

Circular Silhouettes:

Fashion's Next Frontier

This garment is developed using the subtraction method combined with a zero-waste pattern-making approach, emphasizing sustainability, minimal intervention, and innovative surface detailing. The design explores form creation through controlled removal rather than conventional cutting, resulting in a fluid, sculptural silhouette with minimal fabric loss.

The pattern is engineered using two circular cuts, one from each khadi fabric, carefully calculated to achieve the complete diameter required for the garment. To maximize fabric utilization, five joints are strategically introduced in each fabric, meticulously aligned and finished so that the seams seamlessly merge into the design and are visually indistinguishable. This construction method significantly reduces fabric wastage while maintaining structural and aesthetic integrity.

Khadi fabrics have been selected to reinforce the sustainability ethos of the garment, celebrating indigenous textiles that are eco-friendly, breathable, and rooted in Indian craftsmanship.

The design incorporates handcrafted macramé detailing, adding an Indian craft sensibility while enhancing texture and visual interest. This macramé overlay introduces a bohemian aesthetic, creating a balance between traditional craft and contemporary form.

Further reinforcing the zero-waste philosophy, the headgear is constructed entirely from leftover fabric generated during garment cutting, ensuring complete utilization of resources. A belt is developed using a braiding technique, crafted from bias strips derived from fabric waste, serving both functional and decorative purposes.

Acknowledgement

Julian Roberts, the inventor of the Subtraction Cutting/Draping Method. His pioneering work has provided valuable inspiration and foundational knowledge for this work.



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Overall, the design is inspired by the principles of subtraction, minimal cutting, and minimal stitching, demonstrating how thoughtful pattern engineering and craft integration can create a sustainable, aesthetically rich garment. The outcome is a harmonious blend of innovation, tradition, and responsible design, aligned with contemporary sustainable fashion practices.

From FDDI to FOUNDER

Turning Design Education into Entrepreneurship

From Design Education to Building a Sustainable Leather Goods Brand

As Footwear Design and Development Institute (FDDI) marks forty years of shaping design professionals, I reflect on how my own journey—from student to entrepreneur—has been shaped by education, industry exposure, and a clear design philosophy.

Strong Foundations in Design Thinking

Pursuing a Bachelor's degree in Leather Goods & Accessories Design (SLGAD) at FDDI was a decisive step. The institute trained me to approach design as a structured process rather than a purely creative exercise. Equal emphasis was placed on research, material science, construction, functionality, and user needs.

Through intensive hands-on projects, I gained a working understanding of the complete product lifecycle—concept development, material selection, pattern engineering, prototyping, and manufacturing. This foundation instilled a discipline that continues to guide my decisions as both a designer and a business owner.

Industry Experience and Global Perspective

After graduation, I joined ASG Leather Ltd. as a Senior Designer, working closely with international markets. This phase exposed me to global buyer requirements, commercial product development, quality standards, sourcing systems, and large-scale production environments.

Working with international clients strengthened my ability to align creativity with cost, timelines, and manufacturability—ensuring that design intent translated seamlessly into market-ready products.



Transition to Entrepreneurship

In 2025, driven by the desire to build a brand rooted in my own design values, I founded Rinks Design Enterprise and launched RINKS DESIGN.

Establishing a brand from scratch demanded capabilities beyond design—strategic sourcing, vendor coordination, quality control, branding, marketing, and customer engagement. Each product represents not only design intent but also accountability for consistency, durability, and brand trust.



A Clear Design Philosophy

RINKS DESIGN focuses on premium handbags and accessories crafted using sustainable vegan leather materials. The brand is guided by a philosophy of conscious luxury—where aesthetics, functionality, and responsible material choices are integrated rather than treated as trade-offs.

This journey from structured design education to global industry exposure and finally entrepreneurship—has reinforced a simple belief: strong design is built on knowledge, discipline, and purpose, and sustainability is most effective when embedded at the core of the product, not added as an afterthought.



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RINKS DESIGN

Specialising in Sustainable Vegan
Leather Goods & Accessories

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