



NEWSLETTER

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Graduating students of FDDI, Jodhpur campus presented Design collections during fashion show 'Cosmosis 2024'

Graduation Fashion Show 'Cosmosis 2024' of FDDI, Jodhpur campus was held on 07th April 2024 during which graduating design collections were presented by the budding designers of FDDI School of Fashion Design (SFD) of Jodhpur campus.



Students of FDDI, Jodhpur campus presenting their collection

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Delivering the 'Welcome Address', Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus said, "From draping to stitching, makeup to styling and creative inspiration, our young minds have been eager to acquire each and every skill. And now, after four dedicated years, it's finally the time to display the results of their blood, sweat and tears."

Theme of the Fashion Show was 'Mirage' during which 38 students presented their Graduation projects through collaborative and solo design collections. Students displayed about 20 collections showcasing over 140 design assembles on the ramp inspired by various mystical elements of 'Mirage'.

These collections were divided into various categories and aesthetics such as athleisure, party wear, travel-core, cottage-core, Street-wear, Smart-Formals, ethnic and Avant-Garde etc.

Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI was the 'Chief Guest' for the occasion. The event was graced by the esteemed presence of dignitaries consisting of Institutional Heads from various offices and Educational Institutions, Celebrity Designers, Industry professionals and National Awardee Master Artisans.



A winner of the fashion show receiving prize from MD - FDDI



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Delivering the 'Keynote Address', MD, FDDI said, "My advice to the budding fashion designers who are indeed creative people and consistent too; must know their clients' mentality; their likes and dislikes, etc. for creating a comfortable, yet fashionable look."

"In the age of cut-throat competition, you have to adopt new fashion rules and create something on your own which is trendy and decent at the same time," added Colonel Sinha.

The winners of the Best Designer award were Miss. Swati Wadde and Miss. Shruti Rani who captivated with their collection 'Masquerade' an avant garde collection of convertible design assemble. Runner up were for the Best Designer award were Miss. Bhavika Singh and Miss. A. Nandidni with their collection 'Mohini' a sensual collection of Indian Sarees draped and upcycled with Indian temple jewelry in a modern twist. Miss. Siddhi Tak winner of Best Model award, was both poised and flamboyant bringing to life, every assemble she walked the ramp in.

Ms. Sakshi Bhogal - Judge of the Show praised the collection and shared her experience being awestruck by the collections. She praised the students for their thoughtful execution and practical implementations of ideas into wearable and commercial viability of their designs.

The event received overwhelming praise from everyone present, including industry professionals, academicians, and parents of the graduating class, media persons, students and employees of the Institute who were left mesmerized by the collections displayed in the show.



Ms. Sakshi Bhogal being felicitated by ED - FDDI, Jodhpur

'Retail Chronicles' held at FDDI, Noida campus

'Retail Chronicles' – a fiesta that gives the students of School of Retail and Fashion Merchandise (RFM) an opportunity to showcase their skills learnt in class was organized at FDDI, Noida campus from 03rd to 05th April 2024.



From Left: MD - FDDI, a guest, Director - CoE, FDDI, HoS/Senior Faculty during the inaugural session of 'Retail Chronicles'



MD - FDDI at a stall during 'Retail Chronicles'

During this fiesta the students of all semester of BBA & MBA RFM exhibited their team effort and hard work which synergized into success.



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The inaugural session was graced by Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI, a guest, Dr. Madhusudan Pal, Director - CoE, FDDI, Dr. Shweta Saini, HoS/Senior Faculty-I(Retail) and other person from the industry.

The students of all the batches participated enthusiastically and presented their product at the stall that fosters social and cultural identities. It involved food, beverage, games, drama, fashion walk, juke box, fun bola, mehndi, and accessories stalls. It was planned and execution by students on the basis of themes which were Bollywood, shaadi, bizarre dressing respectively.

They exhibited their management, sales, marketing, CRM, entrepreneurial and communication skills. It was a spectacular event which was one of its kind that provided the students an opportunity to reach customers and make/boost sales.



Students presenting their product

It also brought out brilliant creativity & aptly revealed their hidden talents from the highly talented young participants.

FDDI, Noida students attends 'Woolmark Naturally Sustainable' seminar

The students of School of Leather Goods and Accessories Design (LGAD), School of Footwear Design & Production (FDP) and School of Fashion Design (FD) of FDDI, Noida campus attended the seminar 'Woolmark Naturally Sustainable' which was held on 2nd April 2024, at Eldico Centre, New Delhi.

The aim of the session was to educate and generate awareness among students about Merino wool and its myriad uses. Introduction of wool as a sustainable material that can be used not only in winter, but in summer and also in the multi-utility apparel sector due to unique properties of wool.

The seminar began with a detailed introduction of the Woolmark Company, which is a subsidiary of Australian Wool Innovation - the global authority on Merino wool.

The second segment of the seminar consisted of industry experts and their brand stories. The first speaker was Mr. Ashwini Chotani of Jai Shree Textiles, Aditya Birla Group. He gave the audience a rundown on the what the brand does and stands for, such as rayon plantation and processing, production of polyester and synthetic textiles as well as supplying wool in India. He enlightened on the wool value chain of India, the different applications of Indian wools and Merino wool, waste



Presentation in progress during the 'Woolmark Naturally Sustainable' seminar



Students watching the display at 'The Wool Lab'

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management during wool processing, as well as the different challenges faced in the Indian market, like misconceptions about wool.

The next speaker was Ms. Rina Singh, founder of Eka. This brand produces apparel made from handloom natural fibres, also collaborating with The Wool Lab and the Telangana Wool Cluster. Ms. Singh works closely with different craft clusters and the market for these apparel is mainly outside India, such as Europe. She highlighted the various challenges of the Indian market when it comes to natural woollen apparel.

The final speaker was Mr. Pravin Dhake, founder of Athlos - a woollen athletic clothing brand. He briefed about recycled nylon apparel, the advantages of wearing woollen clothing, such as body temperature regulation, sweat absorption, reduced chances of bacterial infections/rashes and is very comfortable. The brand also specialises in recycle.

A display which compiles all the latest innovations and materials of the season was made at 'The Wool Lab'- a seasonal guide.

Under the guidance of HoS – LGAD, Mr. Anoop Singh Rana, Faculties namely, Ms. Shika Verma, Ms. Vandana, Mr. Rajesh, Mr. Shuourabh, Mr. Rohit and Mr. Hafiz, a group of 24 students attended the seminar which provided an insight about the latest innovations in design that are seeing wool incorporated into an ever increasing range of luxury garments, and fashion apparel.

It was an enriching session which was also attended by other institutes like NIFT, WUD Pearl Academy, JD Institute etc.

'Fashion Illustration Workshop' held at FDDI, Noida campus

To equip the students of the School of Fashion Design (FD) of FDDI with the knowledge and techniques of how to draw the body elements and different fashion poses commencing from the basics to the final product, a 'Fashion Illustration Workshop' held at FDDI, Noida campus on 19th March 2024.



Fashion Illustration Workshop' in progress



Students with their creative outcome

Mr. Aditya Rai was the external expert who conducted the workshop. He is a contemporary visual artist based in Varanasi, Uttar Pradesh. He has a good knowledge about Color rendering, Hand Illustrations, Design & Drawing. Mr. Aditya's creative journey extends beyond academic pursuits, with a rich history of participating in diverse projects, exhibitions, workshops and art camp.

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From mastering water colour, poster colour, and pencil rendering to perfecting brush handling and directional lighting, every aspect of colour vibrancy and shading was explored during the workshop.

Participants also delved into the intricacies of capturing facial expressions and body postures, enhancing their ability to bring fashion illustrations to life.

FDDI Jodhpur, campus successfully completes training for School students

Under the New Education Policy and PM Shri Scheme, a seven days meticulously designed training programme for the students of Jawahar Navodaya Vidyalaya, Jalore was successfully completed at FDDI Jodhpur, campus on 04th April 2024.

Under this programme more than 80 students of the school were imparted training by the experts of FDDI on footwear manufacturing technology.

In his address, Mr. Anil Kumar, AFHQCS, Executive Director (ED), FDDI, Jodhpur campus said, “The training provided to the students in the field of footwear manufacturing technology shall pave way in initiating entrepreneurial venture.”

During the completion ceremony, National Award Winner - Mr. Mohanlal Gurjar participated as the 'Chief Guest' and Jury member & Mr. Jagdish Chaudhary, Sr. teacher from Jawahar Navodaya Vidyalaya, Jalore, participated as the 'Special Guest'.



From Left: Mr. Anil Kumar, AFHQCS, ED, FDDI, Jodhpur campus felicitating Mr. Mohanlal Gurjar, National Award Winner



Mr. Jagdish Chaudhary, Sr. teacher, Jawahar Navodaya Vidyalaya, Jalore addressing the participants

An exhibition was also organized to display various types of footwear and leather products made by the students during the training. The 'Chief Guest' appreciated the work of the students and praised FDDI for contributing in skill development in the field of footwear & leather sector.

The senior teachers of Jawahar Navodaya Vidyalaya, namely, Mr. Jagdish Choudhary, Ms. Chhaya Bishnoi and Mr. Narendra Singh Rathod expressed happiness over the completion of skill-based training on design and technology in the field of footwear.