

VOLUME 06 FDDI HYDERABAD'S FASHION COMMUNICATION CLUB PRESENTS

# FELICITAS

JANUARY 2022

RECAP  
2021

A wave of newness

## EUPHORIA

A Fresher's  
Tale



*Harvi*



*Safya*



*Rishi*



*Dev*

# FELICITAS

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

**Faculty Coordinators**

Mr. Arun Kumar Gaikwad

**Founding Director  
Editors in Chief  
Managing Directors**

Aman Ashok  
Akshata Chirravuri, Nidhi M Jacob  
Swarangi Mahajan, Annesha Dasgupta

**Art and Creative Directors**

Palak Singh, Kashish Veerapandian

**Associate Editor**

Ibadondor I Khriam

**Project Heads**

Bhumika Singh, Kumari Ayushi

**Editing & Graphic Designers**

Hridam Kar, Ashwin P Kumar,  
Trisha Vanam, Daniya

**Content Creators &  
Collectors**

Vaibhavi Cortii  
Aditi Singh  
Shrishti Rajput  
Kanika Roy  
Madhvi N Ajitsaria  
Srishti Singh  
Shivani Mohanty  
Mohini Mohanty

**Content Writers  
and Editors**

Kaashvi Varma  
Ria Srivastava  
Teesha Kaur  
Aakarshita Yallabandi  
Sanjana Annavazzala  
Anshika Dutt

**Media & PR Team**

Ajith Abiathar

# ABOUT US

Crafted with enthusiasm and care, FDDI Hyderabad's Fashion Communication Club – Melange, brings to you 'Felicitas'. A magazine that is specially created to cater to the interests of every soul out there. An array of topics ranging from fashion and make-up to pop-culture and eloquently written poems have been handpicked and presented for you to indulge in. This magazine is a creative space that serves as an outlet and platform for all the little wonders that go on around us, with the people around us, every day.

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# EDITOR'S NOTE

**I**t's been about two years since we've acknowledged that the confusion of the pandemic is the new normal. By embracing it we grew up into strapping entities with the history of surviving the most challenging times we've ever come to face. 2021 was a puzzle, and as soon as you thought you found the right pieces, well, your cat would come and pounce on it. But we made it out alright, with the memories of the past to help us embark on the new year. The past may not be important, but what you remember of it is. Which is why the January issue features a hark back to the memories we made in 2021.

We had the wondrous opportunity to safely attend college in the flesh. While it may not have lasted long, the two months we did get to spend together definitely deserve an edition to itself. We're inviting you to take a peek into what student life on campus was like while we welcomed the 2020 and 2021 batches. Festivities, events, and hot topics from our freshers are lined back-to-back. Browse through bold fashion, make-up, and art throughout the year. We have verity, history, and movies and welcome you to enjoy this blast from the past.

The Felicitas team wishes you a very Happy New Year! As we cherish 2021, we want to embrace 2022 with open arms and open hearts. Together, let us unearth new talents, develop new skills, and indulge in new hobbies. Here's to putting our best foot forward.

Cheers!

Akshata Chirravuri and Nidhi Jacob  
Editors in Chief





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We grew up with idealistic views on college;

dreaming about the time we would finally get to experience it. But the pandemic confined our dreams to the four walls of our houses. After serving their due time, the students of 2020 and 2021 finally got to come to college in October 2021. We had our first meet-cute with the strangers we met online, and now we call them our friends and chosen family.

A walk around the campus can show you the new wave of innovative minds and ideas that have been brought to life with cumulative hard work from students of different batches and courses. With little to no disparity between students, we came together under the same roof to be educated.

Ensuring that the newcomers made up for lost time, the seniors organized several events to induct them into the college experience. Be it offline or online, several programs, events, and competitions were held throughout the year. Bathukamma and Navratri were celebrated in college with dances and flower arrangements. Onam and Halloween were celebrated online with competitions like face painting, product making, and best dressed in traditional attire. Batches 2019 and 2018 organized an unofficial fresher's party on October 23, at BRR Farmhouse. The theme of the party was 'Euphoria'. There were several games, performances by seniors, a talent show for the Mr. and Ms. fresher contestants, and a lot of dancing - the peer pressure and voluntary kind.

# COVER STORY



The grand finale was a poolside fashion show by the members of Prisma. Dressed in white, jewels, and shimmers, they put on a bedazzling show against the evening sky and the setting sun.

. The music, atmosphere, and the pool party at the end made it a fashion show to remember. The party came to an end in the most memorable of ways- with a DJ show where we danced and laughed, our joy echoing in the wind. Safe to say the day felt pretty 'euphoric'.

The title holders for batches 2020 and 2021 respectively are:

# 2020 BATCH





# 2021 BATCH

MR. PERSONA



**Harshith Kamsali**

MS. PERSONA



**Rishika Mishra**



**Dev Narayan**

Mr Freshers 2021



**Sakshi Mishra**

Ms Freshers 2021



**Hari Krishna**

Mr Freshers 2020



**Kriti Tembe**

Ms Freshers 2020





# My true Love has four Paws

Uppaluri  
Sameera  
FD 2020-24





Animals may not have human voices, but they do have a pure heart, expressive eyes, and paws that leave a mark on our hearts that last forever.



Uppaluri  
Sameera  
FD 2020-24

When I was in first grade, I became emotionally and mentally attached to the street dogs near my school .

I felt pure love for the animals around me. In third grade I started learning more about animal welfare, animal cruelty, and animal rescues. In tenth grade, My first puppy rescue attempt went wrong when the puppy's paw was amputated due to an accident, and I realised I had no idea how to nurse animals back to health. Luckily, I connected with an NGO called People For Animals, became a volunteer and received training in animal first aid, and I gradually began rescuing animals. My second largest save was rescuing a month-old puppy from a well. I was proud and confident that I could do more. I sterilized three female dogs, rescued three tumour dogs, one abandoned dog, fed over 100 dogs during the pandemic, fixed one broken leg, collared 30+ dogs with reflective belts, fixed one broken bird wing, rescued 8-day-old puppies from GHMC, adopted an abandoned dog and give him love and care. I began an outreach program called Animal Save Movement as well.

## Animal Welfare

I still have a lot more to learn to reach my goal of setting up an NGO and saving animals, and hope this will make me a responsible individual and bring humanity into life.

# NAVRATRI



Arya Gune



Shristi



Prathmesh & Sheetal



Yadvendra



# NAVRATRI - DUSSEHRA- BATHUKAMMA 2021

Navaratri is a festival that celebrates the victory of Durga Devi over Mahishasura- the bull demon, and Lord Rama over Ravana. The festival lasts for nine nights, and ten days, and on the tenth day, we celebrate Dusserha.



Reshmi Nair



Vaibhavi Gorti



Ayushi



Sachi



Aman & Vishakha



# Bathukamma

## 2021



Dipparita Singh



Aakash, Aditya & Ajith

Bathukamma, the festival of flowers, usually celebrated in Telangana, falls during the week of Navaratri. Women make flower arrangements, dance around them and sing Bathukamma songs. On the final day, they immerse their Bathukammas in water, and pray to Gowri Devi.



# Dussehra

## 2021

FDDI Hyderabad celebrated this festival with great fervour, beautiful songs, and enthusiastic dances.

The fashion society- Prisma, took the initiative to put out a dress code of traditional attire for the occasion. The best dressed students have been showcased here. There were fun activities planned throughout the day. Beautiful Bathukammas were placed in the college and the day was filled with songs, dances, photoshoots, and laughter.



# RAJEEV

# SOLECULT



Solecult is an up-and-coming customized sneaker brand that is bound to excite sneakerheads everywhere. It was started by Rajeev Ravula as a side hustle in 2020; a mid-pandemic project if you will. Soon, he started getting orders in impressive numbers and realised that there was a huge growing market and business potential for his brand of wearable art. Rajeev has built this business from the ground up. Not just the products but the logo, design and photoshoots were all handled by him.

He describes the meaning behind the logo through an illustration (attached). Rajeev's aim is to develop Solecult into a luxury brand that provides customers a satisfying experience of customizing their very own sneakers. His advice for anyone wanting to kickstart their own business is, "Just go for it!".

You can commission your very own sneakers on Instagram at [@solecult\\_](https://www.instagram.com/solecult_)

Don't forget to like, share, comment and follow!

**FDP 2020 Batch**





## the mehran collection

By Mehak Sisodia  
FD 2020 Batch

# THE MEHRAN COLLECTION

The Mehran Collection is a handcrafted accessories brand started by sisters Mehak and Simran Sisodia in 2020. Mehran is an amalgamation of their names and also means 'kindness' in Arabic. A bootstrapped business, they believe in spreading love and joy through their branding, shopping experience, and customer interactions.

Mehak and Simran's goal for Mehran is to bring confidence and smiles to more faces across the globe and create more signature products that are unique to their brand.

Peak pandemic had the two sisters playing with the idea of starting a small business and their brainstorming sessions came to fruition with the launch of their brand. It is now famous among influencers and millennials alike for its variety of bright and earthy clay jewellery and accessories that have simple designs and a fresh aesthetic. Their signature Daisy Pendant is a bestseller and can be found on their website [themehrancollection.com](https://themehrancollection.com).






# Model Of The Month

BY PRISMA (FASHION SOCIETY)

## VINTAGE 90 *Radiant*

Be it Prada's Vintage baguette bags or the most awaited Friends Reunion, 90s found it's way back into our lives. Our model of the month's look is Vintage 90's inspired and is bound to make you long for vinyl CDs, old camera films and an iconic sense of fashion that only the 90s could have ever brought.



TANUSHREE NATH  
RFM 2020-23



This artwork is based on 'Realism' and focuses on minute details in an attempt to make it as realistic as possible.

**I**t was inspired by the texture and details found in portraits and artworks. It depicts the beauty of old age and the Banjara culture. This portrait is made using just pencil and is a testament to the fact that one does not need an elaborate set of tools to create a masterpiece.

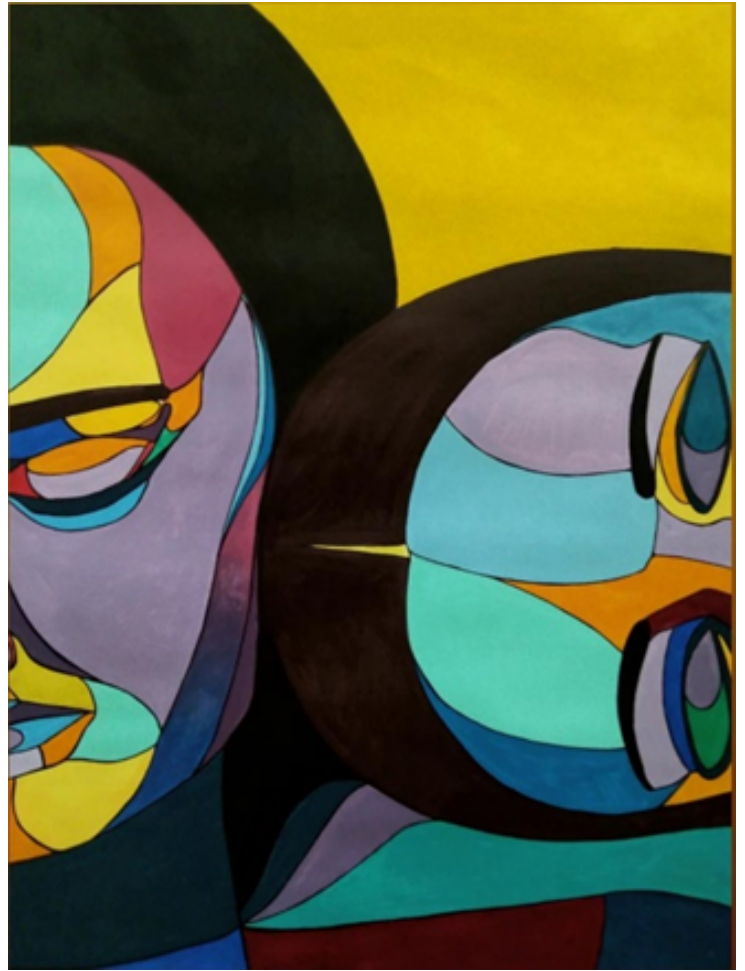
Ankita Agarwal  
FD 2021-25



I made this painting for my elder sister. It portrays support and is symbolic of how my sister is always by my side and is there to support me in all situations. The vibrant colors depict the different moods and feelings we experience in each other's presence, like happiness, trust, love, strength, and many more.

**Chetna Bohra**  
FD 2021-25

# For you, by me, with love



**T**hese hand-embroidered leaf studs are inspired by nature and the delicacy that lies in them.

I believe imperfections make perfection, and this helped me trust the process and the outcome. Every bead is carefully hand-stitched into shape and is finished with great detail.

**Baby Vandana**  
FD 2021-25

# TANJORE



**T**anjore paintings are known for their extravagant depictions of deities using vibrant colors and gaudy embellishments, especially using gold foils.

This painting is an attempt to revive the forgotten Indian traditional art on cloth. pencil and is a testament to the fact that one does not need an elaborate set of tools to create a masterpiece.

**Siri**  
**FD 2021-25**



DE

Shilpa Mary  
Cherian  
FD 2020-24



**KIDS WEAR  
LEATHER PRODUCTS**



Pranay  
LGAD 2019-23



Samita  
LGAD 2019-23



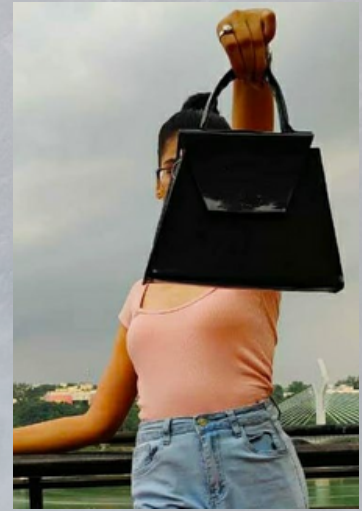
Asuri Lakshmi  
Pradiksha  
FD 2020-24

# DES-

MALLIKA (LGAD 2019-23)



SAMITA  
(LGAD 2019-23)



# -IGN

PRANAY  
(LGAD 2019-23)



KIDS WEAR

# COR-

TANVI SRI MANDA  
UPPALURI SAMEERA  
SILPA MARY CHERIAN  
FD (2020-24)



LEATHER PRODUCTS

Janhvi Rakhe(LGAD 2019-23)



# -NER



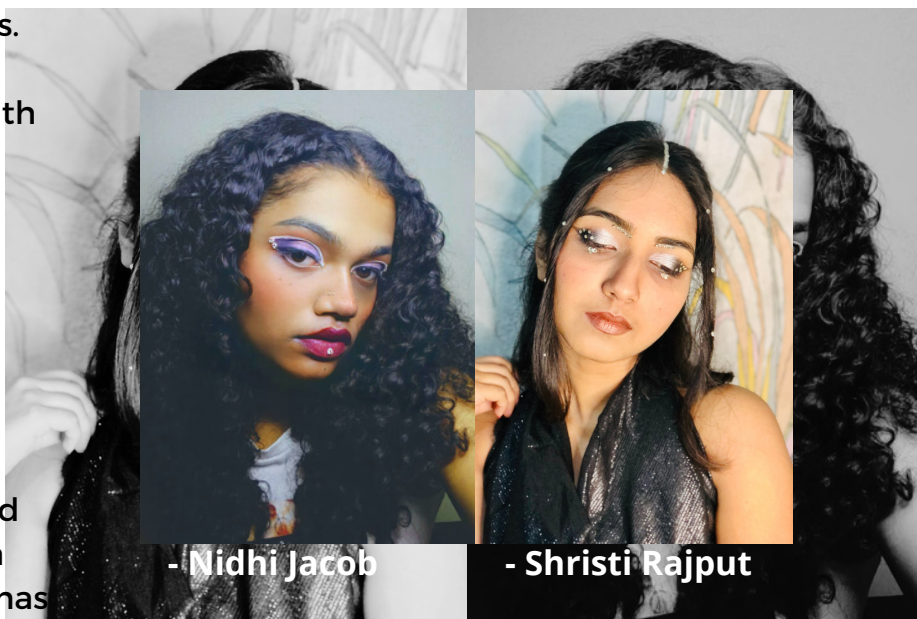
# Euphoria Now

Everyone agrees that the Euphoria makeup look is the new fad.

At weddings, it's the cool relative who wears mint green eyeliner. Every other month, it's the trendy friend who goes popular on social media. The Euphoria look, on the other hand, is all about self-expression and playfulness. This style brings out our inner inventiveness with makeup with splashes of shimmering eyeshadow and swooshes of bright highlight. So, if I were a character from the show, This would be my take on ecstatic makeup. Inspired by one of Maddy's signature looks, I've given this look a purple base bedazzled with gemstones and white liner. For the lip shade, a mixture of purple and mauve has been applied with a highlighter to accentuate the look.



- Madhvi



- Nidhi Jacob

- Shristi Rajput



Recreating feelings through fashion.

# Euphoria



Aman A Saahi



Biswarupa Roy



Reshmi Nair



Gaurav Singh



B. Aishwarya

Euphoria is defined as a feeling of happiness, confidence, or well-being sometimes exaggerated in pathological states as mania.

Our clothes, accessories and makeup all call out to this state of euphoria and we depicted this using all white clothes, makeup in shades of purple and blue, and a generous serving of silver and glitter.





*2021 brought to us some sensational movies that awoke our patriotic side and helped make us feel closer to our motherland India.*

**Ria Srivastava**  
FDP 2020-24



## SHERSHAAH

'Shershaah' showcases a lot more than just nationalism. It parades through the undying love and responsibility of an army officer. This movie celebrates the life of late Captain Vikram Batra and his comrades who contributed significantly to the win of the Kargil War. It is now a part of the golden history of India. The uniqueness of this movie is in its narration which not only focuses on the war but also on Vikram Batra's personal life and his journey as a captain. His awe-inspiring one-liner 'ye dil mange more' will leave you in tears.



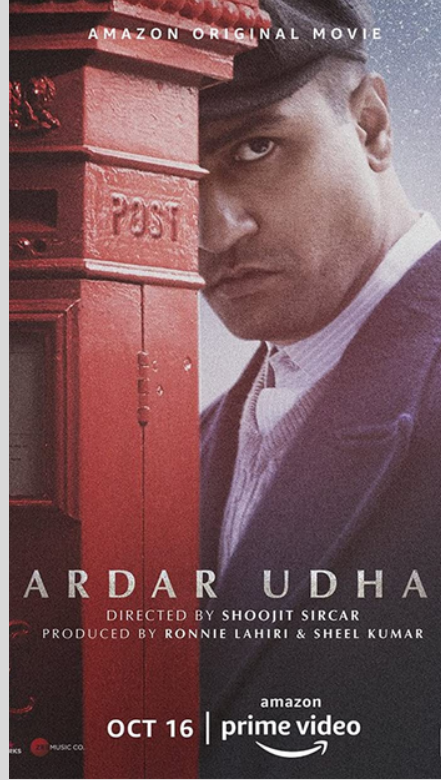
## BHUJ

This movie has two sides. One side explores the truth about the town of Bhuj which entails stories of unsung valor that brought about pride in India. The other side speaks about the IAF Squadron Leader Vijay Karnik who strives to complete his mission and create history with the help of 300 women during the Indo-Pakistani War of 1971. Vijay Karnik was lauded for his valiant efforts which saved the day for Indians. The film will be a tribute to unparalleled bravado displayed by not only Vijay Karnik but also the 300 women from the villages near Bhuj who accomplished this feat.



### 83

In India, cricket is not just a game but an emotion. Winning the world cup is a dream that every Indian possesses. This became reality in the year 1983 when Kapil Dev was captain. This movie shows the nerve wracking, nail biting, and adrenaline inducing games held in England and Wales that was won by India. The Indian cricket team managed to win the world cup when they were stacked against all odds, with their hard work, talent, and team spirit. They not only earned the trophy but also earned their due respect and won the hearts of millions of Indians.



### SARDAR UDHAM

This movie is about the life of Sardar Udham Singh, a revolutionary freedom fighter known for assassinating Michael O'Dyer in London to take revenge for the 1919 Jallianwala Bagh massacre in Amritsar. This movie makes you feel like you are reliving the incident in real time. From direction to the screenplay, the movie will leave you spellbound.



### SHERNI

The name of the movie is a metaphor for the lead protagonist. It portrays the true colour of politics and its dominance over the forest department. The best part of this movie is that every scene seems like it's freshly taken from the laps of nature all while creating awareness about wildlife. The story revolves around a female forest officer (Vidya Balan) who, while battling the man-nature conflict, is challenging the sexist stereotypes of a largely male-dominated field in India.





in  
2021

Aakarshita  
Yallabandi  
RFM 2020-23

### Politics

After an alleged conspiracy, 'Bharat Bandh' and the death of close to 700 protesters, the yearlong protest by farmers came to an end when the centre passed the bill for the repeal of the three farm laws in Parliament on November 29.

Protests erupted across Nagaland demanding to repeal the Armed Forces Special Powers Act (AFSPA), after a special unit of the Army 'mistakenly' opened fire, killing 15 civilians and 1 security trooper. This led to the Union Home Ministry extending the act for six months with effect from December 30 after declaring Nagaland to be a "disturbed area".

### Sports

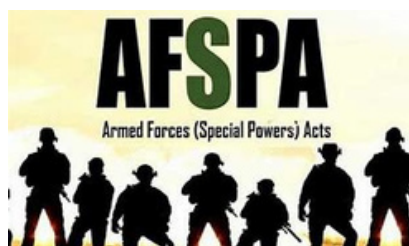
The Indian Men's hockey team won their first medal after 41 years of drought. CA Bhavani Devi became the first athlete to represent India in fencing at the Olympic Games.

PV Sindhu won her second medal at the Olympics.



2021 was a spectacular year for Indian sports with India bagging 7 medals in Tokyo Olympics 2020 and 19 medals in Tokyo Paralympics 2020.

Some of the memorable moments were when Neeraj Chopra became the first Indian athlete to win an Olympic gold medal in track and field.



Milkha Singh India lost it's 'Flying Sikh', Milkha Singh, on June 18 at the age of 91, to the pandemic after contracting the infection from a house help.



The four-time Asian Games gold medallist and the Padma Shri awardee was a legendary athlete, most-known for his performance at the 1960 Rome Olympics where he finished fourth in the 400m final.

## India's Heroes

### General Bipin Rawat

On December 8, the entire country had to mourn its first Chief of Defence Staff (CDS) General Bipin Rawat's sudden death when his IAF chopper crashed due to the pilot's disorientation in bad weather.

## Fashion

This year on January 14, Aditya Birla Fashion and Retail Limited announced a strategic partnership with the gen-next focused D2C fashion and lifestyle business under the popular brand 'Masaba' by way acquiring a 51% stake in the entity. The two entities said that this partnership aims to create a young, aspirational, and digital-led portfolio play, across the affordable luxury segment in the fashion, beauty and accessory categories.



This partnership will also mark ABFRL's entry into the beauty & personal care market in India.



The Central Board of Indirect Taxes and Customs (CBIC) announced that the GST rate on garments, textiles, and footwear would be raised from 5% to 12%, with effect from January 1, 2022. All textiles and clothing will become more expensive as a result of the proposed GST hike, and will lead to the closure of around one lakh textile units and loss of around 15 lakh jobs. This is be a deathblow for the textile and handloom industries that are already suffering from the effects of the Covid pandemic.

POPULAR CULTURE

In March, Odisha's Similipal Biosphere Reserve reported a big fire that spread to 26 of the state's 30 districts, as confirmed by the task force constituted by the state government.



And in the next month, Mizoram experienced its worst-ever forest fires, that started as a wildfire in Lawngtlai district and then soon spread to 10 other districts and destroyed around 5,700 acres of forests, from the preliminary reports of six of the affected districts alone.

## Environment

In the last six months the Environment ministry designated five wetlands as 'Ramsar sites' –one in Uttar Pradesh and two in Haryana and Gujarat respectively –, making India the home to the largest network of Ramsar sites in South Asia, with 47 sites in total. Ramsar sites are wetlands of international importance under 'The Ramsar Convention on Wetlands', an intergovernmental treaty that India is signatory to, which provides the framework for international cooperation to conserve and use the wetlands' resources sustainably.

India is now home to the largest network of Ramsar sites in South Asia





# Convocation

## Class of 2020 & 2021

On January 3, 2022, the class of 2020 and 2021 were convocated. The convocation took place in the FDDI Hyderabad campus auditorium. Chief Guest Professor Basuthkar Jagadeeshwar Rao (Vice chancellor of University of Hyderabad), Guest of Honour Sri D Srinivas Naik (Vice Chairman & MD, TSLIPC) and Sri S Baqar Hasan (Chairman, Hansa Group of Co.) graced this occasion and awarded the students with their certificate of degree. The students, with big dreams and a bright future ahead, bid adieu to their alma mater. We, the Juniors of FDDI Hyderabad, wish them all the best for their future endeavors.





**For more updates visit to our instagram page**

 **fddihyd\_felicitas**

**Contact us:**

**[fashioncommunicationclub@gmail.com](mailto:fashioncommunicationclub@gmail.com)**