

Our Design Collective



DDM
Design
Studio





PRODUCT DESIGN | DEVELOPMENT | NICHE MANUFACTURING

VERTICAL DESIGN CONSULTANCY & MANUFACTURING SERVICES
STUDIO SRZ CHENNAI - INDIA



FOUNDER



Shahrukh Zaidi hails from the niche genre of Leather Apparel & Accessory Designers & Design Consultants (an Alumnus of NIFT-Delhi 1999 Batch). He has a profound experience to his credit & has rendered 22+ years of his expertise to the International Apparel & Accessory brands through Indian Leather Exports / Retail Industry & has served some of the most reputed USA, European & UK Brands.

His credentials include a close association with Design Development/ Research/ Trend Forecasting Agencies, Global Brands, Brand-Licensors, Design & Research Institutes like, (NIFT) National Institute of Fashion Technology, (NID) National Institute of Design & (FDDI) Footwear Design & Development Institute, (CLE) Council of Leather Exports, (CLRI) Central Leather Research Institute & Manufacturing/ Export Houses.

Specialized in Market-Specific “Leather Fashion Trend Analysis, Fashion Forecasting, Design Research, Collections & Product Development, Product Engineering, Retail VM/ Space Design & in Trainings/ Development Workshops.

He also, possess an intensive 18+ years of international travel experience through multiple participations & visiting the major International Global Fashion events, Pret’ shows, B2B fairs, Buyer-seller meetings, Trade events, Business promotion meetings & Seasonal shopping on a continuous periodicity, worked & participated with Trend Pavilion team of Linepelle Bologna for continuous 3 years as a “Design Head / Associate Professor of NIFT-CLE Leather Design Centre, Ministry of Commerce Govt of India’), some of the major events covered are mentioned below,

Ambiente-Paris, Bread & Butter-Barcelona/ Berlin, Moda-Birmingham, Pure-London, Le-Cuir/ La-Salon-Paris, Pitty-Uomo, Milano, Lineapelle-Bologna/ Barcelona, Magic-Las Vegas, Micam/ Mipel-Milano, Offenbach-Frankfurt, Premiere Vision/ Pret-a-Porter/ Who’s Next--Paris & BSM’s at NYC, LA & Spain & APLF HK Etc.

ABOUT US

Studio SRZ was launched in 2010 through various Indian & International Fashion Shows, B2B events & Trade shows after garnering all the experience of yesteryears & the amalgamation of Global Design Sensibilities, travel & work expertise. Studio SRZ provides Vertically Integrated Design & Development services with an in-house Collection Development & Niche Manufacturing facilities.

We propose a Design-Industry partnership with our Innovation Centre which provides Design Intervention to Finished Leathers, Leather Accessories & Leather Garments Industry on a continuous basis to promote Indian Design & achieve a bigger share of the better value business propositions.

One Fine Leather is a Studio SRZ Private label which is yet to be launched as an Online Retail Brand, presently selling Made-to-Order products for Celebrities, Luxury Boutiques & Bespoke Corporate-Gifting & some of the Premium Retail Indian Brands.



Founded



Brands Served

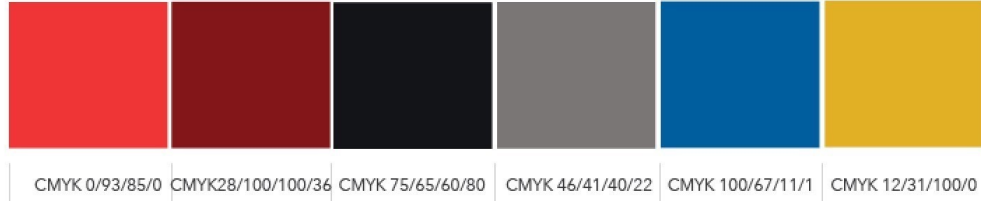
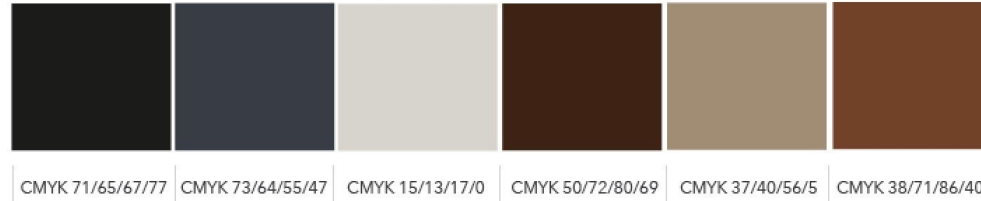
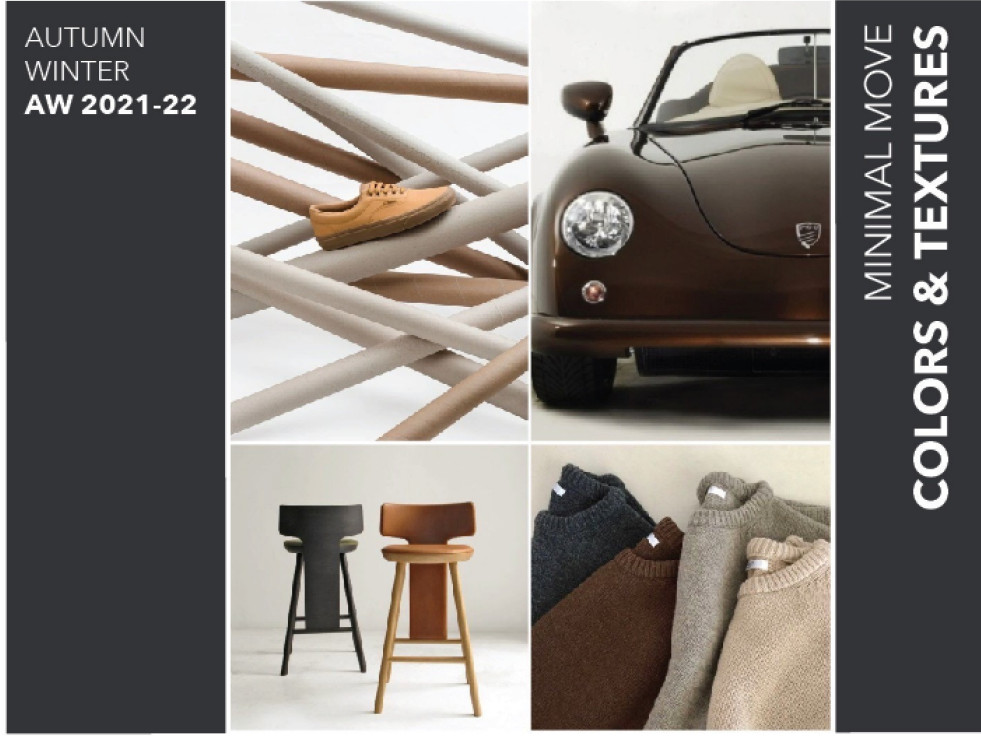


Work Force

SERVICES

I. Fashion Trend Analysis & Fashion Forecasting – Leather, Apparel, Accessories & Shoes:

Creating “Trend Books for AW & SS Seasons from last 28 fashion seasons, curating Look-Books & Mood Boards as per Brand’s directions/ desired DNA / Handwriting, preparing Cross-Seasonal “In-Trends Leather Quality/ Finish cards with Color Palette” in-sync with prevailing Season’s main fashion stories”, creating Collections right from Concept to Product Design followed by Collection Planning, creating the Designs/ Line Drawing & Spec-sheets, Product Engineering & Development methodology.



SERVICES

II. Product Design & Collection Development – Leather, Apparel, Accessories & Shoes:

Based on the curated Design Intelligence from the Trend book Stories or Brand's DNA/ brief, a collection plan is created covering entire process chart with weekly activities & timelines, this leads to start 2D/ 3D Designs as required, Line Drawing, Spec-sheets, Trim Cards & BoMs. Once the Designs are frozen with all aspects on Specifications, Leathers, Materials, Color details & Pattern making, Product Engineering & Prototyping is done, once Protos re-viewed & re-engineered/ tweaked Master Samples/ Collection are developed

BUYERS

Fashion Brands:

- Tory Burch, Mulberry, Coach, Michael Kors, Chloe/ SBC, RRL, Ralph Lauren, Karl Lagerfeld, AllSaints, Muji, Uniqlo, Espirit, M&S, Autograph, Zara & H&M.
- Mont Blanc, Clarks, Caterpillar, Geox, Ecco, Tumi, Fossil, Armani, Calvin Klein, Filofax, Cross, Next, Bensherman, Diesel, Replay, Chevignon, Abercrombie & Fitch, Ed-Hardy & True Religion.

Brand Licensors:

- SWANK Inc. & RANDA USA (Tommy Hilfiger, Nautica, Guess, Geoffery Beene, Chaps, Tasso Elba, Donald J. Trump.
- PVH Brands (Timberland, Wrangler, Arrow, Dickies), Walmart, Sam's Club & Costco, Macy's Private labels.

Exporters:

- Chennai NCR: A V Thomas, Rabia, Farida, India Shoes, Kenmore, AH Group, Language, Tritan, NMH
- Dewas – TATA International
- Kolkatta: D2, Trio Group, Creative
- Delhi NCR: Escorts Goetze, Alpine Apparels, Apollo International, Vivaldi.



SERVICES

III. Product Design & Manufacturing – Leather Accessories:

A. Niche Manufacturing for Retail Brands & Corporate Orders:

We manufacture Luxury & Premium Leather Accessories (Bags, Belts, Wallets, Home & Office Hard Goods etc) for Brands with their respective Specs & Branding against Sale Orders.

BUYERS

Retail Brands @ India:

Tata Tanishq, Tata Zoya, Fellmonger, VIP Caprese, Reliance Brands (Satya Paul, Dune London, Clarks India) Raymond, MTM, JK Halen House, Levi's, Benetton, Williampenn, Pennline, Lapisbard, 3DM & The Rawls Shoes,

Corporate Brands Gifting:

- Automobiles: Mercedes Benz, Porsche, VW Group, Lexus, Suzuki.
- Liquor: Chivas Regal, Ballantynes, Royal Salute.
- Hotel Industry, Taj Hotels, ITC Hotels.



PRIVATE LABEL

IV. One fine leather- Leather Accessories Retail Brand

One Fine Leather is an exclusive brand specializing in Lifestyle Gifting Accessories, made for the keeps. The product line is designed keeping Form & Function versus user experience as a cornerstone of brand creation, making them not only a pleasure to gift but also to own & collect.

Each product is meticulously crafted by high-skilled artisans with exceptional techniques & a devoted eye for detail. Made from Genuine Vegetable Tanned & Metal-Free Leathers sourced responsibly from across the globe from LWG Gold Rated Tanneries assuring ethical sources & traceability of animal skins to add to owner's prestige & inspire.

Our Gifting Collections are curated & designed with a Unisex Aesthetic. A remarkable blend of olden traditional techniques of leather craft with a purposeful, modern-day design, offers an unmatched collection that is UNUSUAL AS USUAL !!

Presently retailing at Taj Khazana located in Taj Palace, New Delhi and Taj Coromandel, Chennai.

Upcoming stores in Taj Vikroli, Mumbai and Taj Falaknuma Palace, Hyderabad.

HANDCRAFTED GOODS
ONE FINE LEATHER
UNUSUAL ASUSUAL



HANDCRAFTED GOODS
ONE FINE LEATHER
UNUSUAL ASUSUAL

HANDCRAFTED GOODS
ONE FINE LEATHER
UNUSUAL ASUSUAL

. an expression of affection, a reason to commemorate, a way to be remembered .



CONNECT WITH US



FOR CUSTOMISED/ CORPORATE GIFTING ORDERS
CONTACT INFO@ONEFINELEATHER.COM
ALL PRODUCTS ARE DESIGNED, DEVELOPED AND MADE IN INDIA
& ARE COPYRIGHTS OF STUDIO SRZ.

LIFESTYLE GIFTING ACCESSORIES
RETAIL, BESPOKE & CORPORATE COLLECTIONS

HALLMARK OF OUR LEATHERS



TEAM



SHAHRUKH ZAIDI
Founder & Curator
(Senior Designer and Creative Head)



ASHLESHA RAI
Assistant Designer
(Product Research and Design)

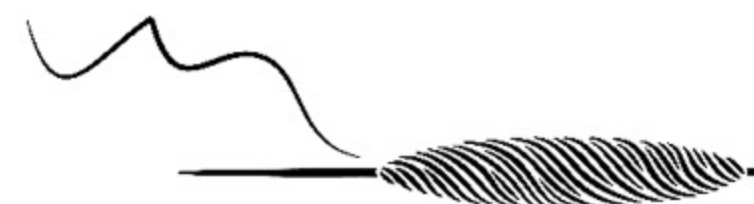
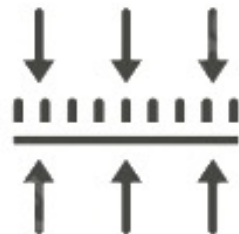
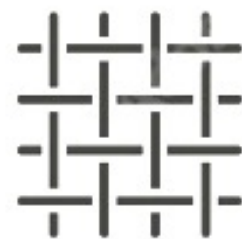
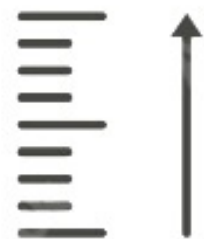


SUREKHA BHARTI
Assistant Designer
(Product Development)



MARTIN AJAY KUMAR
Assistant Manager
(Merchandising)

URVARA - SUSTAINABLE FASHION SOURCING



urvara

SUSTAINABLE | FASHION | SOURCING



DESIGN & DEVELOPMENT

DESIGN and product development is one of our greatest strengths. We offer market intelligence, a diverse in-house design community with teams across the globe in varied disciplines and CLO 3D fashion simulations for our sampling service. We conceive two in-house collections every year, and an additional capsule collection made from leftover and excess materials.



OUR TEAM



DOMINIC DSILVA
Founder & CEO

Over 21 years of experience in Apparel
Manufacturing



LEKHA RAJEEV
Creative Director

Over 19 years of experience in Product
Design & Development

SUSTAINABILITY

We develop customised fabrics & Yarns

Natural dyed fabric & garment dyeing. Block prints & Botanical prints

Hand made raw banana fibre accessories

Regenerated and organic cotton

We develop new leathers

Chrome free tanning, compostable & biodegradable leathers

Certified suppliers only

Cradle to cradle

Customer presentations via 3D rendering



CONTACT US



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INTERNATIONAL DESIGN PARTNERS



DDM DESIGN STUDIO/ Milan

Who We Are

DDM DESIGN STUDIO is a creative design studio based in Milan with a global designer partners and collaborators. STUDIO furnishes an artistic concept ,design &development services in fashion industry.



DDM DESIGN STUDIO/Milan

Didem
Sagman



Creative Consultant & Accessory Designer
CO-FOUNDER OF DDM DESIGN STUDIO / MILAN

Leather Goods Designer worked previously as a ;

Creative Project Director for COSTUME NATIONAL
Accessory Designer for POLO by RALPH LAUREN
Special Projects Designer for LE TANNEUR
Design Director for 1972

Paolo
Valerio
Ferrari



Leather Goods Designer
CO-FOUNDER OF DDM DESIGN STUDIO / MILAN

Leather Goods Designer worked previously as a ;

Head of Women Accessory in DOLCE & GABBANA,
Senior Leather Goods Designer in GUCCI ,
Senior Leather Goods Designer in DIOR



OUR ORGANISATION

The Swedish-Italian company has produced belts bags and accessories, in leather and textile, for customers worldwide since 2015.

Our extended business experience have created close collaborations with the best Italian tanneries and hardware suppliers.

The head office is located in Tuscany, while product development and purchase are handled in Bergamo with support from our Swedish office. Our Warehouse in Bergamo handles leather, hardware, and storage for our customers if needed.

Our Italian production partners maintain the highest standards of craftsmanship and quality, while our production partners in India provide cost-effective solutions without compromising on quality. This allows us to offer you a diverse range of products based on your unique requirements.



GAPO GROUP

All with 20-30 years experience from the leather business!



Patrizia

Key account
Following customers
from sketch to final
delivery.



Giovanni

Key account
Following customers
from sketch to final
delivery.



Peter

Finance



Anna

CSR and product
developer.



Benny

Purchase and logistics
planner.



Sara

Administration and
finance.

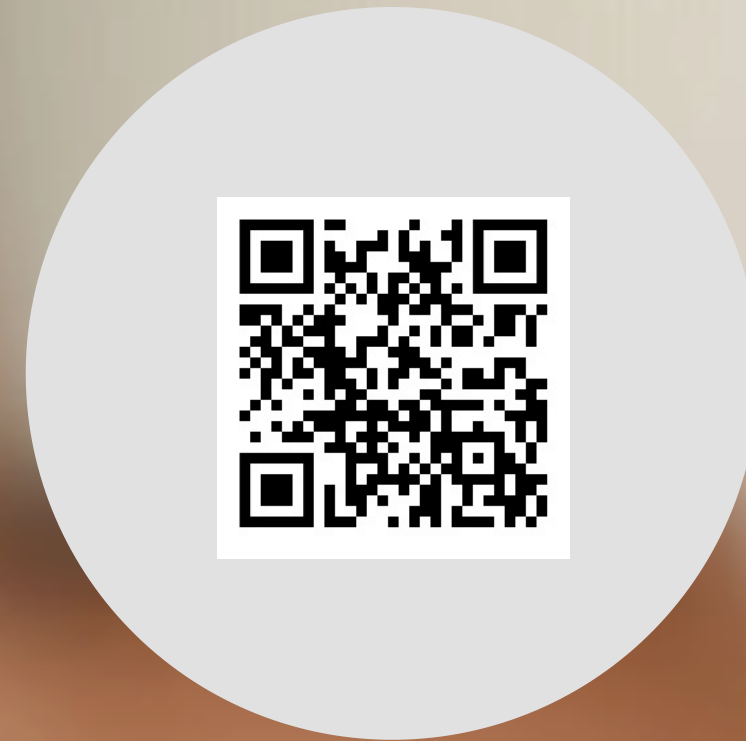
GET IN TOUCH WITH US!



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