

DESIGNING DREAMS

ITCHHA TALREJA TELLS BINDU GOPAL RAO HOW SHE MADE THE BOLD DECISION OF BECOMING A FREELANCER

Born and raised in Lucknow, she made a brave move to Mumbai when she just was 20-years-old and began working at Gladrags. A year later, she decided to follow her heart and has not looked back since. Say hello to successful graphic designer Itchha Talreja who runs her own company Itchha Talreja Designs.

“Growing up, I was always inclined towards painting and art in general. Post school, I studied Fine Arts for

four years followed by a course in Animation and VFX. I grew up enamoured by my mother’s painting skills. She would paint beautifully on fabric and I would spend hours just watching her,” Itchha shares.

As a designer, when she interned and worked with companies, she always felt her creative freedom was restricted. “Every time I worked on something, I always felt like I had more to offer. I would always be doodling and posting my work online and slowly I started to get freelance projects so I decided to start my own firm.”

Her company does branding for the corporate and hospitality sectors, wedding invitations, bespoke work, and packaging. “I work with my clients to help them create a brand identity and design their logo as per their guidelines,” she explains. Itchha also works with couples to design their monograms, save-the-date invites, as well as the stationary required for a destination wedding.

“I love to create personalised stationary for kids, individuals, couples and families that they can use for gifting. As a creative person, I try to find beauty in everything and everyone. For me, there is so much emotion that goes into designing. It is hard to single out inspiration in this field.”

While designing is what she loves as it gives her a fair share of creative freedom, she admits that from time to time, she ends up with a creative block. “That is when I take a break, recharge, and come back to a clear slate, ready to hustle again.”

Itchha’s USP is definitely her design style which is clean and minimal with a mix of modern and traditional designing. She believes in not looking too far into the future. “My focus is always on the present. My goal is to put my best foot forward every day and as long as I am doing that, I know greater success will always follow.”

