

NEWSLETTER

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A WEEKLY NEWSLETTER

28th April 2023



FDDI's 'Fashion Blazon 2023' held in collaboration with India Style Fashion Week

'Fashion Blazon 2023' was held by Footwear Design and Development Institute (FDDI) in collaboration with India Style Fashion Week at Epicentre, Apparel House, Gurugram on 22nd April 2023.



Mr. Arun Kumar Sinha, IAS, MD, FDDI being felicitated during 'Fashion Blazon 2023'



Mr. Pankaj Kumar Sinha, Secretary FDDI being felicitated during 'Fashion Blazon 2023'

The event was conducted by FDDI School of Fashion Design(SFD), Noida during which, the budding designers of Graduating Batch (2019-2023) of FDDI presented their exquisite graduation design collections.

During the event, Mr. Arun Kumar Sinha, IAS. Managing Director (MD), FDDI, and Mr. Pankaj Kumar Sinha, Secretary, FDDI were felicitated by India Style Fashion Week.



Mr. Arun Kumar Sinha, IAS, MD, FDDI delivering the 'Keynote Address'



Mr. Pankaj Kumar Sinha, Secretary, FDDI addressing the audience

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Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, MD, FDDI said, 'Fashion Blazon 2023', organized by FDDI is a unique platform that reflects how this institute has groomed-up its budding designers through intensive training pertaining to design innovation, stitching, styling and creativity to make a mark in the fashion industry.

The event was graced with the presence of well-known names of the fashion industry as jury member namely Mr. Kishan Daga – CEO, Concepts and Strategies' Athleisure, Mr. Gaurav Malik – AVP Design, Bata India, Ms. Sonia Jetley – CEO, Labe Sonia Jetley, Ms. Tuhina Sinha -Regional Head, VLCC and Mr. Prateek - Label "I am Design".



Students showcasing their spectacular collections on the ramp

Addressing on the occasion of 'Fashion Blazon 2023', Mr. Pankaj Kumar Sinha, Secretary, FDDI said, "The 'Budding Designers' of FDDI will become the brand ambassador for the Institute and shall be the signature for the 'Fashion World' in the years to come."



Jury watching the presentation

A total of 16 sequences were presented by the students based on innovative and captivating themes namely, Desi Knits, Parity, The Chaos Theory, Red Thread of Fate, Multiverse, Rhythm of Time, Anurag, Voilent Femmes, A Night in Japan, Khayali Pulao, Gulposh, Aqua Medusa, Celeste, Next in Revamping, Navras and Moksh.



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The students showcased their spectacular collections on the ramp which exhibited a graceful amalgamation of drapes and cuts reflecting creativity with contemporary ideas.

The Best design collection was bagged by the sequence named 'Aqua Medusa' whereas the most Creative collection was bagged by the sequence named 'The Chaos Theory'. The most Innovative collection was bagged by the sequence named 'Next in Revamping'.

The fashion show was choreographed by Bollywood's leading fashion show director and choreographer, Mr. Kaushik Ghosh.

The scintillating show was a big success and great opportunity for the 52 students of FDDI as they displayed creativity not only in designing the garments, but, versatility in organizing and also modeling for the show.



MD & Secretary FDDI alongwith the students on the ramp

Professional exposure at 'Ortho Care and Foot Care Management Center' for FDDI, Kolkata students

Under the guidance of highly experienced Faculty of FDDI, professional exposure for 23 students of 2020 batch of School of Footwear Design & Production (FDP) was organized at 'Ortho Care and Foot Care Management Center' Kolkata.

During the professional exposure, through demonstration, Mr. Ashok Rath, Prothetist & Orthotist expert explained the students about the foot, heel and ankle conditioning which are becoming major health concern especially for the ageing population.



Students at 'Ortho Care and Foot Care Management Center' Kolkata



Mr. Ashok Rath, Prothetist & Orthotist expert demonstrating the process of making customized shoes

He explained that proper fitting of shoes are a must which can be made after clinical examination. He further briefed about the relationship between foot type, foot deformity and effectiveness of footwear with orthosis for deformed foot.

He also demonstrated the process making customized shoes right from assessment to manufacturing.

The Foot care management exposure provided an opportunity to the students to acquire knowledge regarding the Foot diagnosis, manufacturing of customized shoes selection and usages of synthetic materials & products & marketing to cater to the contemporary market requirement.

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'Study on Fashion Accessories Design: Sustainability Art, Craft, and Design', book edited by Faculties of FDDI launched

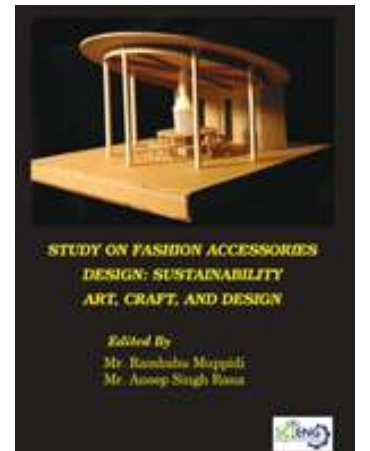
A book titled 'Study on Fashion Accessories Design: Sustainability Art, Craft, and Design' which has been edited by Faculties of FDDI, was launched on 13th April 2023 by Dr. Vijaya Kishore, Hon'ble Vice Chancellor, Dr. YSR Architecture and Fine arts University at FDDI, Hyderabad campus.

The first copy of the book was given to Mr. Deepak Choudary, Center Incharge - FDDI, Hyderabad campus in the presence of all the Heads of Departments and faculties, staff, and students.

Faculties and students of School of Footwear Design & Production (FDP), and School of Leather & Lifestyle Product Design (LLPD) have contributed in the various chapters of this book having ISBN: 978-93-94766-28-0; that has been edited by Mr. Rambabu Muppidi and Mr. Anoop Singh Rana who are Faculties of FDDI.



Chief Guest: Dr. D. Vijay Kishore, Former OSD and Acting Vice Chancellor, Dr. YSR Architecture and Fine Arts University launching the book



Cover page of the book

'Blood Donation Drive' held at FDDI, Fursatganj

Intended for the service of humanity, FDDI, Fursatganj organized a 'Blood Donation Drive' on 13th April 2023.



A view of the 'Blood Donation Drive'

It was held by Raebareli Charitable Blood Center, Raebareli with the help of State Blood Transfusion Council, Uttar Pradesh.

During the 'Blood Donation Drive', a team of doctors with supporting staff collected 18 units of blood between 10.00 AM to 5.30 PM. The staff members and students actively participated in the camp.

FDDI, as an institution has always been deeply committed to community welfare and strives to contribute to social causes as much as possible.

FDDI, Kolkata students visit Anm Leather (India) Pvt. Ltd. & China Tannery

On 13th April 2023, under the industrial visit, the students of Foundation Batch - 2022 of the School of Footwear Design & Production (FDP) of FDDI, Kolkata were taken to Anm Leather (India) Pvt. Ltd. & China Tannery located at Kolkata Leather Complex, Kolkata.

Both the tanneries are 30-year-old leather manufacturing company and producing different type of leather for domestic and export market. They have state of art facilities for manufacturing of leather from raw to finishing.

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Under the supervision and guidance of the faculty of FDDI, the students of FDDI were taken around the various processes of the tanneries right from raw to finishing where they were explained about the technicalities of different processes by Mr. Mallick, Technical Expert at Anm Leather (India) Pvt. Ltd., and by Mr. Subhash Adhikari, Technical Expert at China Tannery.

The students witnessed the tanning process where different type of leather finishing, variety of chemicals, machineries & techniques are used to make leather, which is presented as a product for the global market.

The visit provided the students a better understanding of the industrial process taking place in the tannery.



A view of the FDDI, Kolkata campus visiting the tannery



FDDI, Kolkata students awarded during NIFT Spectrum 2023

FDDI, Kolkata campus participated in the annual fest 'Spectrum 2023' which was organized by the National Institute of Fashion Technology (NIFT), Kolkata.

The two-day annual fest which was held on 2nd and 3rd of April 2023 at the NIFT campus located at Salt Lake City, Kolkata featured various competitive sports, extra-curricular and cultural events.



FDDI, Kolkata students at the NIFT Spectrum 2023



A view of the award distribution ceremony

The theme of the NIFT Spectrum 2023 was 'Back To Future' during which students from NIFT, FDDI, and other institutions from around India attended the event. The participants were eager to display their abilities in various competitions, and the energy was electrifying.

The performance by FDDI-Kolkata was among the event's highlights. FDDI students performed admirably in every facet of the events.

The students of FDDI who won the awards in the events were Ms. Smruty Das and Ms. Surbhi Anand, (FD-20) won 1st Prize in Face Painting, Ms. Shruti (FD-20) won 2nd Prize in Solo Singing and Mr. Ritwisha (FD-23) won 2nd prize in Solo Dance.

The effort and devotion of the students and the professors who taught and guided them contributed to the success of FDDI-Kolkata at NIFT Spectrum 2023.

'Spectrum 2023' was also successful to reinforce FDDI's image in the mind of the students, parents & other prominent schools and colleges in the vicinity of Kolkata which has got a very potential group of students full of ideas, creativity and talent.