

F A S M 2 1 0 // F A L L 2 0 2 1



# JoLe

M U L T I P A G E D O C U M E N T

D E B O R A H A I E R & S R I J A N T E W A R I  
P R O F E S S O R . A T I Y A S E W E L L



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MAGAZINE

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# COMPANY OVERVIEW

A N D W H O W E A R E

As Indians from different corners of the same country, founders Deborah Aier and Srijan Tewari noticed that when it comes to shoes, their cultures get little to no representation in High Fashion.

For those who wish to carve their own path as a way of self-expression, Sole by Deborah and Srijan blends elements of nostalgia for the Indian artisanal craft with Western silhouettes without compromising on style or comfort.



Embracing a strong sense of cultural and individual identity, our collection epitomises uniqueness, simplicity, body inclusivity, and sustainability.

Sole borrows from the past and is made for the future and those who will define it. We are one thing and many things at the same time, and we're for everyone.



# VISION

"At S O L E each pair of shoes tells a story about the fabric, heritage, artisans, designers and the customers."

We draw from the rich material culture and customs of India to create a unique brand that bridges the gap between the works of traditional Indian artisan's and modern footwear silhouettes.





At S O L E, we aim to amplify the voices and stories of the people that are behind our shoes. Our mission is to ensure that all the skilled artisans that create our shoe components are paid fairly and are recognised for their contributions to our brand. This will be achieved by providing a QR code with every authenticity card.

We want to highlight the Arts & Crafts sector of India:  
Whether it be textile, jewellery, or furniture,  
all our shoe designs incorporate design methods that  
are specific to regions of India.



Apart from making our own products, we also collaborate with other well-known designers to reach a wider target market by launching capsule collections.

# MISSION



# LOCATIONS

For ease of convenience and to cater to our international clientele, S O L E has a flagship store in New Delhi as well as our e-commerce website.





# THE TEAM

- Deborah Aier, Co-founder : average net income per year - 100,000\$ per annum
- Srijan Tewari, Co-founder : average net income per year - 100,000\$ per annum
- Priyanka Ray, Merchandiser and Buyer : average net income per year - 40,000\$ per annum
- Raul D'Souza, Administrative head and Manager: average net income per year - 40,000\$ per annum
- Shania Smith, Senior Designer and Stylist : average net income per year - 35,000\$ per annum
- Daniel Thomas, Digital Marketer and Customer Service representative: average net income per year - 35,000\$ per annum
- Alabas Bibi, artisan: average net income per year : 20,000\$ per annum
- Goga Devi, artisan: average net income per year : 20,000\$ per annum



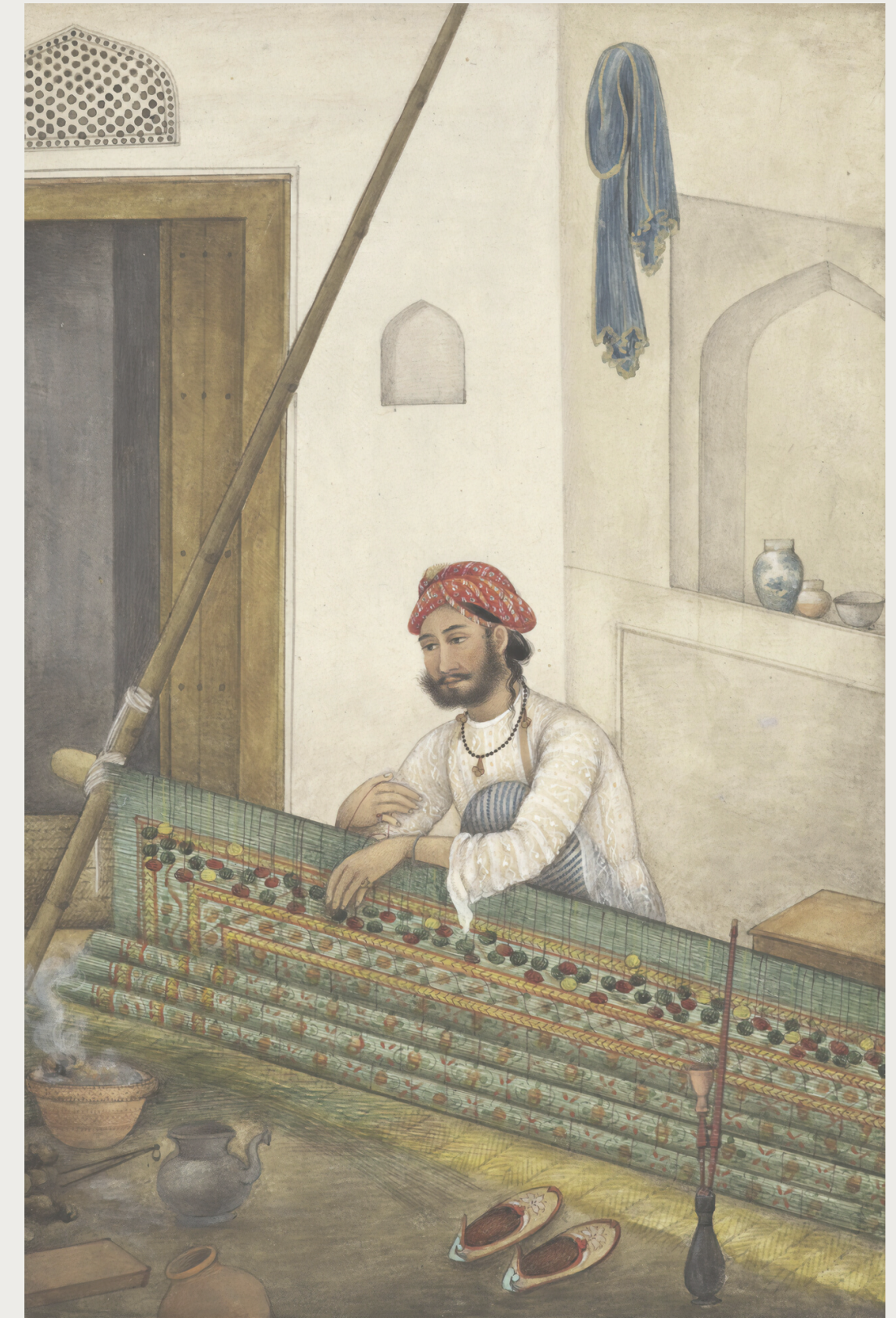
# PRODUCTS & SERVICES

We create luxury footwear across all categories. Our shoes are made using traditional Italian shoemaking techniques to ensure durability. We use age-old Indian embroidery styles from different states and cities within the country. Each embroidery technique is executed by craftsmen from the region, to stay true to the traditional method. All shoes come with an Authenticity Card and QR Code which allows customers to learn more about the history of the textiles and who made their shoes.

## After sale services

Returns: Products can be returned within 14 days of purchase given that they are in original condition and meets the returns policy requirements.

Sole service: We offer repairing services at our flagship store. Customers will receive a personalised quote for the item with the recommended restoration services, which they can approve or decline.





# LOGISTICS & OPERATIONS

- Suppliers: We intend to source our raw materials ethically and from local producers and manufacturers.
- Production: Since India has a booming Manufacturing and Production-based economy, local manufacturers, producers, and warehouses are available within or on the outskirts of most cities. Market research has shown that multiple manufacturing companies also offer warehousing and transportation facilities. We would also be making use of international couriers like DHL to ship our products globally, rates of delivery depend on cargo size and the courier route. Our workers take an average of 25 hours to produce a pair of shoes, additional workers can be hired with the help of our collaborators - Diya foundation and the Textile Artisans Guild of India. We can offer over-time opportunities and incentives during times of high demand as well.
- Facilities: 1 main workhouse/office will be located in Delhi, India.
- Equipment: sewing machines, embroidery machines, application and web development programs, web maintenance programs, IT equipment such as PCs and laptops, shipping material, branded packaging.
- Shipping and Fulfilment: All the fulfillment tasks will be done in-house, we would only be outsourcing shipment and transportation.
- Inventory: Since our products are labor-intensive, we will only release a limited quantity to begin with. Further production can start only after an order has been placed. Digital inventory would be maintained by our Administrative head.

FINANCIAL



PLAN



# INCOME STATEMENT

<b>ANNUAL INCOME STATEMENT</b>		
Sales		18,80,000
Cost of Goods Sold	5,00,000	
<b><u>GROSS PROFIT</u></b>		13,80,000
Operating Expenses		
Selling Expenses (consignment etc.)		
Advertising Expenses	10,000	
Administrative Expenses	1,50,000	
<b><u>TOTAL OPERATING EXPENSES</u></b>		1,60,000
Gross Profit		13,80,000
Operating Expenses		1,60,000
Before Tax		12,20,000
Tax		307,074 (25.17%)
<b><u>NET PROFIT</u></b>		9,12,926

# BALANCE SHEET

<b>CURRENT ASSETS</b>		
Cash	5,00,000	
Accounts Receivable		
Other Assets	1,75,000	
Total Current Assets	6,75,000	
<b>FIXED ASSETS</b>		
Property, Plant and Equipment	60,000	
Accumulated Depreciation	5000	
Total Fixed Assets	55,000	
<b>TOTAL ASSETS</b>	\$730,000	
<b>CURRENT LIABILITIES</b>		
Accounts Payable	10000	
Short-term Loans		
Income Taxes Payable	307094	

Unearned Revenue		
Other Current Liabilities		
Total Current Liabilities		
<b>LONG-TERM LIABILITIES</b>		
Long-term Debt	-	
Deferred income tax	-	
Other Long-term Liabilities	3250	
Total Long-term Liabilities	-	
<b>OWNER'S EQUITY</b>		
Investment	3,00,000	
Retained Earnings	1,00,000	
Other		
<b>TOTAL LIABILITIES</b>	\$7,11,344	



# CUSTOMER

# SEGMENTATION

## BEHAVIORAL

- Cares about craftsmanship
- Respectful while exploring different cultures
- Cares about who made their garments and the story behind them

## DEMOGRAPHIC

- 18-35 years
- Gender-neutral
- University Student/  
Creative/ Young  
Professional
- Upper middle class
- Mid-high disposable income

## GEOGRAPHIC

- Urban areas, all over the world

## PSYCHOGRAPHIC

- Interests: Arts and Culture, Reading, writing, painting
- Places of interest: Museums, Art galleries, Chic Cafes, Restaurants
- They are not afraid to invest in statement pieces to elevate everyday looks
- Values independence and self-expression through clothes

# TARGET MARKET

## SANSKRITI



- Age: 21 Years Old
- Gender: Female
- Location: India & Paris
- Education: Pursuing BFA
- Relationship Status: Single
- Occupation: Art history student
- Income: None
- Sanskriti is a frequent flyer and regular shopper. She is always on the lookout for new statements pieces that remind her of her favourite works of art. She can be seen visiting the Musee Yves Saint Laurent and shopping at Galeries Lafayette, Champs Élysées.

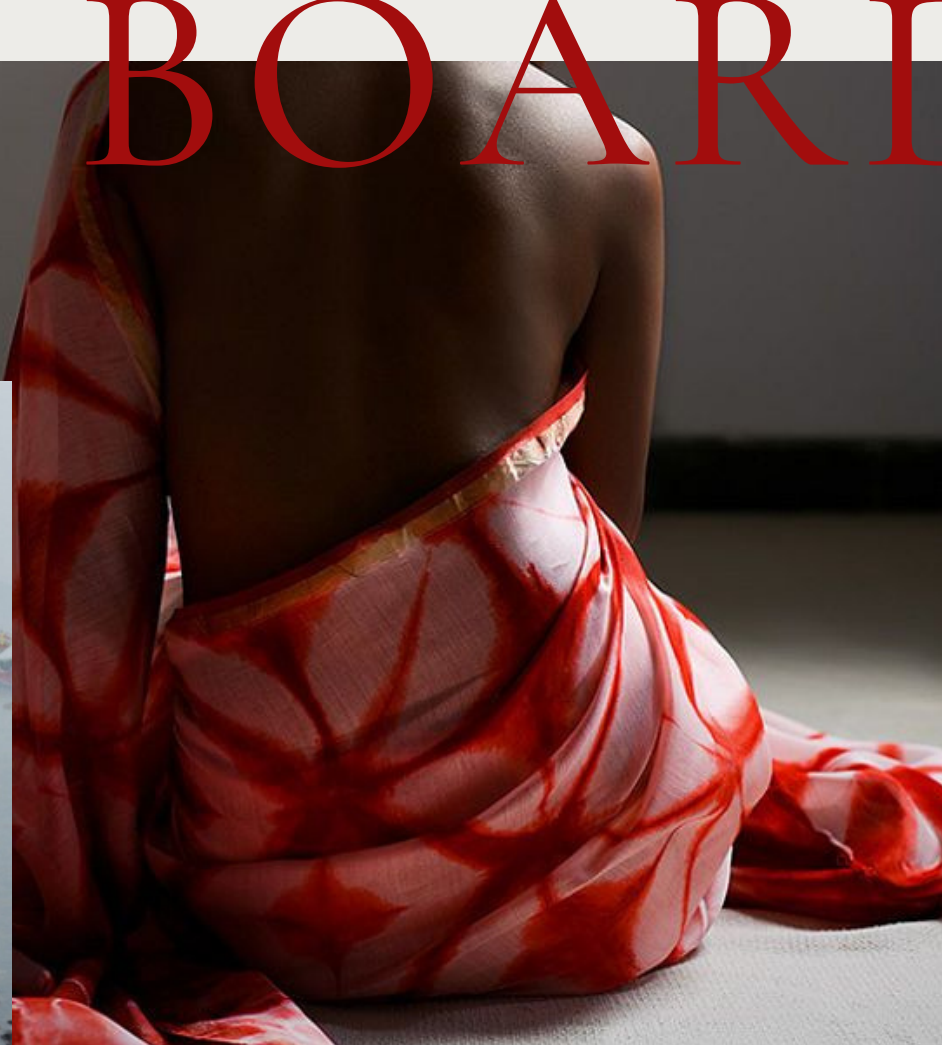
## Tanisha



- Age: 35 Years Old
- Gender: Female
- Location: India
- Education: College, Masters
- Relationship Status: Married
- Occupation: Interior Designer
- Income: \$130,000
- Tanisha has an appreciation for the finer things in life, she values good craftsmanship in her clothing and designs. She likes to host dinner parties and when not at work, she could be seen browsing the stores of DLF Emporio. Her favourite designers are Sabyasachi and Schiaparelli.



# CUSTOMER BOARD





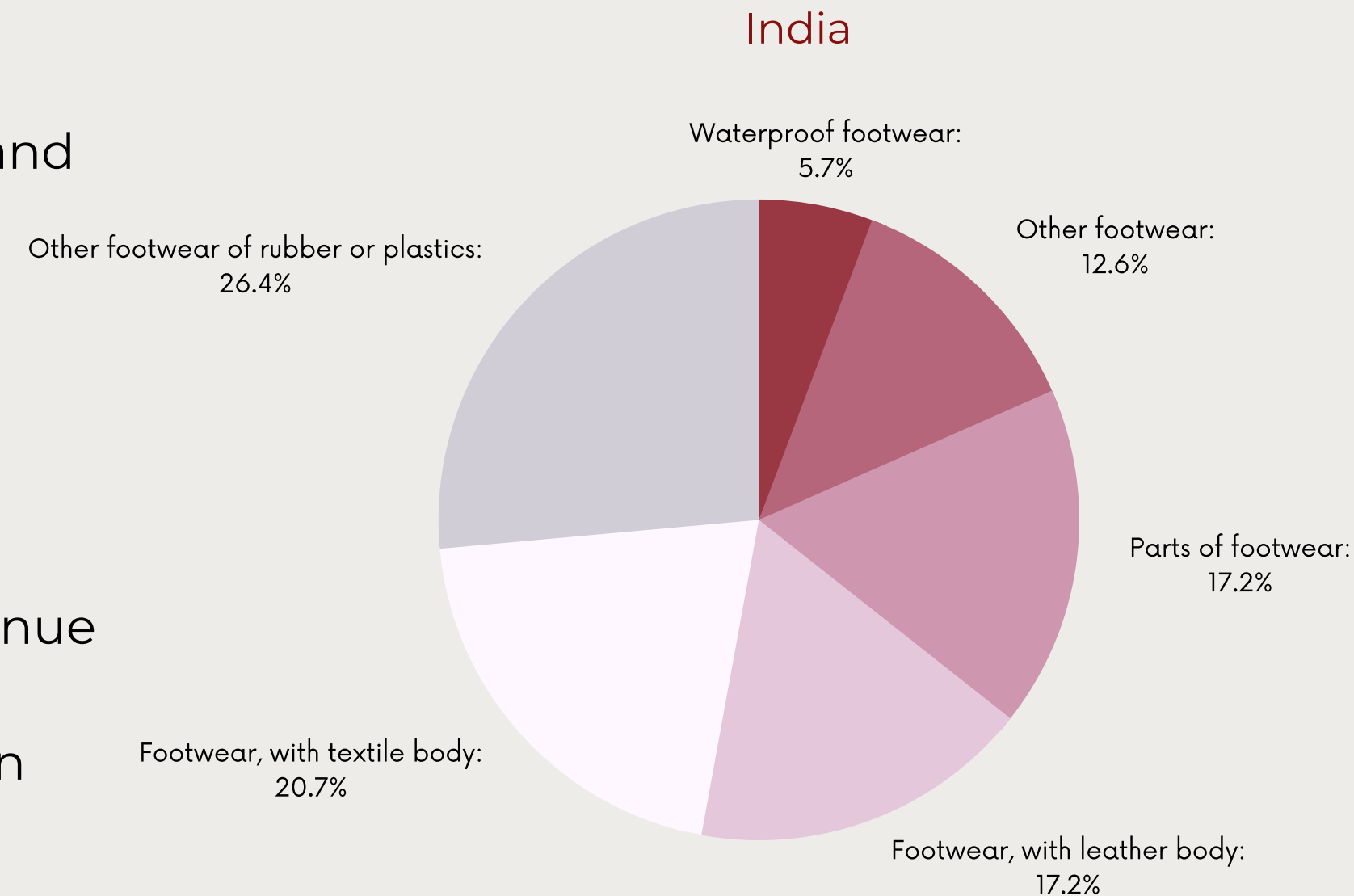
# MARKET ANALYSIS





# POTENTIAL MARKET

- Regional Market
  - Asia Pacific was the largest regional market in 2018 and will expand further at the highest CAGR from 2019 to 2025.
  - Upsurge in Indian Footwear Market: Growing demand for trendy, fancy, and comfortable footwear from the millennial and Gen-Z population
  - In India, manufacturers are challenged with high taxes and shortage of skilled labor.
- Global Market
  - The trend of Internet first footwear brands is a fast growing phenomena in the footwear market.
  - The footwear market as a whole is expected to surpass a revenue of US\$ 1.7 Trn by 2030.
  - Luxury Footwear market size forecast in 2026: USD 46.8 Billion
- Sustainability:
  - Important factor in consumer purchasing decisions.
  - Consumers are expecting transparency across the entire value chain;
  - Consumers demand more information about goods customisation and the quality of materials used.



Imports of footwear and headwear:  
460 million dollars

# POSITIONING MAP

STYLISH

Jole

MANOLO BLAHNIK

Christian Louboutin

AMINA MUADDI

AQUAZZURA

NODALETO

INDIAN

WESTERN

JuttiChoo  
made to fascinate

FIZZY GOBLET

NEELEDUST

Inc.5  
SHOES • BAGS • ACCESSORIES • ATTITUDE

SKO

VENUS STEPS

OUTDATED



# SWOT ANALYSIS

<p><b>STRENGTHS</b></p> <p>Uniqueness Ethical practices Remarkable quality Socially responsible</p>	<p><b>WEAKNESSES</b></p> <p>Limited production capacity Labour intensive</p>
<p>Expansion: Children's shoes Other accessories B Corp Certification Global Market Expansion</p> <p><b>OPPORTUNITIES</b></p>	<p>Copyright infringement by other Indian Designers</p> <p><b>THREATS</b></p>

# INDUSTRY ANALYSIS



S O L E is a young company with limited resources but we face the challenges ahead of us as opportunities.

There are no brands or designers within or outside India that specialize and specifically cater to the demand for artisanal footwear that uses Indian textiles and surface treatments.

The only exception was the Sabyasachi X Christian Louboutin 2017 capsule collection.

In-person interaction with fashion enthusiasts as well as Industry analysis on the web has made it clear for us that there's a void in the market.

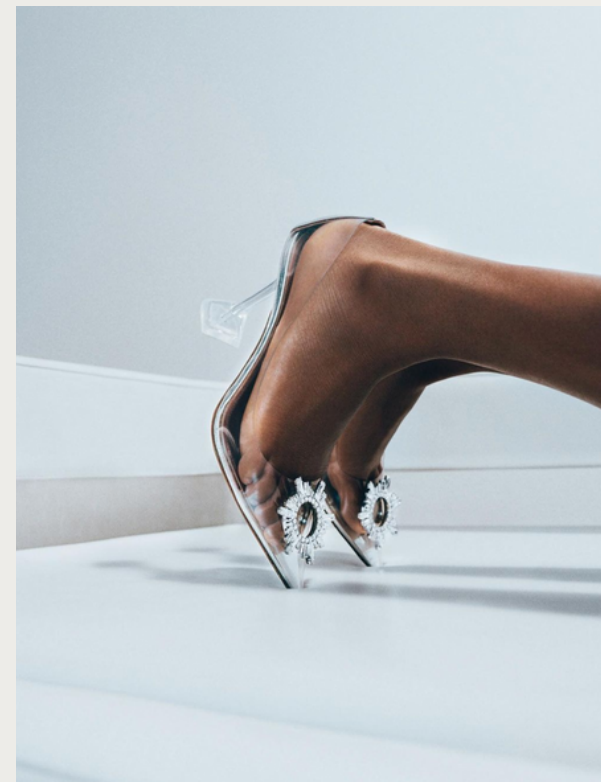
Wedding season in the Indian subcontinent and beyond as well as forecast articles have told us that customers, both regional and International, are actively developing an interest in products that are sustainable, handcrafted and tell a story. Though it's still a niche, customers can buy our products online from our website or via luxury online retailers like Net-a-Porter and Ssense among others.



N O D A L E T O



A M I N A M U A D D I



J E F F R E Y C A M P B E L L



C O M P E T I T I V E

A N A L Y S I S

## N O D A L E T O

- Price range: \$800-\$1,000
- Prestige pricing
- Contemporary luxury shoes with playful silhouettes
- Made in Italy with "refined materials and a universal quality."
- Recently collaborated with Heavn by Marc Jacobs to create cheaper shoe collection (\$350 onwards)

## A M I N A M U A D D I

- Price range: \$650-\$1,500
- Prestige pricing
- Average heel of 4 inches in height
- Pyramid-tipped signature heel style
- "She worked with world-class artisans and suppliers to develop each and every one of her shoes' 40-50 components"
- Designed in Paris and Produced in Italy
- Huge celebrity clientele including Rihanna and the Kardashians

## J E F F R E Y C A M P B E L L

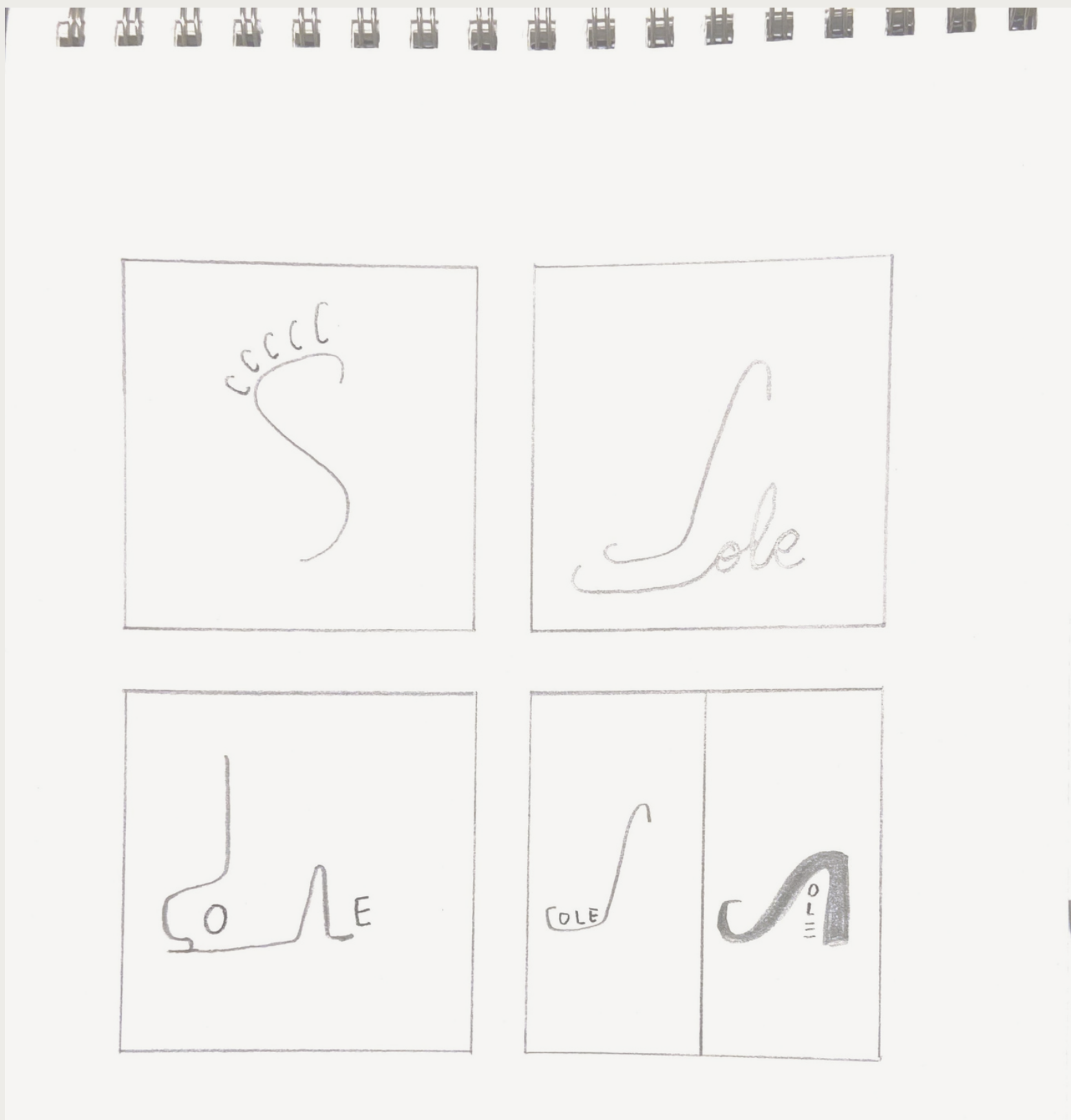
- Price range: \$150 - \$400.
- Competitive Pricing
- Contemporary designs at an affordable price range.
- Bold silhouettes with exaggerated surface treatment and heels.
- Influential celebrity Gen-Z and Millennial clientele includes Lily Rose Depp, Yara Shahidi, Charli D'Amelio and the Kardashians.

# COMPETITIVE

# ANALYSIS



# PROCESS BOOK



SOLE

sole

FINAL LOGO

JoLe



# BUSINESS CARD



+1 (678) 123-4567  
info@sole.com  
www.sole.com  
@sole



 +1 (678) 123-4567  
 info@sole.com  
 www.sole.com  
 @sole

Sole

# FINAL BUSINESS CARD



Sole



 +1 (678) 123-4567  
 info@sole.com  
 www.sole.com  
 @sole



# EMAIL SIGNATURE



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# FINAL EMAIL SIGNATURE



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🌐 [www.sole.com](http://www.sole.com)



**Srijan Tewari**

Co-Founder, Sole

☎ (678) 123-4567

✉ [srijantewari@sole.com](mailto:srijantewari@sole.com)

🌐 [www.sole.com](http://www.sole.com)



# RESUMES

## Deborah Aier

CEO, Sole

I am a shoe designer who is passionate about luxury and is focused on sustainable design . With a background in both hands-on designing and marketing, I am able to combine those skills and establish a strong brand.

### EDUCATION

**Parsons Paris**  
*Bachelor of Business Administration (BBA)*  
Strategic Design & Manangement

**Savannah College of Arts and Design**  
*Bachelor of Fine Arts (BFA)*  
Fashion Marketing & Manangement

### EXPERIENCE

Shoe designer

*Malone Souliers | March 2018- December 2019*

- Illustrated and rendered shoe designs from start to finish
- Collaborated with textile designers to choose the perfect fabric for shoe designs
- Translated illustrations into polished, high-level shoe designs

Co Founder, CEO

*Sole | May 2020- Present*

- Research and analyse the arts & crafts sector in India every season to select different crafts to implement into designs
- Collaborate with artisans in the design and production process
- Oversee all sectors of the supply chain to ensure the best quality products

### LANGUAGES

- English
- Hindi
- Spanish
- French
- Nagamaese

### CONTACT

- [deborahaiersole.com](mailto:deborahaiersole.com)
- [www.sole.com](http://www.sole.com)
- +1 (678) 123-4567

### SKILLS

- Project Management
- Interpersonal Relationships
- Strategic Design
- Adobe Proficiency
- Microsoft Office
- Process Improvement
- Trend Forecasting
- CLO 3D

### AWARDS

- Most Outstanding Employee of the Year, Malone Souliers (2019)
- Best Innovative Shoe Design, Global Footwear Awards (2021)



## SRIJAN TEWARI

CO. FOUNDER AND C.E.O.

### CONTACT

+1 (678) 123-4567  
[SRIJANTEWARI@SOLE.COM](mailto:SRIJANTEWARI@SOLE.COM)  
[WWW.SOLE.COM](http://WWW.SOLE.COM)

### PROFILE

I am an experienced creative who is passionate about sustainable design. I have experience and practical knowledge of Fashion Design and Marketing.

### EXPERIENCE

**CO-FOUNDER AND CEO**  
**SOLE | MAY 2020 - PRESENT**

- Conducted Market research and trend research.
- Spearheaded social media campaigns.
- Design collections and oversee all fiscal, managerial, and creative decisions.
- Increased social media following and clicks by 200%

**ANDROGYNOUS APPAREL DESIGNER**  
**MAISON MARGIELA | APR 2015 - MAY 2019**

- Designed multiple collections for the company.
- Developed custom patterns.
- Spearheaded multiple androgynous campaigns for the company.

### EDUCATION

**SAVANNAH COLLEGE OF ART & DESIGN**  
**BACHELOR OF ARTS IN FASHION DESIGN ,AND FASHION MARKETING & MANAGEMENT | 2011 - 2014**  
GPA: 3.9

### SKILLS

- Sewing
- Digital and manual illustration
- Marketing
- Retail Management
- Adobe suite
- Leadership and guidance
- Detail oriented

### REFERENCES

**PROF. ATIYA SEWELL**  
**SAVANNAH COLLEGE OF ART AND DESIGN**  
E-MAIL : [ASEWELL@SCAD.EDU](mailto:ASEWELL@SCAD.EDU)

# MARKETING PLAN

## GOALS & OBJECTIVES



### INCREASE BRAND AWARENESS

Promote our brochure on social media and on print in order to reach a larger audience



### INCREASE CUSTOMER LOYALTY

Existing customers will have a newfound appreciation for our brand since they will know more about all the work that goes into it



### IMPROVE BRAND IMAGE

Existing customers and new customers will get to establish a personal connection with their products and be reminded of the story behind each pair.

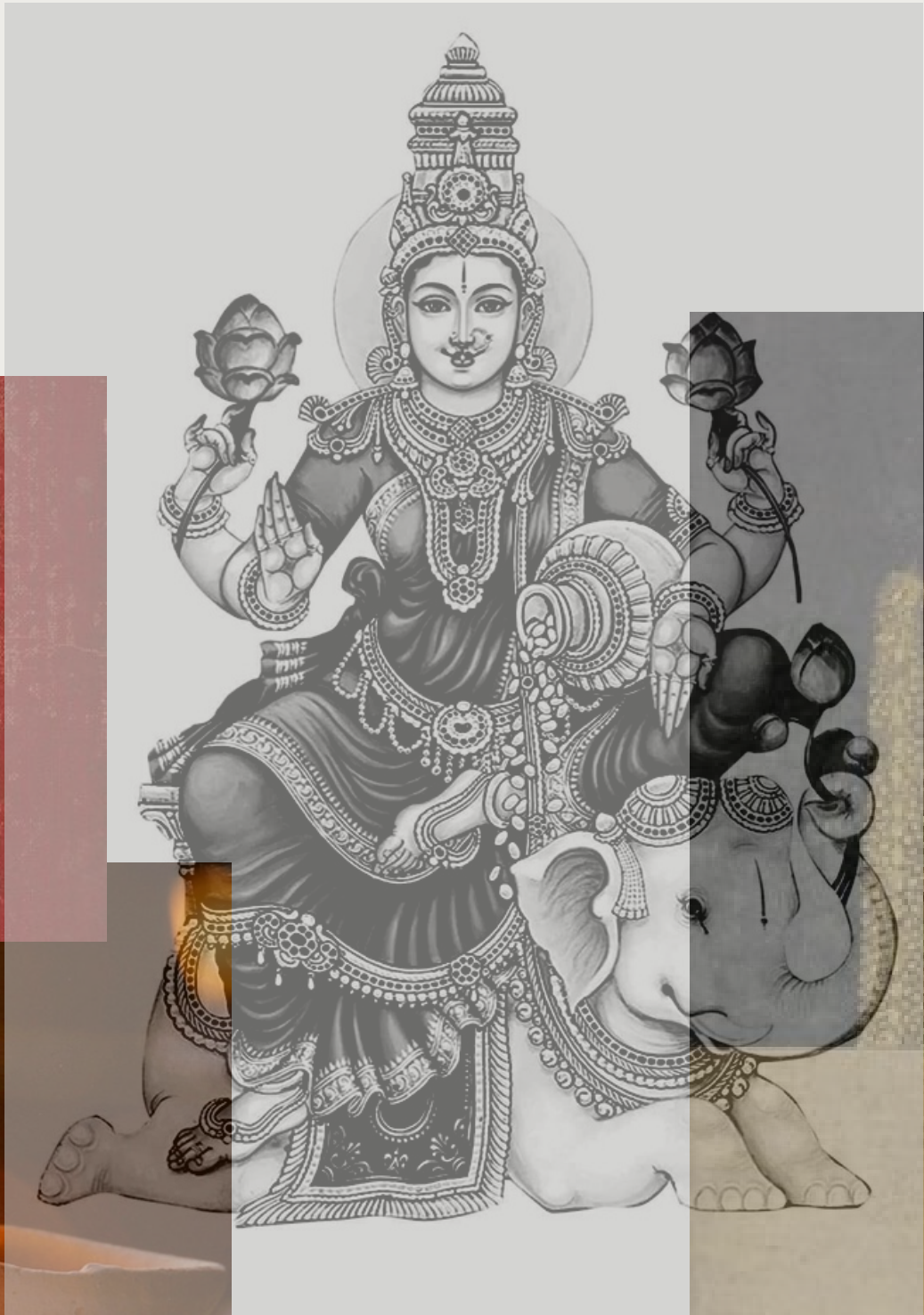


### INCREASE REVENUE

Increased interest and loyalty to our brand will ensure new and returning customers, which in turn will lead to an increase in revenue



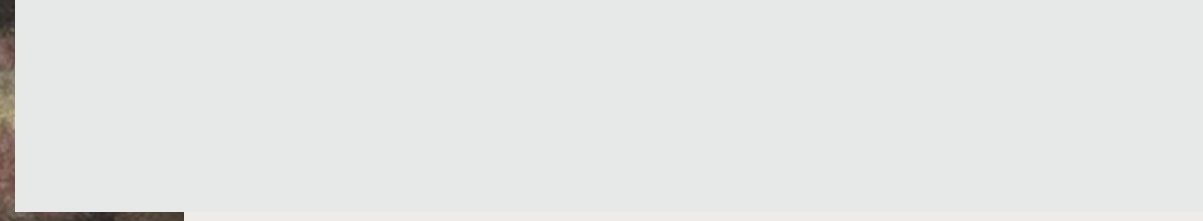
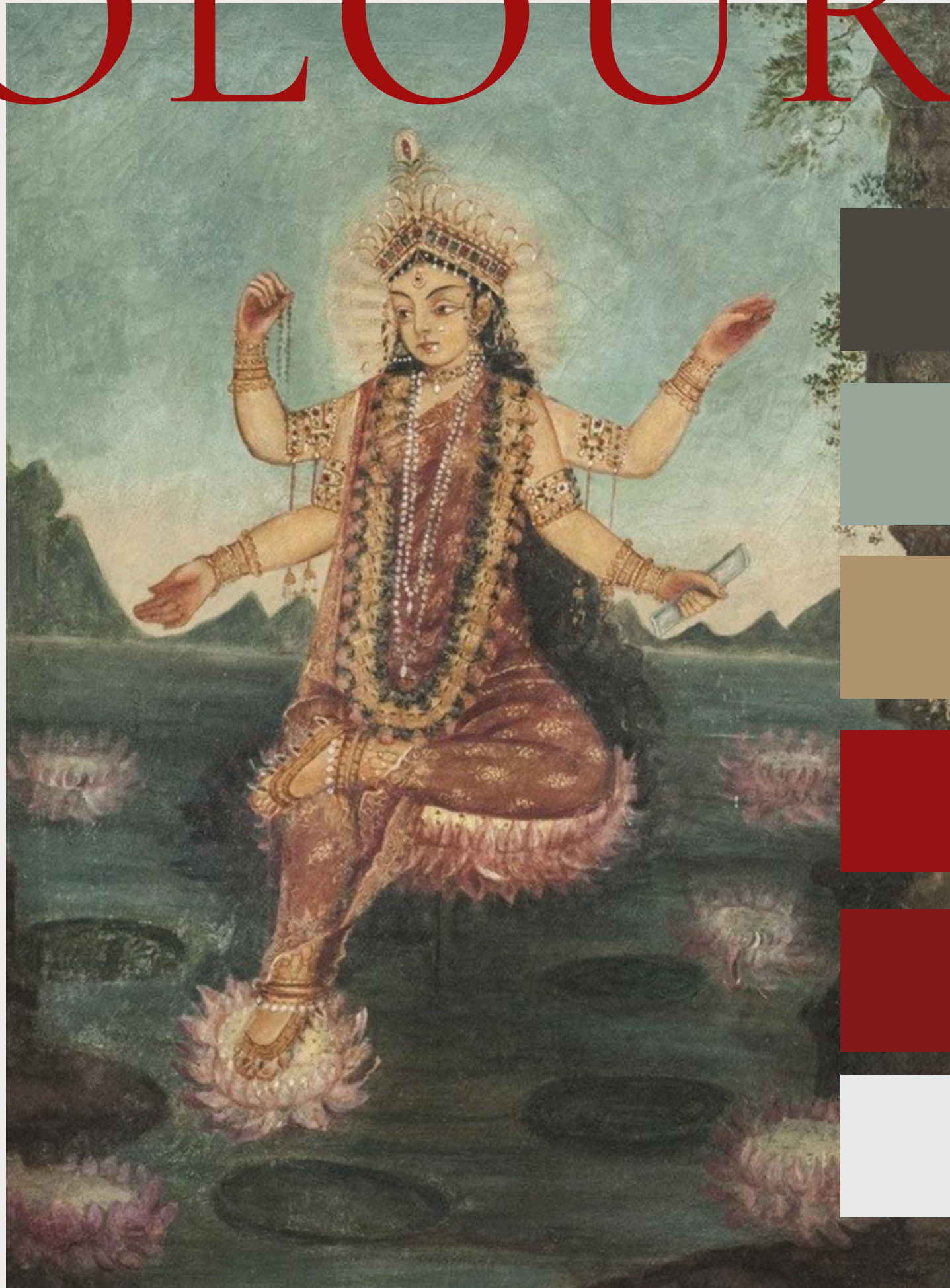
OVERVIEW OF  
AD CAMPAIGN



# MOODBOARD



# COLOUR PALETTE



RESEARCH/  
INSPIRATION





HAPPY DIWALI

May this festival of light bring you health, wealth and every kind of happiness. Bvlgari wishes you a very joyous Diwali.

To add some sparkle to your Diwali, we invite you to visit our online boutique to shop the latest collections. Be in touch with one of our advisors to seamlessly complete your purchase and enjoy complimentary deliver to over 500 cities in India.

SHOP NOW

For further information, please do not hesitate to [contact us](#). We look forward to hearing from you.

GUCCI



We are pleased to invite you to discover the Wishing Tree: a special installation by the artist Siddbarth Cbaturvedi created exclusively for the occasion of Diwali.

Monday, November 2nd to Sunday, November 22nd, 2020

To book your private appointment, please contact us at +91 22.50.32.32.42

FIND THE STORE

Gucci New Delhi Emporio  
DLF Emporio Mall, Vasant Kunj Phase II  
New Delhi, Delhi 110 070  
[clientservice.in@gucci.com](mailto:clientservice.in@gucci.com)

SERVICES

LOUIS VUITTON

LV NOW | WORLD OF LOUIS VUITTON | WOMEN | MEN



We wish you and your family a joyful holiday season.

To place an order over the phone for selected products or for any enquiries, please contact our Client Services at 1800 103 9988

Client Services



Email Us



1800 103 9988



# EMAIL BLAST IDEA

Diwali is an annual Hindu festival that celebrates light, wealth, and joy. the goddess Laxmi of fortune and prosperity is said to visit homes the night of the festival.

Brands that have a clientele in India often offer discounts and promotional sales before and after Diwali. Sole's identity as an Indian brand and as a brand that believes in a better life for everyone encouraged us to launch a time-sensitive charitable promotional campaign.

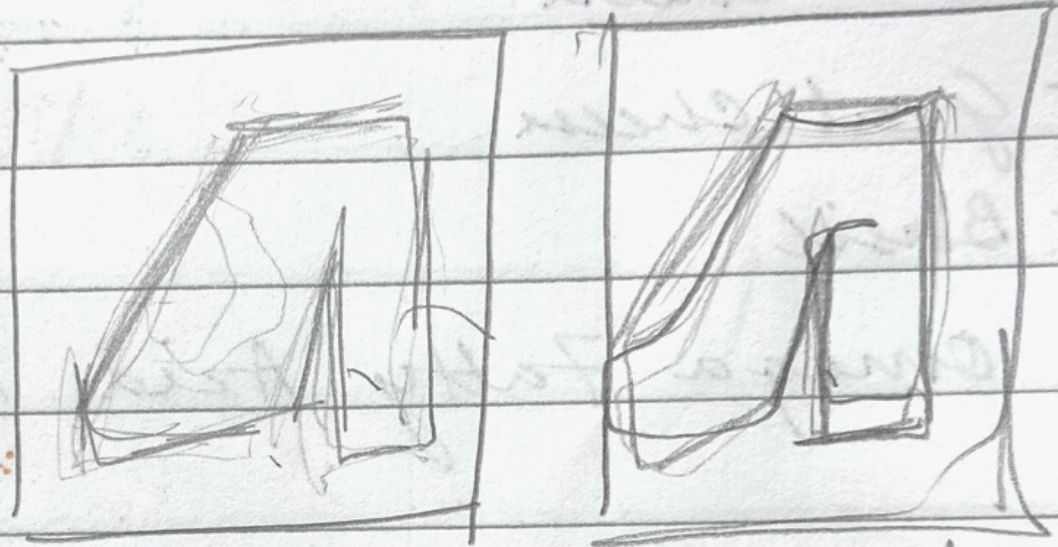
All items will be subject to a 20% discount and a portion of all the profit will be donated to an NGO called 'Diya foundation'. The NGO provides skill training to differently-abled youth, giving them employment opportunities for a brighter future.





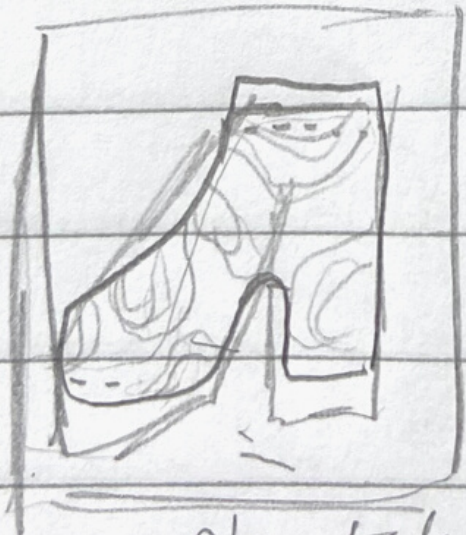
# GIF PROCESSES

- 2 pm.



choppy  
silk cutout

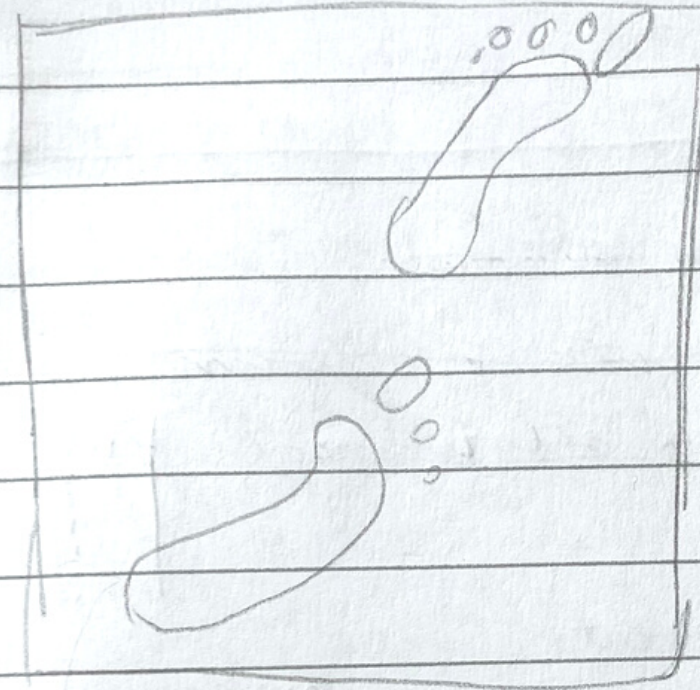
boot/shoe  
outline  
(sketchy,  
no detail)



do sketchy drawings  
w details

NOV 1 - NOV 5

20% OFF

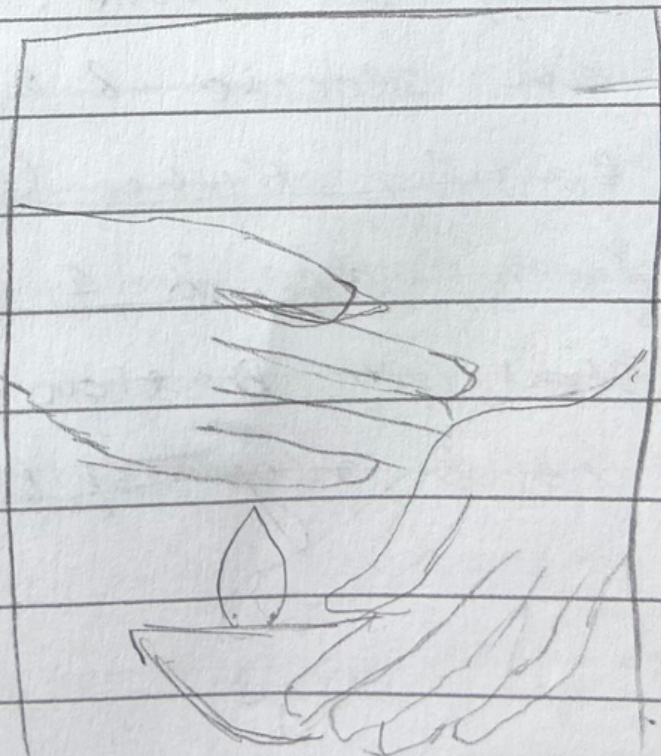


- goddess Laxmi  
footsteps.

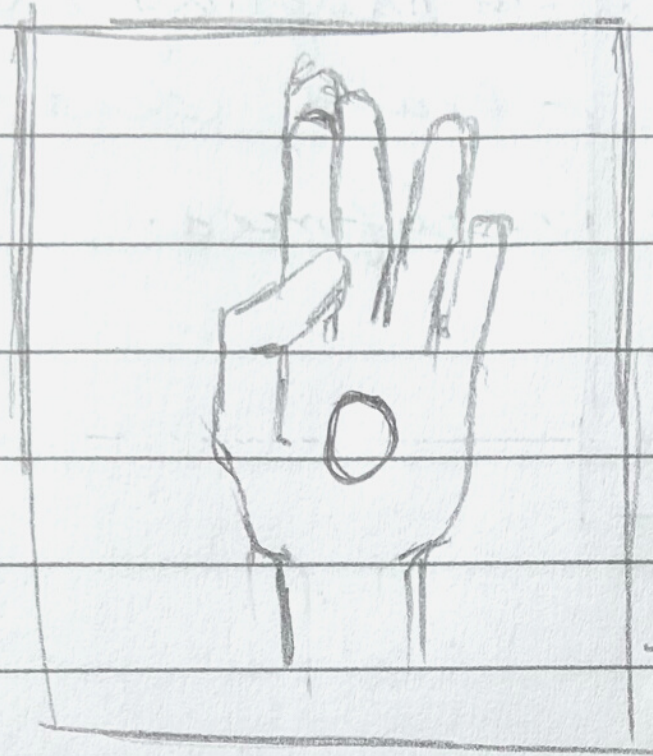
GIF #1.

- Hand passing  
on the diya of  
'light'

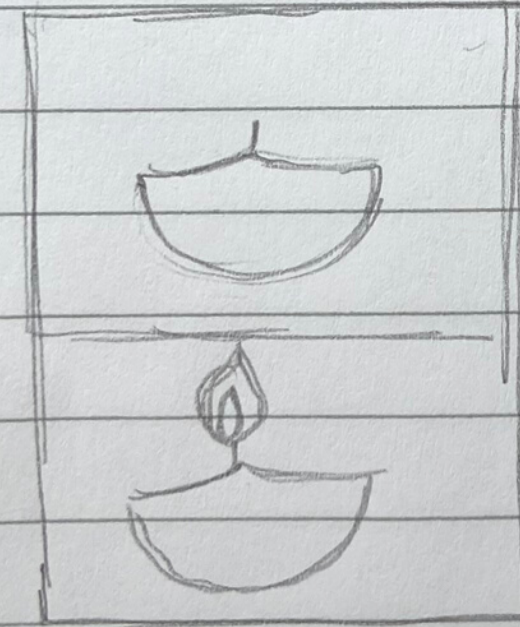
- philanthropic



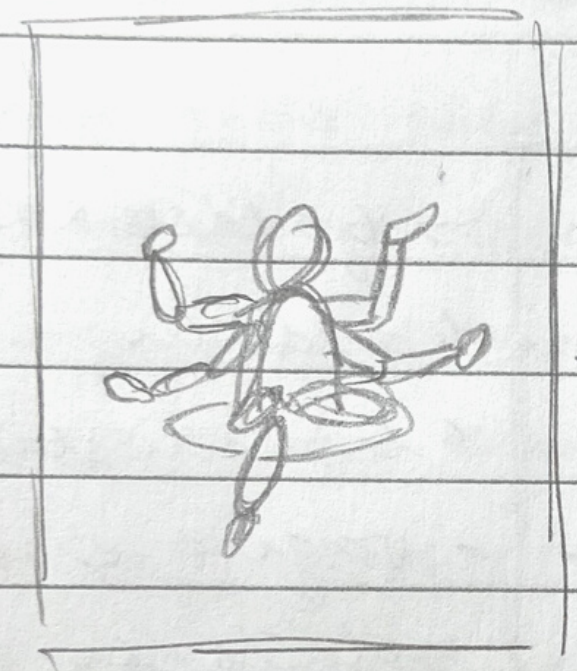




- Goddess Lakshmi's hand in 'benediction'
- vague enough not to be overtly religious.



- lighting an unlit diya
- philanthropic message.



- ~~of~~ dangling shoes.
- brand identity is reinforced.



BHAIRAVI / OIL ON CANVAS / 23.25 X 17.75 IN / C.1880



ORIGINAL IMAGE



PHOTOSHOP MANIPULATION



ILLUSTRATOR SHAPES & PHOTOSHOP MOCKUP



# FINAL GIFTS



DIYA, SYMBOL OF THE DIWALI FESTIVAL

LAKSHMI, GODDESS OF WEALTH AND DIWALI



EMAIL BLAST



WITH GIF

LOGO HEADER

പാലം



GIF 1



PROMOTION TEXT

This year has been a rollercoaster.  
Let Diwali remind us of how dark times always come to an end.  
Celebrate by showing kindness and love to those who need it the most.  
A portion of the profit from Sole's Diwali Sale will be donated to  
the Diya Foundation to train differently-abled youth in indigenous crafts

GIF 2



INFORMATION

SHOP NOW

Client Services



Location



Appointments



Email

For further information, please [contact us](#)  
We look forward to welcoming you in our store

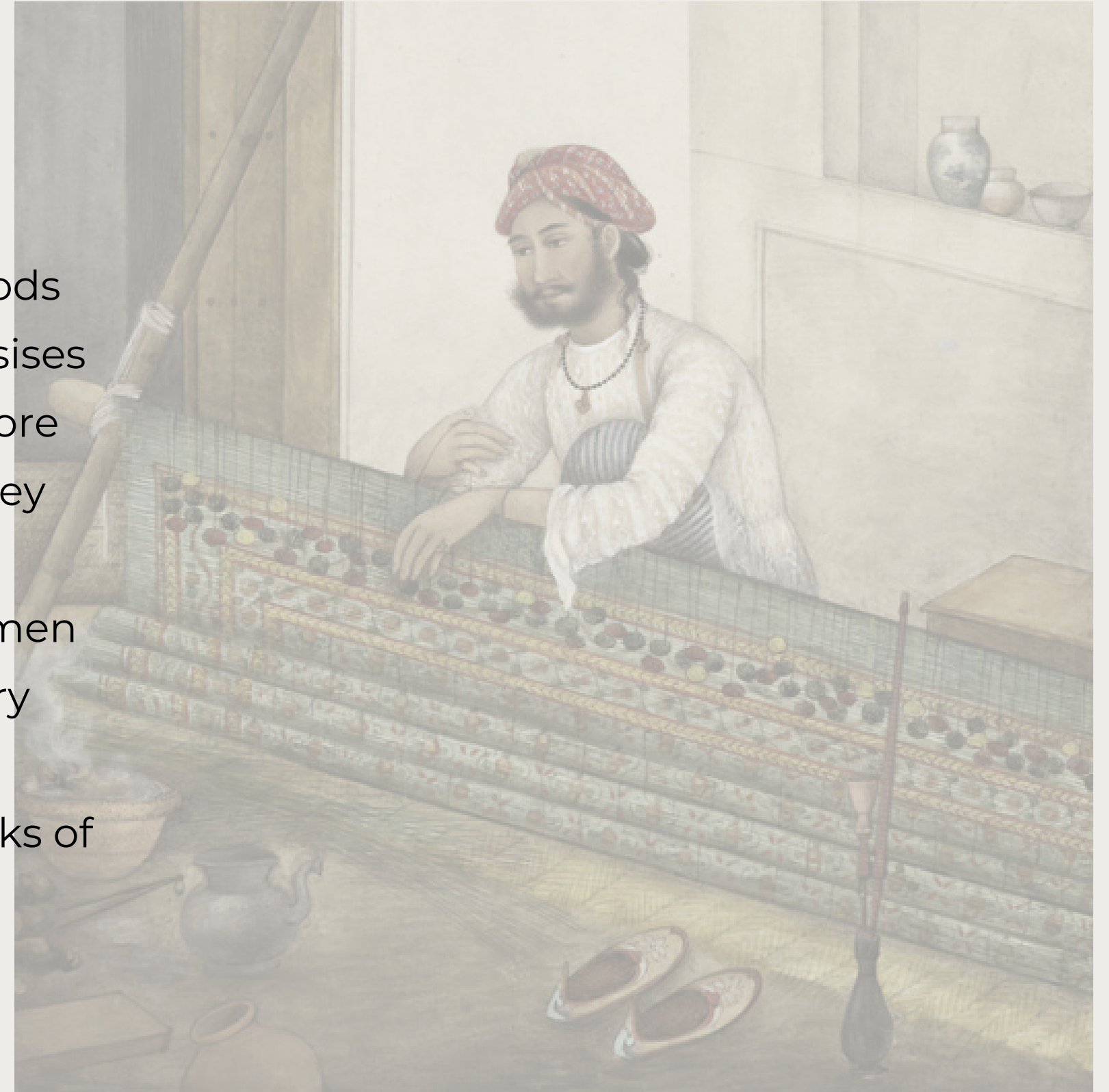
# CONCEPT

## CONCEPT

A magazine that describes the different embroidery methods that are used in making our shoes. Since our brand emphasises craftsmanship, we want buyers and customers to know more about the diverse embroidery styles in India and where they originate from.

We also wanted to and remind our customers of the craftsmen who work on these shoes and the value our products carry because of them.

In addition, we will be announcing and providing sneak-peeks of our upcoming collections in the magazine.





# CONCEPT BOARD

RED ACCENTS

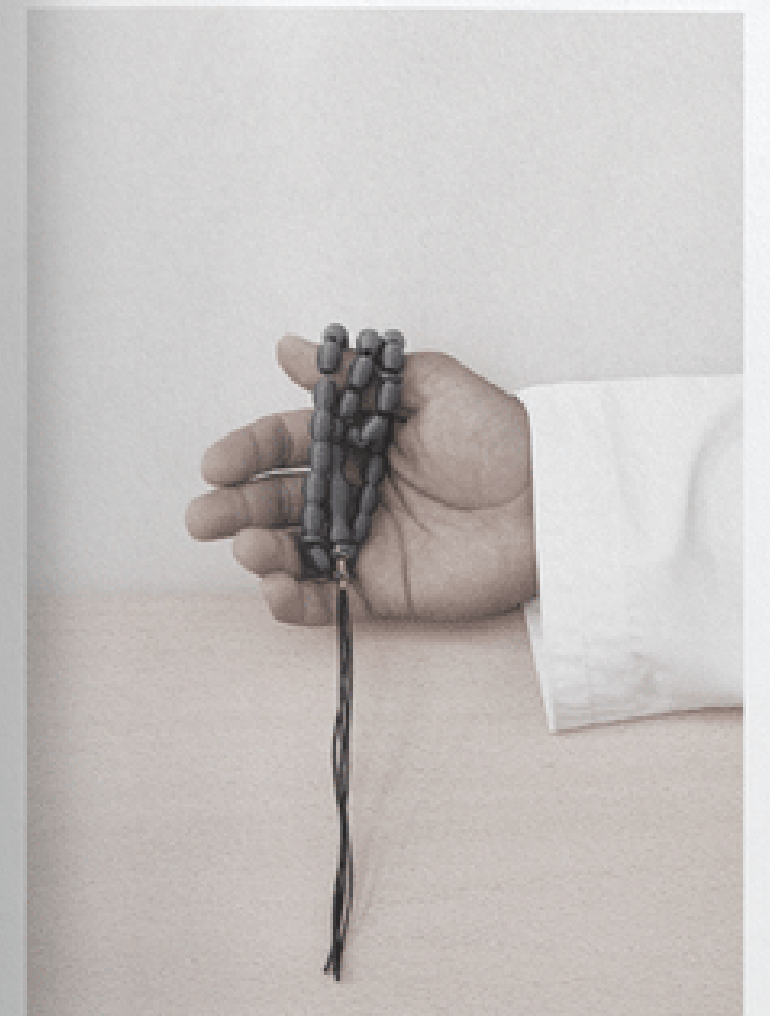


TEXT DESCRIPTION OF  
TECHNIQUE

MINIMAL LAYOUT

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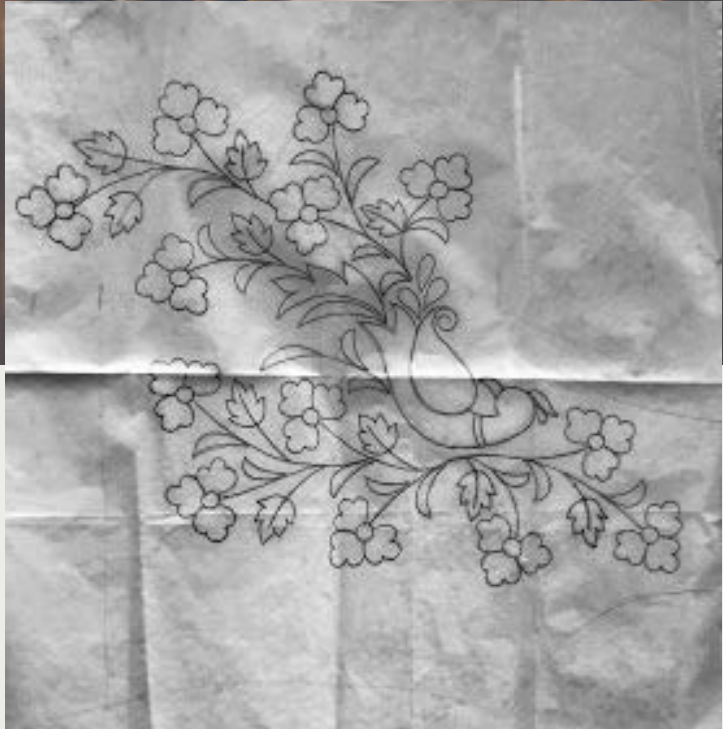
A Modern Way To Produce An Exquisite, Ancient Piece	05
Why Are Our Subhas Unique	06
Current Products	08
Presentations	16
The Finish Of Our Brand	21



INSPIRED BY KINFOLK  
MAGAZINE

PLAY WITH NEGATIVE SPACE





MOODBOARD



# FLATS

Front cover	INTRO	Table of contents	Srijan's illustration	Deborah's illustration	Meet our team	Goga Devi
	Image one over both pages			Founder's note		
Alabas Bibi	Vinod	Craftsmanship	Kashmiri embroidery	Chikankari embroidery	Zari/ Zardosi embroidery	
	Cutdana embroidery		New collection: DIWALI DECADANCE			Back cover

# SHOT LIST

Moodboard and instructions have been sent out to each photographer in advance. Final images are to be received in unfiltered RAW Files

Shot number	Shot Angle	Description
1 Cover Page	Eye level	Foggy atmosphere, detailed shot of the foot model, highlight on jewellery
2	Overhead	Close up view of in-process embroidery. Emphasis on needle and fingers
3	Overhead	Horizontal shot of workers gathering thread. Triangle seating formation.
4	Eye level	Portrait of Goga devi working on embroidery
5	Overhead	Horizontal shot of hand ironing seams
6	Eye level	Portrait of Alabas bibi working on embroidery
7	Close up	Zoomed in shot of embroidery patch from shot 6
8	Eye level	Portrait of Vinod
9	Overhead	Horizontal image of Vinod's workspace with shoe lasts and tools scattered
10	Eye level	Clear shot of vintage singer machine on top of helf
11	Overhead	Detail shot of Kashmiri embroidery sample
12	Overhead	Detail shot of Chikankari embroidery sample
13	Overhead	Close up view of in-process embroidery. Emphasis on fabric and embroidery
14	Overhead	Flat lay of chikankari embroidery fabric. Edges included.
15	Close up	Zoomed in shot of Zari embroidery sample
16	Close up	Zoomed in shot of Cutdana embroidery sample
17	Over shoulder	Vertical shot of craftsman working on embroidery frame
18	Eye level	Vertical shot of craftsman illustrating pattern
19	Eye level	Shot of model's legs and shoes. Handheld mirror reflecting shoe details.
20	Overhead	Shot of shoe over dining table setup



# BUDGET (P&L)

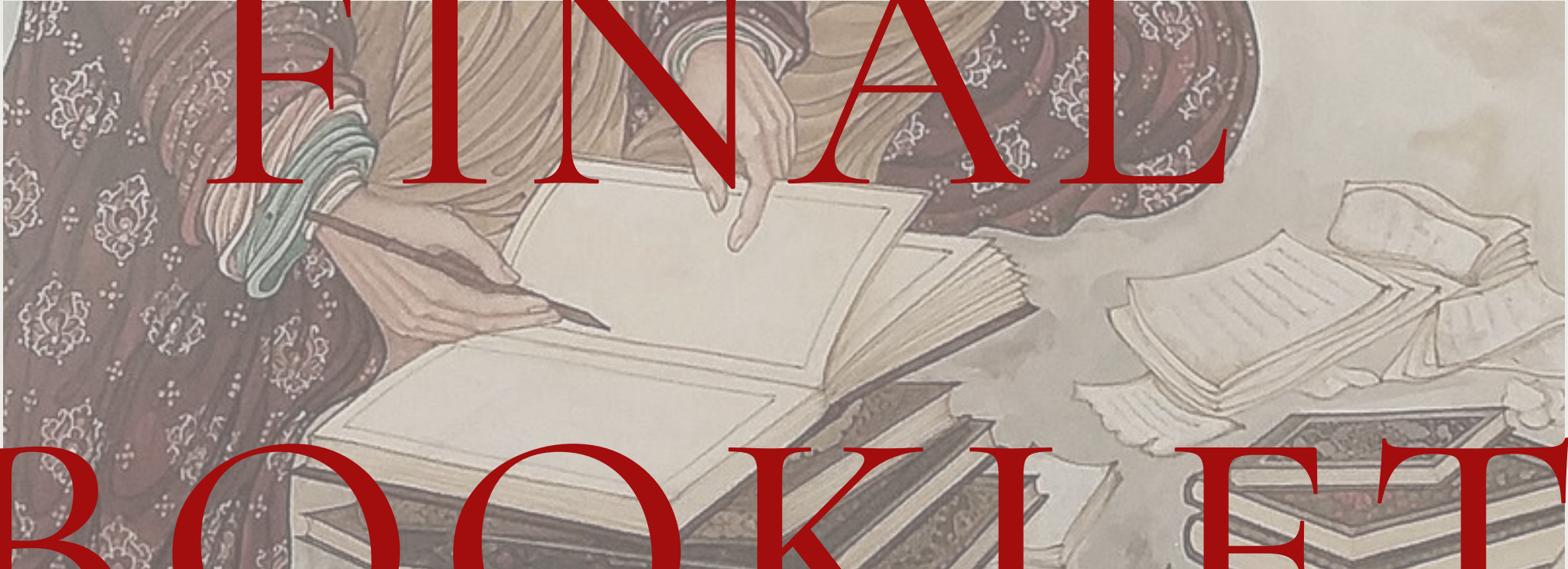
<b>INCOME</b>	<b>7,50,000\$</b>
<b>COST OF GOODS SOLD</b>	<b>2,50,000\$</b>
<b>GROSS INCOME</b>	<b>5,00,000\$</b>
<b>EXPENSES</b>	
<b>PHOTOGRAPHER FEES AND LICENSING</b>	<b>1400\$</b>
<b>CONVENIENCE FEES</b>	<b>100 X 3 = 300\$</b>
<b>PHOTOSHOOT EQUIPMENT</b>	<b>5000\$</b>
<b>MARKETING &amp; PROMOTION</b>	<b>1000\$</b>
<b>NET INCOME</b>	<b>4,92,300\$</b>

\*Prices are in accordance with the Indian economy and have been converted from INR to USD

# TIMELINE





An illustration showing a person's hands writing in an open book. The person is wearing a patterned garment. There are several stacks of papers and books around the main book. The scene is set on a desk or table.

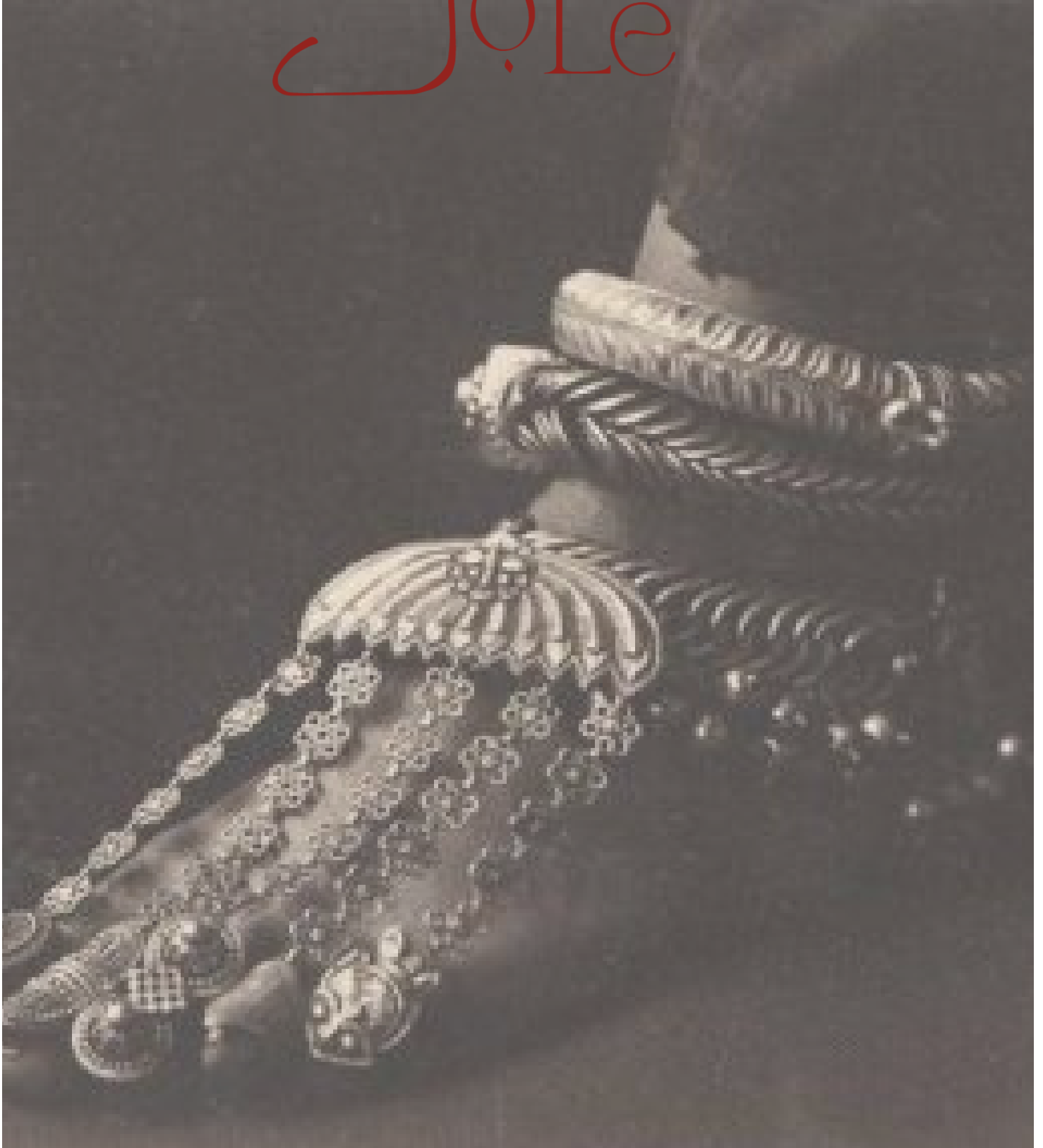
**FINAL**  
**BOOKLET**

THANK YOU





# JOLE



MAGAZINE

# INTRO

Sole's magazine is a bi-annual publication, available both on print and published electronically.

The definition of  
"Old meets new"





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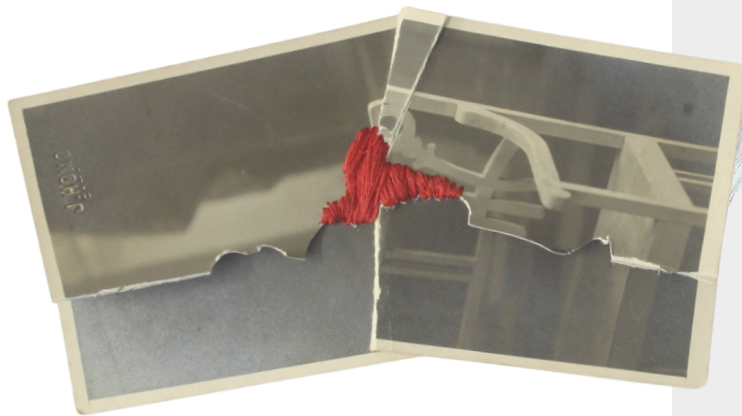
17 The first look at our upcoming collection





Illustration by Srijan Tewari, Co-  
Founder of Sole





# FOUNDERS' NOTE

Sole was founded on the principles of individual identity, cultural heritage, and the idea that all of us are like pieces of a mosaic, unique alone but stunning together. We firmly believe that our shoes are not just pretty objects, they are an amalgamation of multiple cultures, multiple people, and multiple stories.

We, at Sole are ecstatic to pay homage to some if not all the lives that have touched yours with a pair of shoes.



Founders: Deborah Aier & Srijan Tewari

Sole's magazine is a bi-annual publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content.

This can include articles, stories, photographs, and advertisements.





# MEET OUR TEAM

Every pair we produce has been touched by each and every member of our team. Would you like to meet those who add to the uniqueness of your shoes?

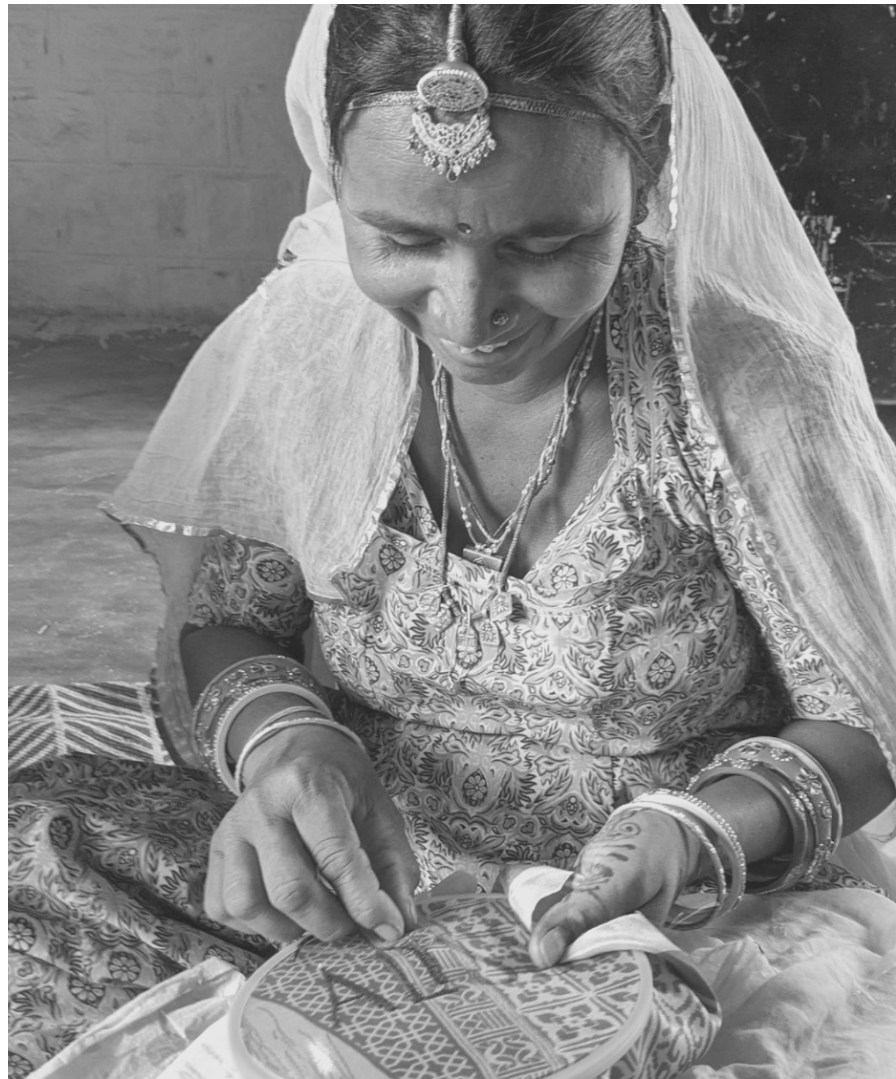


## Our in-house mochi

The newest member of our team, Goga is from a community from Haryana that specialises in making hand-made shoes!

## Her hobbies

Goga likes to spend her free time listening to music from her childhood and walking in the rain.

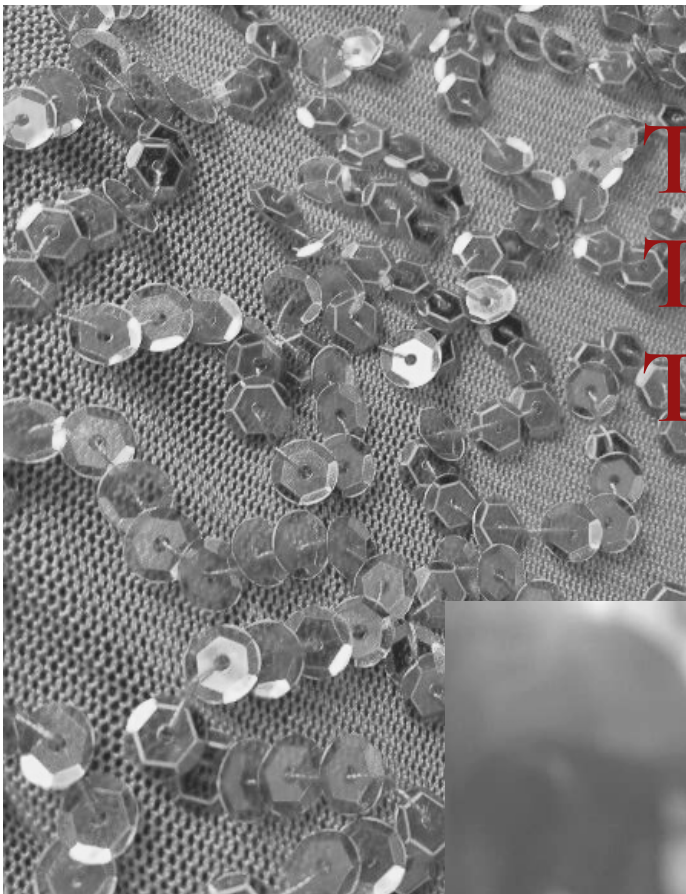


## GOGA DEVI

Goga Devi is our most recent recruit, she joined us not more than a month ago. Before becoming our newest family member, Goga worked as temporary labourer at a farm. Due to COVID-19 Goga was unable to get any work and struggled to make ends meet. Due to commercial and mass production market the hand-made shoes skill that she learned in her community could not survive in the village.

Unfortunately no one in her family can afford a livelihood by making shoes anymore and instead have to resort to ill-paid unsecured job. Goga was a perfect match for Sole, Not only does she not require any training, but she also helps us out by introducing new techniques for production. We're glad to have her as a full-time employee at Sole.





# THROUGH THICK AND THIN

## ALABAS BIBI

Our first employee, Alabas Bibi is nothing short of the elder sister we all wished we had.

She is our senior embroiderer who also conducts training workshops for our new recruits. But most importantly she makes best chai in the whole world.

In her free time you can catch her watching the news or humming songs from the latest Bollywood Rom-Coms.







## VINOD

Vinod started off as a design intern but his cheery attitude was something we couldn't let go of. You can find him entering and exiting the office at odd hours like 3 am because "inspiration doesn't abide by a clock".

Vinod lives his passion, in his free time you can spot him doodling new ideas while he sips on Alabas Bibi's famous tea.



# CRAFTSMANSHIP



## Life is vintage

It would be unfair if we didn't give credit to our first and favorite sewing machines. Commonly seen at your local tailor's store or your grandma's basement, this vintage machine seems to breathe life into whatever it makes.



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# EMBROIDERY TECHNIQUES



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## KASHMIRI WORK

Kashmiri embroidery which is also called Kashida embroidery is an elite form of art, staying true to the beauty of its state of origin, Jammu and Kashmir. It is one of the most distinguished and beautiful forms of Indian embroidery and involves a single long stitch to make the design.

Kashmiri embroidery draws its inspirations from the nature of the region and is often done on a wool base, which is commonly found due to the cold climate. A distinguishing factor of this style, is that it only requires a single stitch, but has other stitch styles implemented within it.

---

## CHIKANKARI/ CHIKAN WORK

### Origin

Chikankari also known as Chikan work originates from Lucknow, in the Uttar Pradesh state of India.

It is an ancient art form and was traditionally done on white fabric, with white thread, giving it a sense of elegance and purity. It's usage can be traced back to as early as the 3rd Century AD but the exact origin remains a mystery.

### Inspiration and influences

Influenced by the Persian aesthetic, paisleys and floral motifs are a staple in Chikankari designs. Although the motifs vary in design they are consistently intricate and delicate.





## The process

Sole employs artisans from within Lucknow to ensure that the Chikinkari on our shoes stays true to the original intricate technique. Designs are first, block printed with blue ink onto lightly coloured fabric. The fabric is then stretched over a small frame in order to ensure accurate details in the embroidery process. The fabric is then soaked in water to remove the blue ink. Finally, it is starched to obtain the right stiffness.

## Care

Sole's Chikan embroidery shoes should ideally be dry cleaned or taken to a shoe spa to maintain the delicate white on white design. However, smaller stains can be hand washed.



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## ZARI/ ZARDOSI

### What is Zari?

Zari work is an intricate art form that consists of weaving threads made up of fine gold or silver. These threads are further woven into fabrics primarily made up of silk to create intricate patterns. Zari thread is widely used for weaving, but more selectively in embroidery. It is the most expensive embroidery method in India.

### Regal history

Traditionally Zari thread was formed and used as an embellishment of the royal attire. Due to its monetary value, elaborate techniques and overall opulent and royal finishing, it is no surprise that Zari was a favourite amongst the aristocrats and royals of India.

### Origin and decline

The art of Zari is believed to have originated in ancient Persia and was brought to India, flourishing under Emperor Akbar's rule. Under the rule of Aurangzeb, the royal patronage stopped and the craft declined. It was only post-independence that the craft was revived by the Indian government and recognised as one of the most ancient crafts of India.







## Maintain your Zari Shoes

Sole's Zari work is done with authentic silver and gold metal wires and they can easily react with the atmosphere causing the embroidery to appear dull and dry. To maintain their shine and newness; Zari embroidered shoes must be stored in our soft muslin dustbags. Furthermore, they should be aired and dry cleaned from time to time.

## Present-day status of Zari

Due to its high price tag, Zari is presently offered in three types: Real Zari, Imitation Zari and Metallic Zari. Imitation Zari is made of thin electroplated copper wire. Metallic Zari is the most common since it is made out of polyester, making it light and affordable. At Sole, our guild-trained embroiderers only use real Zari as a reference to its rich cultural history, and to ensure the best quality for our customers.



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## CUTDANA

### Origin

Cutdana embroidery's origin is rooted in the lavish lifestyles of the royal homes of India. The idea of sewing stones onto clothes was a form of conspicuous consumption, to differentiate between the royal and lower classes. The abundance of embellishments signified the abundance of wealth. Cutdana was popular throughout all the kingdoms of India and due to its extravagance, is still popular till date.



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## The process

Cutdana mainly refers to the beads and embellishments that are used in the embroidery process. The stones are cut at a specific angle in order to reflect light. Traditionally, all the stones were sewn by hand, making it a time consuming process. In present day, there are machines that facilitate the beading process.

## Cultural Significance

Cutdana work is often preferred by brides of India because of its weight and lustre. It is customary for brides to wear heavily embroidered, usually red, garments to indicate their wealth and manifest future prosperity for the married couple.

## Maintain your Cutdana shoes

Because Cutdana work consists of small stones that are sewn onto garments made out of delicate fabrics such as chiffon and silk, hand washing the garment or machine washing the garment must be avoided at all costs. These processes can lead to damage in the form of missing stones. Sole recommends dry cleaning your shoes or taking them to a shoe spa to clean and maintain the exquisite embroidery.





# DIWALI DECADENCE

Our new collection is inspired by the decadence and the luxury of Diwali parties, the splurge of light and the excess of glamour. Diwali Decadence is laced with bright and bold colors that set you apart.



This collection asked more of us than just a few golden accents. The collection is dominated by bold red and glamorous gold. Knowing that Dhanteras, the festival of buying gold precludes Diwali and the auspicious significance of red, this collection is the perfect gift.



SOLE WAS FOUNDED ON THE PRINCIPLES OF INDIVIDUAL IDENTITY, CULTURAL HERITAGE, AND  
THE IDEA THAT ALL OF US ARE LIKE PIECES OF A MOSAIC, UNIQUE ALONE BUT STUNNING  
TOGETHER.

**The First Issue**



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