



AYESHA MAHMOOD

TEXTILE DESIGNER

I am a textile designer specialising in culturally informed, contemporary design. My practice focuses on translating heritage and community narratives into innovative textile outcomes through a hands-on, practice-based approach. I use a range of techniques and processes to inform and interpret my research, allowing concepts to evolve into considered material outcomes. I am particularly interested in developing adaptable, narrative-driven textiles that can be applied across fashion, art, and related industries, while maintaining a socially engaged perspective in my work.

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SKILLS

- Photoshop
- Adobe Illustrator
- Procreate
- Technique Research
- Communication and Networking
- Time Management and Reliability
- Work Ethic

EDUCATION

CBSE 12TH BOARD EXAM

The Deens Academy
Bangalore, India
2021 - 2023

BA (HONS) FASHION DESIGN AND TEXTILES

LASALLE College of the Arts,
Singapore
2023- 2026

LANGUAGE

- English
- Hindi
- Tamil

EXPERIENCE

DQ LABS, DESIGN COACHING CENTER

Student Volunteer and teachers assistant
2023 Summer Internship

NEXT IN VOGUE, VOGUE SINGAPORE

Dresser, Student Volunteer
2023

NO GREY AREA

Internship
2024 (2 weeks)

- Develop textile artworks and technique information with headstock fabrics for a capsule collection
- Assist in artwork development for upcoming collection

SHINE BEYOND THE STREETS, FASHION SHOW

Program Organiser / Assistant
In Patnership with Urbaser Sumeet x NIFT Chennai
2024 May-July

EXPERIENCE

CROSS POLLINATION, FASHION DIASPORAS, LASALLE X FIT NEW YORK

Featured my work "KOLAM; Threads of Tradition"

2025 Januray - March

INTERNATIONAL DESIGN CONFERENCE

Student Volunteer

2025

VOGUE SINGAPORE X IRIS VAN HERPEN

Dresser, Student Volunteer

2025

DERBY JEANS COMMUNITY

Designer, Internship

2025 June - August

- Develop textile artworks and technique information
- Techpack and range plan
- Assisting and stylist for shoots

TOYOTA, SINGAPORE

Collaboration

2025 December

- In conversation about inclusive fashion a textile artwork from recent collection "AURALAI" was used as a car wrap for Corolla Cross

TAKASAGO, SINGAPORE

Collaboration

2026 February- May

- Curation of a perfume fragrance drawing inspirartion from South Indian everyday elements to create a multisensory experience along with my graduation collection "AURALAI"

INTERESTS

- Theatre
- Films
- Artistic Practices
- Community Engagement
- Styling
- Event Management

PROJECTS

GO NUTS!

2023

Through in depth research and exploration of different biomorphic forms , I was Inspired by something that is used in my everyday life. I used three specific dry fruits, Cashew, Walnut and Dates and drew inspiration from its colours, structure and texture for my textiles and silhouette of the skirt.

CITADINES

2024

Deeply inspired by the architectural monument in Singapore, I chose the Citadines Raffles Green Oasis as my inspiration to develop an upcycled jacket by Coldwear, Singapore. The design features orthogonal lines running through the facade that pull back to reveal the organic greenery and social spaces at the base, core and rooftop. This design inspired me to experiment with lines and come up with a concept that suggests playing with splits and holes.

KOLAM: THREADS OF TRADITION

2024

“Kolam : Threads of Tradition” delves into the rich tradition of kolam, an art form passed down through generations of mothers to daughters. This collection embodies the aesthetic and religious values of kolam, reimagining them with bold and playful lines that challenge conventional norms. Through innovative texture experimentation, the designs create a striking visual impact. The lineup complements the vision, incorporating traditional elements into contemporary silhouettes, inviting weavers to connect with their heritage while embracing modernity.

TOTEM

2025

This collection is inspired by Bhoota Kola, a spiritual ritual from Tropical South India, connecting humans with nature. Reinterpreting traditional motifs through cubist inspired designs, it bridges heritage with contemporary art. The collection honors sacred craftsmanship, emphasising time as luxury while preserving cultural value and adapting it to the modern world.

AUARALAI

2025- 2026

AURALAI, meaning “hearing through multiple senses,” is a transdisciplinary fashion project that translates the Carnatic composition Gowrimanohari into visual and tactile textiles. Using scientific experiments such as Chladni patterns, sound is made visible through vibration, allowing music to be experienced beyond hearing. Inspired by the deaf community in Chennai, India, particularly Little Angels School, the project draws from their belief that the absence of hearing does not mean an inability to communicate. This perspective shaped the approach to creating a multisensory collection. The work moves beyond superficial cultural references, aiming to create textiles that are meaningful, experimental, and immersive. Each piece evolves with the composition, where Talam (rhythm) and Ragam (melody) are translated through technique, scale, colour, and pattern, including intentional breaks to reflect their interaction.

Auralai uses fashion as a medium to build connections across disciplines and communities, reducing the gap between those who hear and those who do not.