SQUARE LOOP

1. **DESIGNER NAME:** Kanika Sachdeva
2. **AGE:** 31
3. **CITY:** New Delhi
4. **QUALIFICATION:**

- MA Fashion- Design & Atelier from University for the Creative Arts, Rochester, UK. (Sep'2009-Sep'2010)
- Diploma course from London College of Fashion, London. (Jan'2008- April'2008)
- BA Fashion & Lifestyle Accessory Design from National Institute of Fashion Technology, Delhi, India. (July'2003-May'2007)

5. **RECOGNITION:**

- Showcased the first collection at LFW Autumn Winter Festival. (August 201[illegible], Mumbai)
- Showcased a capsule collection along with the clothing label Bodice at WIFW. (March 2013, Delhi)
- Winner of Grazia Young Fashion Award 2014 India, under Accessory- Bags Category

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6. **CONSULTANTS, OUTSIDE ADVISORS AND PROFESSIONAL ORGANISATION THAT YOU HAVE WORKED WITH:**

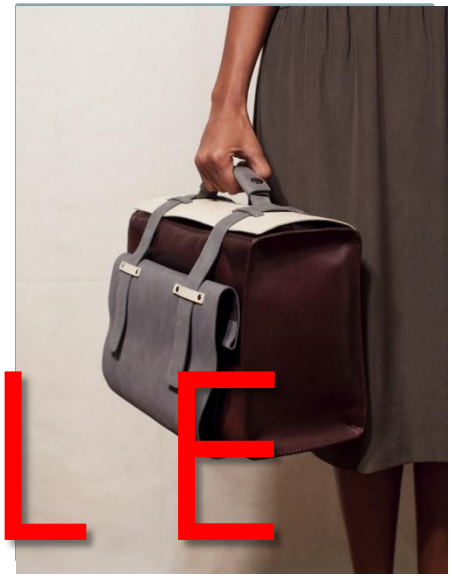
- Square Loop- Founder and Creative Director of the in-house label 'Square Loop'. Studio in Delhi, India.(Since 2013)
- Accessori Kameleon- Design consultancy service for the launch of a new British label 'AK' producing innovative and high quality ladies handbags. (May'2012- Oct'2012, London)
- Rachel Freire- Worked with the British designer and assisted in realizing couture garments for AW 12 London fashion week. Responsibilities included designing and pattern cutting of leather embellishments for garments and accessories. (Aug'2011-Jan'2012, London)
- Anya Sushko **-** Assisted the handbag designer in design and development of her AW 09 Paris fashion week range. (Aug'2008, London)

7. **LABEL POSITIONING :**

- Square loop specializes in contemporary unisex bags. The label makes a statement with its minimal approach to design while breaking away from the usage of conventional patterns. This collection is based on the aesthetic that embraces imperfection. It stems from the Japanese concept 'Wabi Sabi' in which authenticity is celebrated. Following the same ideology, I have played with the basic elements of a bag to achieve the look that is perfectly imperfect. For example, the backpack has hidden pleats and the tote's front zipper is disrupted to form a pocket, thus creating value out imperfection.

SKETCHES OF YOUR FORTHCOMING COLLECTION

PICTURES FROM YOUR COLLECTION



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