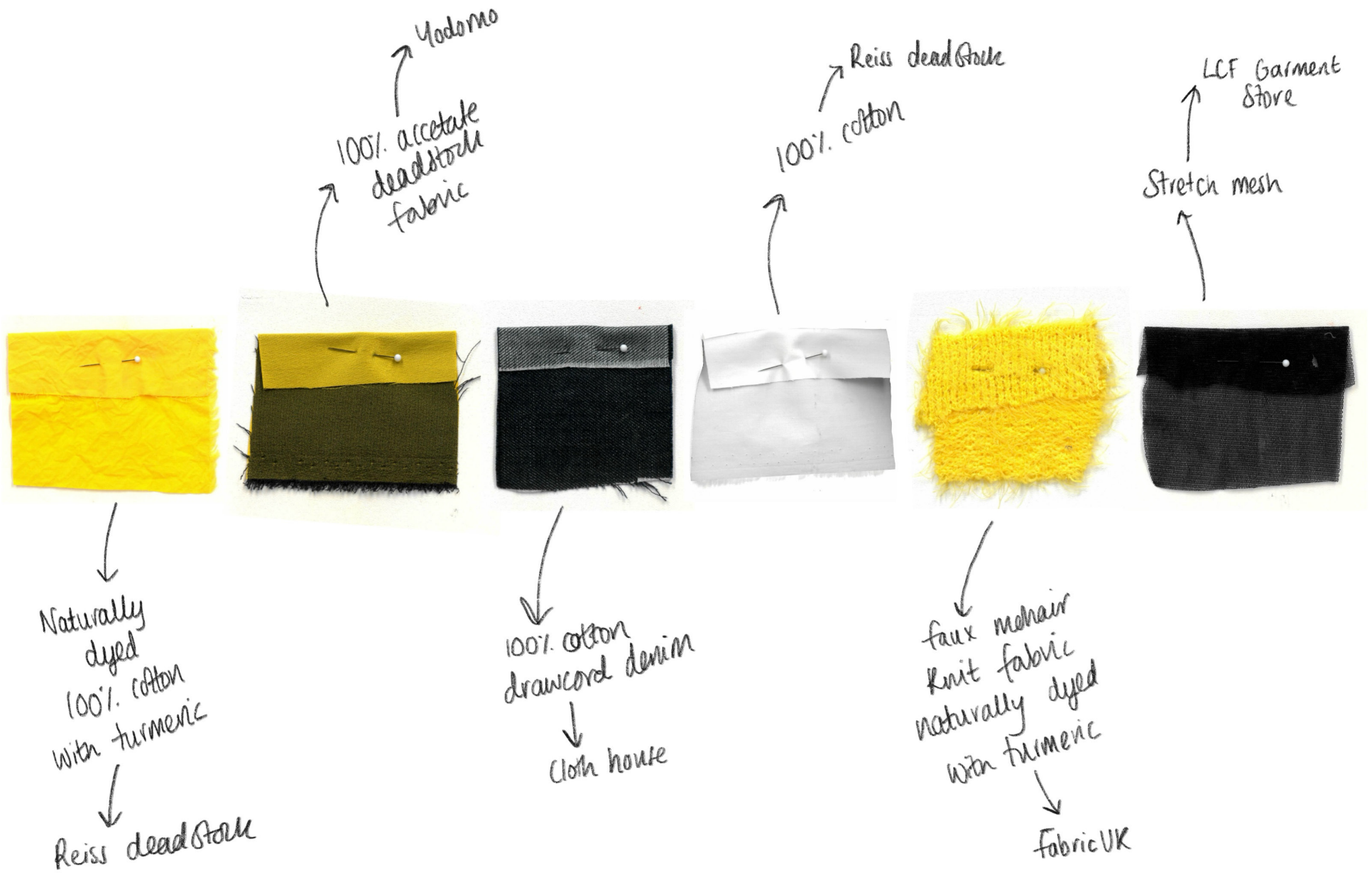


20 min dye sample

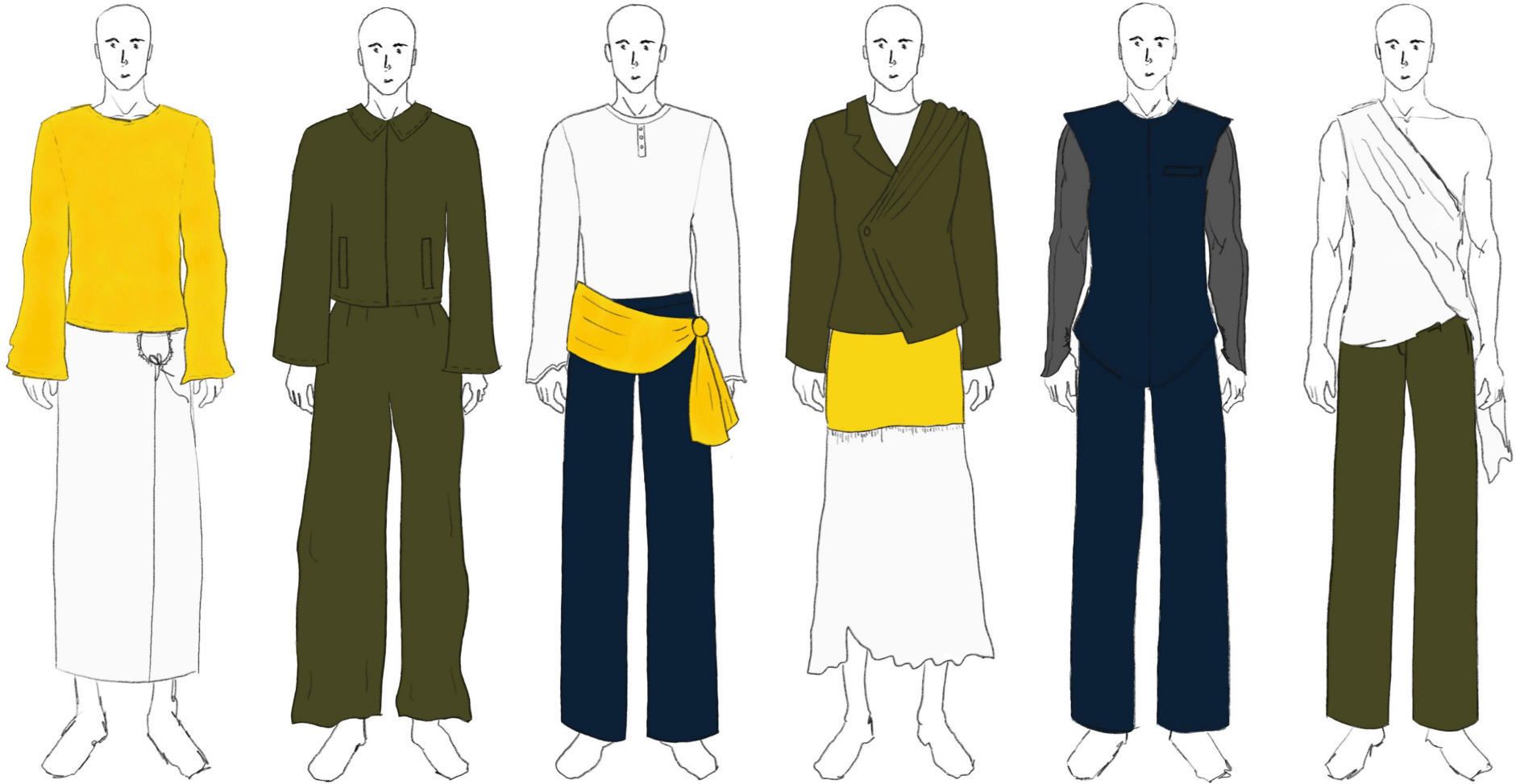


Dyed after assembly to get an even colouring throughout the garment.

# Final Fabrics.



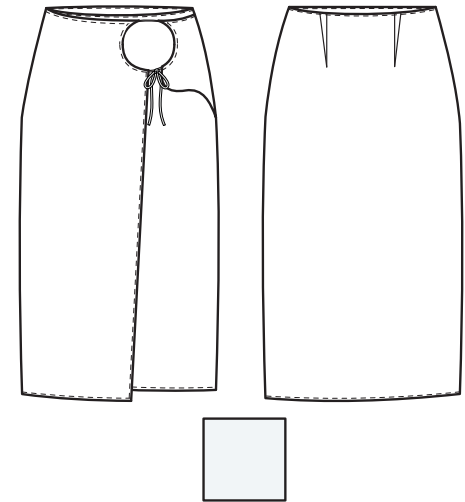
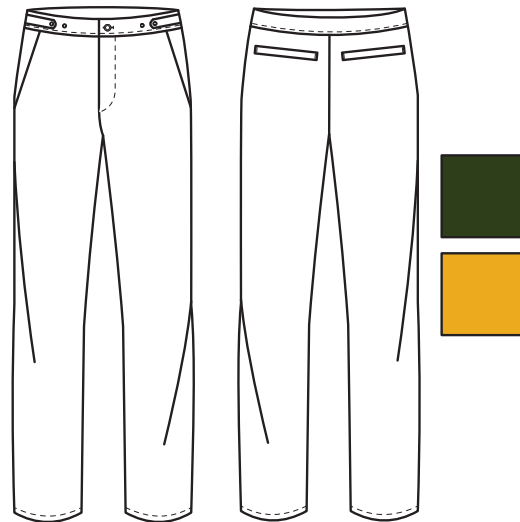
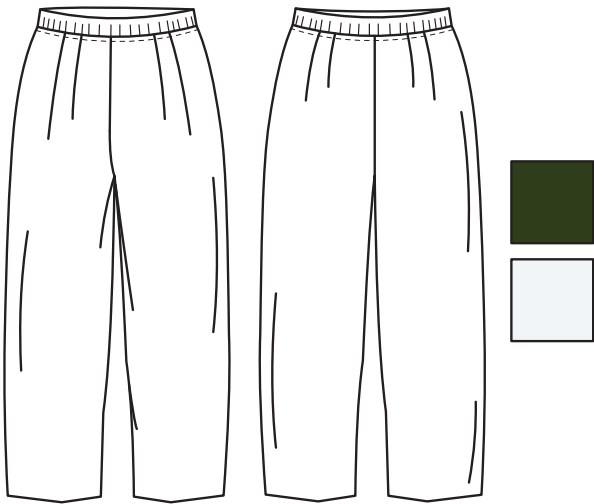
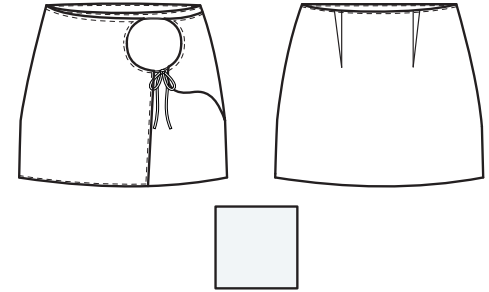
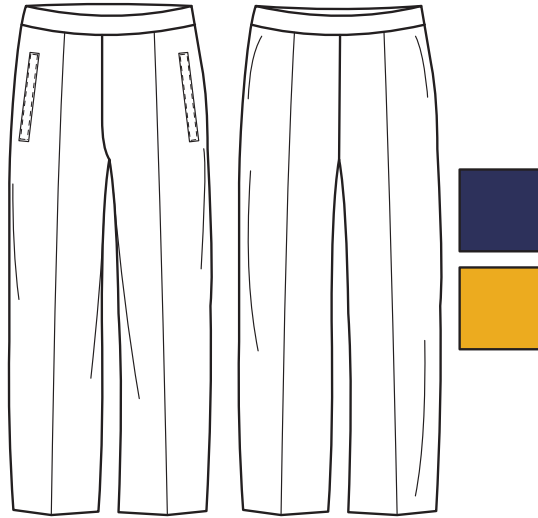
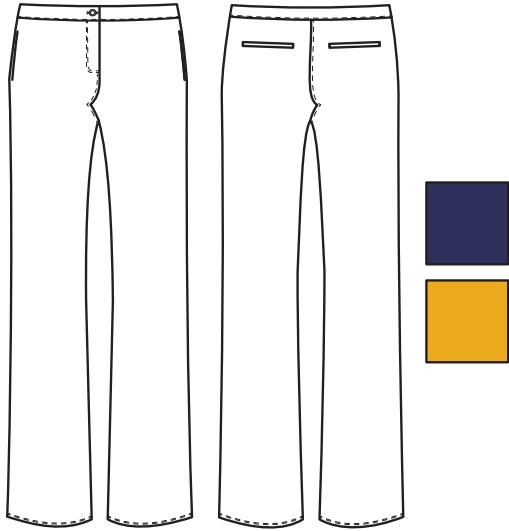
## Final Line Up - Front.



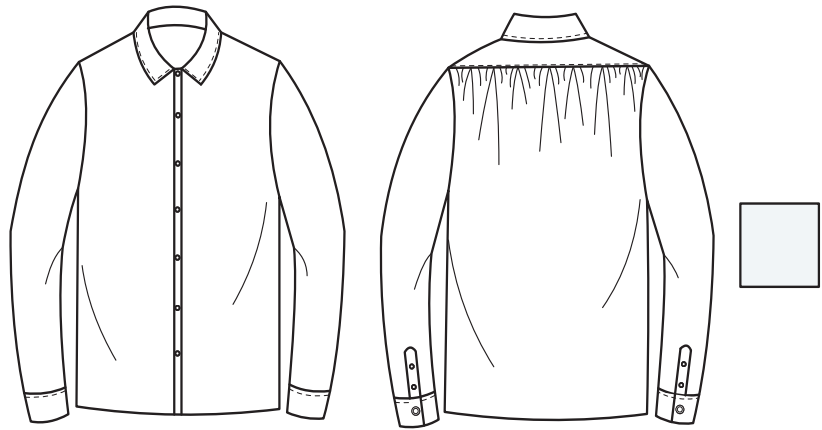
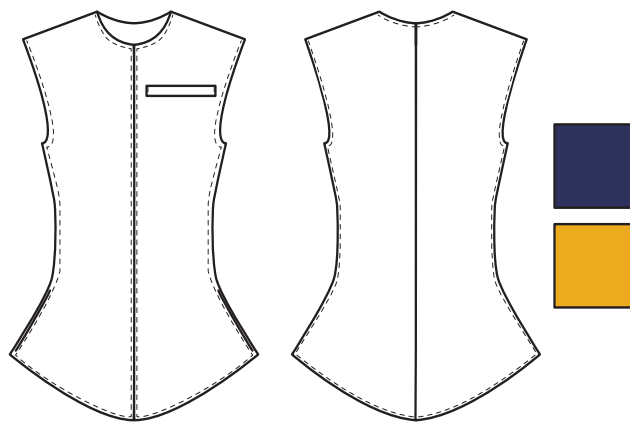
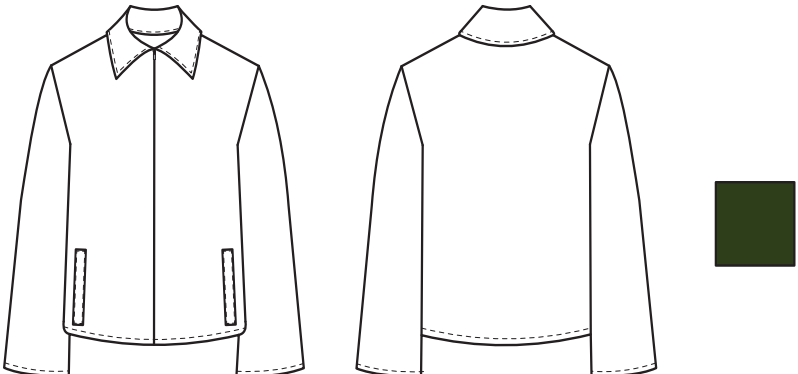
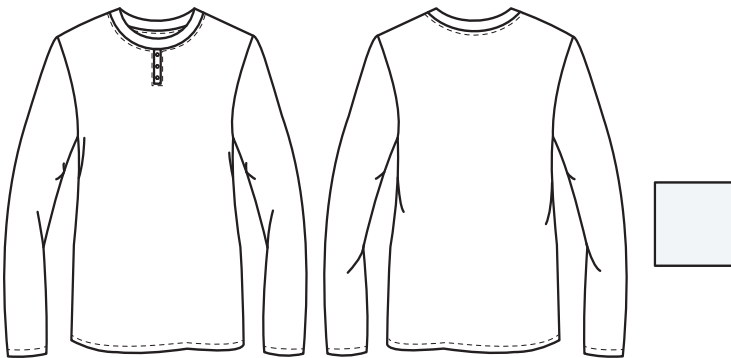
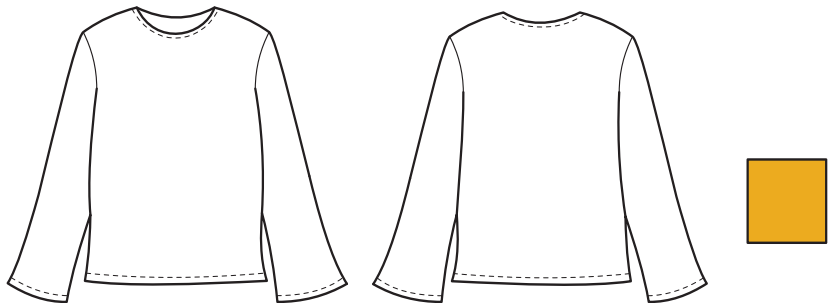
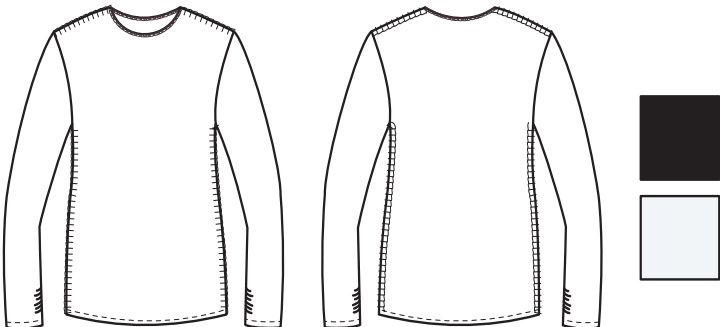
## Final Line Up - Back.



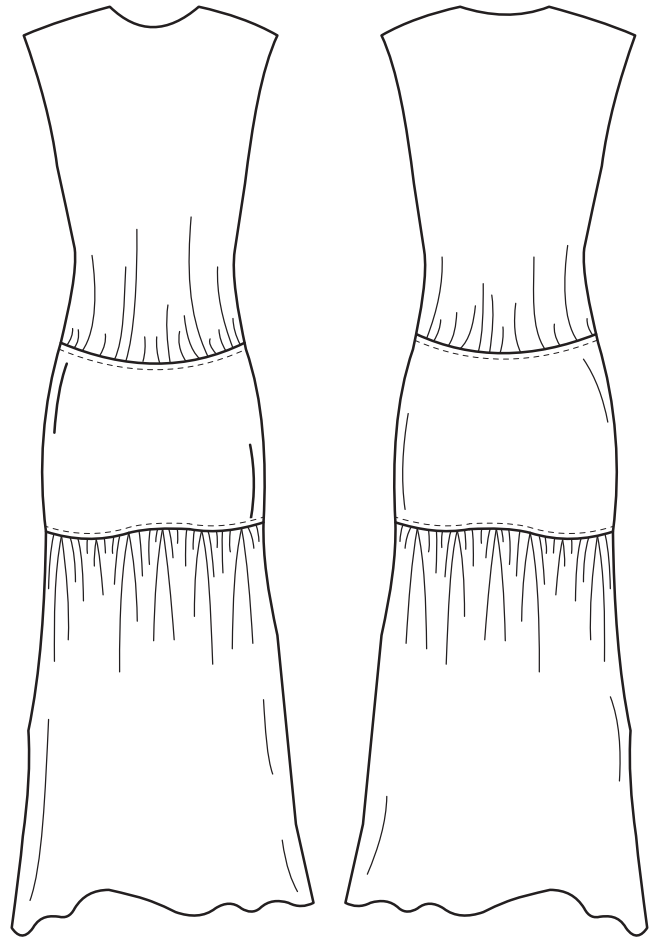
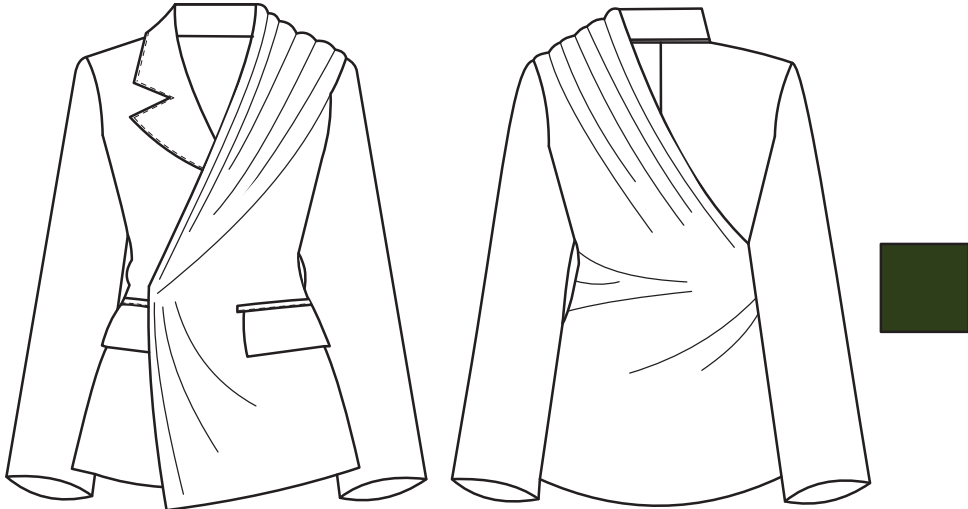
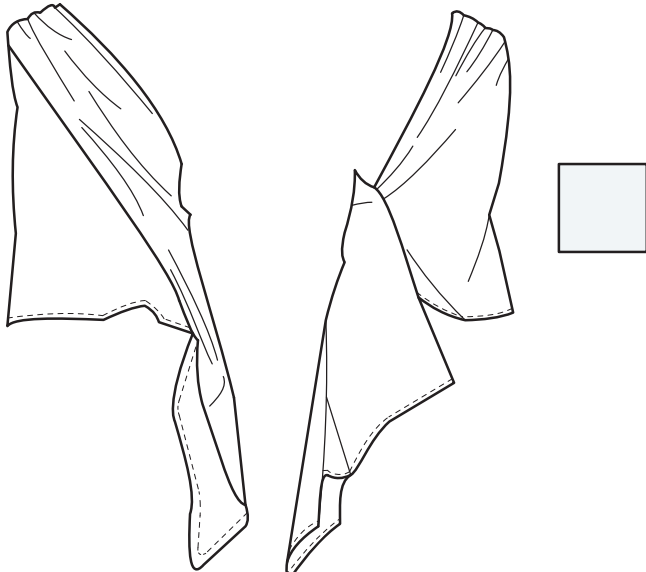
# Range Plan.



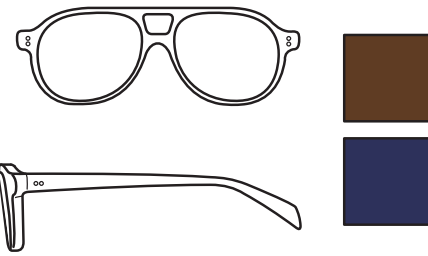
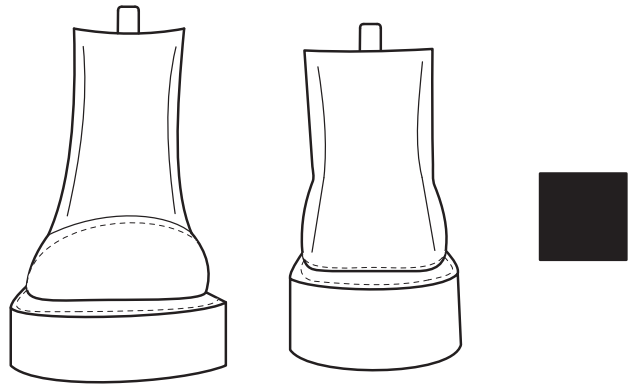
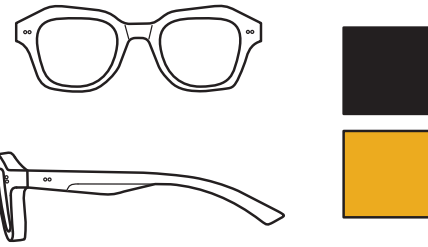
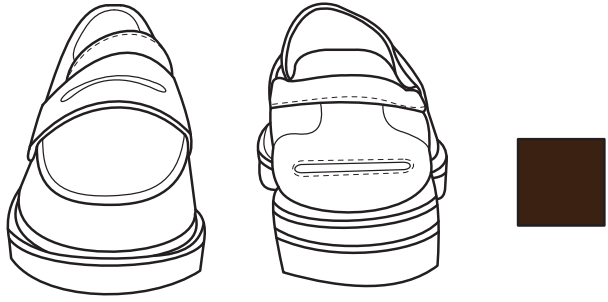
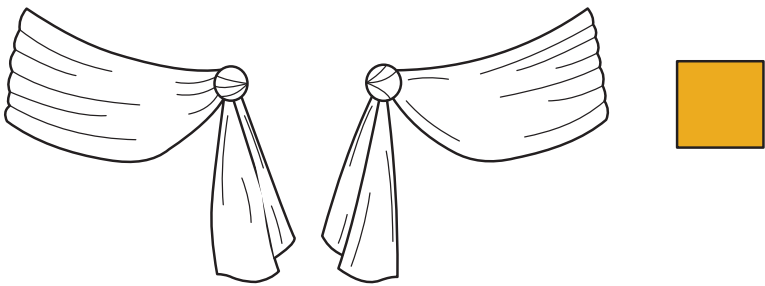
# Range Plan.



# Range Plan.



# Range Plan.



## Look 1 Outcome.



## Look 1 Outcome - Details.



## Look 2 Outcome.



## Look 2 Outcome - Details.



## Look 3 Outcome.



## Look 3 Outcome - Details.

