

RAJA RANI®

FASHION MASTERY COURSE

BENEFITS

RRC Certification
5 Year Course Validity - Watch anytime
Live Sessions - Interactive & Practical
Live Doubt Solving Sessions
Get Mystery Box Free in Full payment

LANGUAGE

LIVE SESSION : HINDI
RECORDED SESSION : HINDI & ENGLISH

TIME

MON & TUE
9:00 AM TO 12:00 PM | 1:00 PM TO 4:30 PM

WED TO FRI
1:00 PM TO 4:30 PM

LEVEL 01

HOUSEHOLD DESIGNER

Designed For homemakers & beginners, this level builds a strong foundation in stitching and tailoring - empowering you to take custom orders and create perfectly fitted outfits for every customer, right from home.

COURSE OVERVIEW & STRUCTURE

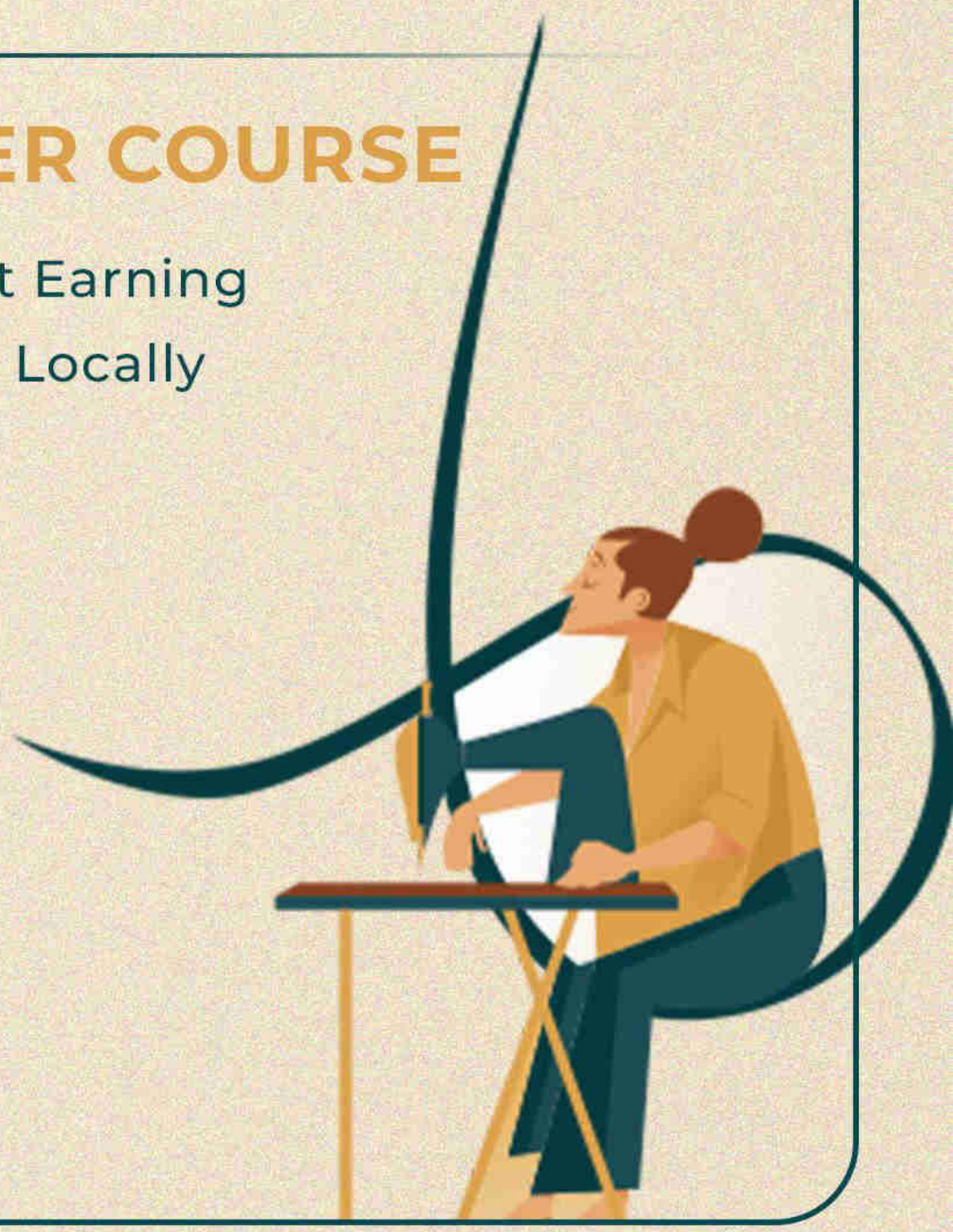
- TEXTILE
- EMBROIDERY
- SOCIAL MEDIA & DIGITAL MARKETING
- BUSINESS OPERATIONS
- PERSONALITY DEVELOPMENT
- GARMENT CONSTRUCTION
- ILLUSTRATION
- FASHION STYLING
- DRAPING

BENEFITS

- 1x Online Industry Visit - live virtual exposure

CAREER OPTIONS AFTER COURSE

- Learn Stitching from Home & Start Earning
- Offer Tailoring & Boutique Service Locally



Register Now

RAJA RANI®

LIVE FASHION TEXTILE MASTERY COURSE



INDEX

- **Session 01**
  Fibre to fabric knowledge which includes natural, manmade and synthetic raw material.
- **Session 02**
  Plain, Twill, Satin Weave understanding through frame loom weaving.
- **Session 03**
  Dyeing, printing & finishes used.
- **Session 04**
  Fabric selection and fabric care.

LEVEL - 01

Session 01

Fibre to fabric knowledge which includes natural, manmade and synthetic raw material.





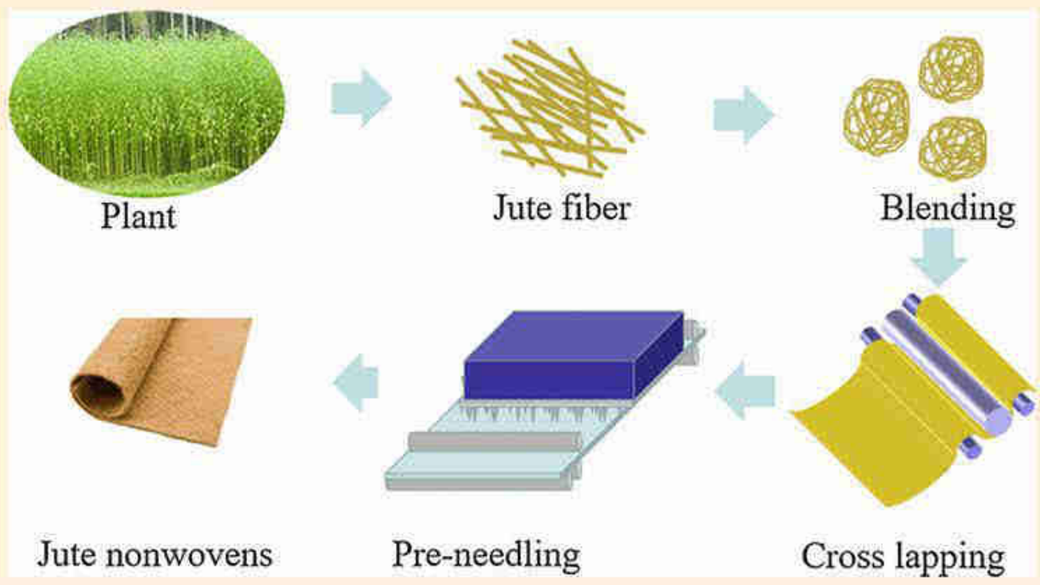






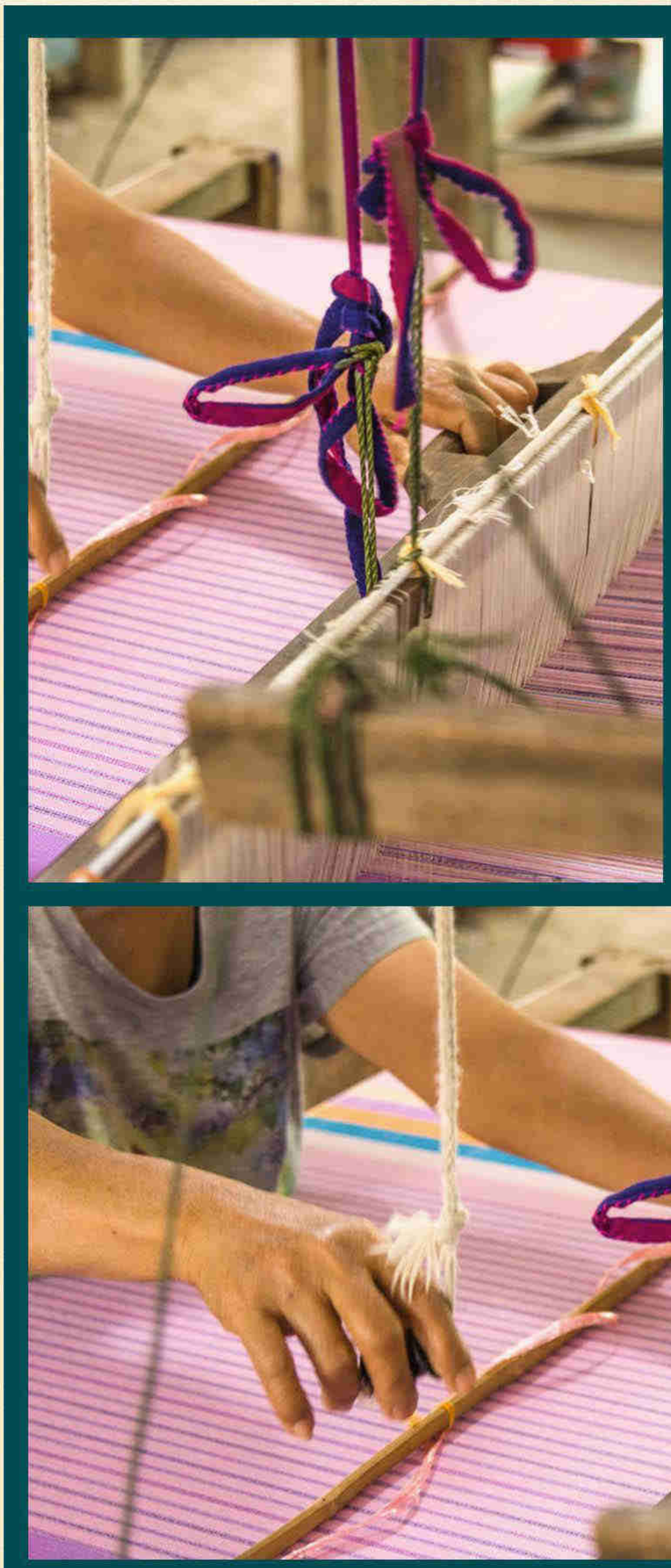


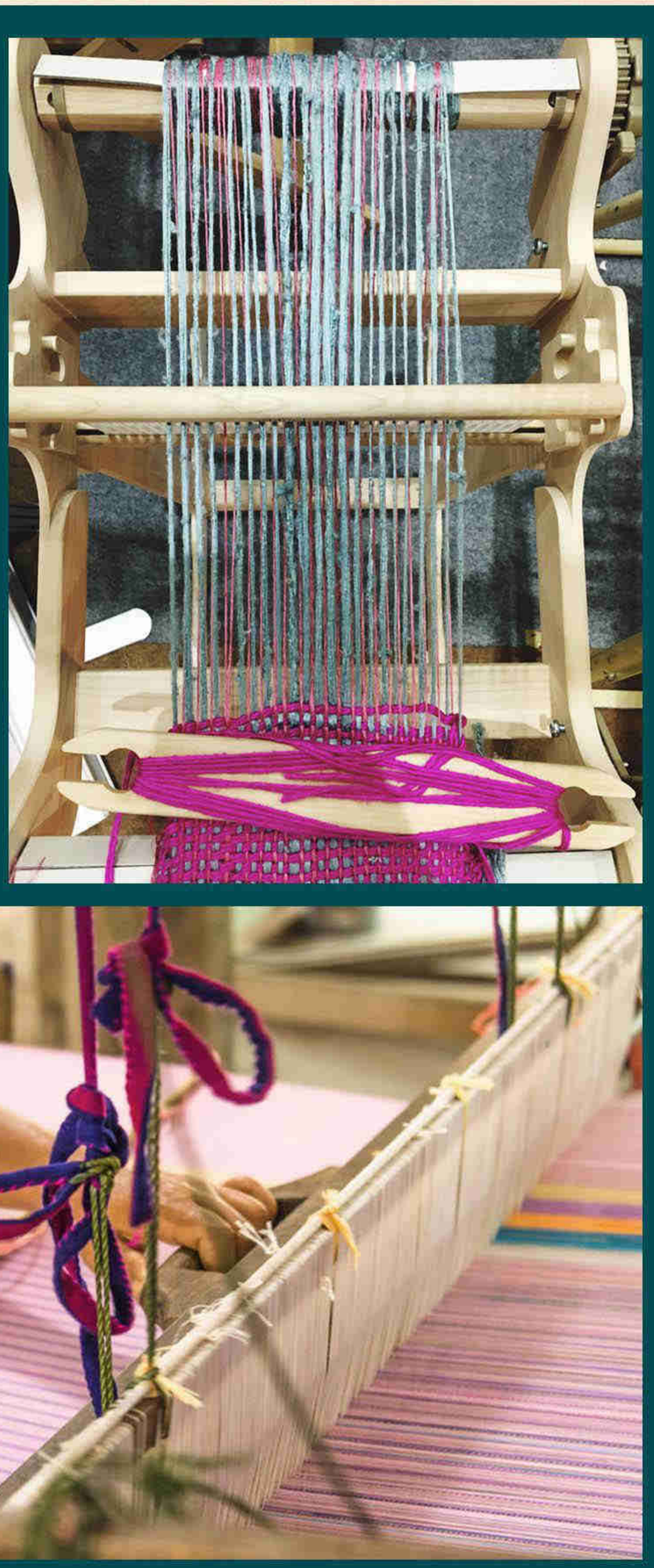




Session 02

Plain, Twill, Satin Weave Understanding Through Frame Loom Weaving

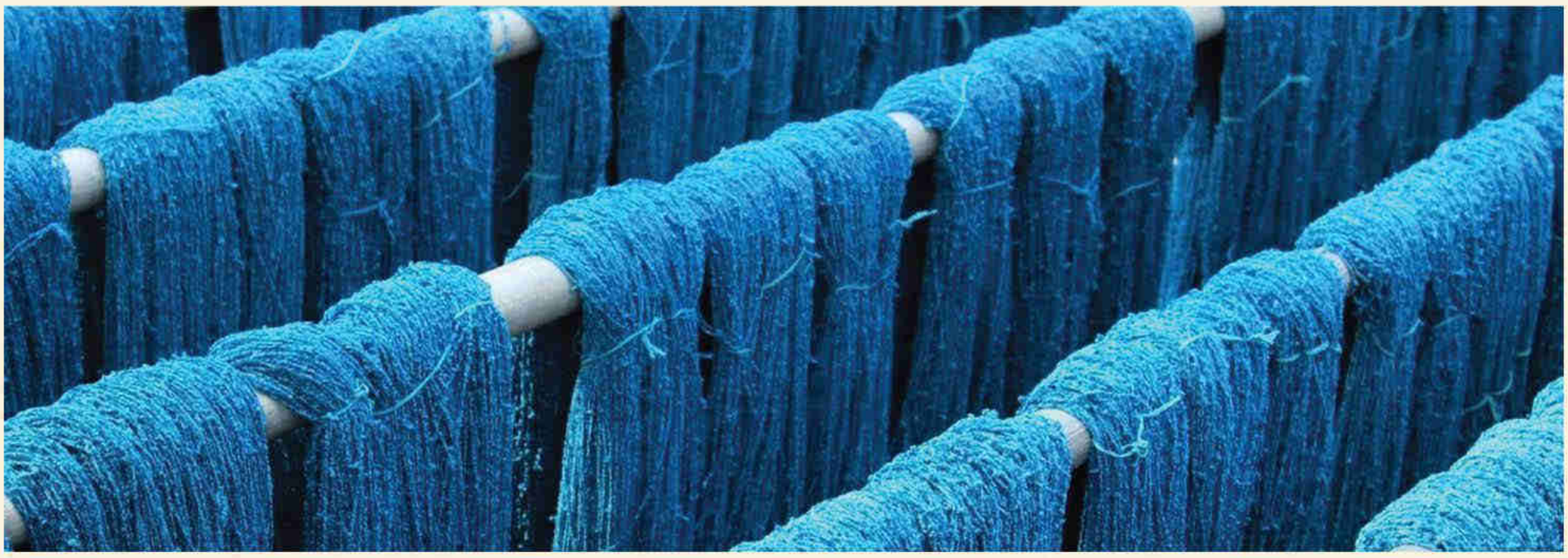




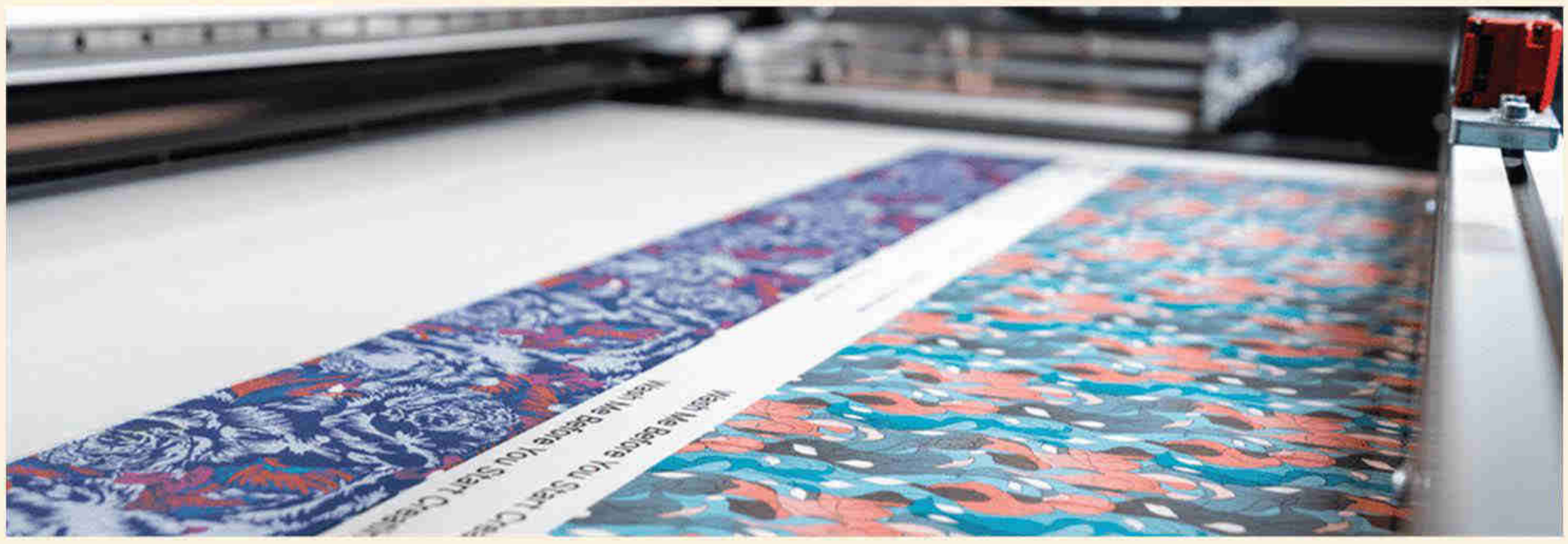


Session 03

Dyeing, printing & finishes used.



DYEING



PRINTING





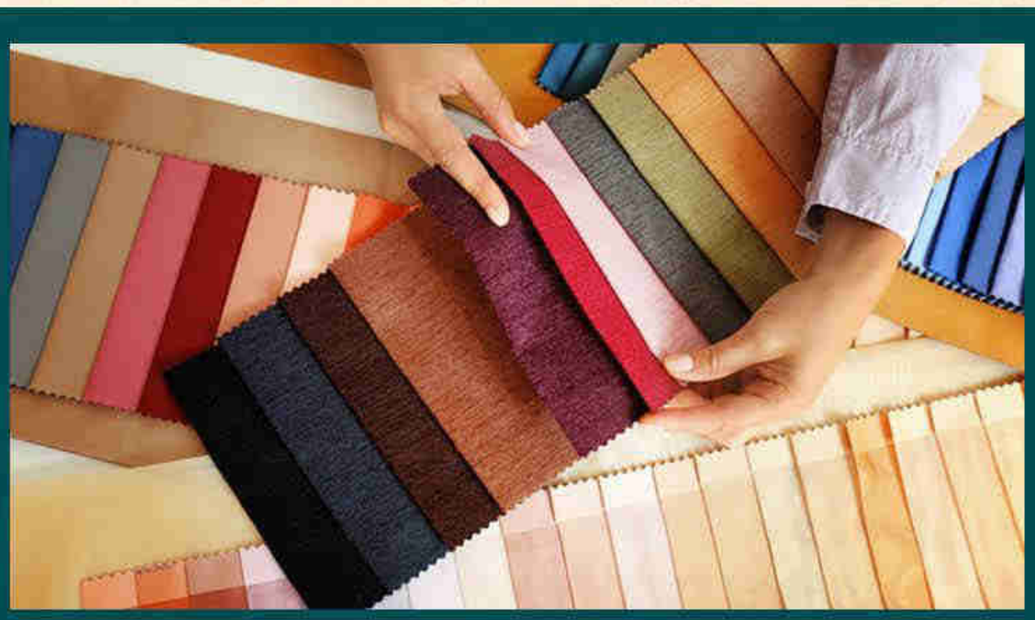




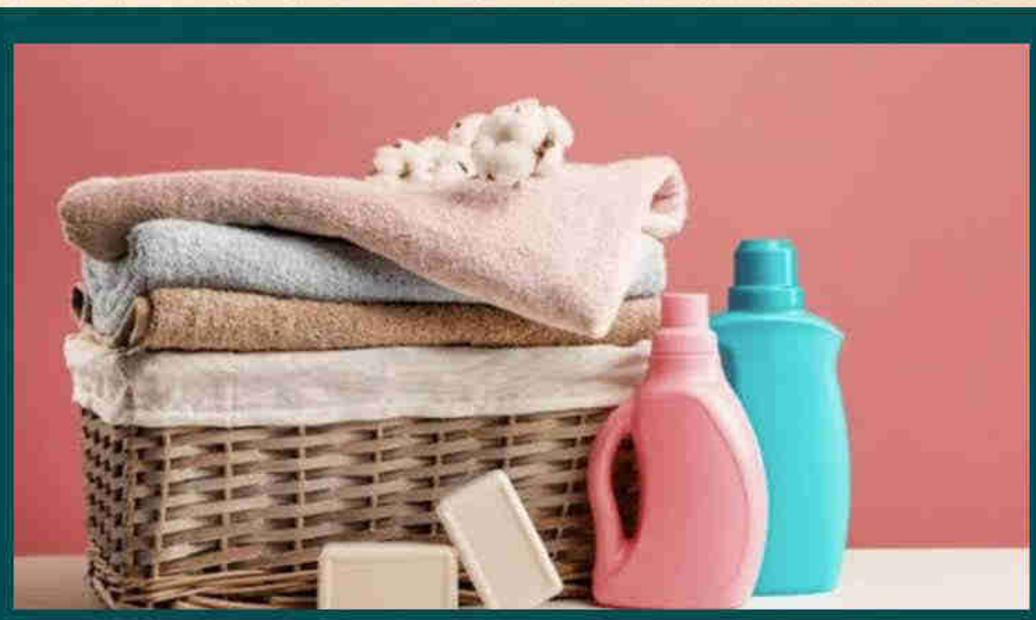
FINISHES

Session 04

Fabric Selection And Fabric Care



Fabric Selection



Fabric Care

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LIVE FASHION MASTERY COURSE

EMBROIDERY



INDEX

- **Session 01**
  Introduction To Embroidery, 18 Basic Embroidery Stitches
- **Session 02**
  15 Basic Embroidery Stitches
- **Session 03**
  State Embroideries : Kantha (Bengal), Phulkari (Punjab)
- **Session 04**
  Organza Flowers (Modern Embroidery)

EMBROIDERY

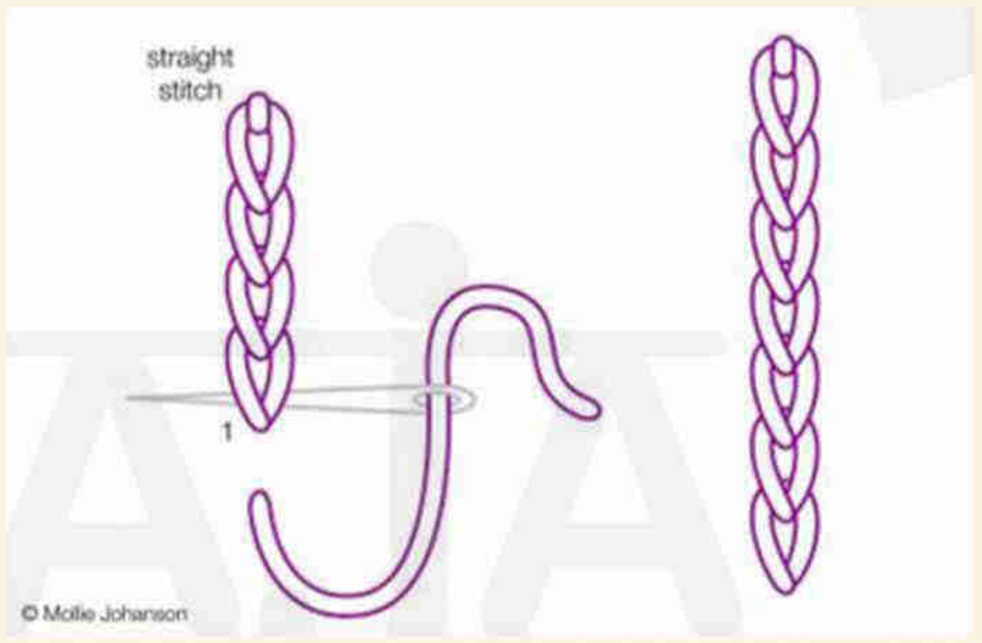
Session 01

Introduction To Embroidery, 18 Basic Embroidery Stitches

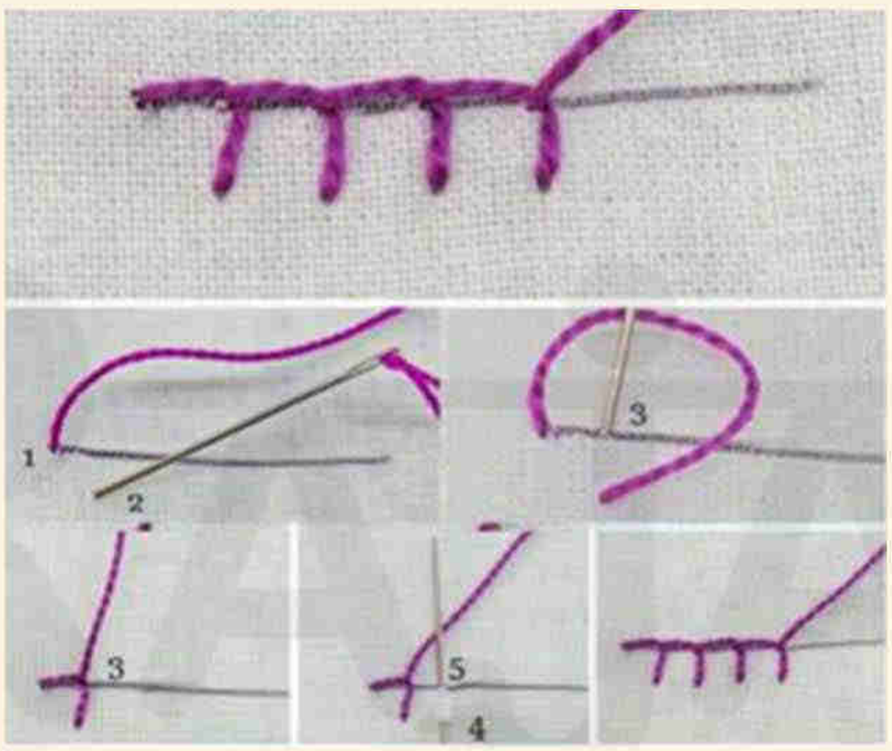




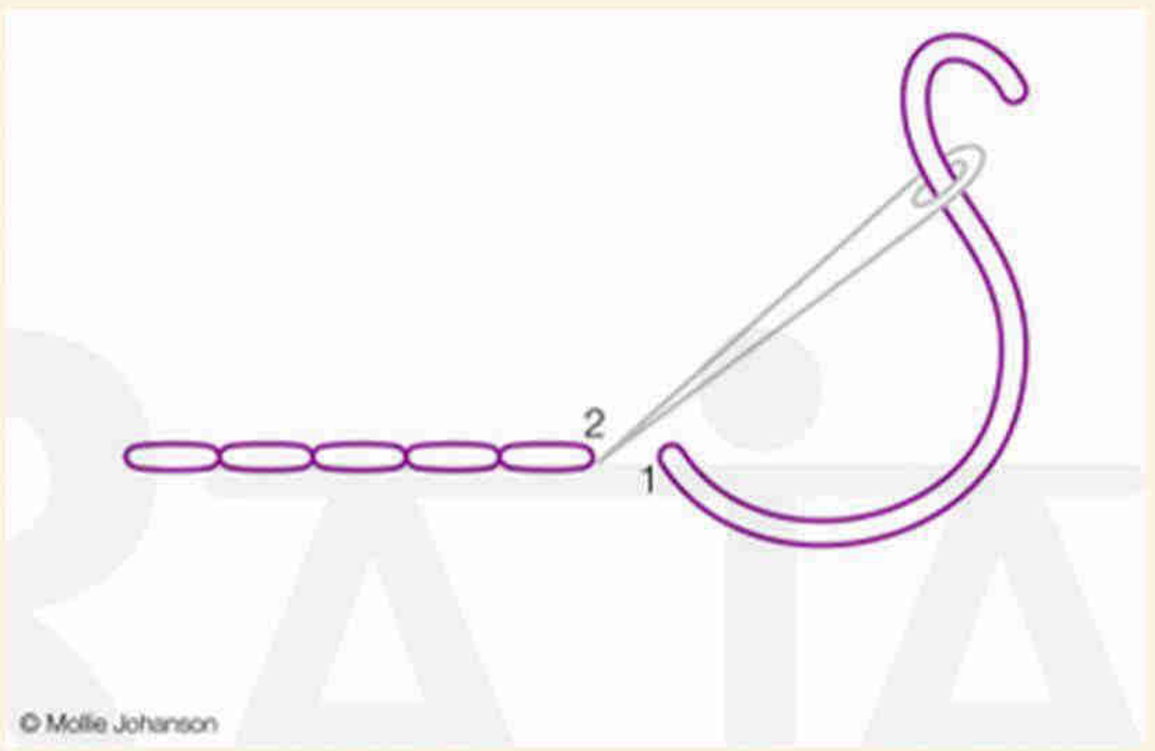
Running Stitch



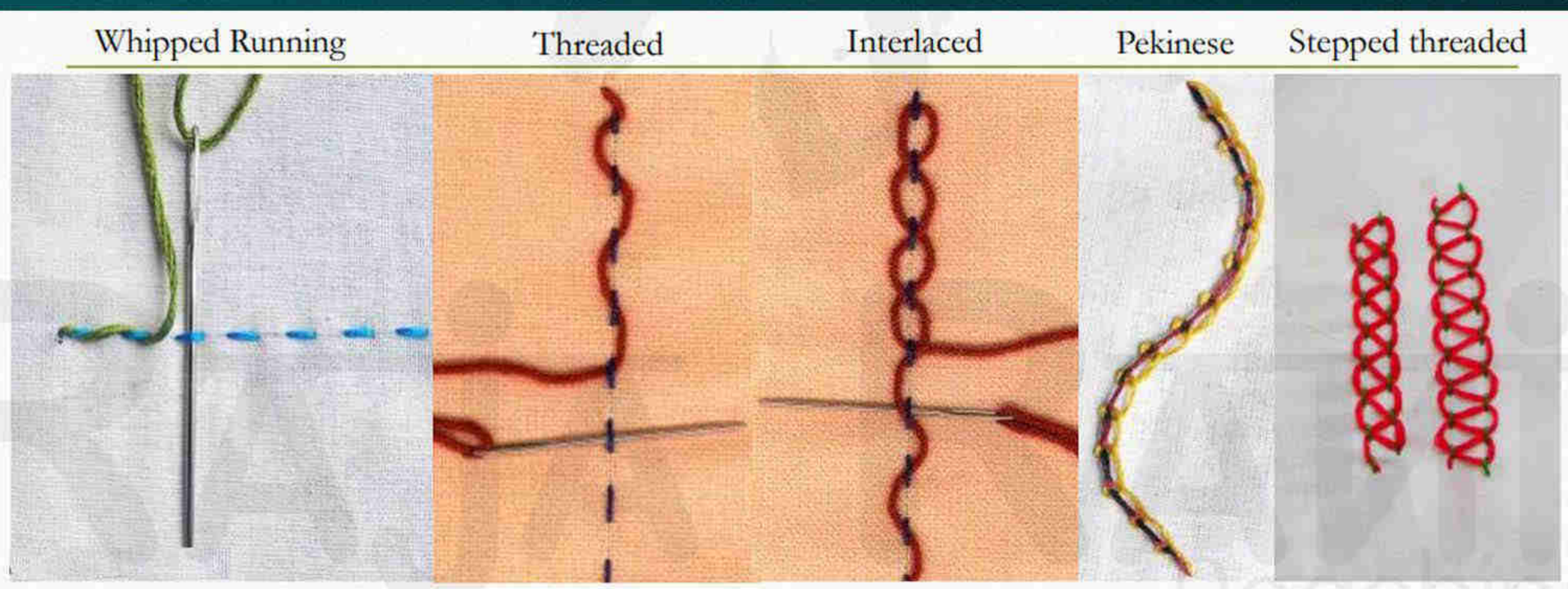
Chain Stitch



Blanket Stitch

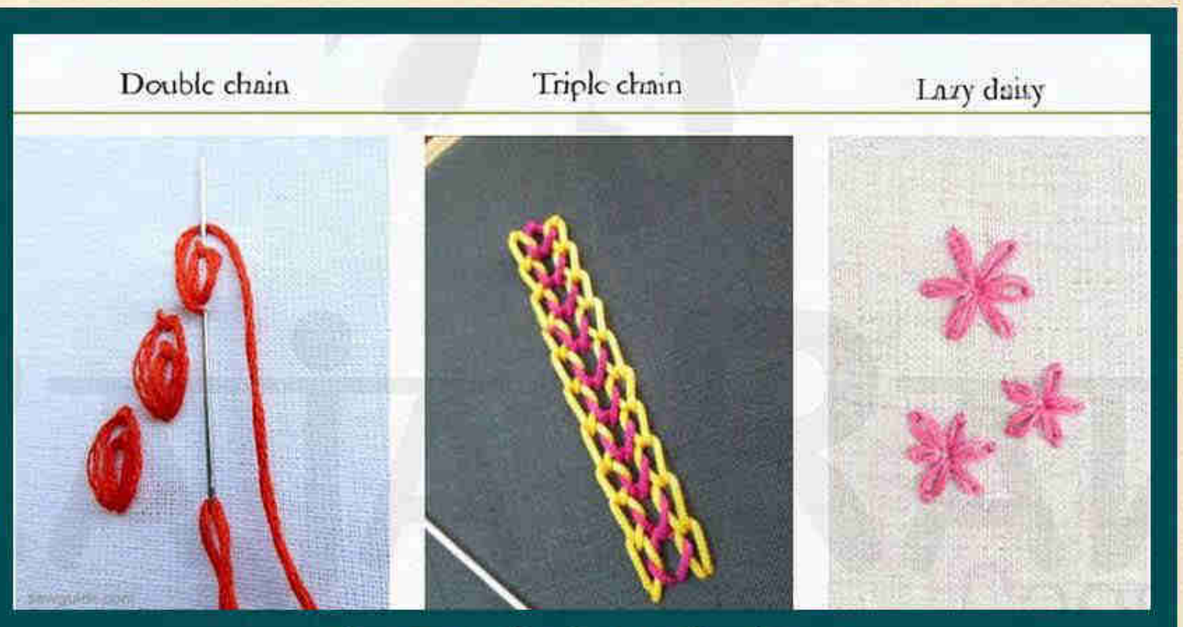


Back Stitch

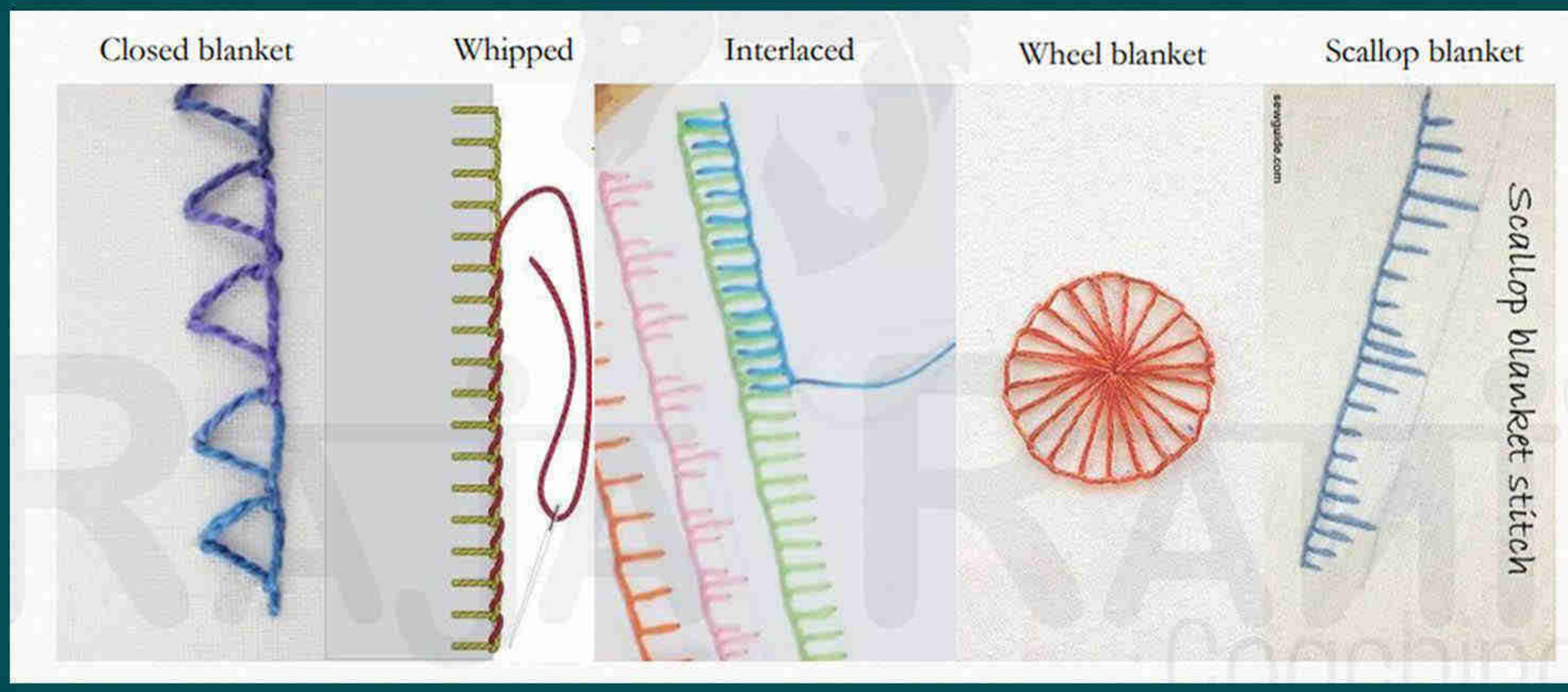




Laced Edging Stitch



Chain Stitch Variations



Blanket Stitch Variations

Session 02

15 Basic Embroidery Stitches



Stem Stitch



Herringbone Stitch



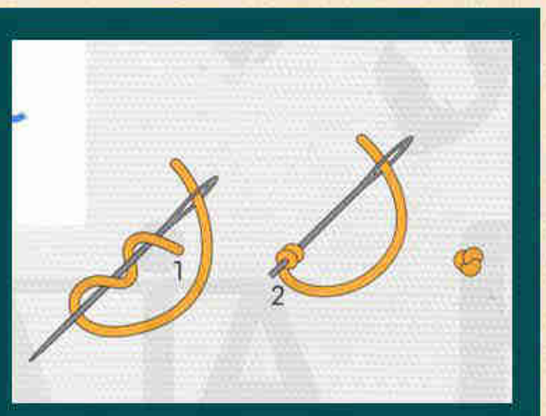
Cross Stitch



Satin Stitch



Leaf Stitch



French Knot



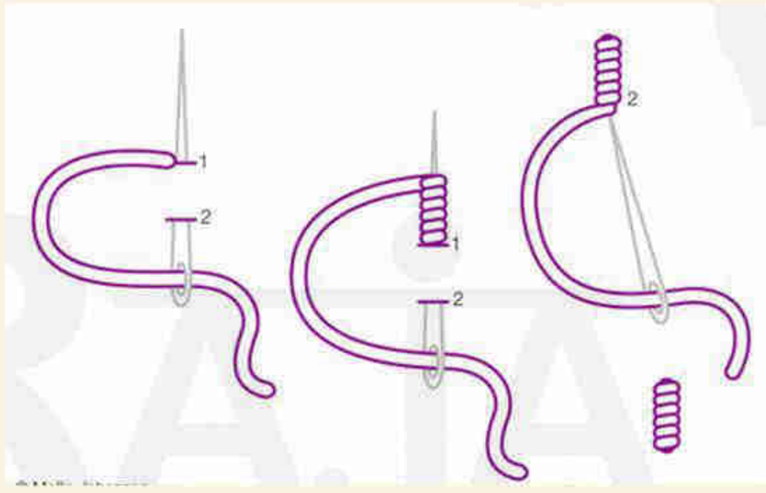
Herringbone Variations

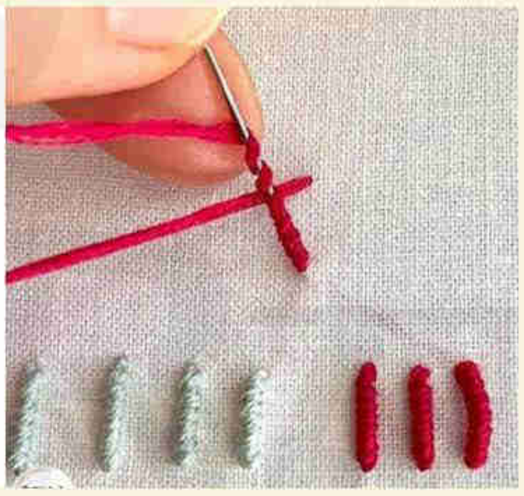


Feather Stitch



Fly Stitch

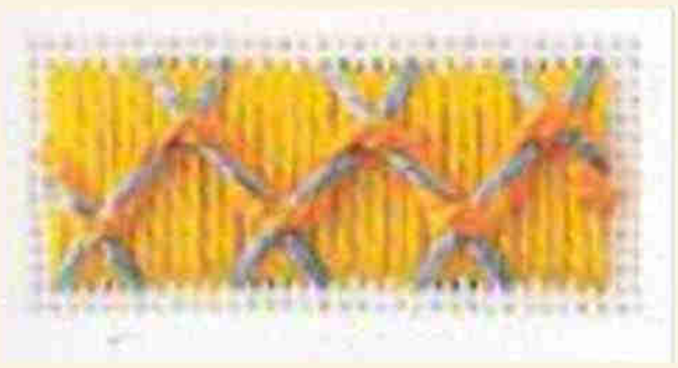




Bullion Stitch



Woven Wheel Flower



Raised Lattice Band



Woven Oval Stitch

Ribbed Web

Tassel Flower

Blanket Stitch Flower

Session 03

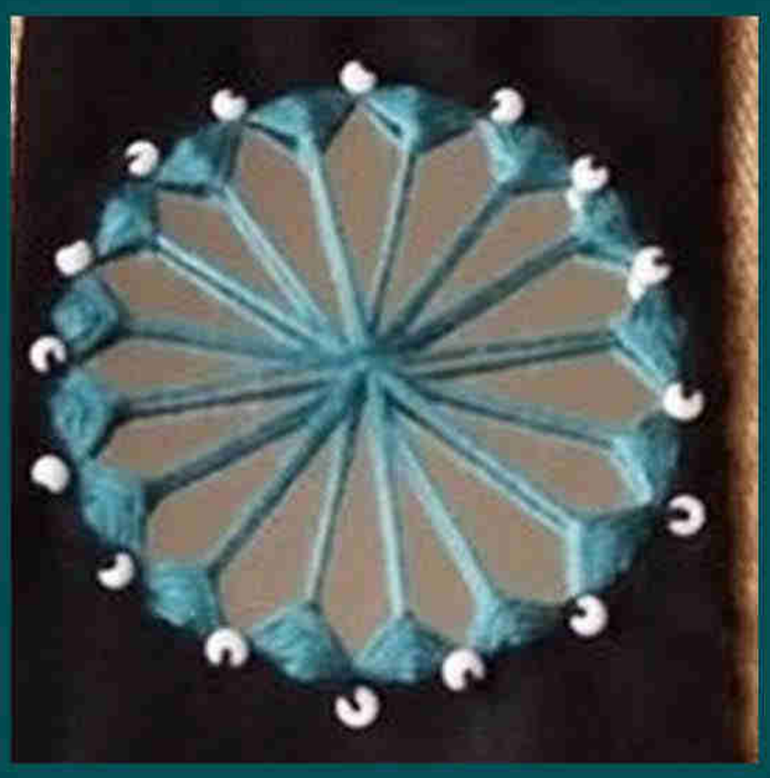
State Embroideries : Kantha (Bengal), Phulkari (Punjab)



Kantha Embroidery



Woven Wheel Flower









Embroidery Beads Work

Session 04

Organza Flowers (Modern Embroidery)









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SOCIAL MEDIA & DIGITAL MARKETING



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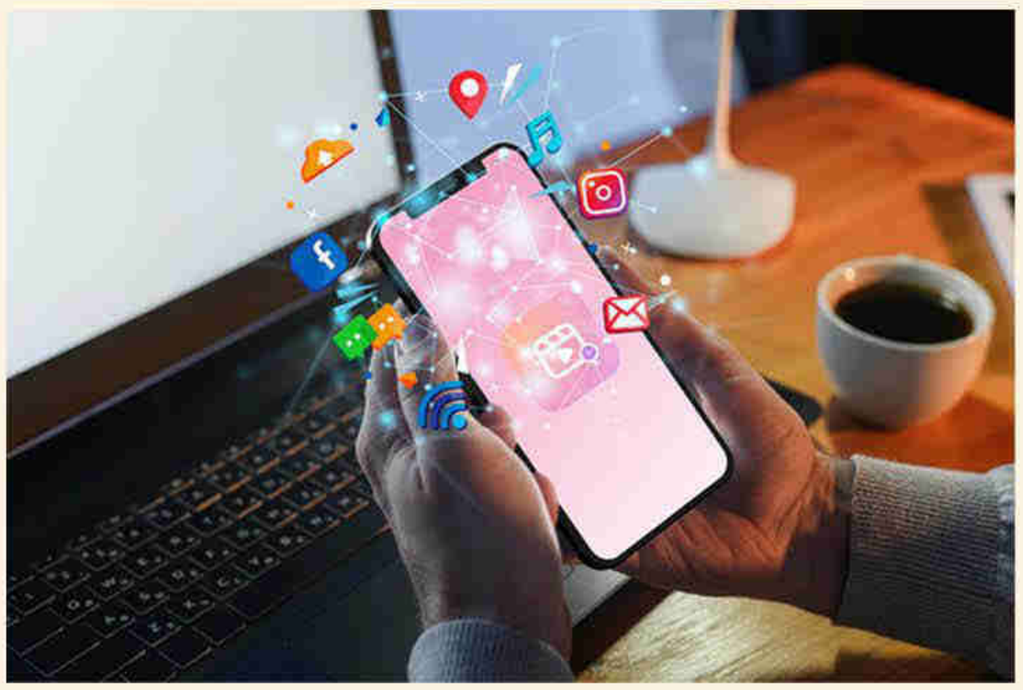
- **Session 01**
  Fundamentals Of Digital Marketing
- **Session 02**
  Keyword & GMB
- **Session 03**
  Right FB & Insta Setup & Content Creation
- **Session 04**
  Creative Visual Content For Social Media (Graphics + Reels) / ChatGPT, Posting, Organic Marketing, Marketplace
- **Session 05**
  Canva, Editing Tools, Story, Hashtags
- **Session 06**
  Reel Shooting, Editing & Voiceover
- **Session 07**
  Boosting

SOCIAL MEDIA & DIGITAL MARKETING

Session 01

Fundamentals Of Digital Marketing

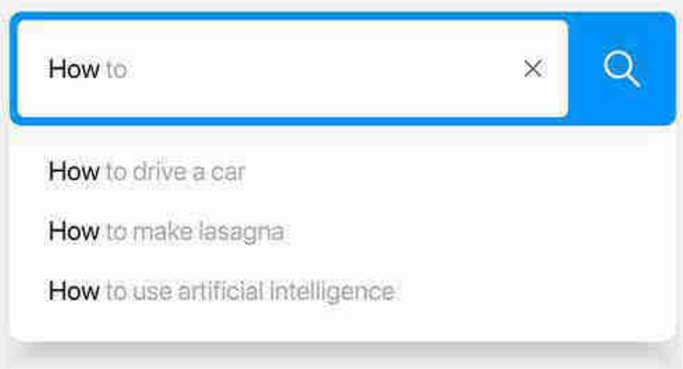




Session 02

Keyword & GMB







Session 03

Right FB & Insta Setup & Content Creation



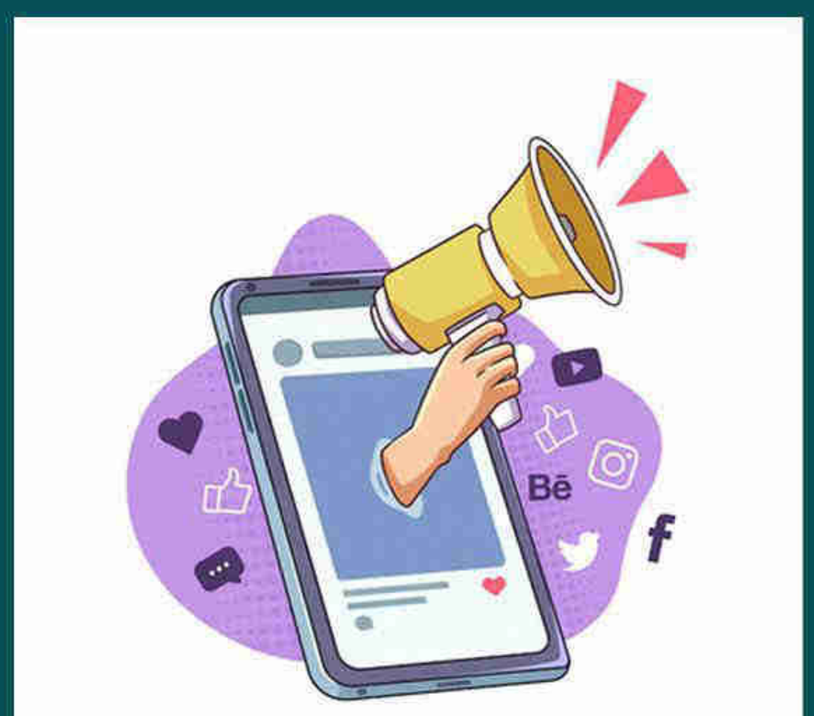




Session 04

Creative Visual Content For Social Media (Graphics + Reels) / ChatGPT, Posting, Organic Marketing, Marketplace





ChatGPT

Smartwriter.ai

Session 05

Canva, Editing Tools, Story, Hashtags

Canva

GRAPHIC DESIGN TOOL

removebg

BACKGROUND REMOVER TOOL

FREEPIK

FREE VECTORS & GRAPHIC RESOURCES

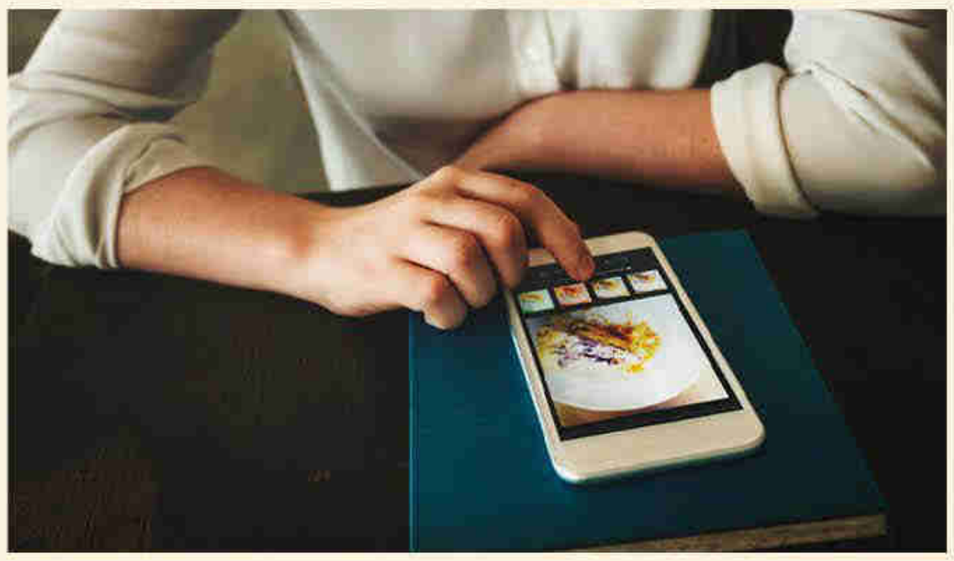
shutterstock

STOCK PHOTOS & VIDEOS PROVIDER

Session 06

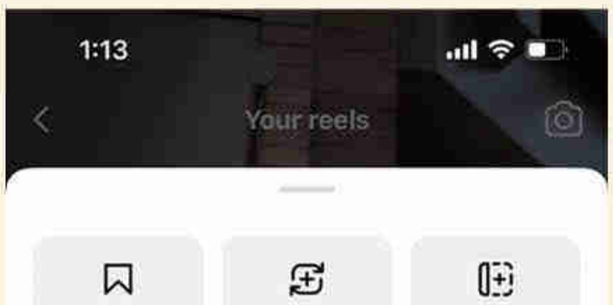
Reel Shooting, Editing & Voiceover

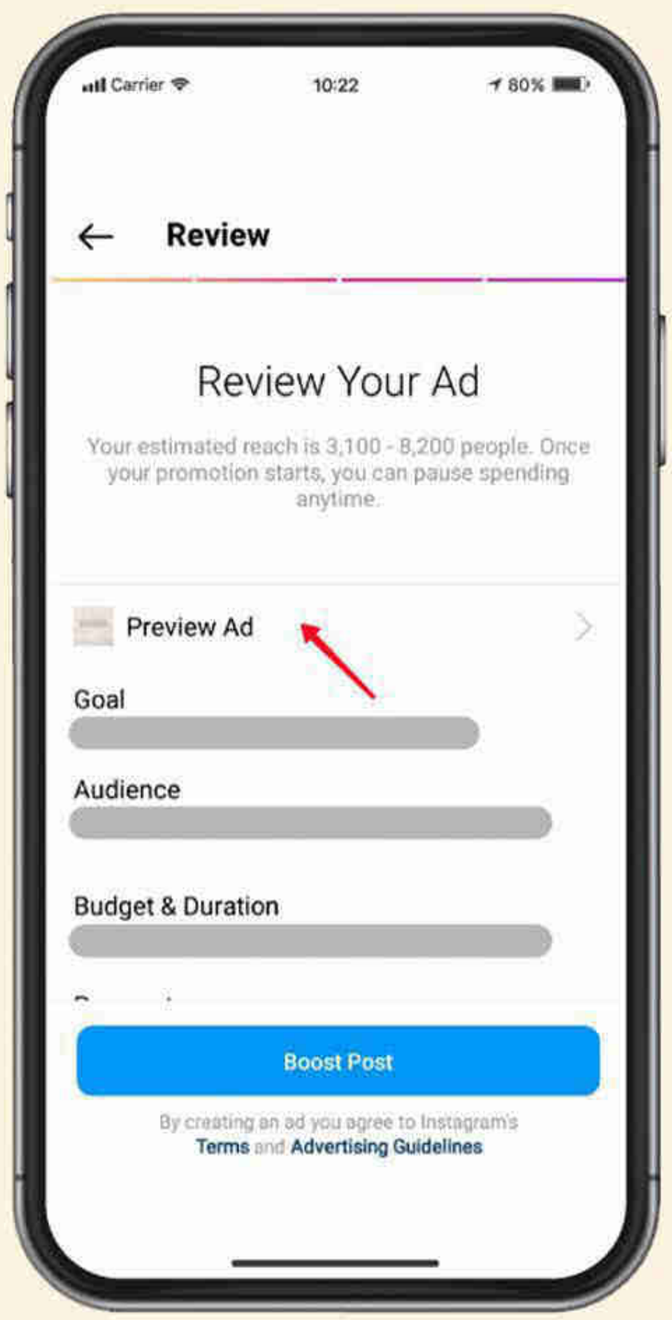


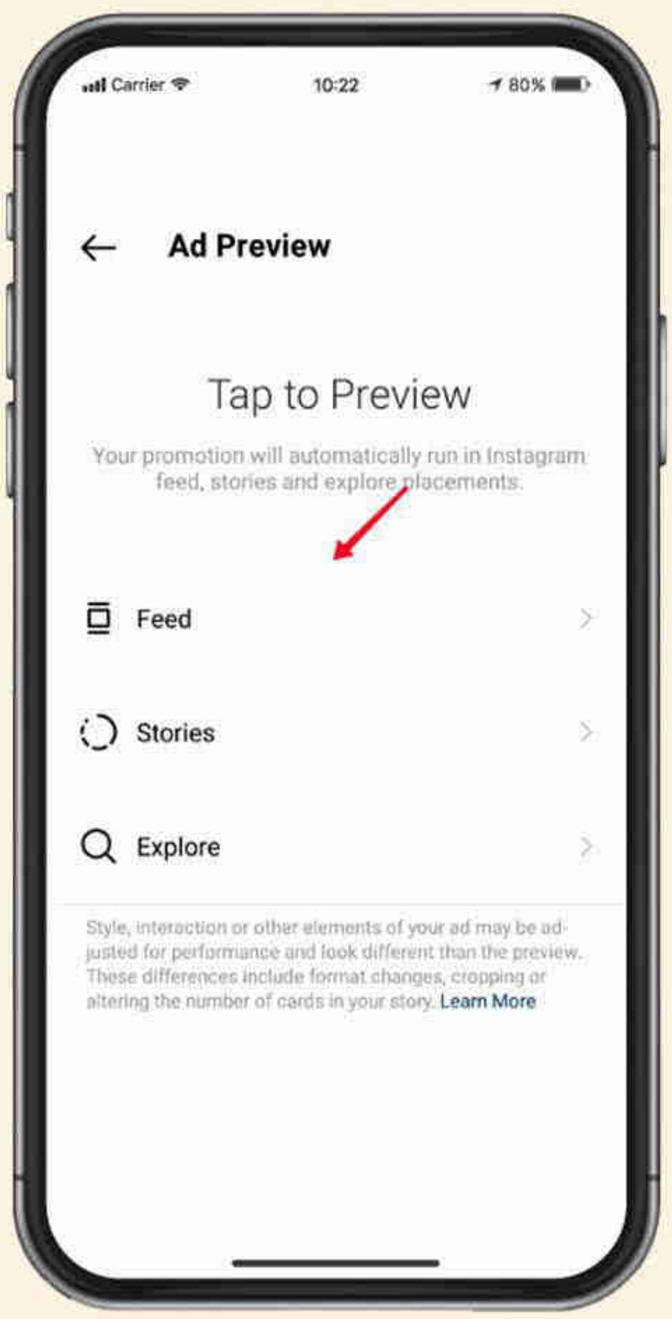


Session 07

Boosting







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BUSINESS OPERATIONS



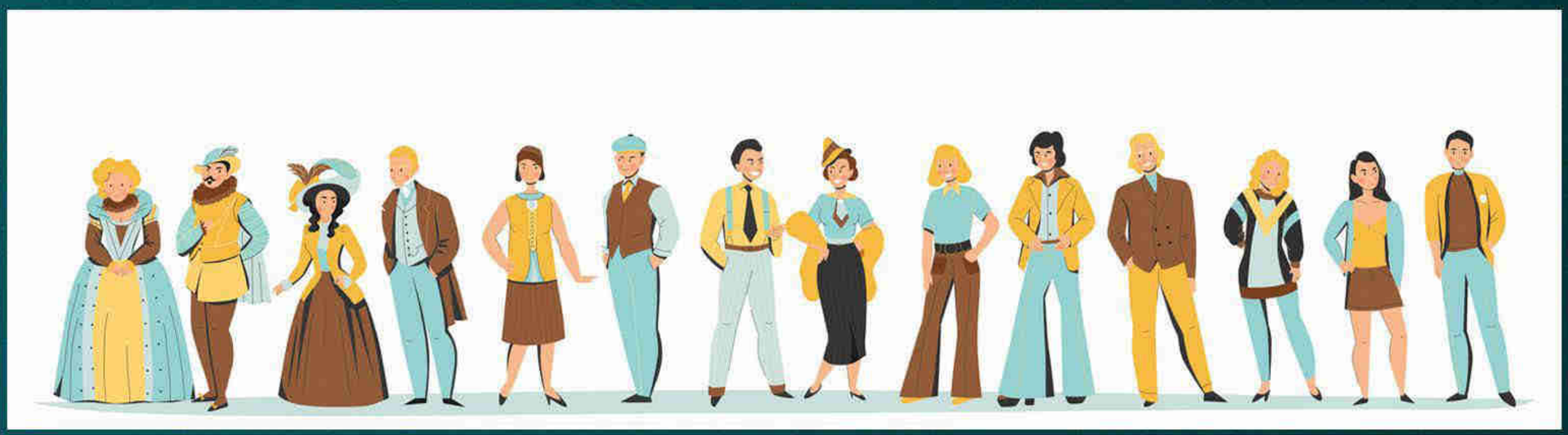
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- **Session 01**
  Stages Of The Fashion Cycle
- **Session 02**
  Consumer Behaviour & Market Understanding
- **Session 03**
  Branding & Design Language

BUSINESS OPERATIONS

Session 01

Stages Of The Fashion Cycle



Session 02

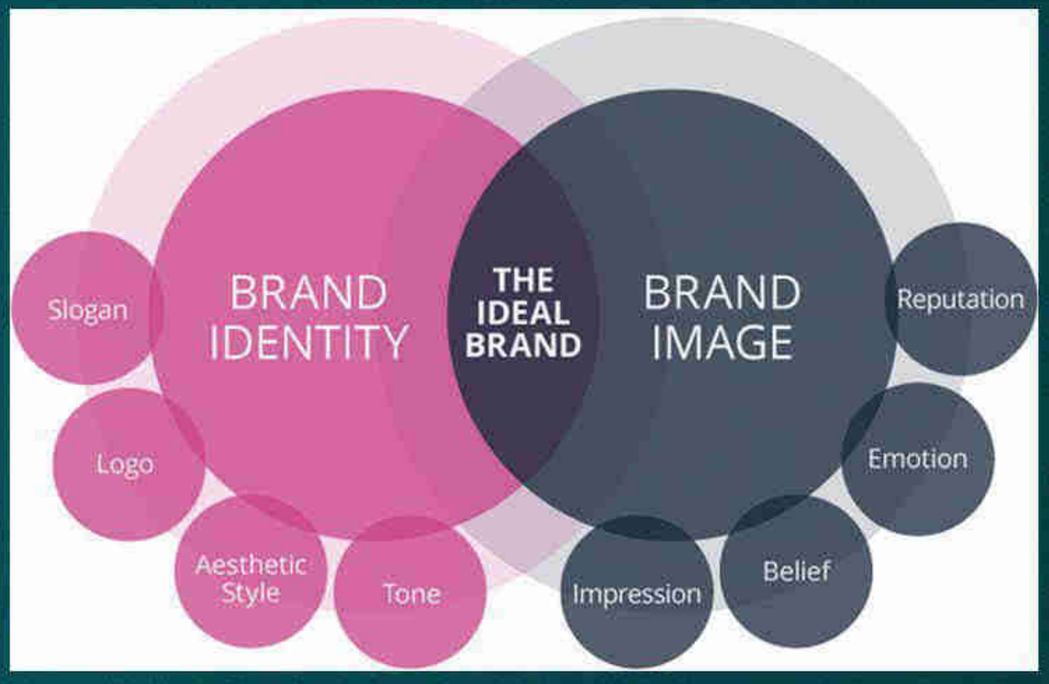
Consumer Behaviour & Market Understanding





Session 03

Branding & Design Language



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PERSONALITY DEVELOPMENT



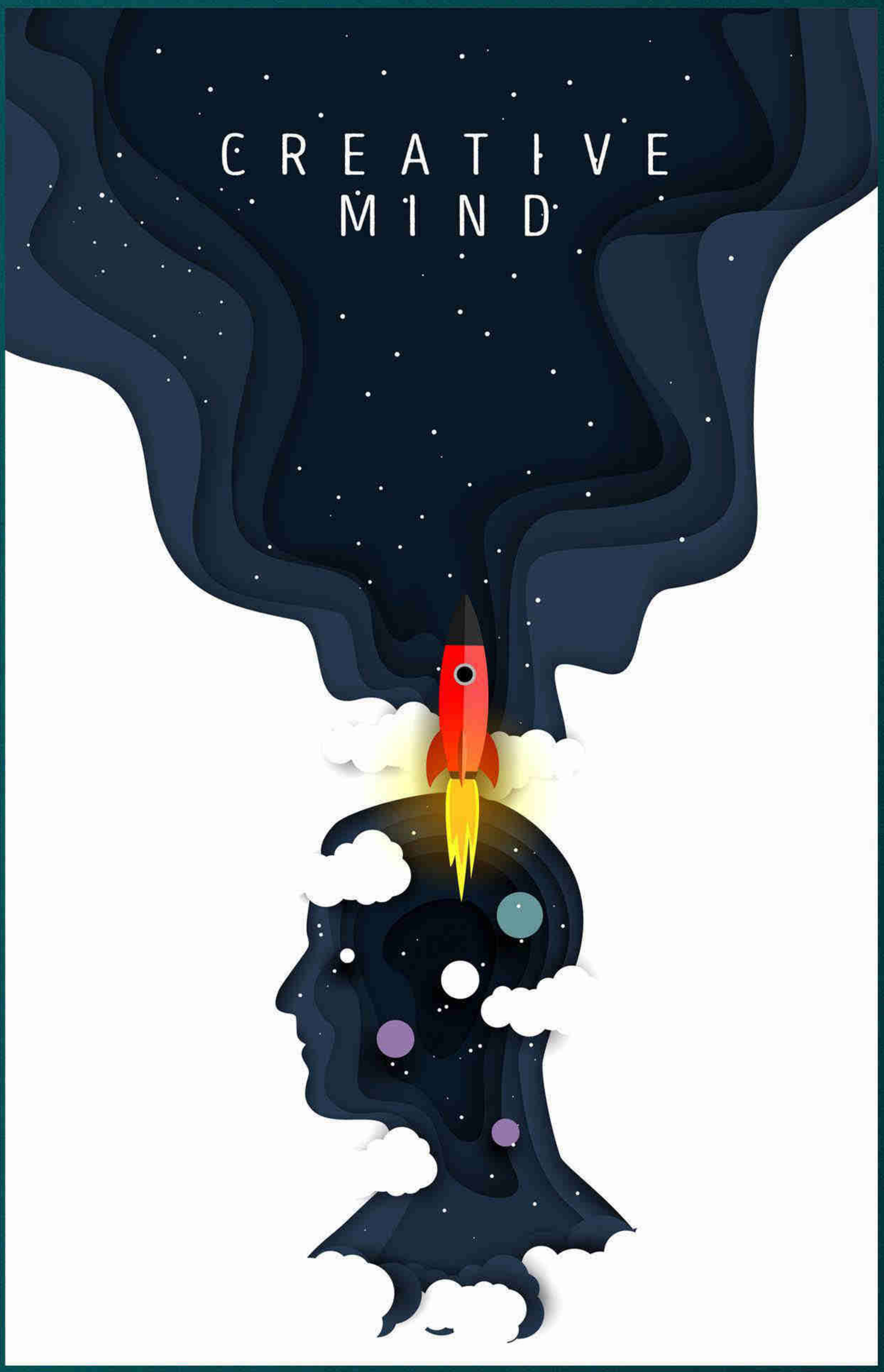
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- **Session 01**
  Your Thoughts Are Designing Your Future
- **Session 02**
  Time Management & Balancing Work-Life
- **Session 03**
  Resilience & Grit: Building Inner Strength In Tough Times
- **Session 04**
  Think Win-Win – Build Empowering Relationships

PERSONALITY DEVELOPMENT

Session 01

Your Thoughts Are Designing Your Future



Session 02

Time Management & Balancing Work-Life



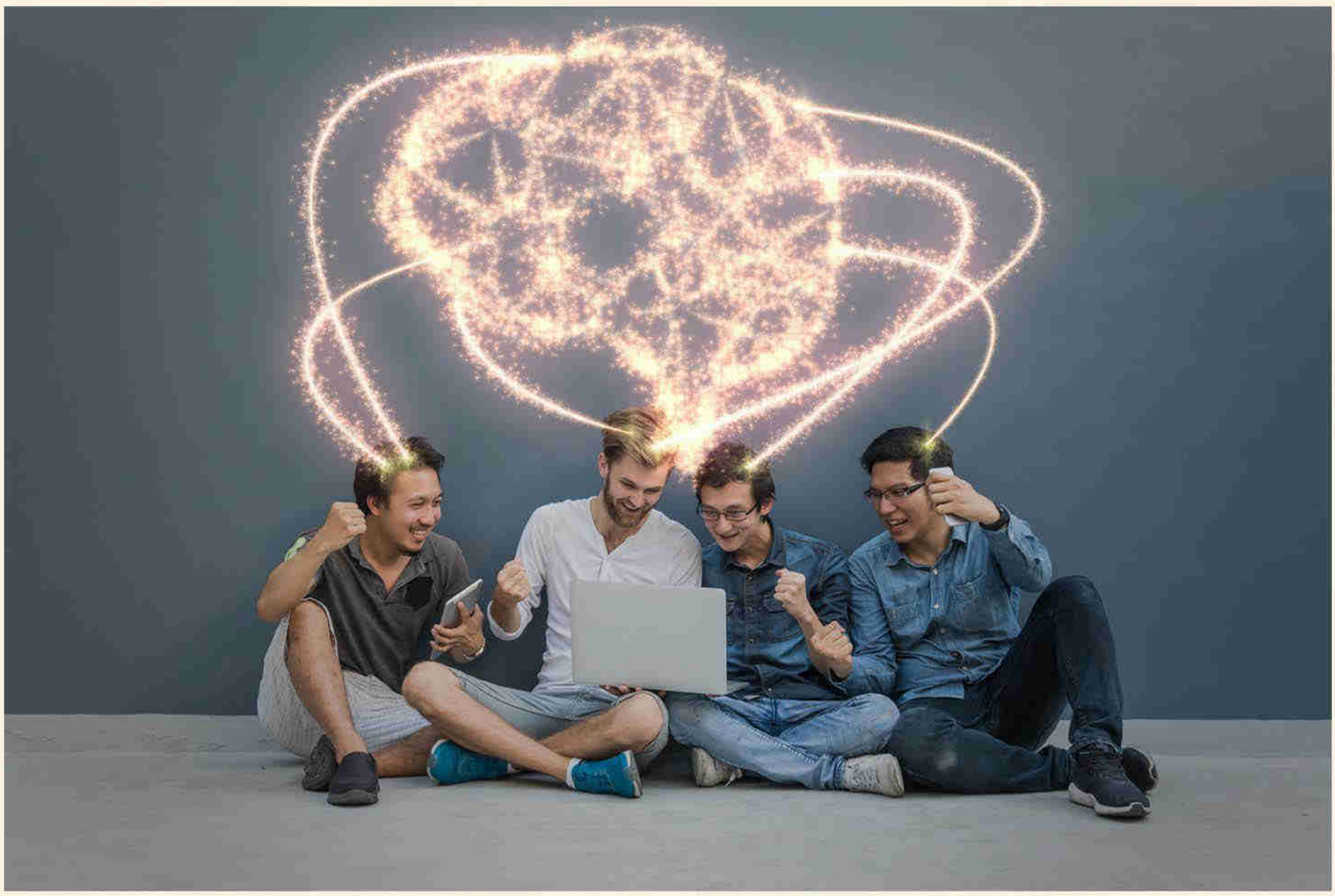
Session 03

Resilience & Grit: Building Inner Strength in Tough Times



Session 04

Think Win-Win – Build Empowering Relationships



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LIVE FASHION MASTERY COURSE

GARMENT CONSTRUCTION



INDEX

- The Core Knowledge Of Stitching
- Running Wear (Kurti’s & Bottom’s)
- The Art Of Blouse Mastery
- Western Silhouettes
- Mini Couture Girl’s
- Occasion Wear
- Mini Couture Boy’s
- Men’s Fashion

THE CORE KNOWLEDGE OF STITCHING

- Sewing Machine Knowledge
- Equipment Knowledge
- Basic Stitches
- Body Measurement
- Block Variety
- Neckline Variety
- Collar Variety
- Sleeve Variety
- Pocket Variety
- Zip Variety
- Variety Of Hook - Eye & Gaj - Button
- Quilting

Sewing Machine Knowledge





Equipment Knowledge



Thread



Scissor



Measuring Tape



Pearl Pin



French Curve Scale



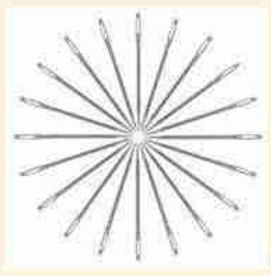
Grading Scale



Seam Ripper



Calculator



Hand Needle



Piping Dori



Fusing Tape



Body Tape



Paper Canvas



Chalk



Chalk Sharpner



One Side Pressure Foot



Pearl Pin Cushion



Panda Chalk



Tracing Wheel



Pinking Scissor

Basic Stitches



Horizontal Line 0.25"



Horizontal Line 0.50"



Dianogal Line 0.25"



Square 0.25"



Spiral 0.25"



Round 0.25"



Leaf 0.25"



Waves 0.25"

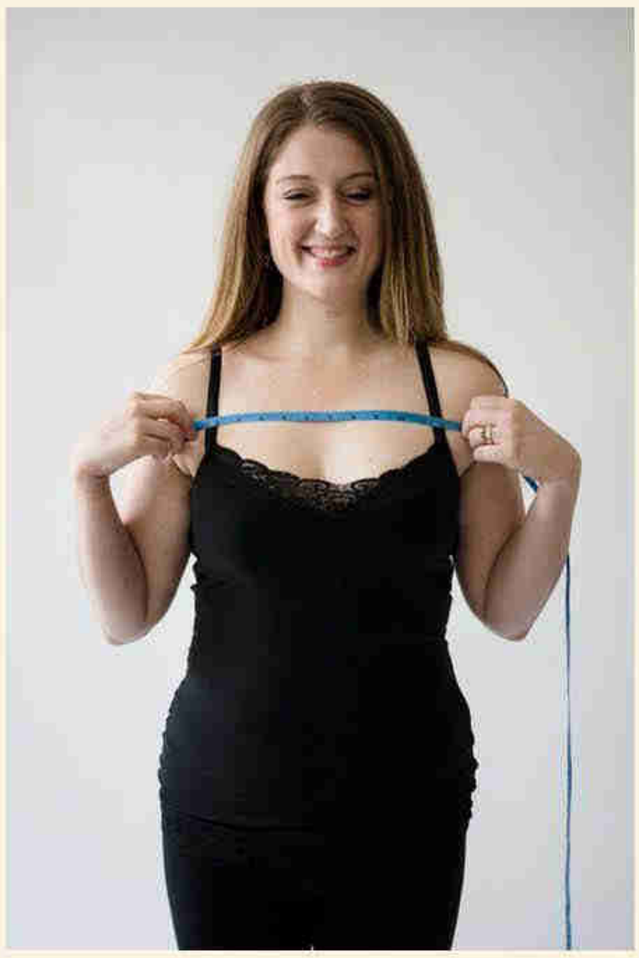


Geometric Pattern



Raja Rani Logo

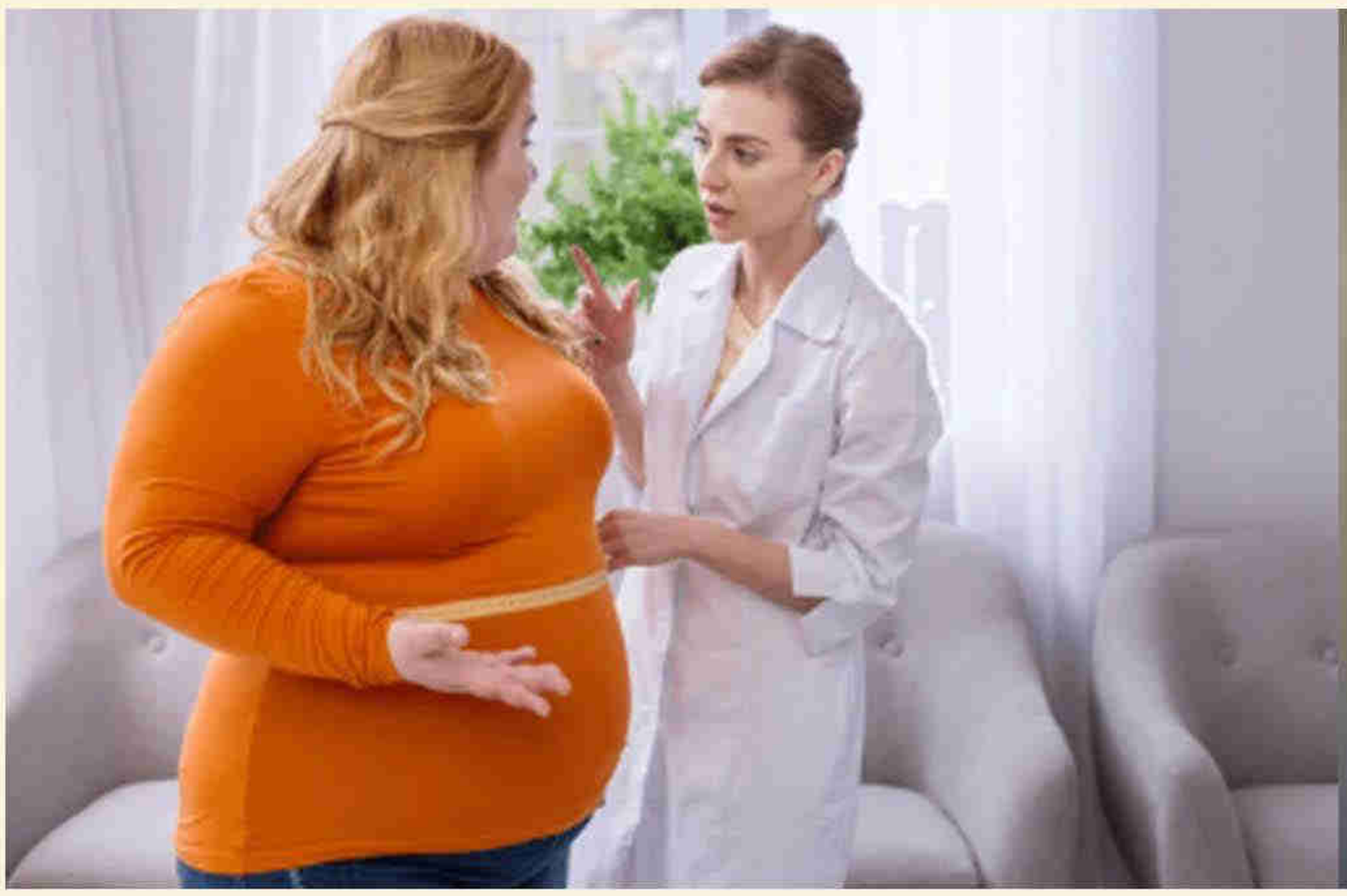
Body Measurement

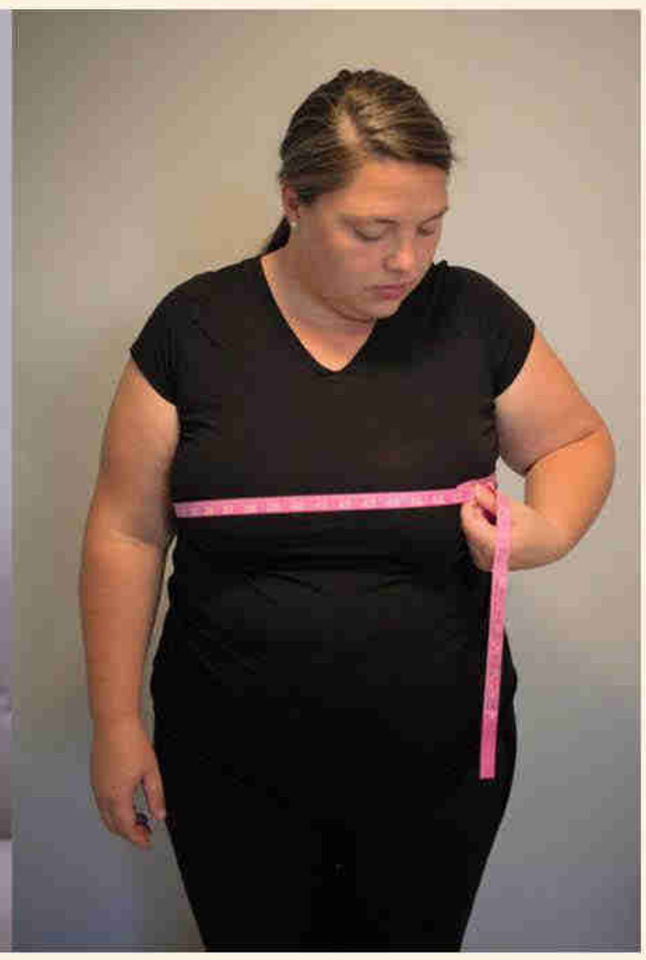


Self Measurement



Client Measurement





Different Size Measurement

Block Variety

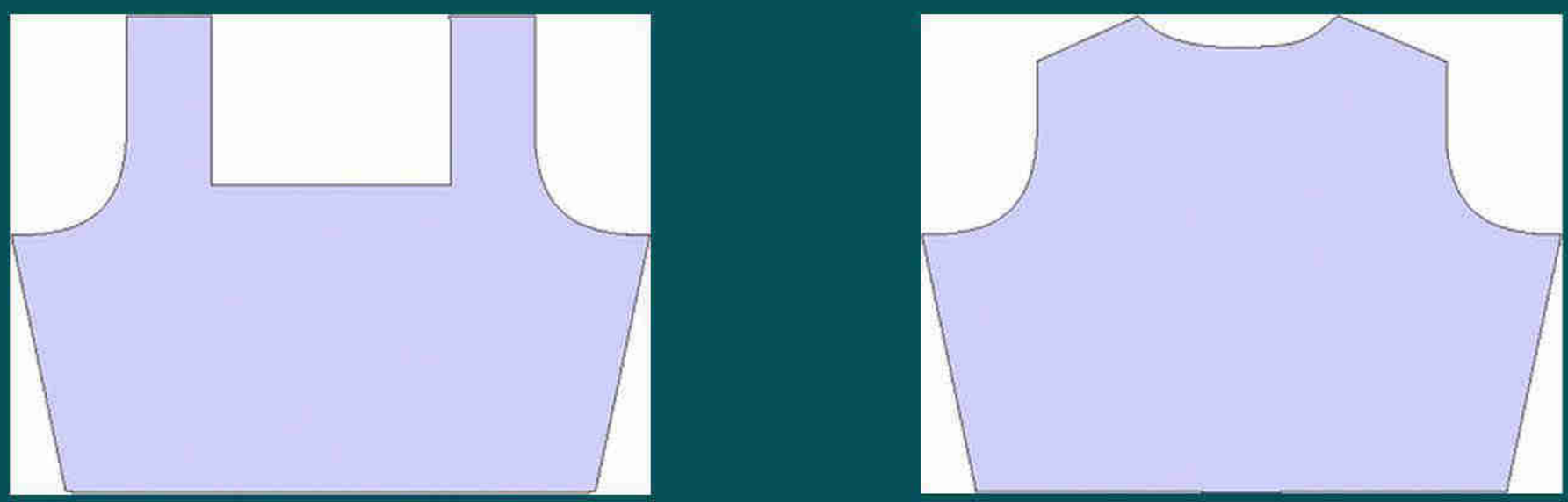
Both Pack Neck Block

FRONT BACK

Both Deep Neck Block

FRONT BACK

Front Deep Back Pack Neck Block

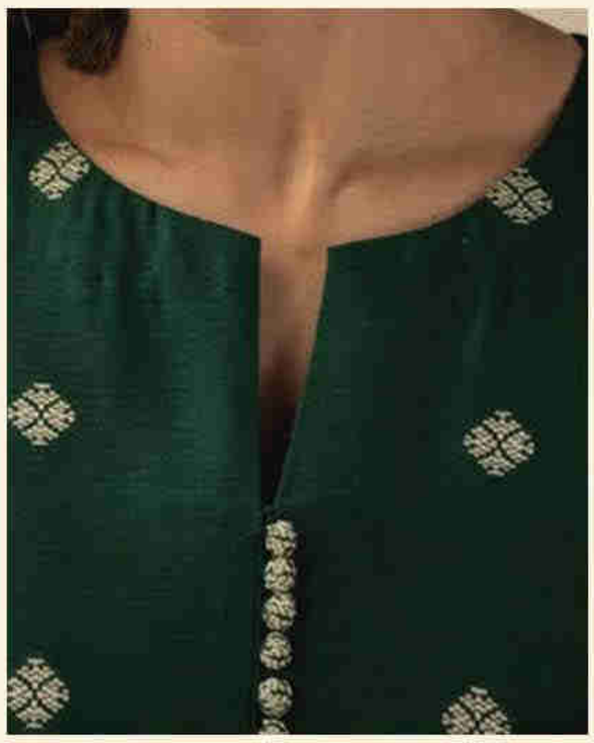


FRONT BACK

Neckline Variety



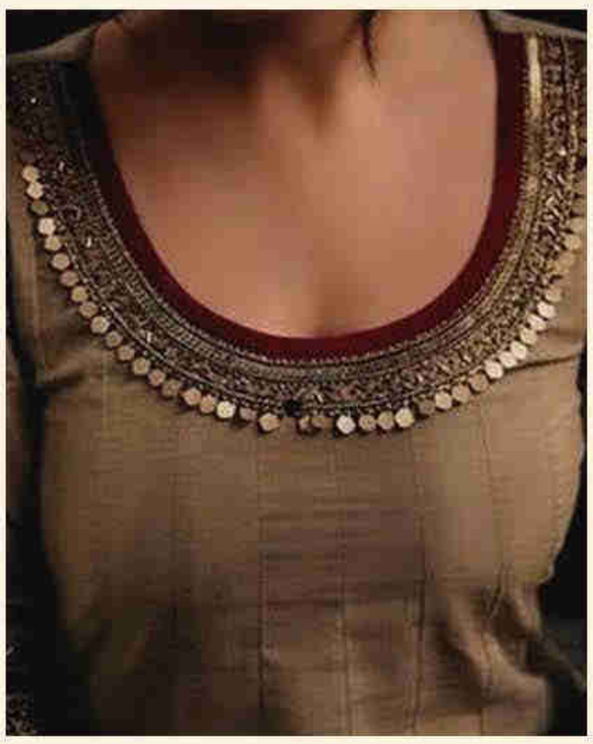
T - Shirt Neck



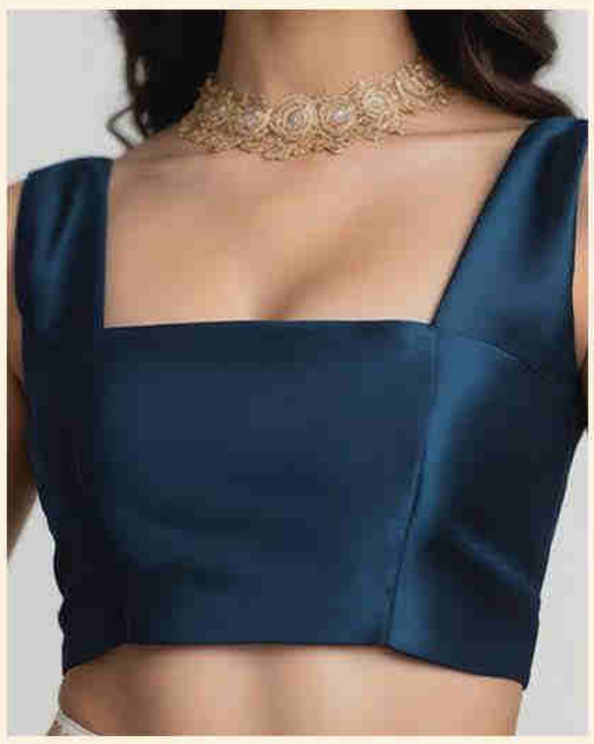
Key - Hole Neck



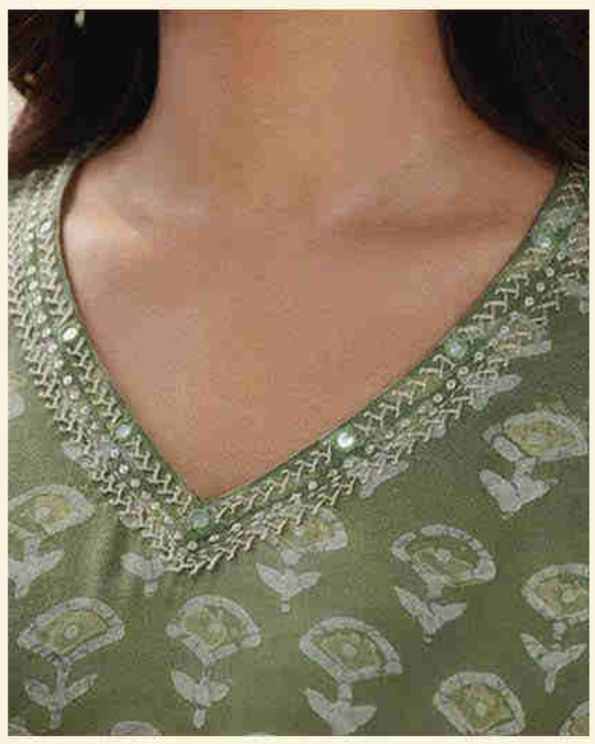
Queen Neck



Deep Round Neck



Square Neck



V-Leaf Neck



Sweet Heart Neck



Straight V - Neck



Straight V - Belt Neck

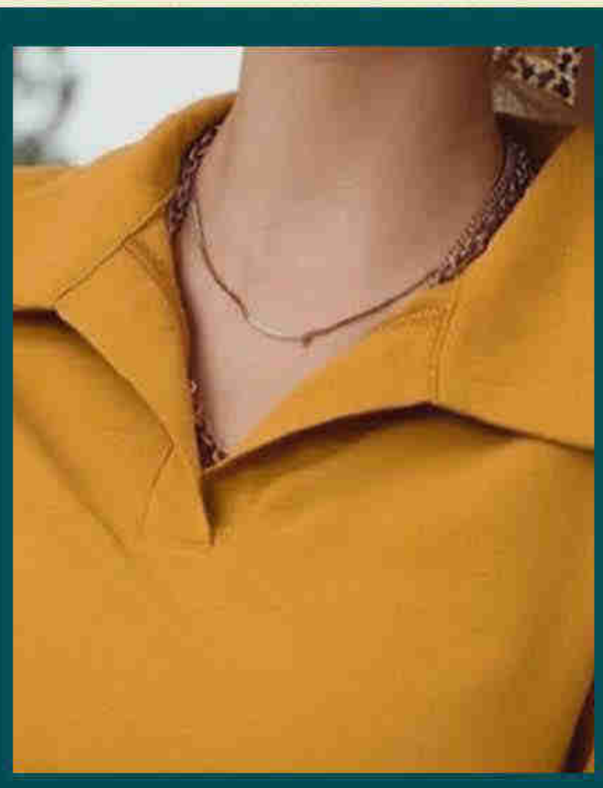
Collar Variety



Basic Collar



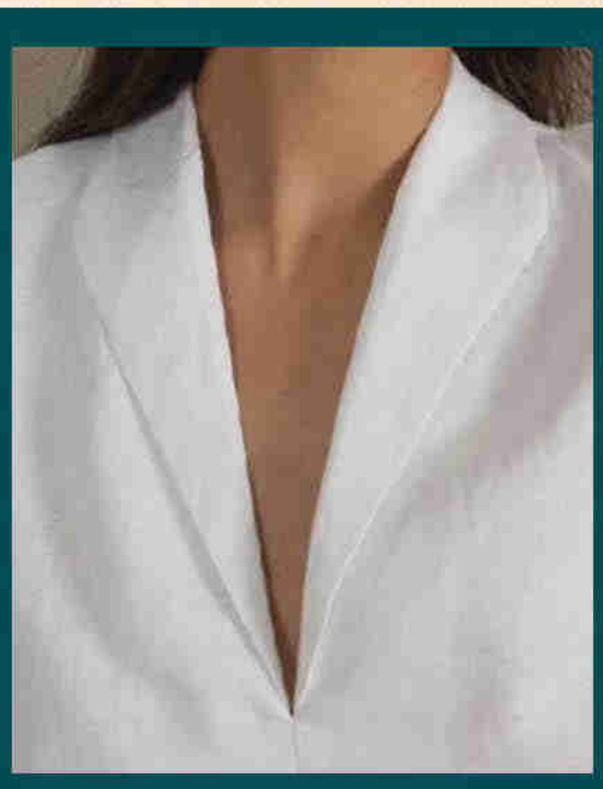
Round Collar



Shirt Collar



Polo Collar



Flatter Collar



Straight Collar



Peter Pan Collar

Sleeve Variety



Elbow Sleeve



Full Sleeve



3/4 Sleeve



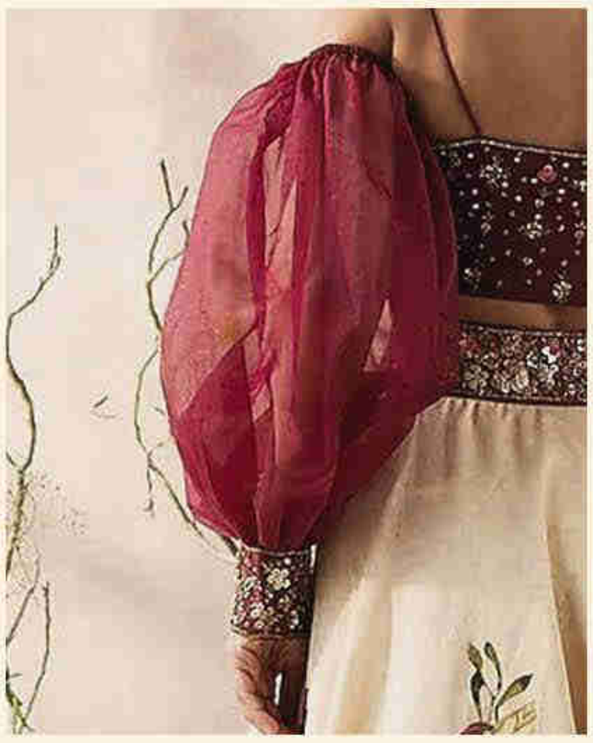
Short Sleeve



Umbrella Sleeve



Bell Sleeve



Detachable Sleeve

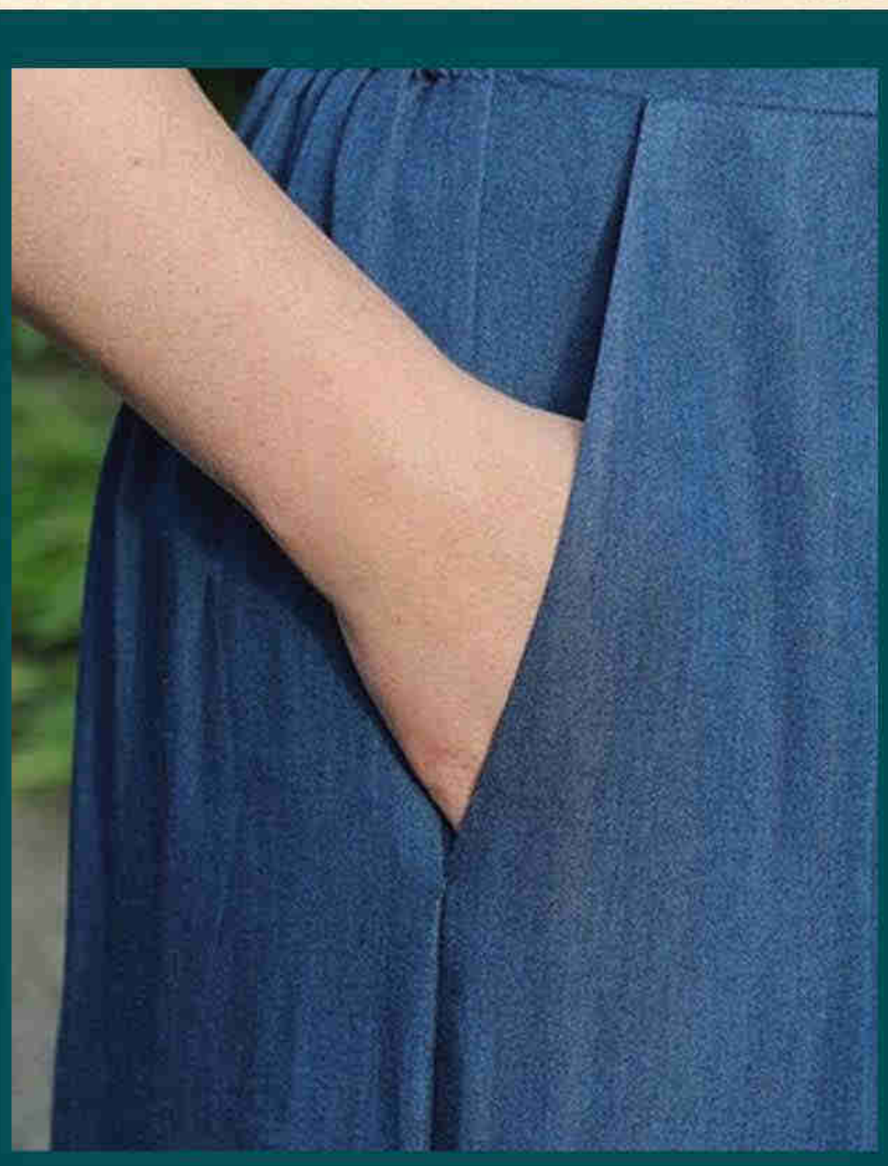
Pocket Variety



V-Cut Patch Pocket



Seam Pocket

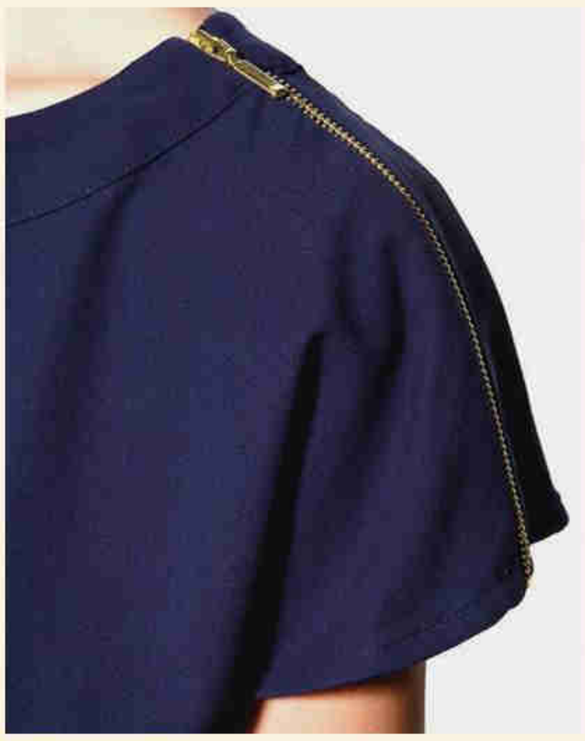


Slash Pocket



Cargo Pocket

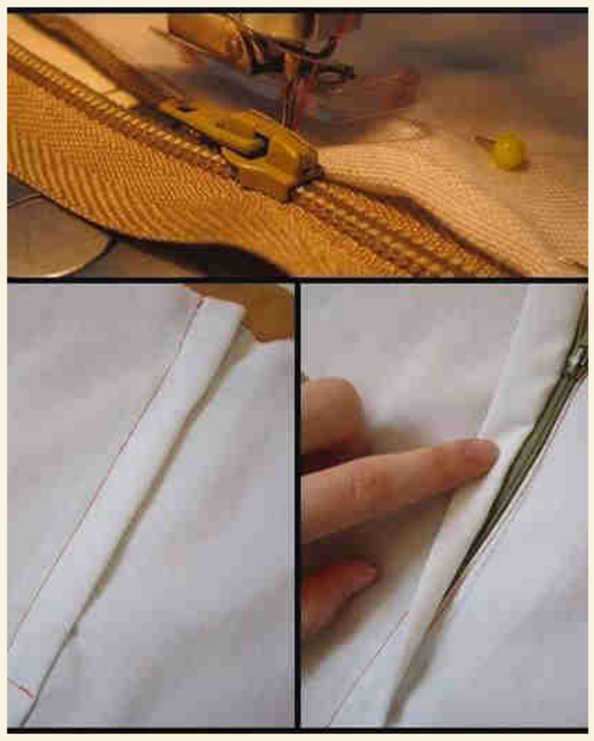
Zip Variety



Metal Zip

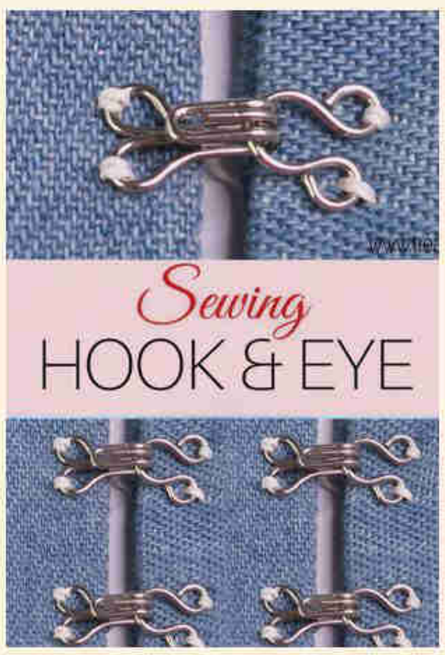


Invisible Zip



Nylon Zip

Hook - Eye & Gaj - Button Variety



Hand Made Hook - Eye



Ready Made Hook - Eye



Gaj



Button Variety

Quilting



RUNNING WEAR (KURTI'S & BOTTOM'S)

- Straight Kurti With Simple Salwar
- Sleeveless Kurti With Cigar Pant
- Both Deep Neck Straight Kurti
- Flat Round Collar A-Line Kurti With Palazzo
- V-Leaf Neck Kurti With Afghani Salwar

- **Straight Kurti With Simple Salwar**



- **Sleeveless Kurti With Cigar Pant**



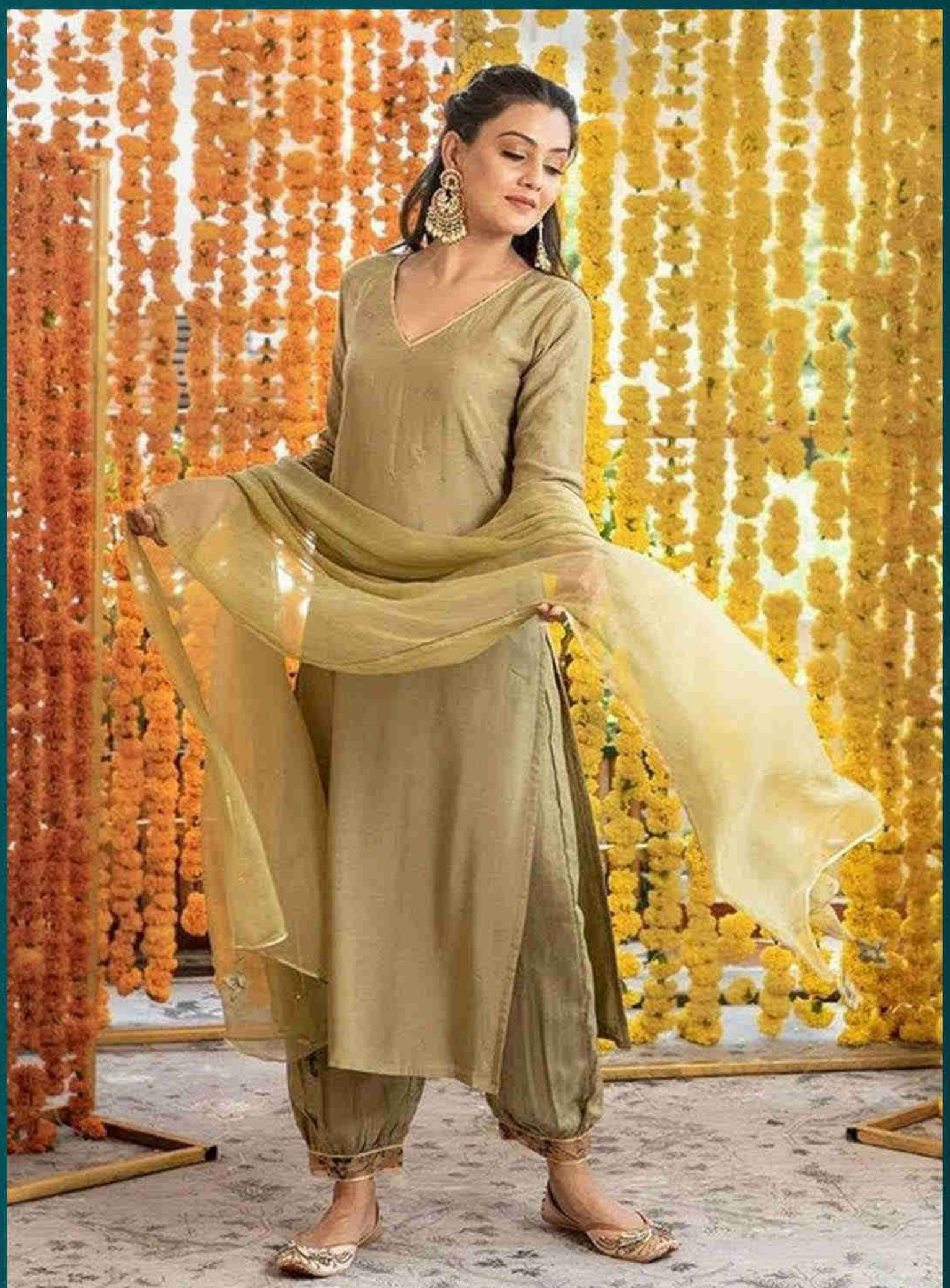
Both Deep Neck Straight Kurti Flat



Flat Round Collar A-Line Kurti With Palazzo



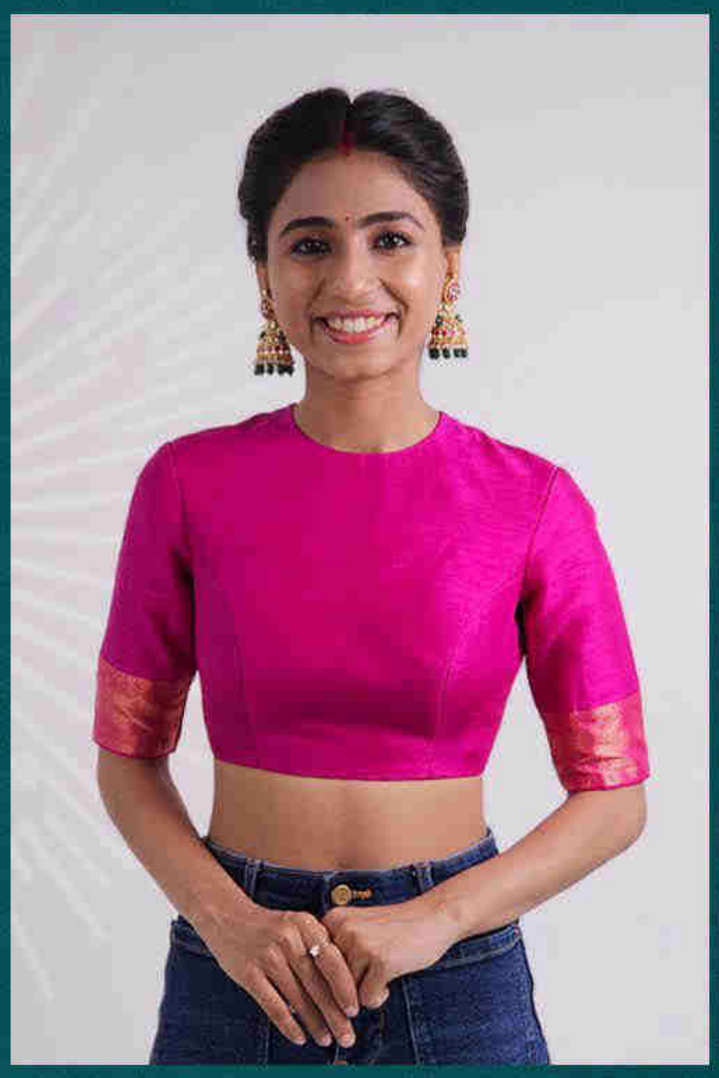
- **V-Leaf Neck Kurti With Afghani Salwar**

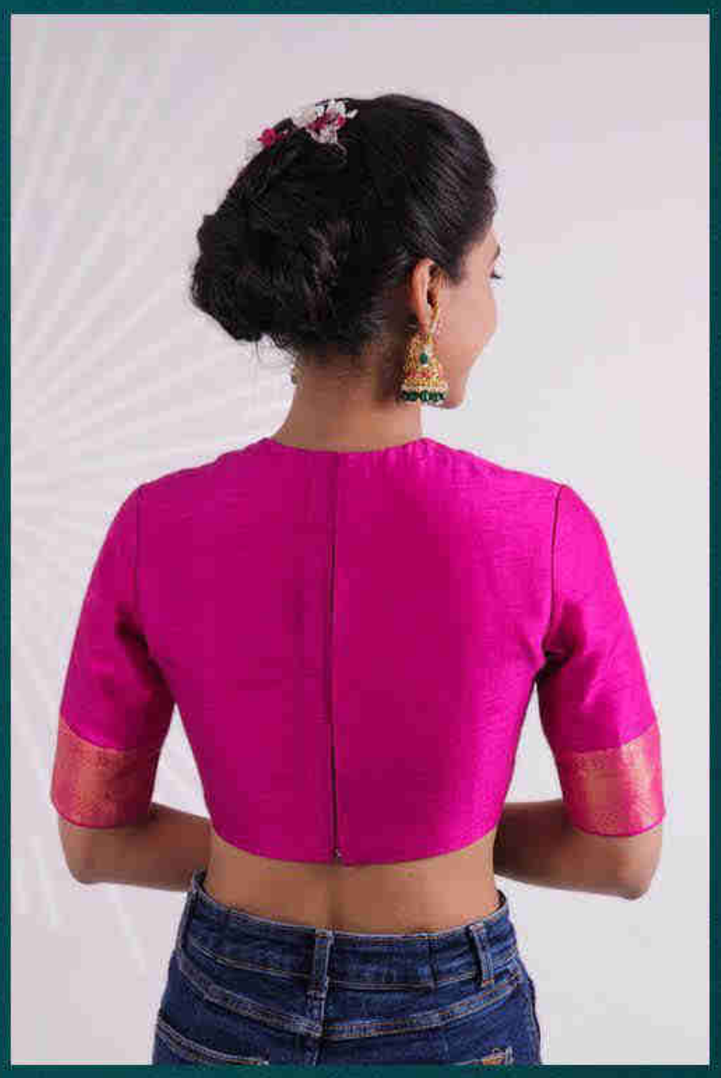


THE ART OF BLOUSE MASTERY

- Princess Cut Both Pack Neck Blouse
- Princess Cut Both Deep Neck Blouse
- Straight Dart with Puff Sleeve Blouse
- Variation Of 4 Back Patterns
- Four Dart Belt Puff Sleeve Blouse
- Katori Blouse
- Shirt Collar Blouse

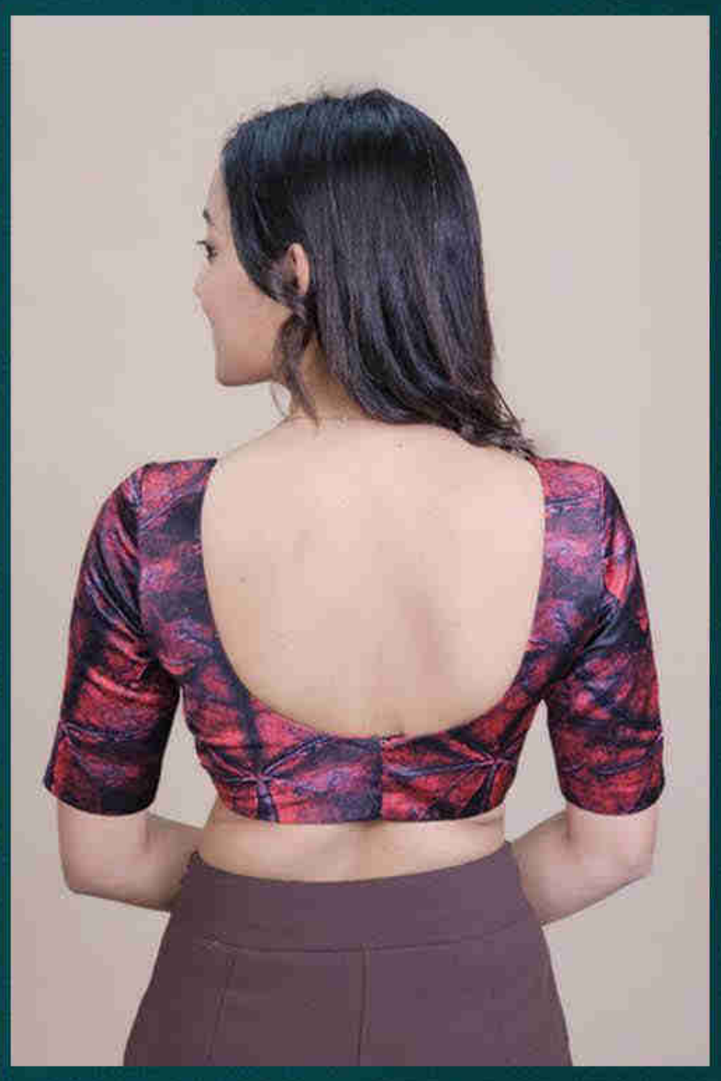
Princess Cut Both Pack Neck Blouse



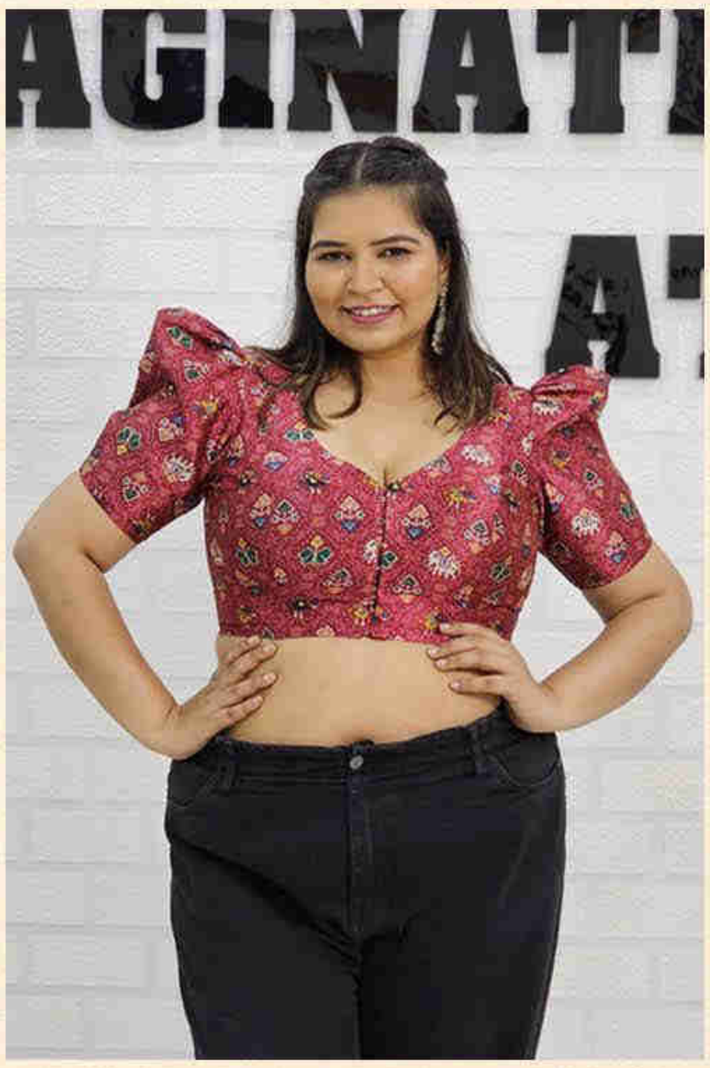


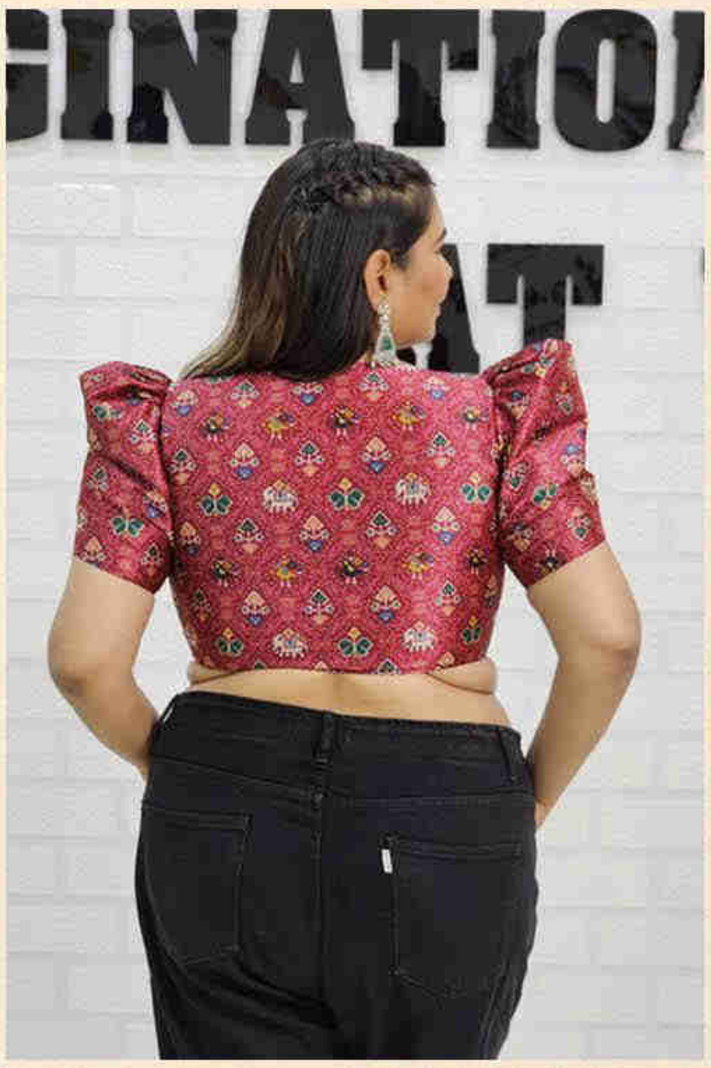
Princess Cut Both Deep Neck Blouse



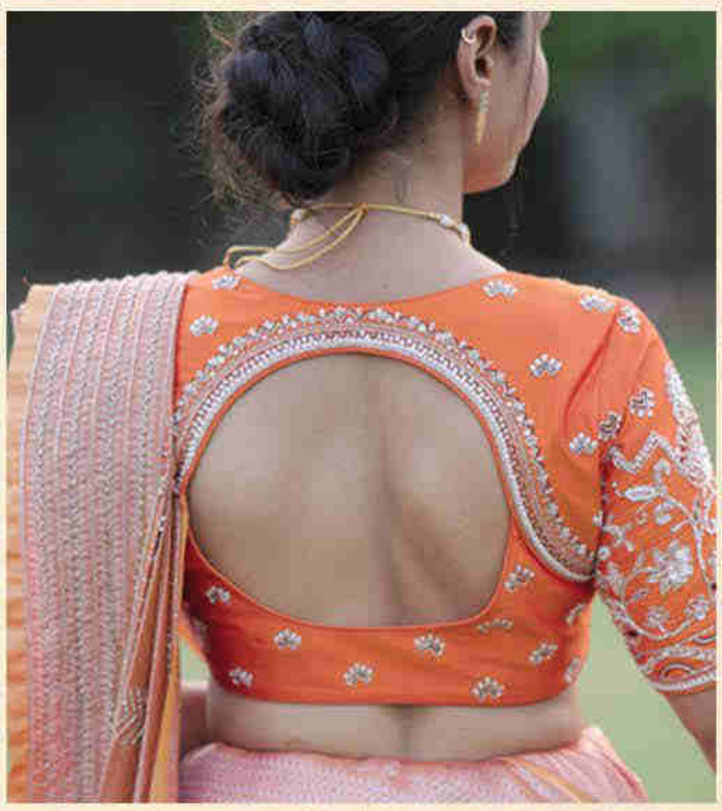


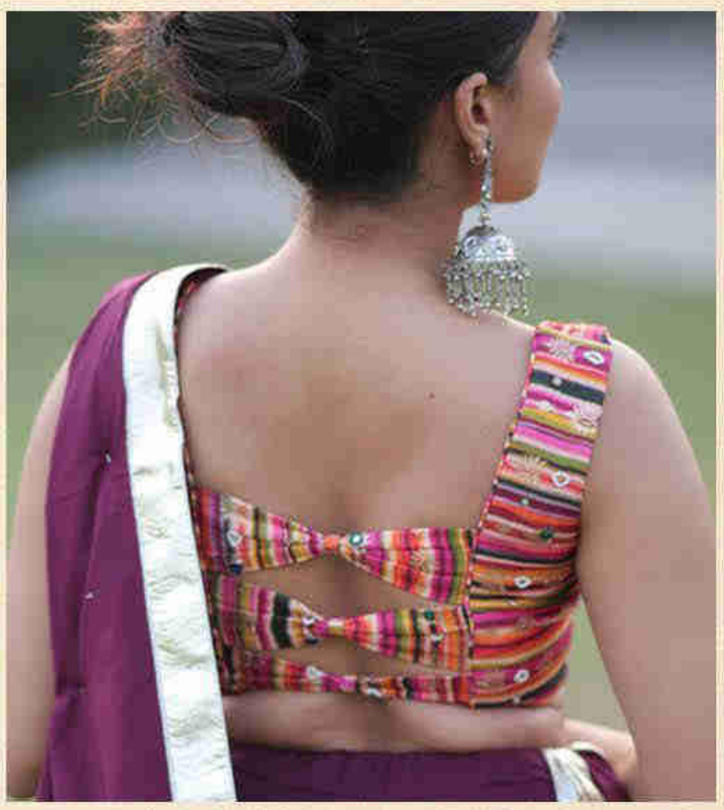
Straight Dart With Puff Sleeve Blouse

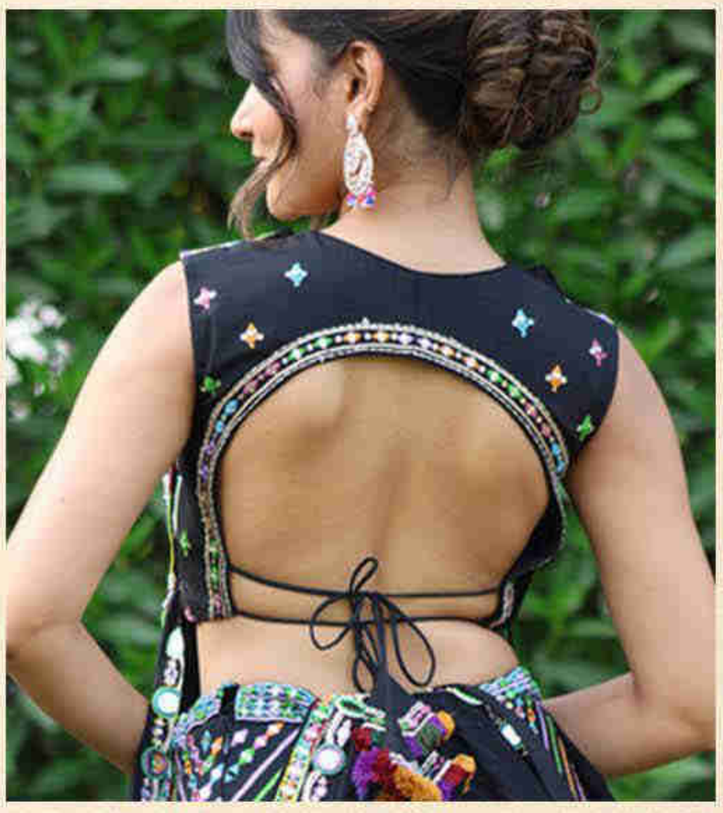


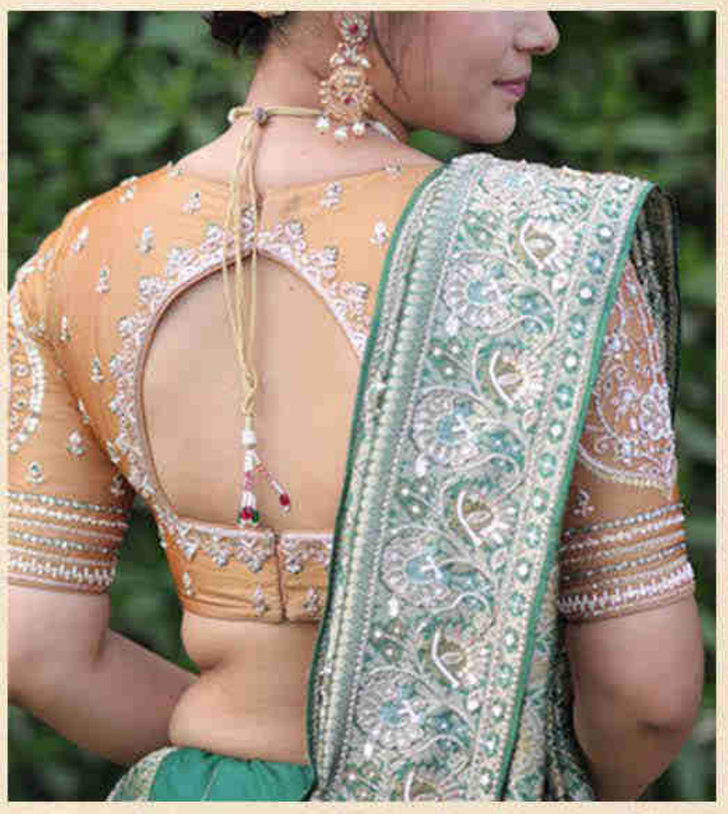


Variation Of 4 Back Patterns



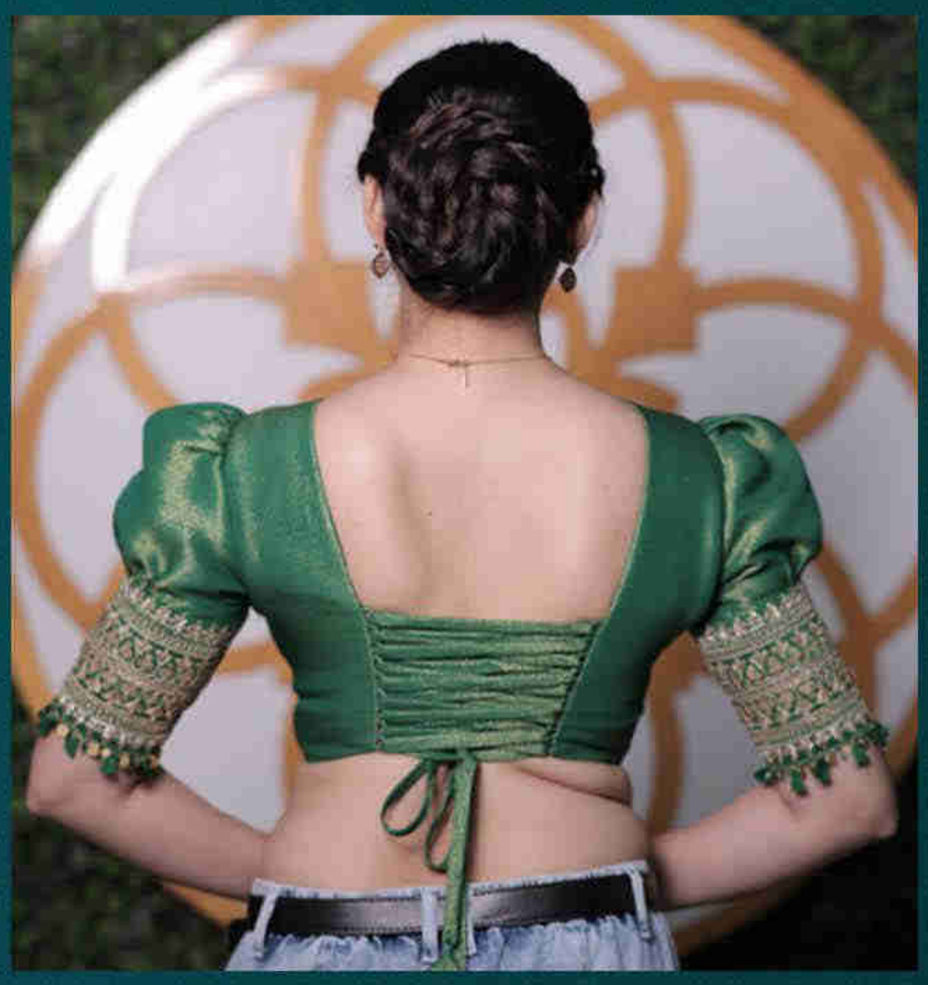




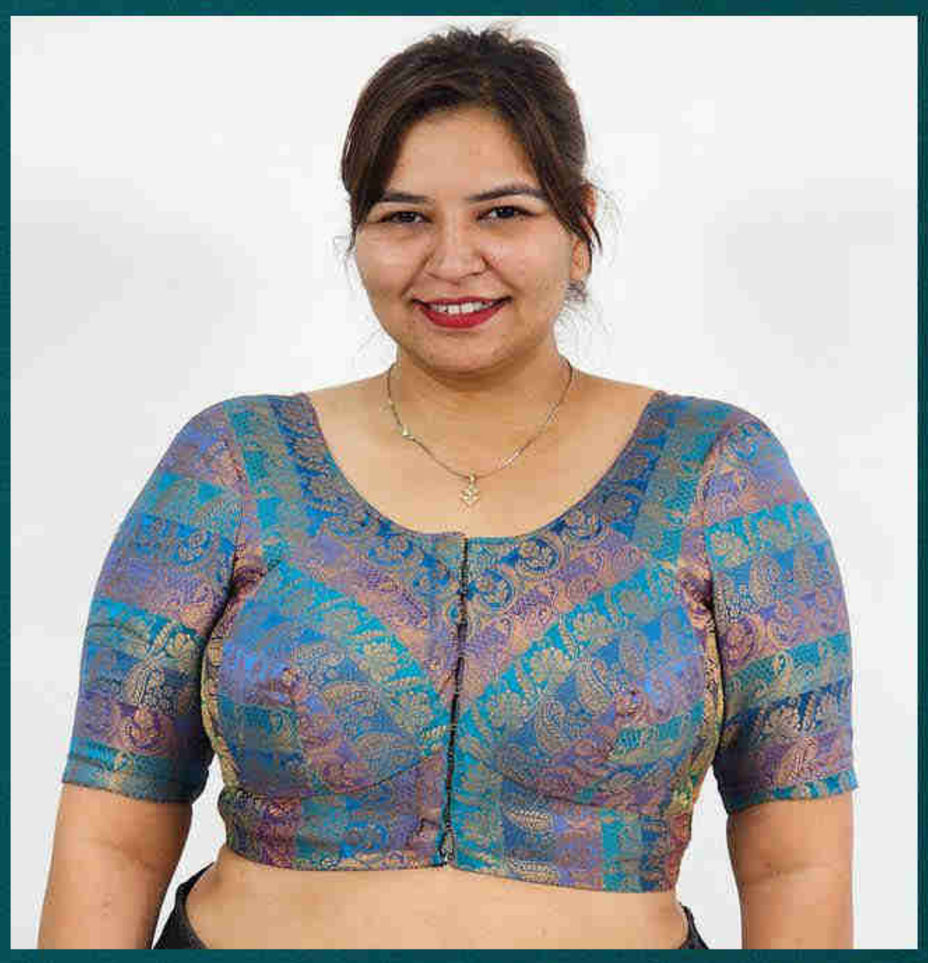


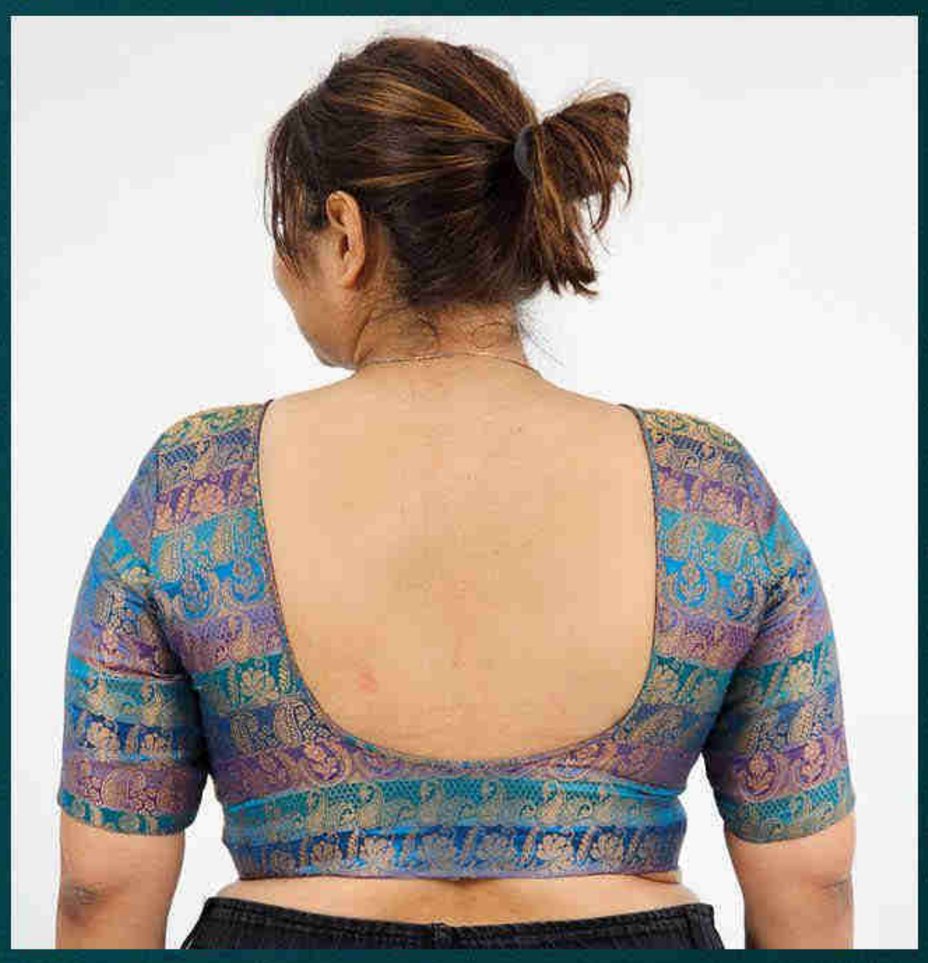
Four Dart With Puff Sleeve Blouse



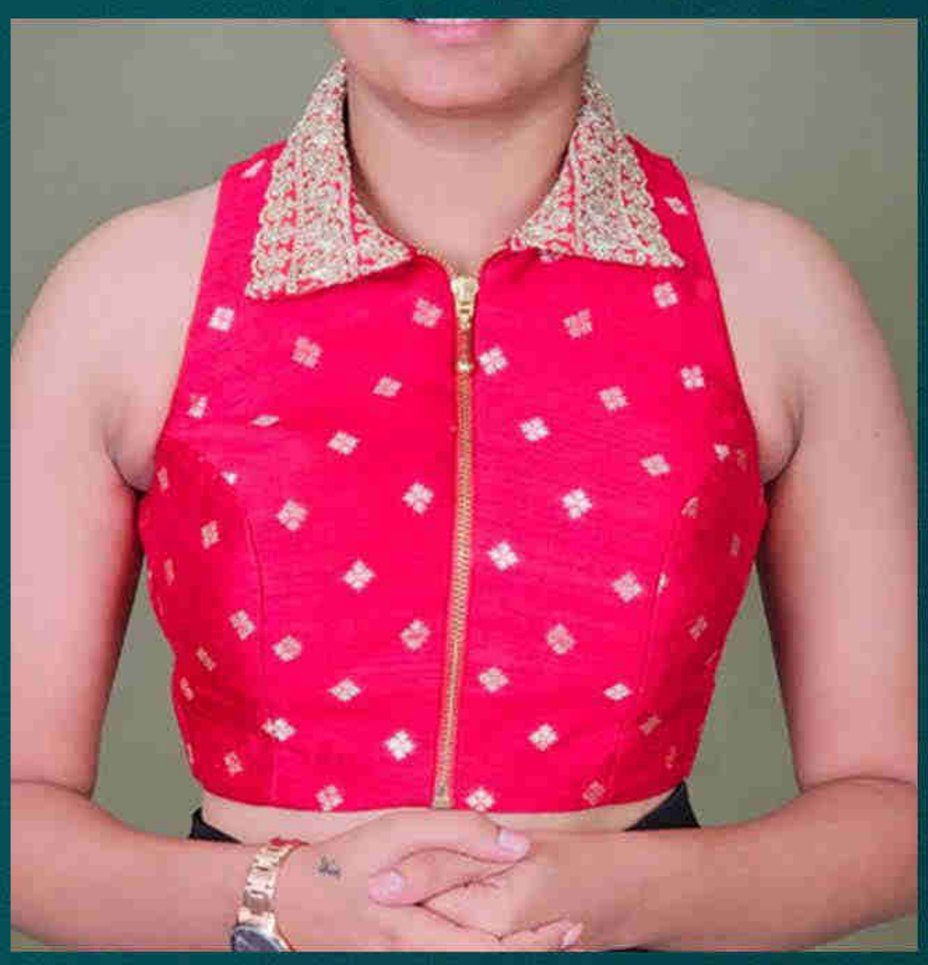


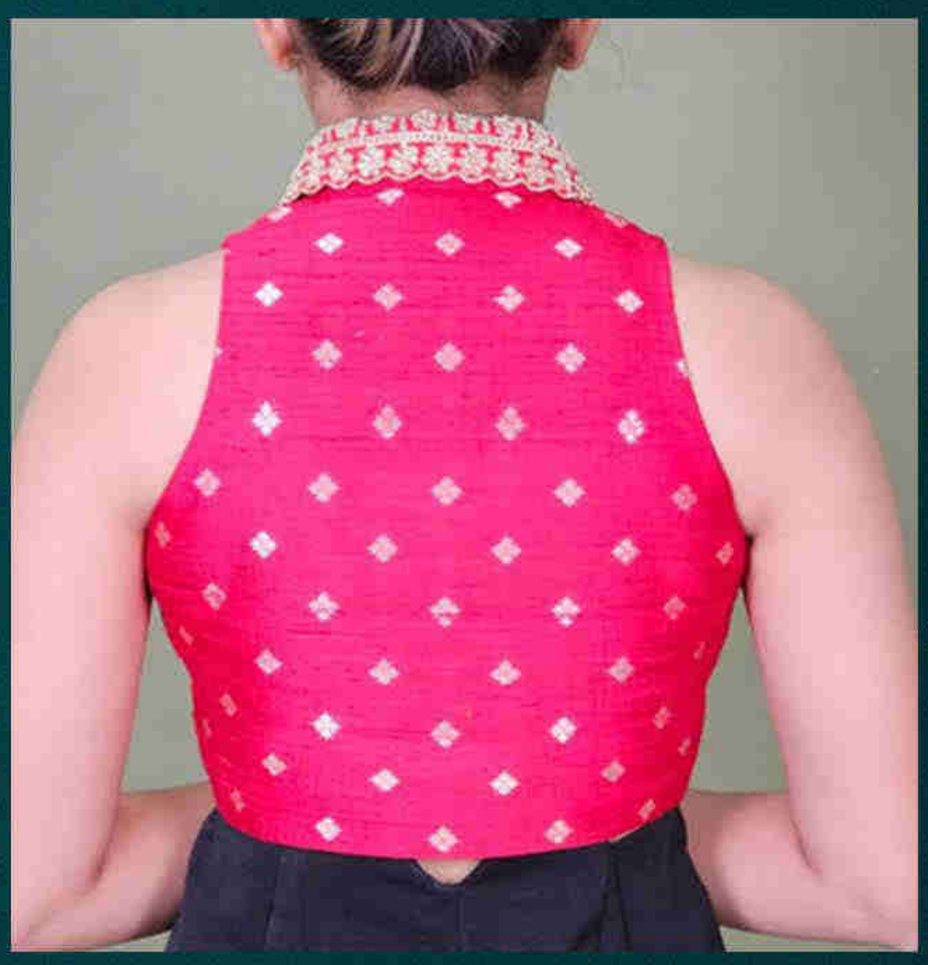
Katori Blouse





Shirt Collar Blouse





WESTERN SILHOUETTES

- Casual Shirt
- Casual Oversized Shirt
- Raglan Shirt
- Wide-Leg Denim
- Flared Trouser
- Fit Trouser
- Bell Bottom Slit Pant
- Ethnic Embroidery Palazzo
- Pleated Kurti
- Cascade Sharara Pair
- Front & Back Deep Anarkali Kurti
- Madhubala Style Gown

Casual Shirt



Casual Oversized Shirt



Raglan Shirt





Wide-Leg Denim



Flared Trouser



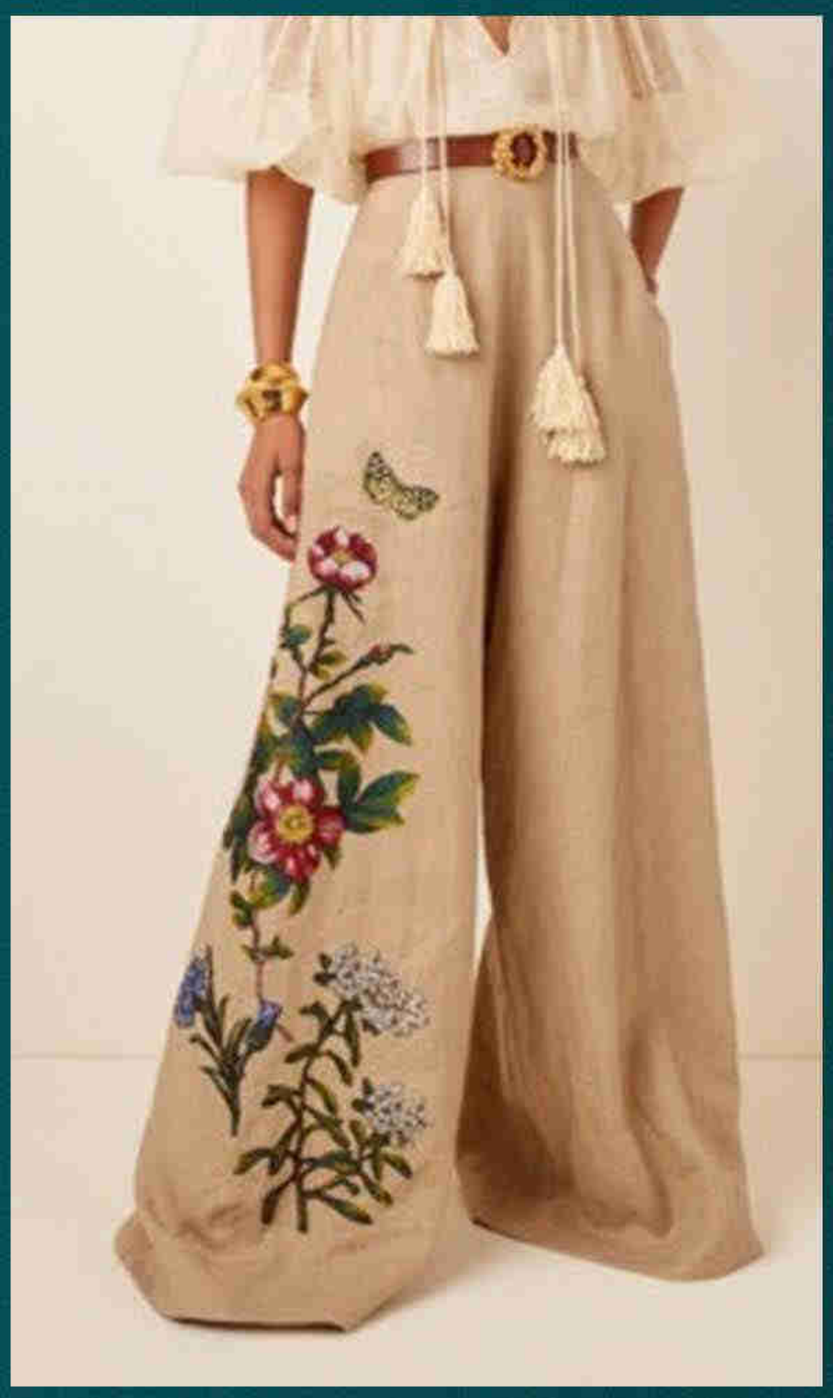
- **Fit Trouser**



- **Bell Bottom Slit Pant**



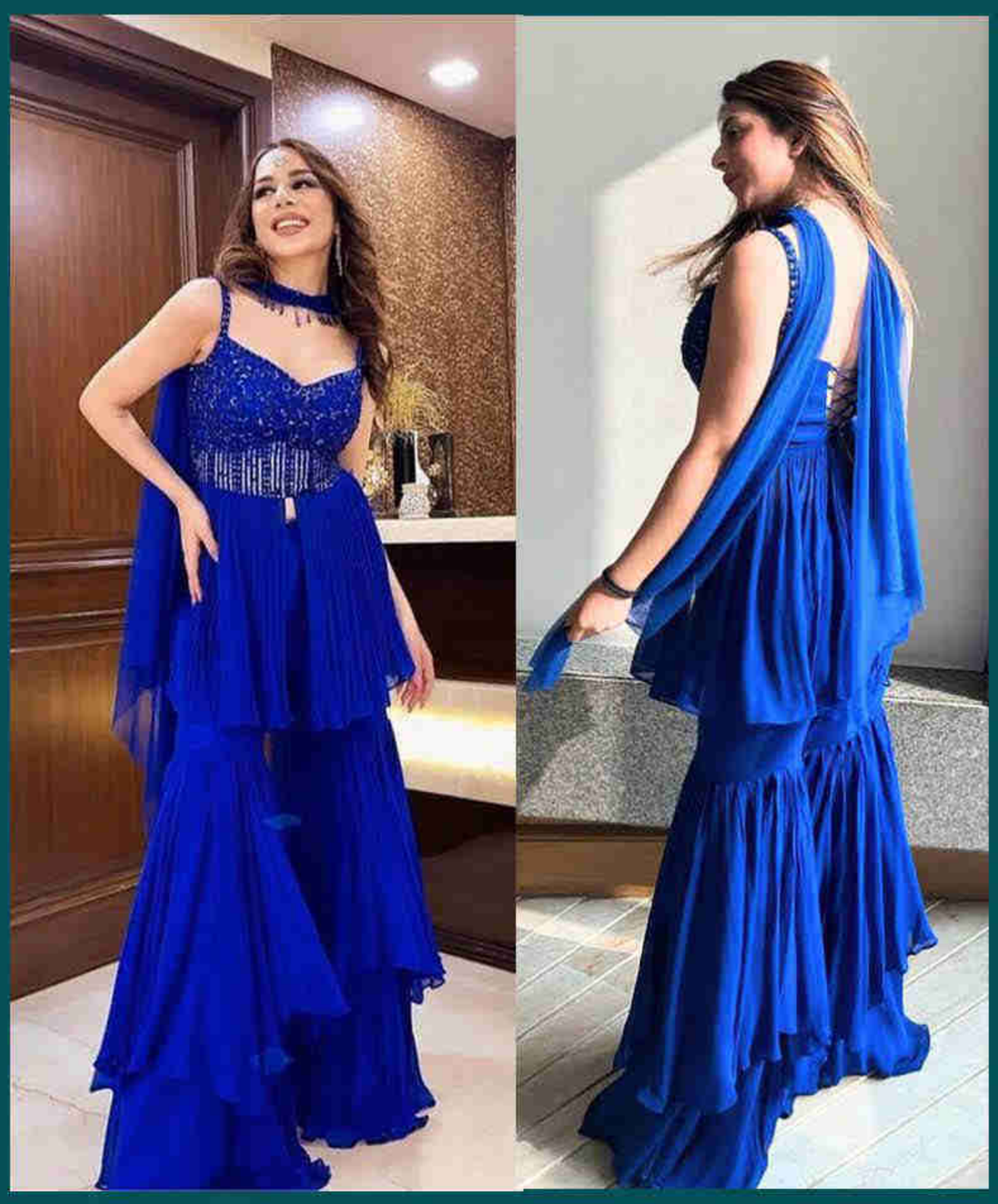
- **Ethnic Embroidery Palazzo**



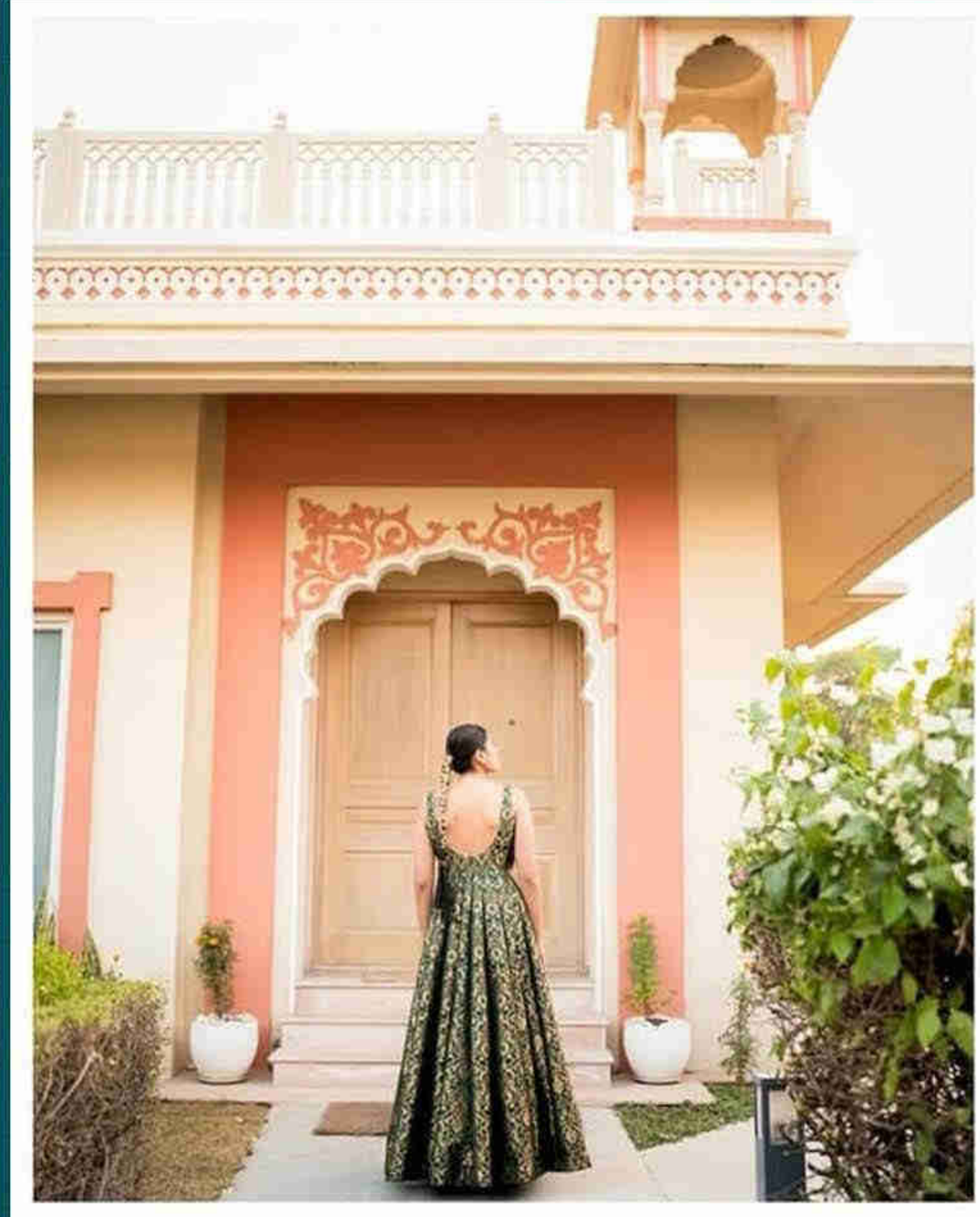
Pleated Kurti



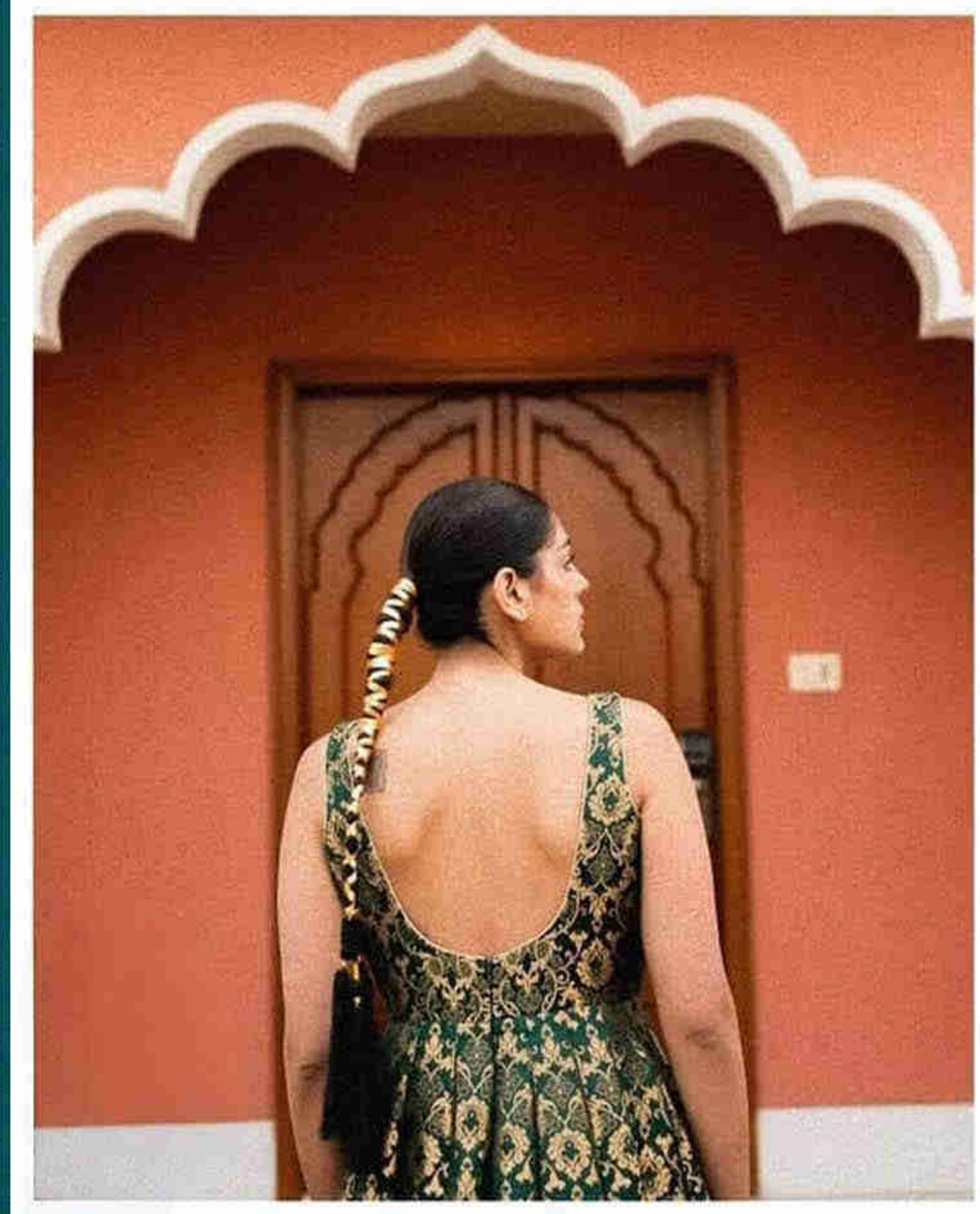
Cascade Sharara Pair



Front & Back Deep Anarkali Kurti









Madhubala Style Gown



MINI COUTURE GIRL'S

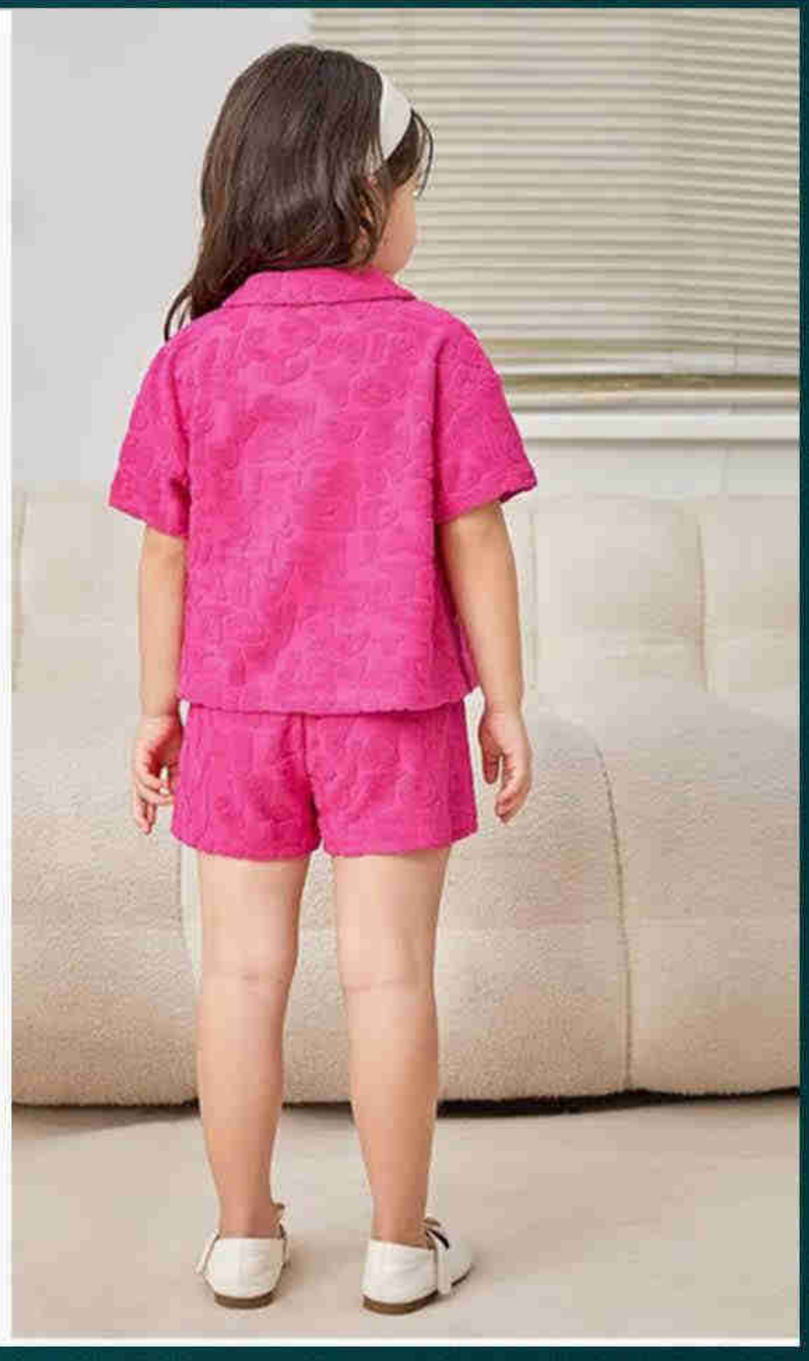
- Classic Kurti
- Casual Shirt With Shorts
- Palazzo Pair
- Sharara Pair
- Suspender Skirt
- Jumpsuit
- Puff Sleeve Frock

Classic Kurti



Casual Shirt With Shorts





Palazzo Pair



Sharara Pair



Suspender Skirt







Jumpsuit





Puff Sleeve Frock





OCCASION WEAR

- Half Umbrella Lehenga
- Full Umbrella Lehenga
- One Side Pleated Lehenga
- Box Pleated Lehenga
- Regal Dupatta
- Edge Lace
- Both Side Cover Dupatta
- Gota Patti Dupatta
- Cotton Edge Lace

Half Umbrella Lehenga



Full Umbrella Lehenga



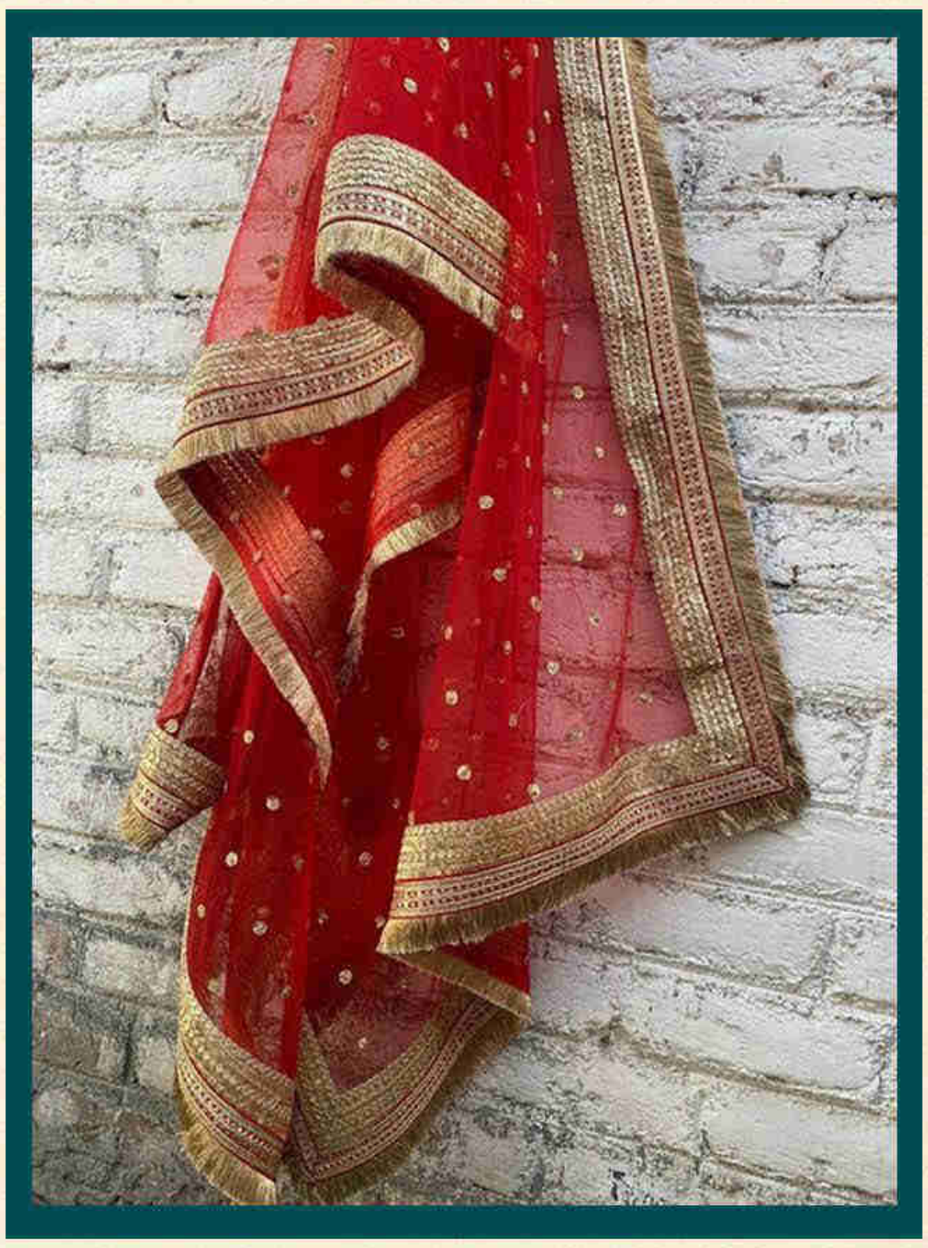
One Side Pleated Lehenga



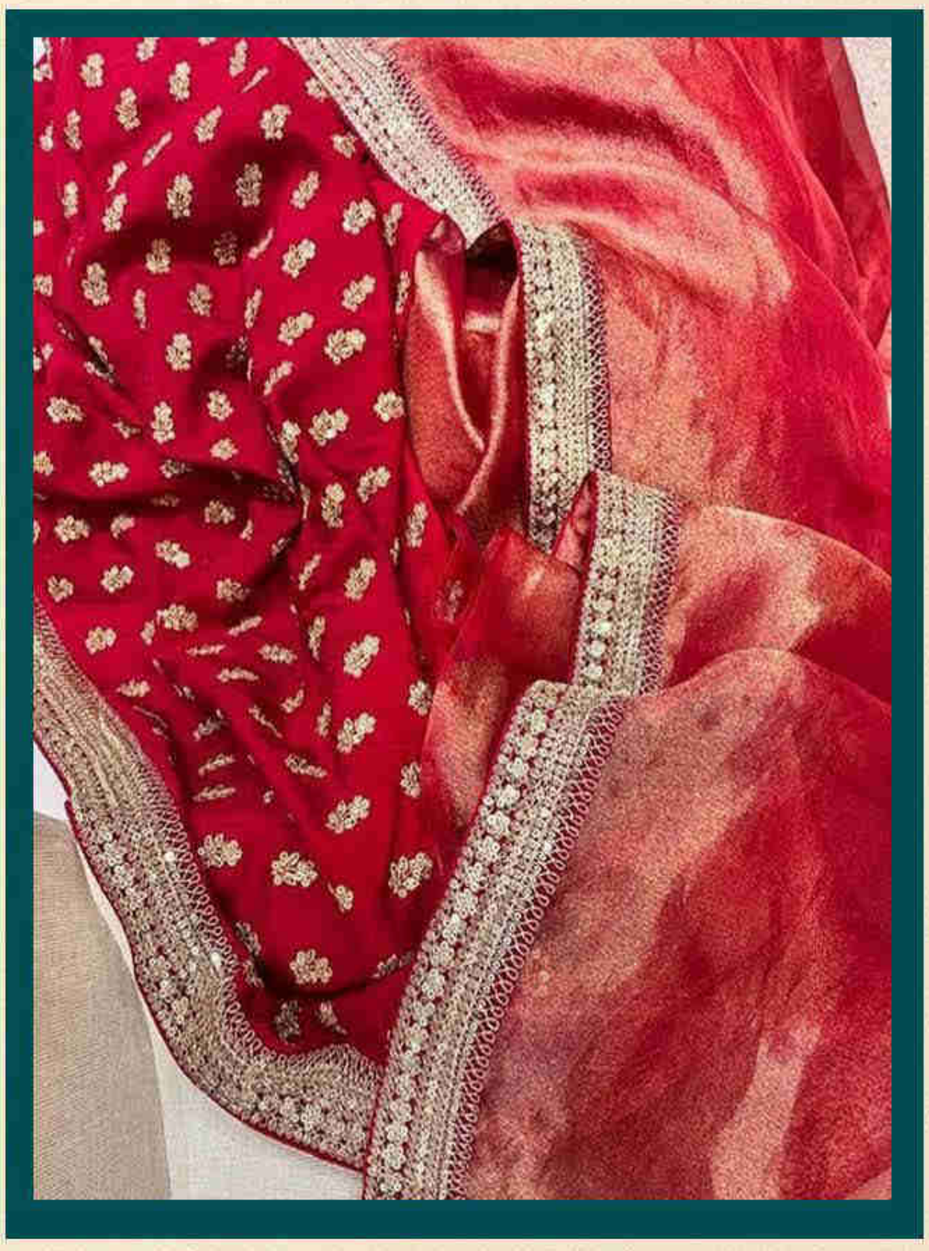
Box Pleated Lehenga



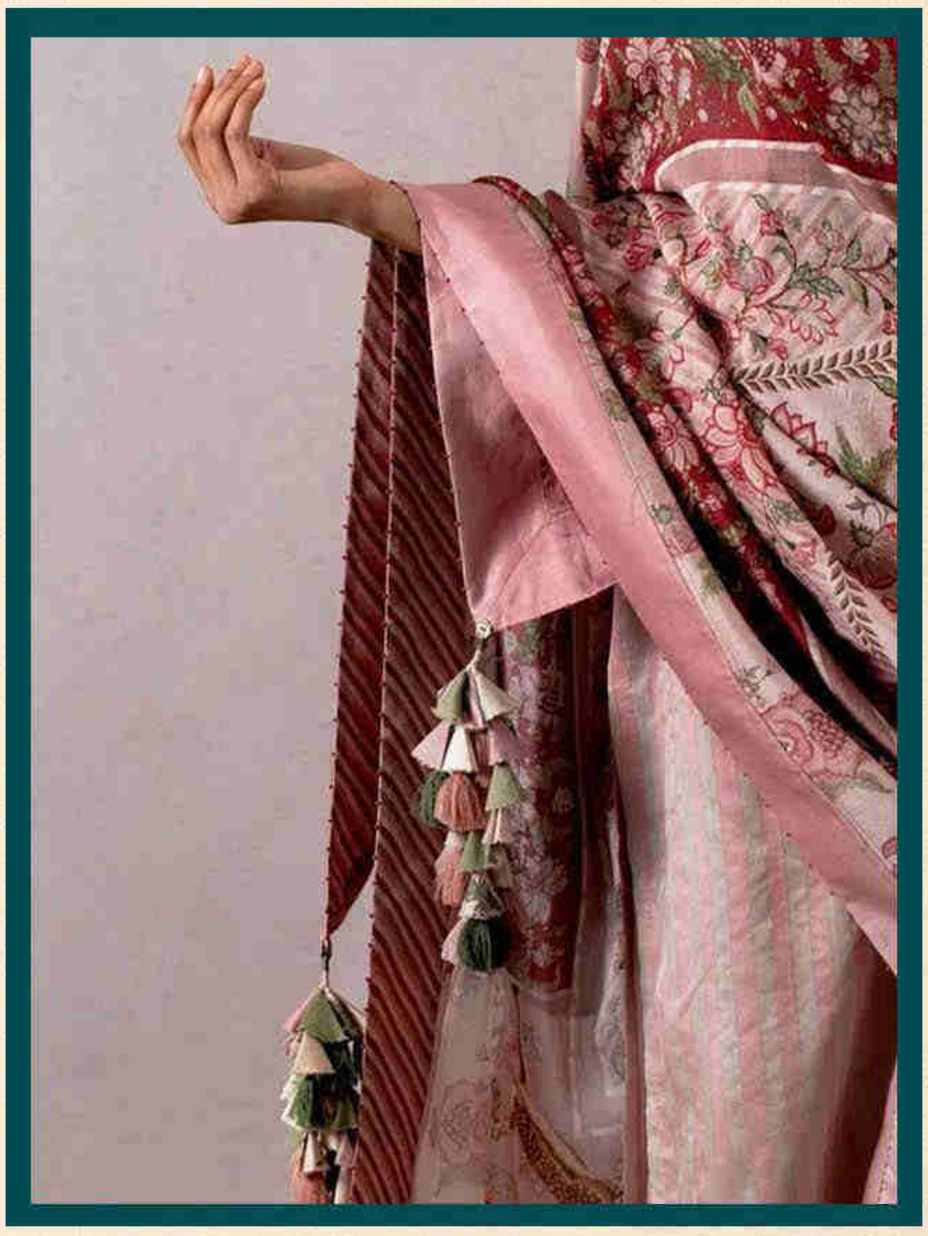
Regal Dupatta



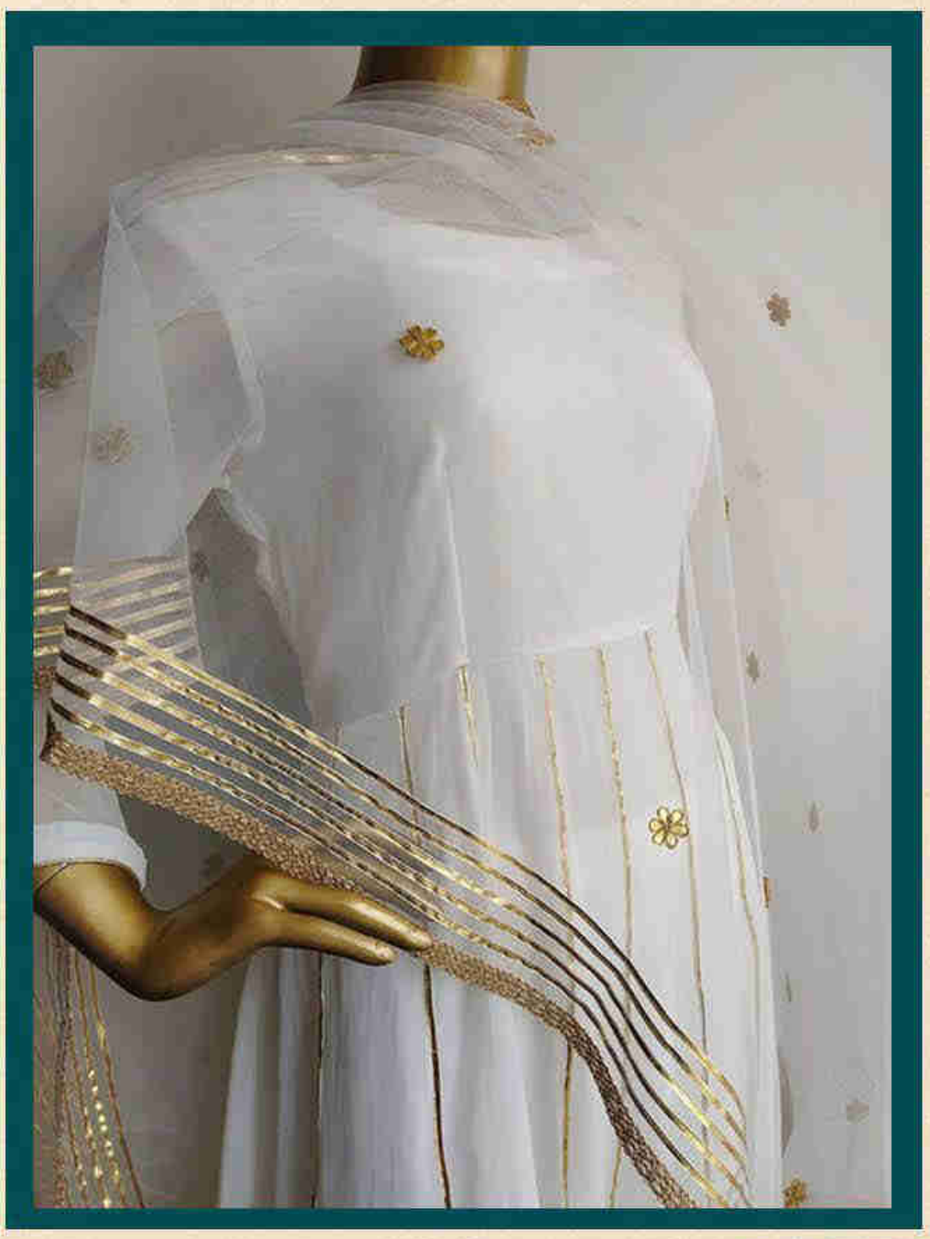
Edge Lace



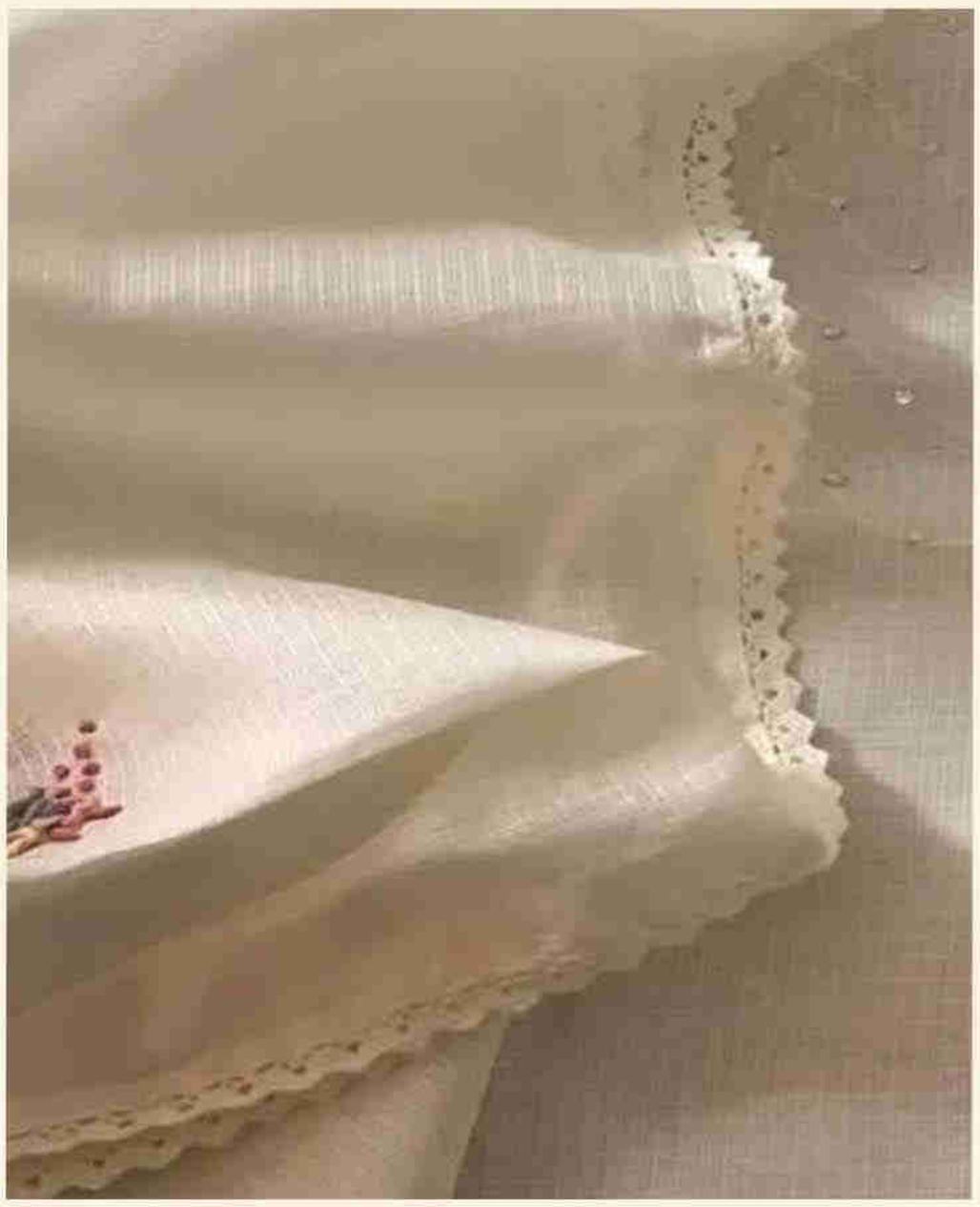
Both Side Cover Dupatta



Gota Patti Dupatta



Cotton Edge Lace





MINI COUTURE BOY'S

- **Formal Shirt**



MEN’S FASHION

- **Casual Shirt**



RAJA RANI®

LIVE FASHION MASTERY COURSE

ILLUSTRATION



INDEX

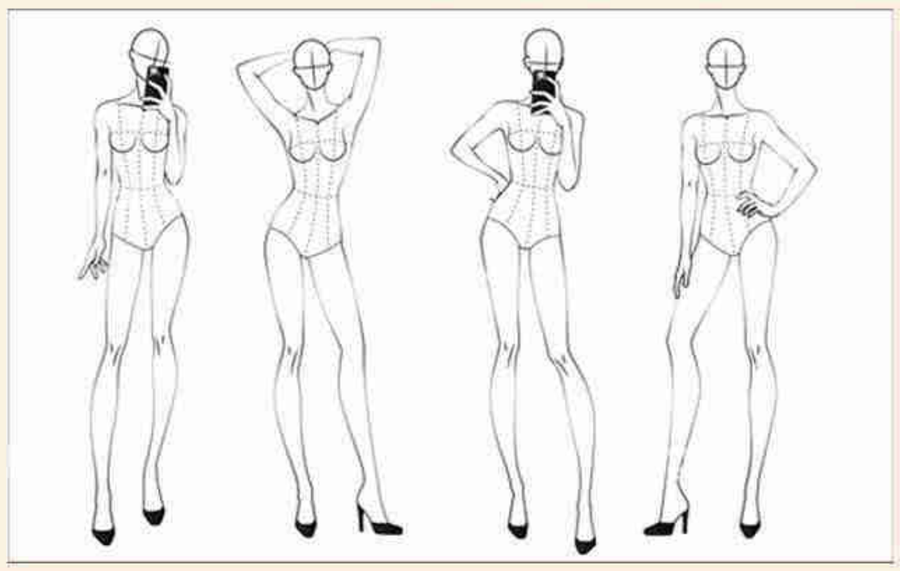
- **Session 01**
  Introduction To Fashion Illustration
- **Session 02**
  Using Stick Figure To Draw Poses
- **Session 03**
  Garment Draw

ILLUSTRATION

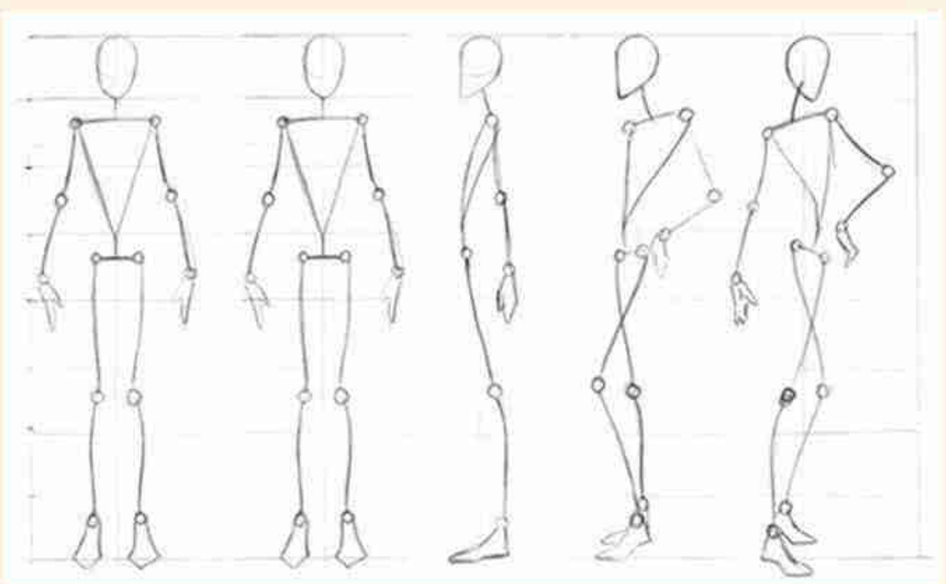
Session 01

Introduction To Fashion Illustration



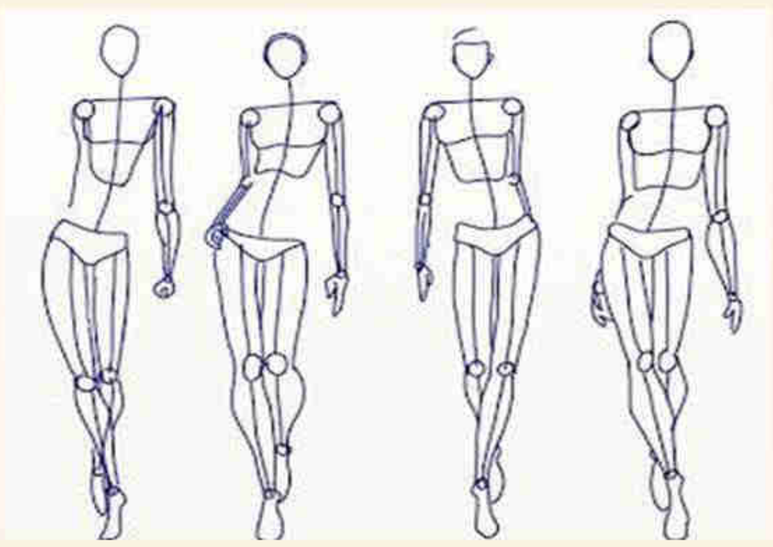




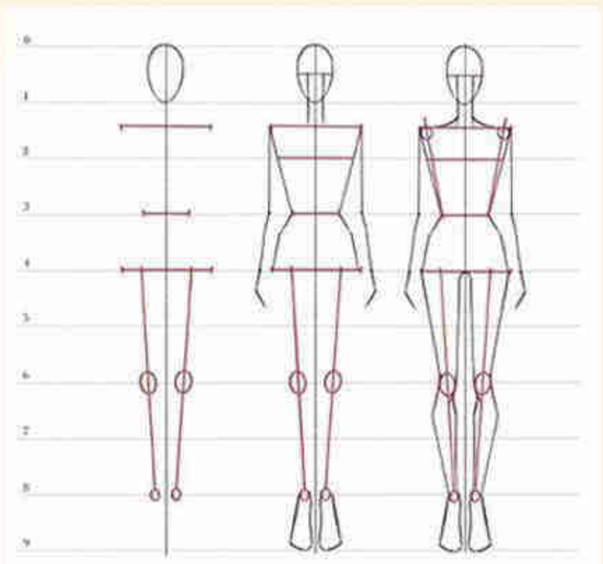


Session 02

Using Stick Figure To Draw Poses









Session 03

Garment Draw









RAJA RANI®

LIVE FASHION MASTERY COURSE

FASHION STYLING



INDEX

- **Session 01**
  What is Personal Styling? + Difference Between Personal & Fashion Styling
- **Session 02**
  Body Shapes + Dressing For Body Types
- **Session 03**
  Color Theory Basics + Skin Tone Matching (Warm, Cool, Neutral)
- **Session 04**
  Body Posture & Movement + Body Gestures
- **Session 05**
  Confidence Through Styling + Time Management For Styling Success

FASHION STYLING

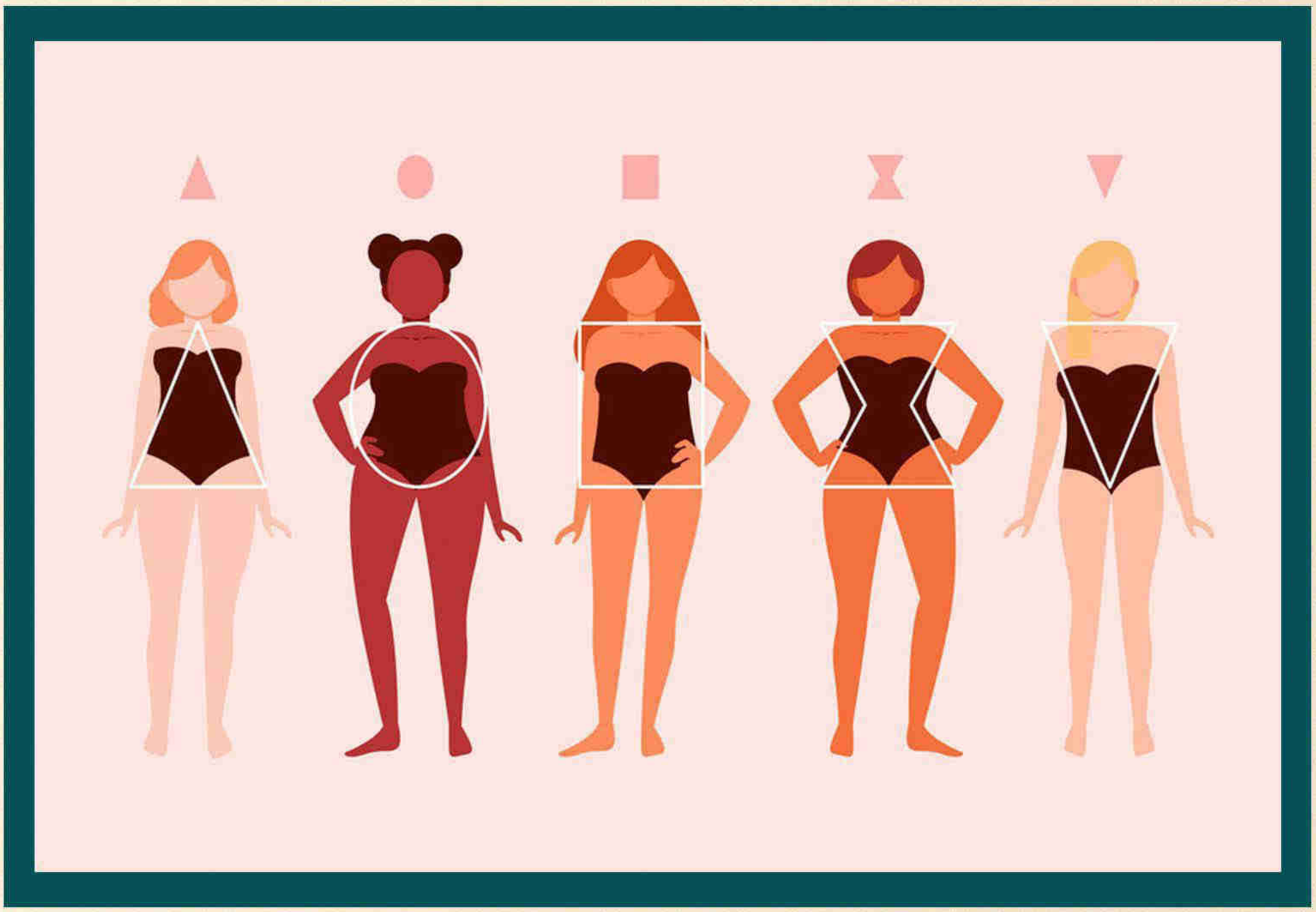
Session 01

What is Personal Styling? + Difference Between Personal & Fashion Styling



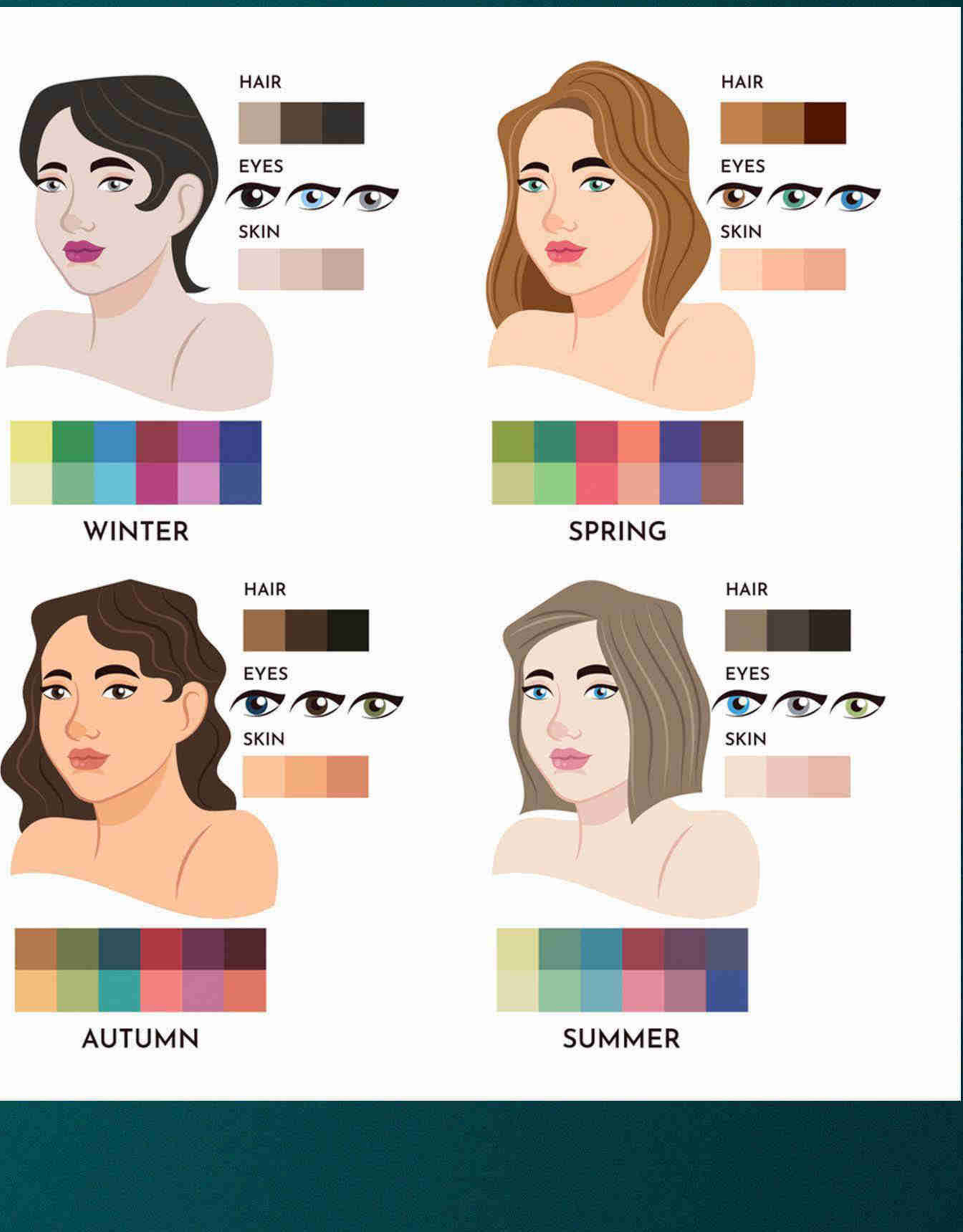
Session 02

Body Shapes + Dressing For Body Types



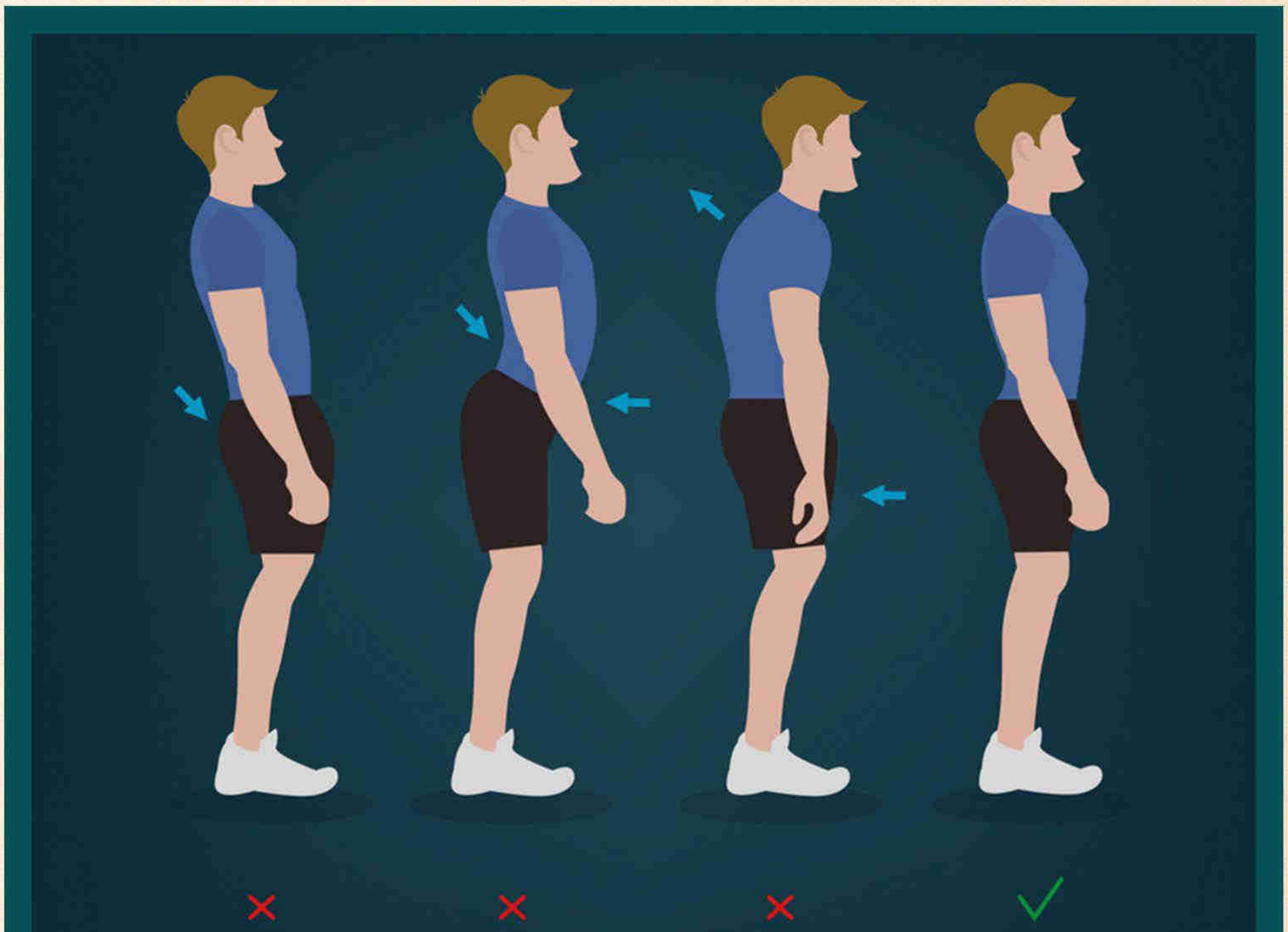
Session 03

Color Theory Basics + Skin Tone Matching (Warm, Cool, Neutral)



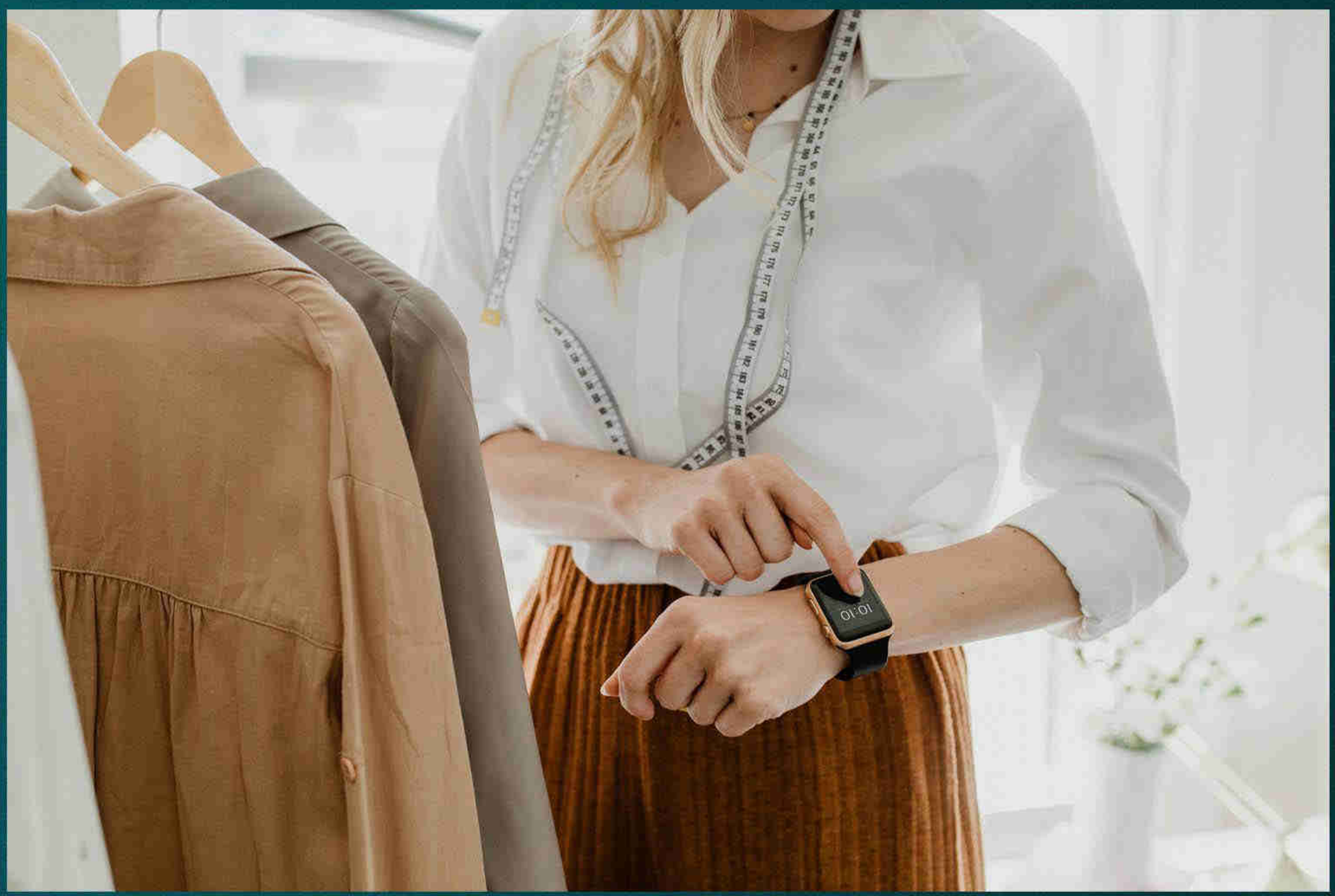
Session 04

Body Posture & Movement + Body Gestures



Session 05

Confidence Through Styling + Time Management For Styling Success



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LIVE FASHION DRAPING MASTERY COURSE



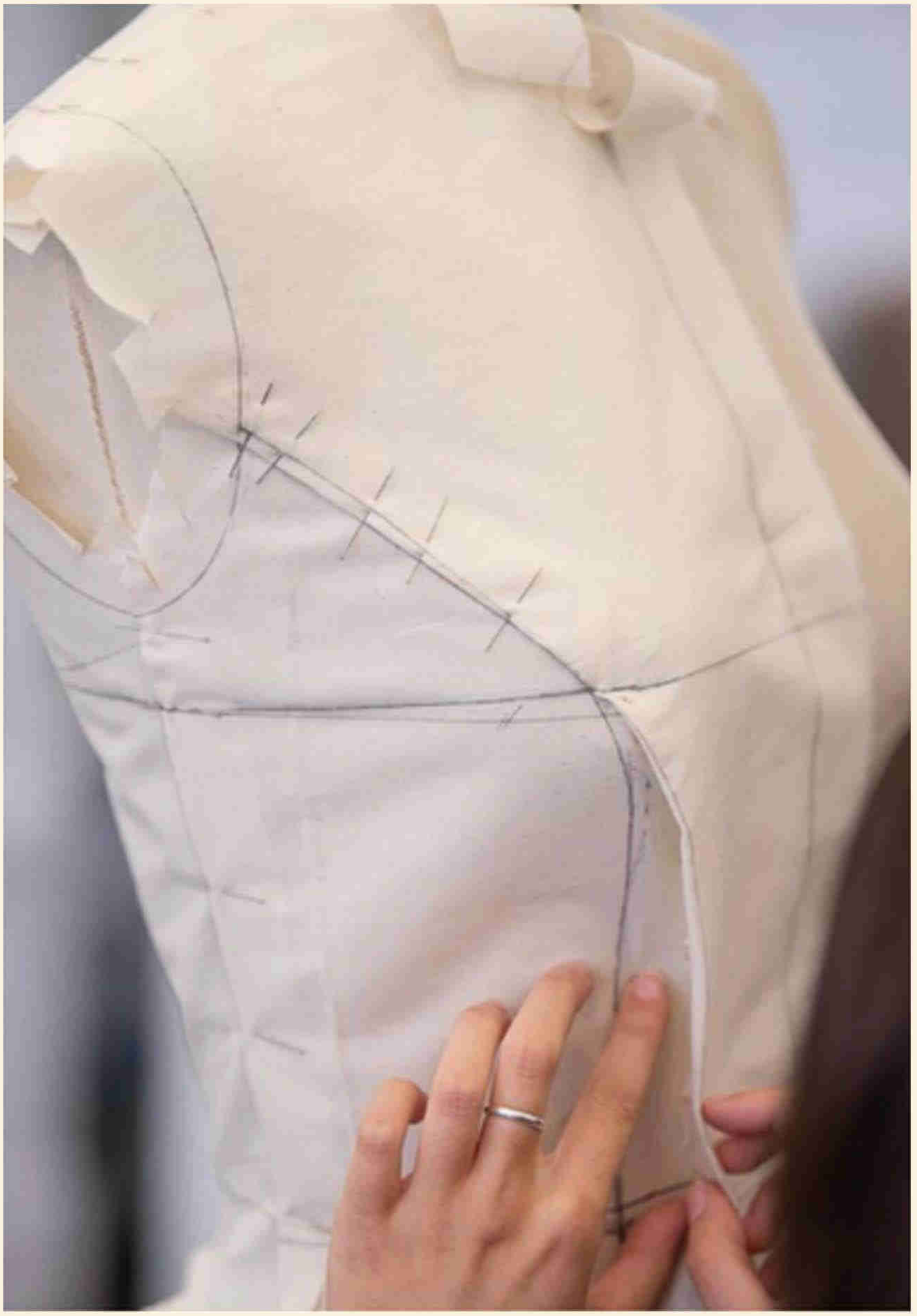
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- **Session 01**
  Understanding Fabrics Creating Basic Bodice Block
- **Session 02**
  Learning Gathers And Pleats Basic Skirt
- **Session 03**
  Ruffled Dress

DRAPING

Session 01

Understanding Fabrics Creating Basic Bodice Block



Session 02

Learning Gathers And Pleats Basic Skirt



Session 03

Ruffled Dress



IF YOU WILL UPGRADE TO LEVEL - 2

LEVEL 02

STUDENT STARTUP

Designed For students & young creators, this level equips you with designing, stitching, and business skills to confidently launch your fashion startup and grow it step by step.

COURSE OVERVIEW & STRUCTURE

- TEXTILE
- EMBROIDERY
- SOCIAL MEDIA & DIGITAL MARKETING
- BUSINESS OPERATIONS
- PERSONALITY DEVELOPMENT
- GARMENT CONSTRUCTION
- ILLUSTRATION
- FASHION STYLING
- DRAPING
- FASHION MERCHANDISING
- COMPUTER-AIDED DESIGN (CAD)

BENEFITS

- Including level - 1
- 2x Online Industry Visit
  live virtual exposure
- 1x Offline Meetup
  Connect in person with peers & mentors
- Fashion Show Participation
  Get a chance to showcase your designs

CAREER OPTIONS AFTER COURSE

- Learn how to Launch your own Fashion Label or Fashion Startup
- Start your own ready-to-wear Collection & Manage bulk orders
- Take on Freelance Projects or Collaborate with Fashion Brands

Register Now



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LIVE FASHION TEXTILE MASTERY COURSE



INDEX

- **Session 05**
  Analysis of different types of fabrics practically.
- **Session 06**
  Fabric care labels, sustainable fabrics and fabric supplies.
- **Session 07**
  National & global supply chain, import export regulations & policies.

Session 05

Analysis Of Different Types of Fabrics Practically



WOOL COTTON
BLEND



MID WEIGHT
WOOL TWILL



MERINO WOOL
JERSEY



UNKNOWN WOOL
BLEND KNIT



LIGHT WEIGHT
SILK COTTON VOILE



SILK CREPE DE
CHINE



SILK COTTON
VOILE



SILK CHIFFON
PRINT



LIGHT-MID WEIGHT
SILK SATIN

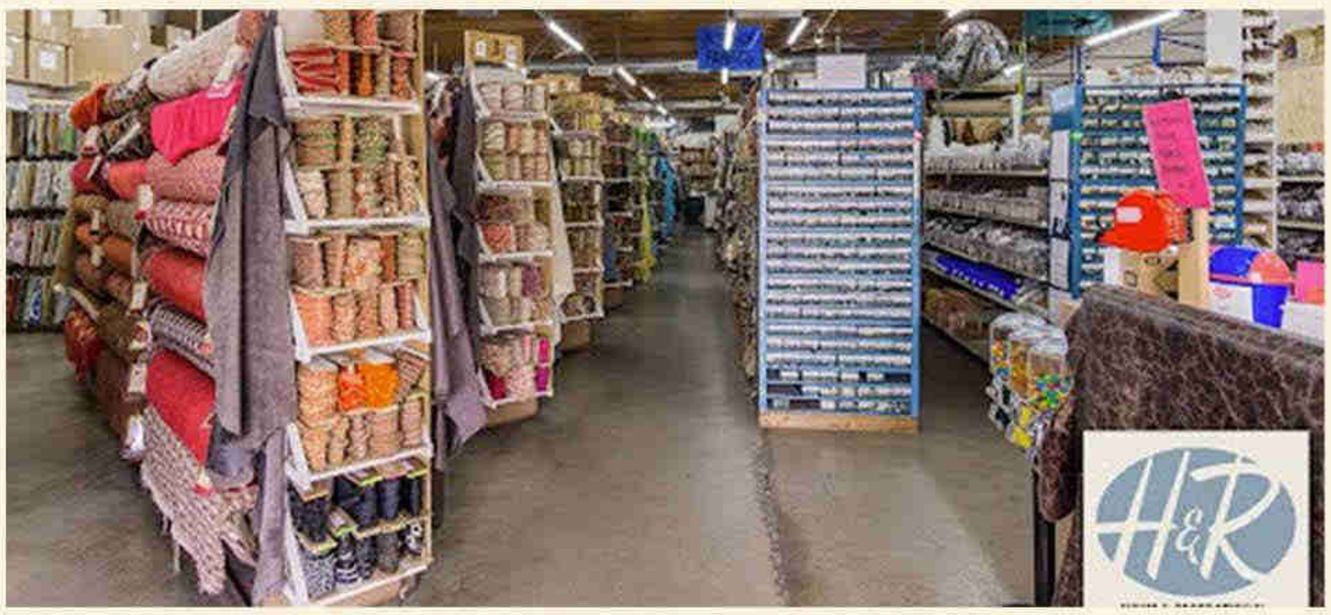
Session 06

Fabric care labels, sustainable fabrics and fabric supplies.





Fabric Care Labels



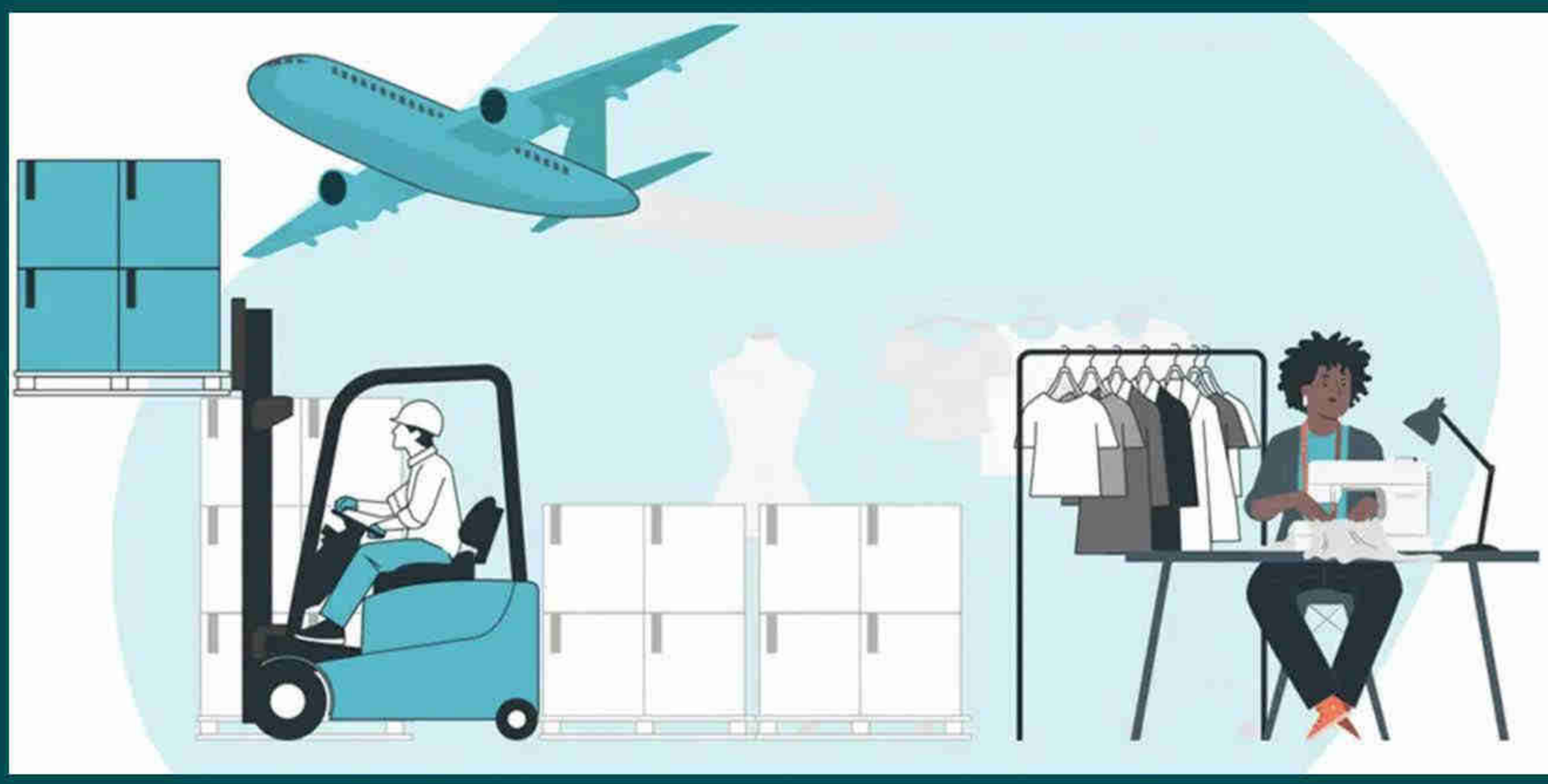
Fabric Supplies



Sustainable Fabric

Session 07

National & Global Supply Chain, Import Export Regulations & Policies



National & Global Suppluchain



Import Export Regulations & Policies

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LIVE FASHION MASTERY COURSE

EMBROIDERY

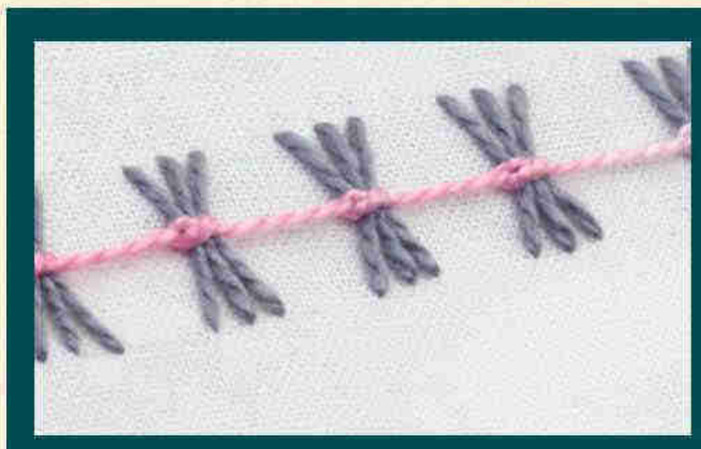


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- **Session 05**
  14 Semi Advanced Embroidery Stitches
- **Session 06**
  State Embroideries : Kasuti (Karnataka), Chamba (Himachal Pradesh)
- **Session 07**
  Modern Embroideries : Wired Structure, Feather Flowers

Session 05

14 Semi Advanced Embroidery Stitches



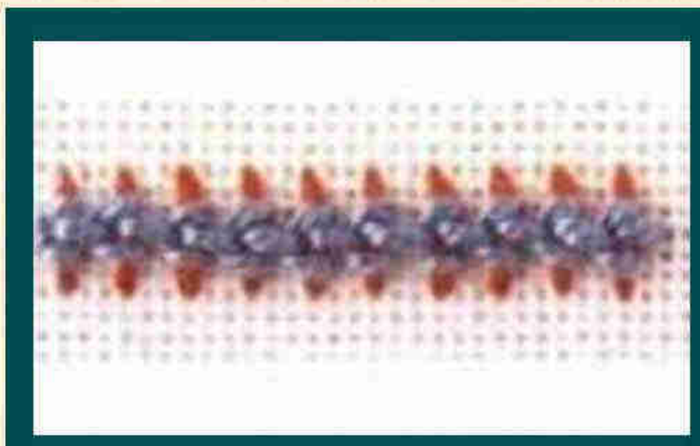
Butterfly Stitch



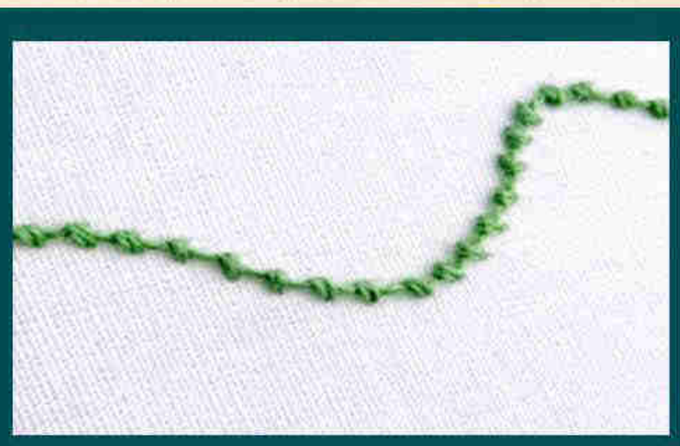
Striped Woven Band



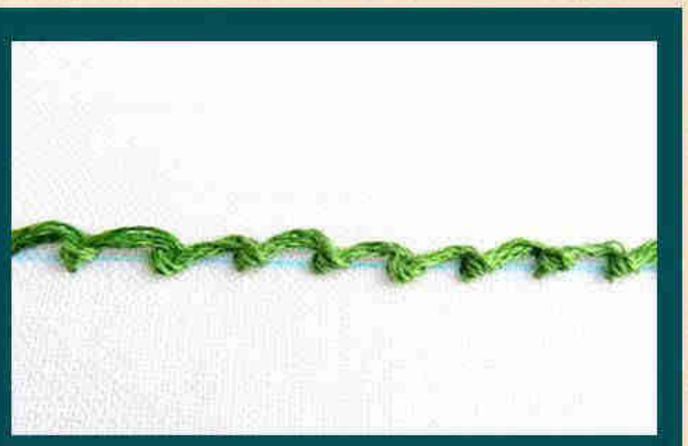
Tulip Stitch



Raised Chain Band



Striped Woven Band



Tulip Stitch



Mirror Ring



Loop Stitch Flower



Bow Stitch



Bead Craft



Blanket Flower



Looped Blanket



Blanket Stitch Flower

Session 06

State Embroideries : Kasuti (Karnataka),chamba (Himachal Pradesh)



Kasuti Work



Hairstyle Thread Embroidery



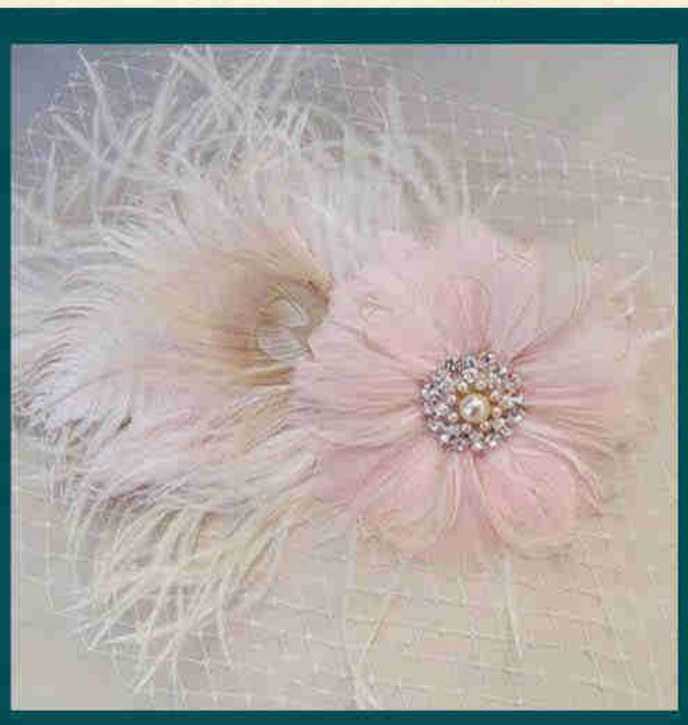
Chamba Work



Ribbon Work Embroidery

Session 07

Modern Embroideries : Wired Structure, Feather Flowers











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SOCIAL MEDIA & DIGITAL MARKETING

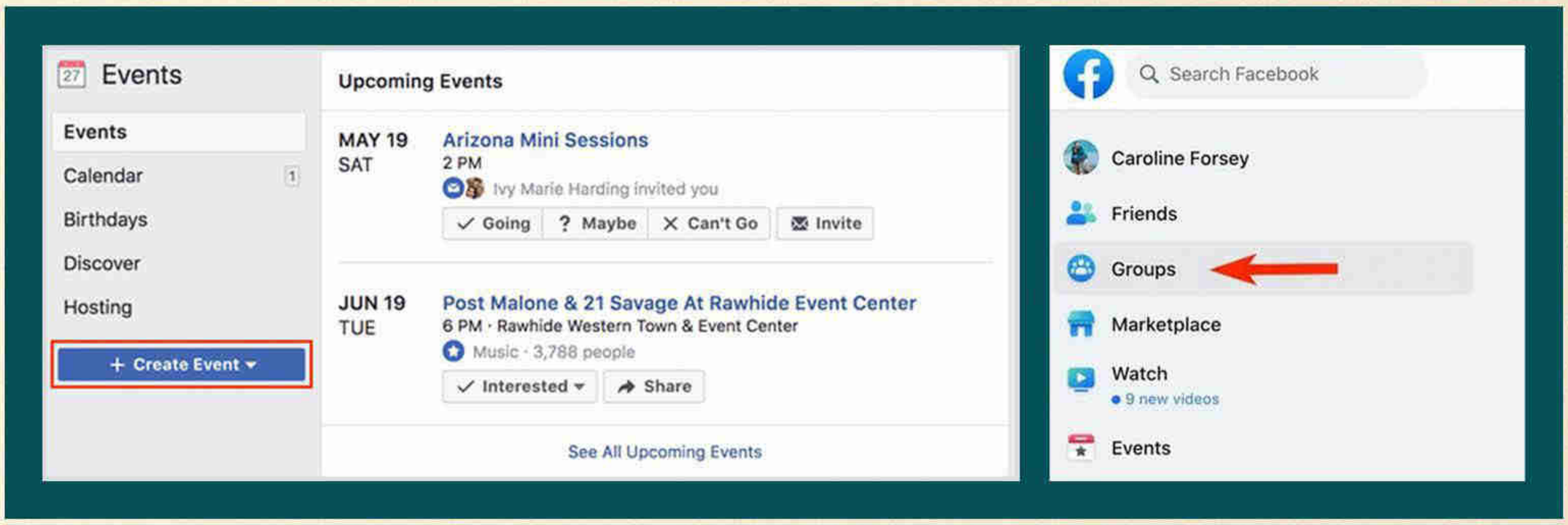


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- **Session 13 & 14**
  Youtube

Session 08

FB Events & Groups



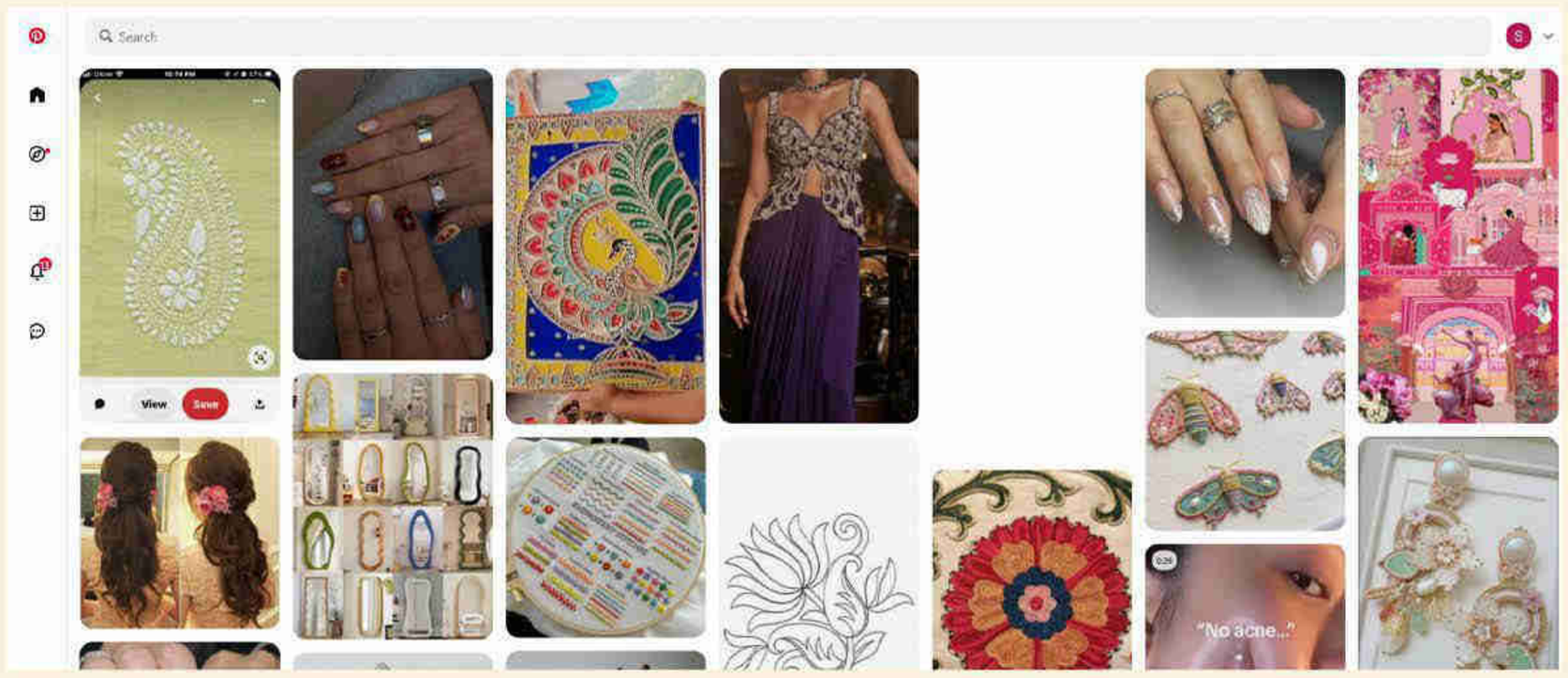
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Meta Ads Manager Setup

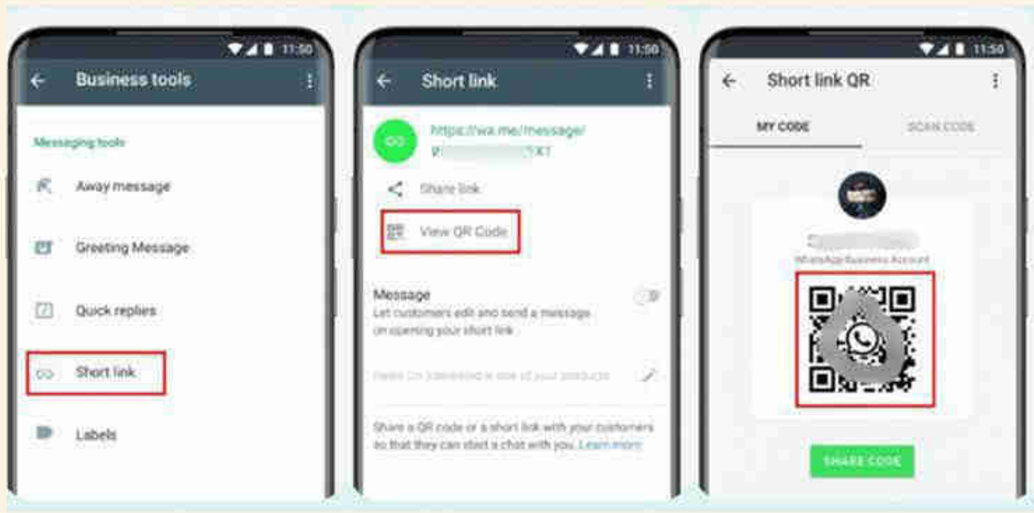


Session 11

Pinterest & WhatsApp Business

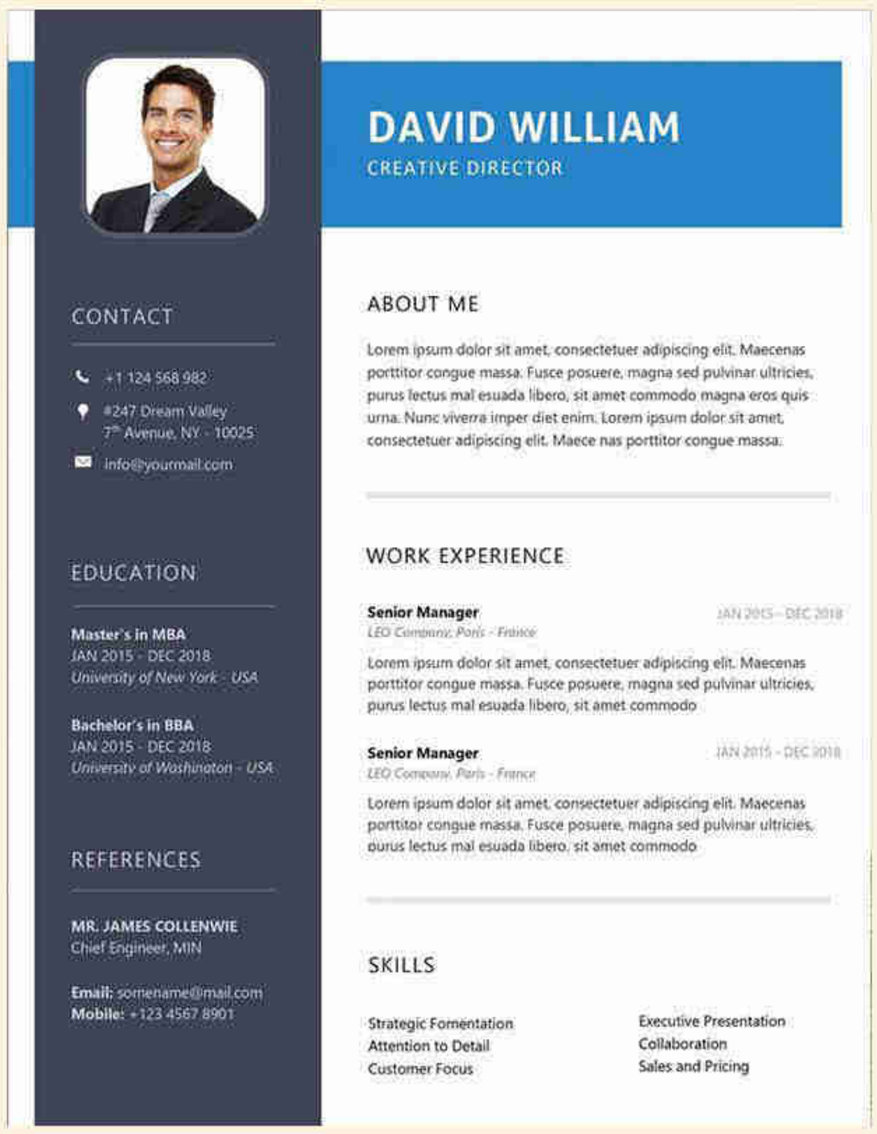


WhatsApp Business



Session 12

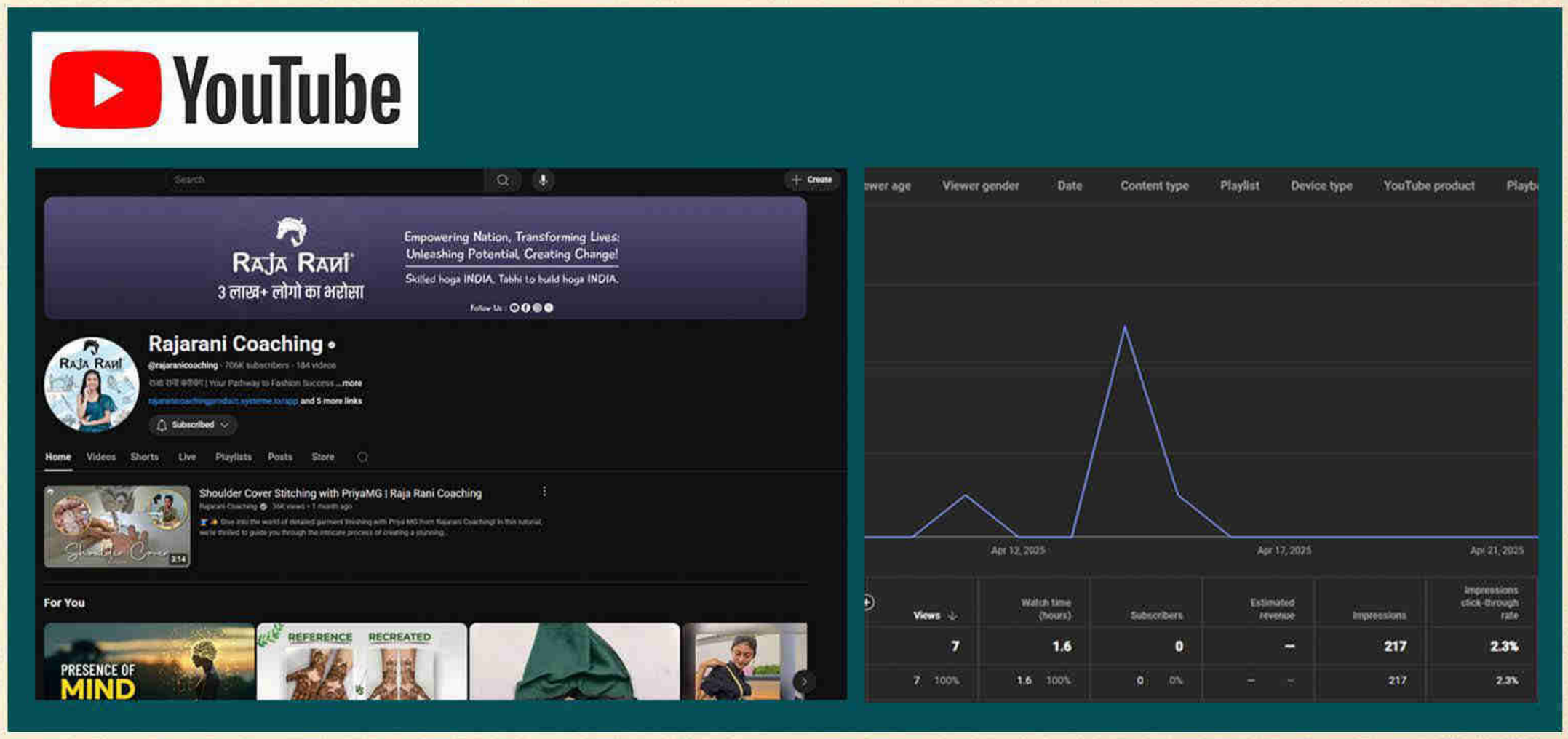
LinkedIn, Job Application, Resume Making, Interview





Session 13 & 14

Youtube



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BUSINESS OPERATIONS

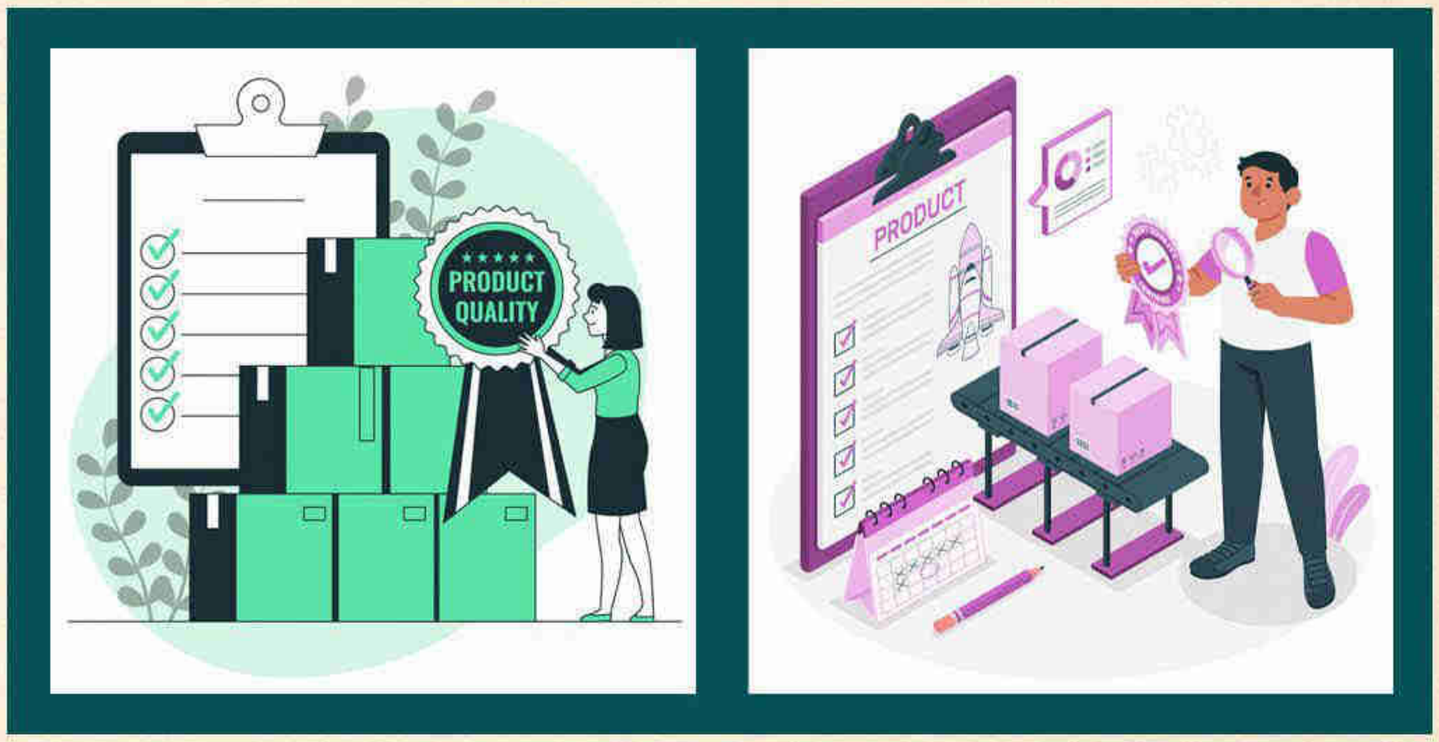


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Session 04

Product Strategy & Market Testing



Session 05

Distribution & E-Commerce



Session 06

Business Model



Session 07

Operations Planning & Implementation





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LIVE FASHION MASTERY COURSE

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- Running Wear (Kurti’s & Bottom’s)
- The Art Of Blouse Mastery
- Western Silhouettes
- Occasion Wear
- Mini Couture Boy’s
- Men’s Fashion

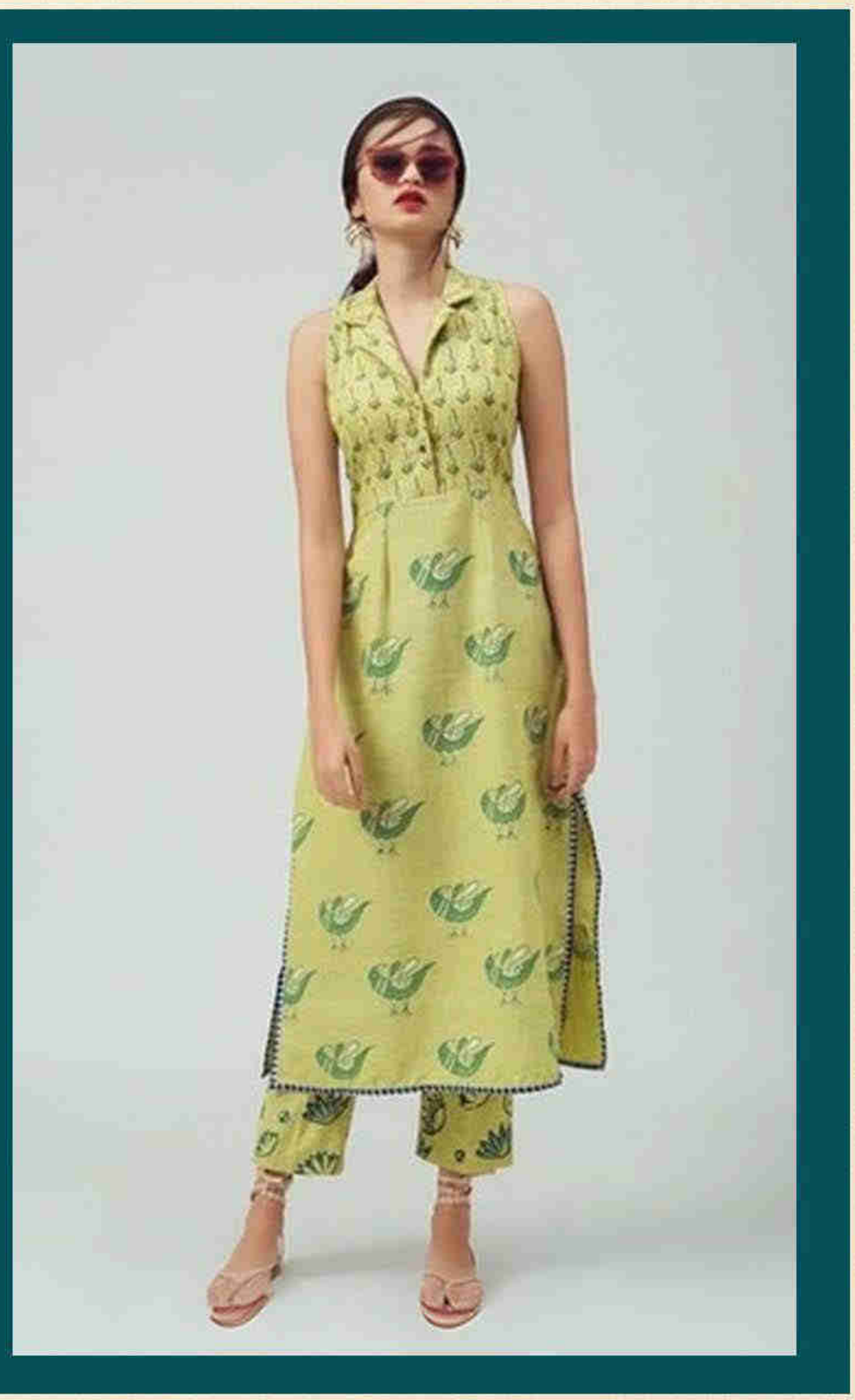
RUNNING WEAR (KURTI'S & BOTTOM'S)

- **Pleated Lantern Sleeve Top**
- **Coat Collar Sleeveless Slit Kurti**

Pleated Lantern Sleeve Top



Coat Collar Sleeveless Slit Kurti

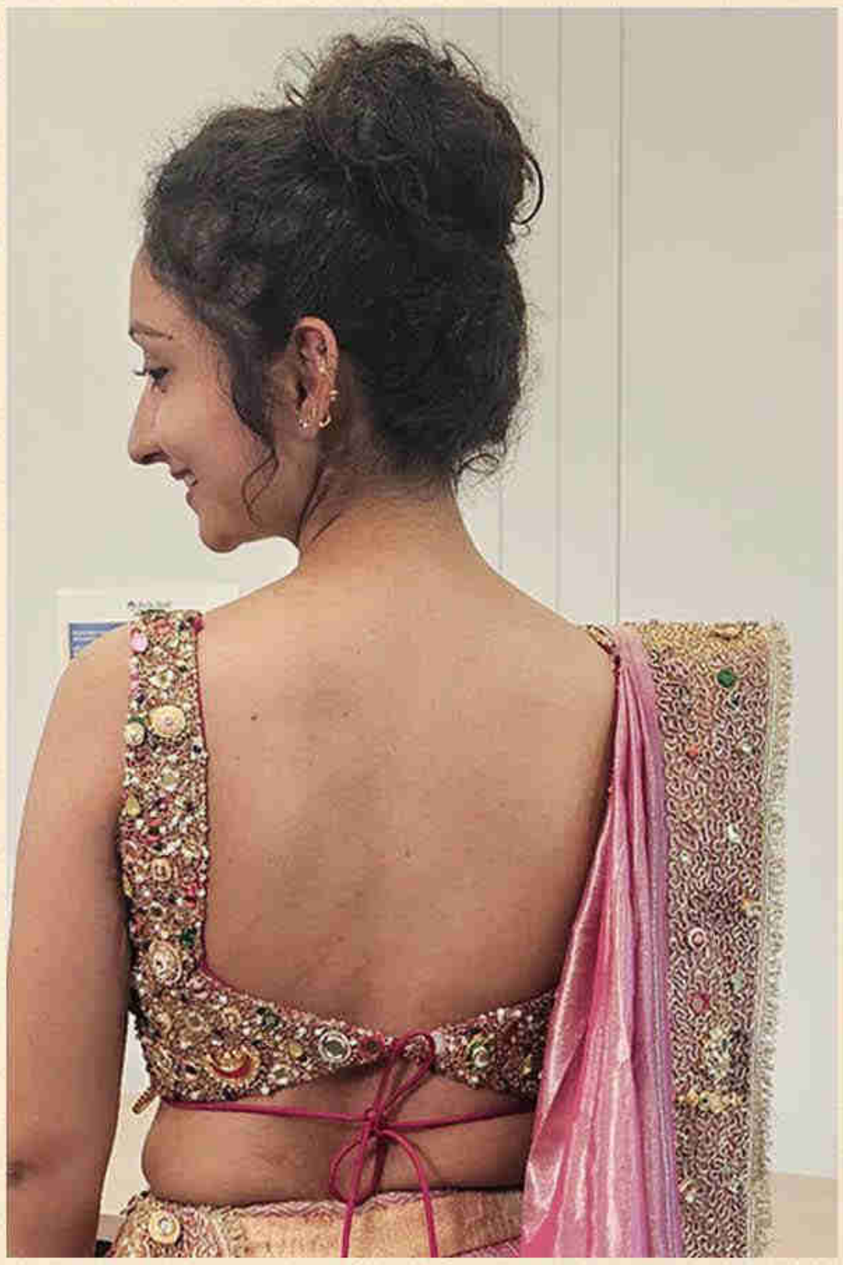


THE ART OF BLOUSE MASTERY

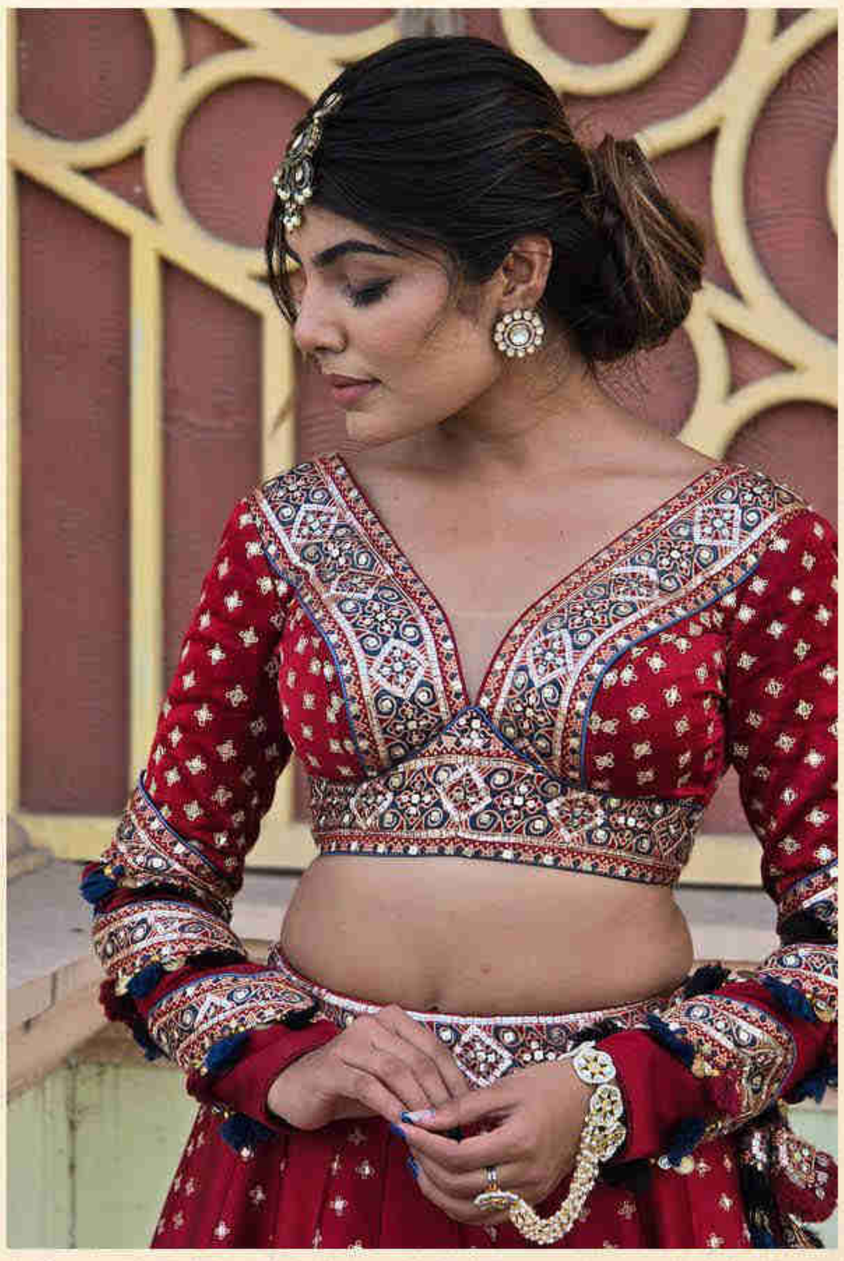
- Straight Dart Sleeveless Blouse
- PriyaMG Special Pattern Blouse
- Long Blouse [Rec.]
- Transparent Neck With Cowl Sleeve Blouse
- Madhubala Bridal Blouse
- One Shoulder Blouse
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- V-Notch Tube
- Long Sleeve Jacket
- Parallel Strap Tube
- Lotus Leaf Tube
- Twist Knot Tube
- Corset Tube [Rec.]

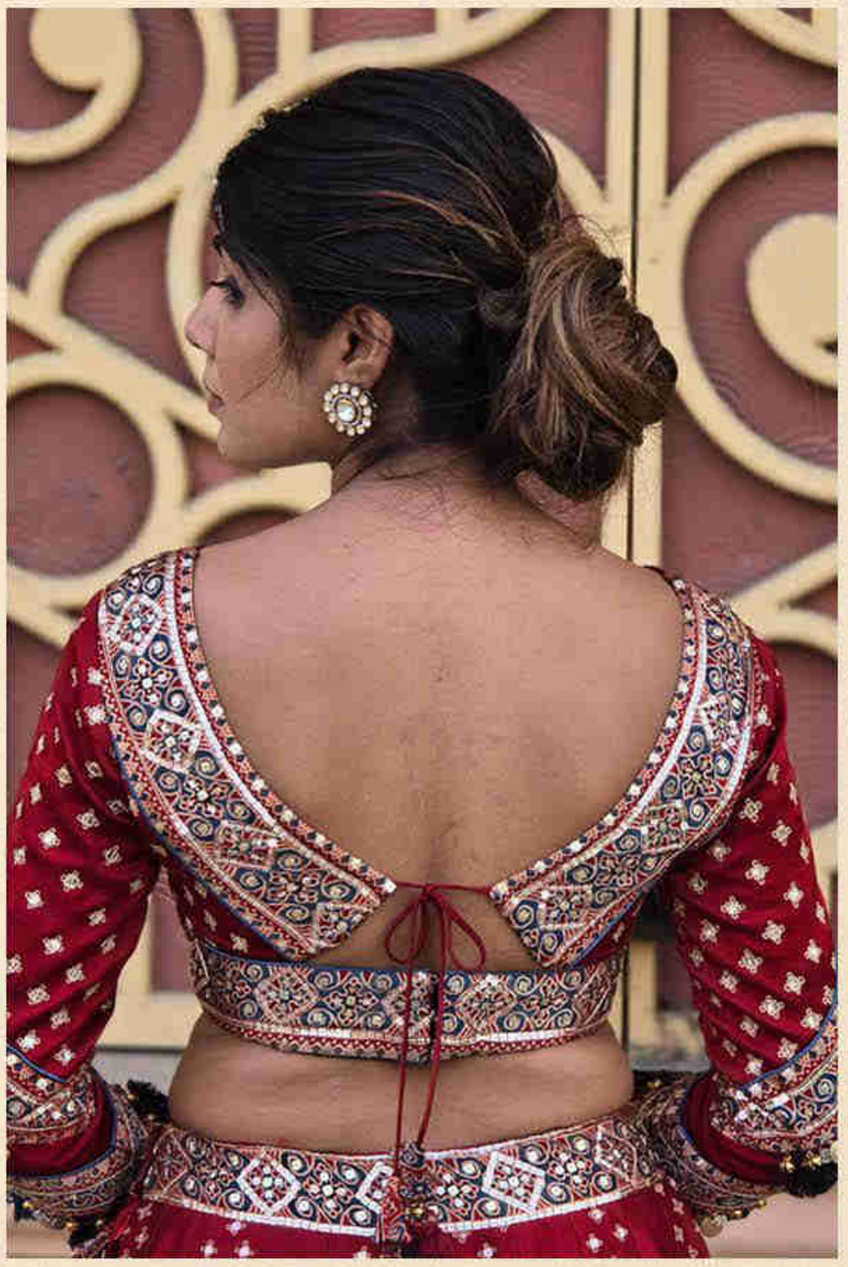
Straight Dart Sleeveless Blouse





PriyaMG Special Pattern Blouse



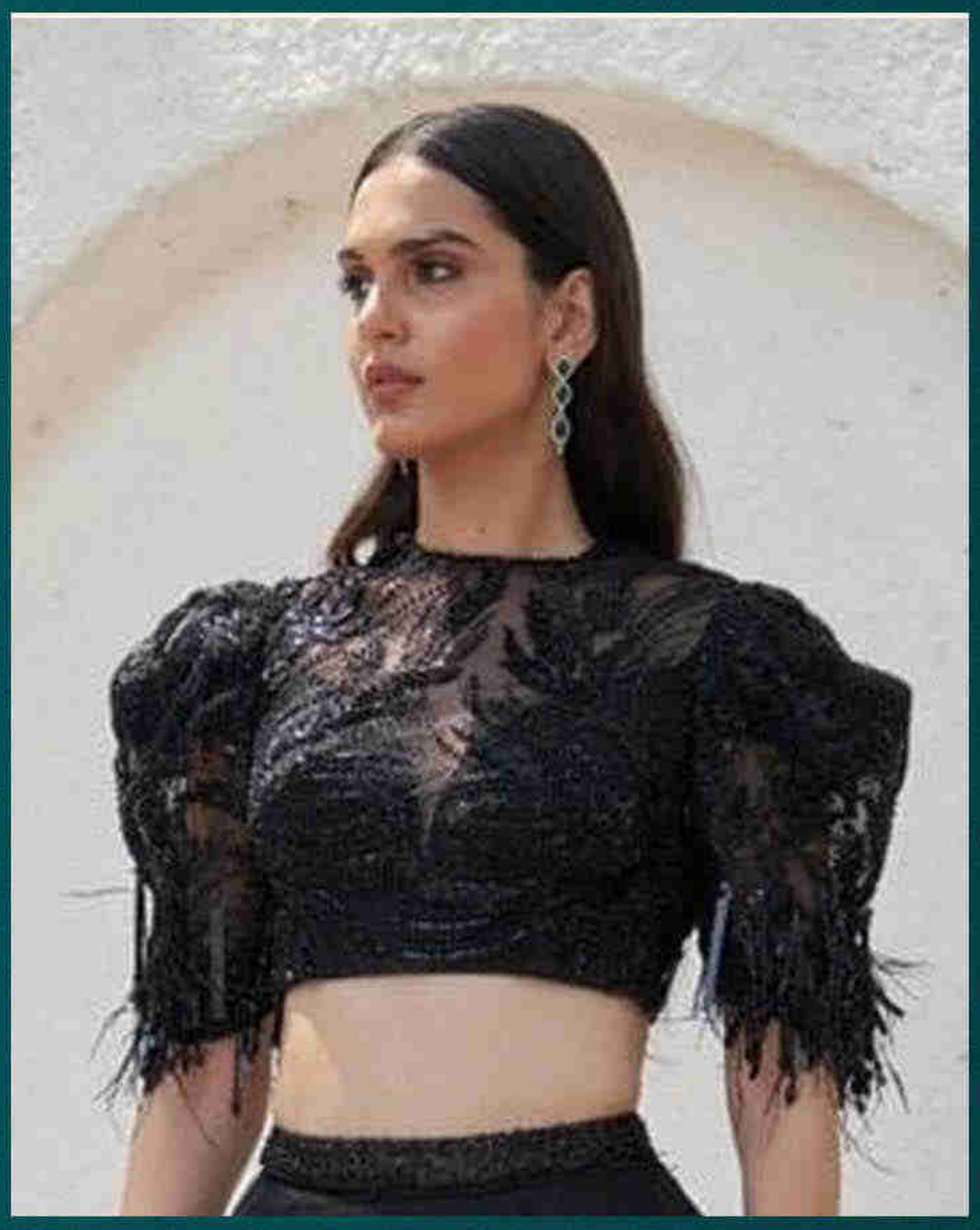


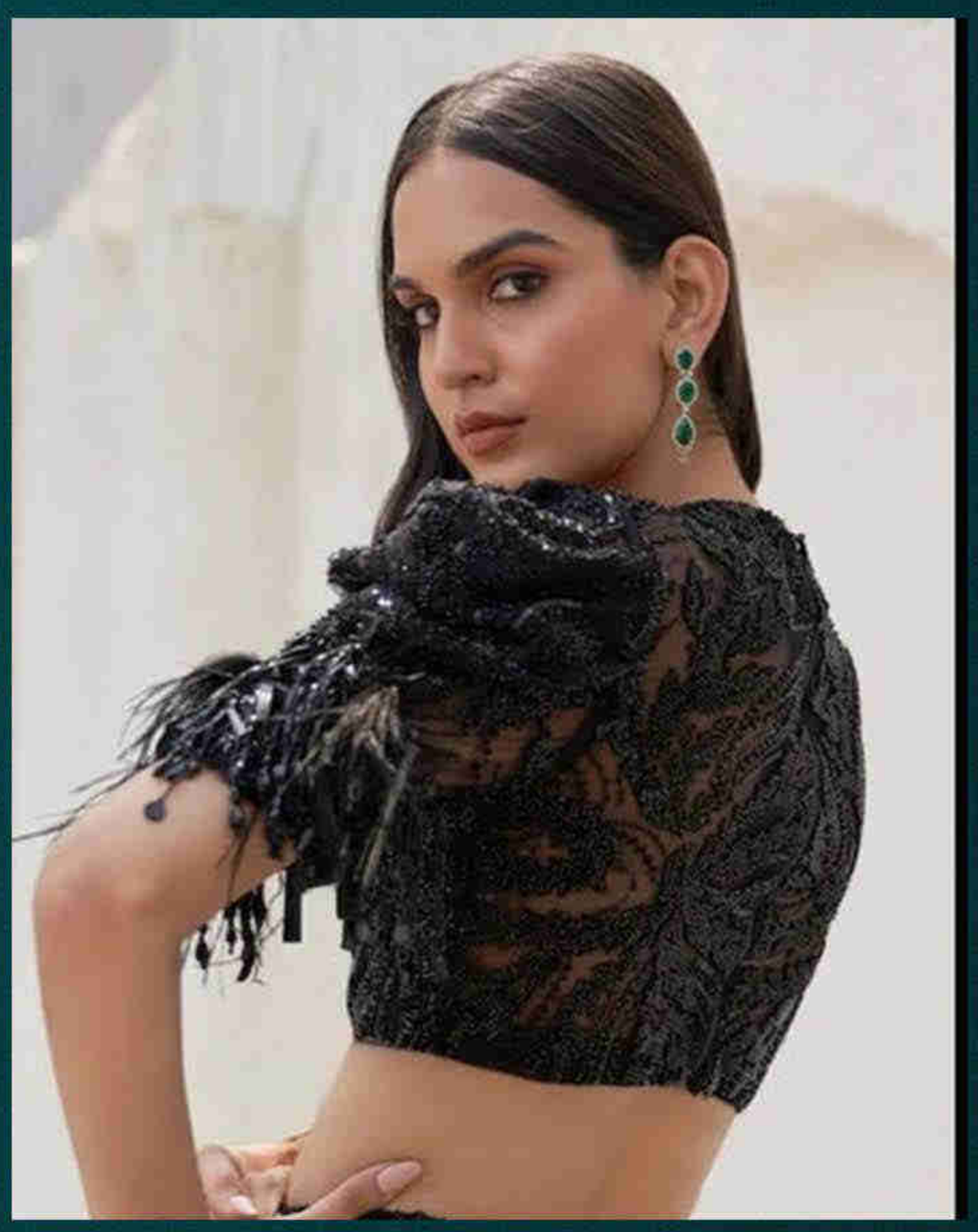
Long Blouse [Rec.]



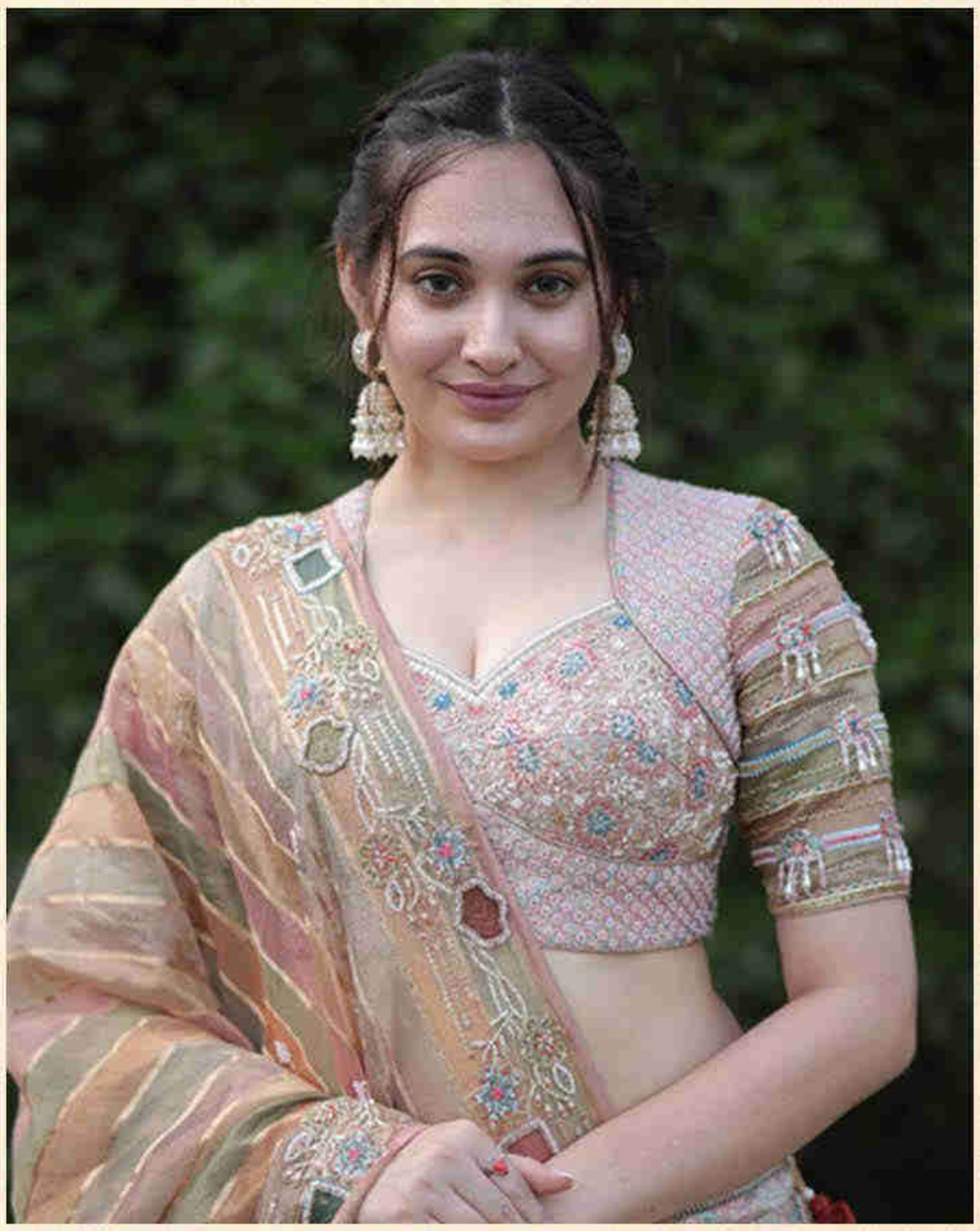


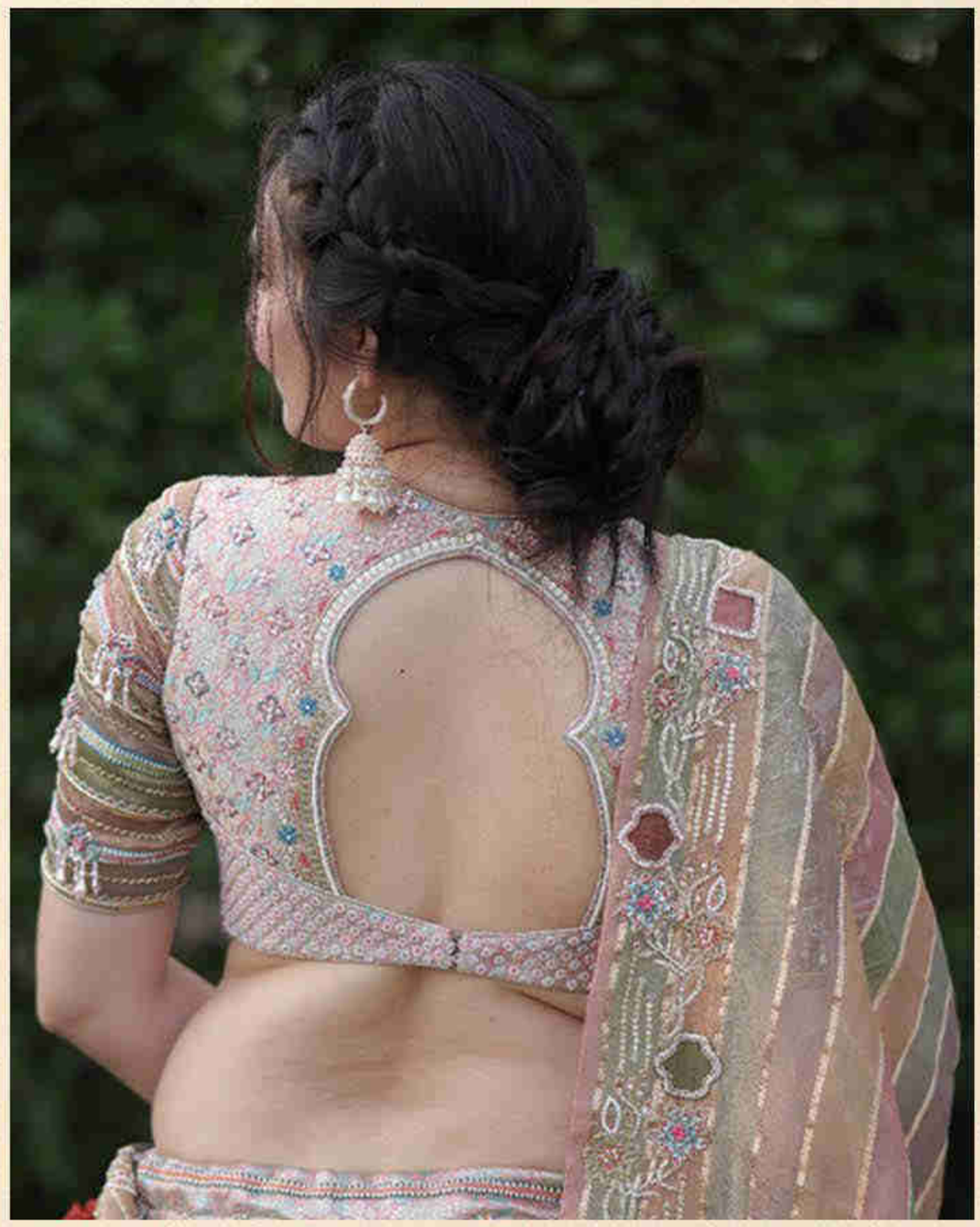
Transparent Neck With Cowl Sleeve Blouse



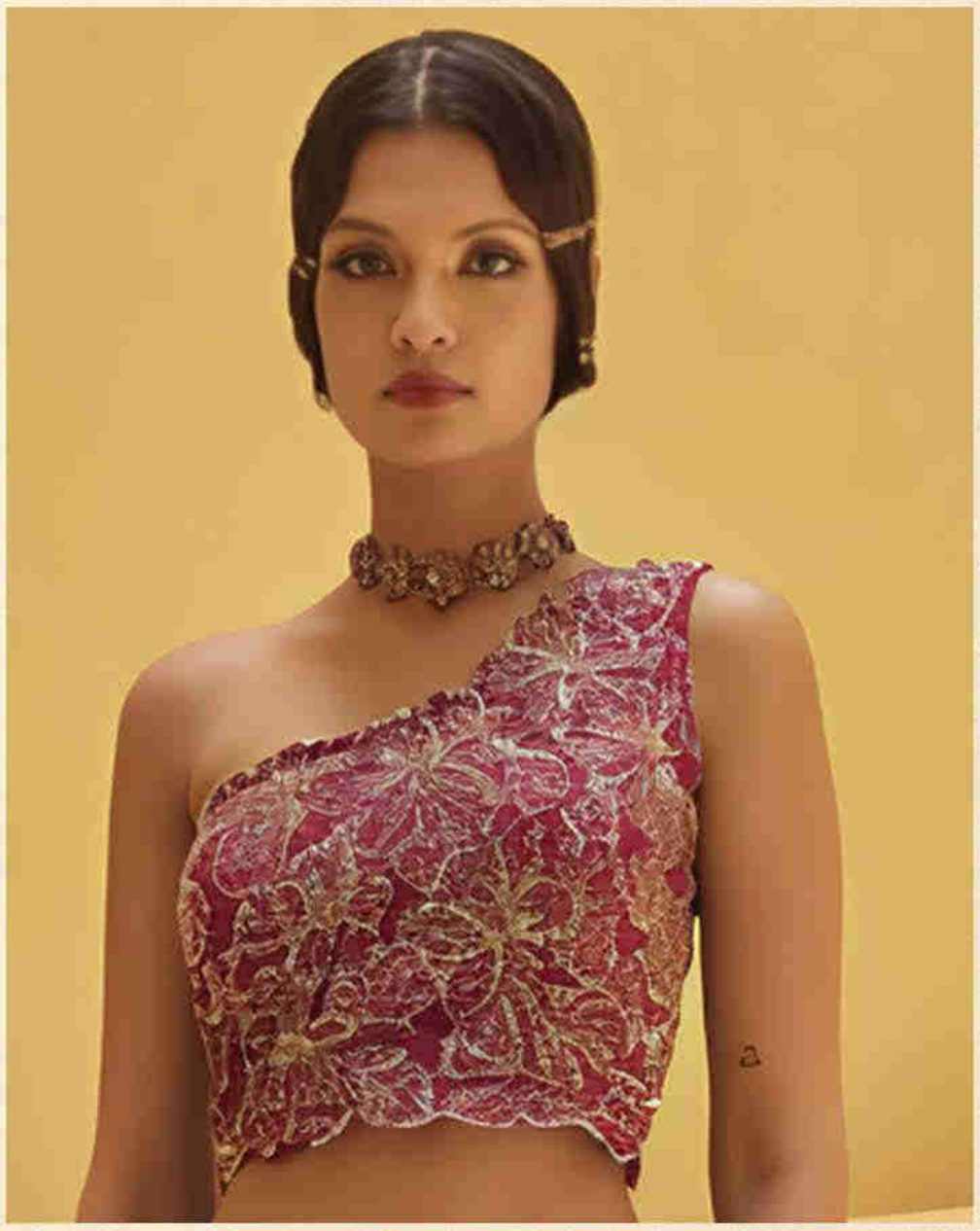


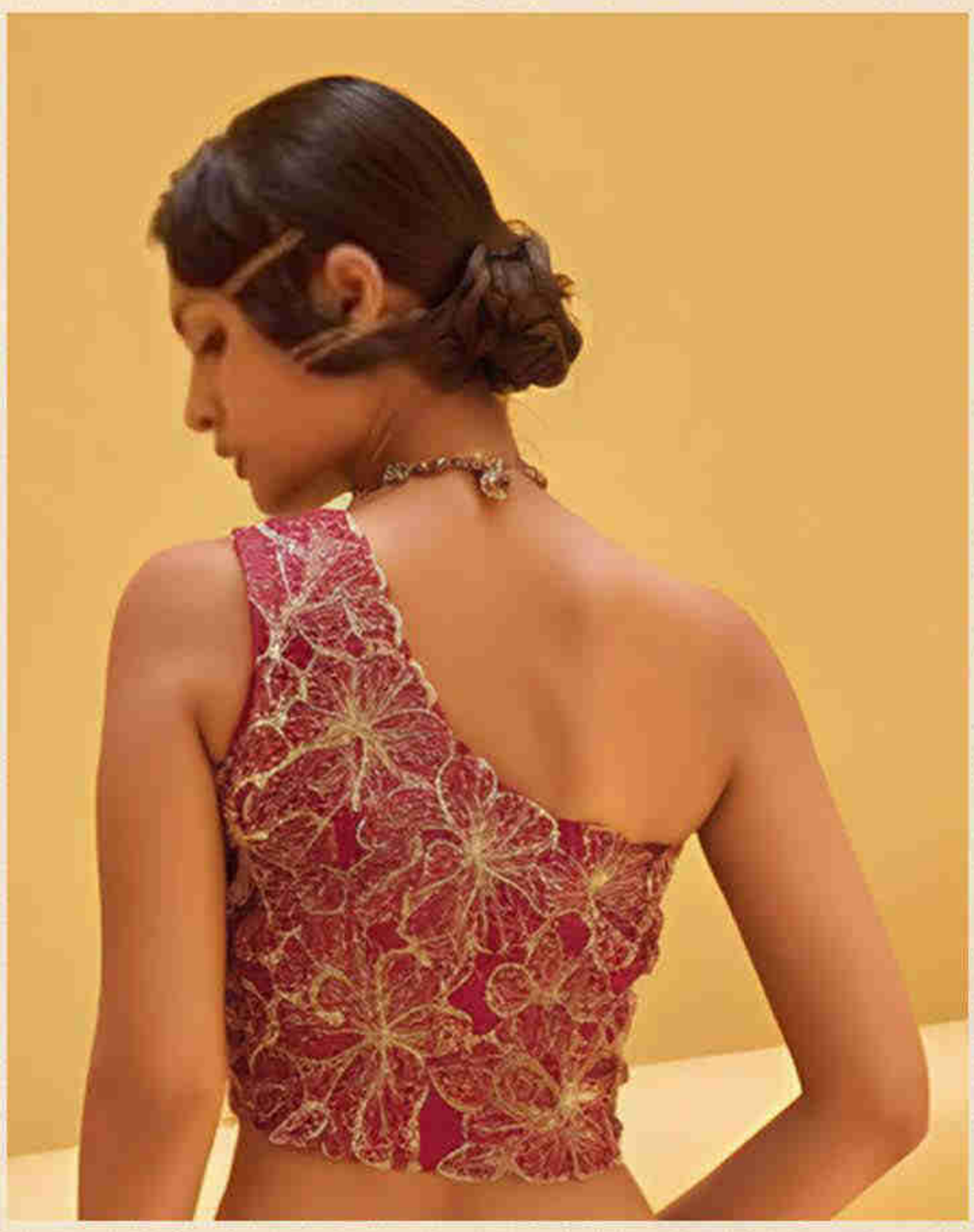
Madhubala Bridal Blouse



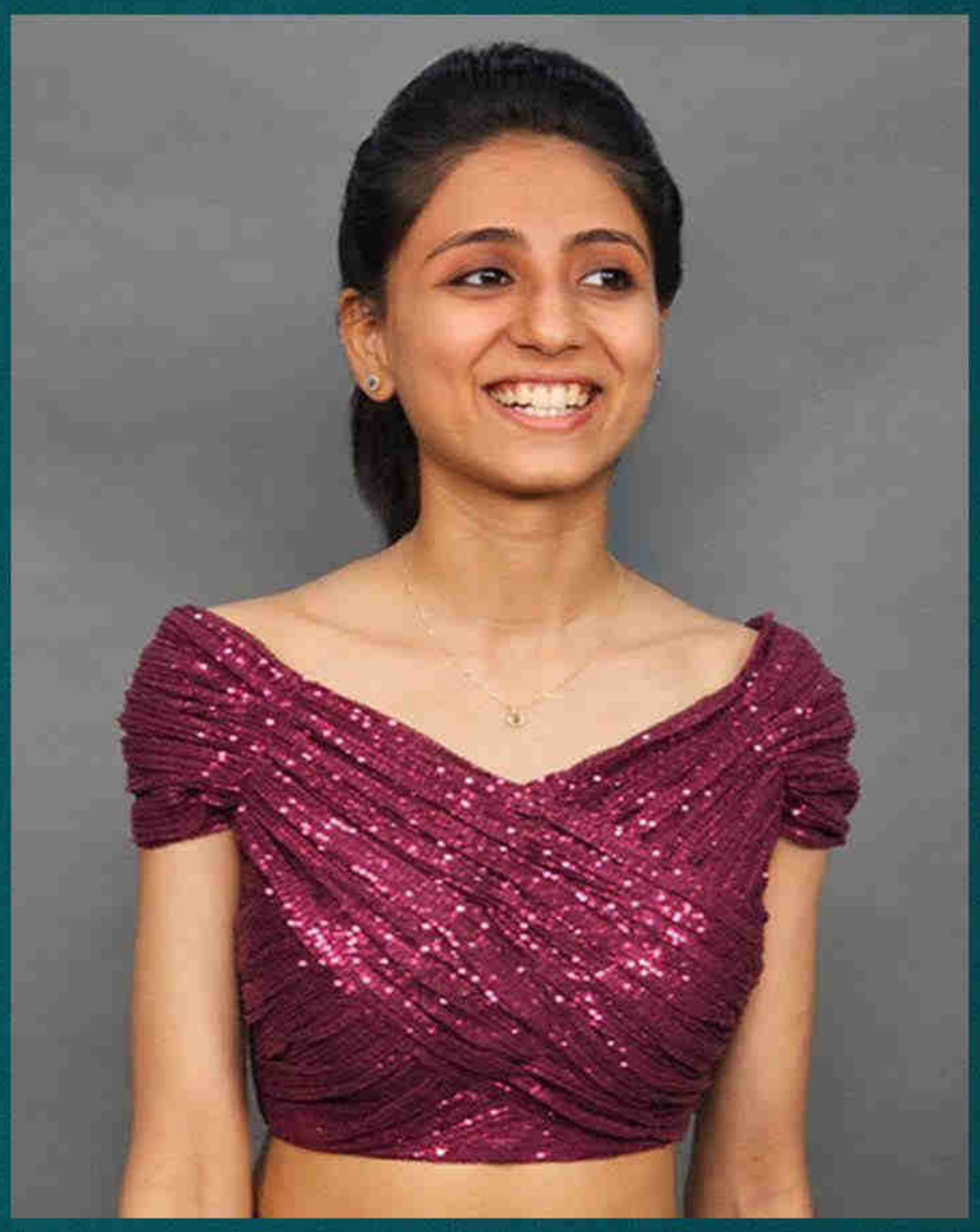


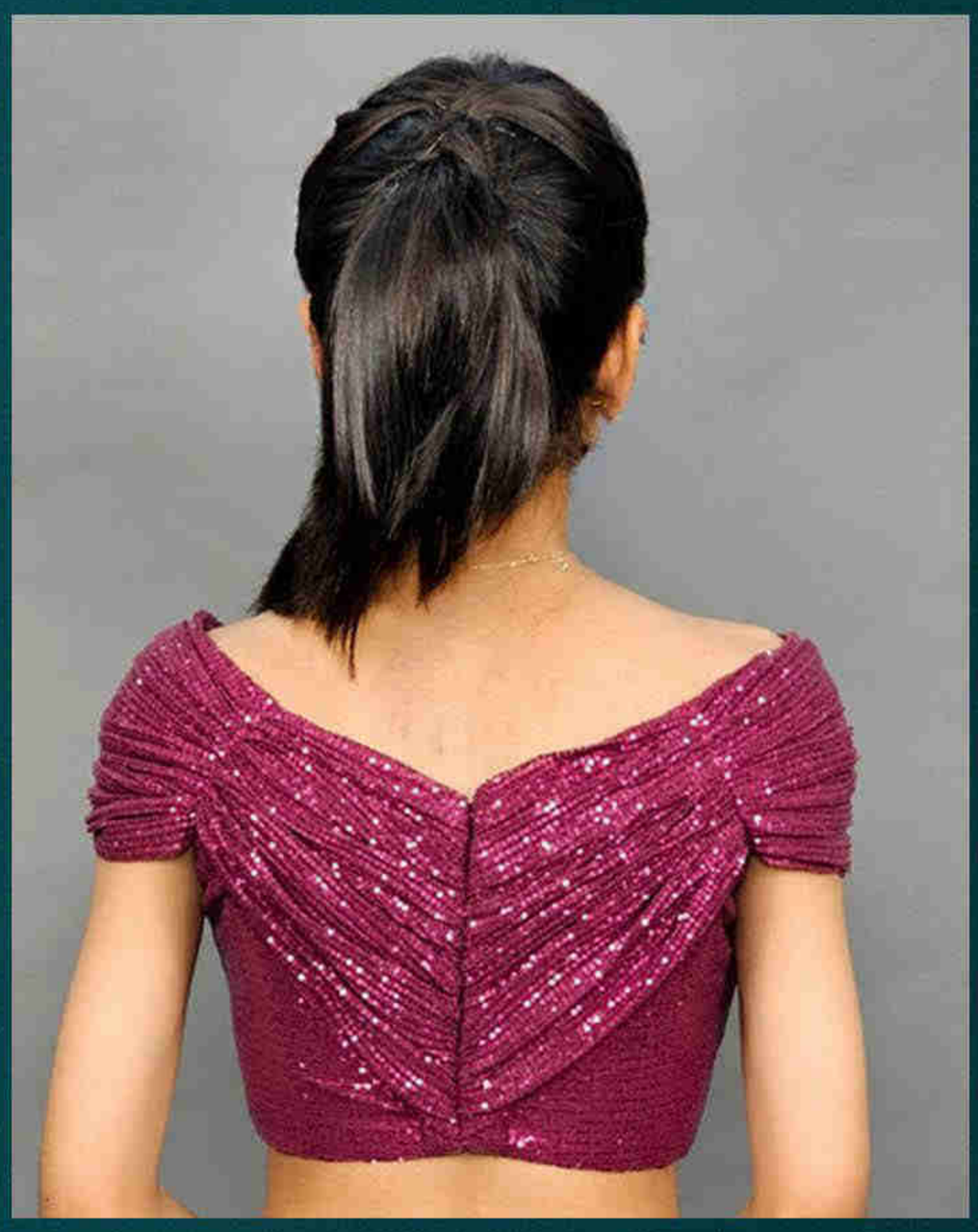
One Shoulder Blouse





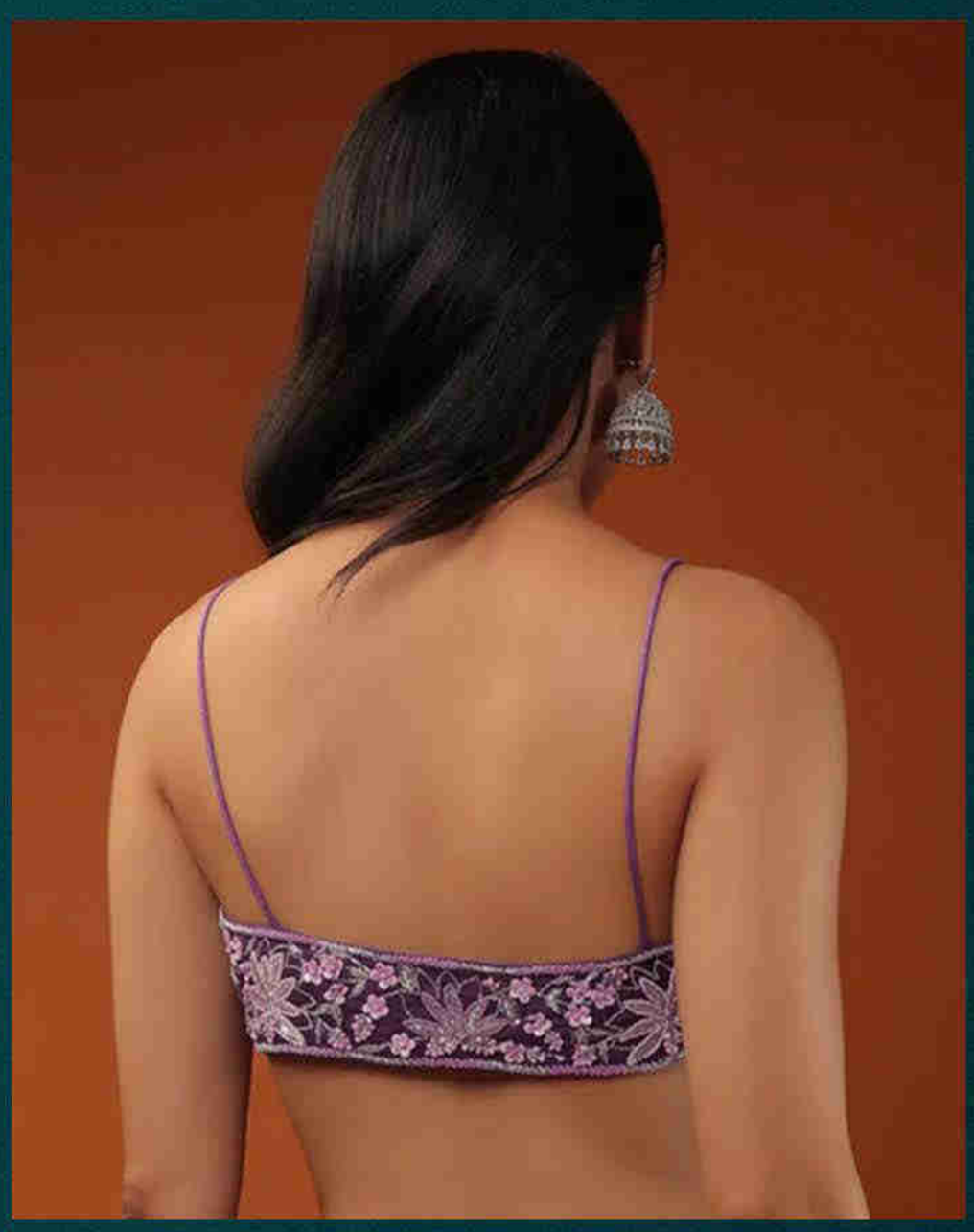
Off Shoulder Blouse [Rec.]





V-Notch Tube





Long Sleeve Jacket



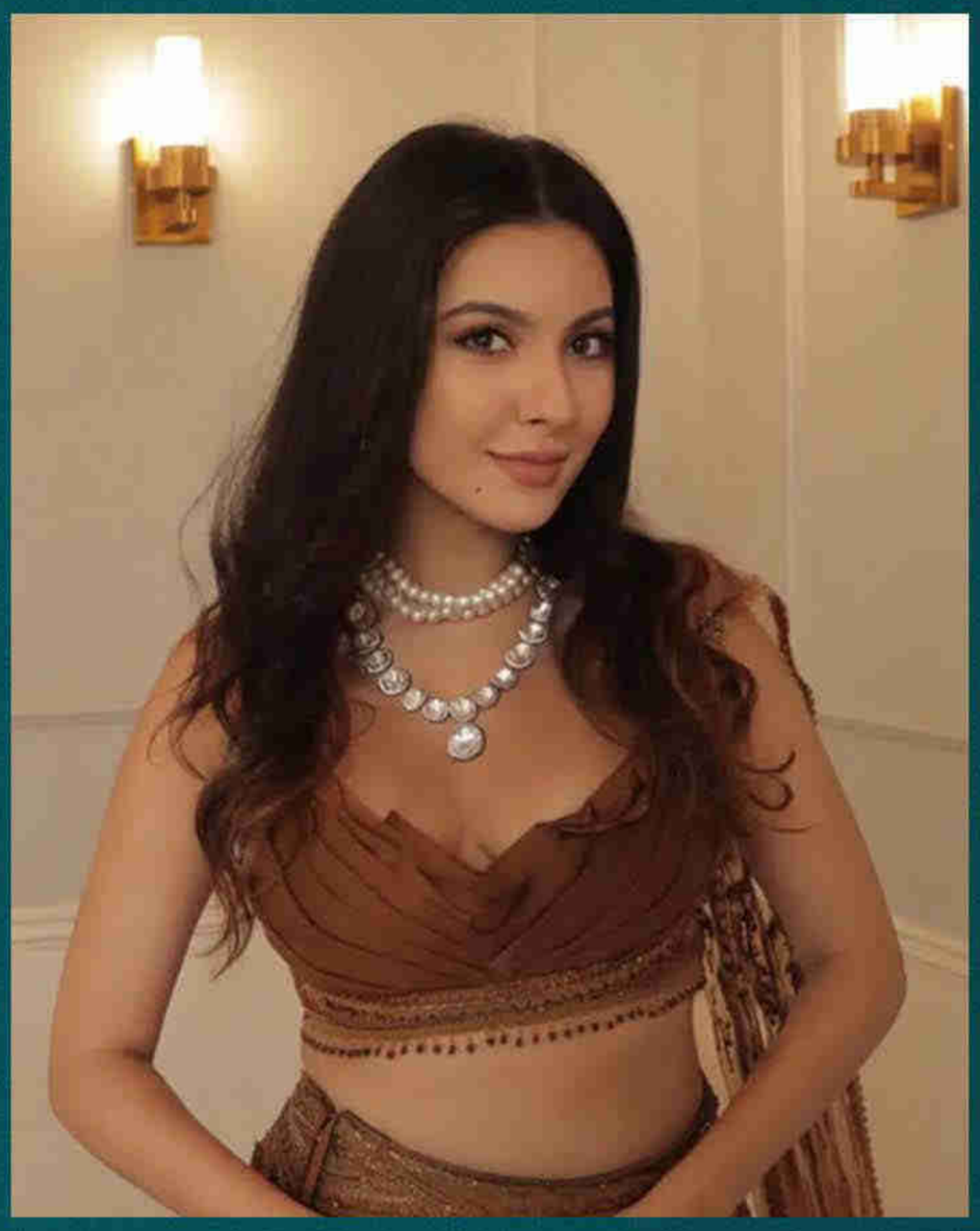


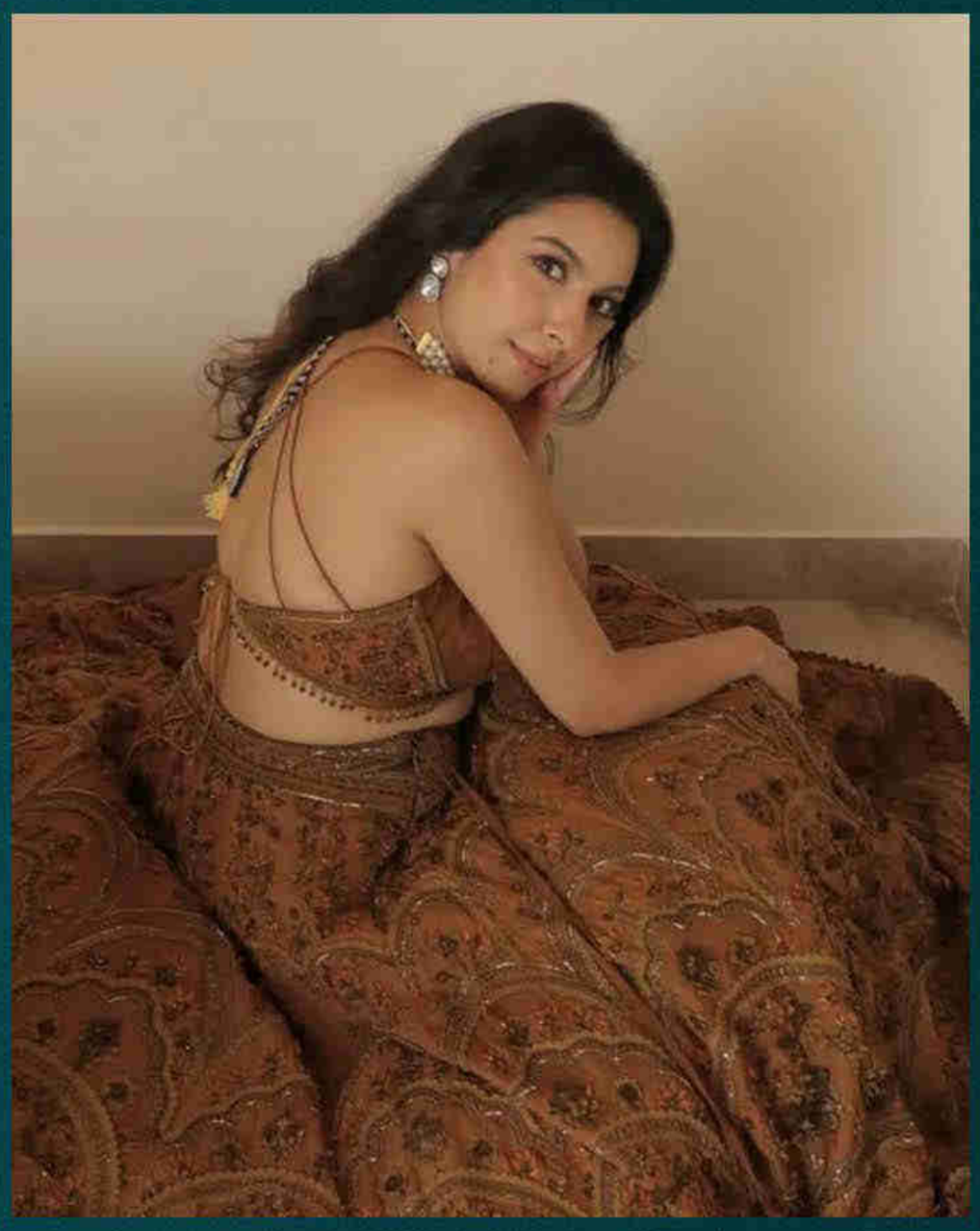
Parallel Strap Tube





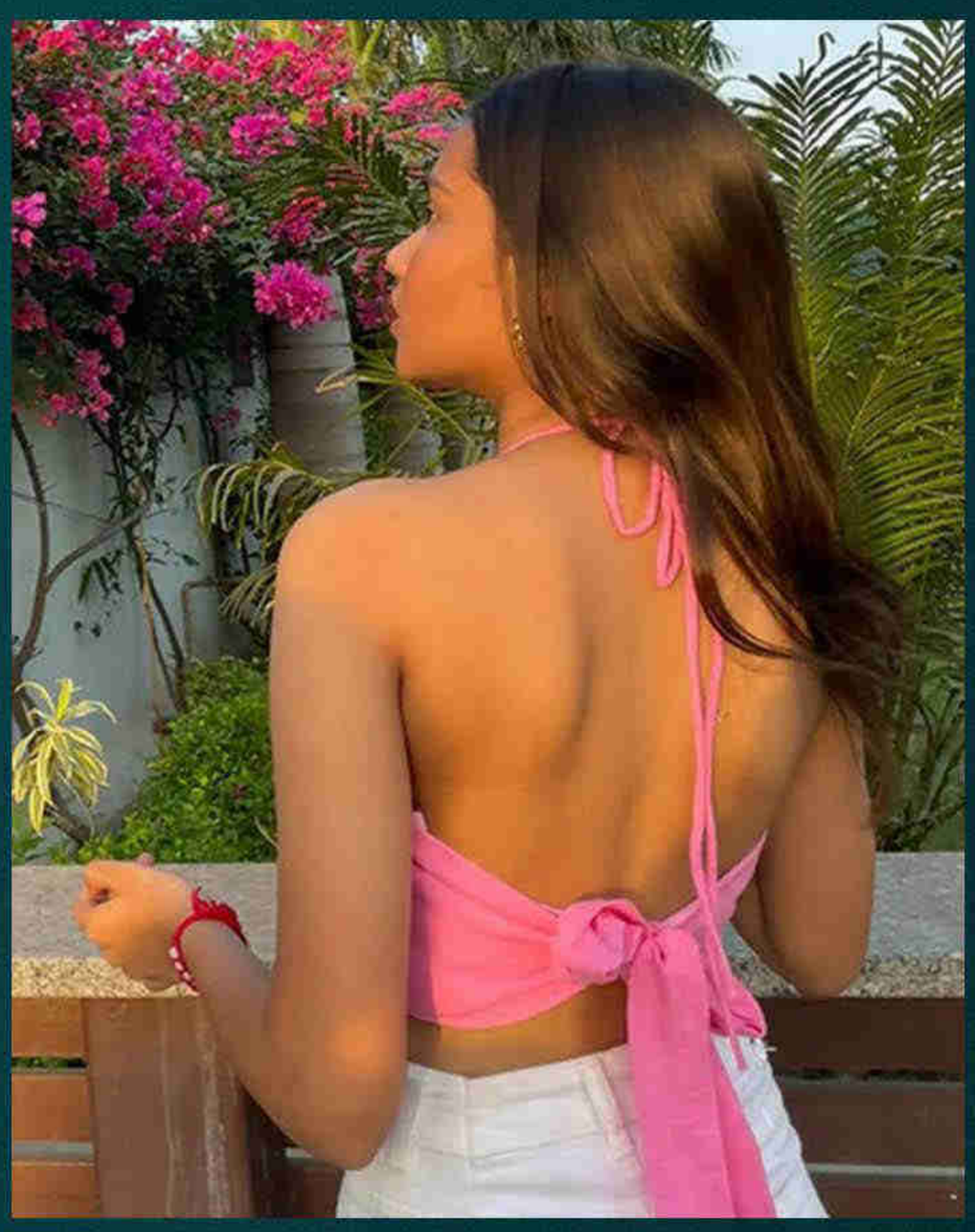
Lotus Leaf Tube





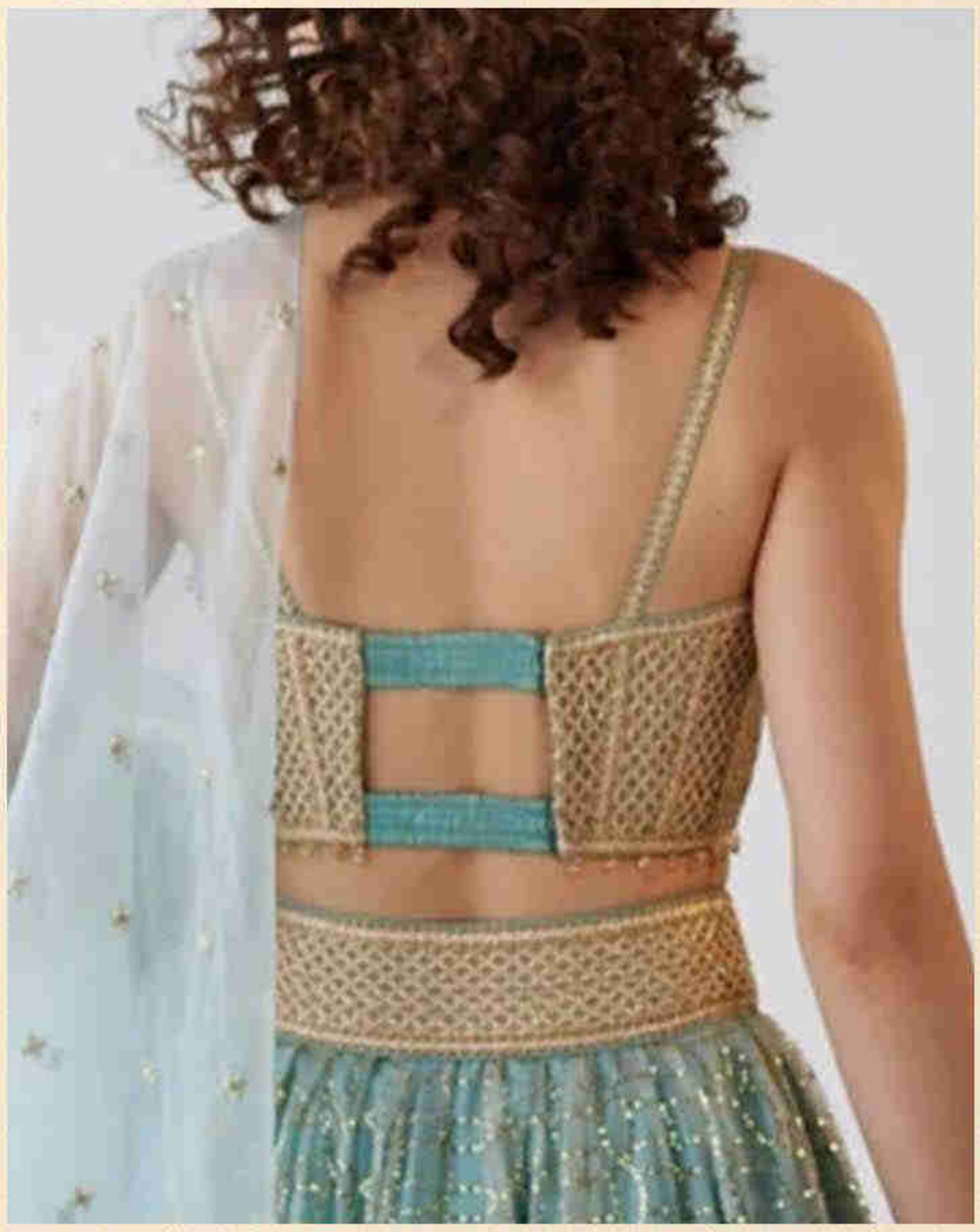
Twist Knot Tube





Corset Tube [Rec.]





WESTERN SILHOUETTES

- Ruffle Top
- Ruched Top
- Collar Long Sleeve Top
- Shrug
- Pleated Layer One-Piece
- Classic Fit Jumpsuit
- Mini Dress
- Shoulder to Floor Angrakha Kurti

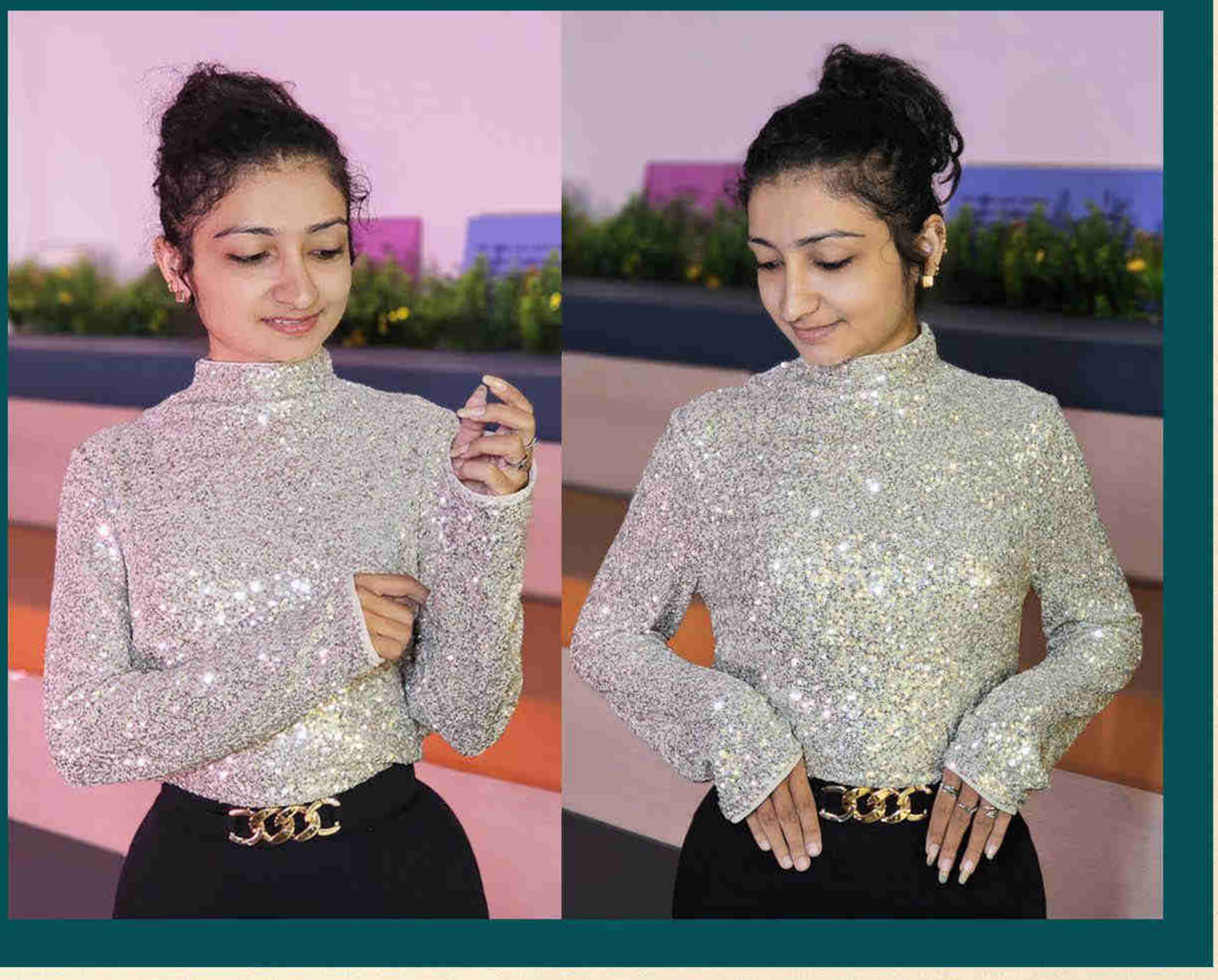
Ruffle Top



Ruched Top



Collar Long Sleeve Top



Shrug



Pleated Layer One-Piece



Classic Fit Jumpsuit



Mini Dress



Shoulder To Floor Angrakha Kurti



OCCASION WEAR

- Kali Lehenga
- Layered Lehenga
- Peplum Jacket With Umbrella Palazzo
- Top With Kali Palazzo [Rec.]
- Kali With Pleats Lehenga [Explanation]
- Tail Lehenga [Explanation]
- Cutwork Lace Dupatta [Rec.]
- Tassels Edge Lace Dupatta [Rec.]
- Piping Cover Dupatta [Rec.]
- Frill Dupatta [Rec.]
- Ready To Wear Saree [Rec.]
- Ruffle Dupatta
- Shrug Dupatta
- Cape Style Dupatta [Rec.]
- Gujarati Dupatta Drape [Rec.]
- Bengali Dupatta Drape [Rec.]

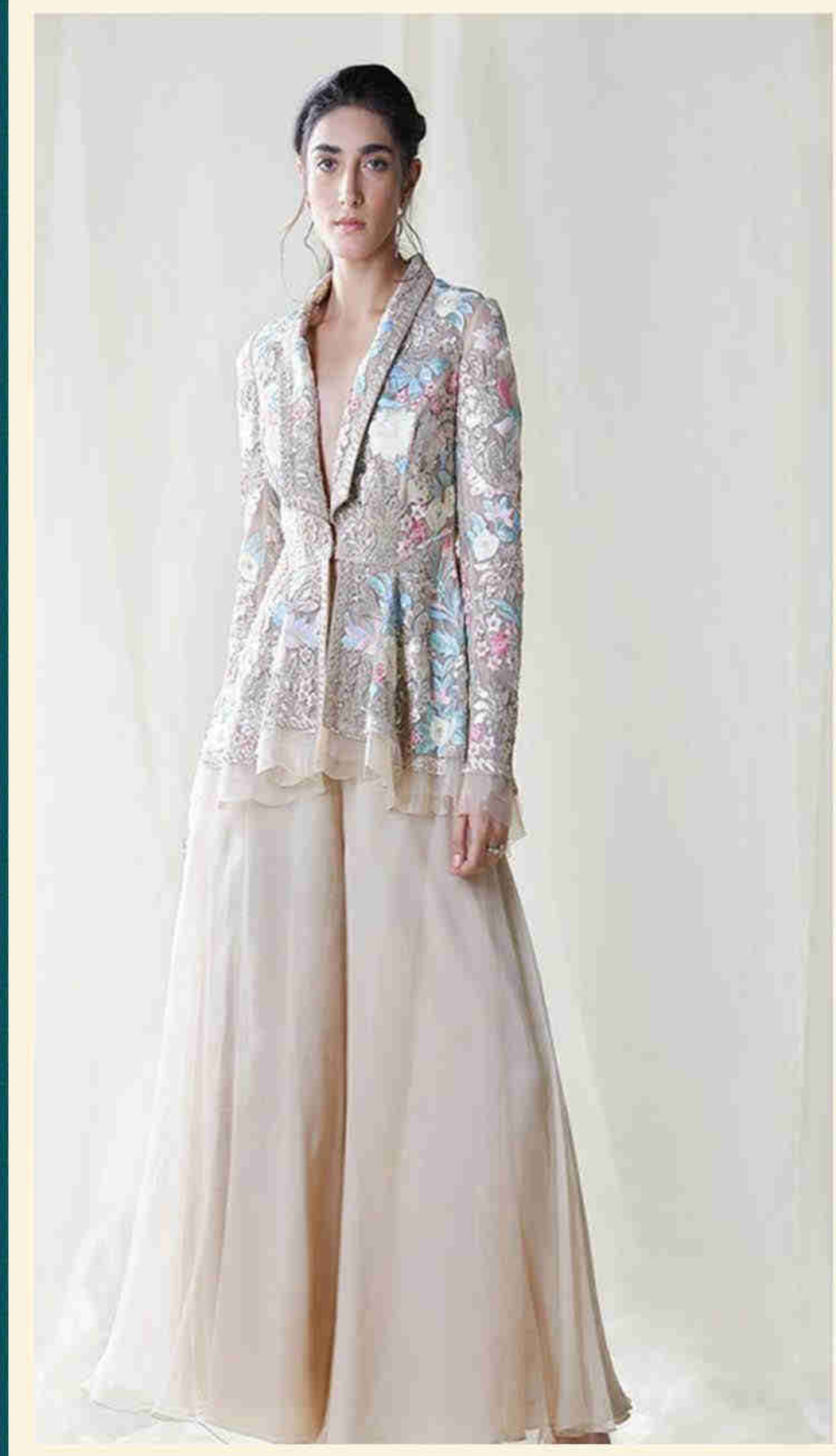
Kali Lehenga



Layered Lehenga

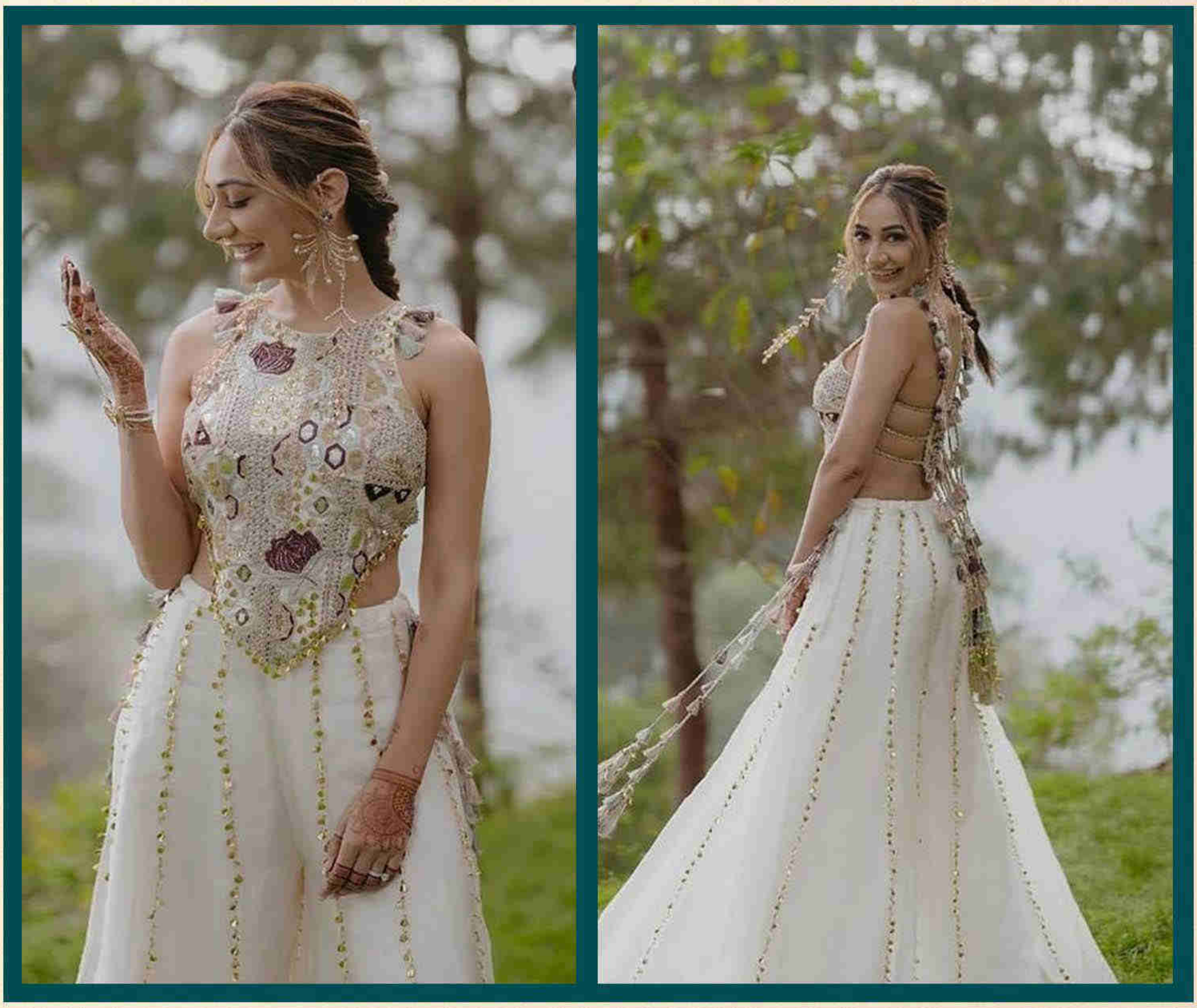


Peplum Jacket With Umbrella Palazzo





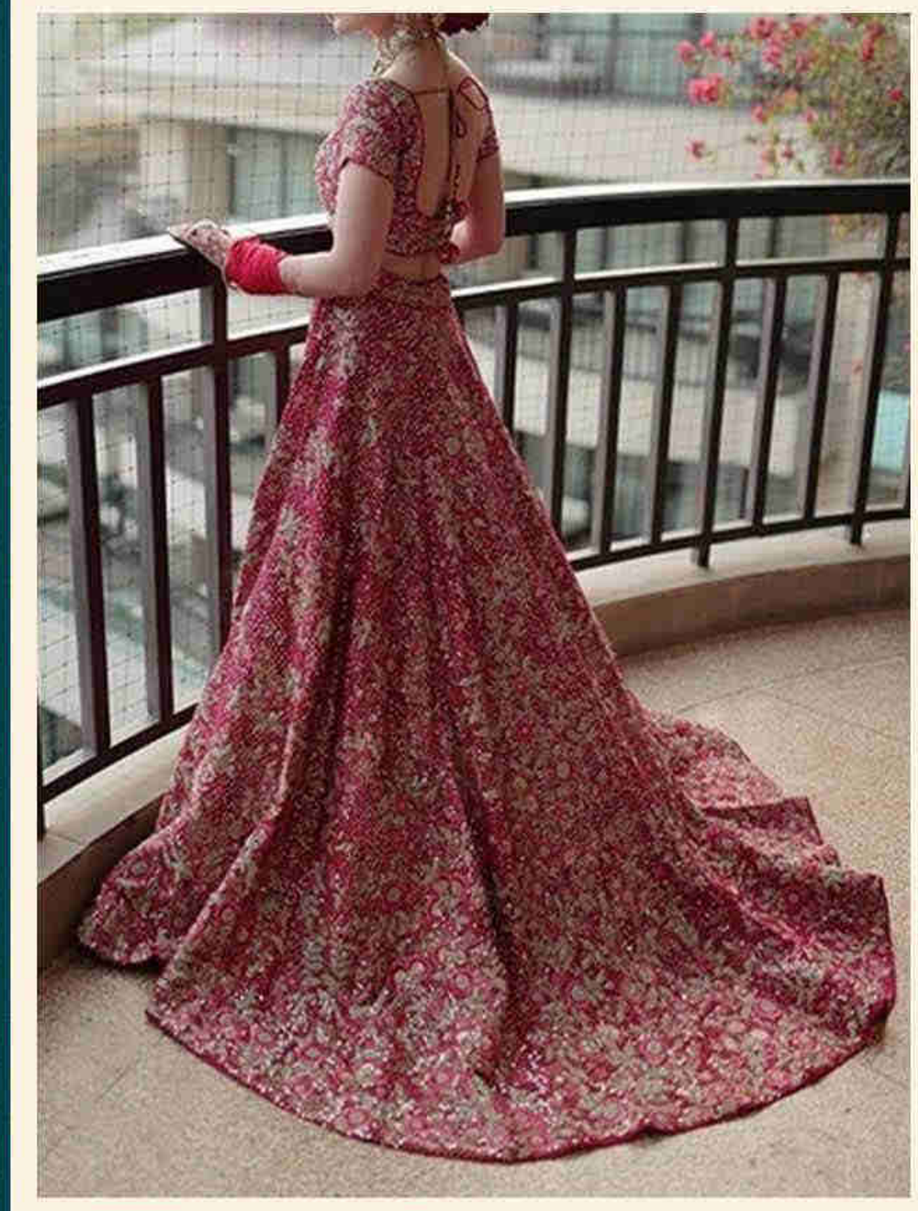
Top With Kali Palazzo [Rec.]



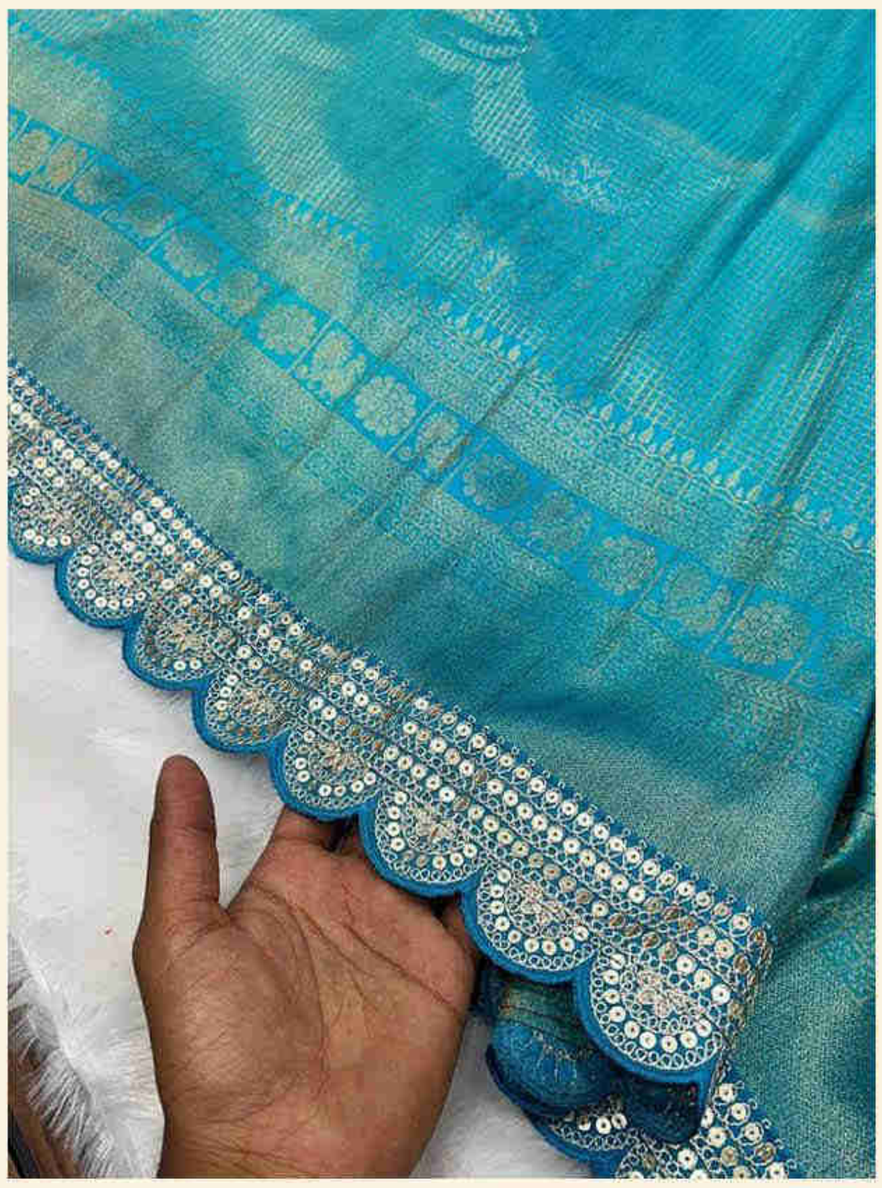
- **Kali With Pleats Lehenga**



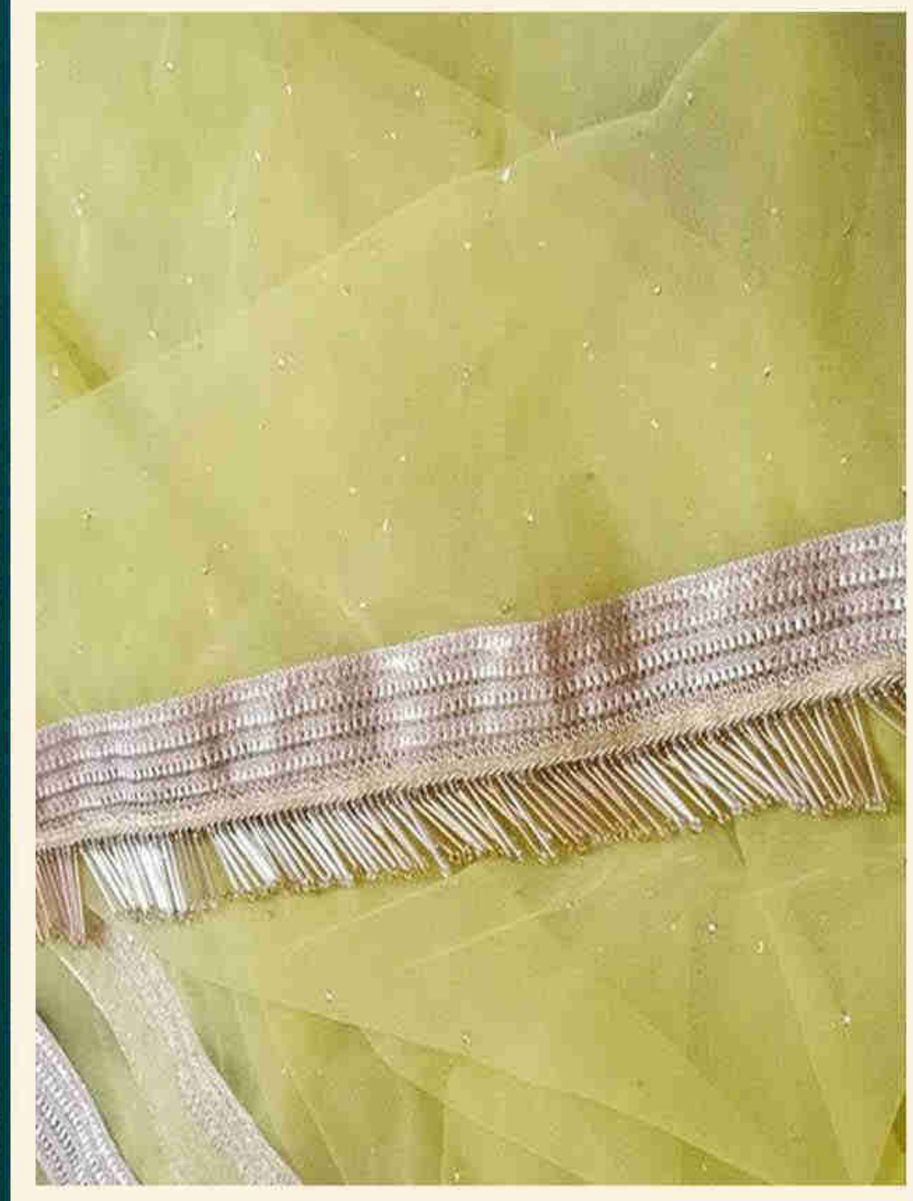
- **Tail Lehenga**



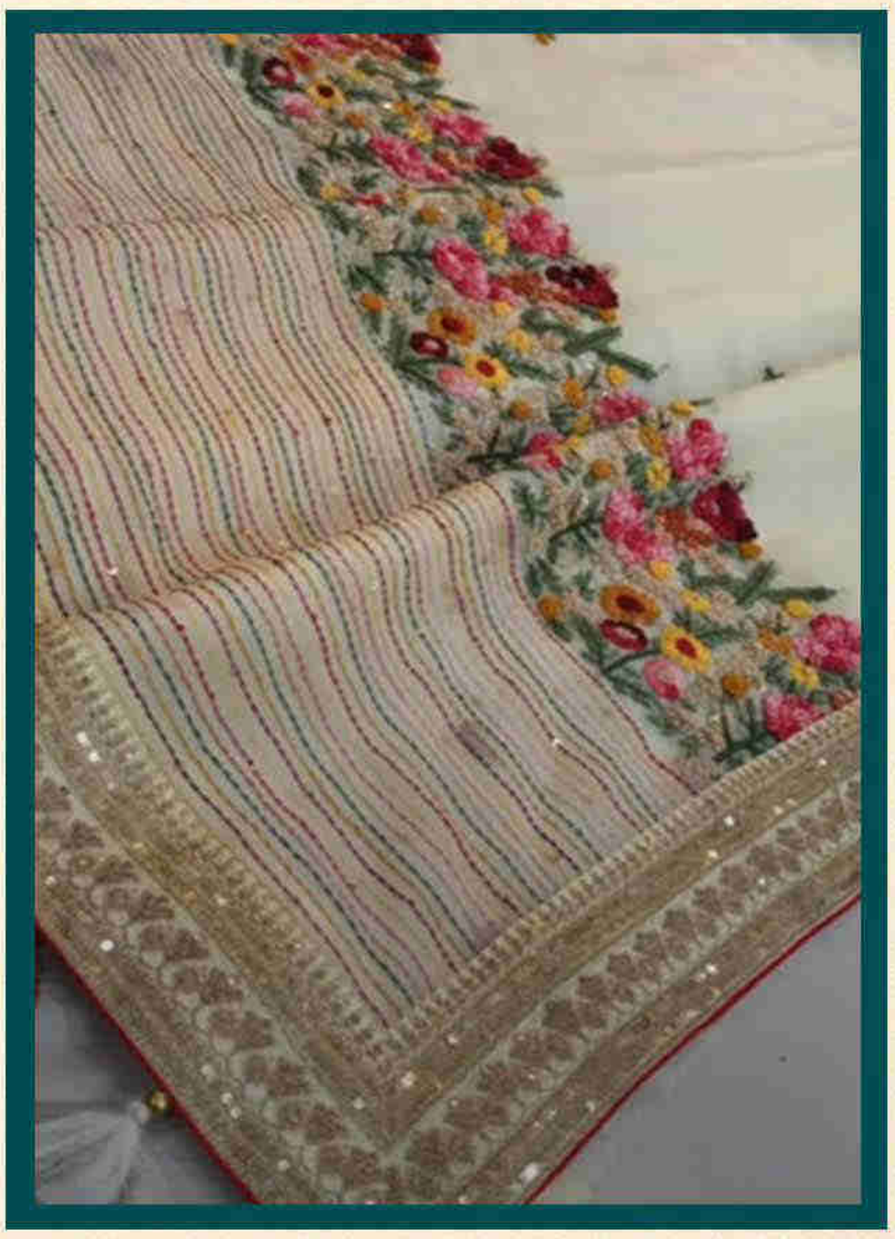
- **Cutwork Lace Dupatta [Rec.]**



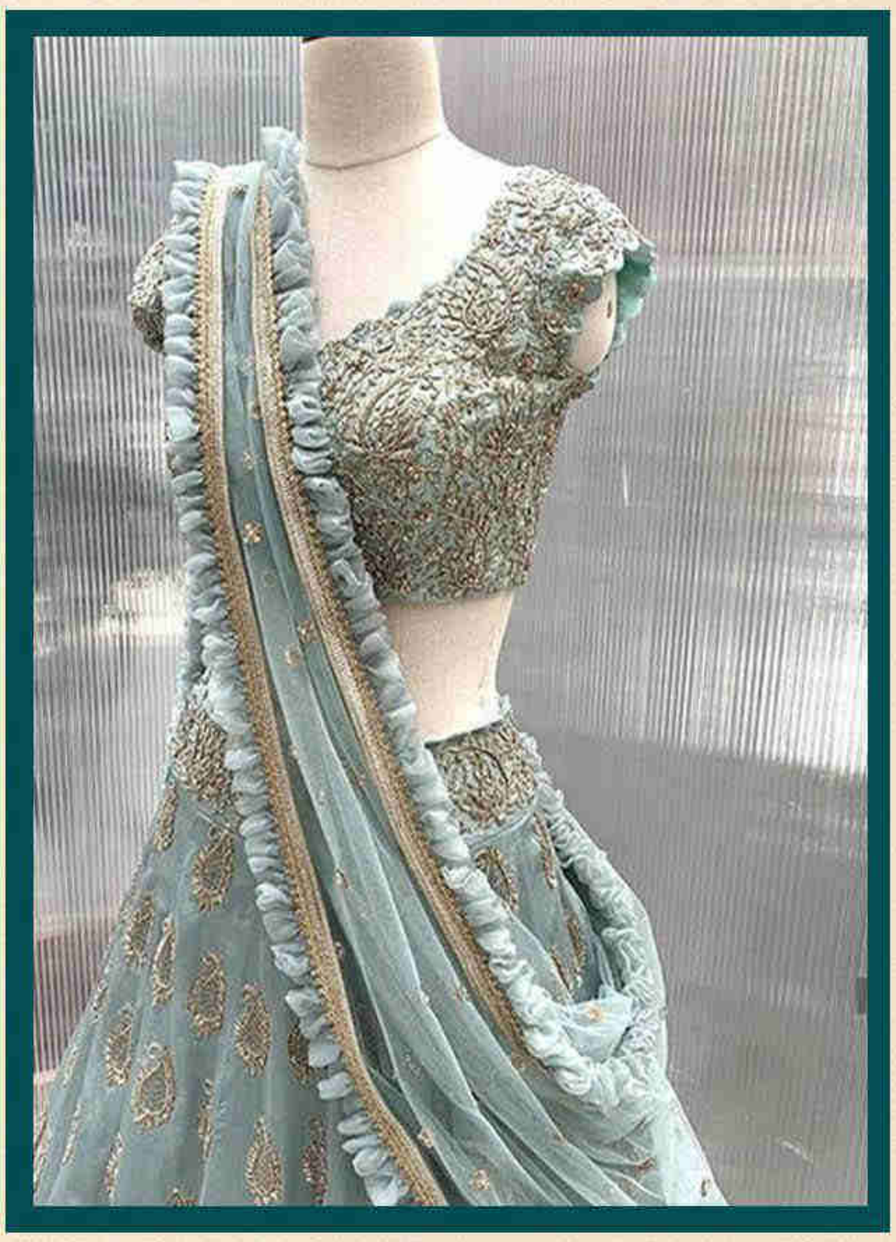
- **Tassel Edge Lace Dupatta [Rec.]**



Piping Cover Dupatta [Rec.]



Frill Dupatta [Rec.]



Ready To Wear Saree [Rec.]



Ruffle Dupatta





Shrug Dupatta





Cape Style Dupatta [Rec.]



Gujarati Dupatta Drape [Rec.]



Bengali Dupatta Drape [Rec.]



MINI COUTURE BOY'S

- **Flat Round Collar Shirt**
- **Coat Collar Short Sleeve Shirt**
- **Pocket Shorts**
- **Dungaree**
- **Formal Pant**
- **Ethnic Pair**
  (Koti, Kurta, Pant)

- **Coat Collar Short Sleeve Shirt**



- **Flat Round Collar Shirt**



Pocket Shorts



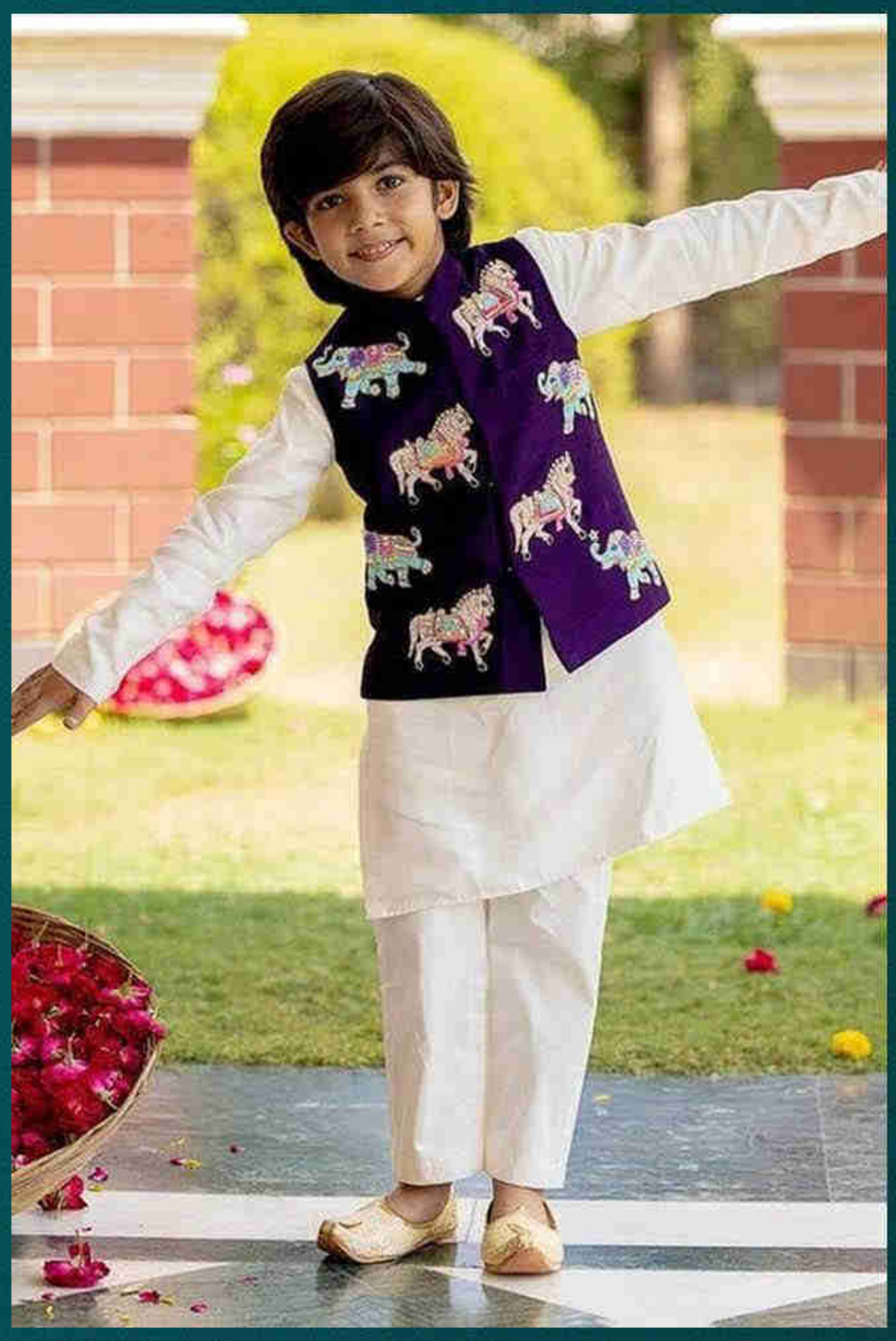
Dungaree



- **Formal Pant**



- **Ethnic Pair** (Koti, Kurta, Pant)



MEN'S FASHION

- **Coat Collar Short Sleeve Shirt**
- **Flat Round Collar Shirt**
- **Formal Pant**
- **Cargo Shorts**
- **Ethnic Pair**
  (Koti, Kurta, Pant)
- **Indo- Western Jacket**

Coat Collar Short Sleeve Shirt



Flat Round Collar Shirt



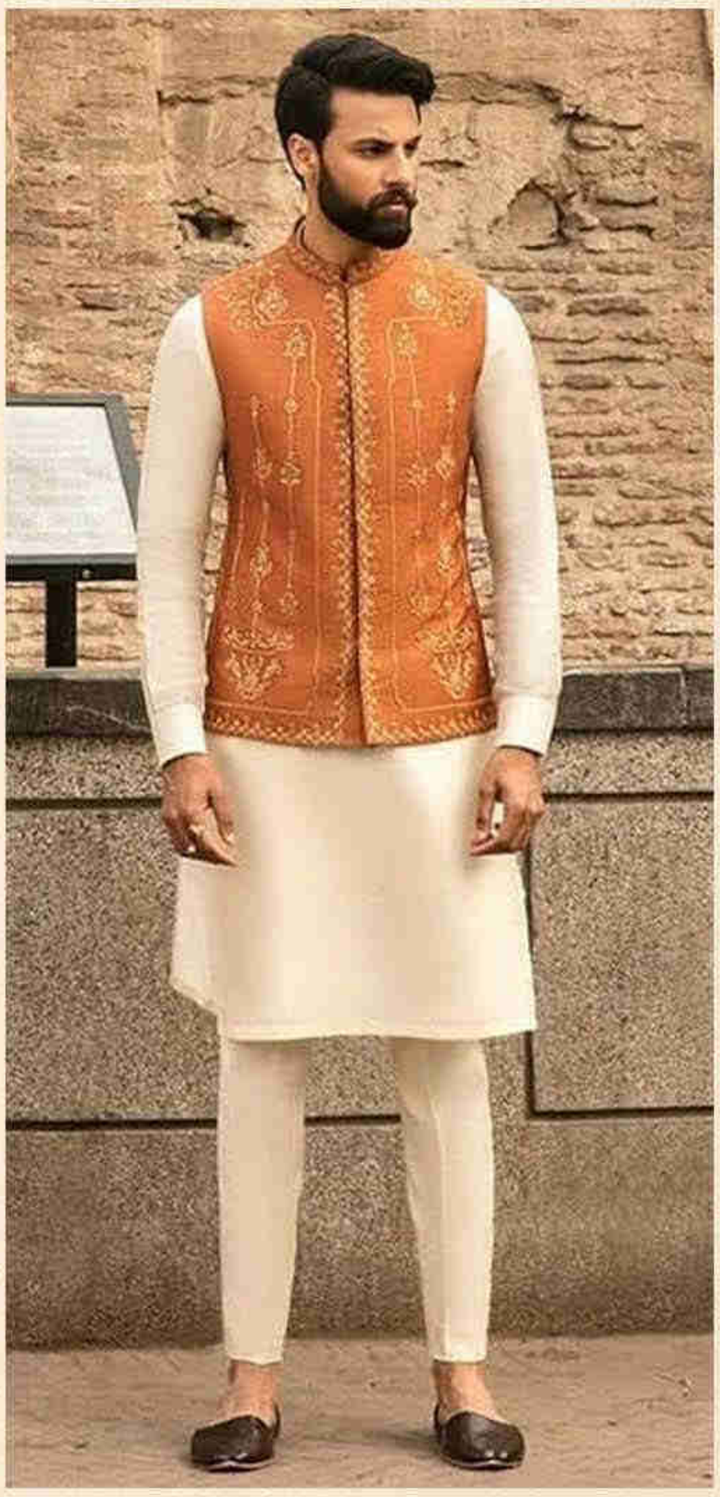
- **Formal Pant**



- **Cargo Shorts**



- **Ethnic Pair** (Koti, Kurta, Pant)



- **Indo-Western Jacket**



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LIVE FASHION MASTERY COURSE

FASHION MERCHANDISING



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FASHION MERCHANDISING

Session 01

Inside the Bespoke World



Session 02

Create Your Brand Look













Session 03

Visual Appeal That Sells



Session 04

Spec Sheets & Signature Work

DESIGNERS NEXUS SPEC SHEET

FACTORY:	BUYER:	DATE:	FABRICATION STRETCH POPLIN
P.O. #	REF#	Q:	FABRIC DESIGN SOLID
STYLE #	BODY# T-2070	APP. BY:	TRIM

DATE/ INNITIALS

JUNIOR TOP/DRESS/JACKET	M	1ST FIT	RVSD SPEC	2ND FIT	APPRVD SPEC
BODY LENGTH FROM HPS	24 1/2				
ACROSS SHOULDERS	14 1/2				
CHEST 1" BELOW ARMHOLE	18 1/2				
WAIST 15 1/2" BLW HPS	15 1/2				
WAIST AT SEAM					
BOTTOM SWEEP	19				
SHIRT TAIL	2 1/4				
SLEEVE LENGTH FROM CB					
SLEEVE LENGTH FROM SHOULDER	10 1/2				
ARMHOLE CURVED	9 1/2				
BICEP (1" BELOW ARMHOLE)					
SLEEVE OPENING	5 1/2				
TOP CUFF OPENING	5 3/4				
CUFF HEIGHT	3				
NECK OPENING	6 1/2				
FRONT NECK DROP FROM HPS TO SEAM	2 1/2				
FRONT NECK DROP FROM HPS RUFFLE SM	12 1/2				
BACK NECK DROP	1/2				
COLLAR POINTS	2 1/2				
COLLAR LENGTH PT TO PT	16				
COLLAR WIDTH AT CB	2				
COLLAR STAND HEIGHT	1 1/8				
FRONT PLACKET (OVERLAP) WIDTH	1				

SKETCH



BUTTONS:	9PCS 16L 2HOLE PEARLIZED W/RIM DTM
TOP STITCHING:	DTM BODY

COMMENTS:	APPROVALS:	

Session 05

Design Stories In Motion







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LIVE FASHION MASTERY COURSE

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Session 04

Fabric Texture Rendering



Session 05

Famous Illustration & Style Study



Session 06

Elements & Principles Of Fashion Illustration + Advanced Garment Draw



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LIVE FASHION MASTERY COURSE

FASHION STYLING

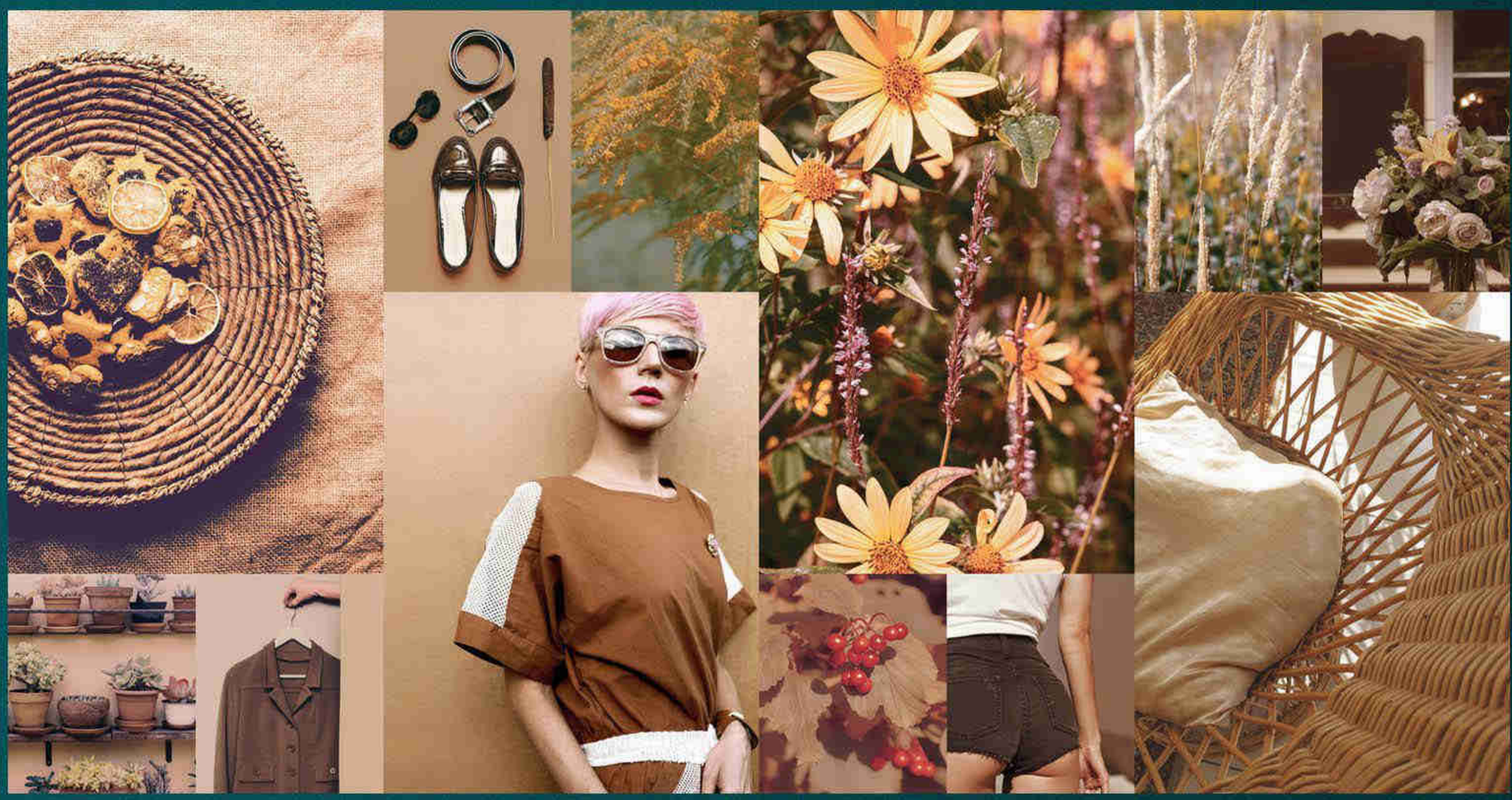


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- **Session 09**
  Grooming For Everyday Life + Understanding Fragrances & Perfumes

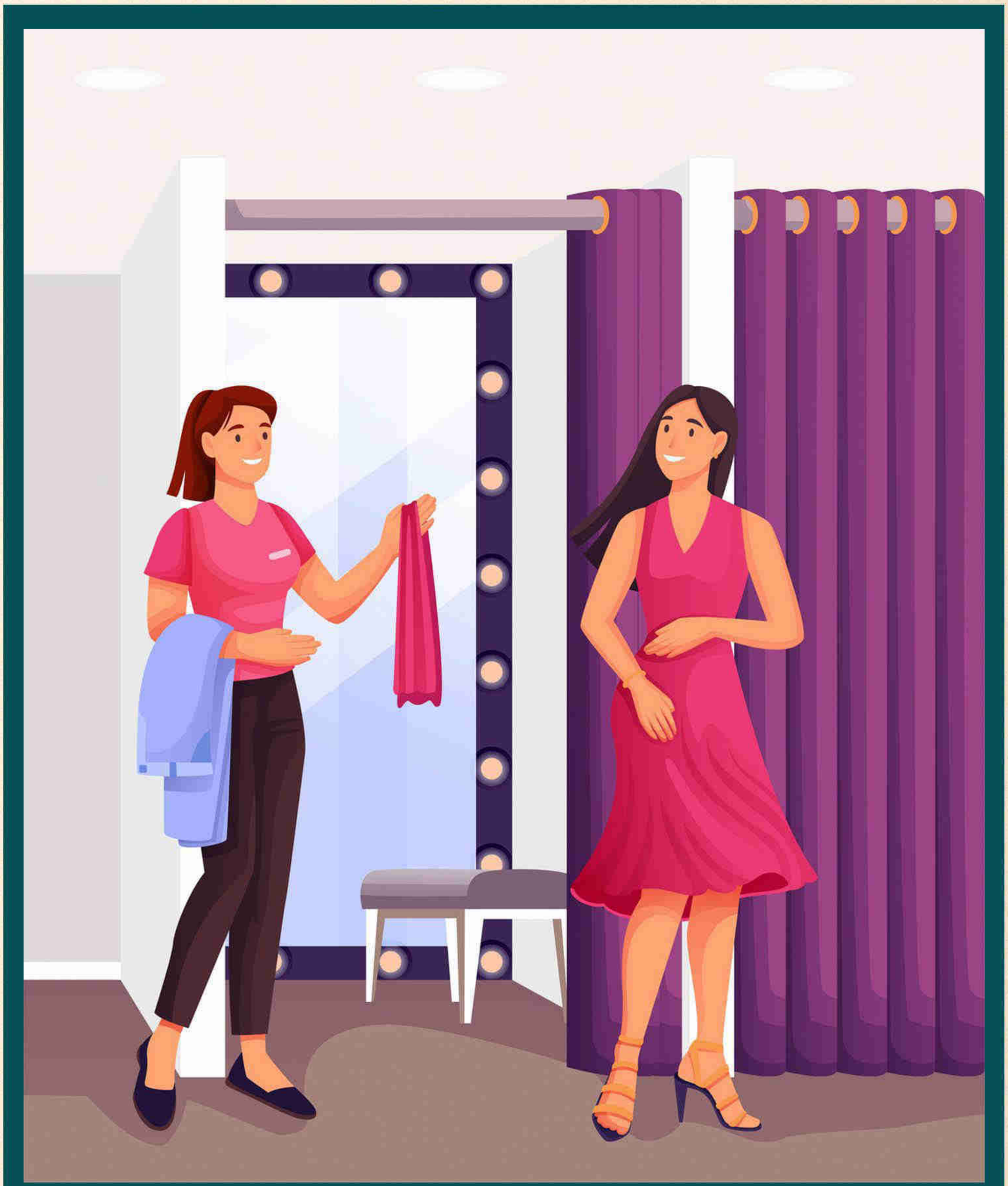
Session 06

Moodboard Creation For Personal Style + Storytelling Through Clothing



Session 07

Occasion-Based Dressing + Style Your Everyday Life Task



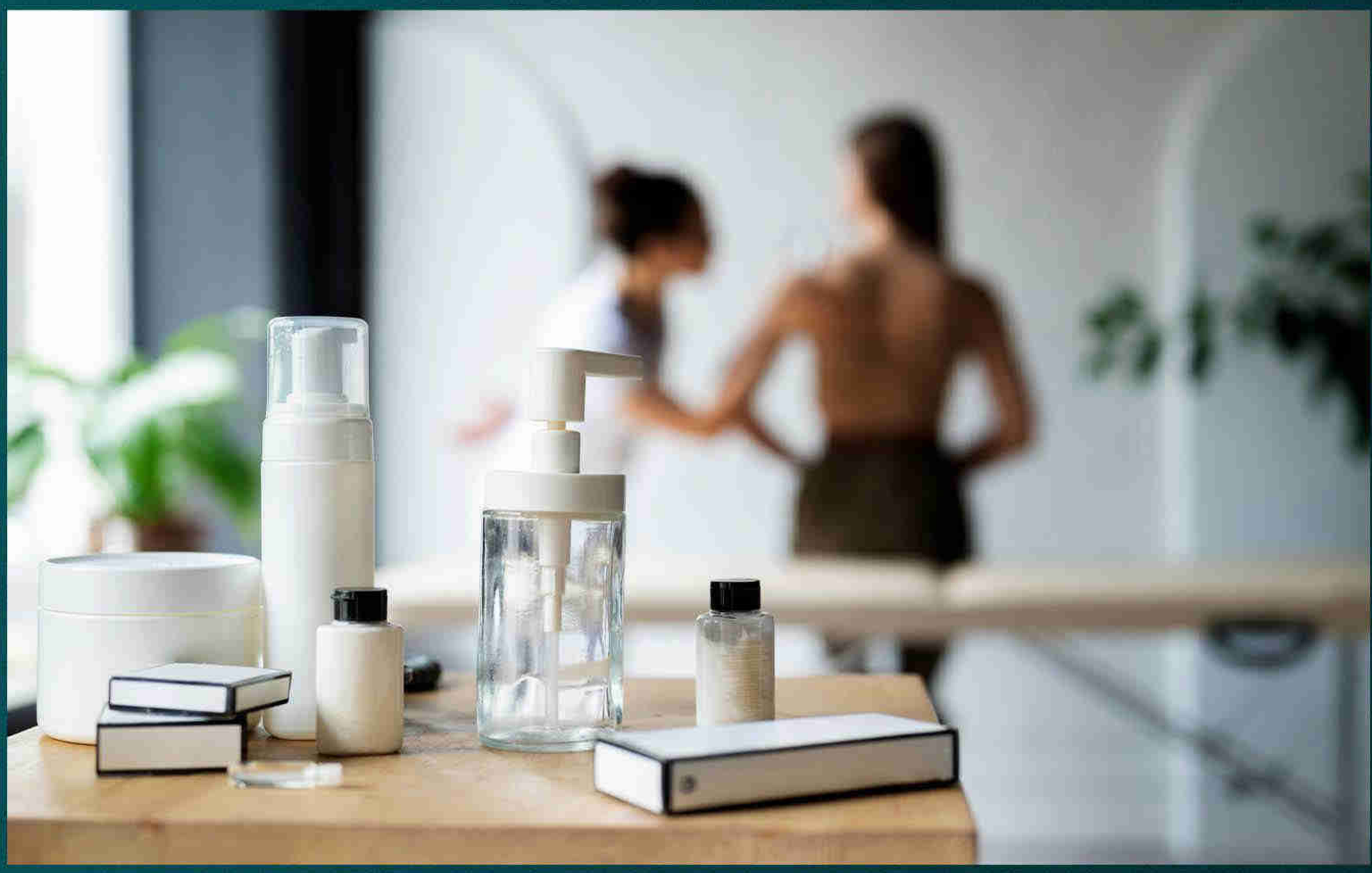
Session 08

Enhancing Natural Beauty + Skincare & Skin Types + Make Up Basics



Session 09

Grooming For Everyday Life + Understanding Fragrances & Perfumes



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LIVE FASHION DRAPING MASTERY COURSE

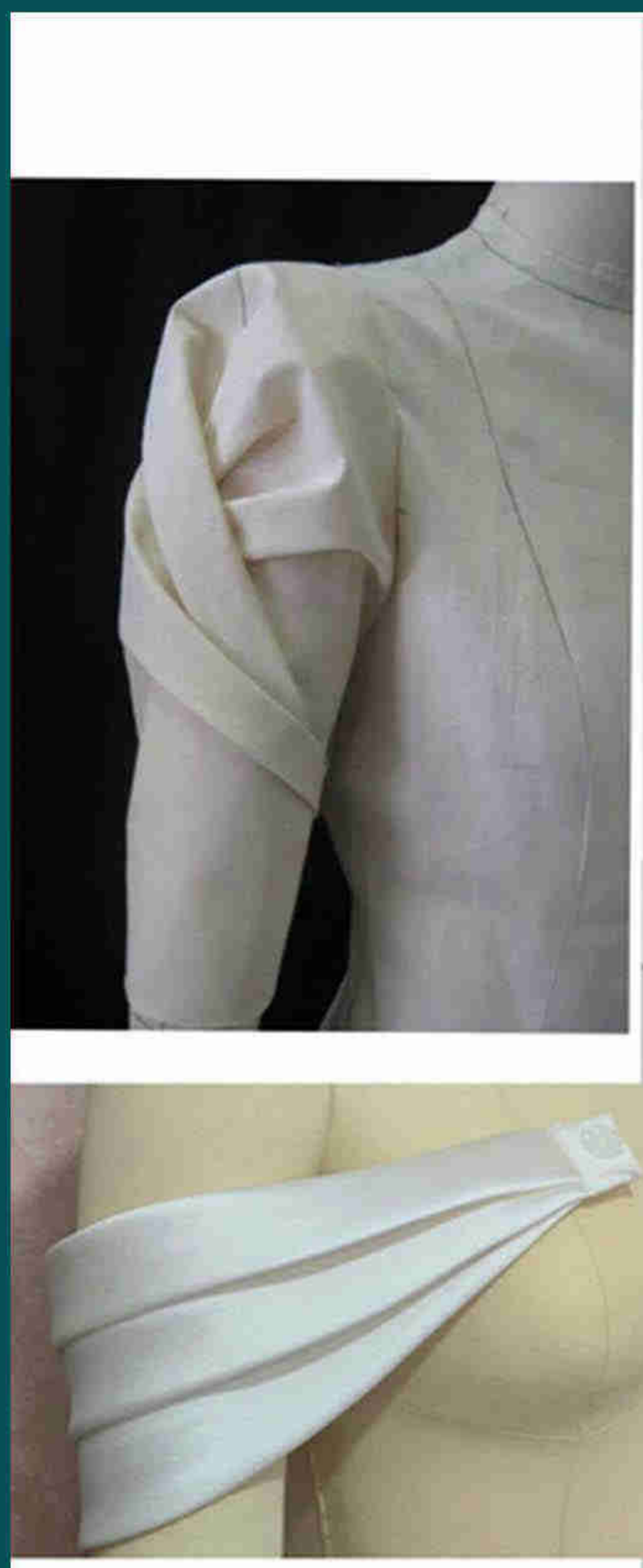


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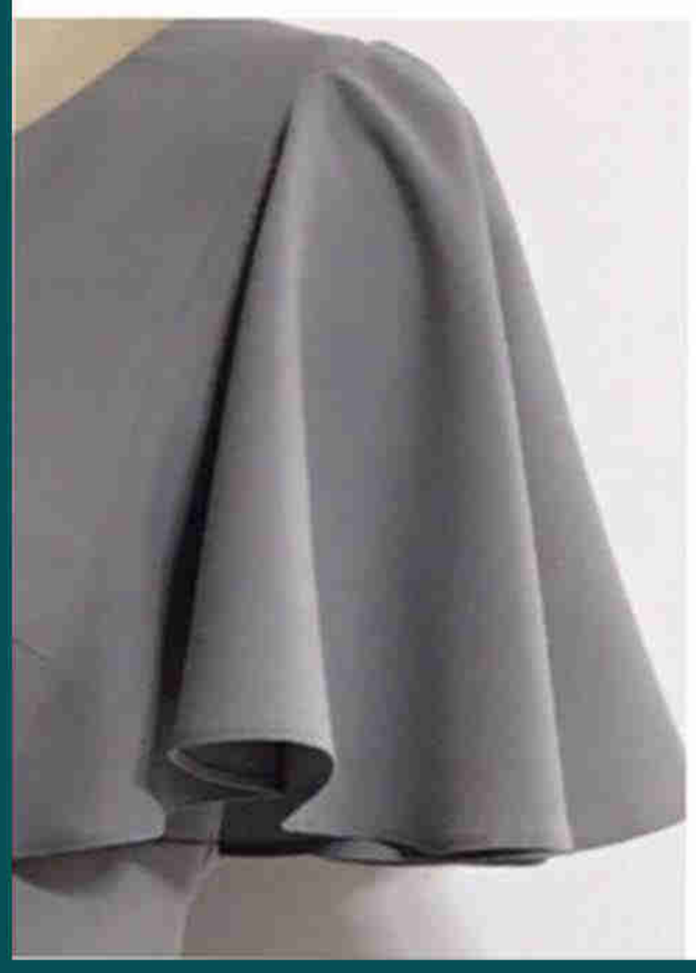
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Session 04

Sleeves Variation Drape Skirt







Session 05

Cascade Drape Dress



Session 06

Drape Kurta



RAJA RANI®

LIVE FASHION CAD MASTERY COURSE



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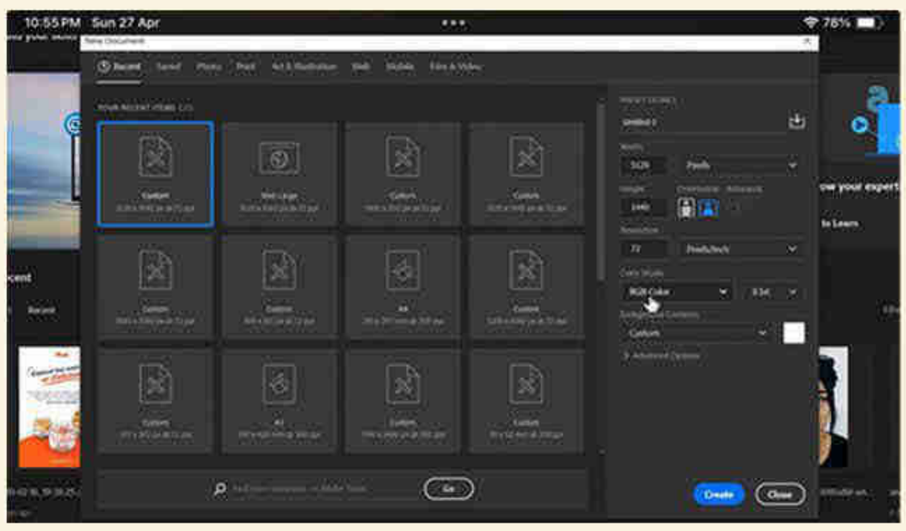
COMPUTER - AIDED DESIGN (CAD)

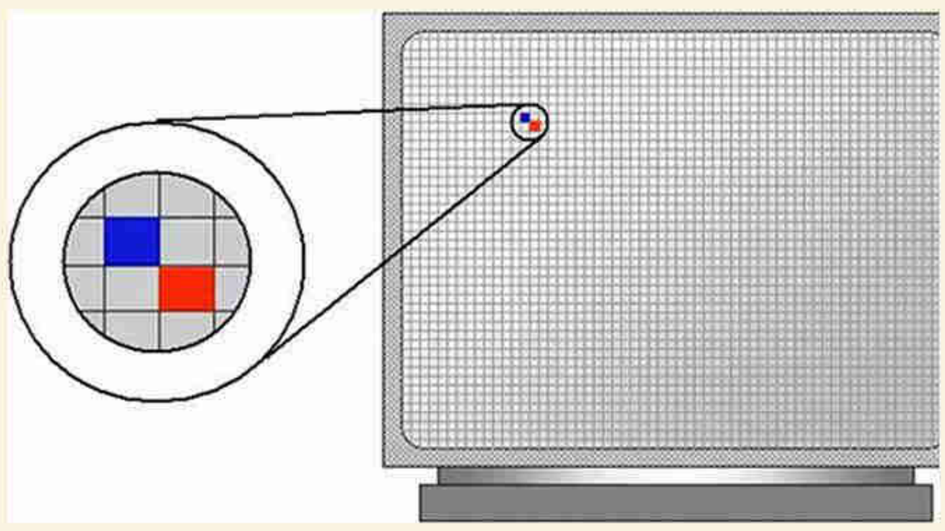
Session 01

Introduction To Photoshop & Workspace Setup





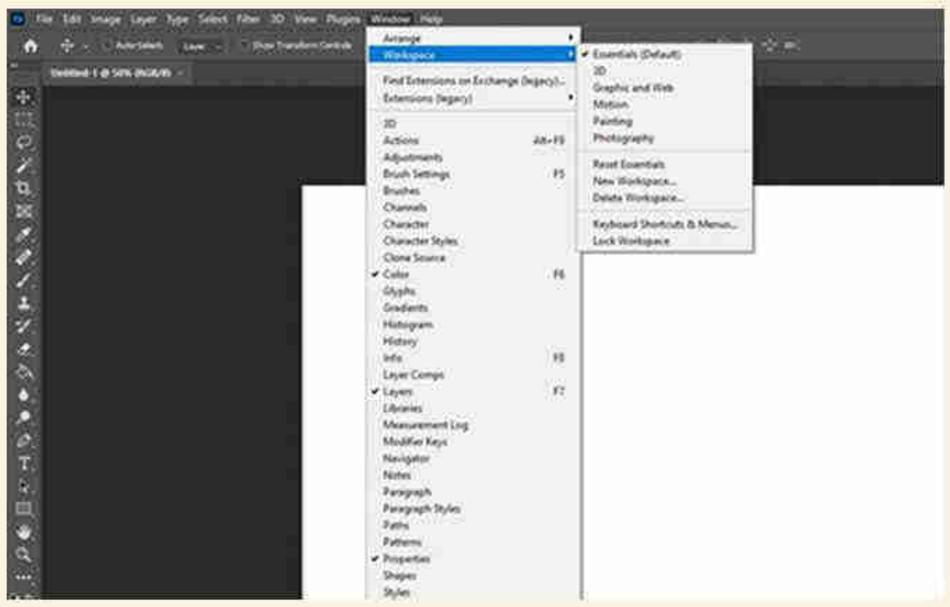


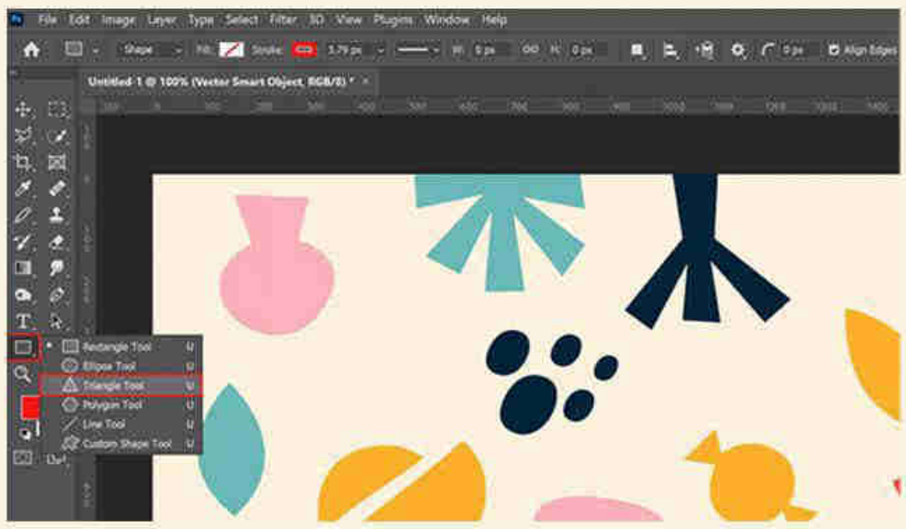


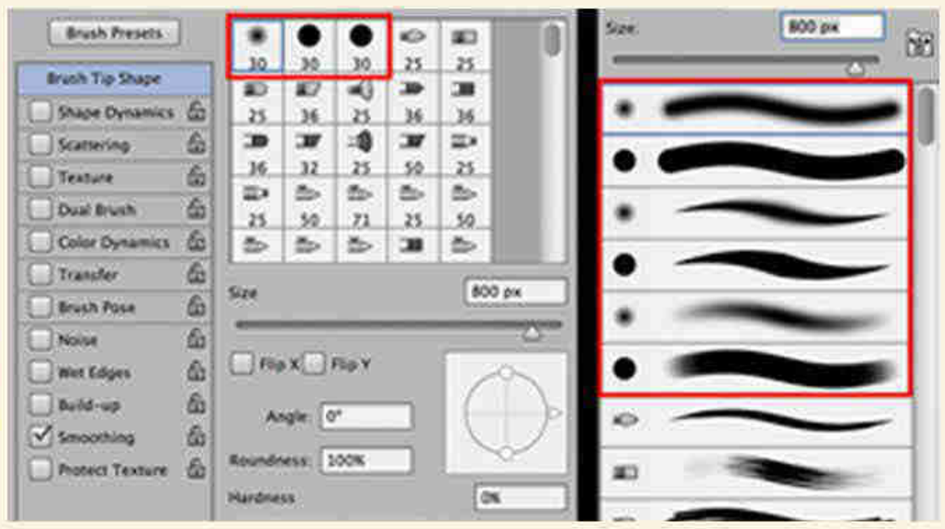
Session 02

Working With Tools



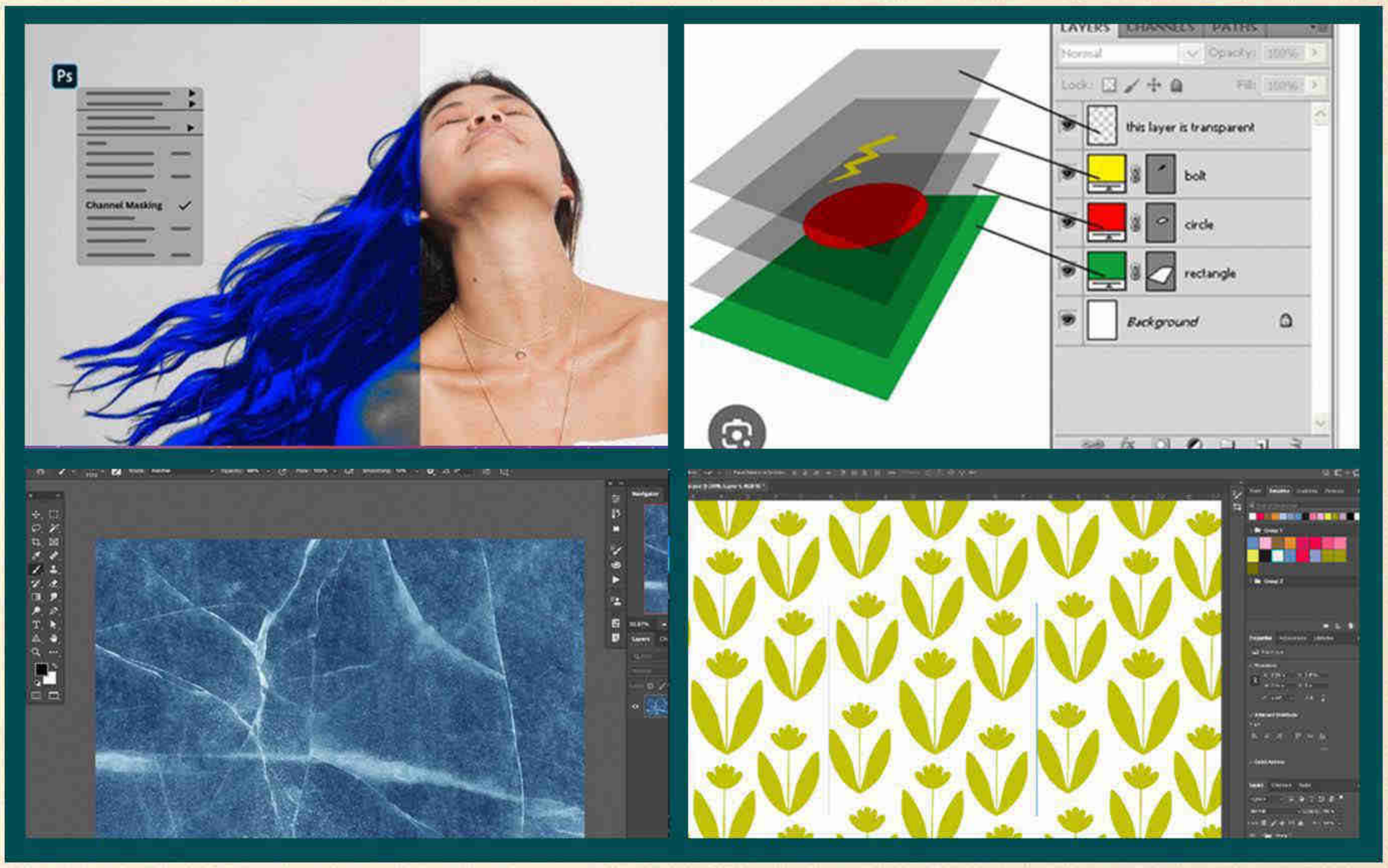






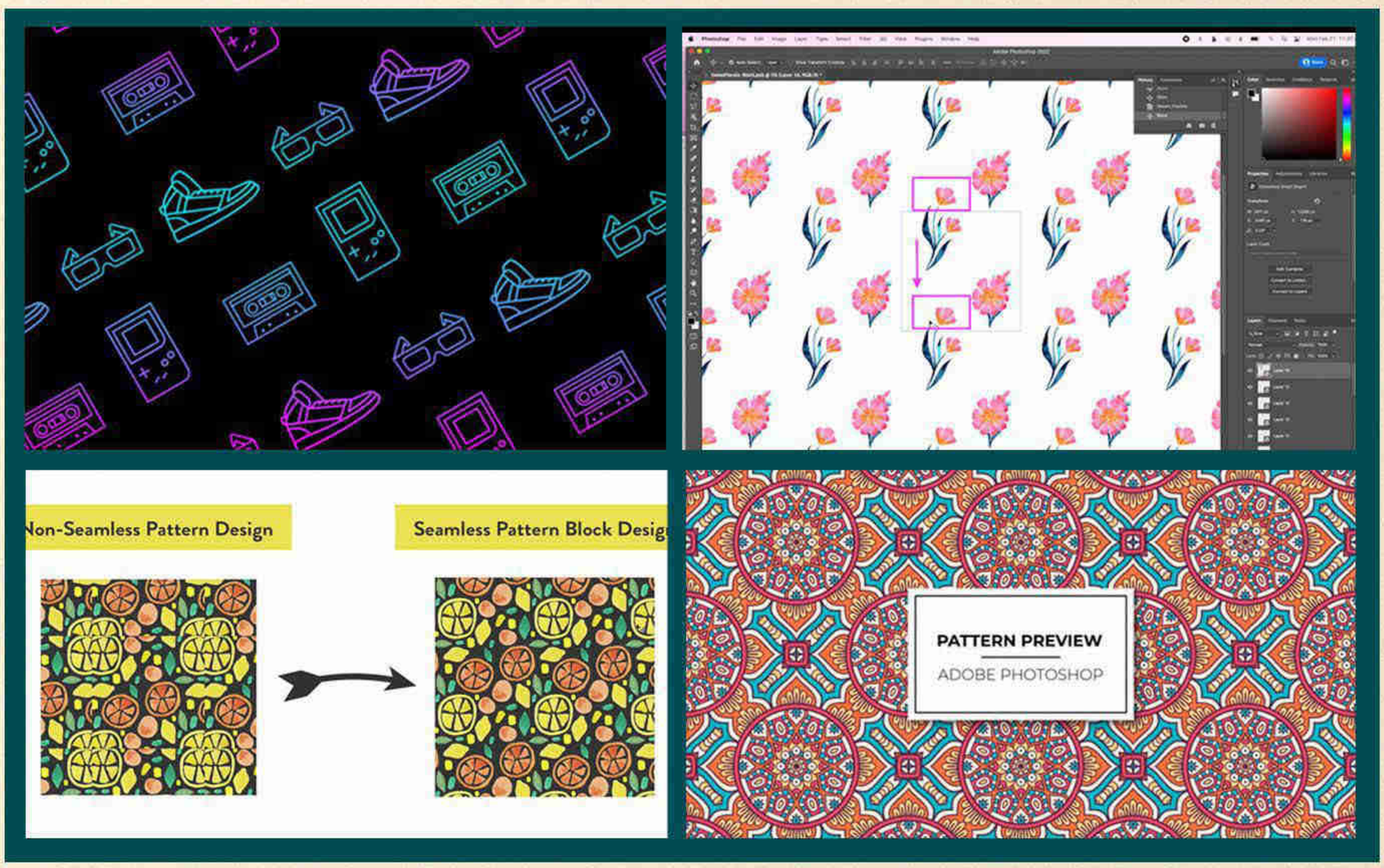
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Layers, Masks & Channel, Brush Tools, Patterns & Texture Creation



Session 04

Creating Motifs – Drawing & Editing

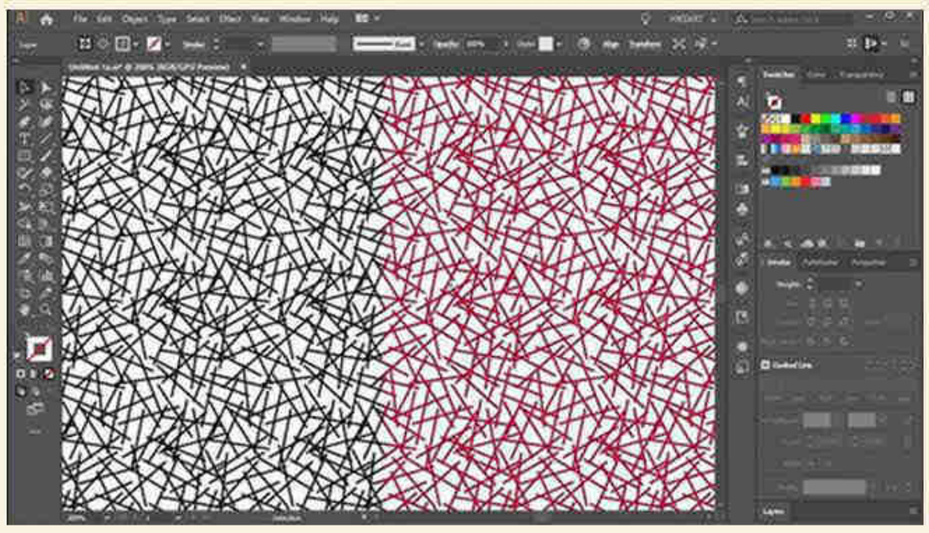


Session 05

Colour Theory & Adjustments









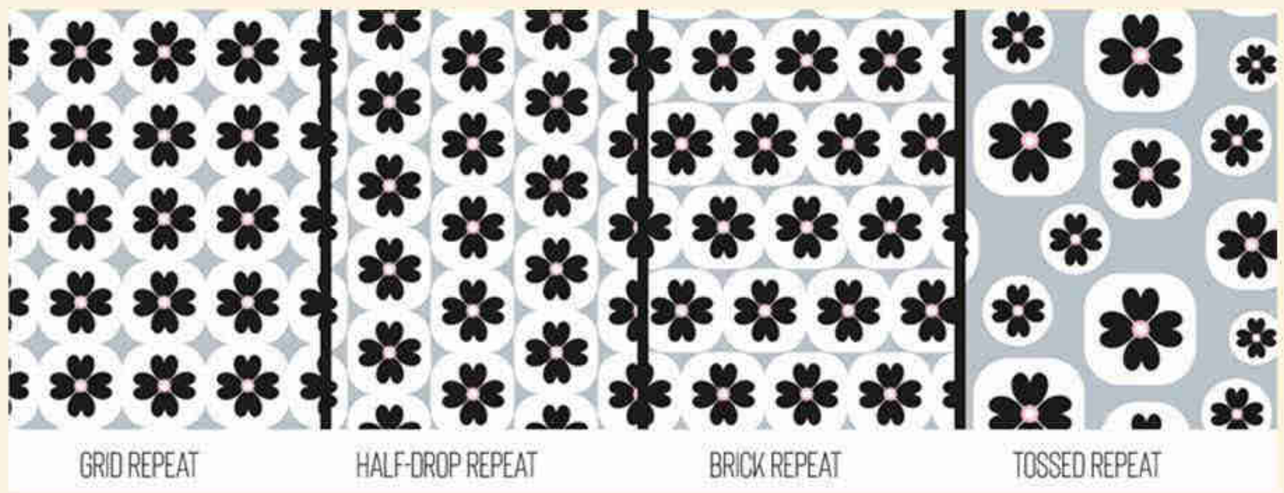
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Repeat Patterns – Technical Approaches



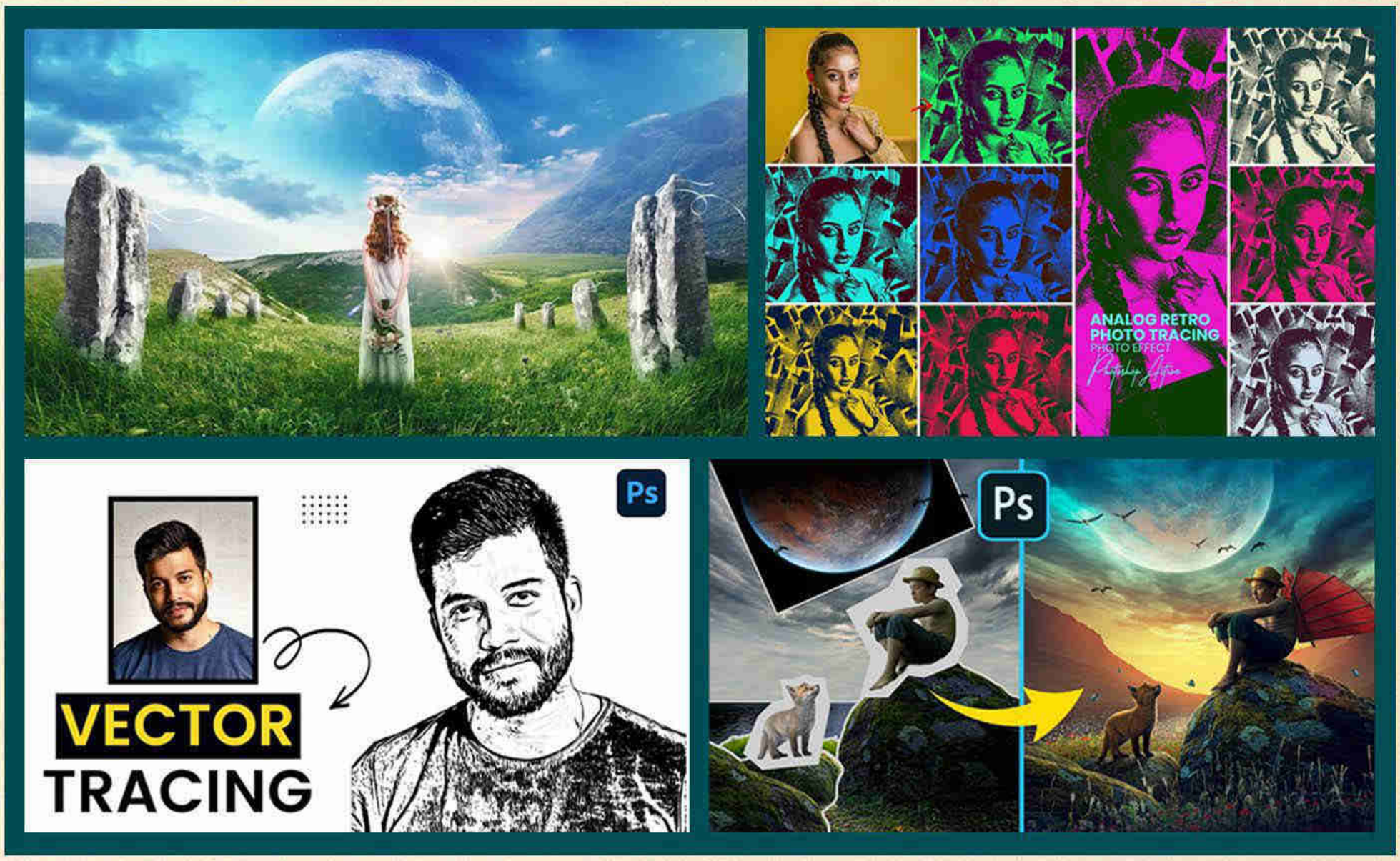






Session 07

Photographic Prints & Texture Manipulation



Session 08

Print Placement & Mock-Ups



IF YOU WILL UPGRADE TO LEVEL - 3

LEVEL 03

BUSINESS-BOUTIQUE BUILDER

Designed For Entrepreneurs & boutique owners, this level helps you scale your business, build a strong brand, manage a team, and turn your fashion skills into a sustainable, high-income venture.

COURSE OVERVIEW & STRUCTURE

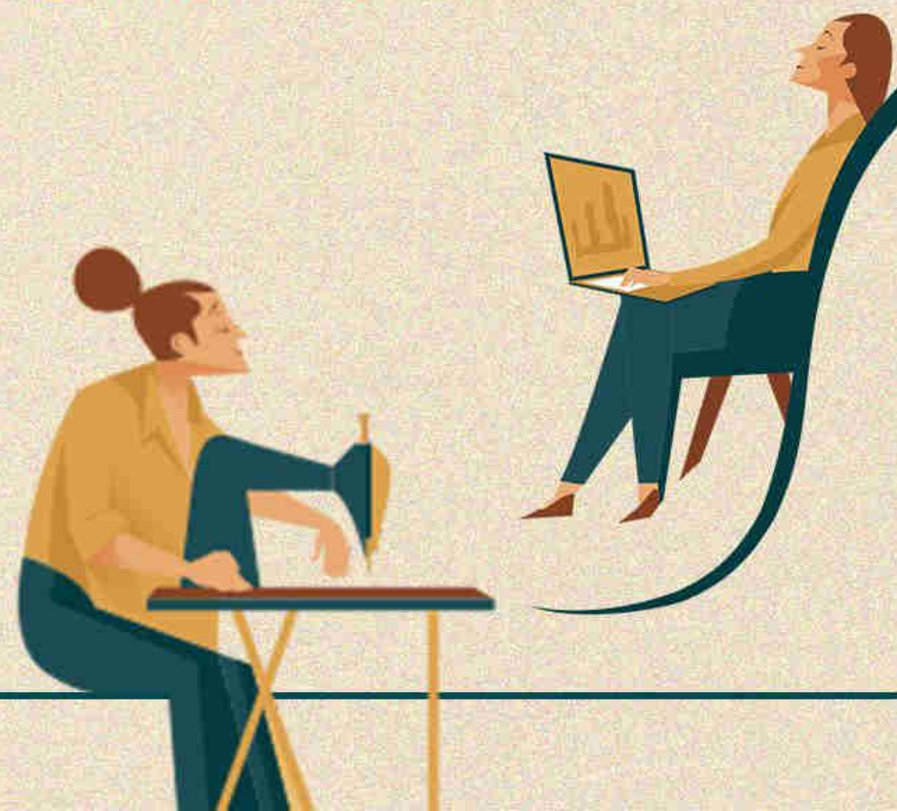
- TEXTILE
- EMBROIDERY
- SOCIAL MEDIA & DIGITAL MARKETING
- BUSINESS OPERATIONS
- PERSONALITY DEVELOPMENT
- GARMENT CONSTRUCTION
- ILLUSTRATION
- FASHION STYLING
- DRAPING
- FASHION MERCHANDISING
- COMPUTER-AIDED DESIGN (CAD)

BENEFITS

- Including level - 1 & 2
- RRC Club Community
- 4x Online Industry Visit
  live virtual exposure
- 2x Offline Meetup
  Connect in person with peers & mentors
- Fashion Show Participation
  Get a chance to showcase your designs

CAREER OPTIONS AFTER COURSE

- Build & Grow your own Sustainable Fashion Brand
- Set up a Manufacturing Unit
- Take Corporate orders
- Collaborate & Expand



Register Now

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LIVE FASHION TEXTILE MASTERY COURSE



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- **Session 10**
  Quality Control & Testing Methods.
- **Session 11**
  Leveraging Technology For Textile Design & Production.
- **Session 12**
  Case Studies in Textile Innovation & Business Success

Session 08 & 09

Tie And Dye Practical + Eco Print + Screen Printing



Tie & Dye



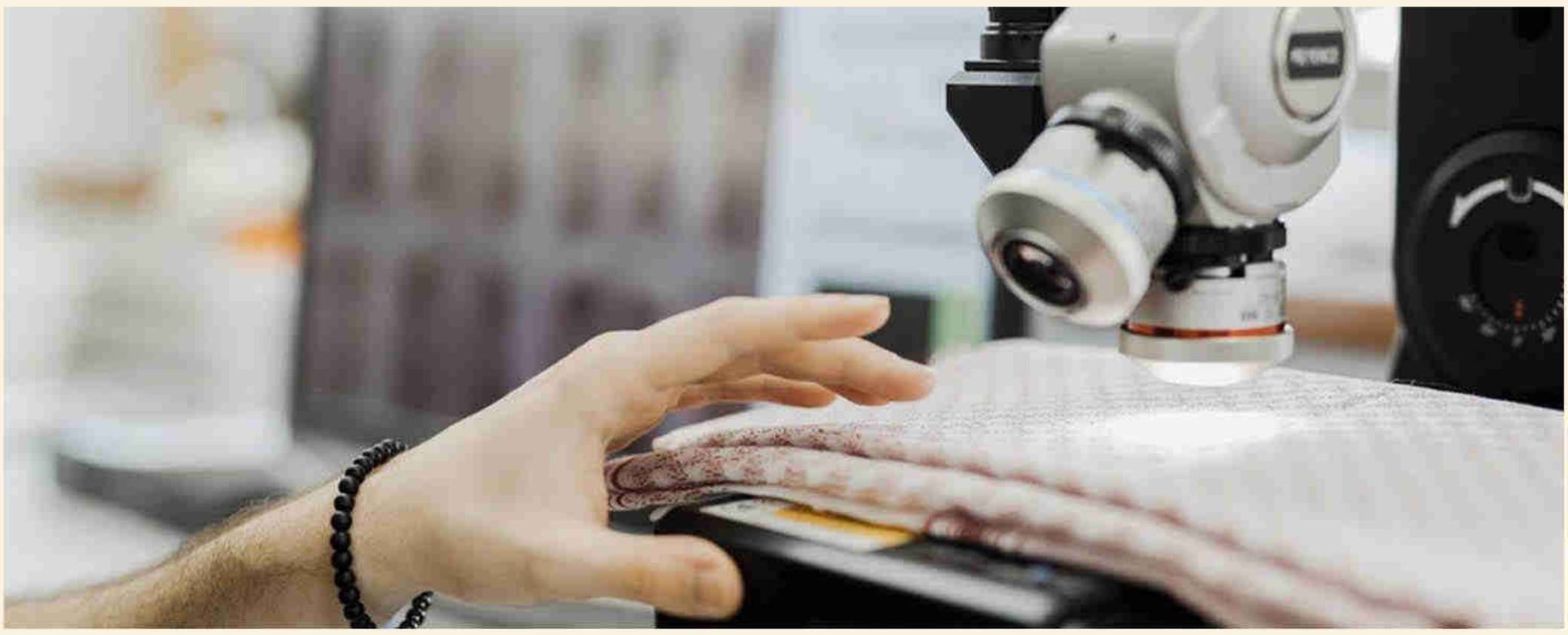
Eco Print



Screen Print

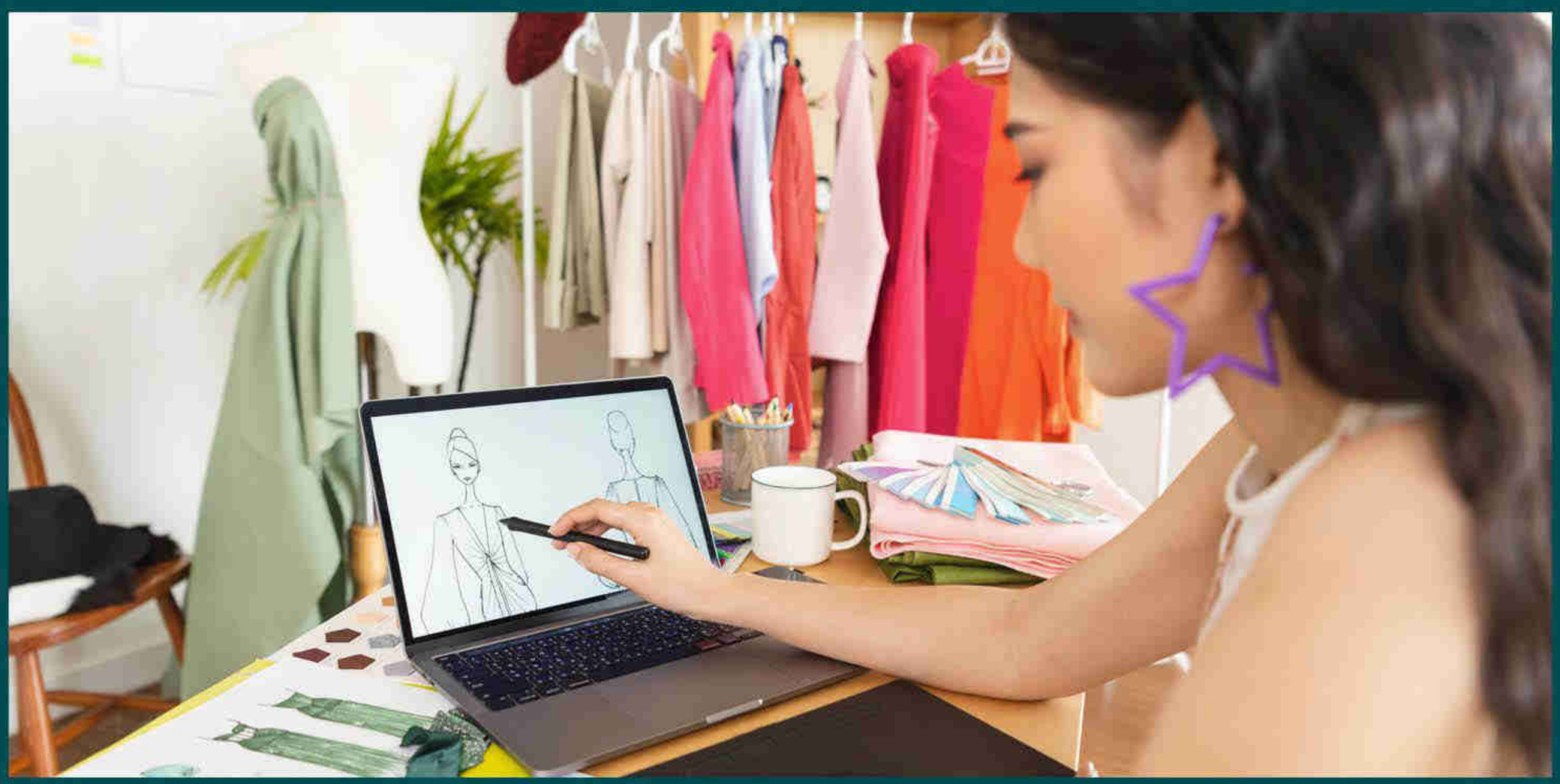
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Quality Control & Testing Methods



Session 11

Leveraging Technology For Textile Design & Production.



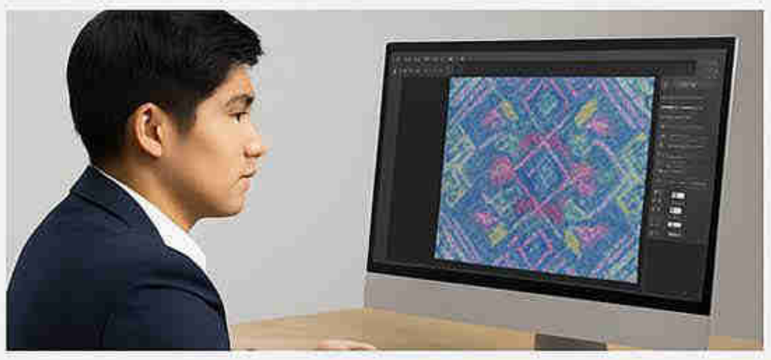
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Case Studies in Textile Innovation & Business Success

Case Studies in Textile Innovation and Business Success



Ecocitex (Chile):
Making Eco-Yarn from Textile Waste



Aokumo & Toyoshima (Japan):
AI for Textile Design



Evrnu & Zara:
Using Nucycl® Technology



Ôshadi Collective (India):
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LIVE FASHION MASTERY COURSE

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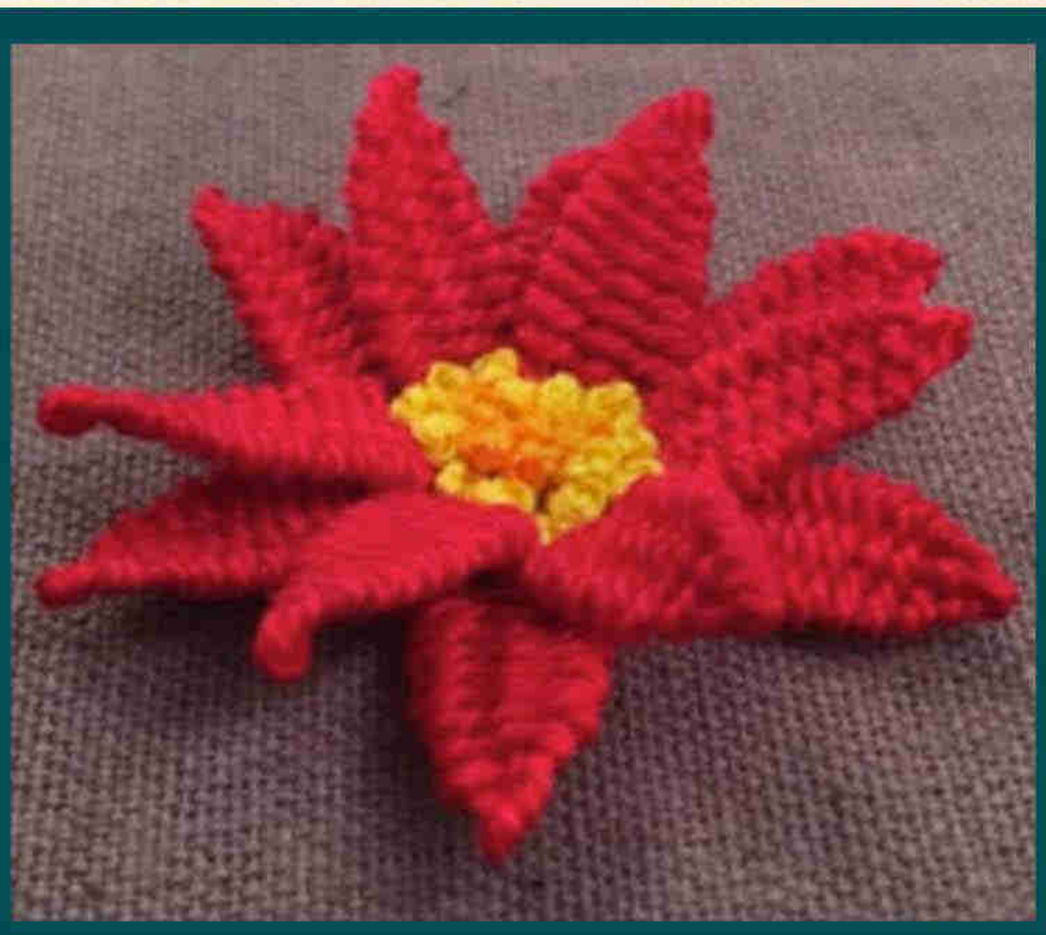
  State Embroideries : Chikankari (Lucknow), Banjara (Mixed Art), Kasida (Kashmir), Ribbon Work, 3D Bead Work

- **Session 10**

  Detailed Lecture Through Samples : How To Use Embroideries On Different Garments

Session 08

4 Advanced Embroidery Stitches



Picot Stitch



Flower petal with needle weave



Rose With Needle Weaving Bar Stitch



Flower Using Fork

Session 09

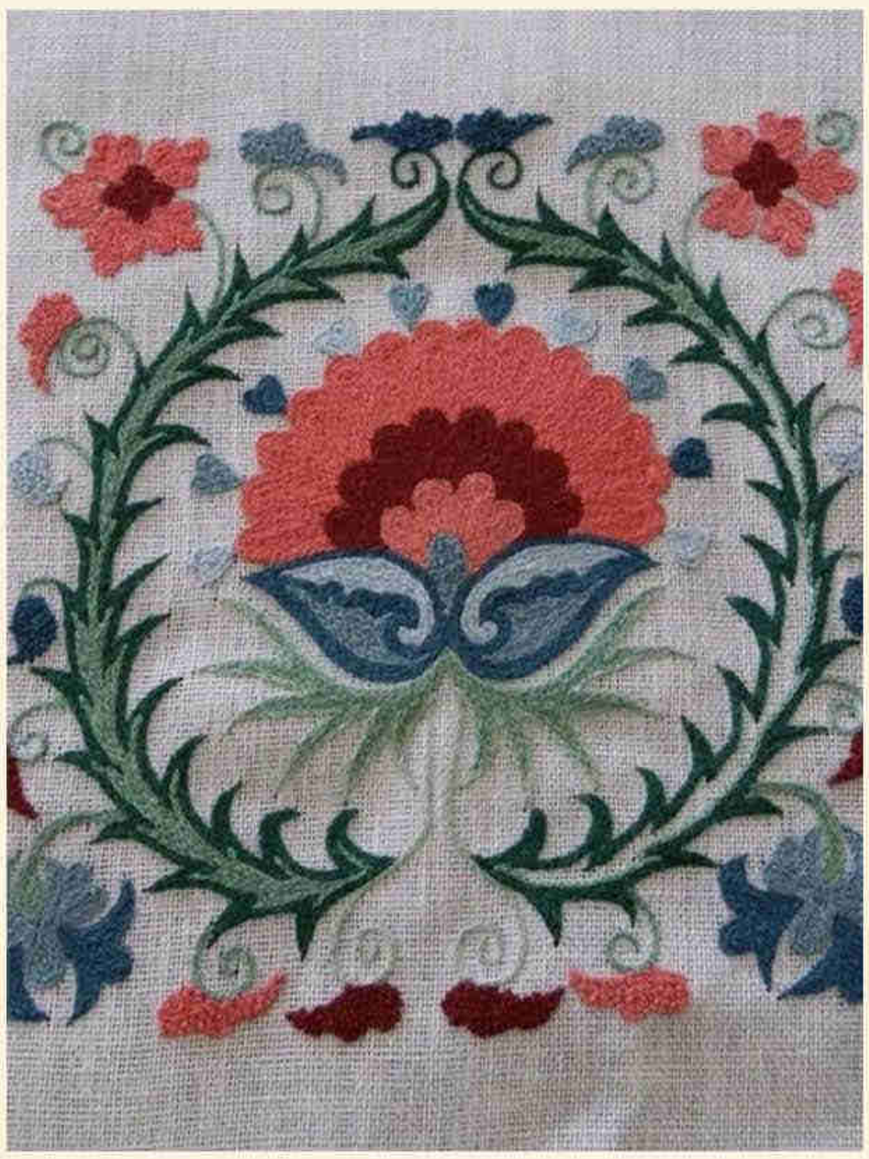
State Embroideries : Chikankari (Lucknow), Banjara (Mixed Art), Kasida (Kashmir), Ribbon work, 3D bead work



Chikankari



Banjara



Kasida

Ribbon Work



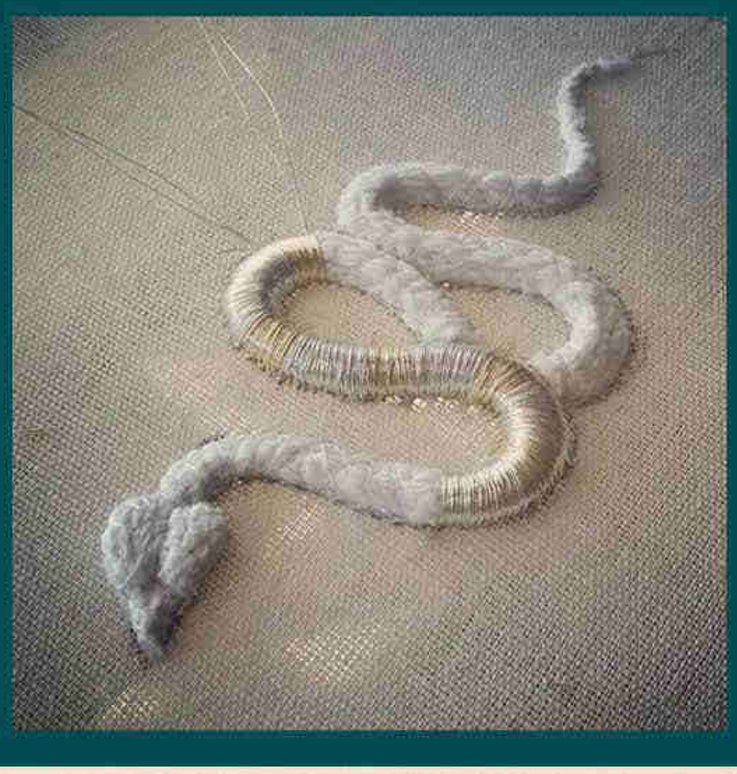
Chikankari



Banjara

3D Bead Work







Session 10

Detailed Lecture Through Samples: How to Use Embroideries on Different Garments











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SOCIAL MEDIA & DIGITAL MARKETING

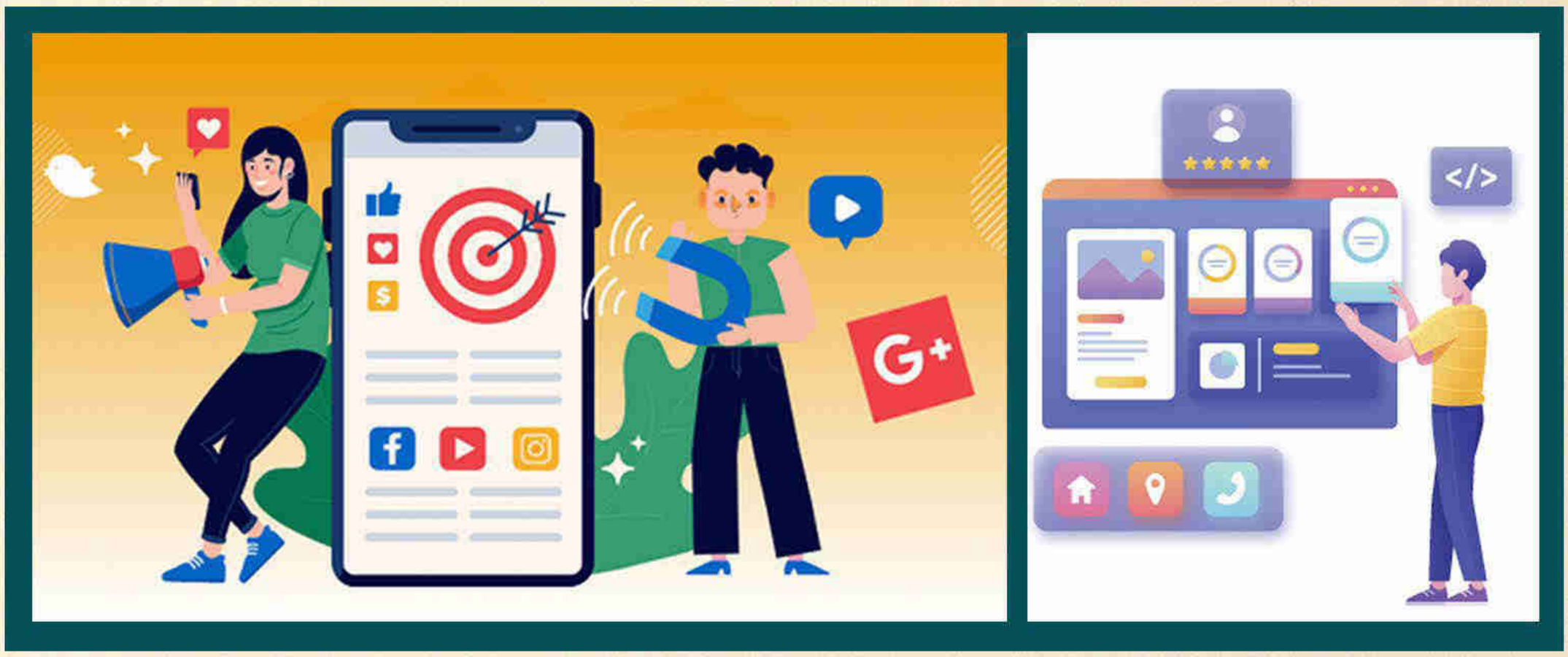


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  Google Analytics
- **Session 18**
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- **Session 19 & 20**
  Digital Marketing Blueprint For Business & Case Studies

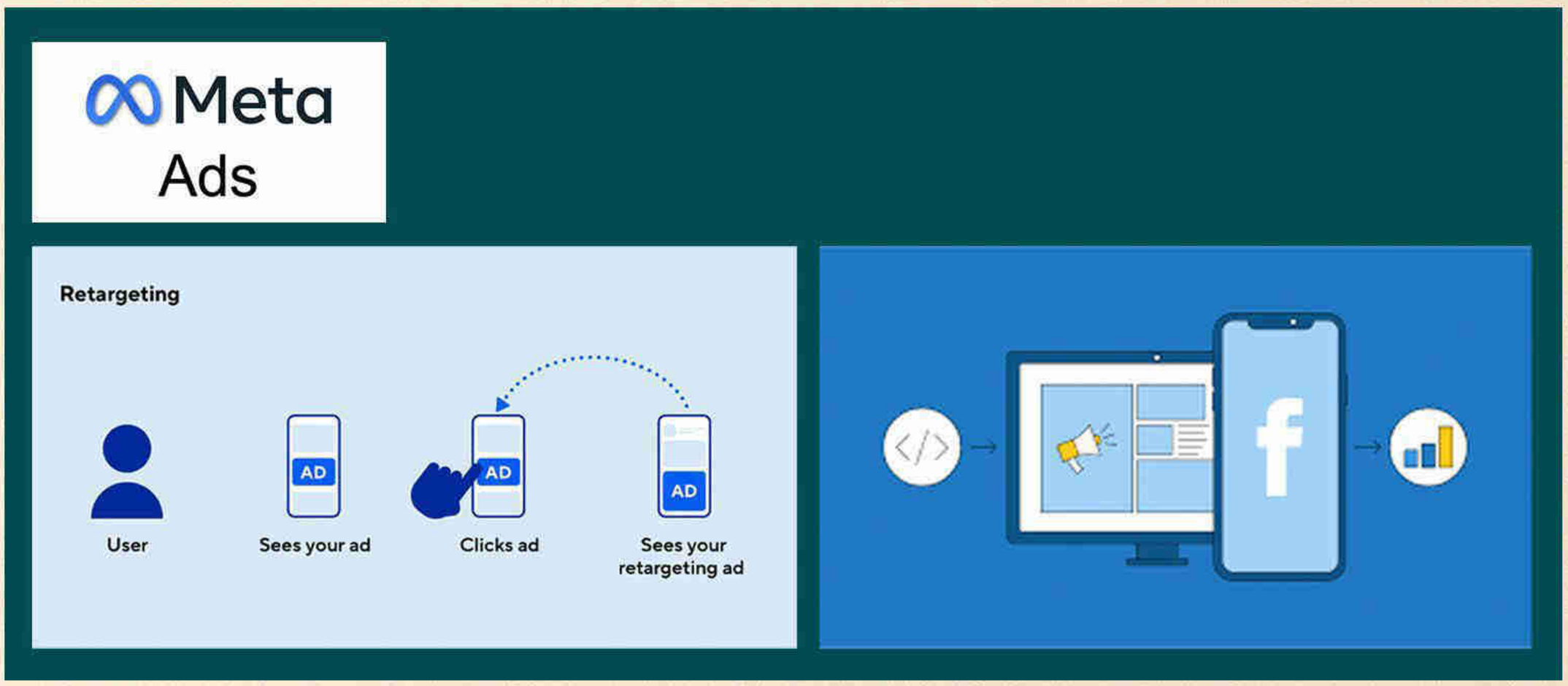
Session 15

Website Overflow & Influencer Marketing



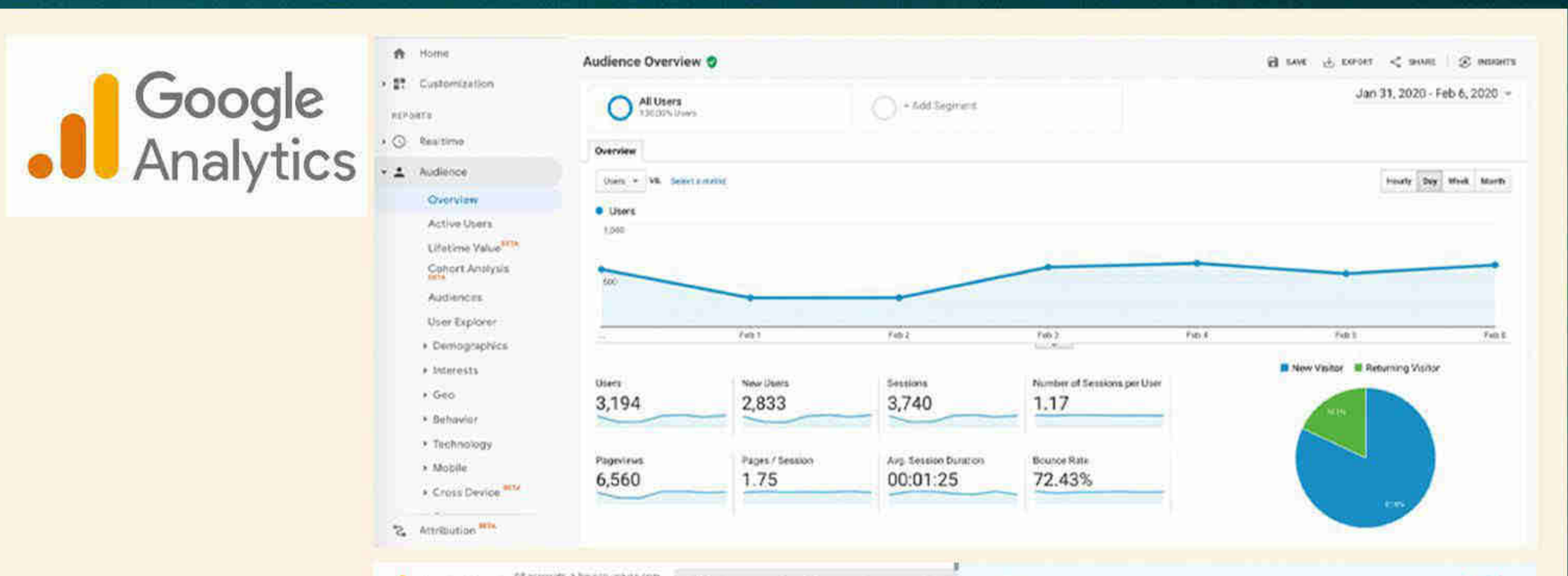
Session 16

Retargeting Meta Ads & FB Pixel



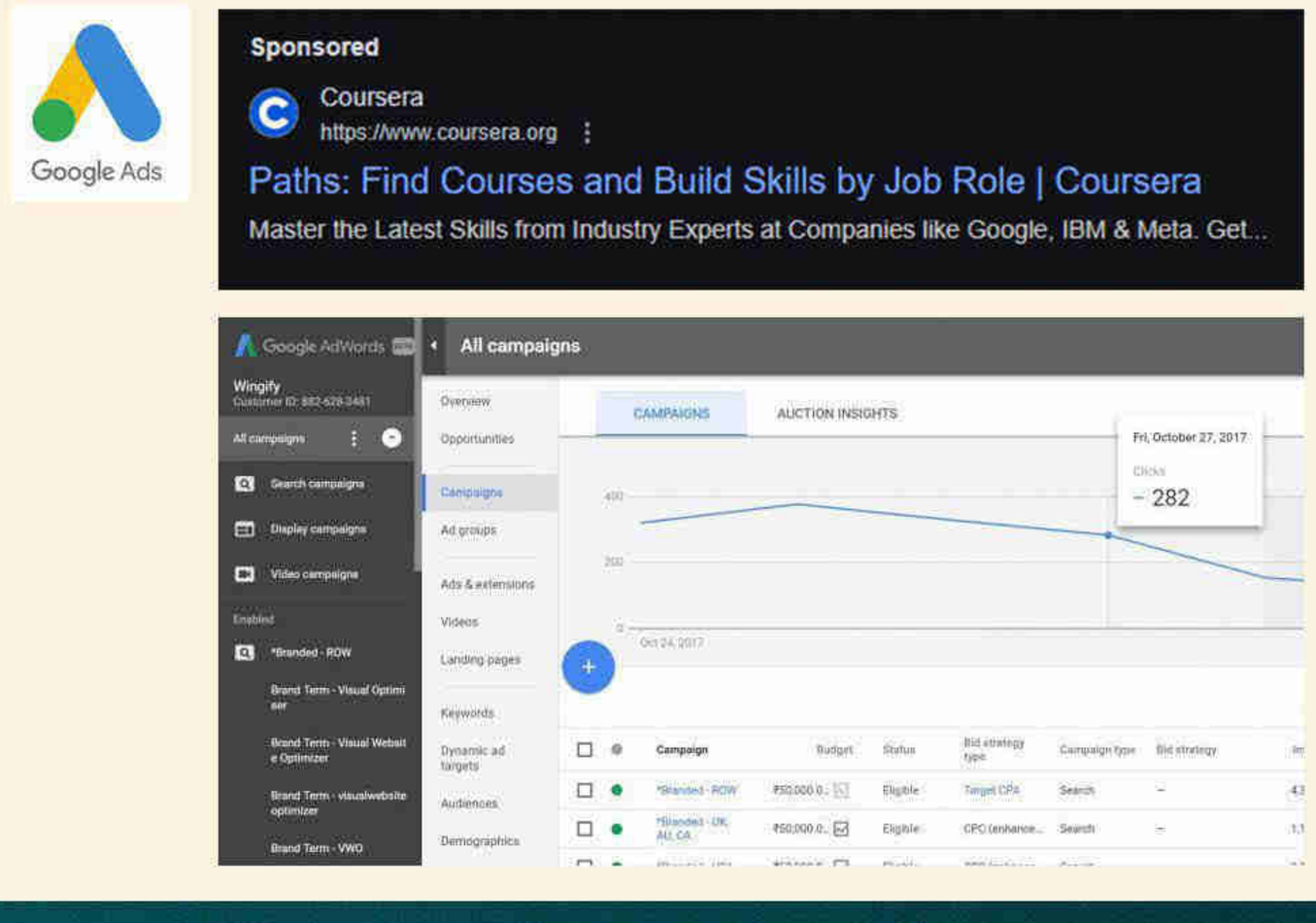
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Session 08

Funding & Financial Planning



Session 09

Risk & Team Management



Session 10

Growth Marketing & Brand Positioning For Expansion



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  Take Massive Action – From Idea to Execution

Session 09

Building Self-Confidence



Session 10

Breaking The Emotional Loop Of Fear, Doubt & Delay



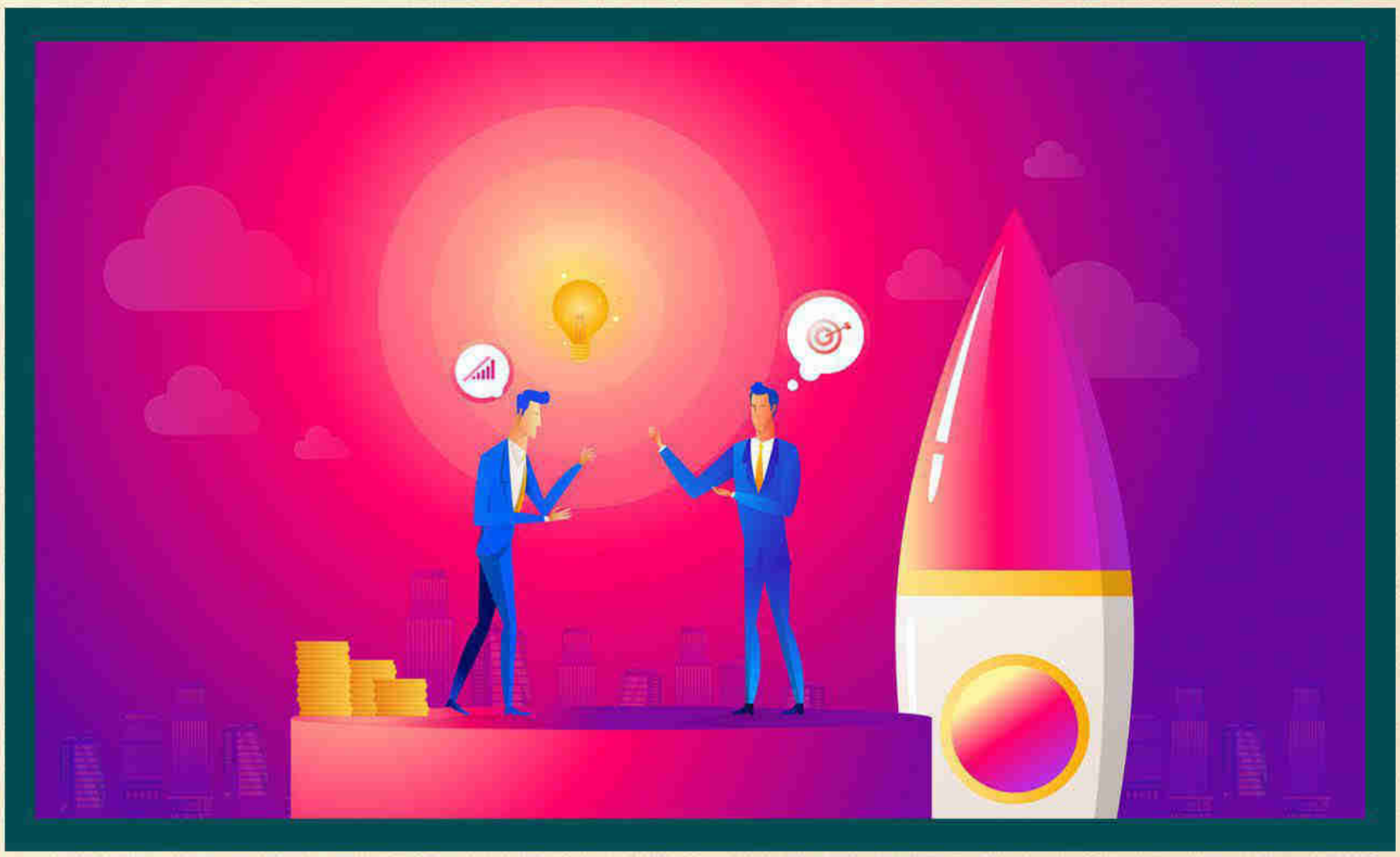
Session 11

Visioning & Goal Setting For The Next 3 Years



Session 12

Take Massive Action – From Idea to Execution



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GARMENT CONSTRUCTION



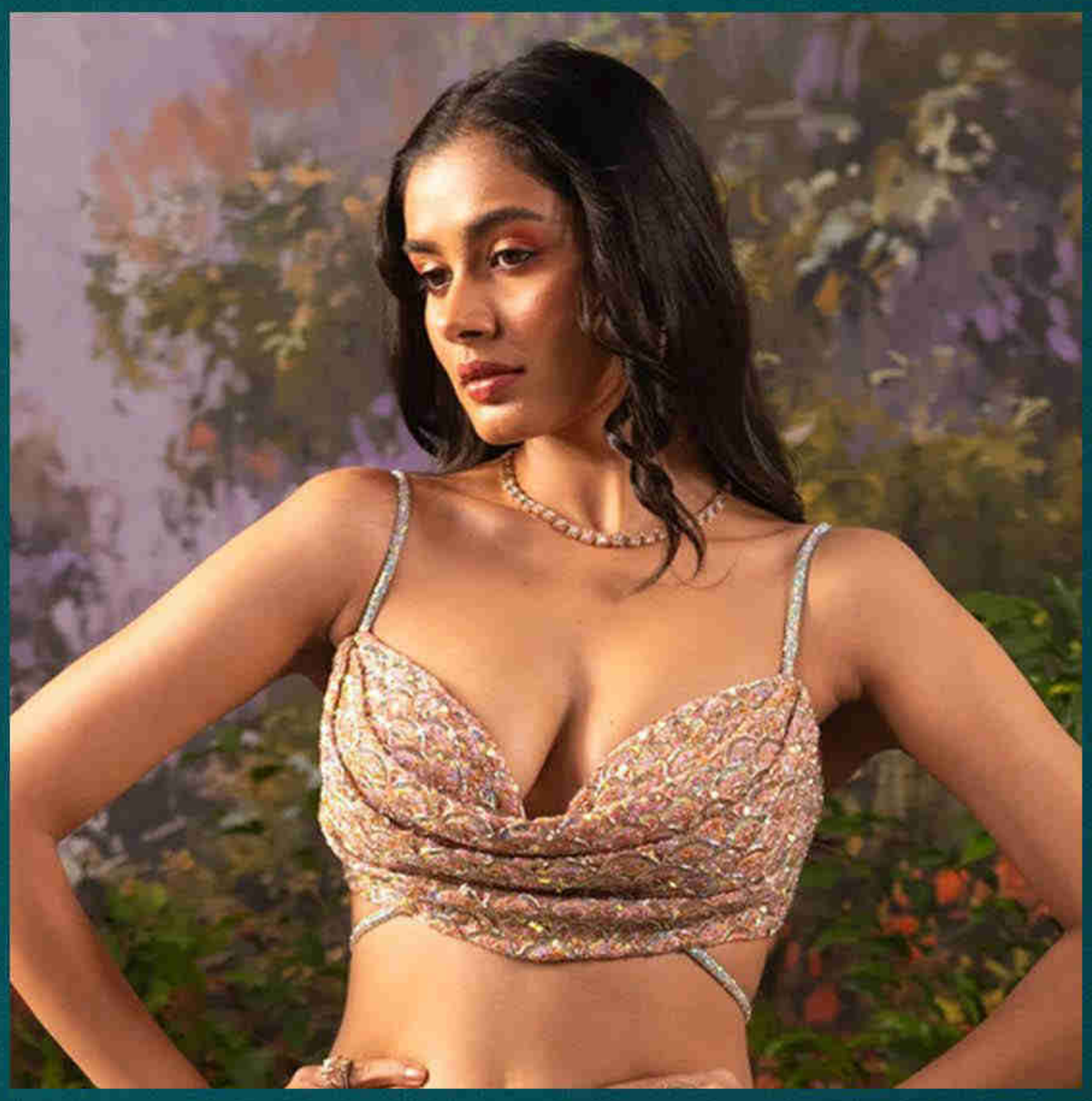
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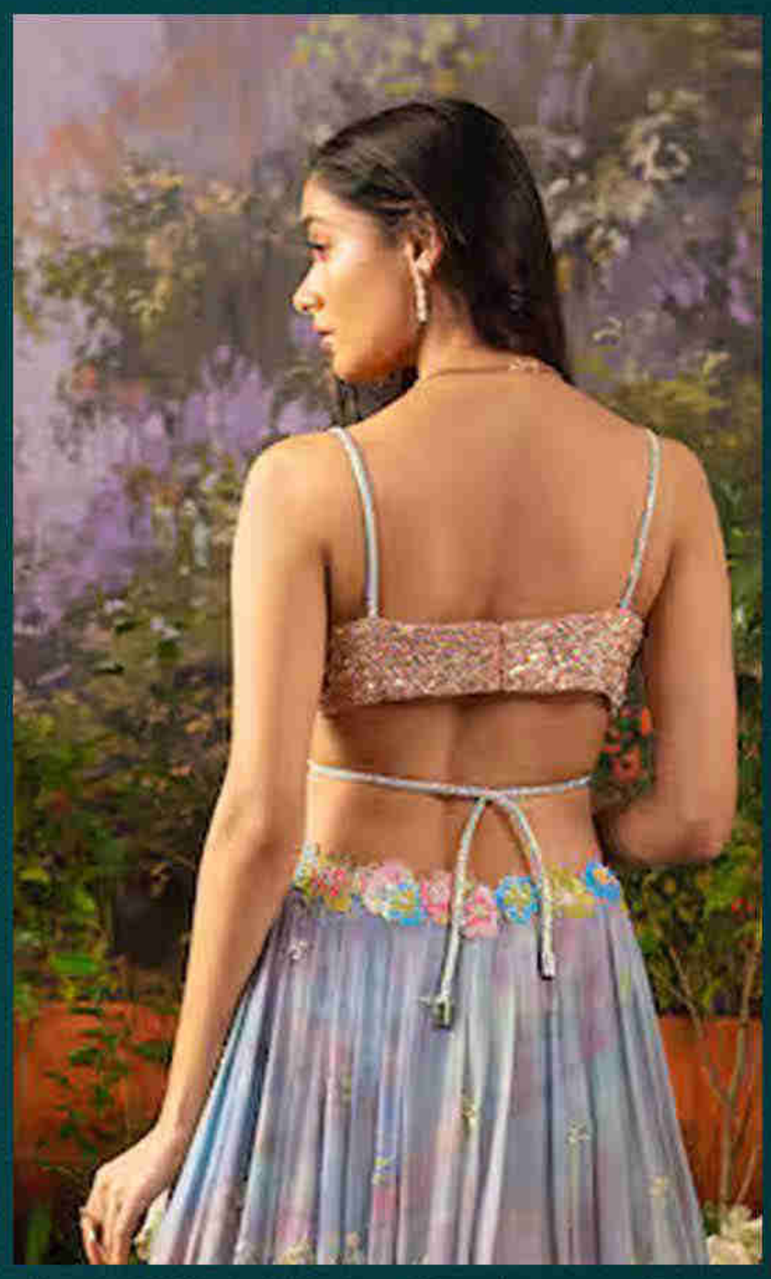
- The Art Of Blouse Mastery
- Western Silhouettes
- Occasion Wear

THE ART OF BLOUSE MASTERY

- Cowl Tube
- Rose Petal Tube
- Tassel Halter Neck Blouse
- Horseshoe Neck Blouse
- Sabyasachi Blouse
- Rajwadi Backless Peplum Blouse
- Long Corset [Rec.]

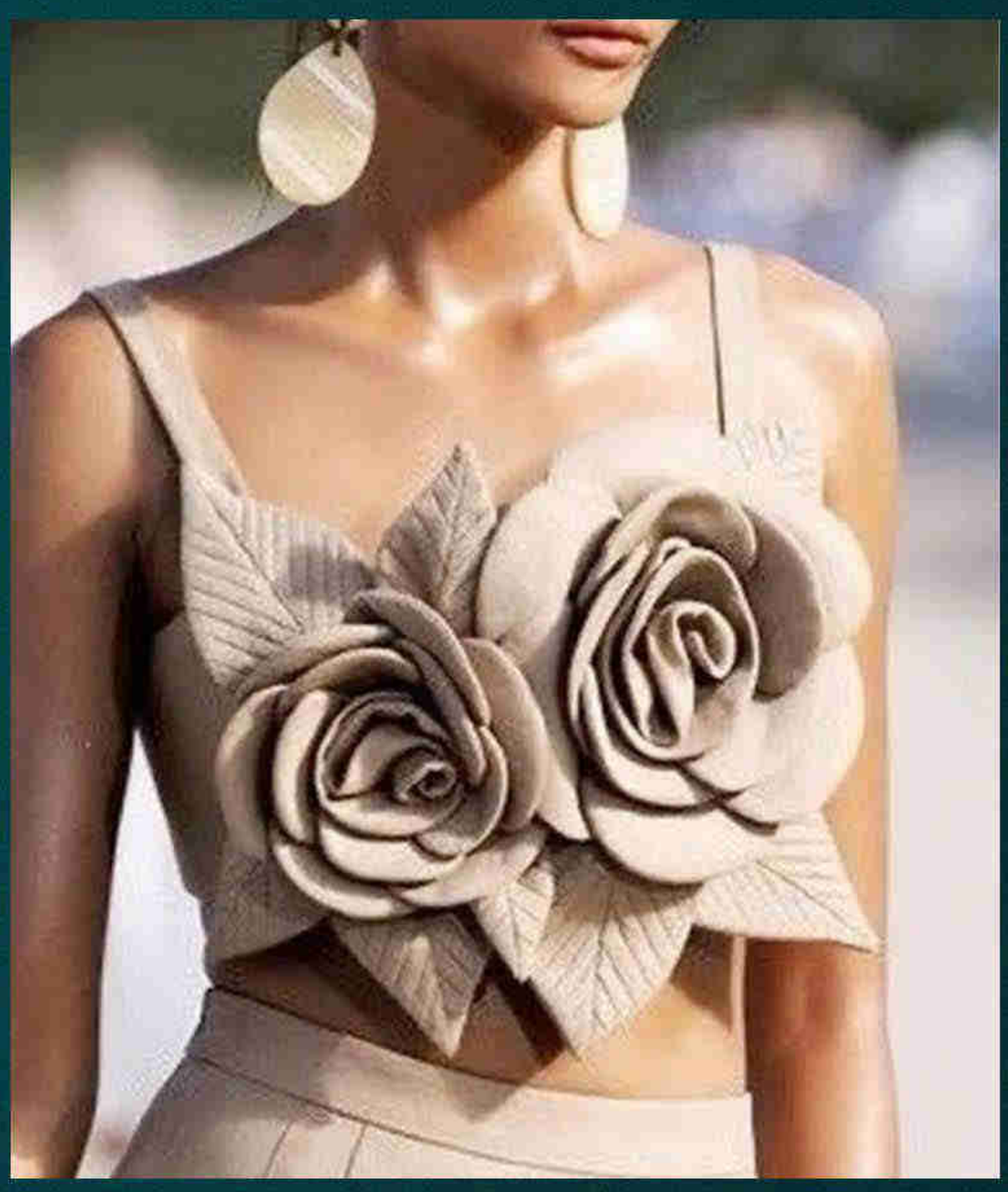
Cowl Tube





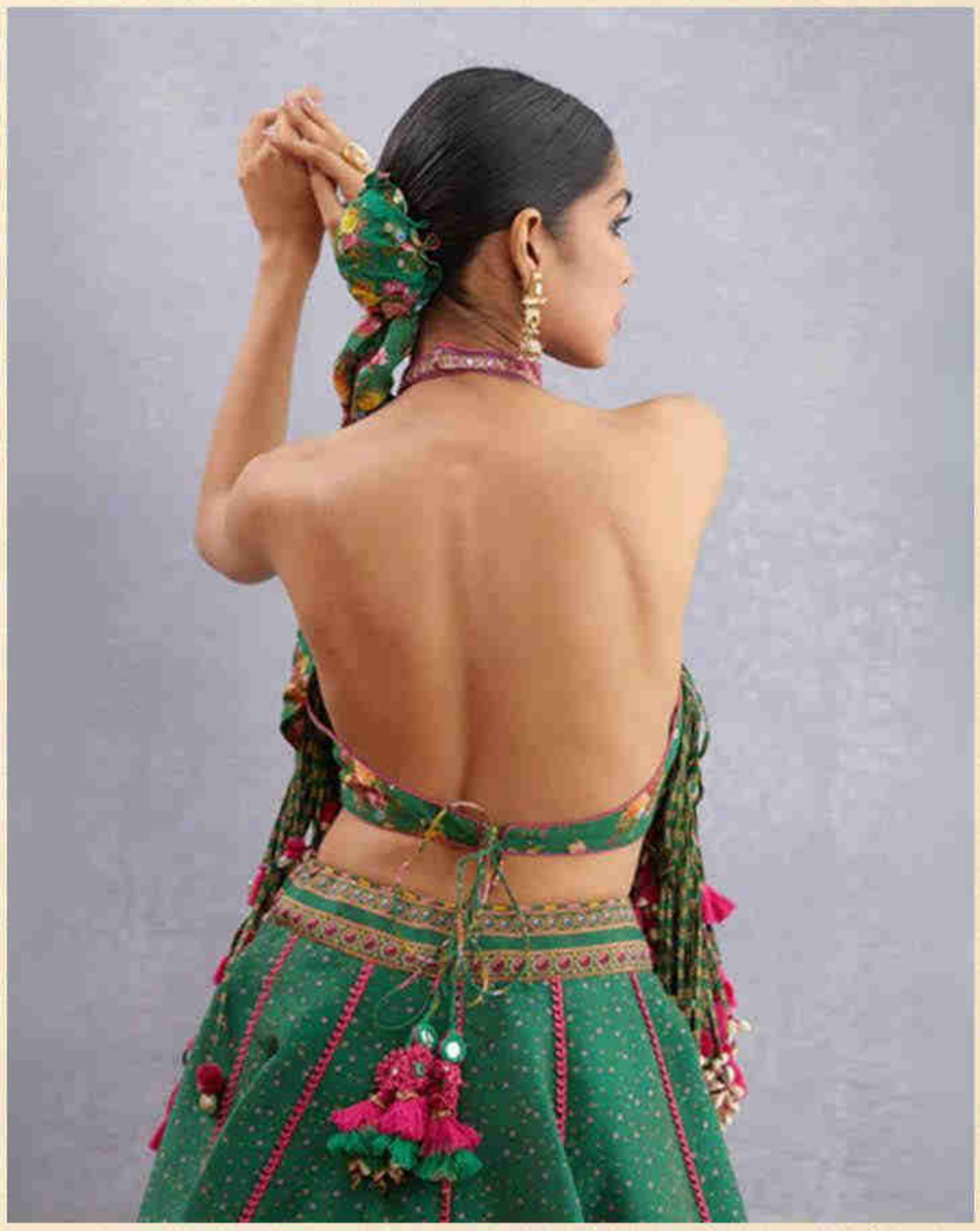
Rose Petal Tube





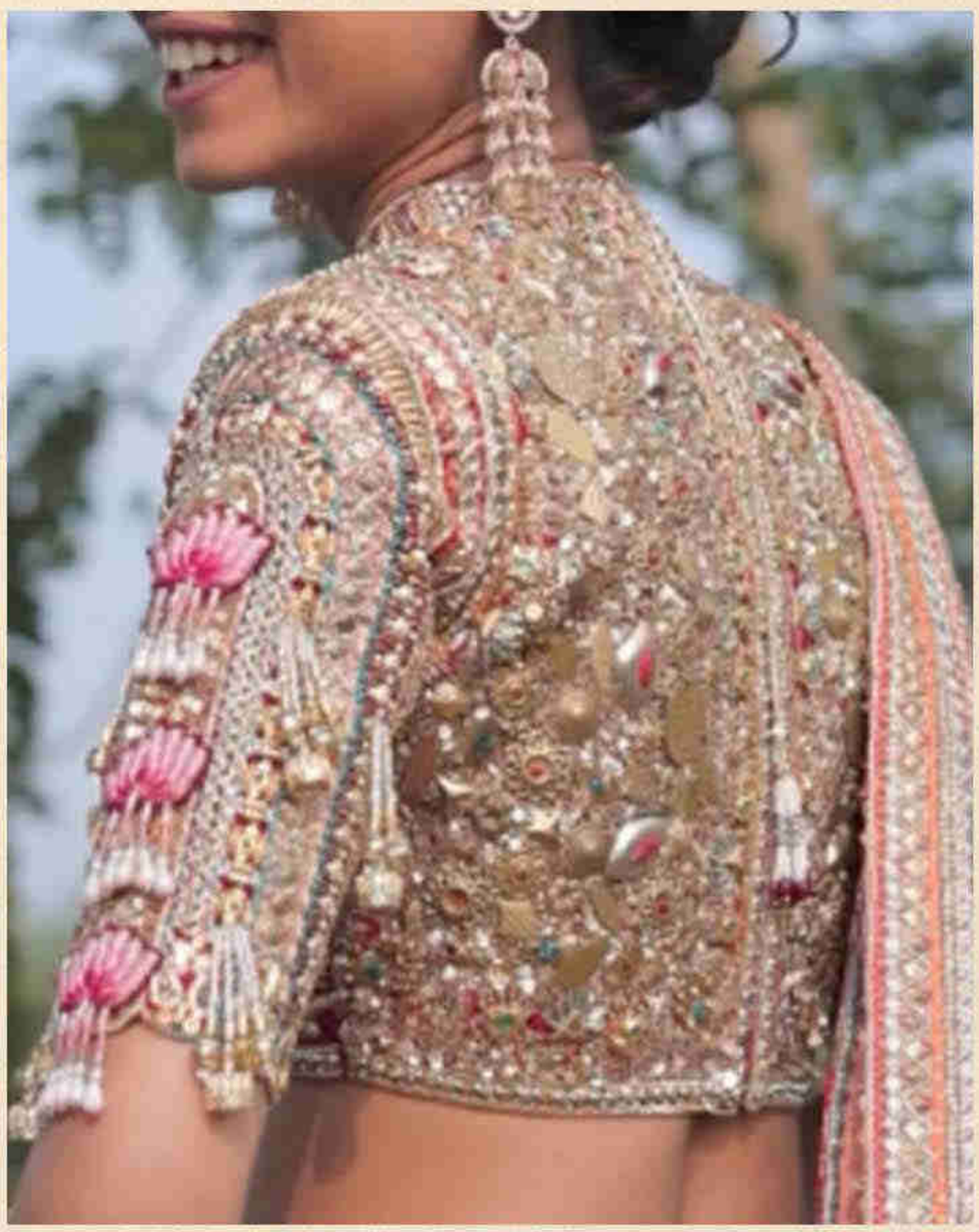
Tassel Halter Neck Blouse



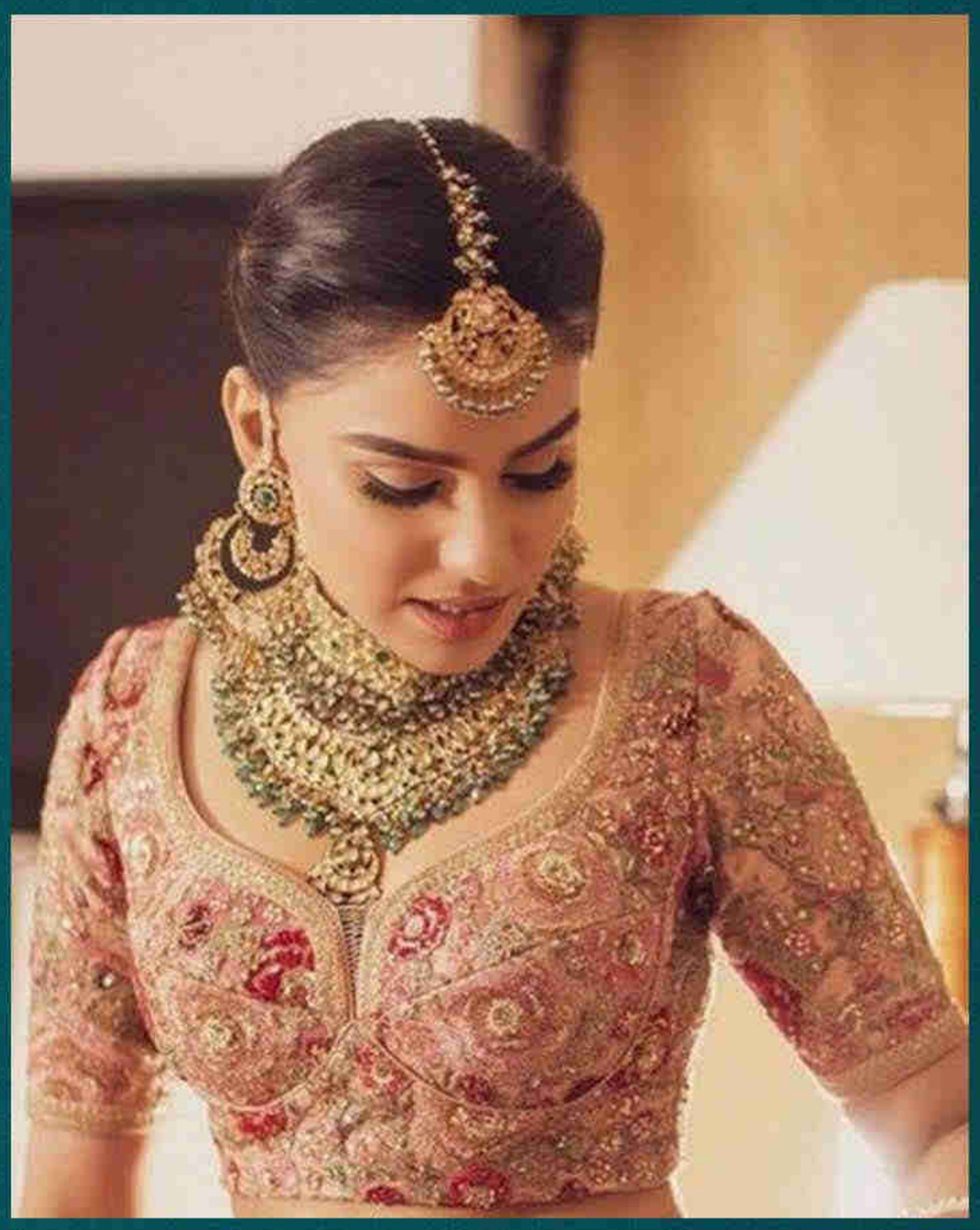


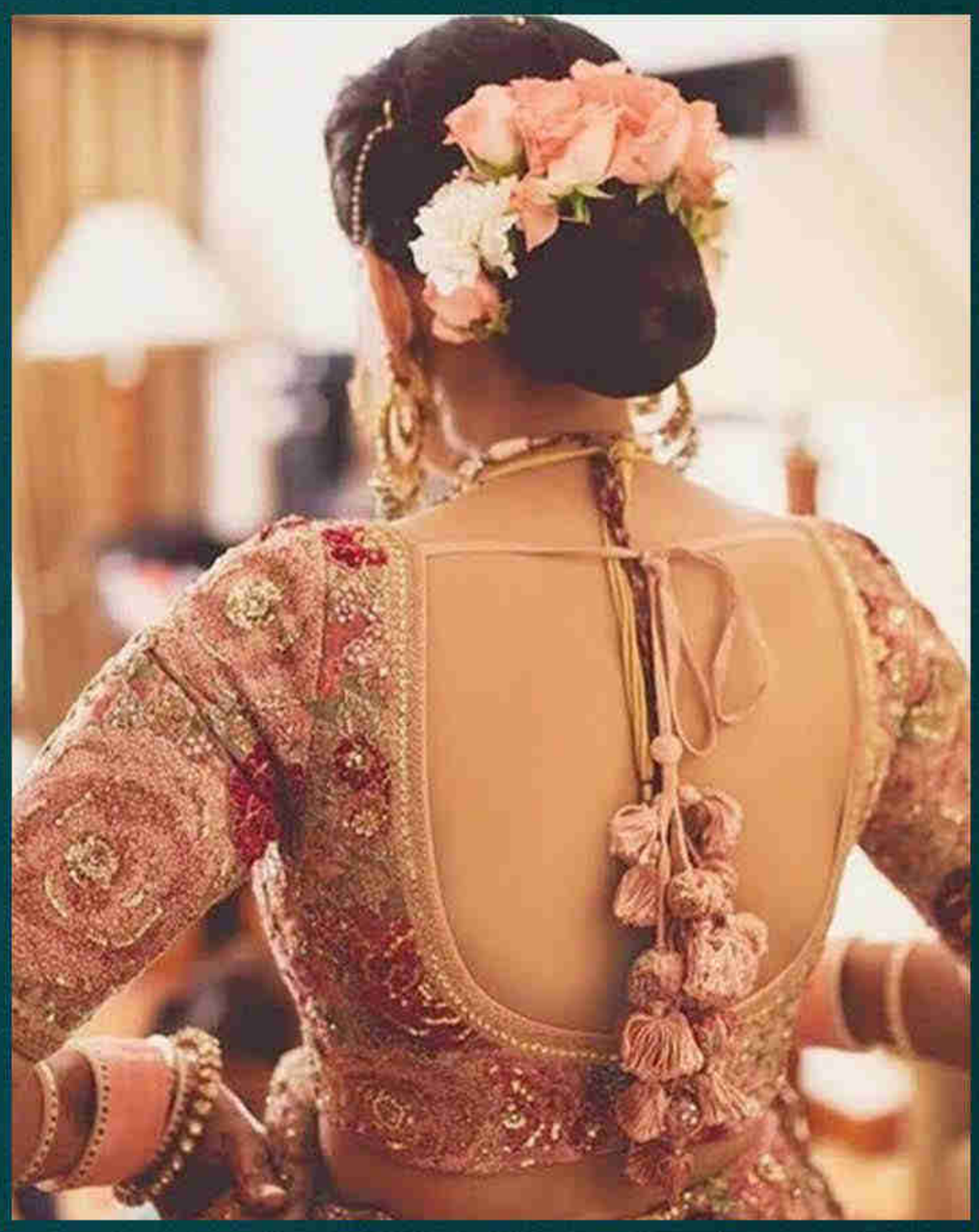
Horseshoe Neck Blouse



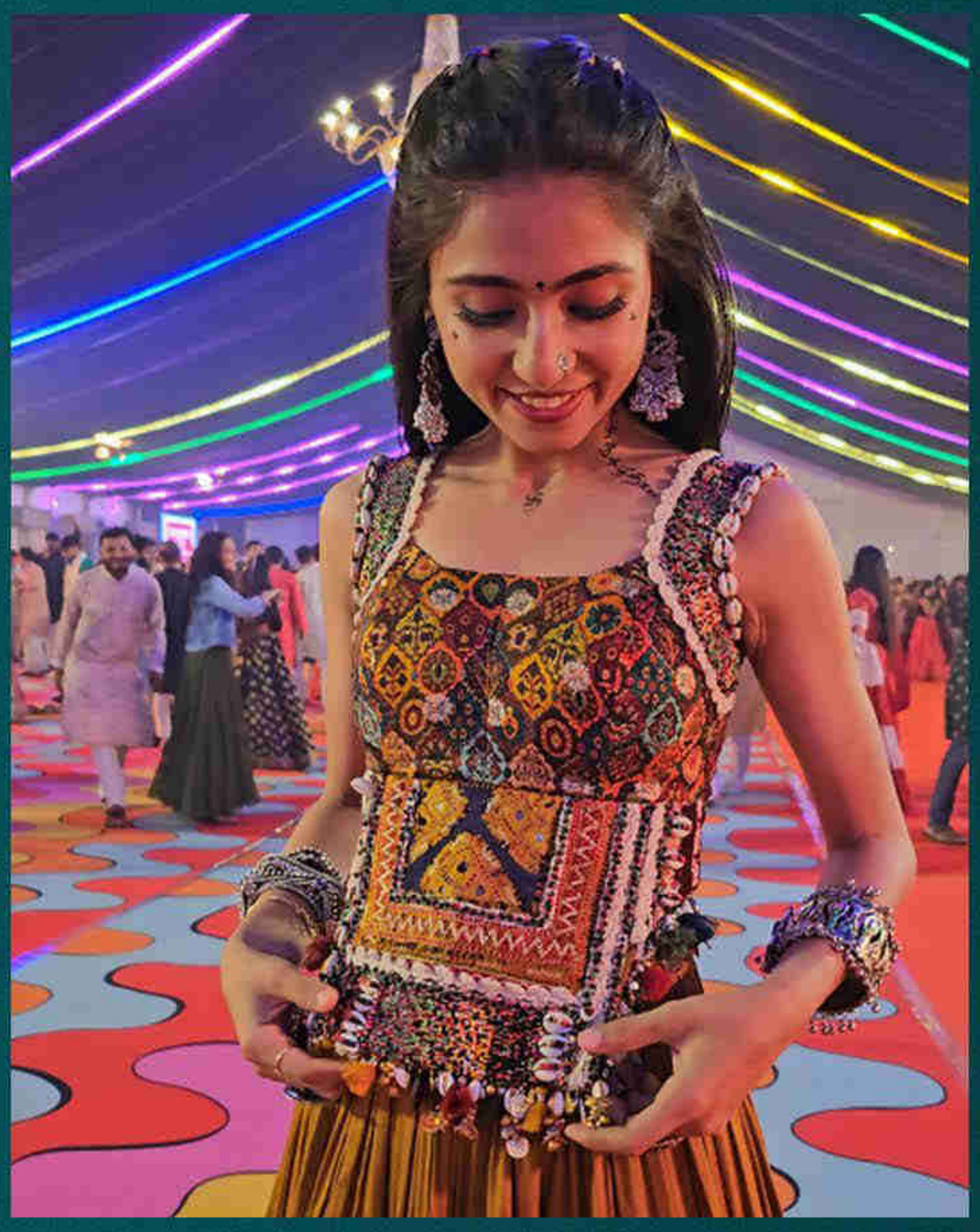


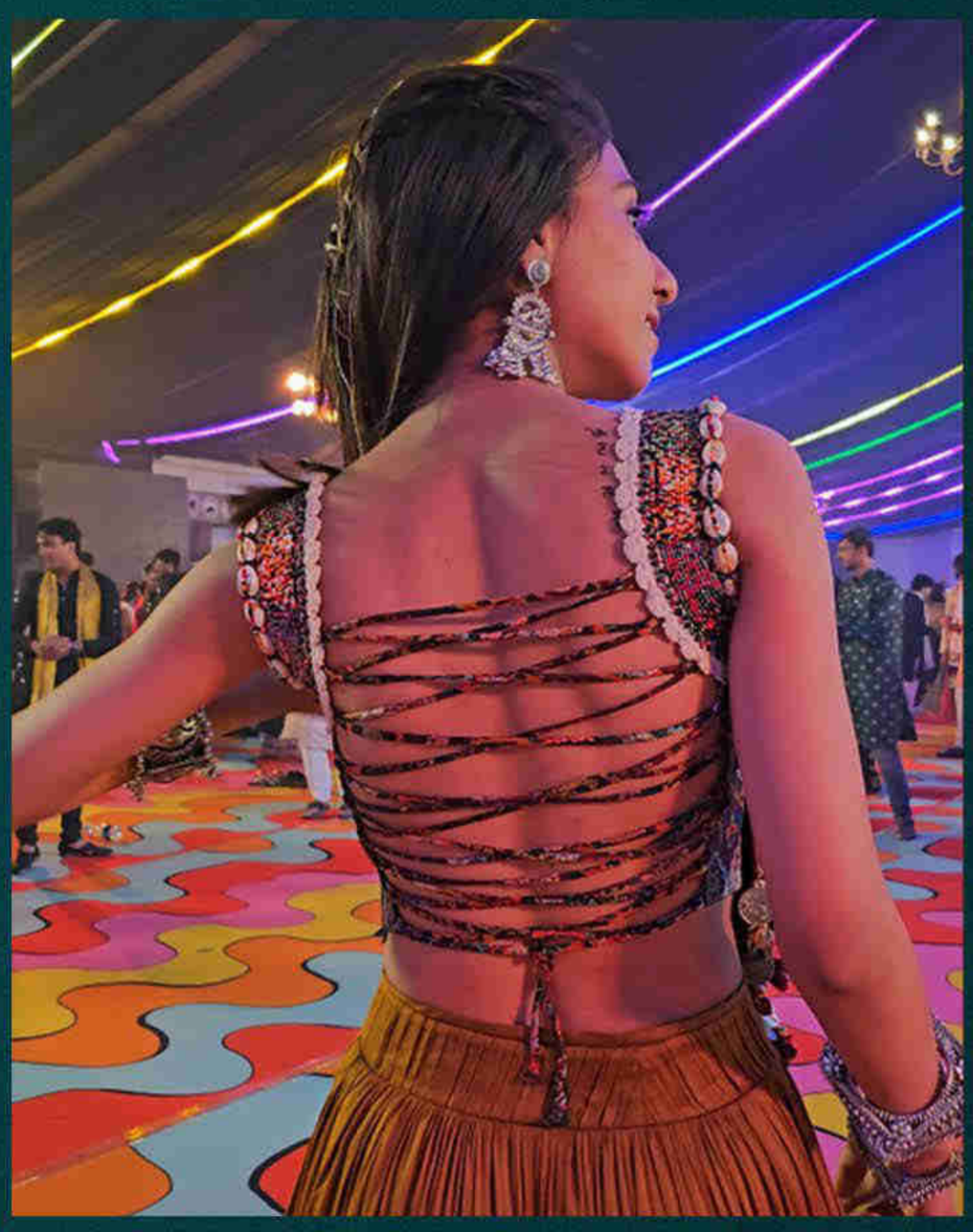
Sabyasachi Blouse





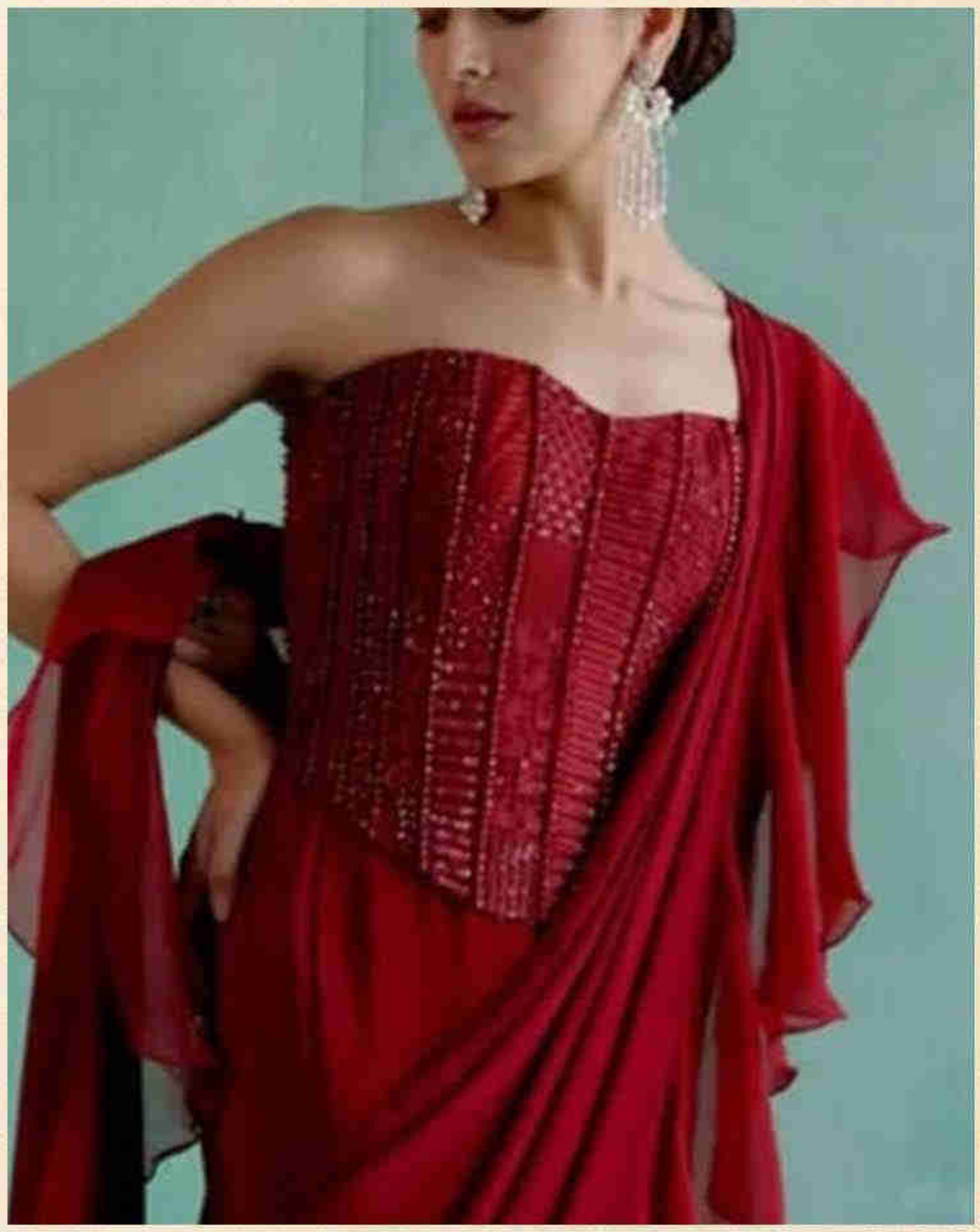
Rajwadi Backless Peplum Blouse





Long Corset [Rec.]





WESTERN SILHOUETTES

- **Professional Blazer [Rec.]**
- **Self Drapping (Party Wear Outfit)**

- **Professional Blazer**



- **Self Draping (Party Wear Outfit)**

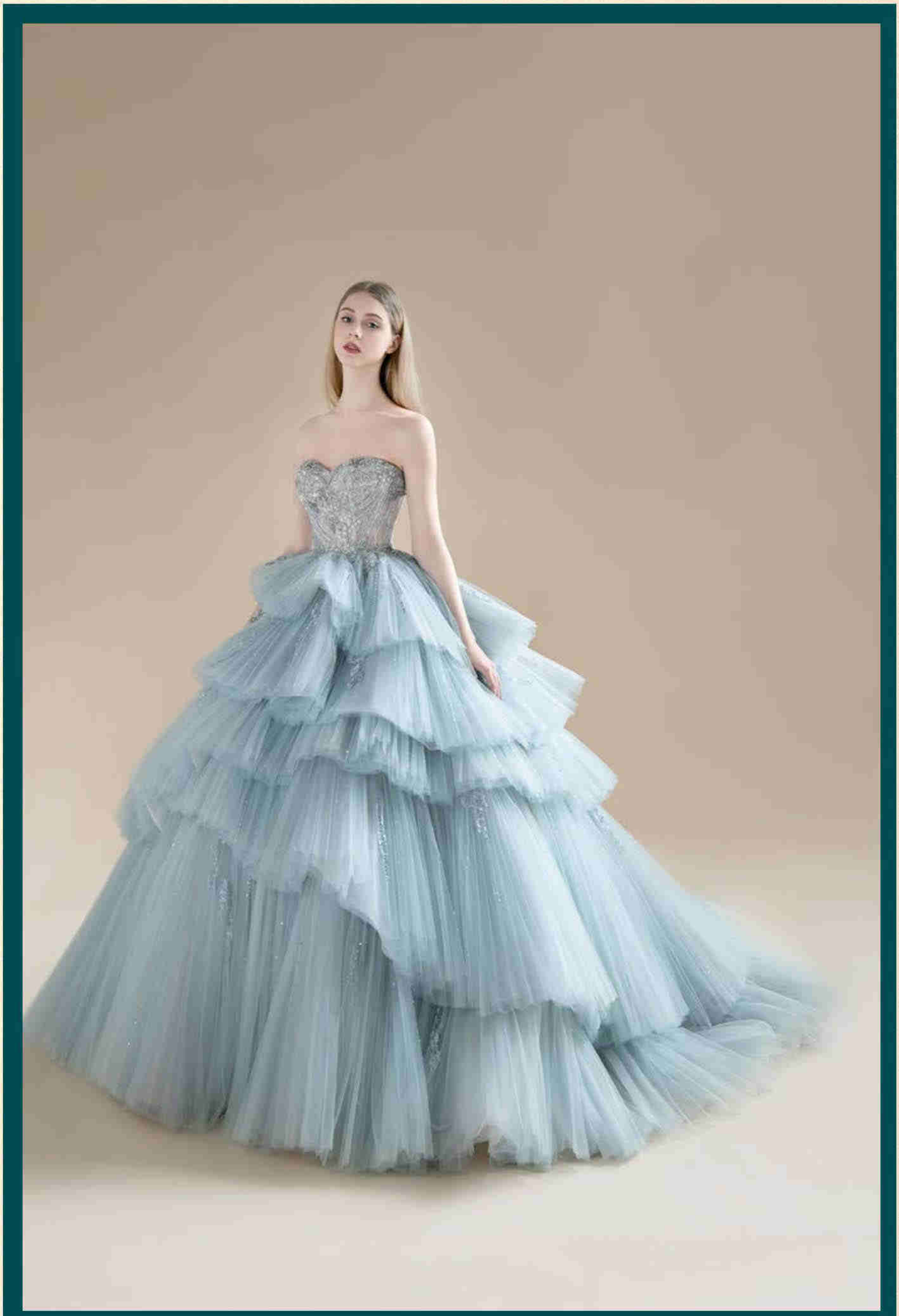
OCCASION WEAR

- Fish Cut With Ruffle Wave Lehenga
- Cindrella Ball Gown
- Bodycon Dress
- Sculpted Indo-Western
- Bridal Kali Lehenga
- Liz-Paul Lehenga & Bridal Tail Gown [Explanation]

Fish Cut With Ruffle Wave Lehenga



Cinderella Ball Gown



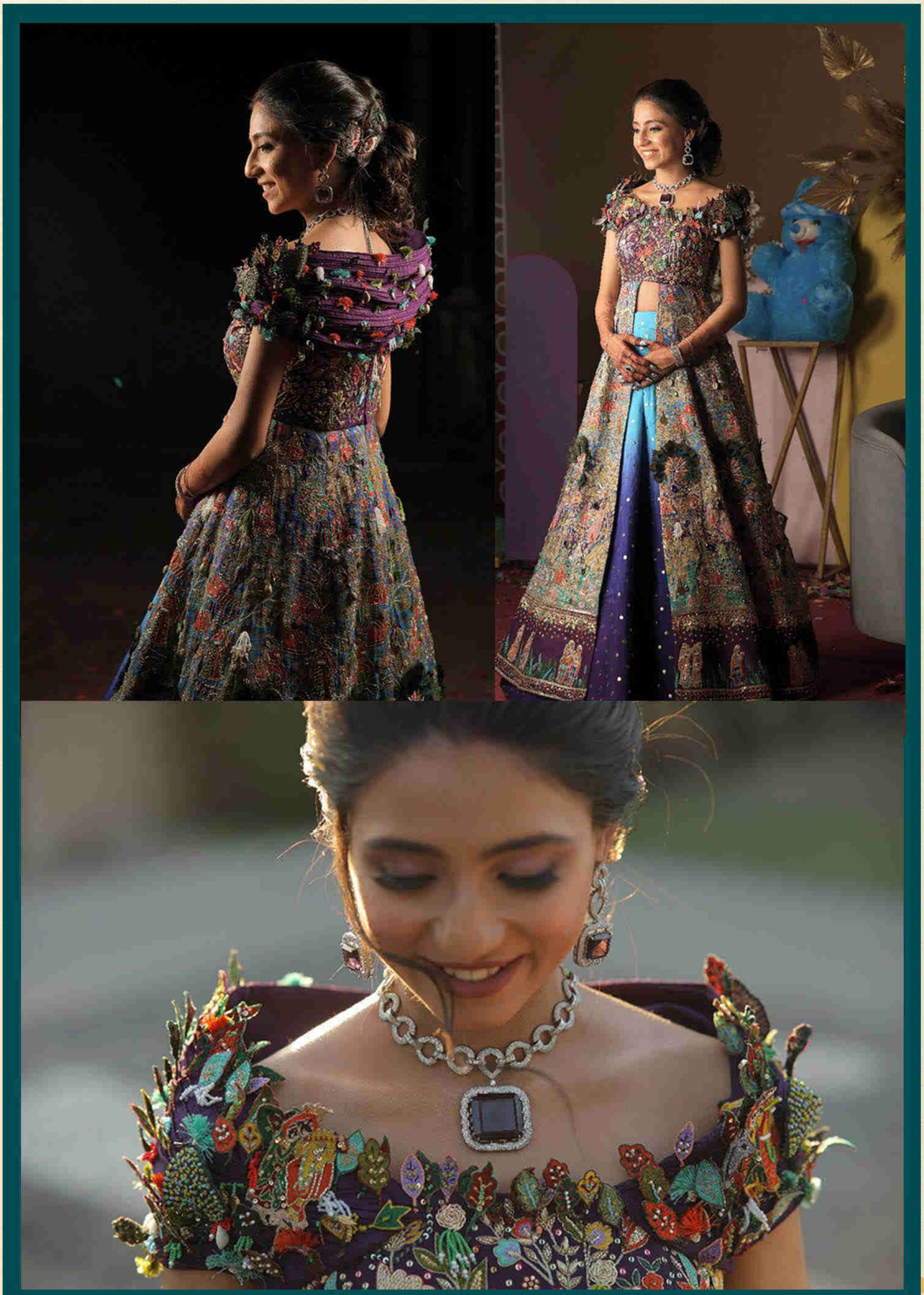
Bodycon Dress



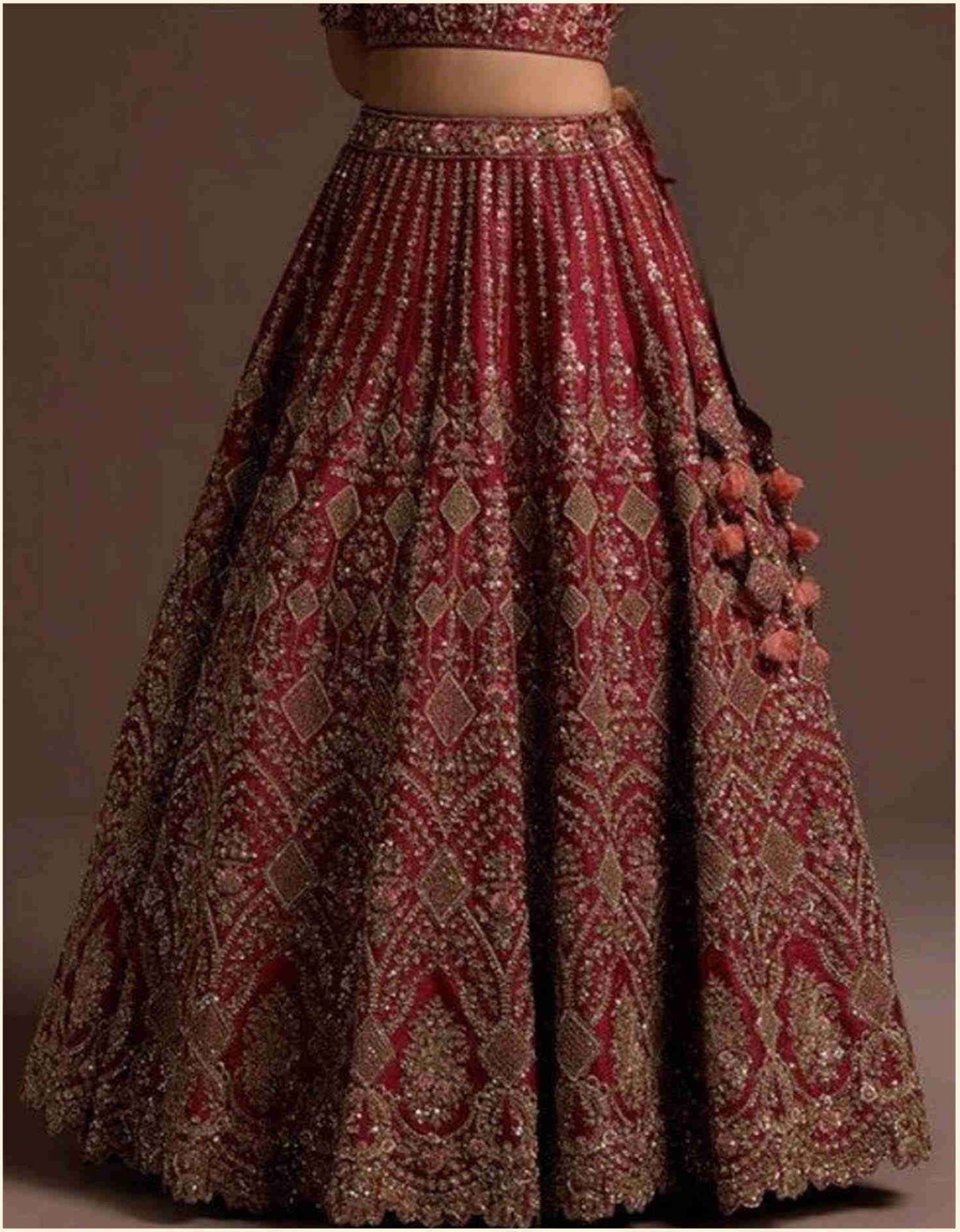




Sculpted Indo-Western



Bridal Kali Lehenga



Liz-Paul Lehenga [Explanation]



Bridal Tail Dupatta [Explanation]



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FASHION MERCHANDISING



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Session 06

Pret Business Blueprint



Session 07

From Idea To Market

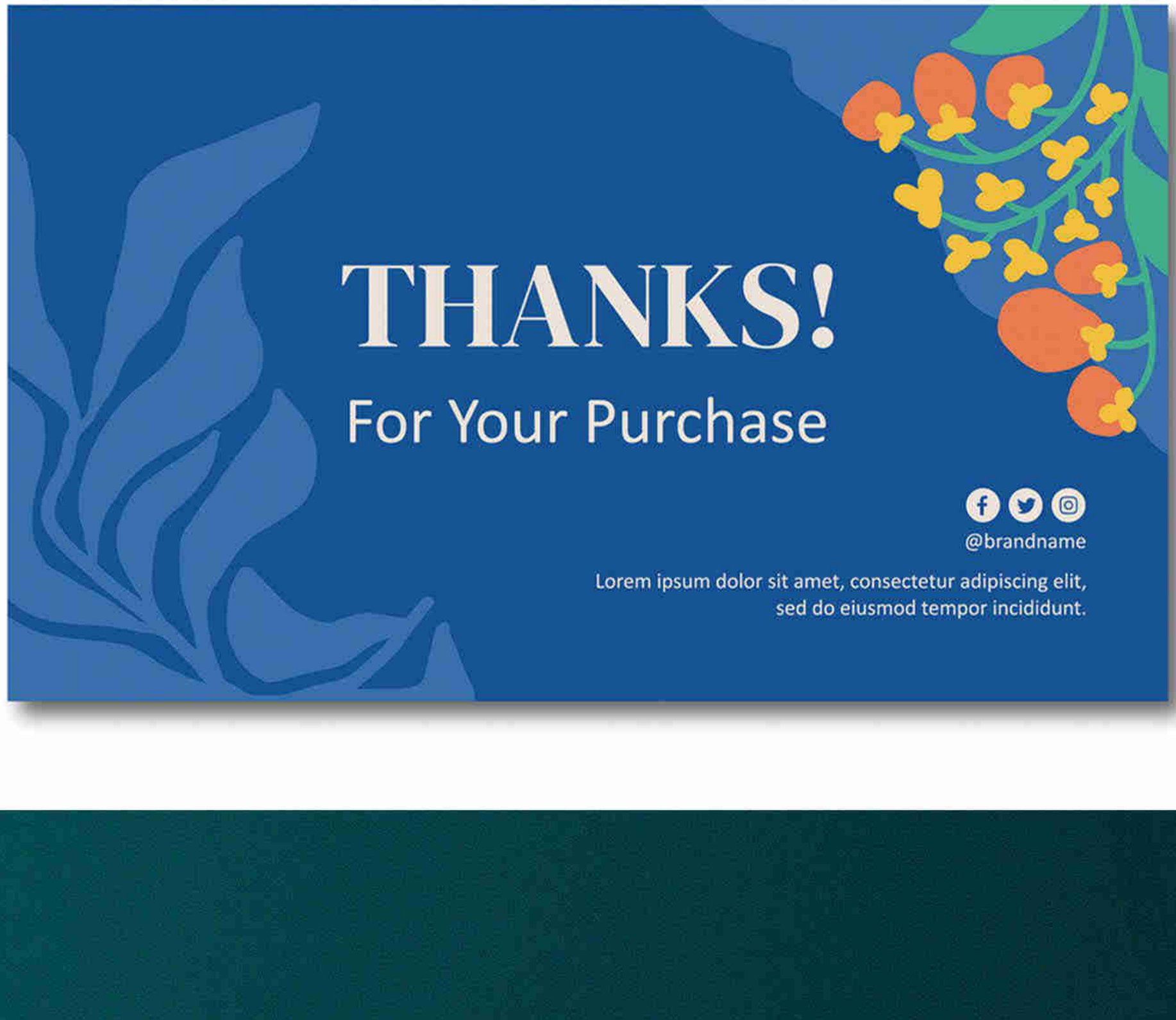


Session 08

Build A Strong Brand Presence







Session 09

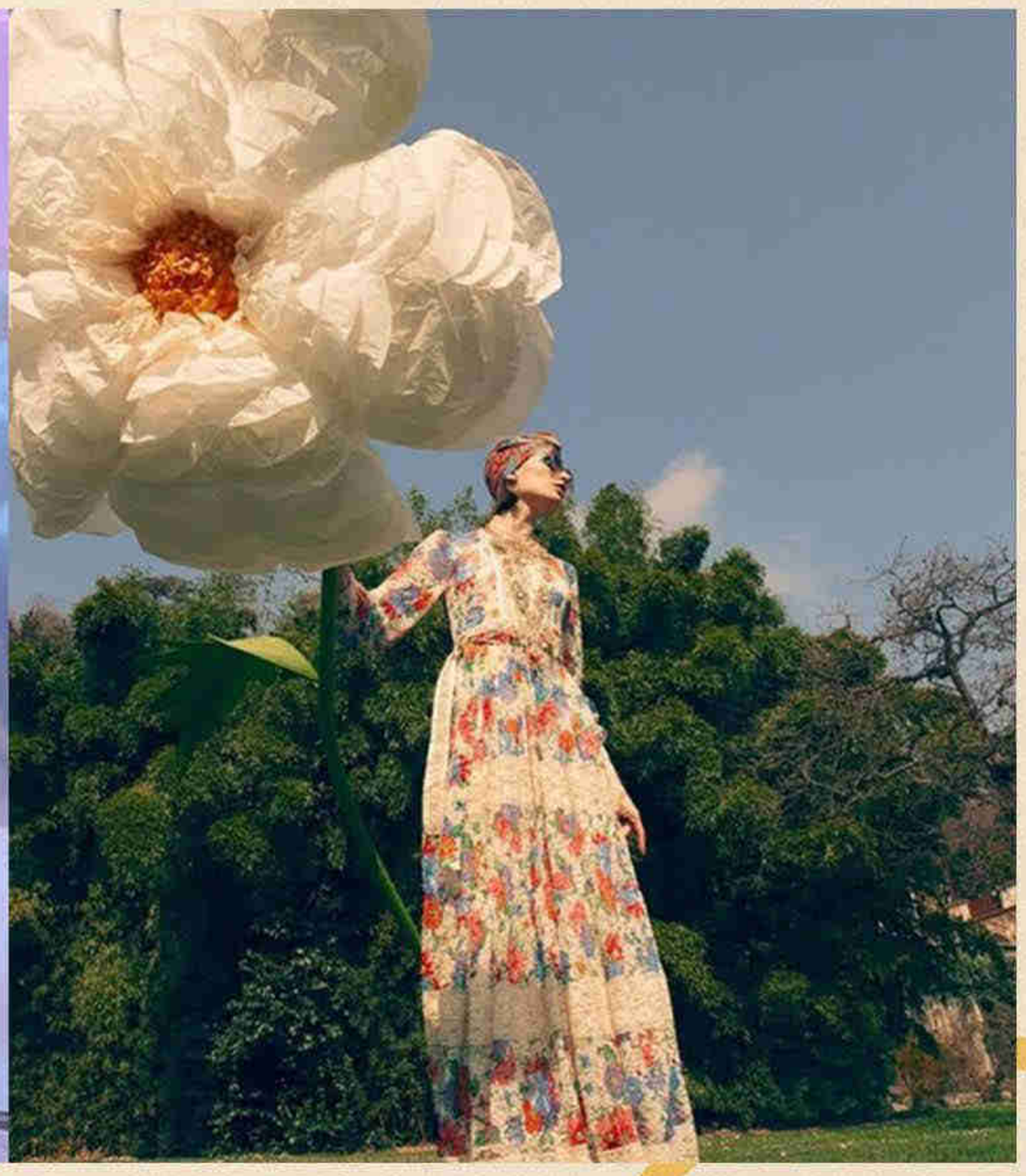
Market-Ready Product Sheets



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Shoot Your Fashion Story





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Session 07

Color Theory & Building A Complete Collection



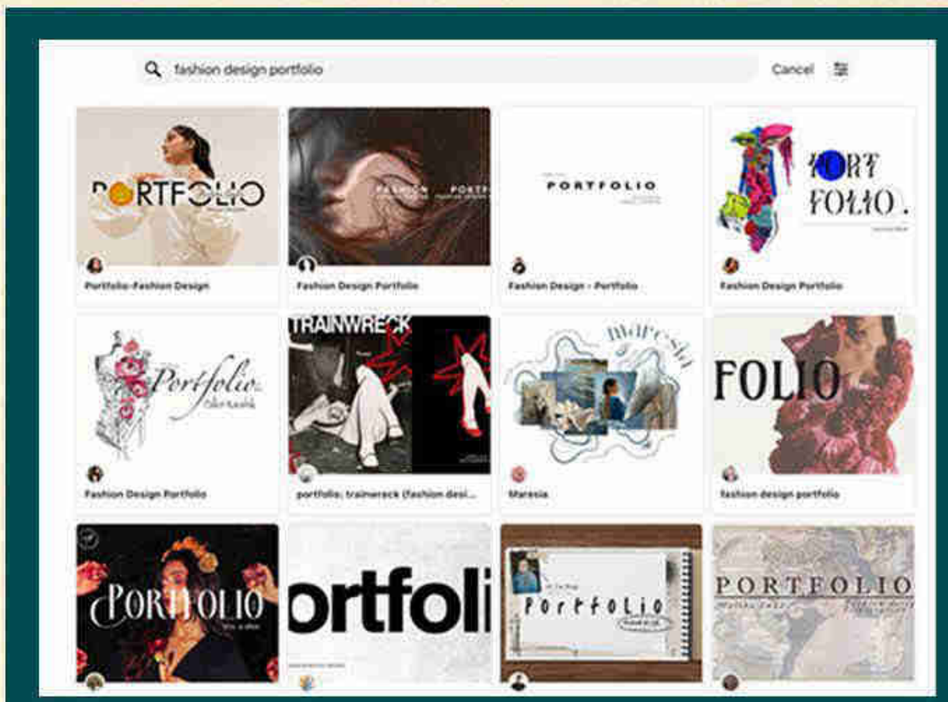






Session 08

Building Digital Portfolios









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Session 10

Fashion Trends + New Fashion Trends



Session 11

Client Styling + Create A Client Lookbook



Session 12

Presenting Yourself Head To Toe



Session 13

Everyday Life Styling Challenge



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LIVE FASHION DRAPING MASTERY COURSE



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Drape Gown



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Advanced Gown



Session 10

Portfolio Making Style Statement Development



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Session 09

Fashion Illustration In Photoshop



Session 10

Portfolio/Catalogue Building Using Photoshop

