

Startup Profile: Thughil – Fashion Products

Overview:

Thughil is a student-driven fashion startup dedicated to designing and creating sustainable and culturally inspired fashion products. With a focus on blending tradition with modern trends, Thughil empowers young designers to showcase their creativity through eco-conscious fashion, promoting handmade and locally crafted garments and accessories.

Core Focus Areas:

- Fashion design and production
- Promotion of sustainable and handmade fashion
- Student creativity and entrepreneurship in apparel and accessories

Innovative Products Developed:

- Handcrafted clothing and fashion accessories
- Eco-friendly bags, scarves, and ethnic wear
- Custom-designed outfits for events and college functions

Faculty-in-Charge:

Mrs. T. Agasthiya Ambika, Assistant Professor, Department of Costume Design & Fashion

Standardpreneurs (Student Entrepreneurs) Involved:

- 1) P.S. Subha, I B.Sc CDF
- 2) S.Srimathi, I B.Sc CDF
- 3) G. Lavanya, I B.Sc CDF
- 4) M.Jeyapandeeswari, I B.Sc CDF
- 5) J. Amrutha, I B.Sc CDF

Innovative Action:

Thughil blends traditional design elements with sustainable fashion practices, offering handcrafted apparel and accessories while nurturing student talent in design and entrepreneurship.