

# Internship Presentation

# Zartash





# Introduction

- Name; Rameen Razi
- University: Beaconhouse National University
- Department; Fashion
- Semester; 7<sup>th</sup> Semester
- Internship 1<sup>st</sup> July – 31<sup>st</sup> July
- ZARTASH

# Brief about the Company



**ZARTASH**

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Zartash is a premium couture house specializing in custom-made, high-quality products. Known for its blend of traditional craftsmanship and modern design aesthetics, Zartash caters to high-end clients seeking statement pieces for special occasions such as weddings, parties, and luxury events.

# Company Profile

## History & Background:

- Zartash has established itself as a prestigious name in the luxury product sector, known for its exceptional craftsmanship and innovative designs. Rooted in a rich tradition of fine craftsmanship, the brand attracts discerning customers who seek personalized and exclusive designs.

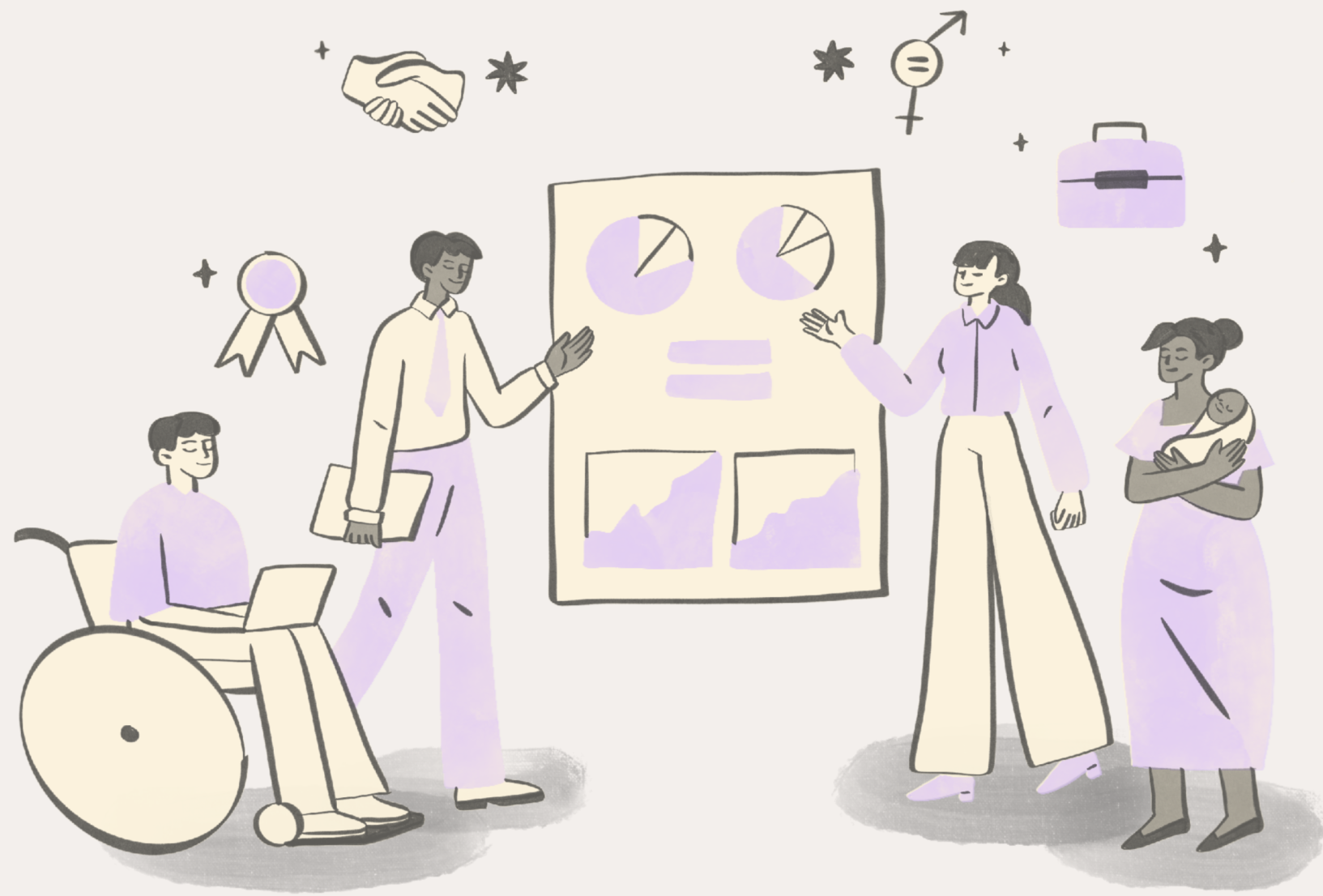
## Brand's Core Values & Aesthetics:

- Zartash focuses on craftsmanship, quality, and personalized service. The brand combines traditional techniques with contemporary styles to create elegant, timeless products that are both works of art and heirlooms.

## Key Clientele & Market Positioning:

- Zartash's primary clientele includes high-net-worth individuals, brides, and those seeking bespoke, luxury items. As a couture house, the brand positions itself as a high-end designer offering exclusive, custom-made products, appealing to elite customers who appreciate luxury and individuality.

# Internship Roles & Responsibilities



## Daily Tasks and Duties:

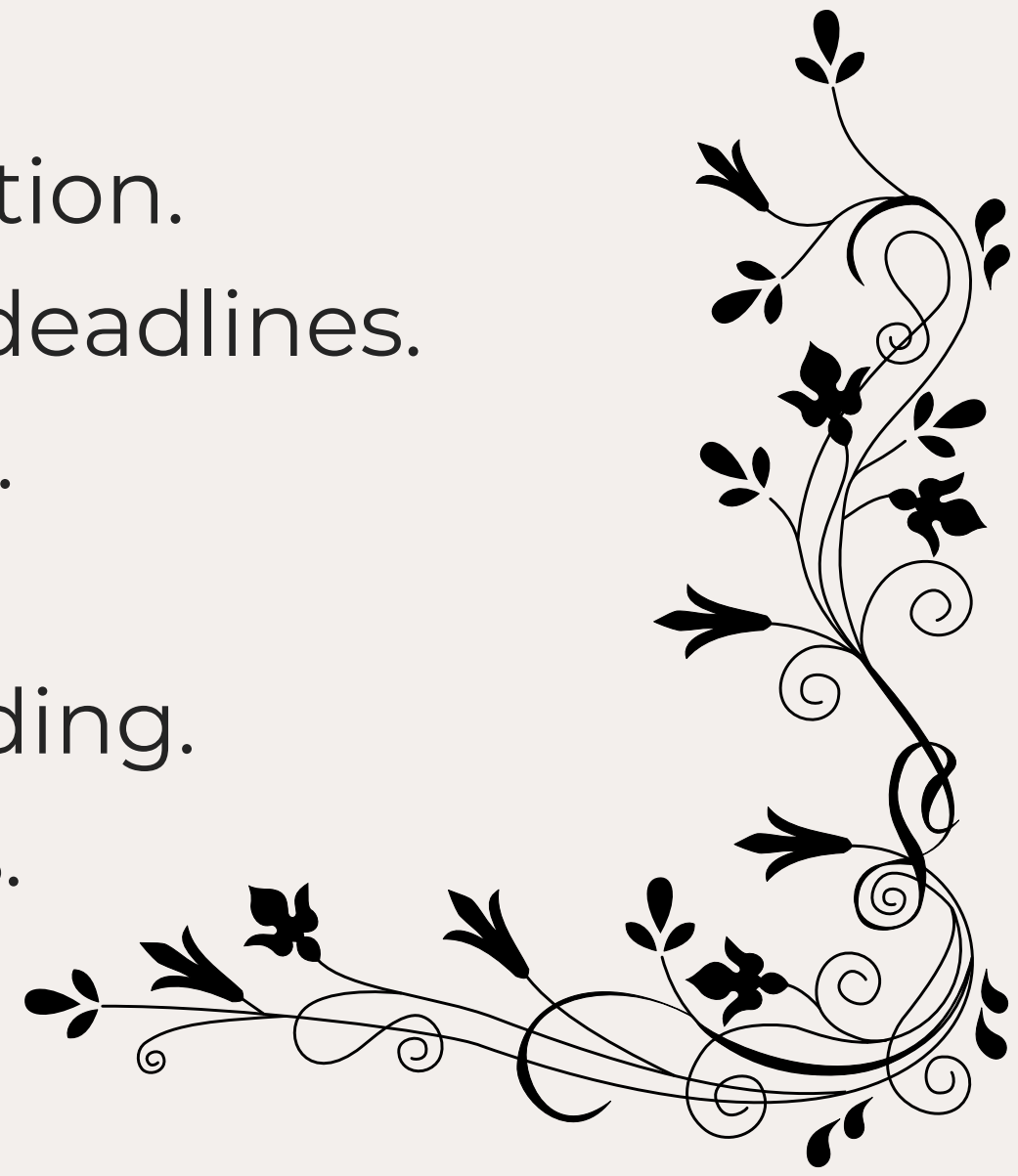
- Assisting the design team in creating sketches and illustrations for new collections.
- Helping select fabrics and materials for couture dresses.
- Assisting in pattern-making and draping techniques.
- Preparing mood boards and design presentations for new collections.
- Working on garment fittings and making adjustments based on feedback.
- Learning how to translate design ideas into actual garments.
- Helping to organize and manage design samples and swatches.

## Special Projects Handled:

- Assisting in designing custom couture dresses for specific clients.
- Conducting research on fashion trends and color palettes to support new designs.
- Participating in the preparation for fashion shows or photoshoots, including styling and garment preparation.

# “Challenges face as an Internee”

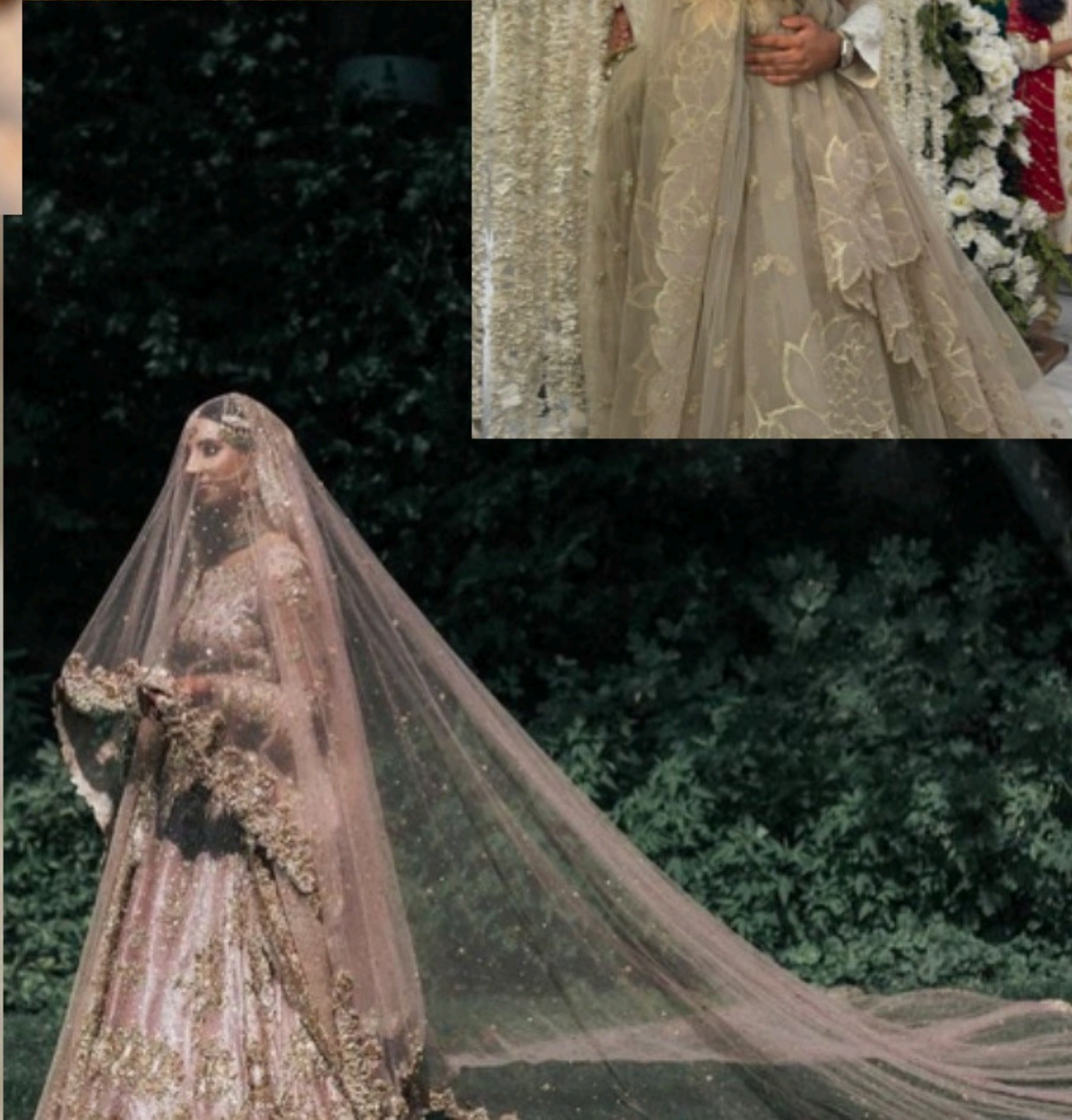
1. Lack of hands-on experience in a fast-paced environment.
2. High expectations to deliver creative, professional work.
3. Pressure to innovate while still learning.
4. Limited creative freedom and repetitive tasks.
5. Difficulty in networking and effective communication.
6. Struggling with time management and multiple deadlines.
7. Understanding industry dynamics and fast trends.
8. Receiving and applying constructive criticism.
9. Physical demands, including long hours and standing.
10. Handling subjective criticism of designs and ideas.



# Contribution to the Brand

During my internship, I have been able to contribute to the creative process by designing mood boards, color boards, and illustration khaka designs. These elements are integral to the conceptualization of the 2026 formal wear collection, which blends modern and traditional styles. The fusion of these two aesthetics is intended to create a unique collection that balances contemporary fashion with classic elements, offering a fresh take on formal wear. My work has involved not only visualizing these ideas but also exploring how color and design can evoke emotions and set the tone for the overall theme of the collection.











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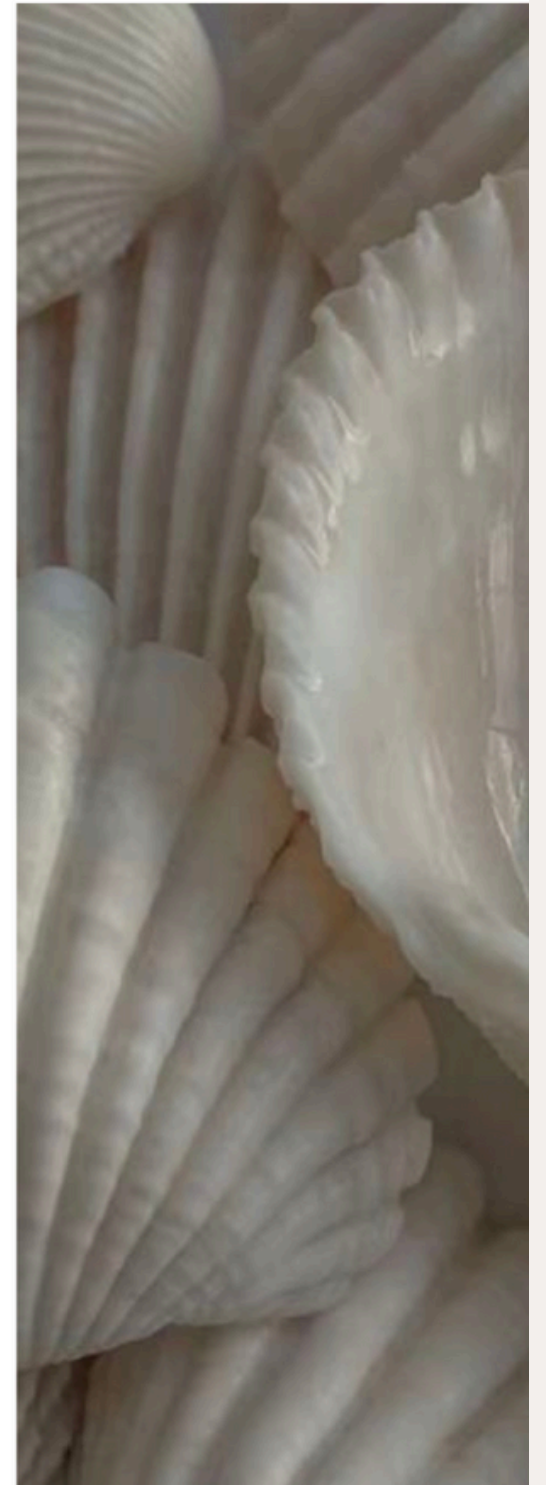
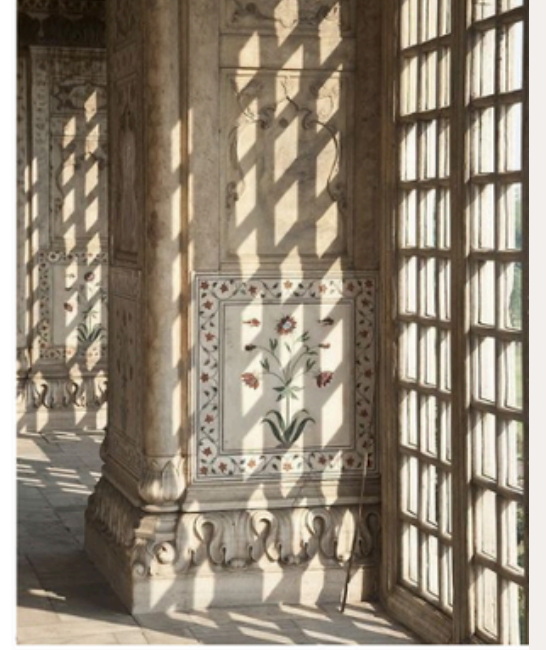
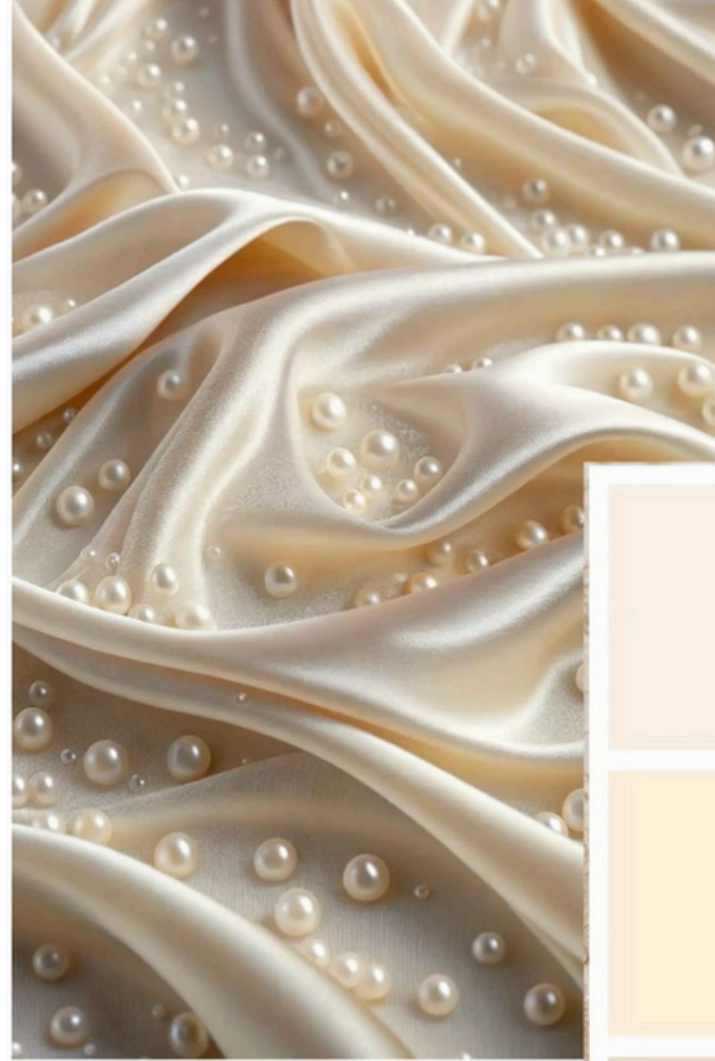
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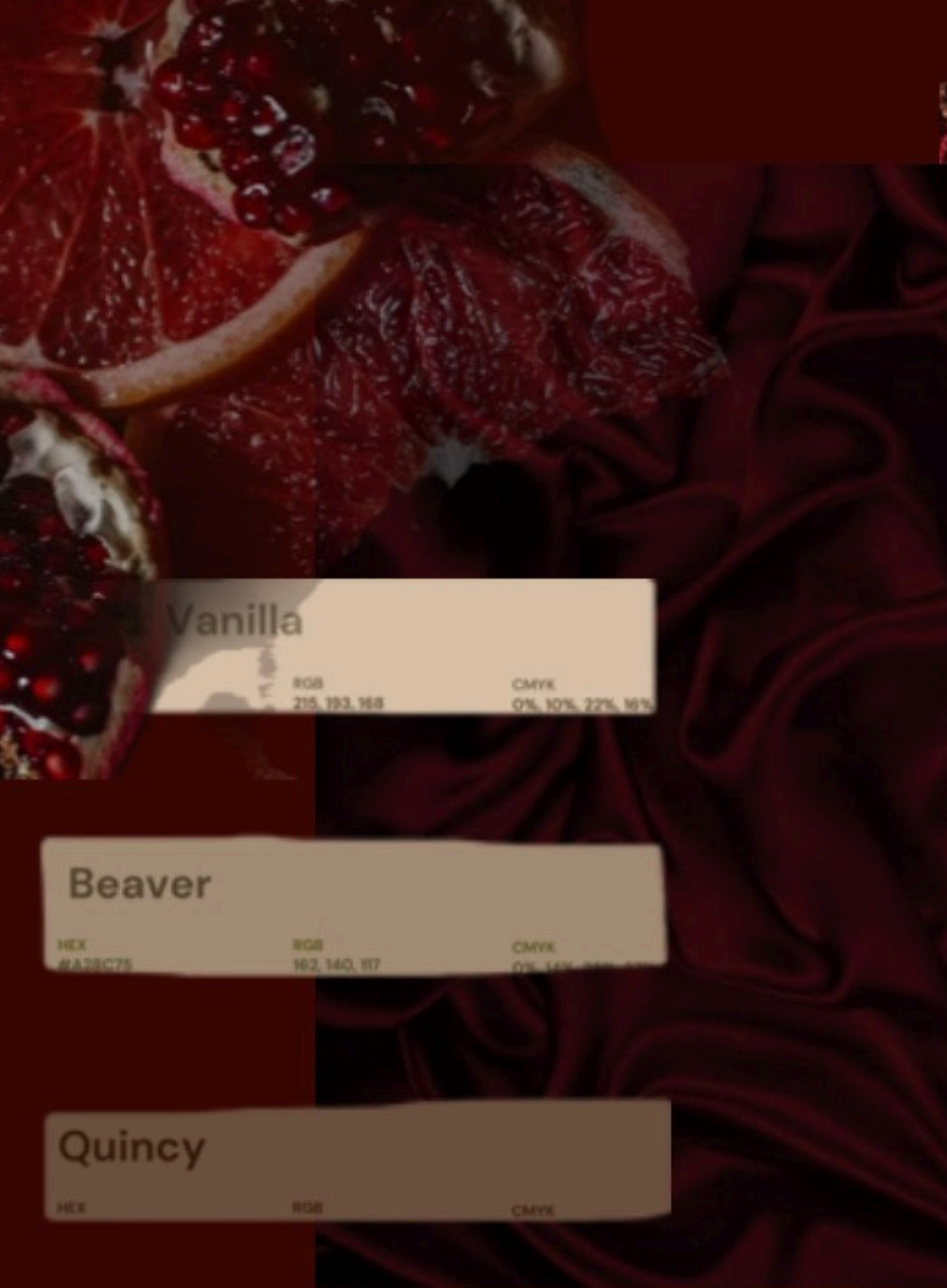
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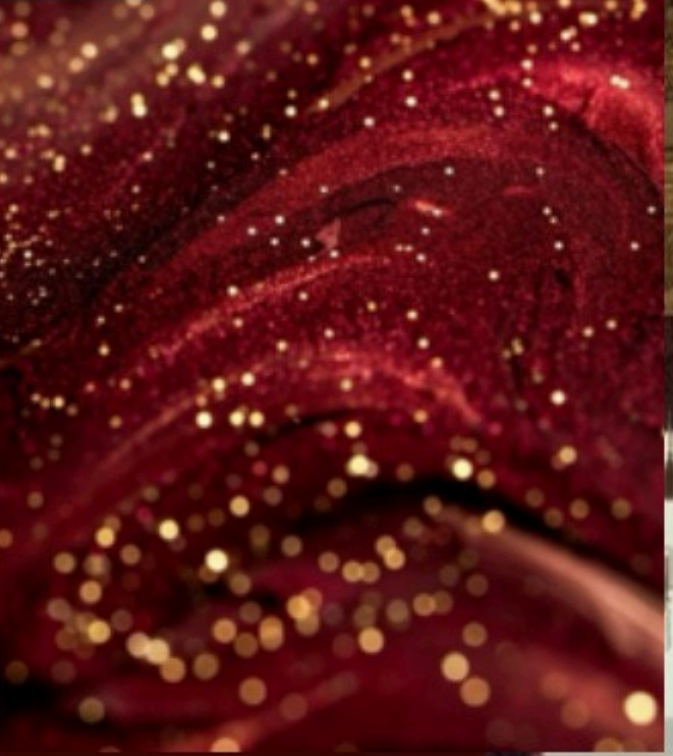
**Vanilla**  
 RGB 215, 193, 168  
 CMYK 0%, 10%, 22%, 85%

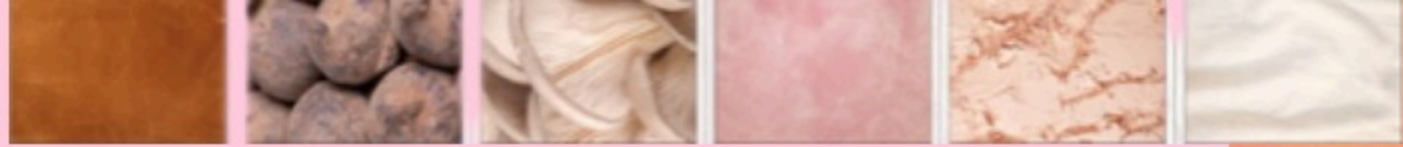
**Beaver**  
 HEX #A28C7E  
 RGB 162, 140, 117  
 CMYK 0%, 14%, 25%, 52%

**Quincy**  
 HEX #C8A28C  
 RGB 200, 162, 140  
 CMYK 0%, 21%, 25%, 42%

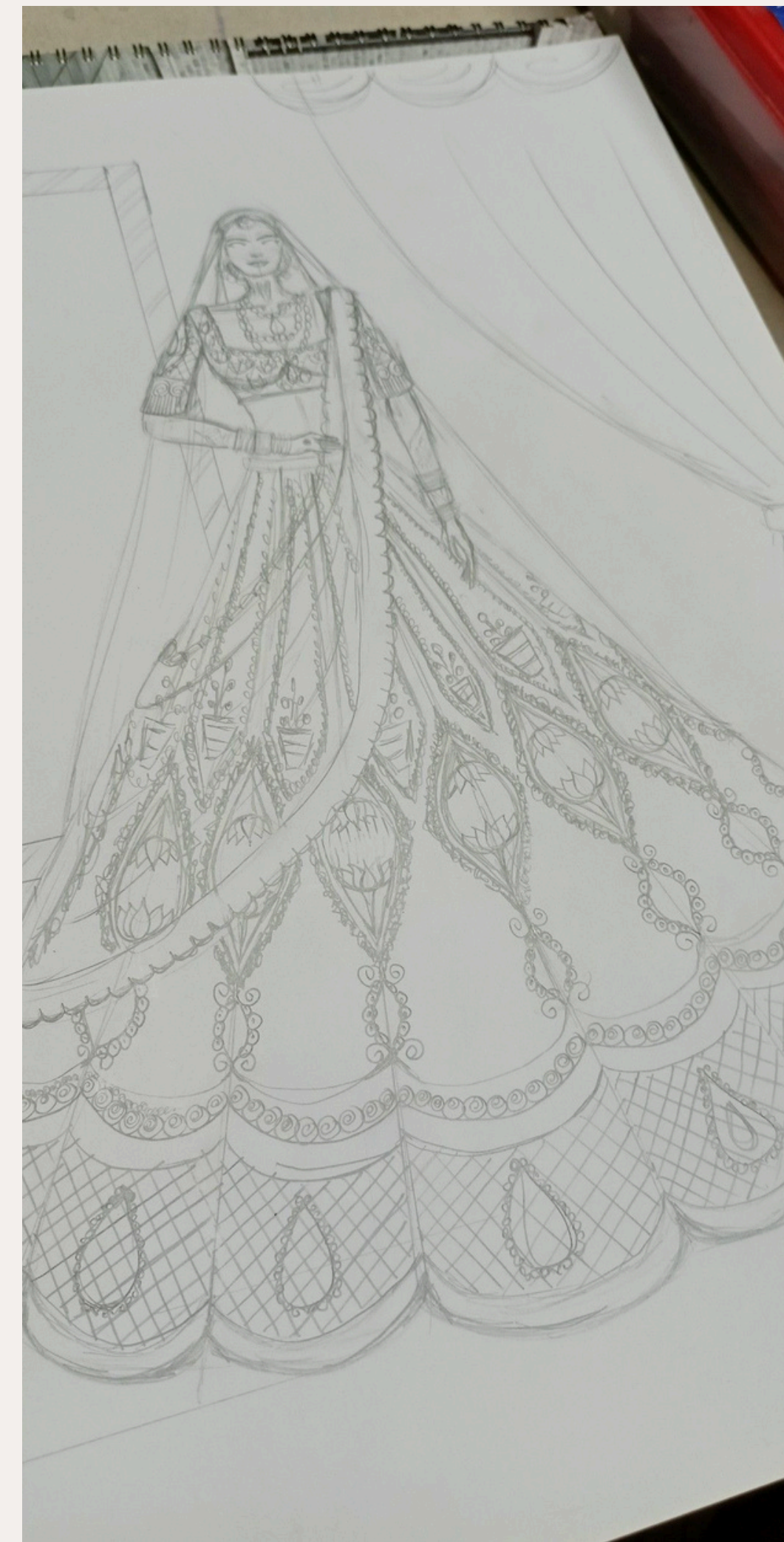
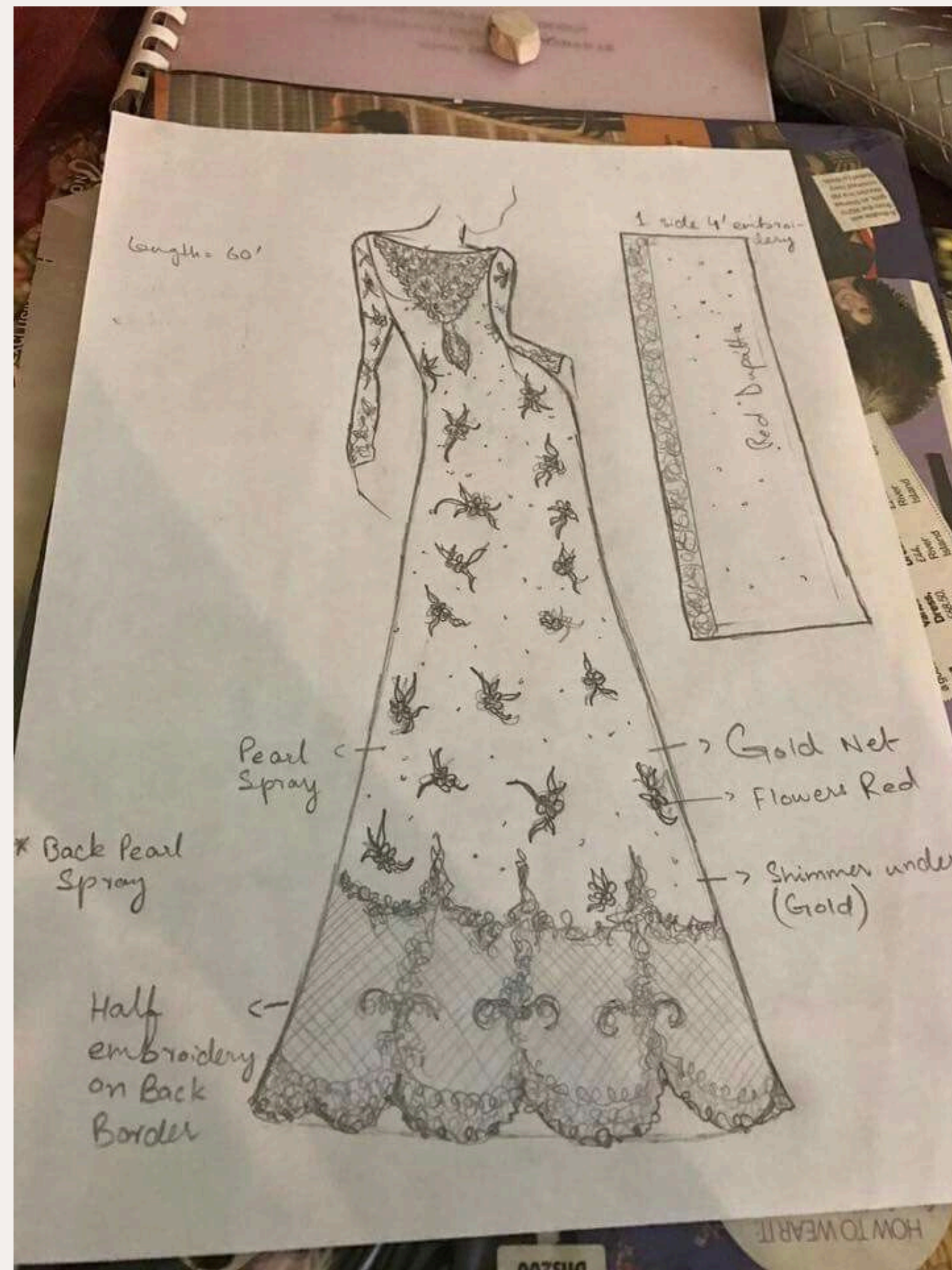
**Falu Red**  
 HEX #C85A5A  
 RGB 200, 90, 90  
 CMYK 0%, 55%, 55%, 0%

**Philippine Brown**  
 HEX #5F2109  
 RGB 95, 33, 25  
 CMYK 0%, 60%, 74%, 62%



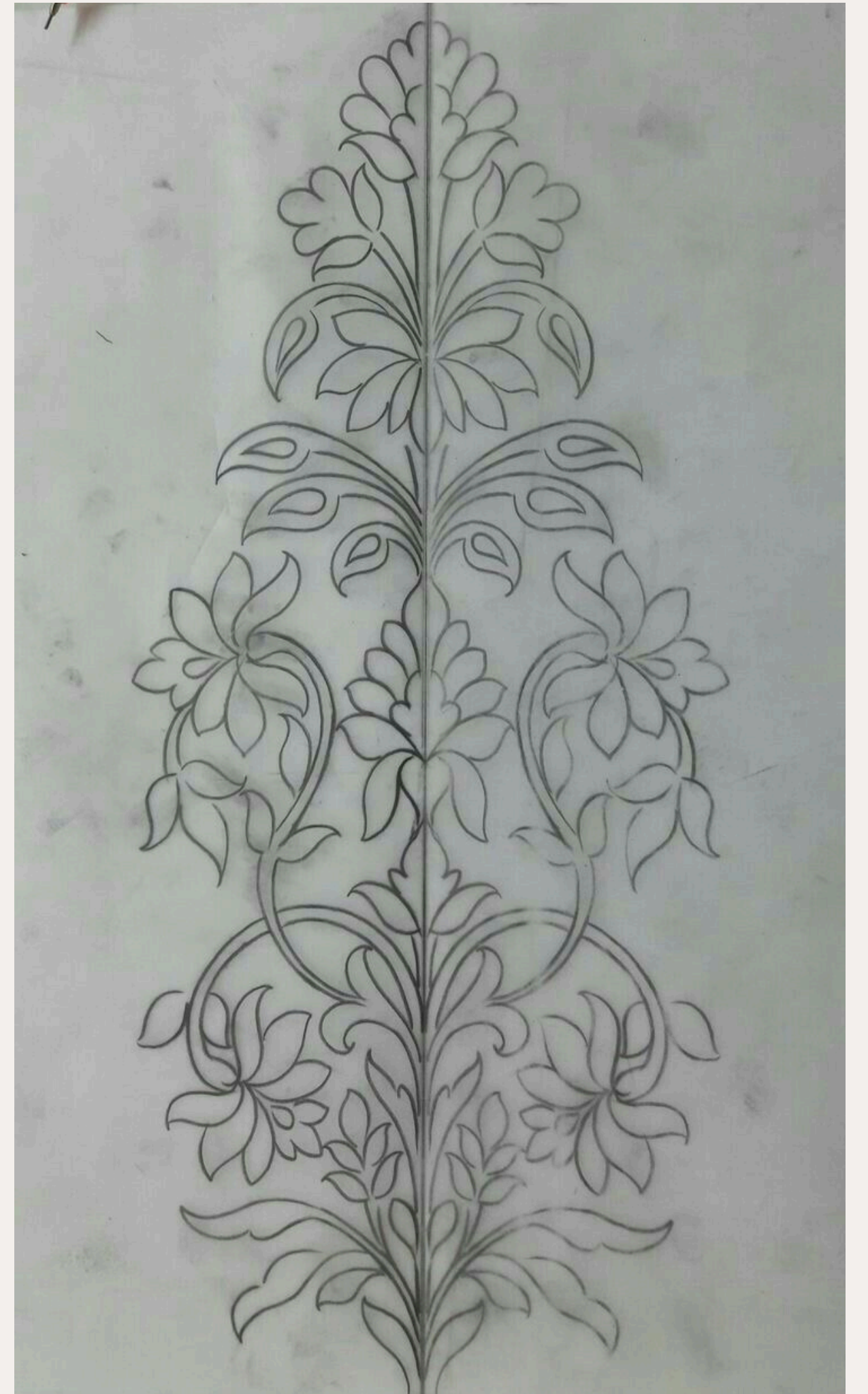


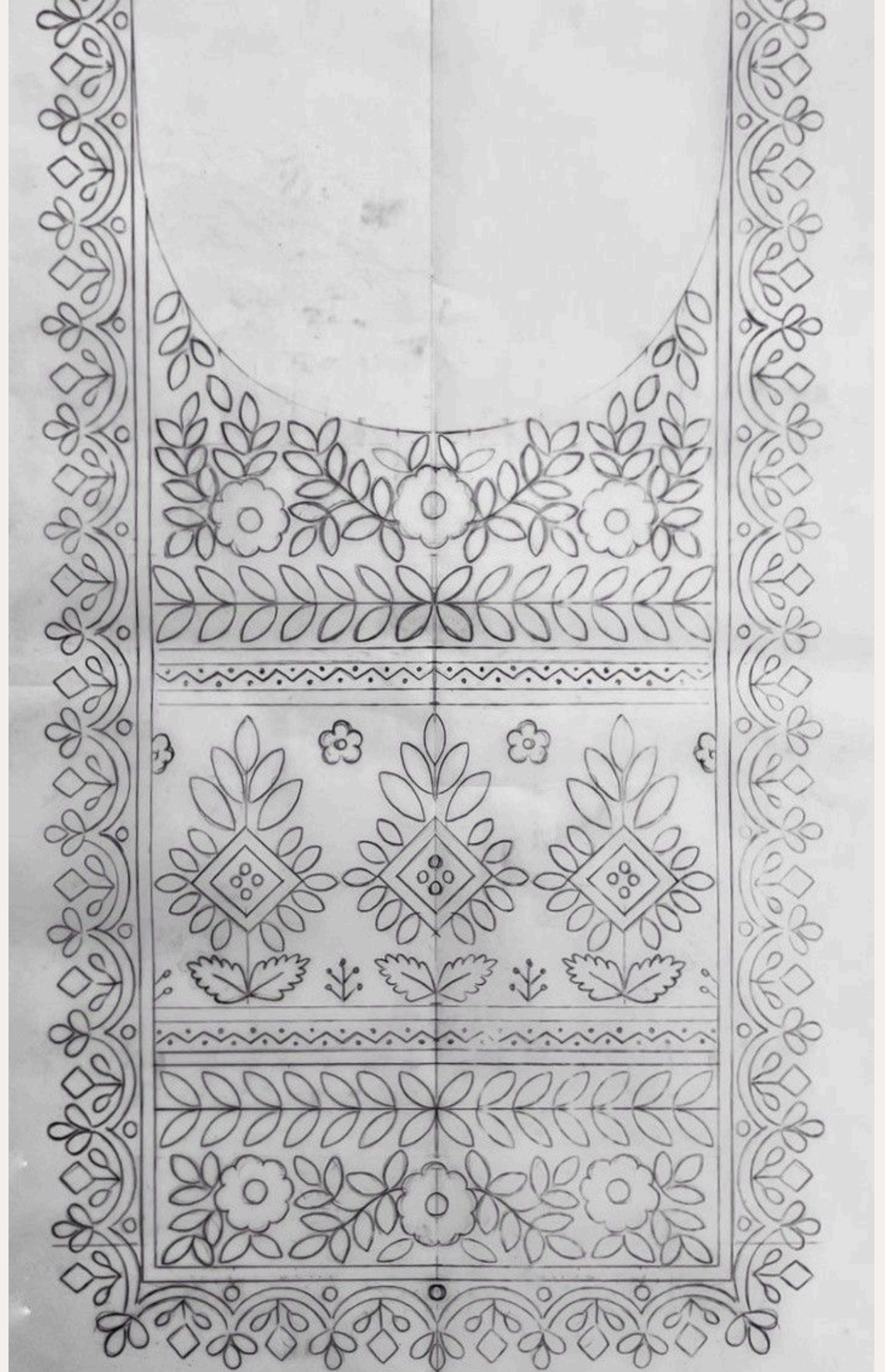
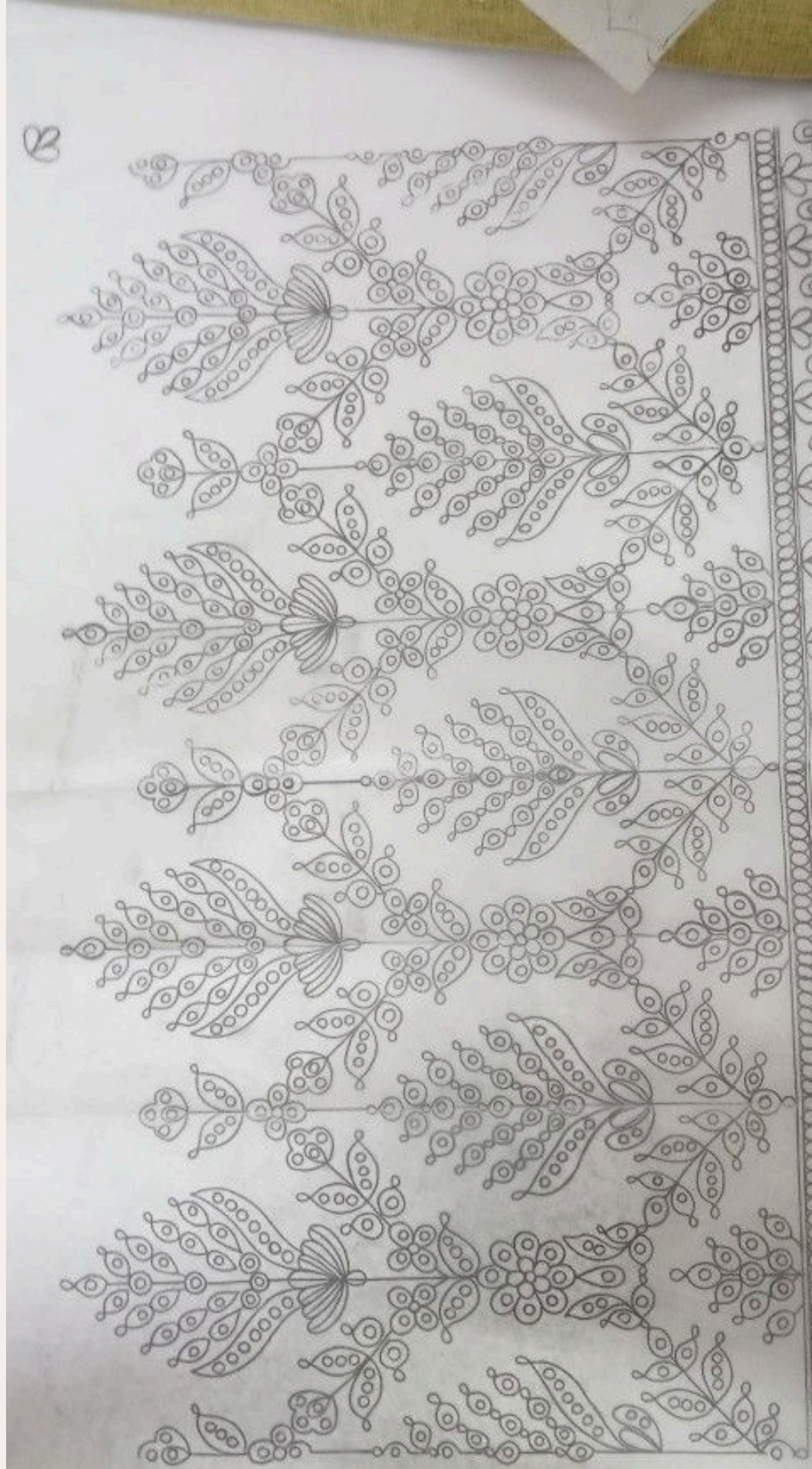
# Illustration





# Khaka







# Personal Reflection

During my internship at Zartash, I gained valuable insights into the fashion industry, which helped me realize that I want to pursue a career combining both creative design and brand communication. The experience highlighted areas I need to improve, such as learning advanced design software, developing deeper knowledge of fabrics and production processes, and strengthening my communication skills for professional interactions. Before the internship, I often doubted how my academic knowledge would fit into the industry, but after this experience, I feel more confident in my technical abilities, adaptability, and capacity to contribute to a professional team, which has given me clearer direction for my future in fashion.

# Thank You!!

I would like to sincerely thank Zartash for giving me the opportunity to complete my internship and gain valuable industry experience. This journey has enhanced my knowledge, skills, and confidence, and has given me a clearer direction for my career in fashion. I am also grateful to my university for providing me with this platform to connect with the industry and apply my learning in a professional environment.



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