



INTERNSHIP REPORT

**RELIANCE BRANDS LIMITED
ABRAHAM & THAKORE**

**PREPARED BY:
ADAMYA SRIVASTAVA**
Communication Designer

**COMMUNICATION DESIGN
INTERNSHIP**

27 JUNE 2025 - 28 JULY 2025

**APPROVED BY:
KRITIKA SURI**
Mentor and
Assistant Marketing Manager

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ACKNOWLEDGEMENT

I would like to extend my sincere gratitude to **Abraham & Thakore** and **Reliance Brands Limited** for providing me with the opportunity to intern as a Communication Design Intern within the Marketing Management Department at RBL A&T Office, Noida.

I am especially thankful to **Ms. Kritika Suri**, my manager and mentor during this internship, for her continuous guidance, encouragement, and valuable feedback throughout the duration of my training. Under her supervision, I was able to gain practical insights into fashion marketing and develop a deeper understanding of industry expectations and professional workflows.

This internship, conducted from **27th May 2025 to 28th July 2025**, was an essential part of my academic curriculum and has significantly contributed to my personal and professional growth. The exposure to real-time projects, team collaboration, and brand communication at Abraham & Thakore has been both enriching and rewarding.

I am grateful for the chance to contribute meaningfully to the brand's vision and for the learning environment that supported my development in the field of communication design and fashion marketing.

ABOUT MY MENTORS

Ms. Kritika Suri

Assistant Marketing Manager, Abraham & Thakore

Throughout the course of my internship, Ms. Kritika Suri served not only as my reporting manager but also as a role model for effective leadership within a dynamic creative environment. Under her mentorship, I gained a deeper understanding of how to balance creativity with clarity, ensuring that every idea communicated was both innovative and purposeful.

She consistently emphasized the importance of structure, deadlines, and clear communication, which helped shape my approach to managing tasks efficiently. Her leadership style - rooted in empathy, calmness, and professionalism - created a collaborative atmosphere where feedback was shared constructively and progress was always encouraged. I deeply value the lessons I learned from her on team coordination, prioritization, and leading by example with grace and clarity.

Ms. Savneet Kaur

Marketing Executive, Abraham & Thakore

Working alongside Ms. Savneet Kaur gave me insight into the finer nuances of luxury fashion marketing. Her approach to storytelling - blending sophistication with authenticity - taught me how to craft brand narratives that not only align with a premium audience but also feel grounded and relatable.

She demonstrated how attention to detail can transform a project, elevating the perceived value of content while maintaining alignment with brand aesthetics and market expectations. Her confidence, professionalism, and audience-centric mindset inspired me to refine my own communication style and work ethic. Through her guidance, I learned the importance of positioning, tone, and intention in shaping compelling marketing experiences.

INTERNSHIP BRIEF

The internship at Abraham & Thakore was conceived as a full-time, in-office opportunity aimed at students interested in gaining immersive experience within the fashion industry. Structured to span 8 weeks in total, the internship was designed to allow participants to engage directly with the brand's creative and marketing teams, with a focus on communication design, social media, and graphic content creation.

The intention behind this role was to expose interns to the realities of working in a fast-paced, design-led fashion environment. Interns were expected to contribute to the development of digital campaigns, assist in the creation of visual assets aligned with the brand's identity, and participate in the broader communication strategies of the company.

The brief emphasized hands-on involvement, with a strong focus on both marketing and graphic design. Proficiency in Adobe Creative Suite was considered a key requirement, and applicants were expected to be available to join immediately.

By offering this internship, Abraham & Thakore aimed to integrate creative young professionals into their ongoing brand-building processes. The experience was positioned as a chance to gain real-world exposure to fashion communication within the context of an established label under Reliance Brands. It promised a platform where interns could sharpen their visual storytelling abilities, understand brand positioning, and engage with industry-level workflows, tools, and expectations.

ORGANIZATION PROFILE



(1) Creative Heads of ABRAHAM & THAKORE - David Abraham , Kevin Nigli & Rakesh Thakore.

**ABRAHAM & THAKORE CRAFT
UNIQUE LIFESTYLE PRODUCTS WITH
A CONTEMPORARY, UNDERSTATED
AESTHETIC THAT HONORS INDIAN
HEIRLOOM TEXTILES.**

Abraham & Thakore is one of the India's most successful and respected design resources for fashion and accessories. The design label was initially established in 1992, by David Abraham and Rakesh Thakore, graduates of the National Institute of Design, Ahmedabad who were later joined by Kevin Nigli, a design graduate of NIFT, New Delhi. The brand was initially launched with a handmade collection of scarves and kimonos, in exclusive stores in London and in Europe, as stores like The Conran Shop, Browns, Liberty, Selfridges and Harrods in London and Le Bon Marche in Paris started carrying the Abraham & Thakore collections



(2) AW 11-12 Double ikat silk houndstooth sari and shirt, now in the permanent archives of Victoria & Albert Museum, London.

**ABRAHAM
& THAKORE**

Organization's official branding logo.

The label is known to craft contemporary yet non-conforming fashion that lasts seasons. The design sensibility is low key with a strong respect for material, form and craft and reflects the way we live in urban India, creating fashion and textiles rooted in our Indian identity yet with a contemporary and international take. In a consumer world of mass-produced fast fashion, Abraham & Thakore reiterates the belief that real luxury lies in specially crafted product in limited numbers of high quality.

ROLE AND RESPONSIBILITIES

As a Communication Design Intern at Abraham & Thakore, my role focused on contributing to various visual and strategic aspects of the brand's communication. Working closely with the marketing team, I was involved in crafting content aligned with the brand's aesthetic and voice, supporting campaign development, and helping streamline visual storytelling across platforms.

Visual Content Development

I was responsible for conceptualizing, designing, and executing a wide variety of digital assets that aligned with the brand's aesthetic and messaging. This included social media creatives, promotional materials, visual storytelling posts, and digital campaigns tailored to premium audiences.

Campaign & Performance Marketing Support

Supported the ideation and execution of marketing assets for performance driven campaigns, including mall activations, seasonal sales, and event-led initiatives. Ensured all communication remained consistent with brand guidelines while being visually compelling and commercially relevant.

Creative Conceptualization

Actively contributed to the ideation of new content formats and creative directions, including posts that educated audiences on design techniques, heritage practices, and contemporary interpretations of textile craft.

Design Software & Technical Execution

Worked extensively with Canva and Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro) to deliver high-quality, platform-optimized design outputs. Adapted creative assets across multiple formats while ensuring consistency with the brand's luxury positioning and visual language.

Web Interface & Visual Optimization

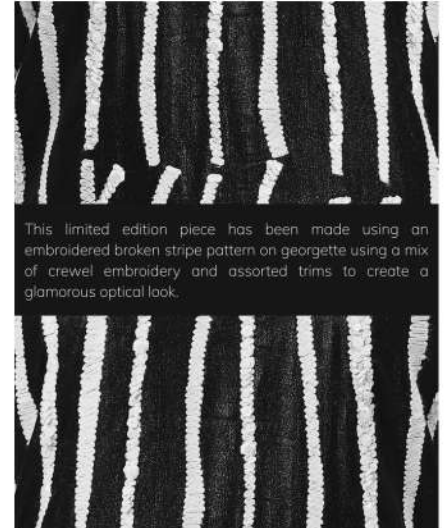
Contributed to the visual redesign of website banners with a focus on enhancing user experience and aligning digital interfaces with the brand's visual identity. The process involved applying principles of visual hierarchy, clarity, and responsive design to ensure that banner assets communicated effectively across devices and created a seamless browsing experience. This task deepened my understanding of how visual communication supports UX/UI goals within a fashion e-commerce context.

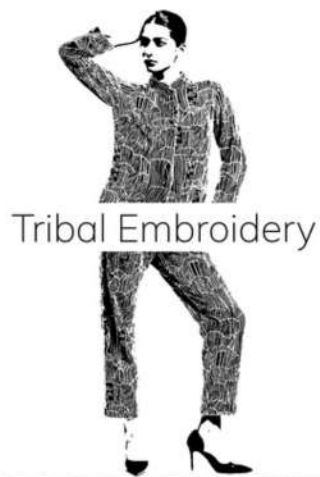
WORK SHOWCASE

This curated sample showcase reflects the diversity and intent behind the work I produced. From crafting social media narratives to supporting performance-driven campaigns and short-form video content, each output demanded a nuanced understanding of luxury branding, audience behavior, and platform-specific communication.

Disclaimer - All visuals, images, and branding elements featured in this report are the intellectual property of Abraham & Thakore and Reliance Brands Limited. This document has been prepared solely for academic and documentation purposes and is not intended for commercial distribution or publication.

SOCIAL MEDIA





Tribal Embroidery



A limited edition shirt and trousers made in Chanderi silk-cotton, featuring an all-over pattern of Mbuti-inspired embroidery. The intricate silk threadwork takes cues from African tribal traditions, reinterpreted with a modern sensibility. Finished with a delicate lace edge, the ensemble strikes a quiet balance between craft and contemporary design.

SONGLINES

SS '25

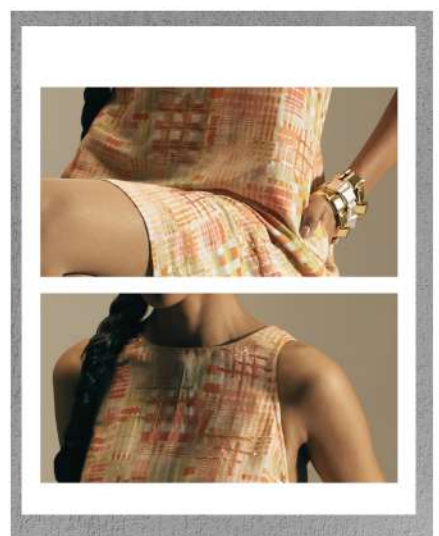


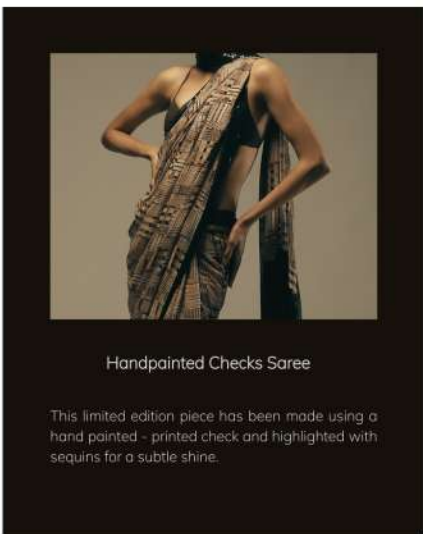
Mbuti embroidery

(ə)M-,BŪ-TĒ IM-'BROI-DƏ-RĒĒ

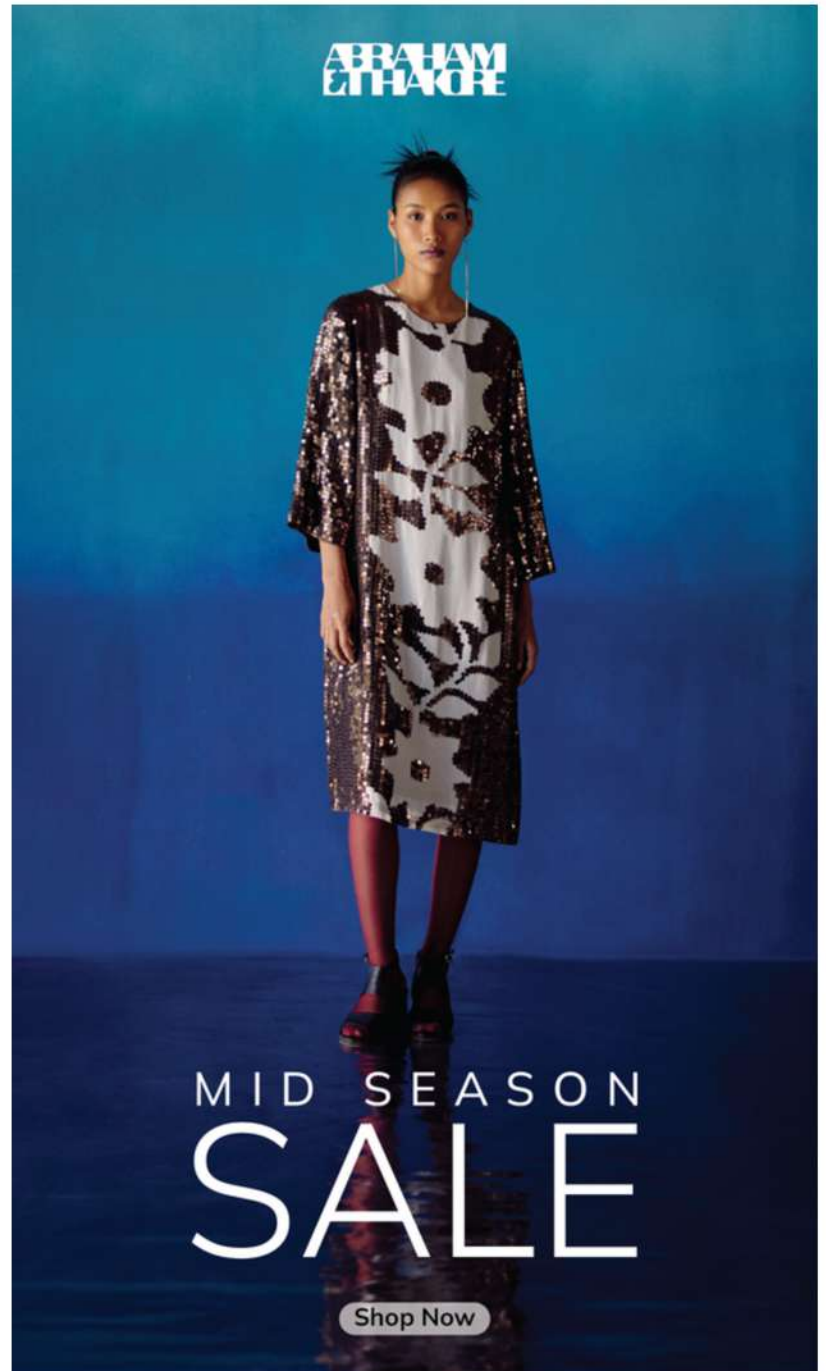
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A traditional decorative needlework of the Mbuti people of the Ituri Forest, featuring intricate geometric patterns stitched onto barkcloth, used in ceremonial clothing and art.





PERFORMANCE MARKETING





MALL MARKETING



ABRAHAM
ETHAORE

SUMMER FINDS ON
S A L E

D25 GROUND FLOOR
DEFENCE COLONY

SUMMER
SALE

EXPLORE MORE

The Dhanmill

ABRAHAM
ETHAORE

SUMMER
FINDS
FOR YOU

1ST FLOOR,
PHOENIX PALLADIUM

SUMMER FINDS ON
S A L E

D25 GROUND FLOOR
DEFENCE COLONY

IN-STORE ASSETS



Sale Sticker

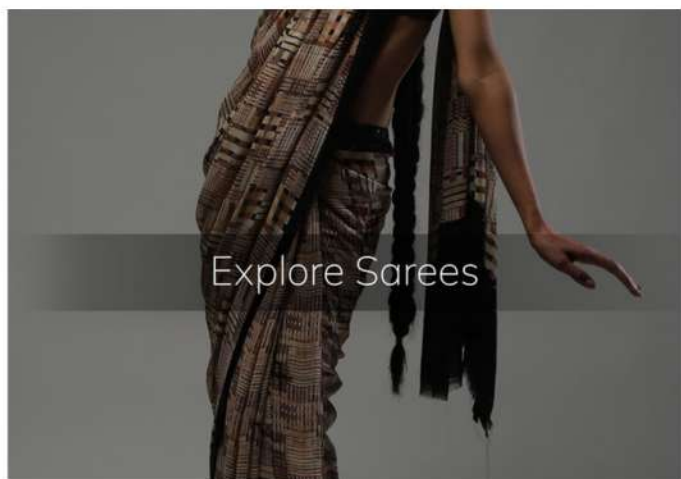
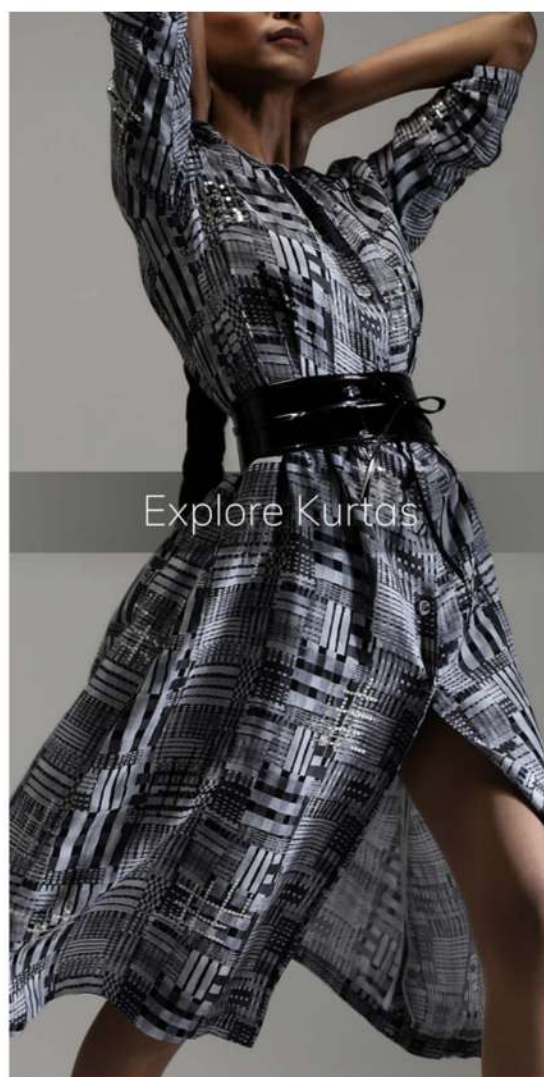
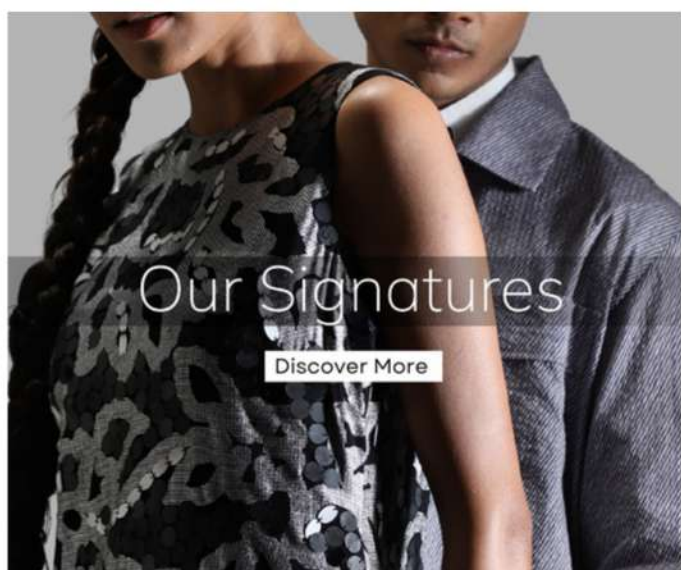
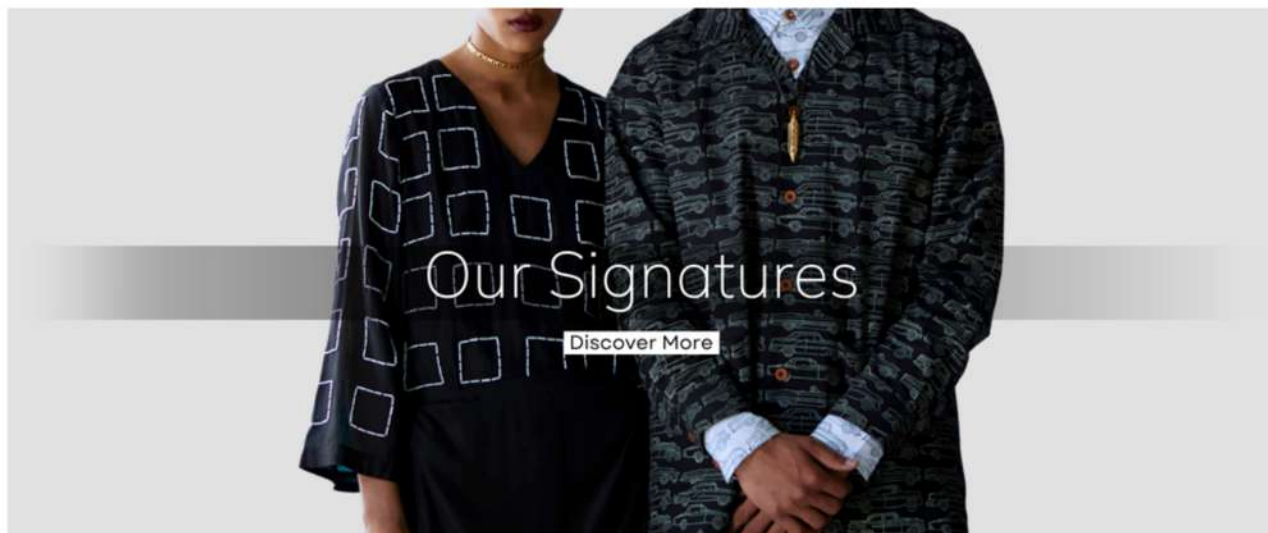
A circular red Summer Sale sticker with bold white type, created for store windows. It was intended to catch attention instantly while maintaining a clean, premium look that aligned with the brand's in-store aesthetic.

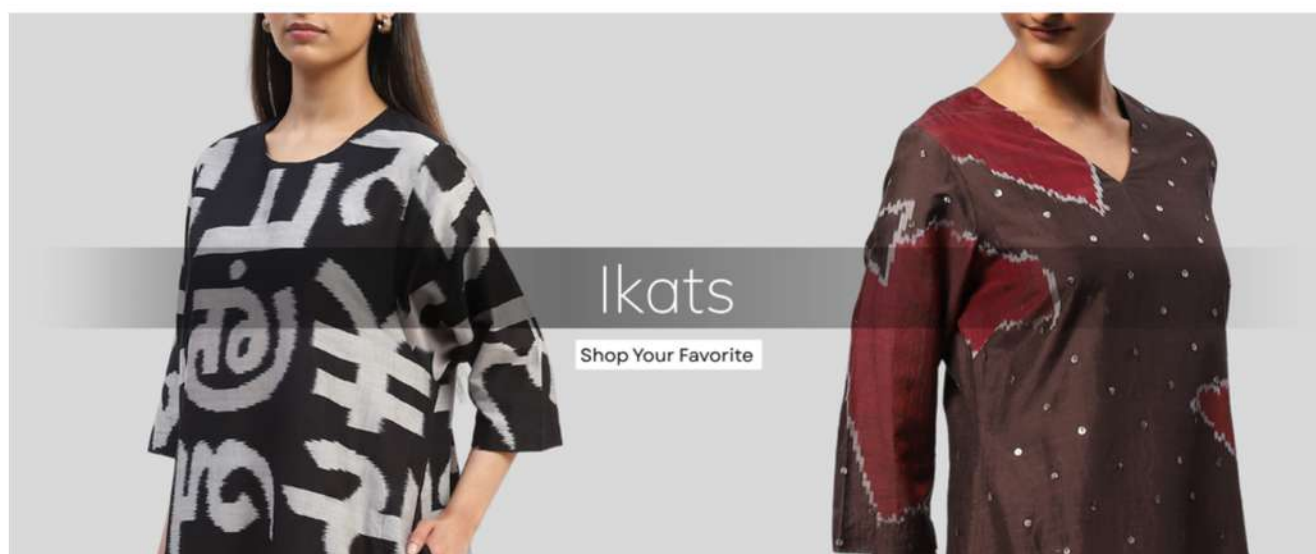
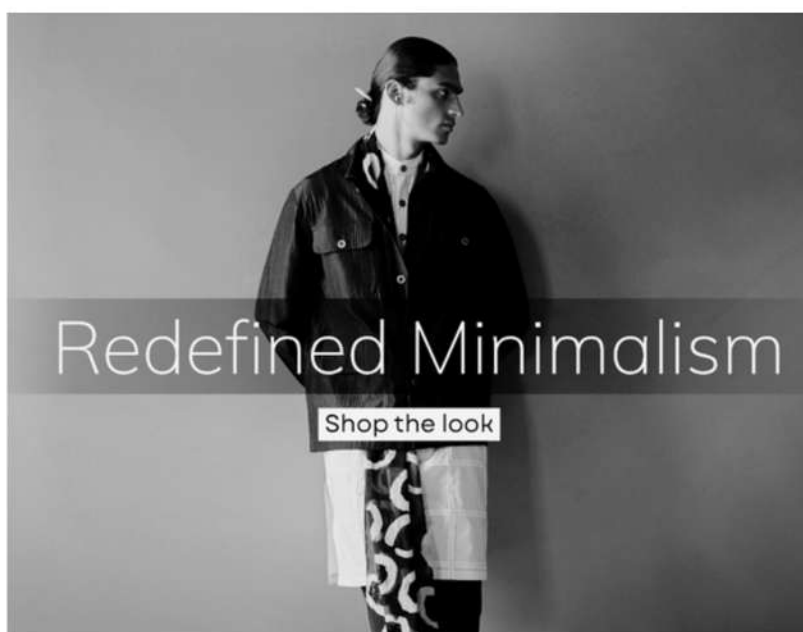
In-store Tent Card

A minimalist tent card for mall placements to promote ongoing sales. The design emphasized clarity, legibility, and brand consistency, supporting the wider retail marketing efforts during the season.



WEBSITE BANNERS





LEARNING OUTCOMES

STRATEGIC VISUAL COMMUNICATION

I developed the ability to conceptualize and design visuals that align with both brand identity and marketing strategy, ensuring consistency across platforms such as social media, print, retail environments, and web.

BALANCING CREATIVITY WITH STRUCTURE

Learned how to manage high-volume creative workflows under tight timelines by maintaining a structured approach to ideation, feedback implementation, and execution—all while upholding brand aesthetics and quality standards.

WORKFLOW IN A FAST-PACED ENVIRONMENT

Gained firsthand experience working within a cross-functional marketing team, contributing to campaigns through close collaboration with my manager, executives, and other partners, and understanding the value of clear internal communication.

AUDIENCE-CENTRIC DESIGN THINKING

Refined the ability to design with the end-user in mind, creating content that resonates with premium and aspirational audiences through thoughtful use of storytelling, tone, typography, and layout.

MULTI-PLATFORM CONTENT ADAPTATION

Built proficiency in adapting creative assets across various content formats—including Instagram posts and stories, video edits, GIFs, print communication, and website banners, while ensuring visual coherence and brand alignment throughout.

CHALLENGES AND HOW I OVERCAME THEM

NAVIGATING BRAND SENSITIVITY

Adapting my design style to match Abraham & Thakore's refined aesthetic required recalibrating my creative instincts. I overcame this by closely studying brand references and implementing feedback with precision and restraint.

MANAGING MULTIPLE DESIGN STREAMS

Handling diverse design deliverables simultaneously pushed me to improve my organization. I built a system of prioritization and personal tracking to manage time and ensure consistent output.

WORKING WITH TIGHT TURNAROUNDS

Meeting urgent deadlines without compromising quality was a recurring challenge. I streamlined my workflow and prepared reusable assets to improve efficiency under pressure.

ADAPTING TO CONSTRUCTIVE FEEDBACK

Receiving critique in a professional setting was initially daunting. I learned to see feedback as collaborative growth, applying it quickly to enhance my work.

DESIGNING FOR REAL-WORLD APPLICATION

Designing for print and digital platforms taught me the importance of technical accuracy. I developed the habit of cross-checking specifications and refining outputs for final use.

APPENDICES



Reliance Brands Limited

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Fax: +91 22 3555 3299

July 29, 2025

COMPLETION CERTIFICATE OF INTERNSHIP **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Adamyia Srivastava, a student of Pearl Academy Institute of Design and Fashion, pursuing Bachelor of Design in Communication Design and UX/UI, underwent full time of internship with us from 27 May 2025 to 28 July 2025.

During the internship, Mr. Adamyia Srivastava has successfully completed the Internship titled "Communication and Marketing designer of Abraham&Thakore" under the guidance of Ms. Kritika Suri, in the Marketing team of the brand Abraham&Thakore.

Mr. Adamyia Srivastava has shown good enthusiasm during the tenure and worked on many marketing campaigns for Abraham&Thakore.

He was sincere, punctual, hard-working and displayed good behavior during the project. We wish him all the very best in his future endeavours.

Thanking you

For Reliance Brands Limited.

Authorized Signatory

Internship Completion Acknowledgment

This is to formally acknowledge that **Adamya Srivastava**, a Communication Design student from Pearl Academy, New Delhi, has successfully completed their internship with **Abraham & Thakore** – Marketing Management Department at **Reliance Brands Ltd** as a **Communication Design Intern**.

Internship Duration:
27th May 2025 – 28th July 2025

During this period, the intern contributed to multiple projects and deliverables within the marketing department, including digital content creation, campaign support, visual communication, and brand storytelling initiatives.

This report has been reviewed and submitted in accordance with the terms outlined in the internship offer.
Verified and Acknowledged by:

Name: **Ms. Kritika Suri**
Designation: Assistant Marketing Manager
Abraham & Thakore, Reliance Brands Ltd.

Signature: 

Date: 28/7/25

To Whomsoever It May Concern

This is to certify that **Adamya Srivastava**, a student of Communication Design at Pearl Academy, New Delhi, bearing Student ID 5000020581, has been permitted to undertake an internship as part of the academic curriculum.

Adamya is interning with Reliance brands Limited, starting from 27.05.2025 to 28.07.2025.

This letter is being issued to reconfirm the student's identity and the internship duration as per the request of the host organization.

We wish them success in their professional training.

Sincerely,



Niketa Chakrabarti

Associate Professor & Department Lead

