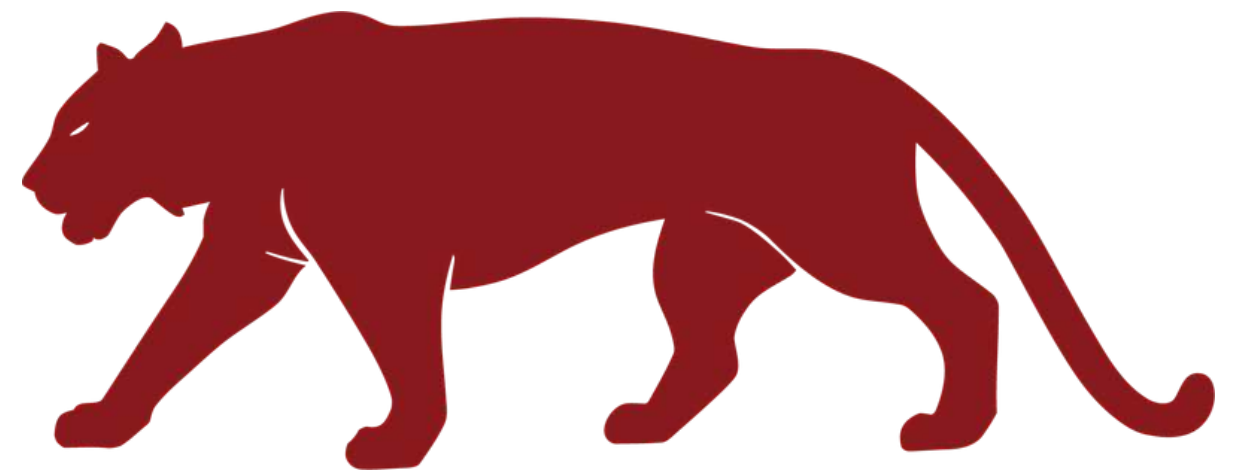

SABYASACHI

PROJECT 4 DESIGN DEVELOPMENT

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**

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

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

-Sabyasachi Mukherjee



CHRISTIAN LOUBOUTIN X SABYASACHI



ESTÉE LAUDER X SABYASACHI



SABYASACHI X TAJ, LONDON



SABYASACHI X POTTERY BARN



SABYASACHI X H&M



SABYASACHI + STARBUCKS

Brand Identity

Visual Identity

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

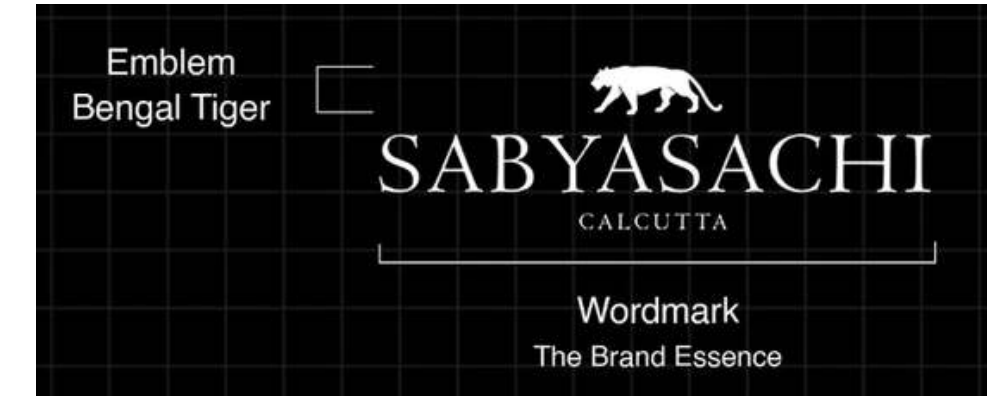
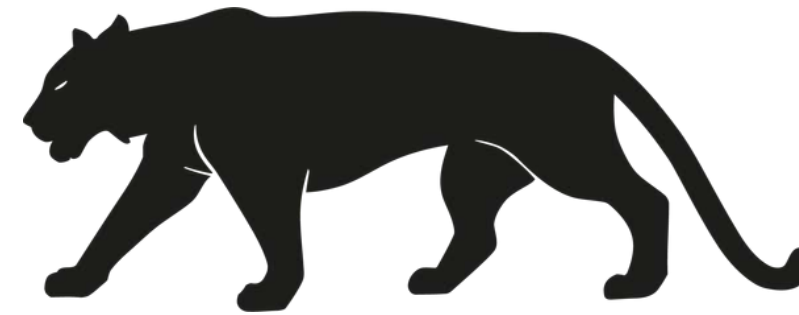


Typography: *Playfair Display, Libre Baskerville, Inter*

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



Why 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

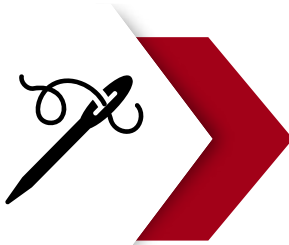
Lower operational costs compared to major fashion capitals allow greater investment in people, process, and workspace quality.

5

Alignment with Slow Luxury

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

Core Values & Goals



Craft Preservation

sustaining traditional hand-made processes



Cultural Integrity

honoring heritage while expanding globally



Ethical Making

prioritizing artisan well-being and fair practices



Timeless Design

creating longevity beyond trends



Meaningful Collaboration

supporting thoughtful, creative work environments

Employees (Primary Office Users)

1. Design Team (Creative Office Staff)

Role:
Concept development, design coordination, review of collections, creative decision-making.

2. Studio / Creative Development Team

Role:
Design development, internal sampling coordination, and creative support

3. Production Coordination Team

Role:
Oversees production planning, timelines, vendor coordination, and quality control

4. Marketing & Brand Strategy Team

Role:
Brand communication, campaign planning, coordination with external partners.

5. Finance / HR / Legal

Role:
People management, finance, compliance, and internal administration.

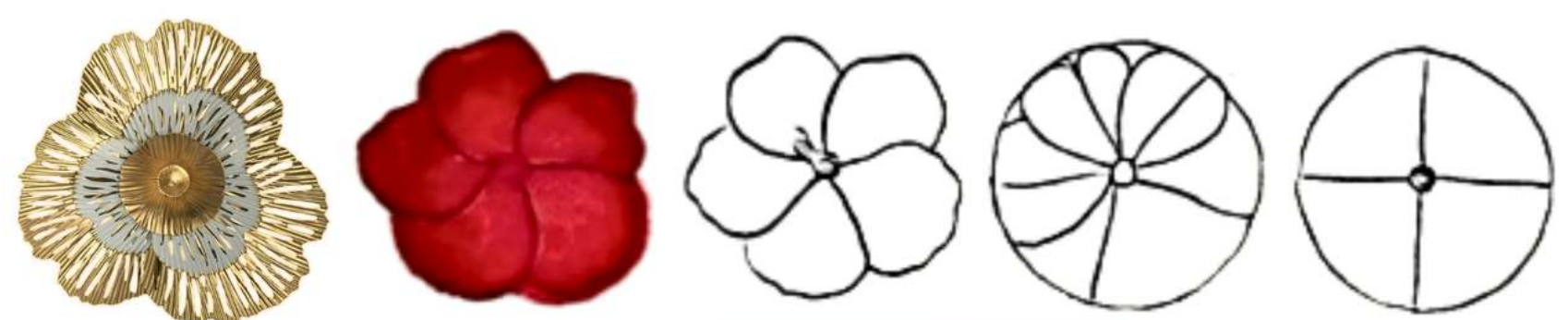
6. Office Management & IT

Role:
Day-to-day office operations, technology infrastructure, and internal support.

Concept Statement

Radiant Heritage sees tradition as something that continues to grow through collaboration and reinterpretation. In a fashion and accessories workplace, heritage is not preserved through nostalgia, but through shared creative exchange. The design is organized around a central core that brings people together and anchors the identity of the workplace, while surrounding spaces support focused work and craftsmanship. Changes in openness, materials, and atmosphere create a sense of continuity, allowing heritage to feel active, present, and evolving.

Parti



The parti is inspired by a cultural and organic reference that is simplified into a radiant central core. This core creates a clear spatial hierarchy, placing key spaces at the center while supporting functions surround it. The diagram emphasizes radiance, layering, and centrality to organize public, creative, and work spaces across levels.

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

Color Schemel Story



LEVEL 1: RENDERED FURNITURE PLAN

Social Interaction / Collaboration Theory

Reception, Lounge + Ideation, Work Café, Meeting Rooms, and Huddle Rooms are placed in central and accessible locations to encourage interaction, informal meetings, and creative collaboration.

Territoriality and Personal Space Theory

Private Offices, HR, Legal, Finance, Focus Rooms, and Wellness areas are located along quieter zones to provide privacy, individual control, and personal work boundaries.



Central Core: Brand Experience + Stair (radiant organizational anchor)

Public / Collaboration: Reception, Lounge + Ideation, Work Café, Meeting & Huddle Rooms

Creative Production: Marketing Department, Design Lab

Focused Work: Private Offices, HR, Legal, Finance, IT

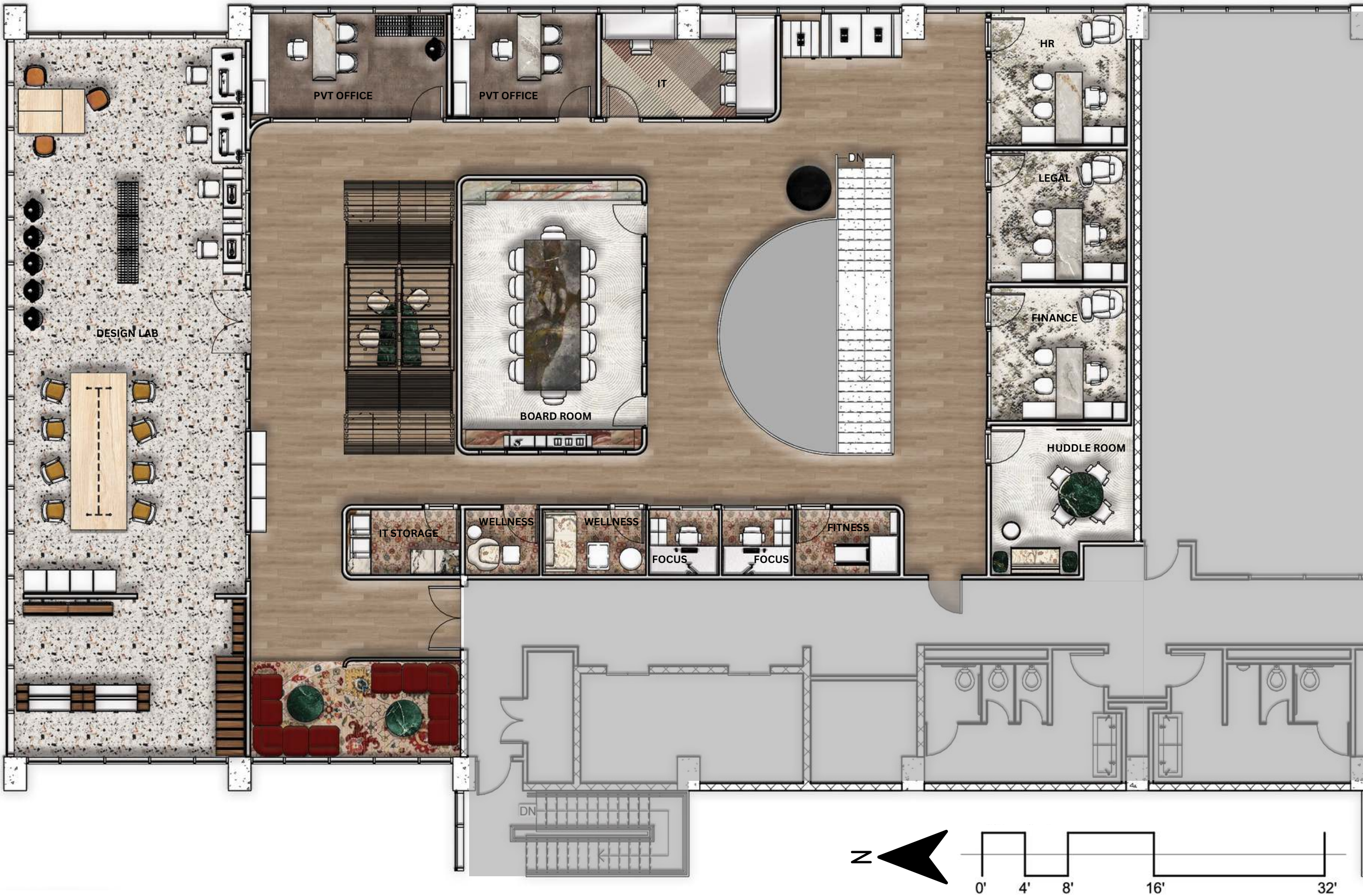
Wellness / Support: Wellness Rooms, Focus Rooms, Fitness, IT Storage

LEVEL 2: RENDERED FURNITURE PLAN

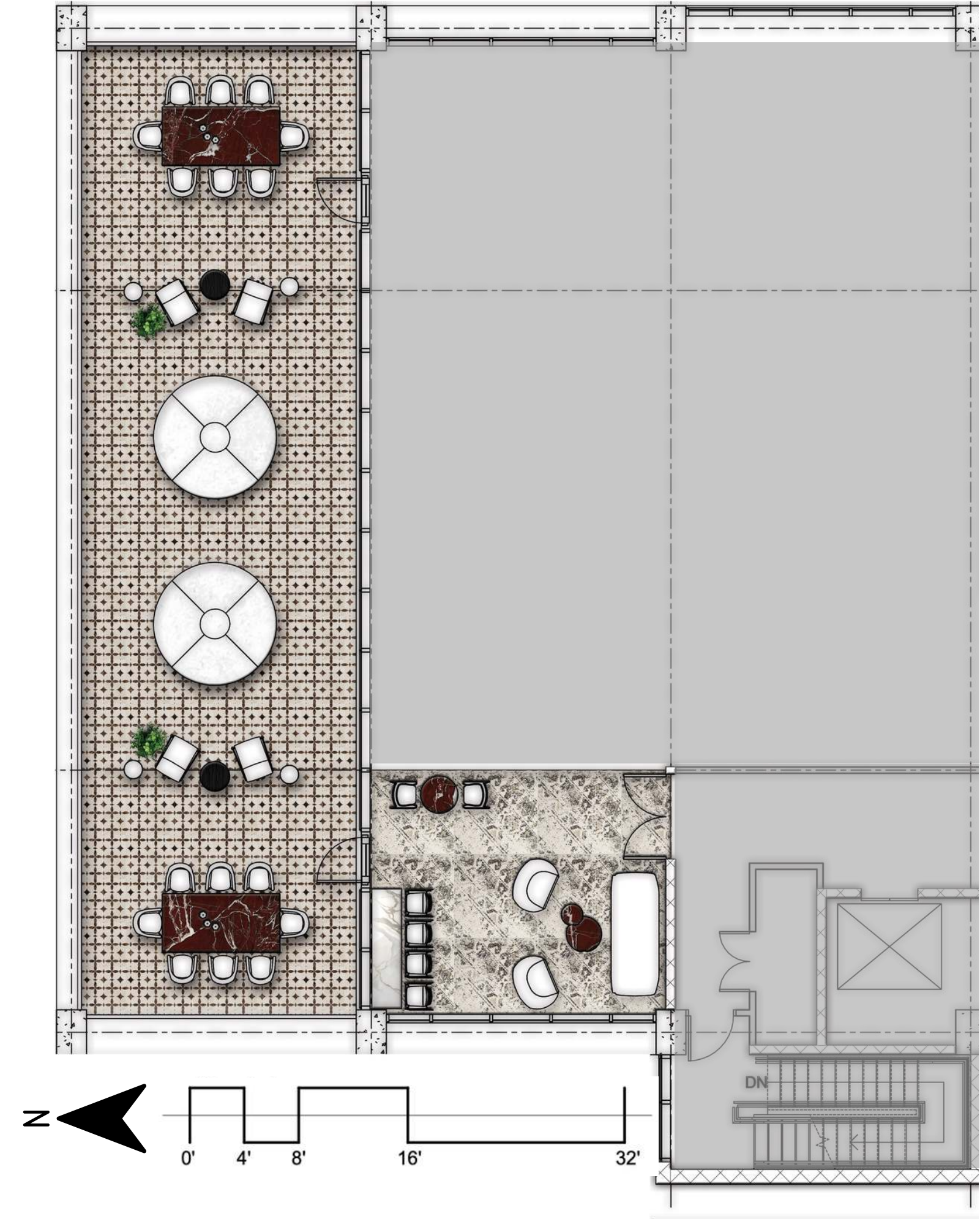
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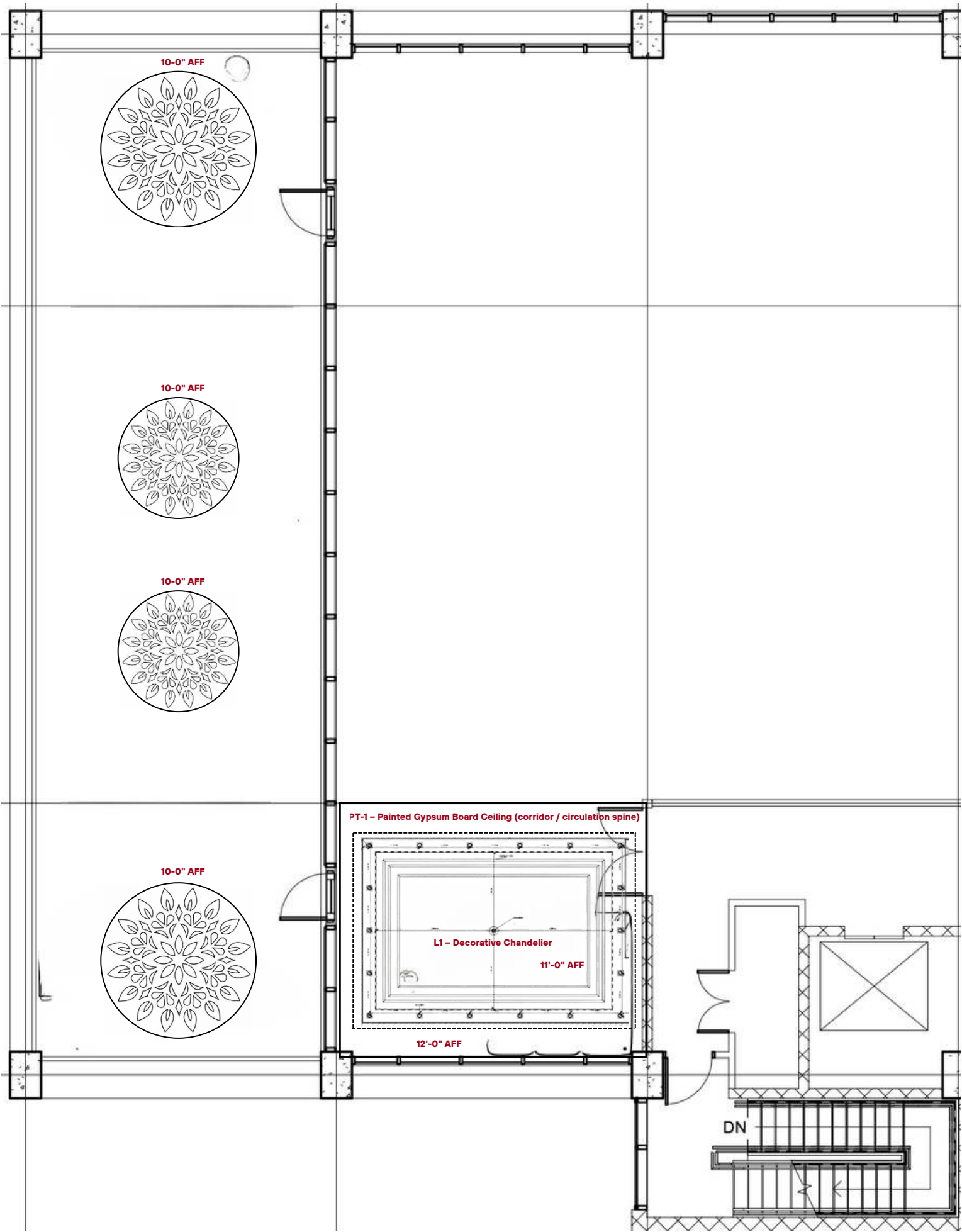
- Central Core:** Brand Experience + Stair (radiant organizational anchor)
- Public / Collaboration:** Reception, Lounge + Ideation, Work Café, Meeting & Huddle Rooms
- Creative Production:** Marketing Department, Design Lab
- Focused Work:** Private Offices, HR, Legal, Finance, IT
- Wellness / Support:** Wellness Rooms, Focus Rooms, Fitness, IT Storage

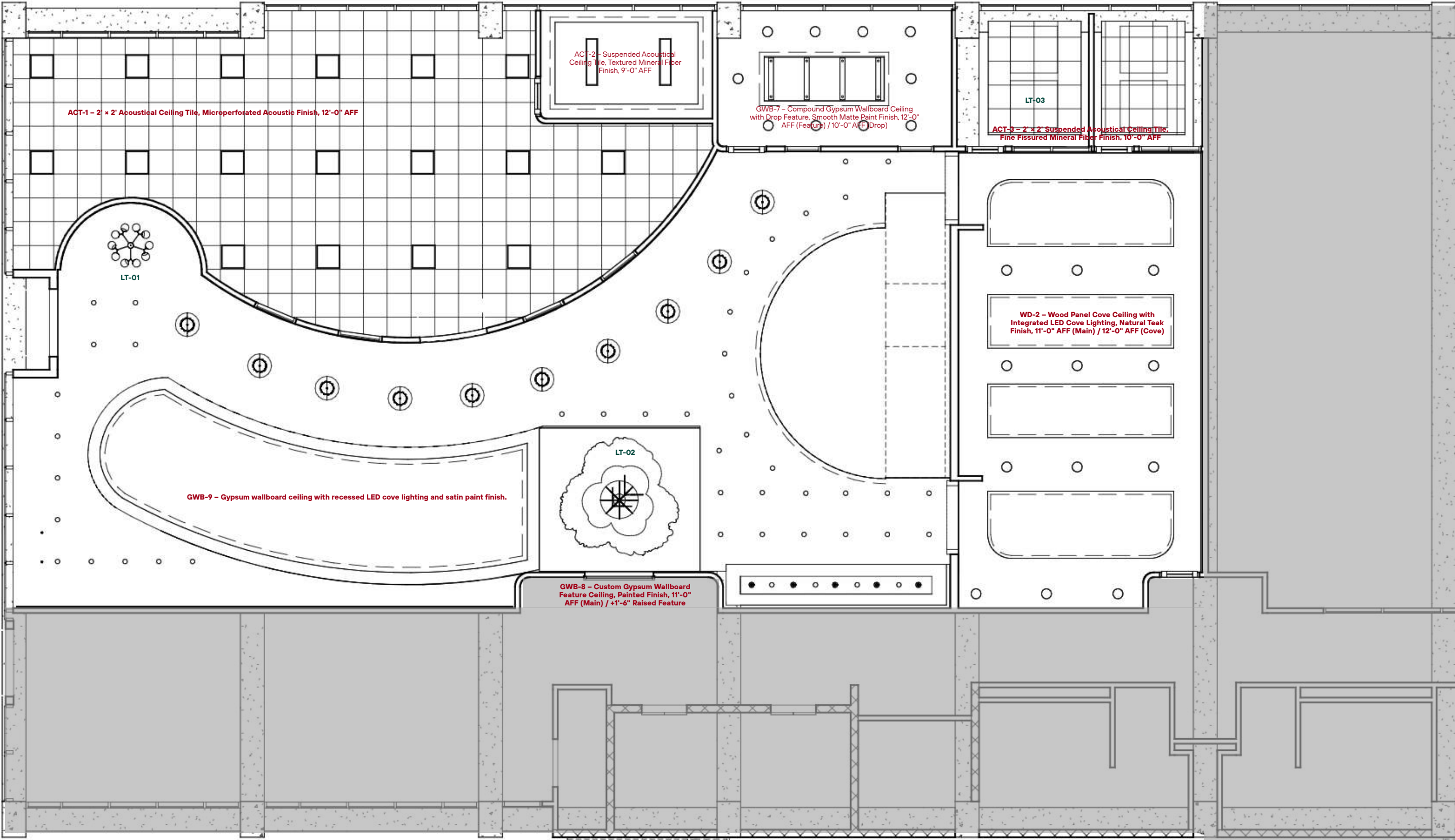


LEVEL 5: RENDERED FURNITURE PLAN



LEVEL 5: RCP PLAN



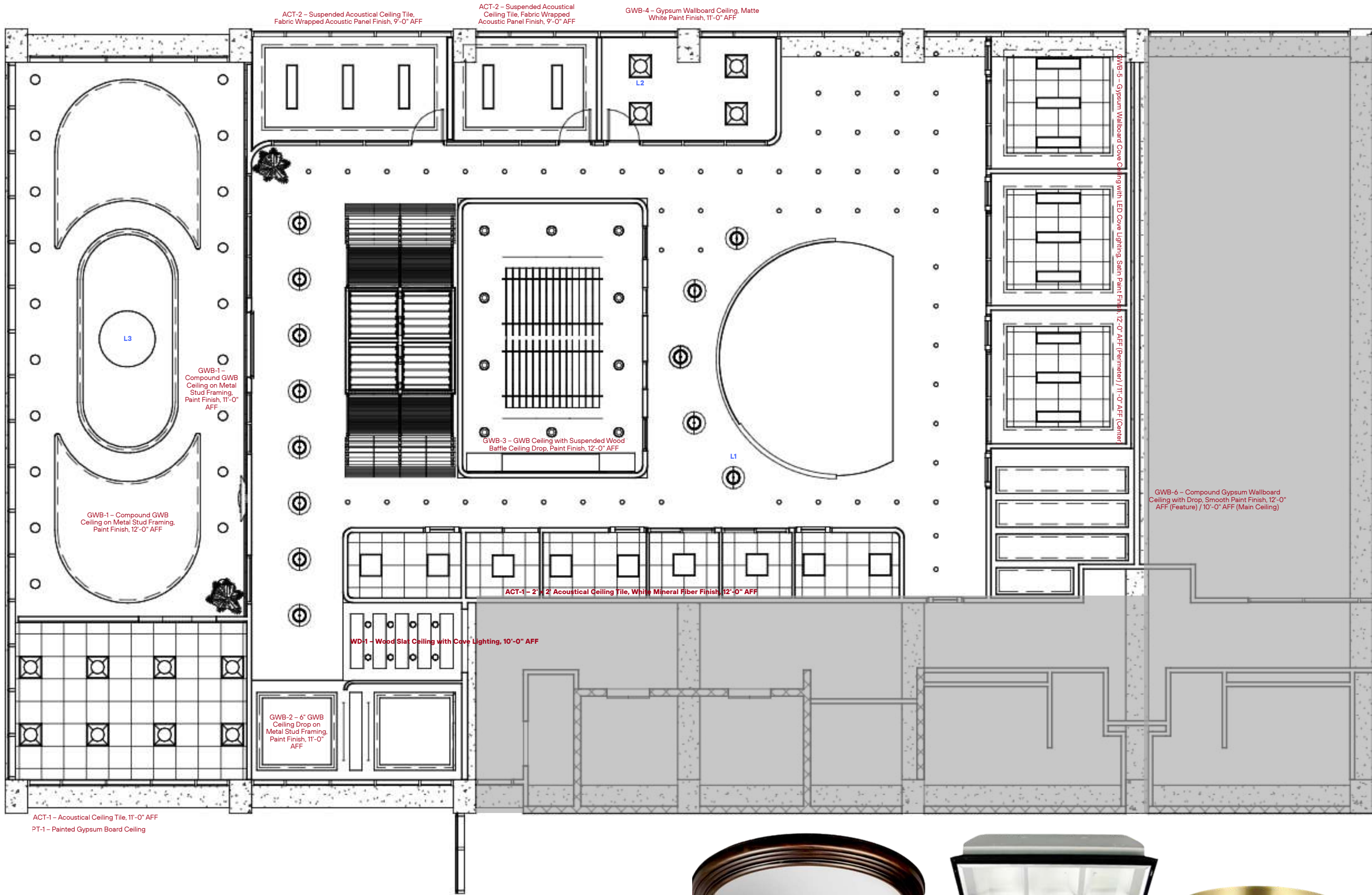


Tag	Ceiling Type	Finish	Height
ACT-1	2' x 2' Acoustical Ceiling Tile	Microperforate d Acoustic Finish	12'-0" AFF
ACT-2	Suspended Acoustical Ceiling Tile	Textured Mineral Fiber Finish	9'-0" AFF
ACT-3	2' x 2' Suspended Acoustical Ceiling Tile	Fine Fissured Mineral Fiber Finish	10'-0" AFF
GWB-7	Compound Gypsum Wallboard Ceiling with Drop	Smooth Matte Paint Finish	12'-0" Feature / 10'-0" Drop
WD-2	Wood Panel Cove Ceiling with LED Cove Lighting	Natural Teak Finish	11'-0" Main / 12'-0" Cove
GWB-8	Custom Gypsum Wallboard Feature Ceiling	Painted Finish	11'-0" Main / +1'-6" Raised Feature
GWB-9	Gypsum Wallboard Cove Ceiling with LED Cove Lighting	Satin Paint Finish	10'-0" Main / 11'-0" Cove

LEVEL 1: RCP PLAN



Tag	Fixture Name	Manufacturer	Description / Finish
LT-1	Dutton Brown Pendant Chandelier	Dutton Brown	Decorative pendant chandelier with metal frame and glass elements used as a feature light
LT-2	Flower Chandelier	Visual Comfort	Sculptural chandelier with petal-like forms providing decorative ambient lighting
LT-3	Acoustic Drop Ceiling Panel with Integrated Light	Custom / Acoustic Panel System	Square acoustic ceiling panel with integrated LED lighting for ambient illumination



Tag	Ceiling Type	Finish	Height
ACT-1	2' x 2' Acoustical Ceiling Tile	White Mineral Fiber Finish	12'-0" AFF
ACT-2	Suspended Acoustical Ceiling Tile	Fabric-Wrapped Acoustic Panel Finish	9'-0" AFF
GWB-1	Compound Gypsum Wallboard Ceiling on Metal Stud Framing	Matte Paint Finish	11'-0" / 12'-0" AFF
GWB-2	6" Gypsum Wallboard Ceiling Drop on Metal Stud Framing	Smooth Plaster Finish	11'-0" AFF
GWB-3	Gypsum Wallboard Ceiling with Suspended Wood Baffle Feature	Walnut Veneer Finish	12'-0" AFF
GWB-4	Gypsum Wallboard Ceiling	Matte White Paint Finish	11'-0" AFF
GWB-5	Gypsum Wallboard Cove Ceiling with LED Cove Lighting	Satin Paint Finish	12'-0" Perimeter / 11'-0" Center AFF
GWB-6	Compound Gypsum Wallboard Ceiling with Drop Feature	Smooth Paint Finish	12'-0" Feature / 10'-0" Main Ceiling AFF
WD-1	Wood Slat Ceiling with Cove Lighting	Natural Oak Finish	10'-0" AFF

Tag	Fixture Type	Description
L1	Recessed Curved Downlight	Curved recessed LED ceiling light used for general ambient lighting
L2	Recessed Square Ceiling Light	Square recessed LED panel fixture integrated within the ceiling
L3	Circular Feature Light	Large circular ceiling fixture used as a decorative feature light

LEVEL 2: RCP PLAN

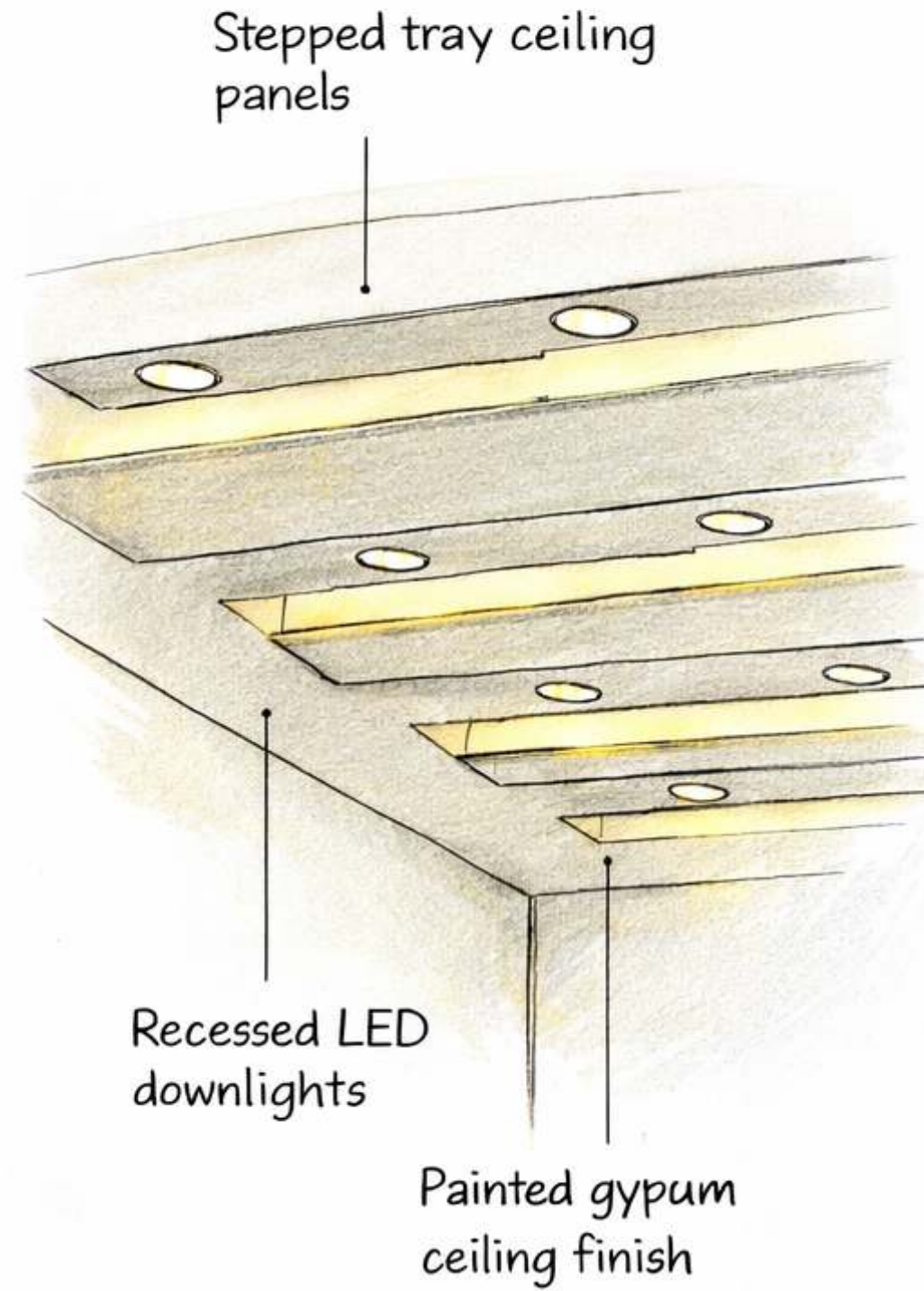


Ceiling Design Supporting Sketches



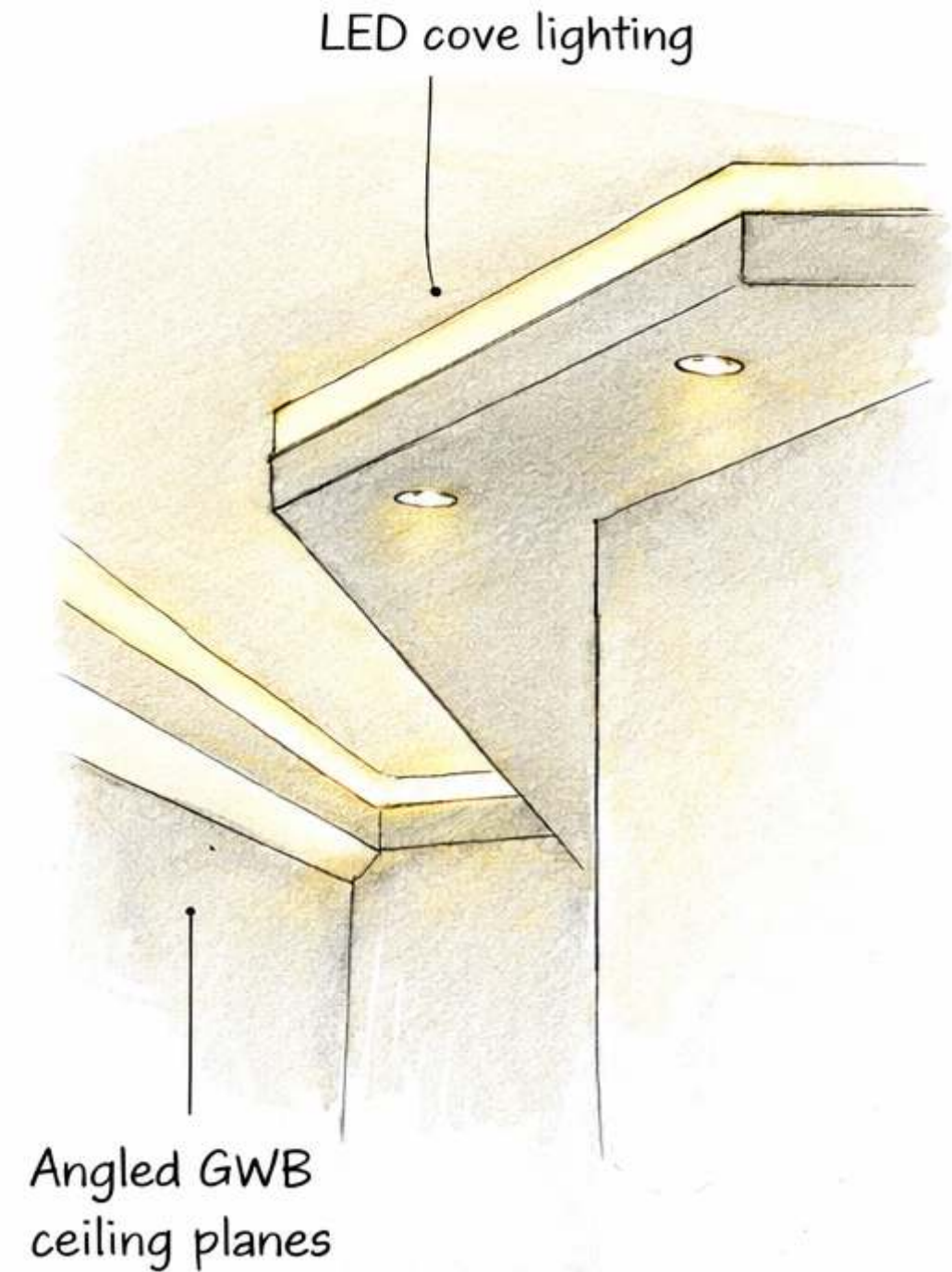
Feature Chandelier Ceiling

Layered gypsum ceiling forms create a central focal point while the suspended chandelier provides decorative illumination and recessed lights support ambient lighting.



Linear tray Ceiling panels

Stepped ceiling panels introduce depth while integrated recessed lighting provides consistent ambient illumination.



Angled Cove Ceiling

Angular ceiling planes conceal LED strip lighting that washes the ceiling surface and creates soft indirect illumination.

WORKPLACE WELLNESS:
Integrated wellness areas support employee wellbeing and encourage movement throughout the workday.

PRIVATE WORK ZONE:
Enclosed offices provide acoustic privacy and support focused individual work.

SOCIAL INTERACTION SPACE:
Informal seating areas encourage collaboration, discussion, and creative exchange.



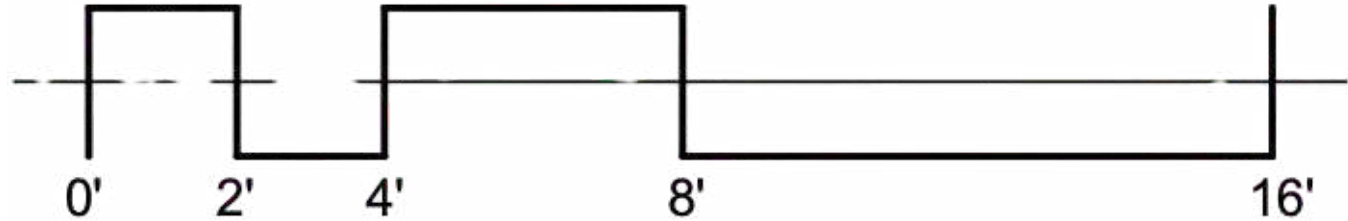
① LONGITUDINAL SECTION
1/4" = 1'-0"

BRAND HERITAGE DISPLAY:
Curated textile and craft displays express Sabyasachi's cultural identity and craftsmanship.

RADIANT CORE:
Double-height brand entry acts as a central visual anchor and reinforces the concept of Radiant Heritage.

BRAND EXPERIENCE ZONE:
This space expresses Sabyasachi's signature dark, rich aesthetic, while surrounding work areas translate the brand into a lighter, contemporary workplace environment.

FEATURE MATERIAL PALETTE:
Patterned wall coverings and natural materials reinforce the luxury brand identity.



Longitudinal section

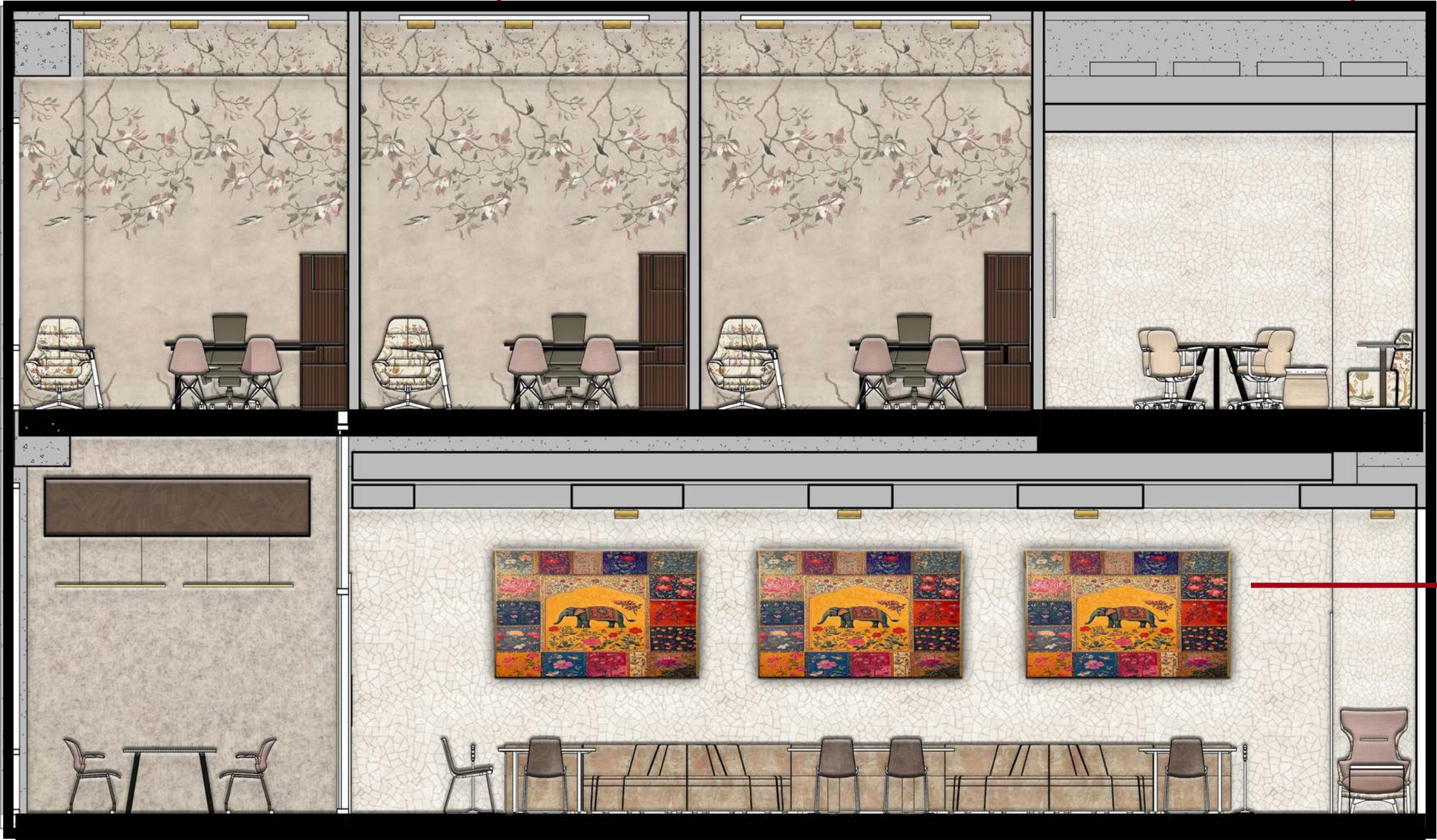


PRIVATE WORK ZONE:
Enclosed offices provide acoustic privacy and support focused individual work.

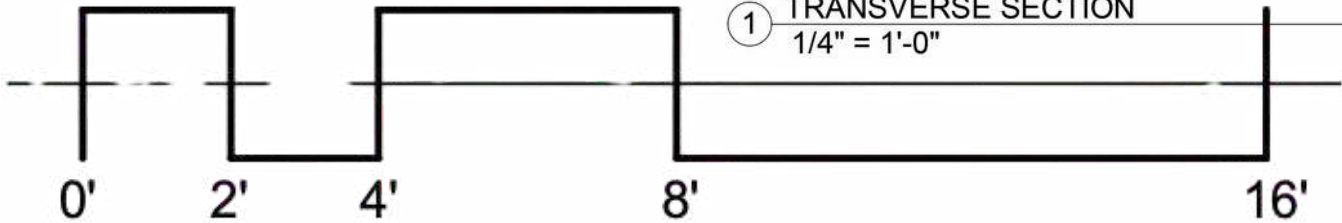
INFORMAL MEETING AREA:
Small discussion zones support quick meetings and spontaneous collaboration.



LAYERED WORK ENVIRONMENT:
Workspaces are vertically organized to balance collaborative areas with quieter focused work zones.



BRAND STORYTELLING WALL:
Large-scale artwork reinforces Sabyasachi's cultural narrative and brand identity within the workspace.



① TRANSVERSE SECTION
1/4" = 1'-0"

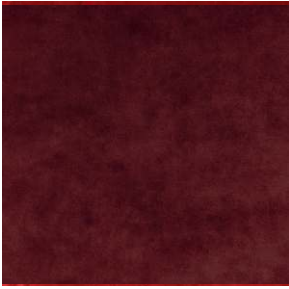
WORK CAFÉ – SOCIAL INTERACTION:
An informal social hub that supports collaboration, casual meetings, and spontaneous interaction.



TRANSVERSE SECTION



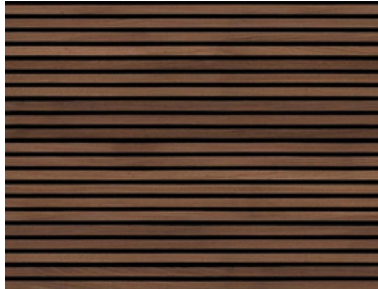
A warm metallic finish with a soft reflective surface used for decorative accents and detailing.



A rich, soft textile with a smooth pile that adds depth, warmth, and visual richness.



A woven textile surface that introduces subtle texture and softness to the wall.



Linear wooden slats that create rhythm and texture while adding a natural material quality.

MATERIALS



ACCENT LIGHTING:
Focused lighting highlights textiles and creates a gallery-like display.

BRAND HERITAGE DISPLAY:
Curated textile and craft panels showcase Sabyasachi's cultural heritage and craftsmanship.

DISPLAY STORAGE:
Integrated cabinetry provides storage while maintaining a clean presentation wall.

WOW – BRAND FEATURE WALL



Decorative wall covering featuring delicate botanical motifs that add visual texture and detail.



Soft velvet fabric with a deep red tone that provides richness and depth to seating elements.

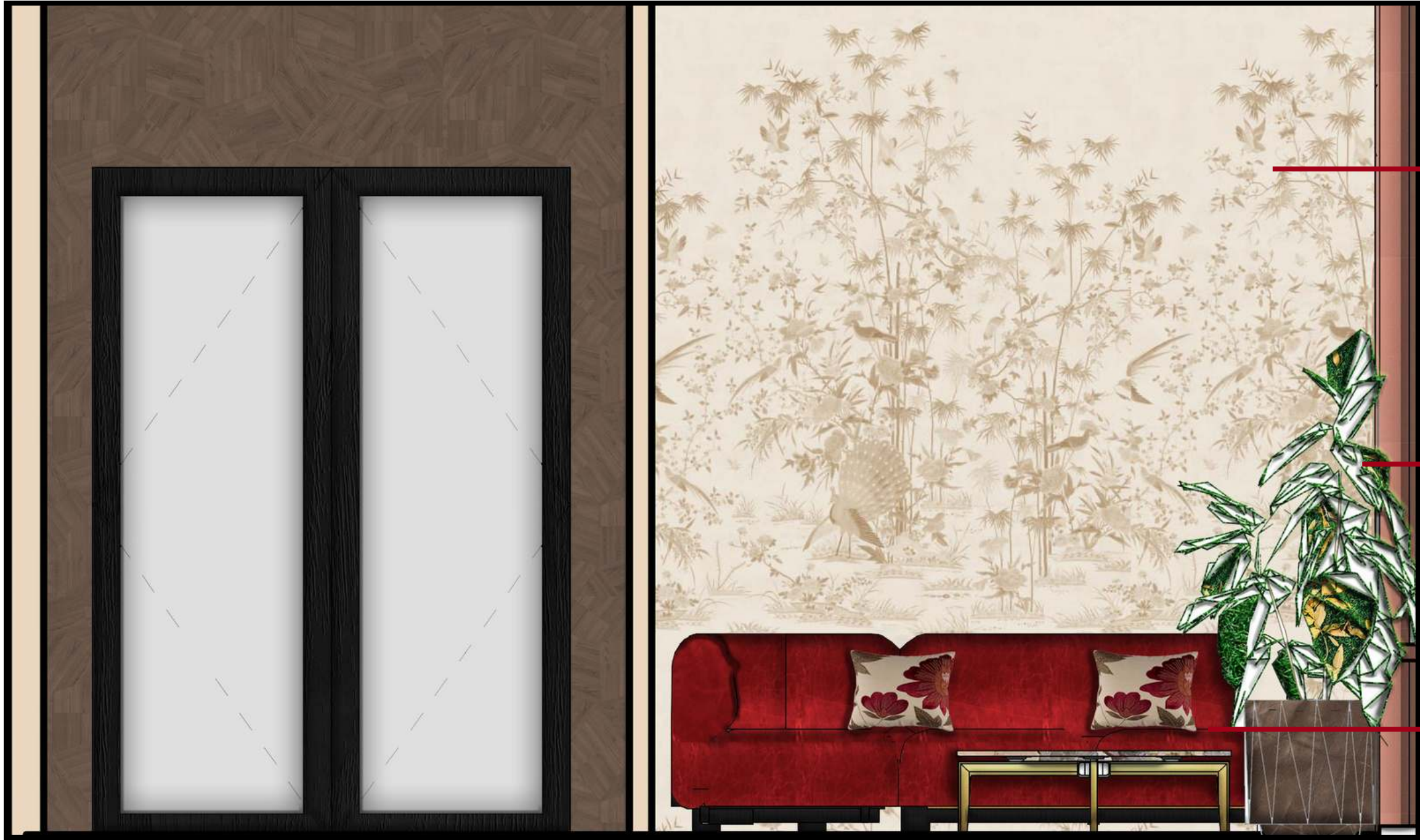


A warm-toned wall finish with subtle variation that creates a natural and tactile surface.



Polished stone surface with distinctive veining that introduces contrast and a refined material quality.

MATERIALS



FEATURE WALLPAPER:
Patterned wall covering reflects the brand's traditional Indian motifs.

BIOPHILIC ELEMENT:
Indoor planting adds warmth and supports a welcoming workplace atmosphere.

SOCIAL INTERACTION SPACE:
Comfortable seating encourages informal conversation and relaxation.

PUBLIC LOUNGE FEATURE WALL



Soft woven upholstery fabric that adds comfort and warmth to seating surfaces.



Small stone tiles arranged in a repeating pattern that create texture and visual depth.



Warm metallic finish with a soft sheen used for decorative accents and detailing.



Decorative wall covering featuring nature-inspired imagery that adds visual interest and depth.

MATERIALS



SOFT SPATIAL EDGE:
Curved forms soften circulation paths and create comfortable gathering zones.

FEATURE MURAL WALL:
Nature-inspired mural adds visual depth and reinforces the brand's storytelling approach.

INFORMAL COLLABORATION NOOK:
Curved seating creates an intimate space for small discussions and informal meetings.

SPECIAL NEEDS IDEATION SPACE

Reception / Arrival Area



Reception / Arrival Area



Radiant Core Arrival:

The curved reception wall and ceiling guide visitors toward the central circulation spine of the workplace.

Brand Identity

Expression: Botanical wall coverings and animal motifs reflect Sabyasachi's nature-inspired storytelling and cultural heritage.

Material Palette: Warm wood flooring, textured plaster walls, and brass lighting create a luxurious yet welcoming arrival experience.

Wayfinding Through Form: The curved circulation path intuitively directs movement deeper into the workspace.

Brand Experience Arival Zone



Brand Experience Arival Zone



Central Brand Experience:

This area highlights Sabyasachi's design identity through curated displays and crafted elements that celebrate the brand's heritage.

Material Expression:

Wood slat panels, rich textiles, and patterned wall coverings reflect traditional craftsmanship while maintaining a contemporary workspace aesthetic.

Spatial Transition:

The curved circulation path guides movement from the brand experience area toward the café and collaborative spaces.

Visual Storytelling:

Display shelving and curated objects communicate the narrative of Sabyasachi's fashion heritage and design philosophy.

Brand Experience Area



Brand Experience Area



Central Brand Experience: The double-height display platform highlights Sabyasachi couture as the focal storytelling element of the workspace.

Radiant Heritage Concept: Sculptural lighting and the central stage create a radiant focal point that visually anchors the space.

Material Expression: Wood slat panels, patterned wall coverings, and rich textiles reflect traditional craftsmanship and luxury.

Spatial Hierarchy: The open atrium creates visual connectivity between floors while reinforcing the importance of brand heritage.

DESIGN LAB





Collaborative Creative Workspace: Open layout supports teamwork, design discussions, and garment development.

Function + Craft: Sewing stations, cutting areas, and pin boards support the hands-on fashion design process.

Material Contrast: Terrazzo flooring and neutral finishes provide a durable working environment while maintaining a refined aesthetic.

Social Interaction Theory: Shared work tables encourage collaboration and spontaneous creative exchange.

Furniture and Fixture Selections



Marketing Department

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Steelcase Series 1 Task Chair	Steelcase	Series 1	Upholstered Fabric Seat, Black Nylon Base	23"W x 23"D x 36-41"H	Open Office Workstations
OE1 Collaborative Booth	Herman Miller	OE1 Workspace Collection	Upholstered Fabric Panels, Wood Table Surface	60"W x 30"D x 48"H	Marketing Collaboration Area
Pillo Lounge Chair	Knoll	Piero Lissoni Collection	Fabric Upholstery	36"W x 34"D x 28"H	Informal Discussion Area

Lounge Area

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Fiber Bar Stool	Muuto	Fiber Bar Stool	Upholstered Seat, Powder Coated Steel Frame	18"W x 20"D x 40"H	Work Café Bar
Saarinén Café Table	Knoll	Saarinén Collection	Wood Veneer Top, Cast Aluminum Base	36" Dia x 29"H	Lounge Café Area
Place Modular Sofa	Herman Miller	Place Modular Seating	Fabric Upholstery	72"W x 36"D x 28"H	Social Lounge Space

Conference Room

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Ology Height Adjustable Desk	Steelcase	Ology	Wood Laminate Top, Powder Coated Steel Base	60"W x 30"D x 28-46"H	Conference Room
Eames Soft Pad Executive Chair	Herman Miller	Soft Pad Group	Leather Upholstery, Aluminum Frame	23"W x 23"D x 34"H	Conference Room Seating
IC Lights Wall Sconce	Flos	IC Lights Collection	Brushed Brass Frame, Opal Glass Shade	11.8" Diameter	Lounge Area



Private Office

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Steelcase Series 1 Task Chair	Steelcase	Series 1	Upholstered Fabric Seat, Black Nylon Base	23"W x 23"D x 36–41"H	Open Office Workstations
HAY AAC 22 Side Chair	HAY	About A Chair AAC 22	Molded Polypropylene Shell, Steel Legs	23"W x 20"D x 32"H	Workstations / Collaboration
HAY CPH190 Desk	HAY	Copenhagen Desk	Oak Veneer Tabletop, Solid Wood Frame	63"W x 31"D x 29"H	Private Office



Terrace

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Dedon Nestrest Lounge Chair	Dedon	Nestrest	Woven Fiber Frame, Fabric Cushions	39"W x 34"D x 31"H	Terrace Seating
Herman Miller Place Modular Curved Sofa	Herman Miller	Place Modular Seating	Upholstered Outdoor Fabric	72"W x 36"D x 28"H	Terrace Lounge

Product Name	Manufacturer	Model	Finish / Material	Dimensions (Approx.)	Location
Branching Bubble Chandelier	Lindsey Adelman Studio	Branching Bubble	Satin Brass Arms, Hand-blown Glass Globes	36"–48" Diameter	Reception / Arrival Area
Axis Double Wall Sconce	Hubbardton Forge	Axis Sconce	Brass Backplate, Frosted Glass Cylinders	16"H × 5"W	Lounge / Circulation Area
Smithfield Flush Ceiling Light	Flos	Smithfield	Aluminum Body, Opal Diffuser	15" Diameter	Circulation / Workspace Areas

Material Board

DESIGN LAB FEATURE WALL



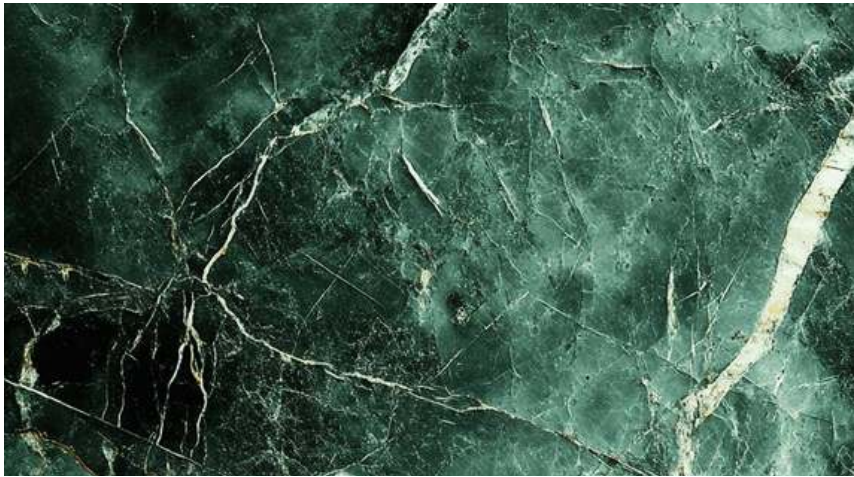
Dark Mosaic Stone Tile
textured stone tile finish with a small-scale mosaic pattern.

CONFERENCE ROOM TABLE TOP



Dark Veined Stone
Natural stone surface with bold veining and deep tonal variation.

ARRIVAL LOUNGE TABLE TOPS



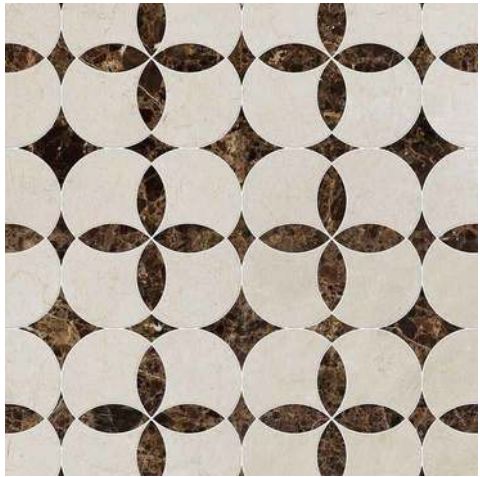
Green Marble
Polished marble finish with rich green color and natural veining.

IDEATION LOUNGE



Neutral Geometric Carpet
Soft woven carpet with a subtle geometric pattern and textured surface

TERRACE FLOOR



Decorative Pattern Tile
Ceramic tile with repeating geometric motif and contrasting tones.

TABLE TOPS COFFEE TABLE



Red Marble
Dramatic red marble surface with strong white veining and polished finish.

ACCENT METAL



Brushed Brass Metal
Warm metallic finish with a soft brushed texture.

DESIGN LAB STORAGE CABINETS



Wood Slat Panel
Linear wood panel system with evenly spaced vertical slats.

WORK CAFE



Patterned Carpet
Soft textile carpet with organic pattern and neutral tones.

INFORMAL LOUNGE



Red Textile
Rich textile surface with deep color and soft tactile quality.

Design Build physical model of Level 5 Terrace

Level 5 Terrace Sunshade System Model

The terrace sunshade system is designed as a series of perforated circular panels that provide filtered shading while creating dynamic light and shadow patterns across the outdoor seating area. The radial cut pattern references traditional ornamental motifs while maintaining a lightweight structure supported by vertical columns. The system allows natural light to pass through while reducing direct solar exposure, improving comfort in the terrace environment. The repeating circular elements establish rhythm and visual continuity while defining seating zones beneath the shade structures.

Component	Material Used
Floor Base	MDF / Foamcore
Structural Columns	plastic tubing
Sunshade Panels	Laser-cut MDF
Wall Panels	Foamcore with wood strips
Structural Frames	Wooden sticks / basswood

Design Intent

The sunshade structure creates a semi-open canopy that balances shade and openness. The perforated panels generate patterned shadows that change throughout the day, enhancing the outdoor experience while visually connecting the terrace to the design language used throughout the project.

Inspiration Imagery



Sketches

