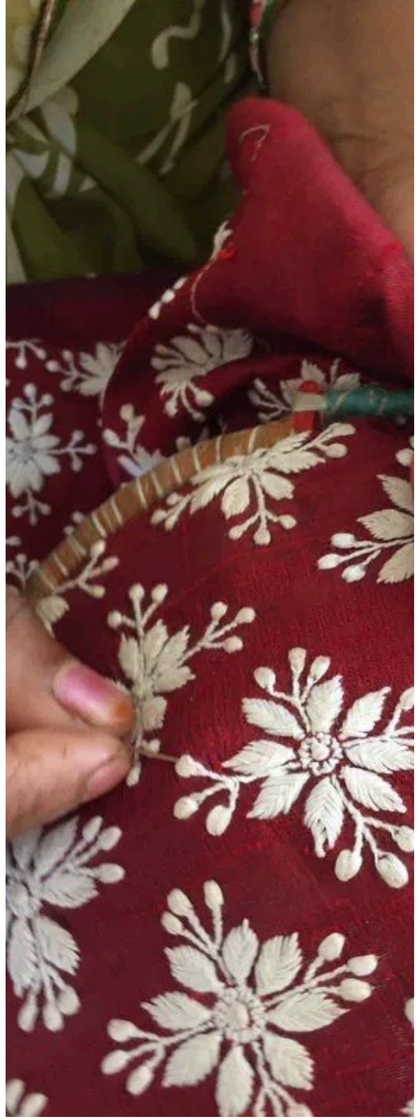
TR|NJAN

Where stories are woven.

Luxury Brand Identity inspired by the heritage of Phulkari

Shloka Vikrant









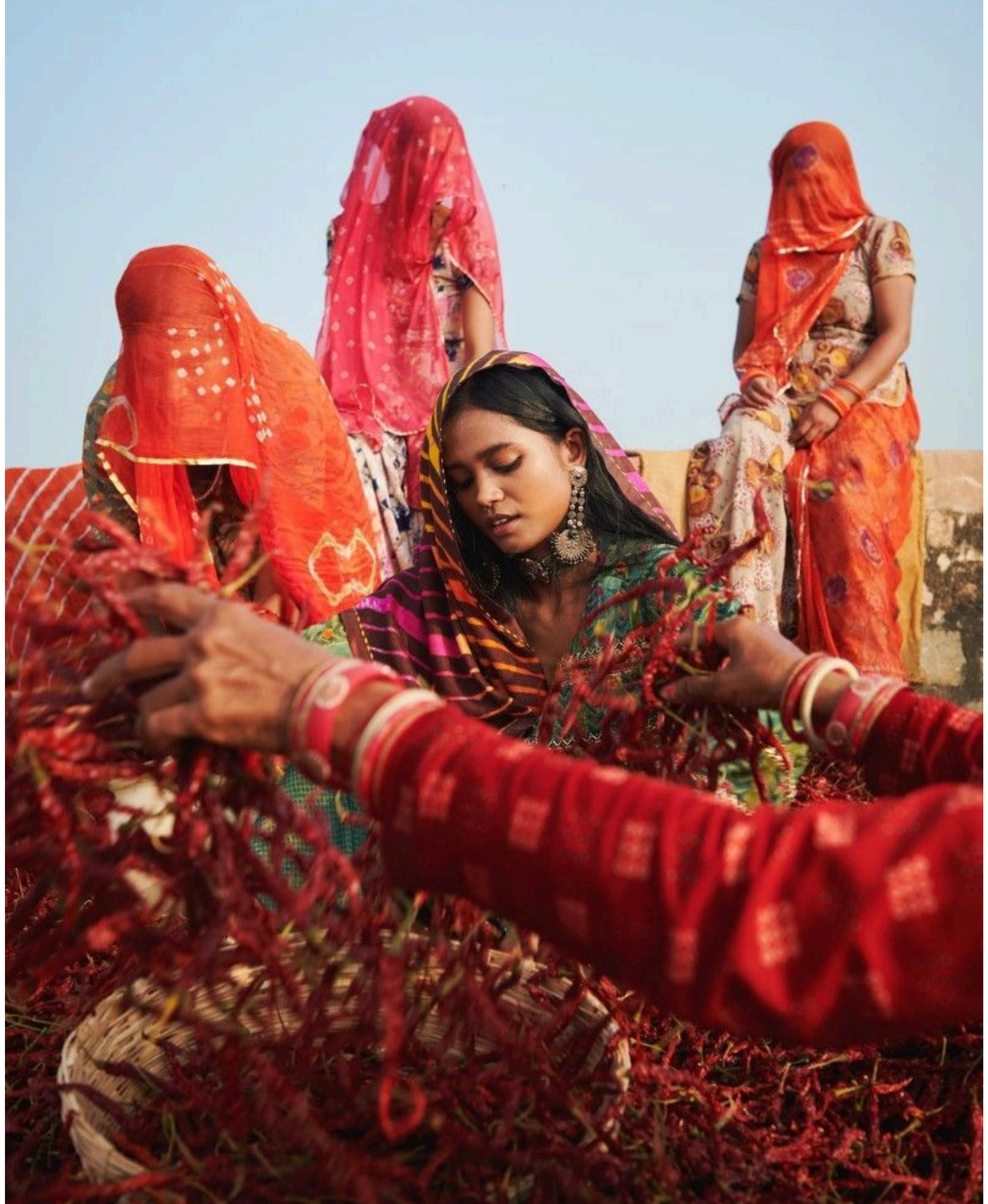
01 What is phulkari

- Originated in Punjab over centuries ago.
- Traditionally embroidered by women in Trinjans, where stories, folklore and daily life were shared through stitching.
- Every embroidery became a visual diary, documenting family history, celebrations, hopes and memories.
- Known for vibrant geometric embroidery, reverse stitching techniques and handcrafted detail.
- Today, Phulkari is widely recognised through bridal fashion, but its cultural storytelling and artisanship often receive less attention.

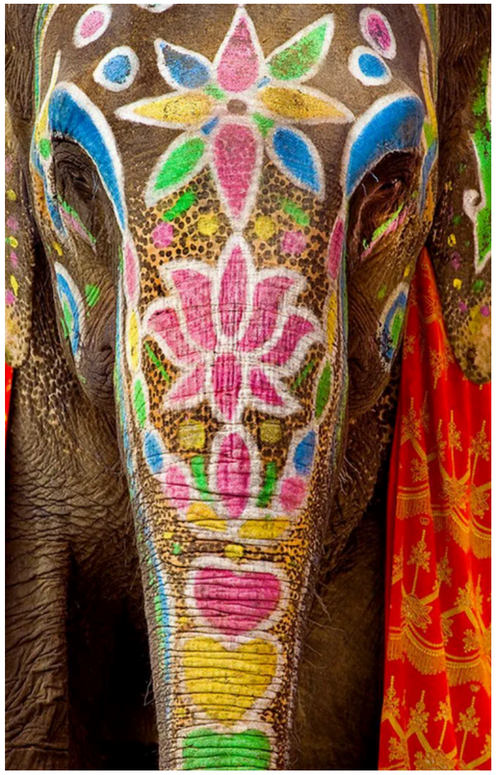
02 Why Phulkari?

- I chose Phulkari because it represents more than traditional embroidery—it carries stories, identity, and craftsmanship that deserve a wider audience.

- I wanted to explore how this heritage could be reimagined as a contemporary luxury fashion brand while remaining authentic to its cultural roots. By celebrating artisanship, timeless craftsmanship, and storytelling, the project encourages a more sustainable approach to fashion that values longevity over fast-changing trends.



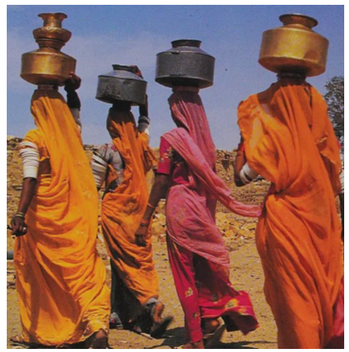
















03 Design Opportunity

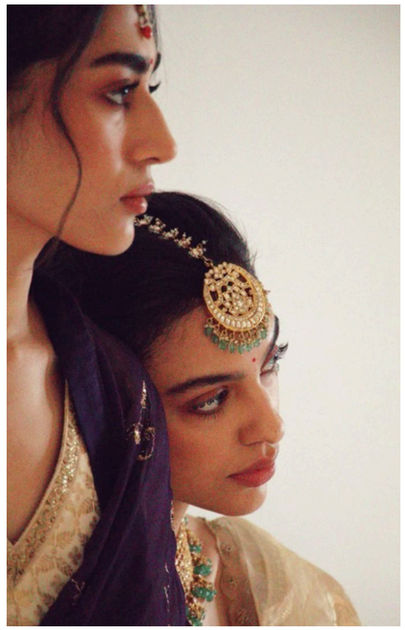
Current Perception

- Weddings
- Festivals
- Costumes
- Traditional wear

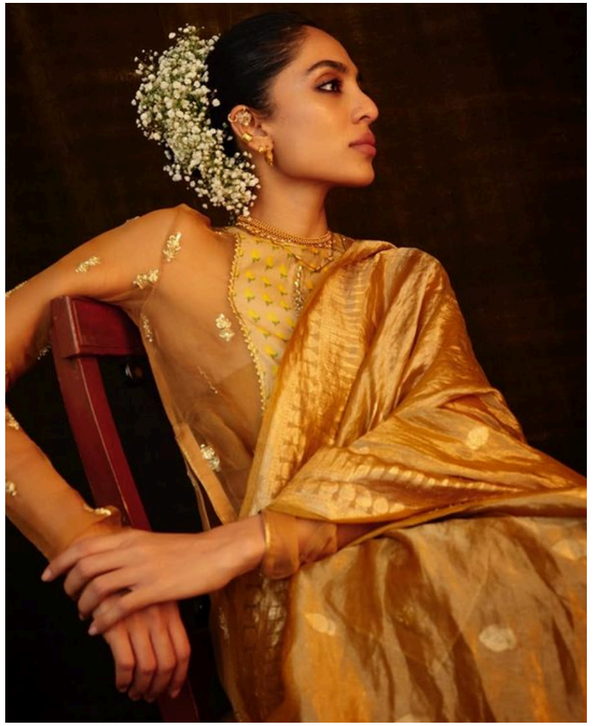
Creative Opportunity

Phulkari has strong cultural recognition, yet it is rarely positioned as a premium lifestyle brand for everyday luxury. This creates an opportunity to reintroduce the craft through modern branding, refined packaging, and digital experiences that connect a global audience with its heritage while supporting appreciation for traditional craftsmanship and more conscious consumption.

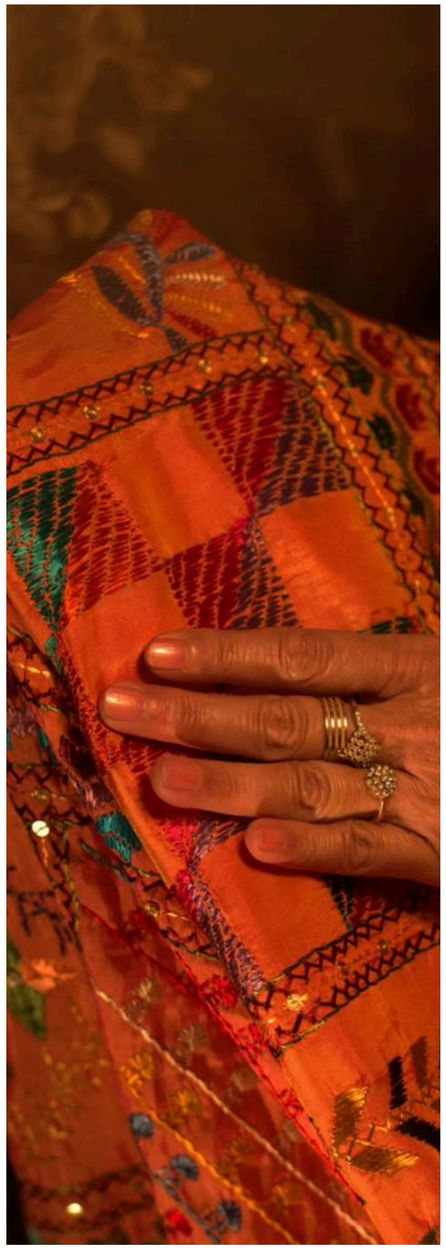












Luxury • Editorial • Heritage • Craftsmanship

Direction 01

Indian Luxury Editorial

Reimagining Indian craftsmanship through contemporary luxury fashion, celebrating heritage with refined silhouettes, intricate embroidery, and editorial storytelling.

Embroidery • Contemporary • Refined •

Tradition • Community • Ritual • Warmth

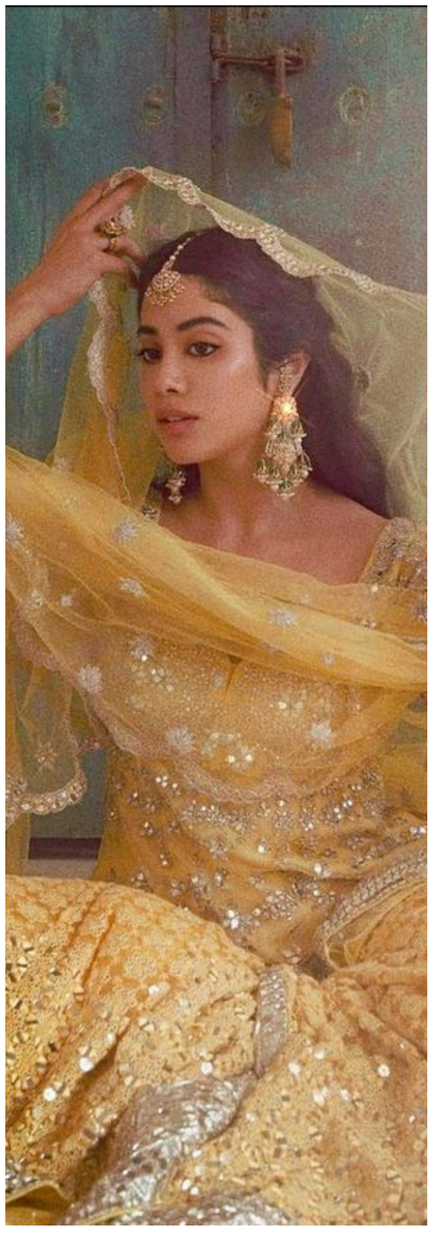
Direction 02

Desi Heritage

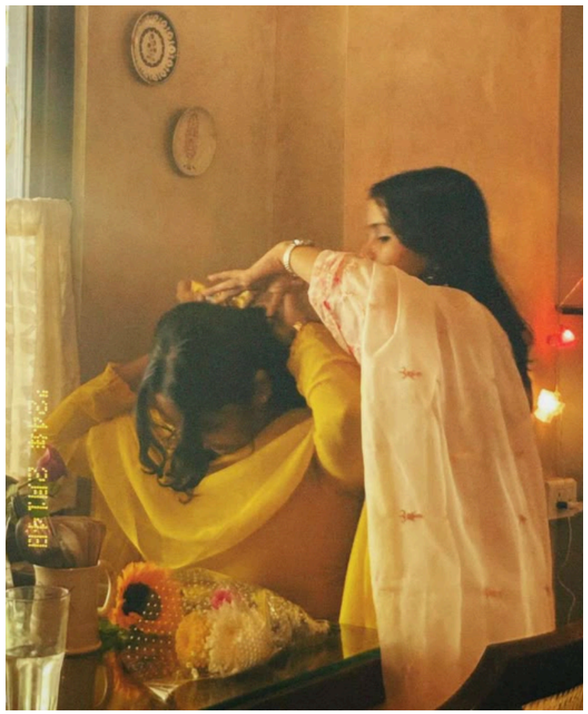
Inspired by the quiet rituals, traditions, and everyday moments that shape Indian identity, this direction celebrates heritage not as something preserved in the past, but as something lived every day.

Culture • Craftsmanship • Home • Belonging

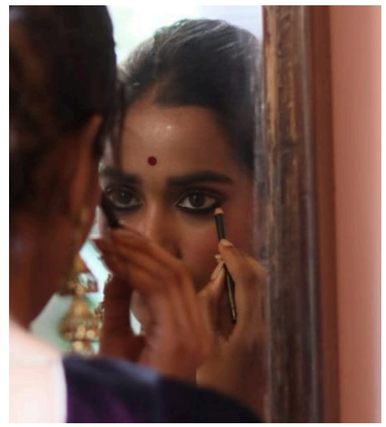




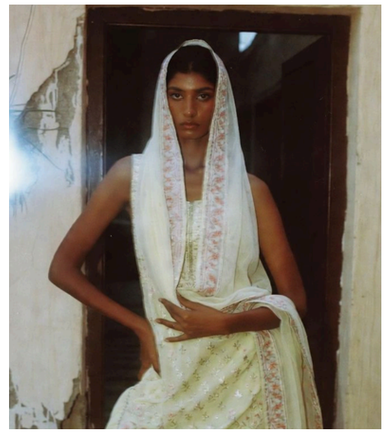
















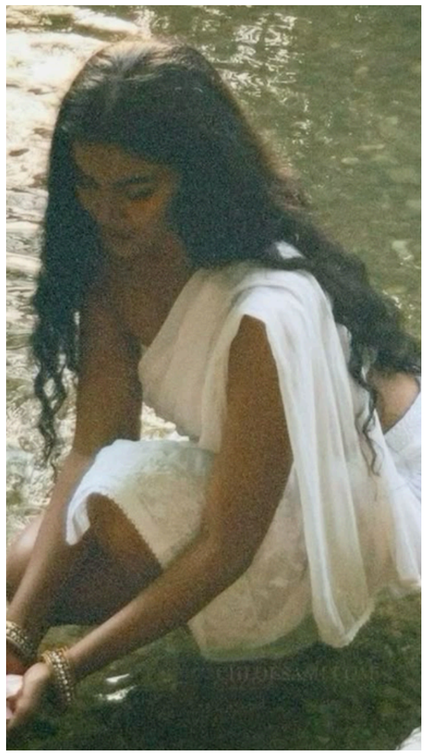












Land • Origin • Community • Craft

Direction 03

Hindustan Ka Zameen

Exploring the origins of the land that shaped the traditions of Phulkari, this direction reconnects craftsmanship with its roots, celebrating the people, places, and stories behind every embroidered thread.

Artisans • Tradition • Storytelling • Belonging



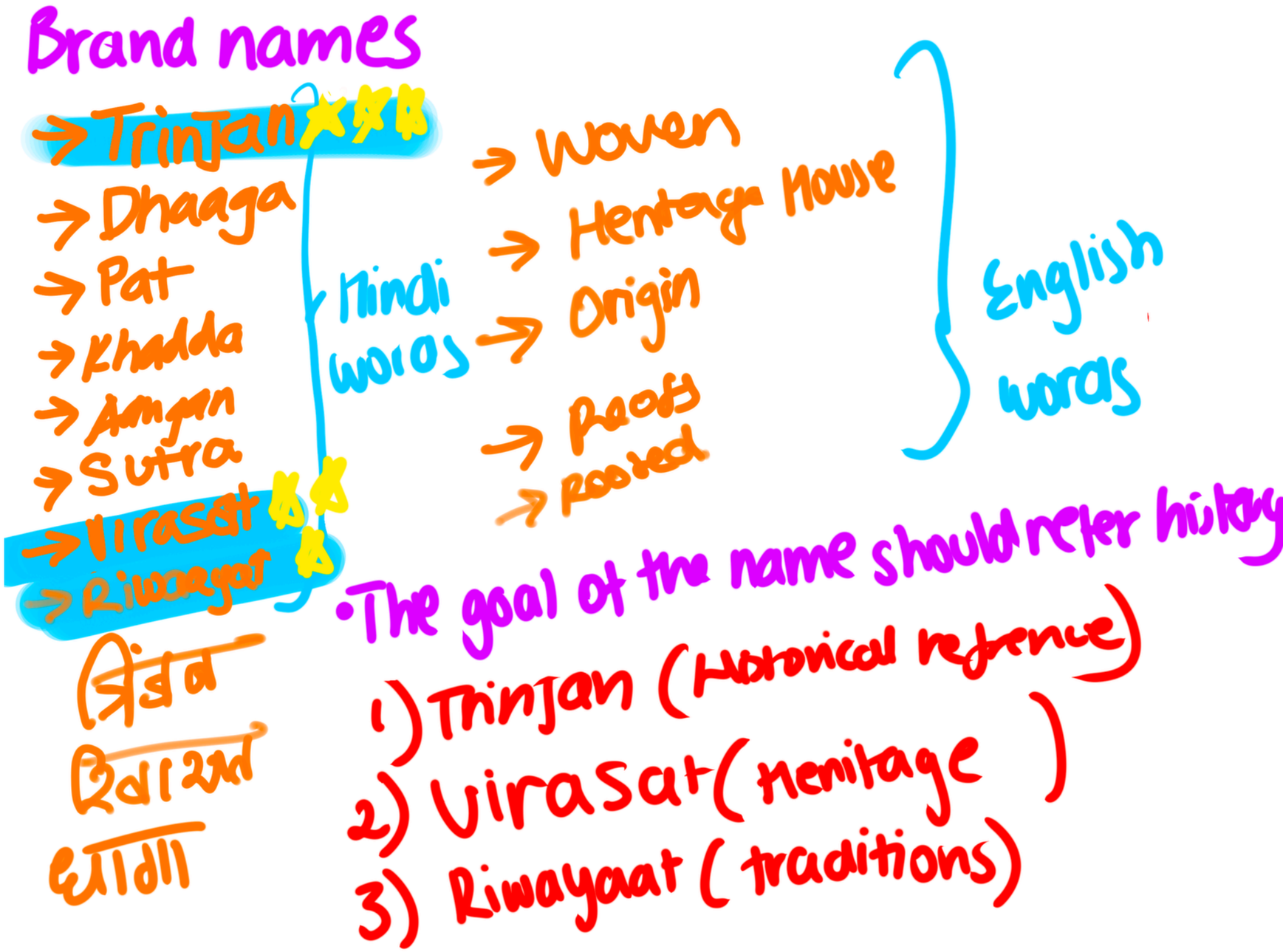
04
Final Creative Direction

After exploring three creative directions, **Desi Heritage** was chosen because it best captures the emotional connection between craftsmanship, culture, and everyday life. Rather than presenting Phulkari solely as luxury fashion, it celebrates the rituals, stories, and communities that have preserved this craft for generations, creating a more authentic and meaningful identity.

05

Brand name ideation

The naming process focused on finding a word deeply rooted in Indian craftsmanship and culture rather than simply describing fashion. Each name explored themes of heritage, storytelling, craftsmanship, and community before arriving at the final choice.



06

Final Brand Name

Brand Story

Trinjan

refers to the traditional gathering spaces where Punjabi women came together to spin cotton, embroider, sing folk songs, and share stories. These communal spaces became the birthplace of generations of Phulkari craftsmanship.

Why Trinjan?

Trinjan isn't just a word, it represents everything the brand stands for. It reflects womanhood, craftsmanship, storytelling, and the communities that kept Phulkari alive for generations. Rather than naming the brand after the embroidery itself, I wanted to name it after the place where these stories began. The unfamiliar name creates curiosity, inviting audiences to discover the history behind the craft while celebrating the people who have preserved it for generations.

09

Brand Strategy

Mission

Trinjan's mission is to preserve and elevate the heritage of Phulkari by transforming traditional craftsmanship into contemporary luxury. Through timeless design, ethical appreciation of artisans, and cultural storytelling, the brand aims to create fashion that is meaningful, sustainable, and globally recognised.

Business Value

Creates premium demand for traditional Indian craftsmanship while increasing cultural awareness and supporting artisan-led production. By increasing global visibility for Phulkari, the brand creates opportunities to preserve traditional craftsmanship and encourage continued support for artisan communities.

Target Audience

20–35 year olds who appreciate luxury fashion, craftsmanship, slow fashion, and cultural storytelling. Creative professionals, fashion enthusiasts, and people looking for meaningful pieces rather than trends.

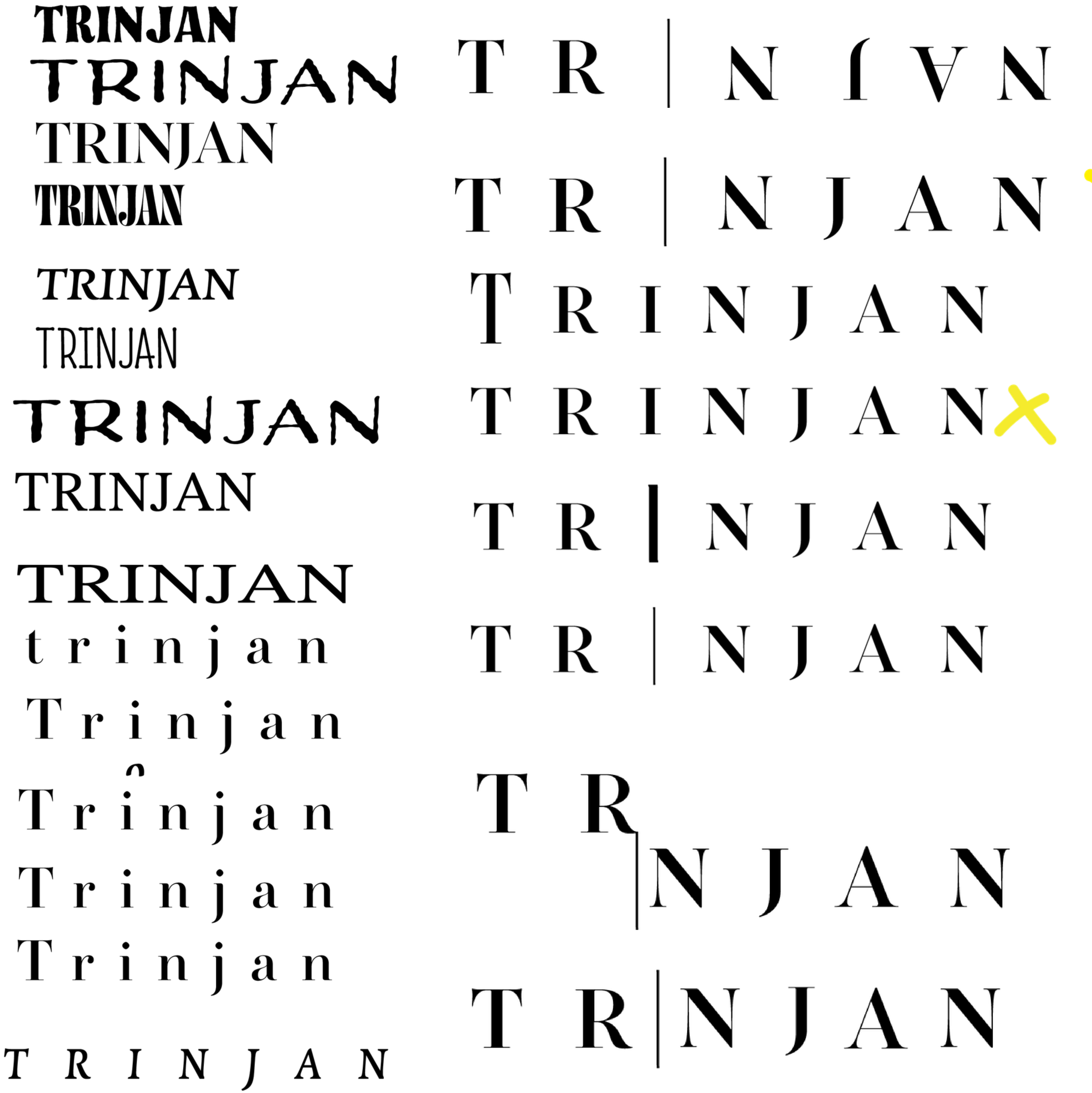
Brand Personality

Bold • Timeless • Authentic • Artistic • Heritage-led • Contemporary • Socially Responsible • Sustainable

08

Logo Ideation

Experimented with multiple serif typefaces, spacing, and custom letterforms in Adobe Illustrator to develop a wordmark that reflected both contemporary luxury and traditional craftsmanship.



09

Final Logo

TR|NJAN

The wordmark is inspired by the construction of Phulkari embroidery. The letter 'I' represents the embroidery thread, while the reversed 'N' references the traditional technique of stitching Phulkari entirely from the reverse side of the fabric before the final design is revealed. Rather than illustrating embroidery literally, the identity subtly embeds the craft into the typography, celebrating the unseen craftsmanship behind every piece.

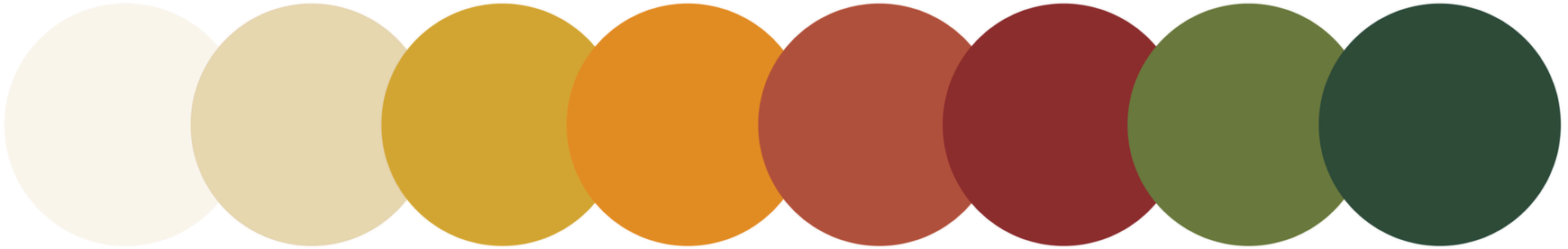
TRINJAN

LOGOTYPE

TRINJAN

BRANDMARK

N



#F8F4EB #E6D6B #D5A73 #E58C1 #B2523 #8C2F2 #6B7A3 #2F4B3

COLOUR PALETTE

Inspired by the landscapes and traditions of Punjab, the palette combines earthy greens, warm mustard, terracotta, and soft neutrals. Referencing fertile fields, handwoven textiles, and vibrant silk threads, it creates a visual identity that feels both rooted in heritage and refined for

TYPOGRAPHY

The typography pairs an elegant display serif with a clean sans serif, balancing heritage with modernity. Inspired by luxury editorials, the combination reflects timeless craftsmanship while ensuring clarity and sophistication across both print and digital applications.

Aa

Primary typeface

Novantique Serif Display

Aa

Secondary typeface

Helvetica Light

11 Clothing Box mockups











All mockups were designed in Adobe Illustrator and presented using Adobe Photoshop mockups. The presentation box was designed to elevate the unboxing experience through a refined drawer-style structure, layered tissue wrapping, and a simple pull tab. Inspired by luxury fashion packaging, the design balances protection with presentation, reinforcing Trinjan's focus on craftsmanship, quality, and thoughtful detail. The reusable drawer box and shopping bag encourage longer product lifecycles, reducing single-use packaging while reflecting the brand's commitment to thoughtful, sustainable design.

12 Clothing Bag mockups







The shopping bag extends the brand experience beyond the point of purchase. Using the same restrained colour palette, typography, and premium materials as the packaging, it creates a cohesive identity while providing a durable and reusable carrier for the garment.









13

Garment Tag mockups

The garment tag continues Trinjan's visual identity through a minimal layout and carefully selected materials. Alongside essential product information, it briefly introduces the story behind the brand, reinforcing the connection between contemporary fashion and the cultural heritage of Phulkari.

14

All mockups

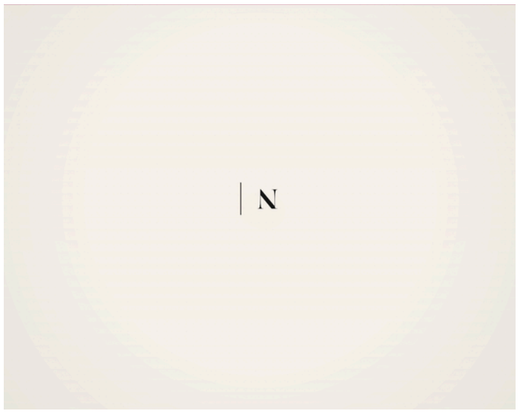
To demonstrate a cohesive luxury brand experience, the PR box, shopping bag, and garment tag were brought together in a series of hypothetical campaign visuals. Using Adobe Firefly, I created editorial-style imagery inspired by contemporary luxury fashion campaigns to showcase how each touchpoint works together as part of a unified brand ecosystem. These visuals communicate Trinjan as an established luxury fashion brand rather than a collection of individual packaging assets.





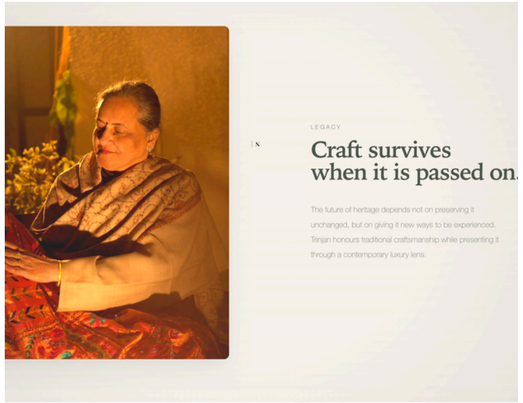


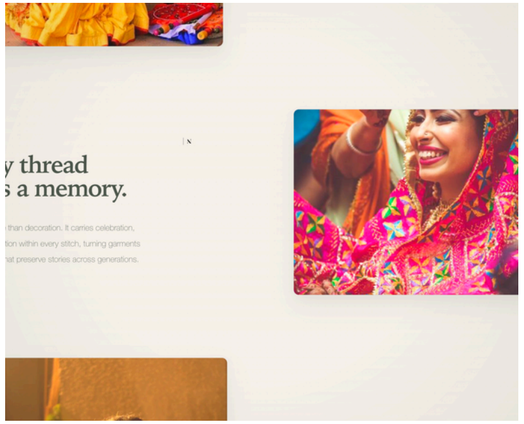


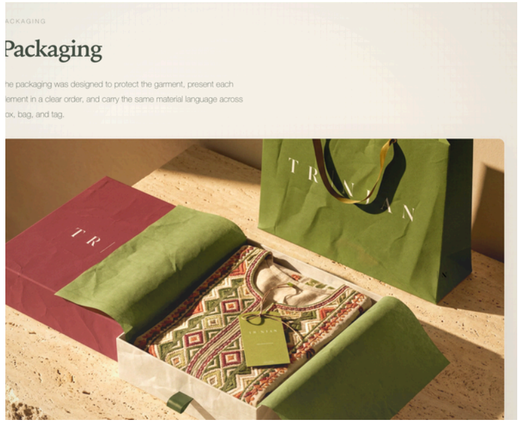


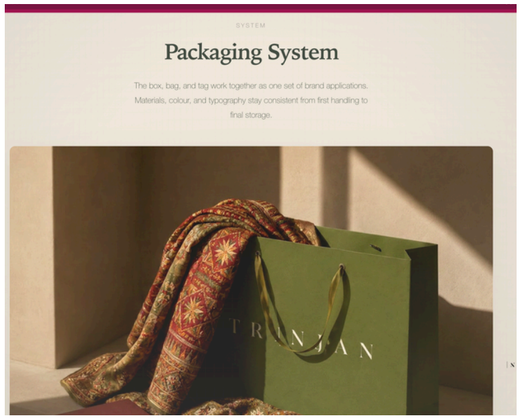


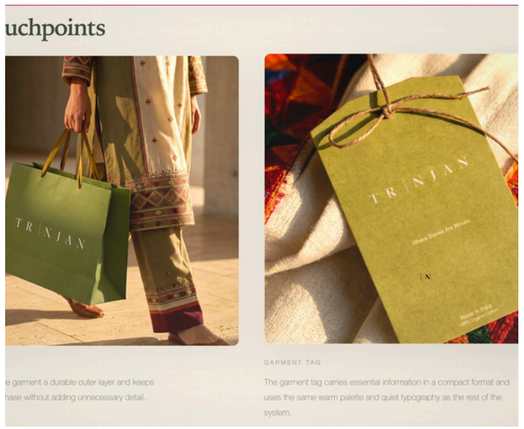












15

Website Mockup (Landing Page)

The website was designed to extend Trinjan's brand identity into a digital experience while preserving the same sense of craftsmanship and storytelling found throughout the visual identity. The landing sequence begins with the Trinjan wordmark, which transitions into the brand submark before revealing a cinematic hero video inspired by Punjabi heritage and everyday cultural traditions. As users scroll, the website introduces the story of Phulkari, its cultural significance, and the brand philosophy before showcasing the packaging system and brand touchpoints. Warm tones, generous white space, subtle animations, and editorial-inspired layouts create a contemporary luxury experience while honouring the heritage behind every garment. The imagery and video used within the website are for conceptual presentation purposes only. All brand identity, packaging, layouts, and mockups were created as part of this project

TRINJAN

Where stories are woven.

Experience the website