

CONFIDENTIAL



DHRUV KAPOOR

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BRAND IDEOLOGY

FOUNDED IN: 2013 **DATE OF FIRST COLLECTION:** September 2014

CREATIVE DIRECTOR: DHRUV KAPOOR

COUNTRY OF ORIGIN: INDIA

NO. OF COLLECTIONS: 4 (Annually)

- **REVOLUTION, PROGRESSIVE, EMPOWERMENT**

- Breaking the traditional gender stereotypes by not following the traditional gender roles defined by the system. Creating a genderful vibe without barriers.

- We celebrate multiplicity and plurality of visions, while upholding the brand values i.e. **liberty, vitality, eternity and realising our highest potential.**

- Far from traditional aesthetic imagery, the brand depicts an endless play of past, present, and future. It is an unrestrained reflection of contemporary society and its interactions with the most diverse cultures where convention is re-defined in the tireless search of new perspectives.

-The collections are defined by Kapoor's signature juxtaposing design and attention to detail, with an emphasis on tailoring and an eclectic use of materials and custom-developed fabrics.

-**Profuse, exuberant, prodigal, multiple.**

WWW.DHRUVKAPOOR.COM

KAPOOR DNA



1. Print Mix

Custom made prints developed by the brand



2. Hand Embroidery

Hand made embroideres made by Indian artisans



3. Handmade Textiles

Handmade fabrics made by Indian artisans in custom designs.



4. Versatility

Versatile pieces with removable/ interchangeable embroidered patches.

dhruv Kapoor

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Dhruv Kapoor
Brand
Redefining Contemporary Taste | Prêt-à-Porter |
#DhruvKapoor
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AWARDS & RECOGNITION

- **VOGUE INDIA FASHION FUND - WINNER 2015**
- **50 MOST INFLUENTIAL YOUNG INDIANS, GQ INDIA 2017**
- **DESIGNER OF THE YEAR- MENSWEAR, GQ INDIA 2018**
- **DESIGNER OF THE YEAR- WOMENSWEAR, VOGUE INDIA 2019**
- The brand has been **invited & sponsored** by Camera Moda to showcase its collections for the past 6 seasons.
- **Young Designer Award (Fashion Hub Market), Camera Moda 2019**
- **Vogue Talents, Italy** has listed the brand under the **best new talents from Milan Fashion Week** for the last 6 seasons.
- **WWD, Italy** listed the brand in **Top New Talents from Milan Fashion Week 2021.**



DETAILS
<p>PRINTED MEGA SHIRT</p> <ul style="list-style-type: none"> ● COLOR Multi Composition: 100% Cotton Product ID: DKFW22-94 Price: € 283 / € 75 Size: XS , S , M , L , XL
<p>CARPENTER PANTS</p> <ul style="list-style-type: none"> ● COLOR French Navy Composition: 60% Cotton 38% Tencel 2% Lyra Product ID: DKFW22-50 Price: € 220 / € 63 Size: XS , S , M , L , XL <p><i>*Model is 6'2 wearing: Top- M Bottom- M</i></p>
<p>DELIVERY : JULY 2021 / AUGUST 2021</p>

Line Sheet Sample- Fall Winter'21-22, Part II



DETAILS
<p>NUMINOUS MEGA TEE</p> <ul style="list-style-type: none"> ● COLOR Black Composition: 100% Supima Cotton Product ID: DKFW22-139 Price: € 188 / € 54 Size: XS , S , M , L , XL
<p>PLEATED SKIRT</p> <ul style="list-style-type: none"> ● COLOR Multi Composition: 100% Polyester Product ID: DKFW22-109 Price: € 350 / € 100 Size: XS , S , M , L , XL <p><i>*Model is 5'8 wearing: T-shirt- M Skirt- S *Tee Slogan- Numinous</i></p>
<p>DELIVERY : JULY 2021 / AUGUST 2021</p>

PRICE POINTS

Average Retail Price Point	€250 - €2500
Country of Production	India
Suggested Retail Mark-up	3.5

MARKETS

USA, INDIA, UAE, JAPAN	KEY MARKETS
EU & UK	GROWING
CHINA, RUSSIA	POTENTIAL



SUSTAINABILITY

CIRCULAR SYSTEM

We avoid adding more to the system. 40% of the collection incorporates discarded textiles from large Indian manufacturers. India stands as one of the largest textile manufacturers in the world and the company has built its network with key manufactures to assist us season after season.

RE-USE / RE-PURPOSE

A recent practice of reusing old textiles/materials and uplifting existing styles. Introducing versatile pieces, that can be worn in more than one way- focussing on longevity of each product.

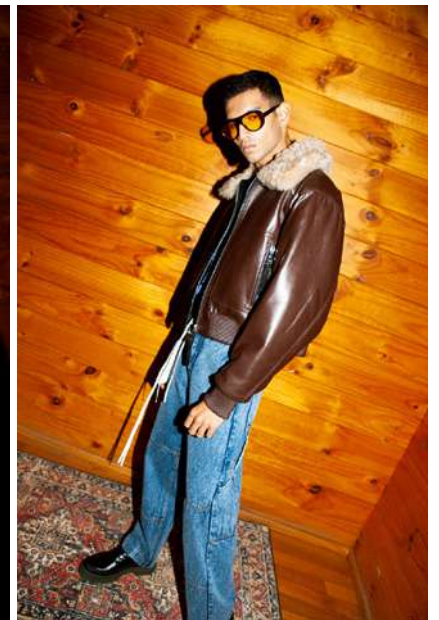
SOCIAL

Introducing special collaborative projects with social causes such as Hothur Foundation. Hothur Foundation assists acid attack survivors from India with employment opportunities and sound training facilities. The brand works with them to generate small accessories and capsule collections at a more accessible price point, where all proceeds go to the foundation.

INCLUSIVITY, UPLIFTMENT & TRAINING

Revaluing handcrafted embroideries and lost Indian crafts. The brand employs multiple craftsmen from the country and trains them with updated technology, approach traditional techniques with a contemporary taste. Collaborative projects in remote villages of the country to train and uplift Indian artisans and their skilled knowledge of hand work.







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