

# SABYASACHI

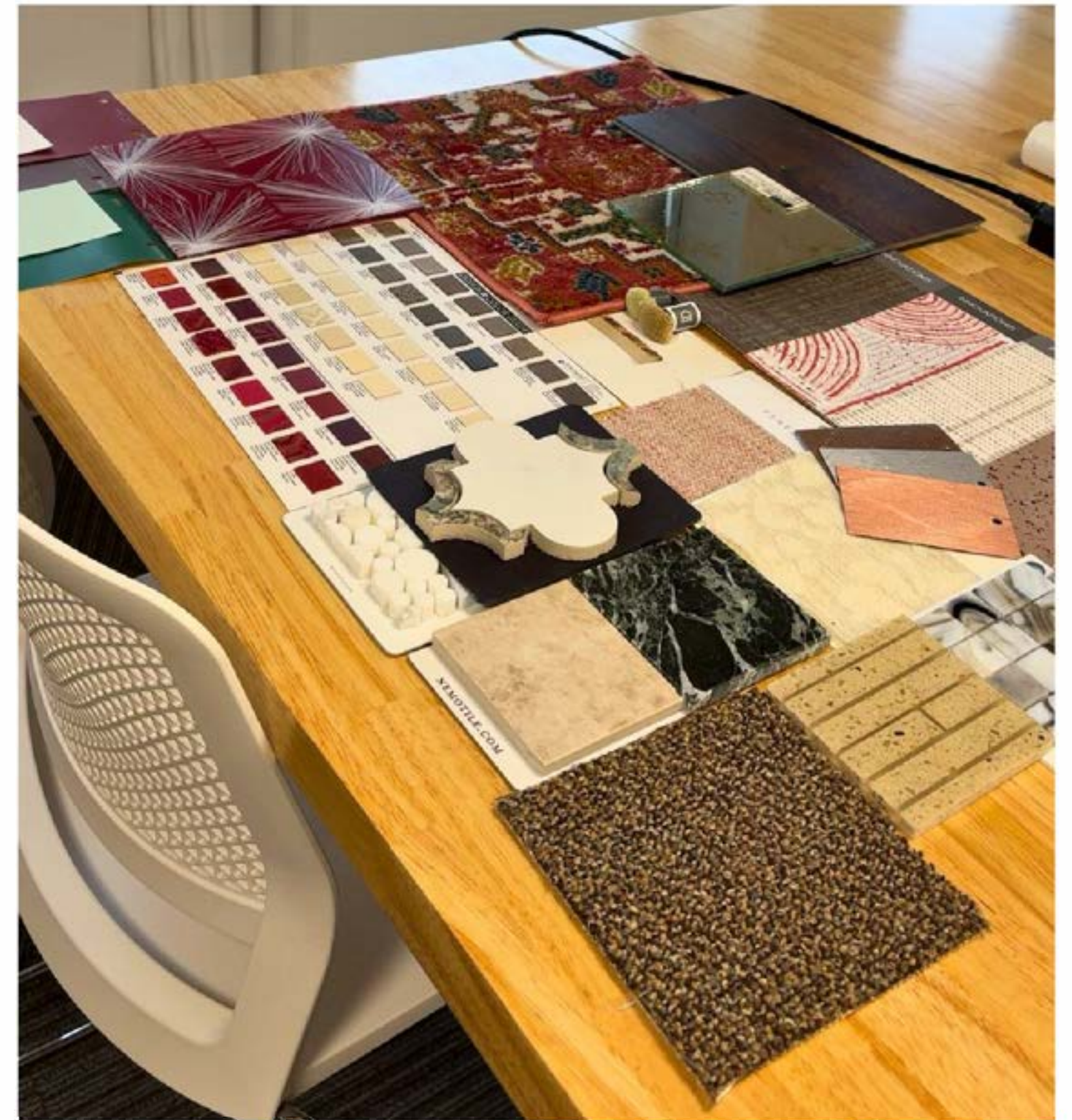
## PROJECT 03 SCHEMATIC DESIGN

INDS 320-A06

WINTER 2026

NAVYA BEHKI

ROSALIE CAPIRAL-LITTLE



# Company Overview

## *Established Date*

1999, Kolkata, India

## *Founder*

Sabyasachi Mukherjee

## *Why the Company Was Established*

- Founded to preserve **Indian craftsmanship, hand embroidery, and regional textiles**
- Created as a response to fast fashion and Westernized luxury narratives
- Emphasis on **slow luxury, authenticity, and heritage**

## *Growth & Key Benchmarks*

- First studio established in **Kolkata**
- Expanded to **national and international** luxury markets
- Collaborations with **global luxury brands** (jewelry, accessories, beauty)
- Recognized globally as a **heritage luxury fashion house**

*“If you’re a creative person, you do not need to be tied to one vocation,”*

-Sabyasachi Mukherjee



# Overview of Business Type, Services

## *Business Type*

- Luxury fashion, jewelry, and lifestyle brand
- Creative-driven, craft-based design practice

## *Services & Products*

### Sub-Services

- Textile research & development
- Artisan craft production
- Brand collaborations
- Creative direction & styling

### Primary

- Bridal couture
- Luxury apparel
- Fine jewelry

## *Company Size*

- Large, established luxury brand
- Hundreds of artisans, designers, and creative professionals
- Studio-based organizational structure rather than hierarchical corporate office



# Overview of Business Type, Services

## *Company Clients*

- High-net-worth individuals
- Luxury fashion consumers
- International celebrities and public figures
- Global clientele seeking heritage-driven luxury

## *Existing Locations*

- *Headquarters & design studios: Kolkata, India*
- *Flagship retail locations across major Indian cities*
- *International flagship: New York City, USA*



CHRISTIAN LOUBOUTIN X SABYASACHI



ESTÉE LAUDER X SABYASACHI



SABYASACHI X H&M



SABYASACHI + STARBUCKS



SABYASACHI X TAJ, LONDON



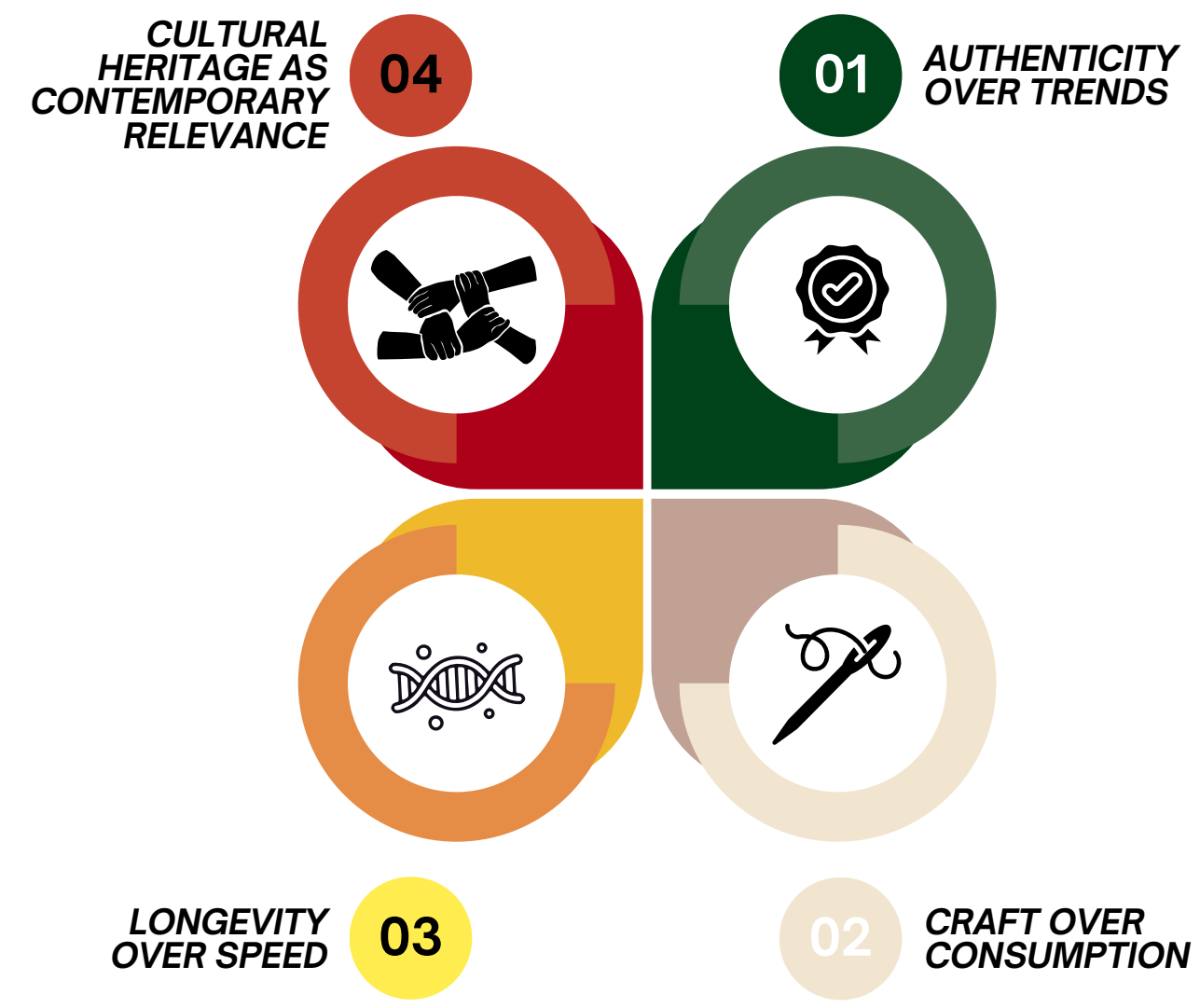
SABYASACHI X POTTERY BARN

# Company Mission Statement & Core Values

## *Mission Statement*

Sabyasachi Couture exists to preserve, celebrate, and elevate Indian craftsmanship by creating timeless luxury rooted in culture, authenticity, and slow design.

## *Principles & Philosophy*



## *Core Values & Goals*



# Reason for Moving to Atlanta

1

## Growing Creative Economy

Atlanta's expanding design, fashion, and film industries support innovation and cross-disciplinary collaboration.

2

## Cultural Diversity

The city's multicultural fabric aligns with Sabyasachi's values of heritage, storytelling, and global perspective.

3

## Strategic U.S. Location

Atlanta offers strong national and international connectivity, supporting global operations and collaboration.

4

## Cost-Efficient Growth

Lower operational costs compared to major fashion capitals allow greater investment in people, process, and workspace quality.

5

## Alignment with Slow Luxury

Atlanta supports a calmer, intentional creative pace that reflects Sabyasachi's philosophy of thoughtful, long-term design.

<i>Department / Team</i>	<i>Key Spaces Used</i>	<i>No. of Employees</i>
<b>Fashion &amp; Accessories Design Studio</b>	Design studio, pin-up zones, studio storage	<b>18</b>
<b>Brand / Creative Leadership</b>	3 private executive offices, board room	<b>3</b>
<b>Marketing Team</b>	Marketing work area, informal collaboration, work café	<b>6</b>
<b>Partnerships / Collaborations</b>	Open work area, meeting rooms	<b>4</b>
<b>Business Development / Sales</b>	Meeting rooms, reception adjacency	<b>4</b>
<b>Finance / Accounting</b>	Private office / admin suite	<b>3</b>
<b>Human Resources</b>	Private office / admin suite	<b>3</b>
<b>Legal / Compliance</b>	Private office / admin suite	<b>3</b>
<b>Office Management / Operations</b>	Operations / admin space	<b>1</b>
<b>IT / Technology Support</b>	IT office, data / server room	<b>1</b>
<b>Floating Leadership Presence</b>	Café, meeting rooms (no fixed desks)	<b>2</b>
<b>Social / Terrace Users</b>	Outdoor gathering, informal collaboration	<b>0</b>

# Brand Identity

## *Visual Identity*

**Colors:** *Deep jewel tones, warm neutrals, antique golds*

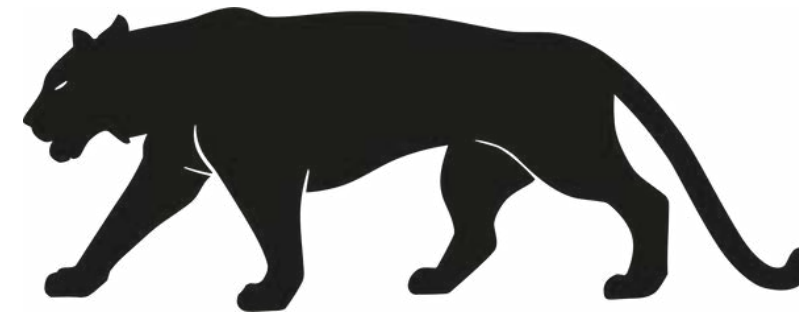


**Typography:** *Playfair Display, Libre Baskerville, Inter*

**Material Cues:** *Natural textiles, Dark-stained wood, Aged metal finishes, Stone and layered surfaces*



## *Brand Logo*



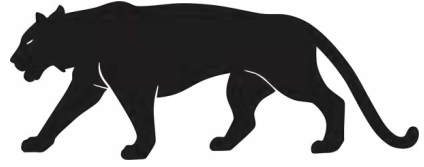
## *Brand Mood & Personality*

**Timeless, Cultural, Calm, Introspective, Opulent but restrained**

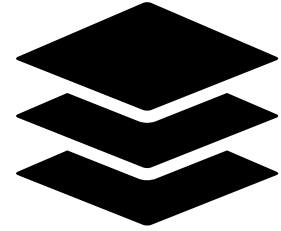


# Design Drivers & Design Goals

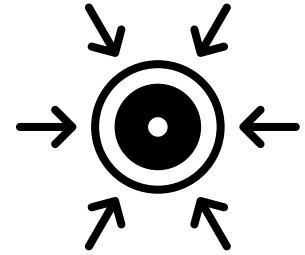
## *Design Drivers*



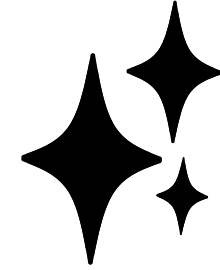
*Brand Identity  
Requires Physical  
Expression*



*Lack of Clear Hierarchy  
Between Public and  
Creative Spaces*



*Need for Centralized  
Collaboration*

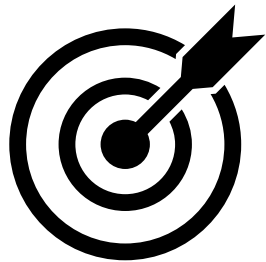


*Desire for an Experiential  
Workplace*

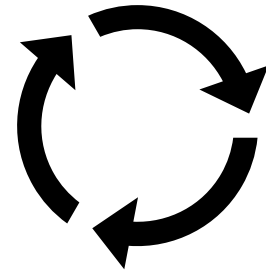


*Need to Support Focused  
Work and Creative Process*

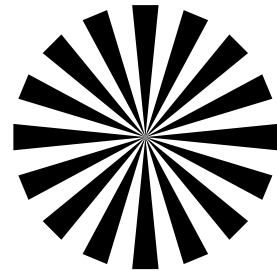
## *Design Goals*



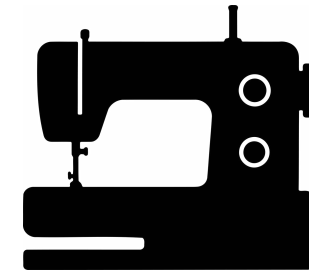
*Create a Central  
Brand Experience  
on Level 1*



*Foster Creativity Through  
a Central Ideation Space  
on Level 2*



*Use Light as a Primary  
Spatial Element*

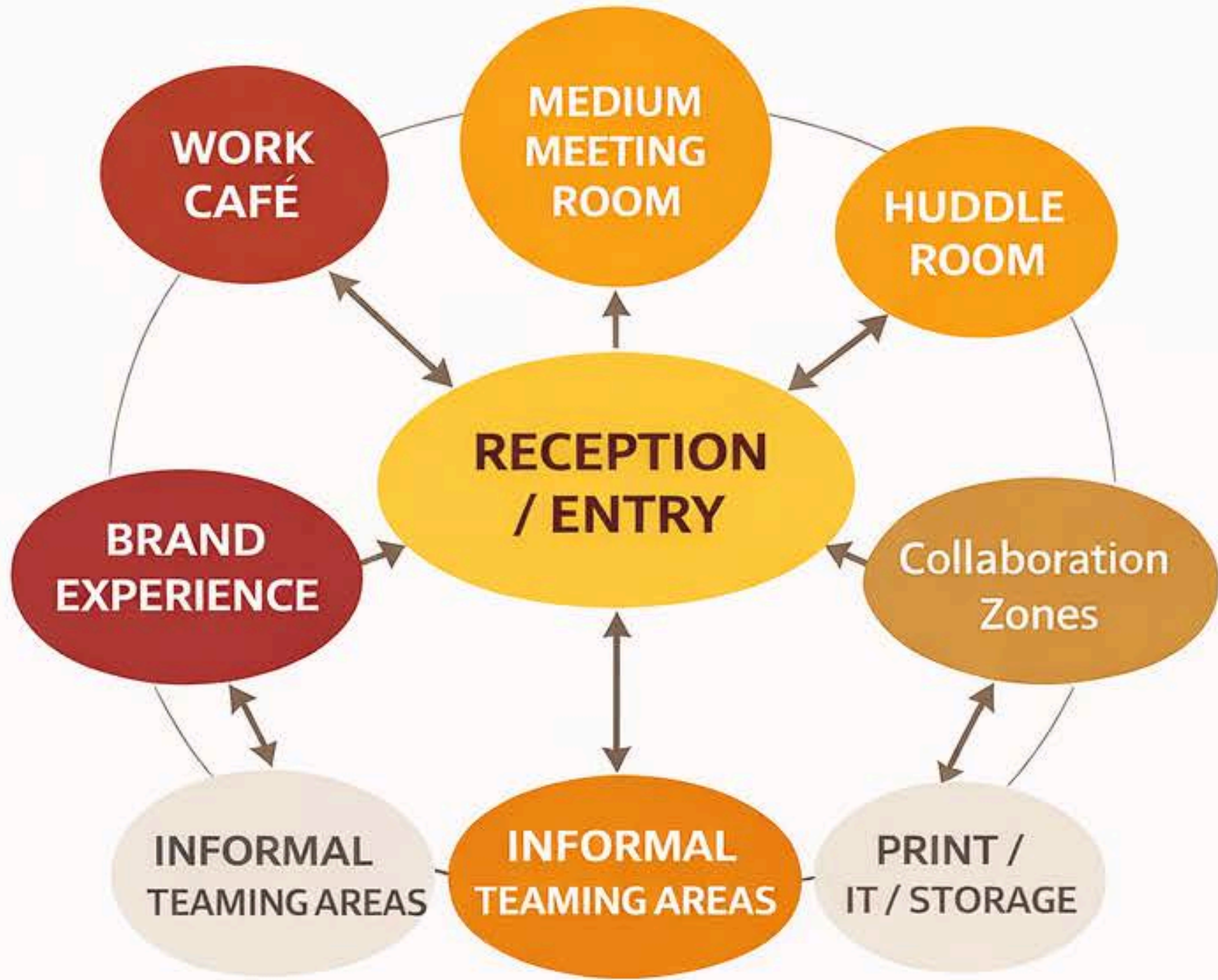


*Express Heritage  
Through Materiality and  
Layering*



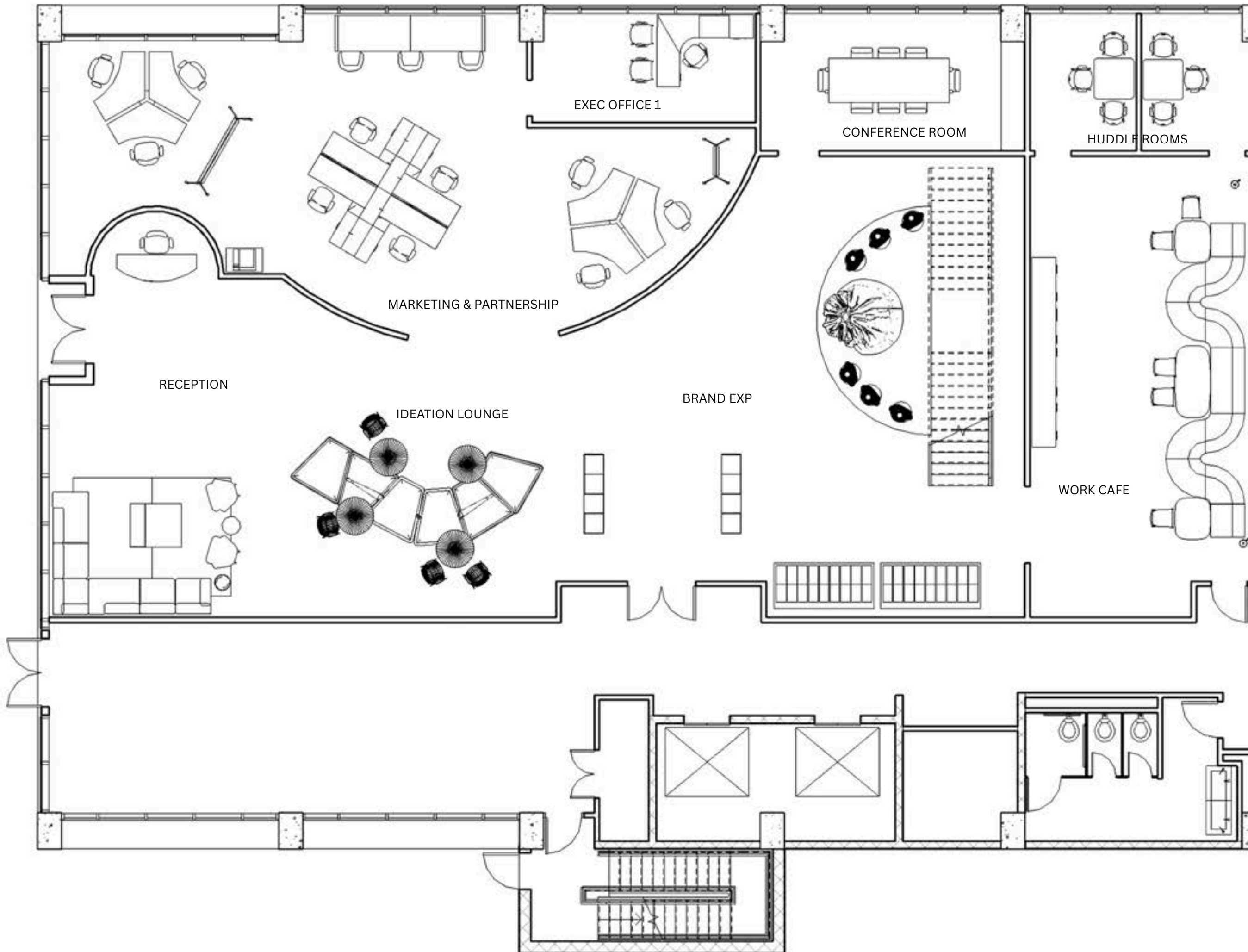
*Support a Balanced Work  
Environment*

## LEVEL 01: PUBLIC & COLLABORATIVE

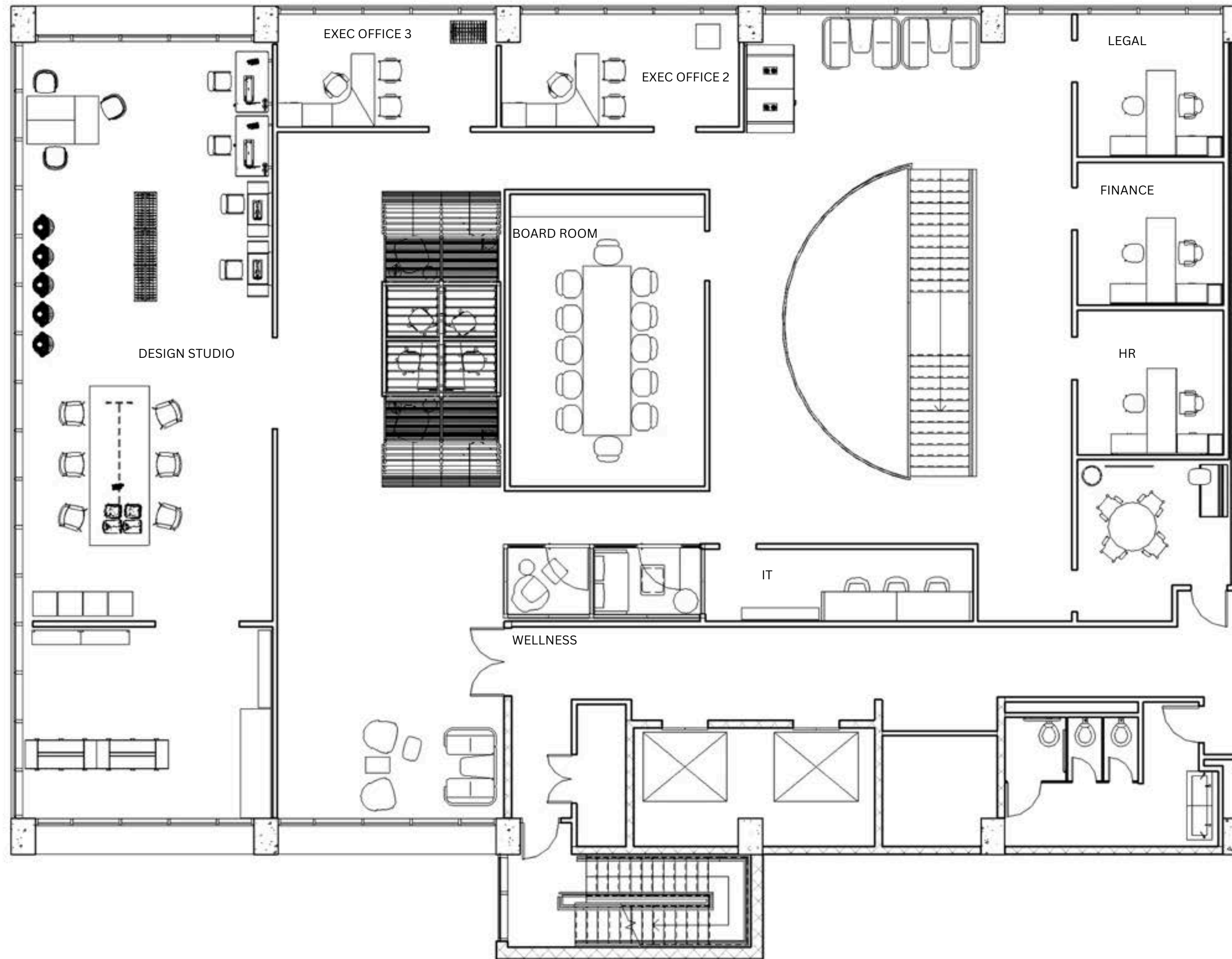


## LEVEL 02: CREATIVE & ADMINISTRATIVE

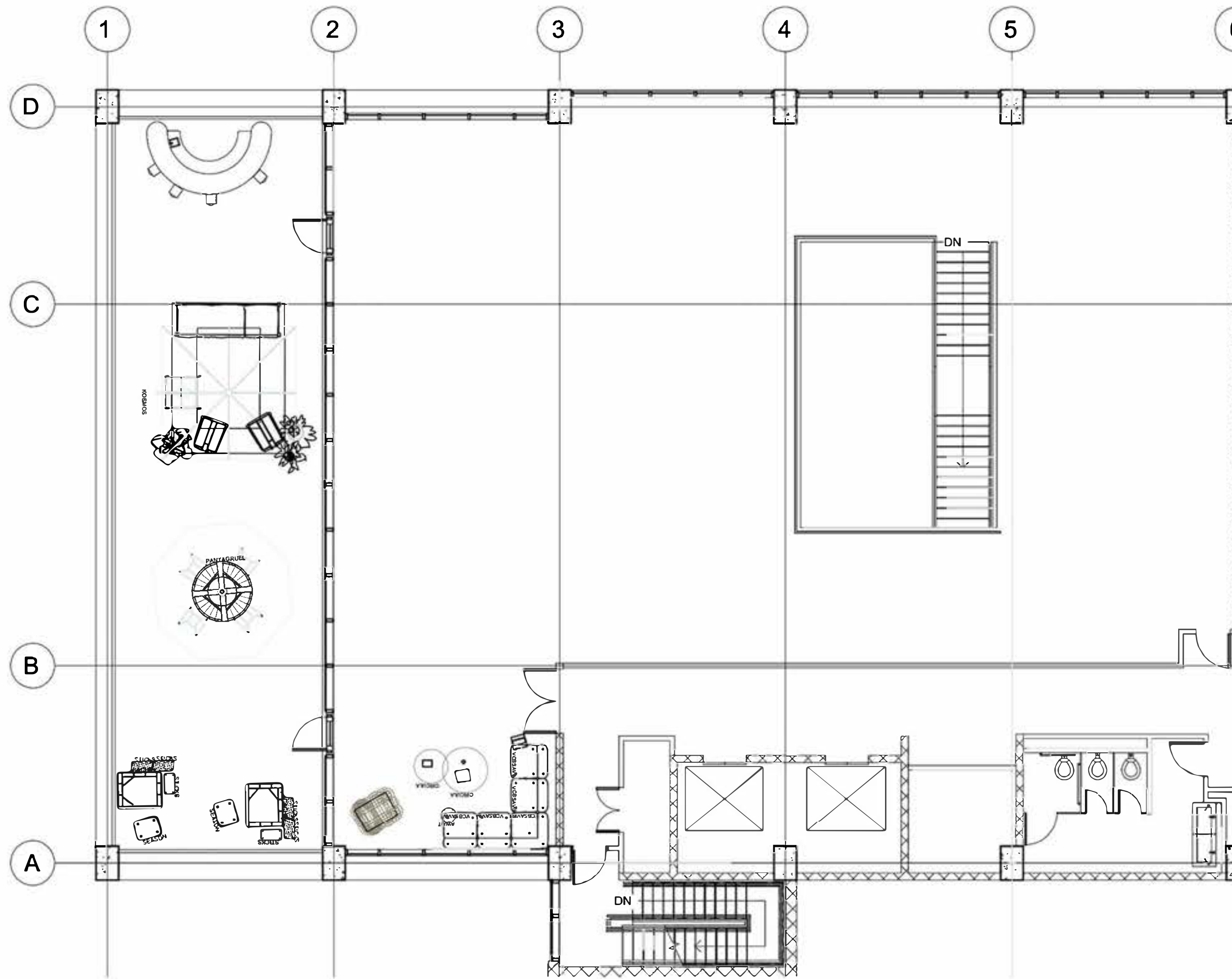




**LEVEL 1**



**LEVEL 2**



**LEVEL 5**