SS27 / CAPSULE STYLING BRIEF

EXPRESSIVE EASE — Six looks translating runway signals into wearable styling concepts.



Design intent

Build a coherent capsule around familiar foundations—shirts, skirts, fluid dresses and co-ords—then add one expressive element per look. This keeps the collection visually directional without making every outfit dependent on a statement piece.

Colour story

Chalk • Ink • Blush • Citrus • Cobalt • Sage. These are provisional design colours selected for the concept board, not verified runway colour-frequency results.

LOOK-BY-LOOK STYLING NOTES

01 — Elevated Essential

Chalk crisp shirt; ink straight or midi skirt; minimal black shoe; optional slim belt.

Role in capsule: Establishes the wearable foundation and lets the silhouette carry the look.

Commercial translation: A versatile outfit concept that can be adapted for office, campus or smart-casual occasions.

02 — Fringe in Motion

Ink slip or column dress; fringe bag or detachable hem detail; restrained jewellery.

Role in capsule: Introduces movement through a single tactile accent.

Commercial translation: Accessory-led fringe is a lower-commitment way to test the trend than an all-over fringe garment.

03 — Defined Waist

Blush co-ord or relaxed top-and-trouser set; wide sash or cummerbund-inspired belt.

Role in capsule: Uses waist styling to reshape a familiar base silhouette.

Commercial translation: Test sash belts separately from cummerbunds; they are related but not identical consumer search terms.

04 — Sheer Contrast

Lightweight sheer overshirt or overlay; opaque camisole and skirt or slip beneath; flat or low shoe.

Role in capsule: Balances transparency with coverage and clean proportions.

Commercial translation: Consider comfort, lining, opacity and multiple styling options for Indian weather and use cases.

05 — Expressive Mix

Cobalt top; citrus skirt or contrasting printed separates; keep remaining accessories quiet.

Role in capsule: Creates one colour-led statement look.

Commercial translation: Start with colour-blocked separates or a printed co-ord rather than assuming shoppers want maximal print clash.

06 — Tactile Summer

Sage shirt; chalk skirt; crochet bag or embroidered accessory; breathable fabric choices.

Role in capsule: Grounds texture in an easy summer silhouette.

Commercial translation: Validate fabric durability, wash care, sourcing and climate practicality.

Portfolio presentation checklist

For the final Canva page, pair each conceptual look with credited runway references and product images. Label original illustrations as concepts; do not present them as actual runway garments. Add source credits and record the trend each image demonstrates. Update the capsule if the final evidence review changes the top-five shortlist.

Status: Styling concepts drafted. Final trend ranking and India/global consumer-demand validation remain pending.