

FDDI HYDERABAD'S FASHION COMMUNICATION CLUB PRESENTS

VOLUME 08

FELICITAS

SEPTEMBER 2022

AVANTE
GARDE

**FASHION SHOW
ON UNETHICAL
PRACTICES**

Batch 2019

AVTARAN

**TRADITIONAL DRAPES OF INDIA
BY FD 2021 BATCH**

GRADUATION
FASHION WEEK
2022

ACTIARA
A TUCK HERE A STITCH THERE, A PRIZE HERE, THEY WON FAIR
ACTIARA

SWAROOPA CHANDRAKANT CHILCURI B.J. RITHIKA

FELICITAS

An initiative by the students of FDDI HYDERABAD'S
SDAC FASHION COMMUNICATION CLUB

ABOUT US

Faculty Coordinators

Dr. Anupriya Singh
Ms. Anila Sasi
Mr. Abdul Rahuman

Founder & Managing Director

Aman Ashok Saahi

Editors in Chief

Akshata Chirravuri, Dr. Anupriya Singh

Art and Creative Director

Palak Singh

Project Head

Kaashvi Varma, Kumari Ayushi

Editing & Graphic Designers

Baishali Sengupta, Akanksha Aditya,
Chetna Bohra, Juhi Bhatt, Aadya Taparia

Content Creators & Collectors

Malavika Dommeti
Vibhor Pandey

Content Writers and Editors

Namratha Alluri
Vaanshi Methi

Crafted with enthusiasm and care, FDDI Hyderabad's Fashion Communication Club - Melange, brings you 'Felicitas'.

A magazine that is specially created to cater to the creative minded. An array of topics ranging from fashion, make-up, pop-culture, creative writings and musings, activities and workshops held at the institute and more have been handpicked and presented for you to indulge in.

This magazine is an innovative space that serves as an outlet and a platform for all the little wonders that go on, with the people around us, every day!



EDITOR'S NOTE

Have you ever noticed that the more you look at art, the more it surrounds you? You learn to view everything like it's one of the 'finer things in life', and you start to feel like you're starring in a montage of a coming of age movie.

And we all love a main character moment don't we? Well, this is your sign to open that right side brain of yours and make the world your museum.

This edition is little bit fun and fashionable, and lot bits nostalgic. We have put in immense effort to create and curate the best content, and even more effort in organizing the events you'll read about soon. It's a glimpse into the seemingly perpetual wave of events FDDI Hyderabad hosts, and our attempt at letting you experience it like we did.

I would like to express my heartfelt gratitude to Dr. Anupriya Singh, Felicitas' faculty coordinator for her guidance, tenacity, and close direction. Her belief in us is what culminated in our efforts in bringing this magazine to life. We are grateful for her unwavering support, perceptive insights, and constant encouragement.

Akshata Chirravuri

EDITOR IN CHIEF



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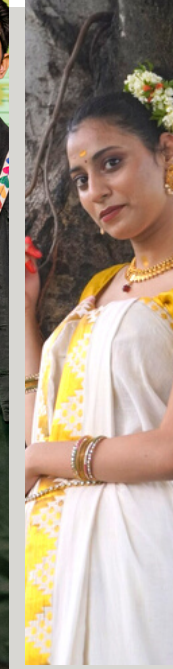
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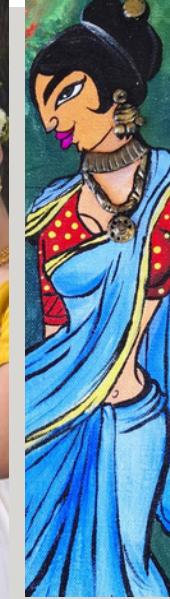
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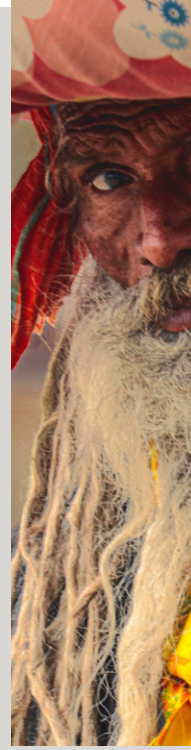
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CONTENT

Asthara was held on 9th May, 2022. This show was organized to provide a platform for the graduating batch of 2022 to display their final design collections. A semester's worth of work, months of planning, and weeks of organizing and practice led to the production of this event. Held at Shilpakala Vedika in Hyderabad, a show of this magnitude was the first of its kind at our institute.

FDDI HYDERABAD'S **FIRST EVER** GRADUATION FASHION SHOW



Best Design Collection
Mamilla Sathvika

Best Creative Design Collection
B. J Rithika

Best Innovative Design Collection
Swaroop

Best Design Collection Jury
Chandrakant Chilcuri

The collections made by the batch of 2022 were unique, eye-catching, and so vastly different that there was something for everyone's liking. This variety of design ideology shows just how diverse the students of this institute are in their creative expression. Asthara promised some exciting and well-deserving awards to the final year students who gave it their all.



Outfit : Chandrakant Chillcuri
Makeup : Neha Yesudas
Concept & Styling : Palak Singh & Aman Ashok Saahi
Assisted by : Kumari Ayushi & Chetna Bohra
Photography by : Vibhor Pandey

ASTHARA

Asthara's title sponsors were **Prachin Theme** and **Label Sarish**, a wedding planning service that specializes in destination weddings, gourmet food and bridal wear among other things. The event also had a special sponsor-**Space Runners**, a fashion metaverse, that designs digital wearable NFTs for metaverses in collaboration with celebrities and brands.

The Graduation Fashion Show-2022 titled 'Asthara' was held on 9th, May '22 at Shilpkala Vedika. Asthara's title sponsors were Prachin Theme and Label Sarish, a wedding planning service that specializes in destination weddings, gourmet food and bridal wear among other things.

The event also had a special sponsor-Space Runners, a fashion metaverse, that designs digital wearable NFTs for metaverses in collaboration with celebrities and brands.

Prachin Theme and Space runners were of tremendous support and gave Asthara the means to carry out a show deserving of the upcoming budding fashion designers of the Batch of 2018.

The Graduation fashion show was split into two halves. The first part consisted of fashion shows by the School of Fashion Design along with the School of Leather Goods and Accessories Design.

The exhibits at the fashion show were designed by the students of Fashion Design Batch of 2019, Leather Good and Accessories Batch of 2019 and 2020, and Footwear Design Batch of 2018. Some spellbinding cultural performances, breathtaking dances, and mesmerizing songs by FDDI Hyderabad students in between the show came as a cracker to the audience.



Graduation Fashion Week 2022 Title Sponser PRACHIN THEME Powered by SPACE RUNNERS

The second half was dedicated solely to the Fashion Design Batch of 2018 to present their final design collection, in front of an audience comprising a panel of jury members and their batch-mates, juniors, and families.



Mr. Deepak Choudhary presenting the memento to Mrs. Sri Sarswathi Kaja, Managing Director, Prachin Theme.

Mr. Deepak Choudhary presenting the memento to Mr. Naga Satish Kaja, Founder & Chairman, Prachin Theme.

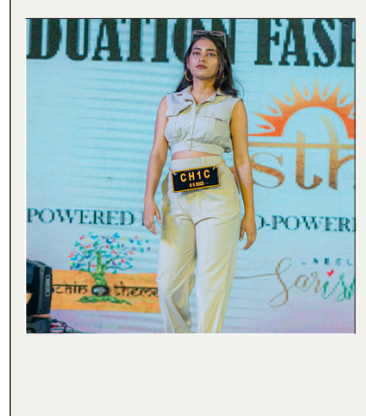


Mr. Arun K Gaikwad presenting the memento to Mr. Tushar Mohanani, Indian Head, Space Runner.

With the choreography of Mr. Joseph Sundar, the audio-visual direction of Mr. Stephen and the brilliant hosting of Mr. Ajit, the show ran like a well-oiled machine with a spectacular display. The denouement was a sight to behold that enhanced the remarkable exhibition of garments by the final year students on stage. After a creatively packed day of fashion, dance, song, and fun, the day came to an end with the announcement of the winners for the titles in different categories.



*Fashion
runway*



Glam



Innovative



*Few
the with
alumni*

AWARD CEREMONY GRADUATION FASHION WEEK 2022



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Mr. Joseph Sunder



Mr. Arvind Joshua presenting Best Design Collection Award to Ms. B.J. Rithika



Left to Right Ms. Priya Srivastava, Gayathri P, Mrs. Saraswati Kaja, Mr. Shreyas Joshi, Prof. Anna G Sharma, Ms. Amrutha Bapuraj, Mr. Sudhakar, Ms. Sharon Gracelin



Mrs. Hyena Walking down the ramp



Mr. Naga Satish Kaja presenting the memento to Mr. Ram Koniki



Mr. Arun K Gaikwad presenting the memento to Prof. Anna G Sharma, NIFT Hyderabad



Mr. Naga Satish Kaja presenting the memento to Telugu actor Mr. Ranjith



Ms. Swaroopa won Best Innovative Design Collection Award



Mr. Chandrakant Chilcuri won Best Design Collection-Jury Award

AWARD CEREMONY

Faculties were presented mementos for their contribution in making Asthara a huge success.



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Dr Anupriya Singh



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Md. Mujahidul Islam



the power dance



CULTURALS



the nightangle of the night



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Mr. Ashutosh Kumar



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Mrs. Deepa Sree



Mr. Arun K Gaikwad, HOD-SFD, presenting the memento to Mrs. Pratima Varanasi

THE REAL
SHOWSTOPPERS

ARMY BEHIND
THE SHOW



UJOBBOX

SALON KONIKI



TRA
ASH

Photoneer Studio

BLOOM FROM THE DARK

BEST DESIGN COLLECTION 2022



MAMILLA SATHVIKA

The world is not going to forget the recent tragic past. Lost families, unfulfilled wishes, tragic losses, broken hearts and much more.

Although the breakout of Covid was catastrophic, it left us with some hope which became the inspiration for this collection. A tiny ray for hope has helped all of us grow to become more mature.



When I saw my collection- Bloom from the Dark, on the ramp it was the most extraordinarily incredible feeling. It was great to see the crowd cheering on my collection. Winning the award was a dream come true. I felt like my dedication, hardwork and passion towards design paid off.



In this 4 year rollercoaster ride of a journey there was constant learning, processing, and excursion. It was an inspiring experience, and I want to thank my faculty and fellow mates for sharing those moments with me. In the future I want to contribute to sustainability in the field of fashion by starting a brand that deals with only natural and sustainable fabric.



Bloom from the dark



LET ME TAKE YOU
OVER THE RAINBOW

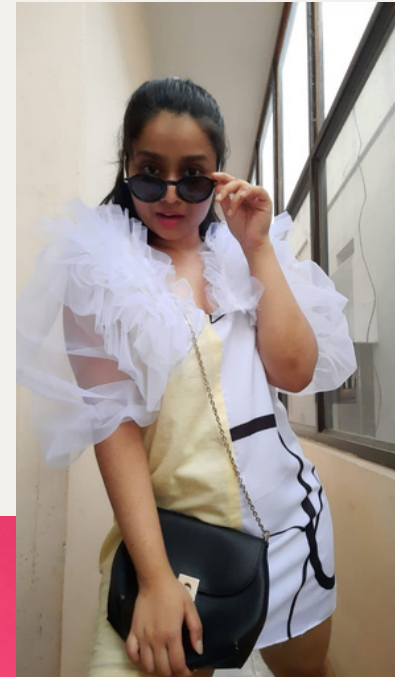
BEST CREATIVE DESIGN COLLECTION 2022

The world tells us what to wear, what to do and how to behave. Rithika believes in a free world and hence presents you her GENDER NEUTRAL collection "Let me take you over the rainbow" which is against all societal norms and constructed in a way which is comfortable for everyone to wear.

My collection is named "let me take you over the rainbow". It talks about a vibrant wonderland that is free of all gender norms. It is a genderfluid world filled with zero judgement and criticism for wearing and doing what you love. Through my collection, I want to take everyone on a ride to my wonderland to show people the freedom of expression. It was nerve wracking for me to watch my collection up on stage because it is not easily understood by everyone. But once I was announced as one of the winners I felt so honored that people have loved my work on the idea of de-gendering colors and clothes. Being awarded for this collection makes me believe that people are open to new things and support freedom of expression.

Her vibrant, gender fluid collection which is inspired by an Alice in Wonderland syndrome, features the sufferer entering their own wonderland filled with hallucinations.

B. J RITHIKA



Graduating really feels bittersweet because it means we're saying goodbye to both assignments and friends. But I definitely feel privileged to be one of the students of the first batch of B.Des Fashion Design in FDDI Hyderabad. As of now, my plans are to gain a lot of experience in the production field so that one day I could launch a label of my own.





I felt very happy when my collection came to life. It was far better than I imagined. The result was quite unimaginable after several sleepless nights.



The modern tradition is a ready to wear western collection borrowing inspiration from **Hanbok**, a Korean traditional clothing. Different colours and patterns on hanbok symbolize have different meanings. The full shape of hanbok emphasizes the wearer authority and dignity. This collection petrifies the elegance, power, and wishes of the wearer.



HANBOK — BEST INNOVATIVE DESIGN COLLECTION 2022



CHANDRAKANT CHILCURI



I am very passionate about the fashion industry and all other creative fields, from dancing and dramatics to singing and arts. It's very important for me to push my creative boundaries to help me stand out from the rest.

I am currently working as a freelancer, doing project-based work on Fashion and graphic designing. I am also working with an NGO in Nagpur to come up with a fashion show based on turning unconventional materials into wearable art. I have decided to gain some design industry experience before doing my master's in fashion luxury management and marketing which will prepare me to set up my very own brand in the future.



We tend to enjoy the tough parts of the work we love. Working on the collection was like writing a story, sometimes happy and joyous, but also very tiring and stressful. To receive an award at the end of this process was an acknowledgement towards my efforts and everyone who helped bring this collection to life. Graduating as a student of the first batch of FDDI Hyderabad feels amazing but it is equally hard to say goodbye to friends.



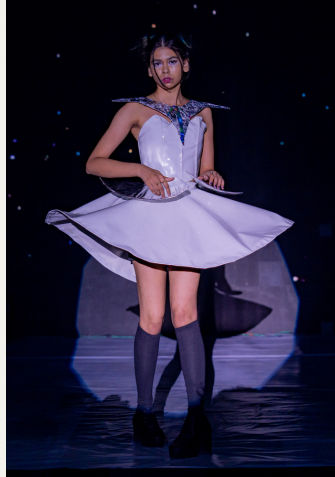
Graduation is the starting point to endless roads you're yet to experience. It brings along the pressures of adulthood. The best way to tackle this, in my opinion is to take some time off to figure out and understand what you truly want to do, analyze it pragmatically and then decide the best course of action.



DANCE OF THE DARKNESS BEST DESIGN JURY COLLECTION 2022

My collection named 'Dance of the Darkness' is inspired by a Dark Room. The key design elements are monochromatic, pleats, fabric play, embroidery, and contrast of flowy and structure elements. In darkness eyes first see all black, and then as the time passes one notices a few details and interprets the silhouettes to be whatever he imagines or identifies it to be. Hence, one shouldn't only be grateful to the light but also to the darkness. Light shows the reality while the darkness gives the freedom to imagine, real or unreal.



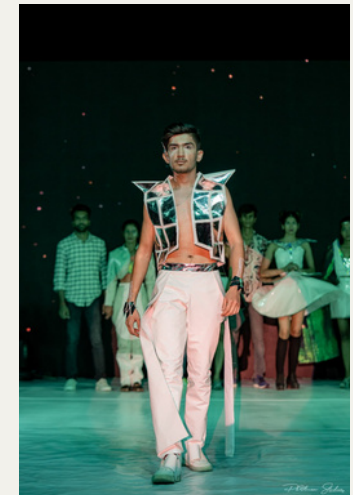


WINNER



Unveiling time, was the garment collection presented by the students of LGAD 2019 batch. Ten garments were designed, created & presented by the students - all inspired from the theme 'futurism'. The best jury award for leather garments was presented to Amrutha Baburaj & Sharon Gracelin.

GARMENT COLLECTION



**THE
PREVALENCE
OF EVIL IN
SOCIETY**



**THE
AVANT
GARDE**



**One in
nine girls
face
sexual
abuse
under the
age of
eighteen.**

The theme depicts traumatic feelings and stigmatization of sexual abuse - how victims often cannot speak up and end up bearing the abuse and the trauma that follows, silently on their own.

**ESCAPING THE REALITY
HAS BECOME THE NEW
COOL FOR THE
GENERATION WE LIVE IN
TODAY.**

Many people are oblivious to the fact that they are addicted to drugs in their daily lives, whether it be hard drugs or just the pain medication. Yes, it might seem fun and relaxing in the beginning, but it will cost you financially, emotionally and mentally, as time passes. With this collection, we wanted to portray the psychedelic feeling that drugs give you, but also the negative impact it causes to your body both physically and mentally.

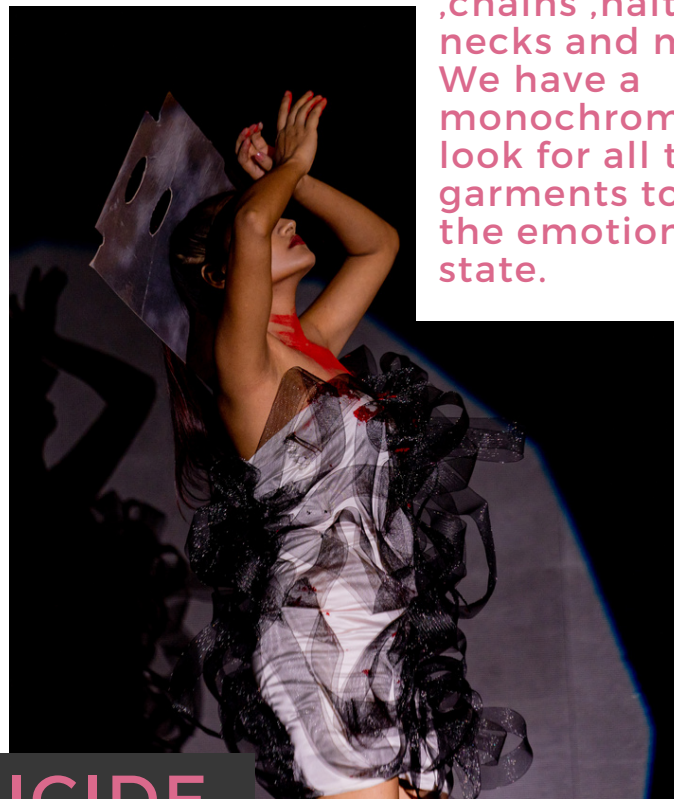


DESIGNED BY
FASHION DESIGN
BATCH 2019

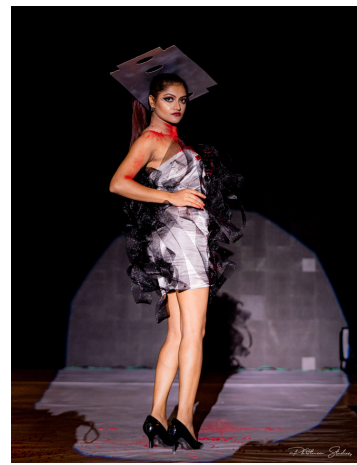
THE EPIC STORY OF TOMORROW CAN'T BE WRITTEN IF IT ENDS TODAY

The theme depicts the emotions and mental state of a person who is suicidal. It shows their silent inner battle, abstract thoughts and the difficulties they go through while facing the world.

In our collection we wanted to depict the different emotions and thoughts of a suicidal person. We did this with asymmetrical hemlines, ropes, chains, halter necks and more. We have a monochromatic look for all the garments to reflect the emotional state.



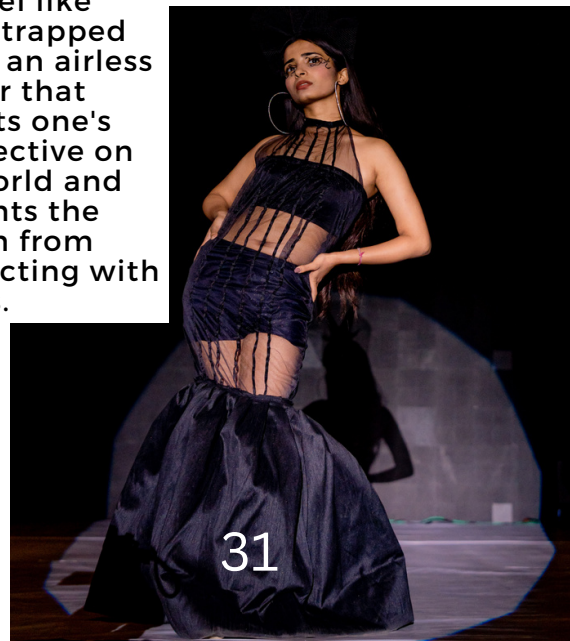
SUICIDE



MENTAL ILLNESS

WE PLAN TO
SHOWCASE THIS
GRUESOME
REALITY
THROUGH TEXT,
SILHOUETTES,
IMAGERY AND
COLOURS THAT IS
UPSETTING

Mental illness can feel like being trapped inside an airless bell jar that distorts one's perspective on the world and prevents the person from connecting with others.



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"Don't run too fast,
the ground beneath
you will shake"

BODY SHAMING

"You are starting to look like a stick, eat something". These are just some phrases every one of us probably heard at least once in our lives. The people who use these phrases might not think much of it, but it mentally impacts the person who hears it. When we are mocked for the way our body looks, the resentment we feel towards ourselves is inevitable. Body shaming is a form of humiliation that can result in severe emotional trauma, and the need to overcome it is emergent. With this collection, we are manifesting liberation, and being free of the bias that is experienced for something as basic as our body.



GENDER INEQUALITY

Gender inequality originates with various mindsets on one gender dominating the other based on different parameters.

These parameters could be economic, political, health, status and more.



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Human Trafficking

THE EPIC STORY OF TOMORROW CAN'T BE WRITTEN IF IT ENDS TODAY



Human trafficking is a crime that involves compelling or coercing a person to provide labor or services, or to engage in forcible and commercial sexual acts. The coercion can be subtle or overt, physical or psychological.

The collection shows the evil of human trafficking represented by the victim in the pure colour of white and literal cages around them.



HUMAN TRAFFICKING





FOOTWEAR & BAGS COLLECTION

FOOTWEAR DESIGN DEPT
2018 & LEATHER GOODS &
ACCESSORIES DESIGN
DEPT 2019, 2020



During the graduation fashion week the LGAD students from the 2019 and 2020 batch showcased their talent in 6 unique themed sequences. Travel, pastel, fusion, vintage, party & wedding collection. Around 56 bags were presented in the show and the best jury award for leather bags was given to Deepshikha Singh & Priya Srivastava from LGAD 2020 batch.

Footwear Design students of the 2018 batch collaborated with LGAD students to showcase their unique footwear collections.



Sathwika Natrajan
draped in Bootheyara
of Karnataka



India's drapes carry the legacy of centuries. With a culture and history as rich as India's, one can rightly assume the mark it has made in the field of fashion. FDDI Hyderabad presented Avtaran - a display of traditional Indian drapes by the students of Fashion Design, Batch of 2021.

This show displayed the various types of drapes worn in the Indian culture, its difference ranging from the pleats to the pallu, from the occasion to the purpose. Avtaran was conducted on Thursday, 27th September, 2022 at the FDDI Hyderabad campus. These drapes are deeply embedded in India's core fashion culture. They rely on handwoven, un-stitched cotton or silk fabrics, often brocades, draped differently by women and men from North to South and East to the West of India.

AVTARAN

A FASHION SHOW ON TRADITIONAL DRAPES OF INDIA

SEPTEMBER 2022



Some of the drapes presented in the show are popular, but their actual names have been replaced by catchy terms; For instance, Athpourey is popular as the Bengali saree but the regular saree drape is known as Nivi, Hare-Krishna dhoti or just dhoti is commonly worn by priests in India. The first edition of Avtaran was brilliantly executed and performed by the students who not only adorned different drapes but also modeled them

Some of the highpoints of the show were Pinkosu draped by Meena, Bootheyara draped by Sathwika, Coorgi adorned by Akanksha, Namboothiri by Ankita and Balaghat drape by Sirichandana. The audience was taken by surprise when Sivani, Pranitha and Akshaya blasted the ramp adorned in Thakkar drape, Santhal drape and Nauvari drape respectively. Some of the unheard and outstanding drapes were Chattisgarh Central Drape by Shreya,

Kachha drape by Raveena, Yakshagana Parvathi Kase by Ashrita, Madhava Kachhe Drape by Samyukta, The Kunbi Drape by Meghna, Kappulu by Aadya, The Kalsi Dance Drape by Aditi, The Danda Mundu drape by Mamta, Mohiniyattam by Supritha, Chatta Mundu by Kajol and Maar Kachhaa by Shalika.

Consistent with the ideology of our honorable Prime Minister, Mr. Narendra Modi, on promoting India's rich cultural heritage and handloom, this fashion show was intended to familiarize the younger generations in other words Gen-Z, with the versatility of regional drapes of sarees and dhotis.



The show was graced by the senior officials and faculties of FDDI Hyderabad campus. This mesmerizing display of elegant drapery was praised equivocally by everyone. Speaking on this cultural presentation, HOD- School of Footwear Design and Production (FDP) and Center In-charge, Mr. Deepak Chaudhary hailed the efforts of the students and the faculty for putting up a show on India's cultural diversity, .

Mr. Arun Kumar Gaikwad, HOD-School of Fashion Design said that it was a unique display of drapes. The faculties from the School of Leather Goods & Accessory Design- Mr. Mohd Gofran and Mr. Rambabu Muppiddi, Sr. Faculties, Mrs. Saurabhi Gaurav and Junior Faculty from School of Footwear Design and Production (FDP) Ms. Anila Sasi took charge of judging the models and their drapes.

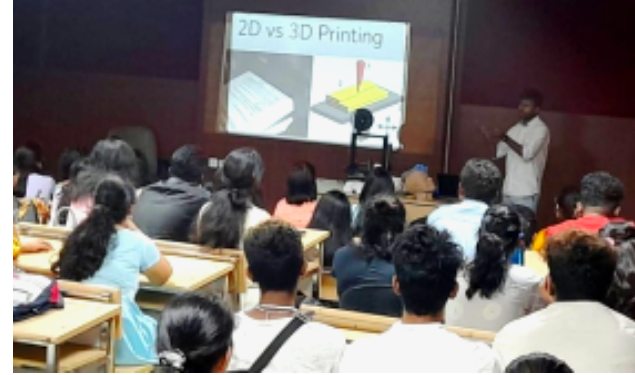
Ms. Ankita Agarwal was adjudged the Showstopper while Ms. Sirichandana was declared the Best Model of the show. This unique spectacle of Indian Traditional Drapes was the brainchild of Dr. Anupriya Singh, Jr. Faculty, in the School of Fashion Design under a new course curriculum for fashion design students.



Workshop on '3D-Printing' held at FDDI, Hyderabad Campus In collaboration with Mekuva Technologies Pvt. Limited.

FDDI Hyderabad organized a Workshop -"3D-Printing" on 2nd September, 2022 in collaboration with Mekuva Technologies Pvt. Ltd for the Foundation batch.

The Workshop was organized to show potential of 3D Printing Techniques with creativity and prototyping.



Workshop in Progress

The students learned practical emphasis of 3D printing for faster prototyping and its application further on their design models.



Live demonstration of 3D Printing & rapid Prototyping

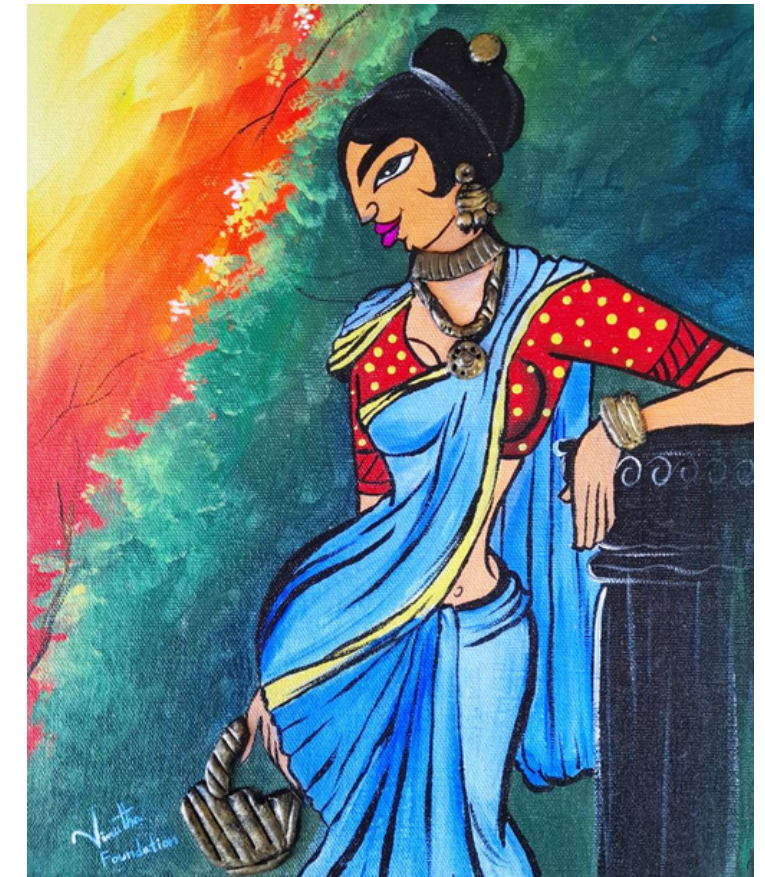
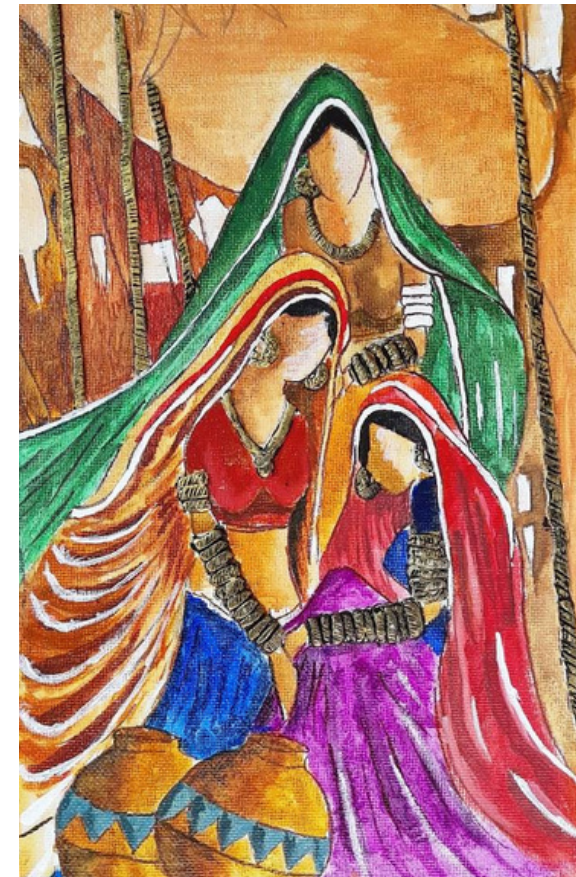
Mekuva Technologies are a prototyping company that specialized in manufacturing professional 3D printers, providing 3D printing services, Industrial design, and various conventional manufacturing services.

Students Interactions





A workshop on 'Design Project' was held at Footwear Design & Development Institute (FDDI), Hyderabad Campus by Pidilite Industries Limited on 23rd August, 2022.



It was conducted for the students of Foundation batch-2022 by Ms. Sangeeta Alluri, Fevicyrl Certified Professional, an expert educator from Pidilite Industries Limited. She taught students to put enthusiasm and fun into the process of painting by applying techniques of handling of tools, painting, stamping and clay casting.

Students in this workshop developed further understanding of painting, acrylic paints & clay and drawing techniques used in creating masterpieces in watercolor and mixed media.

The Workshop was organized with an overall objective to show the vast range and flexibility of acrylic paints and mixed media and to put emotion and conviction into painting by exploring, experimenting and developing creativity of each individual.



*by Mrudula Sambrey
(batch 2022)*

Being a design student, there are times when you feel hollow and empty.

Everyone has their moments of self-doubt. If working in a creative field can bring creative freedom, then it also comes with the burden of being unique every single time. Here's a story that might inspire you to make yours.

A fifteen-year-old boy who eloped from his home and decided to pursue his passion by selling his books and working as a waiter in Goa, managed to start his own business by borrowing just 20,000 rupees. But that wasn't the end of it. He engrossed himself in work and strived to make his passion a source of living. Finally, every bit of it paid off in 2002 when his debut at Indian Fashion Week made him famous overnight! And he still continues to live like an icon and inspires the masses with his extraordinary lehengas and dresses, and that is none other than Mr. Sabyasachi Mukherjee.

This was "his" success story. Everyone is on a ladder to success where we get to decide every step, be it success or failure. On such a long, steep road, naturally we stumble, fall and sometimes go back to where we started from. Nevertheless, the one thing that keeps us going is our dream, our hope to make a living for ourselves - our aspirations!

What is an aspiration? How do you get an aspiration? What if you lose your aspirations? All these questions pop up in our heads every time we listen to words like "goals", "dream", etc. It's hard to go through every single day just because of that one goal. We get exhausted and even bored, but what if it's just a small part of the journey? Maybe overcoming that is just a step on your ladder! I would like to quote Mr. Mukherjee "Only repetition can create iconism." It might be tiring right now, but only for a better version of yourself.

Sabyasachi said, "Every person has a vested interest or a personal reason for which they want to grow their empires or create their business. For some people, it could be creativity; it could be just a hobby translated into business." The importance and value of design vary from person to person. Some purely love the process of designing; some watch their loved ones do it, and some pursue it out of curiosity. In any case, we strive to be the best at what we do and want to become successful.

INDUSTRIAL VISIT

On 21st September, 2022, the students of FD Batches 2019 and 2020 had a fruitful visit to the Weaver's society in Nampally, Hyderabad.

Weaving is a practice that dates all the way back to neolithic times i.e. approximately 12000 years ago. Interlacing horizontal rows and vertical columns of a material is the basic principal of weaving which had been practiced even before the actual process of weaving was discovered for the use of making fabrics

It is a well-known fact that India has a rich heritage in the section of arts and crafts, so it is not surprising that the art of weaving has been practiced and perfected in this cultural hotspot since ages.

Hence, a visit to the weaver's society was a very important and knowledgeable experience for the students of the Fashion Design Programme. It imparted the knowledge of how a design is brought to life in the form of a fabric through intricate weaves and the stunning techniques of printing and dyeing.

Experienced craftsmen and authorities that have been working in the field for a very long time, helped the students understand the steps in the production of a fabric, from the designing section, weaving section to the printing and dyeing section.

The weaving process consisted of several steps like winding, warping, sizing, drawing-in and finally the actual weaving.

Students saw the craftsmen weaving stunning ikat and jacquard weaves. After the weaving section came the printing and dyeing section where the students were explained about the process of dyeing the fabric and were shown the block printing method.



As a student of Fashion Design, this was a very impactful visit as it helped in understanding a crucial process for making fabric which is the base for innumerable product designs and the students only wish to learn more and more about the countless weaves that exist!"

-Asuri Pradiksha, 5th Semester

BATIK WORKSHOP

The workshop was conducted by Mr. Yasala Prakash, who is a brilliant batik artist from Telangana, with his works having been exhibited at places like Ravindra Bharathi in Hyderabad and the ICCR art gallery. He is the son of the legendary batik artist, the late Yasala Balaiah.

Batik is a method of resist dyeing in which wax is used as the resistant material in order to create a visual magic on fabric when it is dyed. Batik originated from Java Island, Indonesia and is considered as both a form of art and craft.

Learning about ancient art and culture is an important part of the journey to becoming a good designer. Mr. Yasala Prakash's artistic expertise was just what the students needed to get motivated and to help them learn about the beautiful art form of Batik. Students had an informative lecture about the steps and process of Batik and had hands on experience by making samples of batik themselves.

This workshop was a new and enjoyable experience for all the students as they learnt to appreciate the art of Batik. The faculties and students of FDDI Hyderabad are very grateful to Mr. Yasala Prakash for graciously accepting to share his knowledge with the future generation to carry the art forward through their designs.



NEW

Anne Lappe expressed her views on thrifting saying, *"Every time you spend money, you're casting a vote for the kind of world you want."*

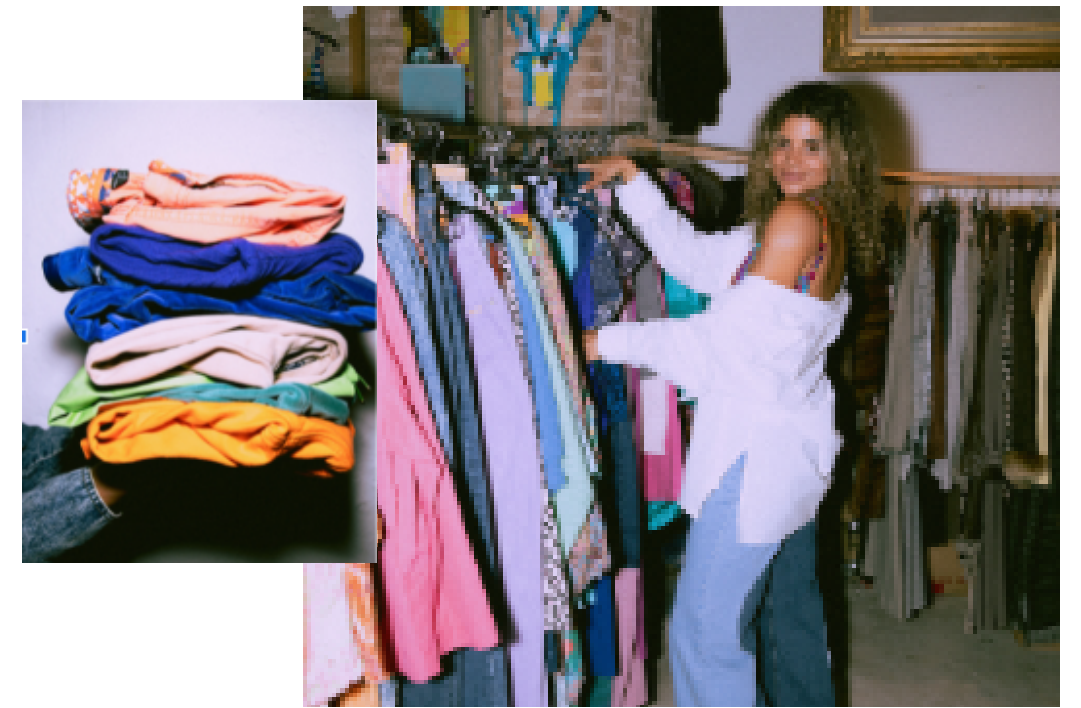
Considering the current state of online thrifting, it is clear that the thrift culture has undoubtedly captivated the interest of the youth. Only time will tell whether this is a passing trend that will soon blow over or if it is a phenomenon that is here to stay. It is perhaps in the best interest of both the people and the environment in the long run if the practice of thrifting continues to flourish, because it is effective and sustainable.

Thrift stores and thrift shopping is a rising trend among Gen-z, and here's why.

THRIFTING

by Vanshi Methi
(batch 2022)

With the rising concerns around fast fashion and the subsequent reliance on eco-friendly alternatives, thrift stores are witnessing an increase in footfall everyday. Gen Z's infatuation with aesthetic clothes in the face of the growing awareness of their environmental ramifications affects their shopping strategies. They're the first generation to grow up with an understanding of the numerous constantly worsening effects of climate change. McKinsey's "The state of fashion 2019" report states, "Nine out of ten Generation Z consumers believe that companies have a responsibility to address environmental and social issues."



so, what's thrifting?

A thrift store sells second-hand articles at a discounted price, typically to raise funds for charity or for earning profits. Thrift shopping is a way of giving used items new life. Plus, it's easier on your pockets.

In the words of a high school student who spoke to the New York Times "Thrifting is the perfect answer for someone money-conscious and sustainability-focused, as it's usually very cheap and helps keep perfectly fine clothing out of landfills! ". Furthermore for Gen-z there is an allure in finding clothes that everyone else isn't wearing and with the pressure to stay trendy in today's world, thrift stores are the accessible way to satisfy that urge.

Not surprisingly, social media is driving the obsession, influencers post massive thrift hauls on Instagram, Tik Tok, and YouTube. Famous YouTube stars like Paul Cantu, Haley Israelov, and other youtubers have channels devoted to thrifting. Social media influencers like Aashna Hedge have started their own thrift stores.

When you shop at a thrift store, it's exciting to imagine the treasure you might find. The thrill of the hunt is what compels most people to shop thrift stores. If you want to be a strategic thrift store shopper, the trick is to go often. Because thrift stores are constantly restocking, you could shop on a Monday and a Friday of the same week and find a completely different items. It is not only a fun way to shop, but it's also a way to give back to the community.



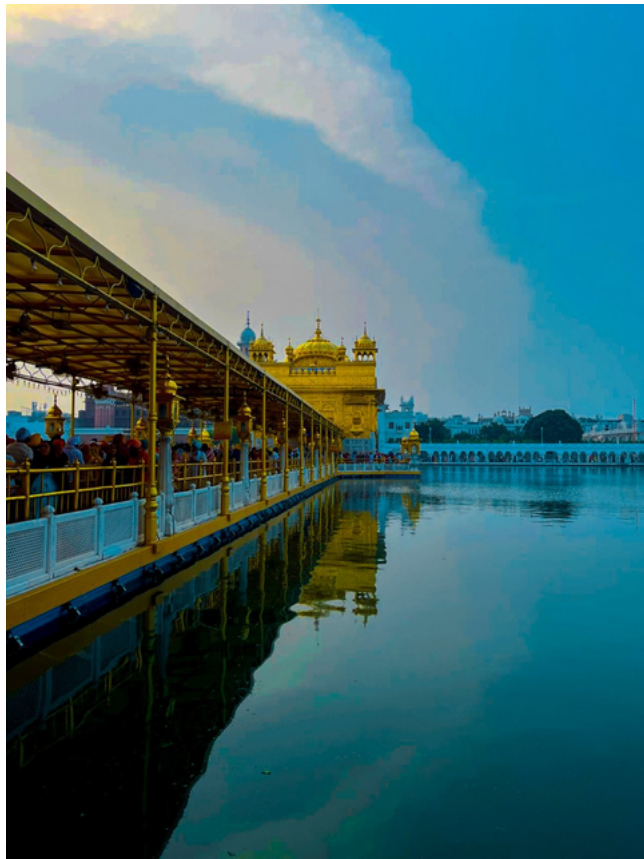
The **76th** Independence Day was celebrated by all the students and faculty members of Footwear Design and Development Institute, Hyderabad to re-experience the spirit of patriotism and to honour the glorious past of our country. Mr. Deepak Choudhary, Centre Incharge - FDDI, Hyderabad hoisted the flag and gave an enthusiastic start to this event with his speech. The national Anthem filled the crowd with patriotic fervour. The celebrations started with a few patriotic speeches by our respected faculty members and students, which were followed by some amazing cultural performances that set the bar of the day very high. The Institute observed this historic day with enthusiasm and revived the oath of being dutiful children to this country.

Celebrating
INDEPENDENCE

Never underestimate your eye for photography.

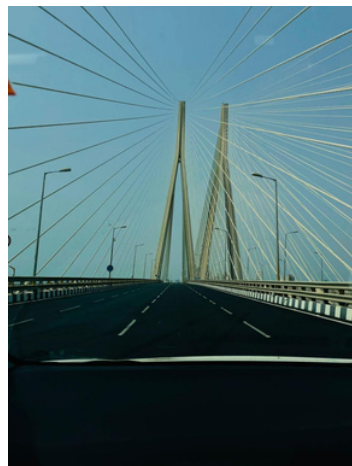


The beauty of the blues



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WORLD PHOTOGRAPHY DAY



WORLD PHOTOGRAPHY DAY'22

Picturesque clicks by students on the occasion of World Photography Day celebrated on 19th August'22 by the Film and Photography Club at FDDI Hyderabad.





Urban

For more updates visit to our instagram page

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Contact us:

fashioncommunicationclub@gmail.com