

FDDI HYDERABAD FASHION COMMUNICATION CLUB PRESENTS

MARCH, 21

FELICITAS

campus
mania

"au revoir winter
and say hello to
spring!!"

*falling
for
you*

winter outfits
that are
stylish,
comfortable &
cozy

CRAFTMANSHIP &
ARTISTRY

YOUNG, BOLD AND TALENTED

She is

FIERCE FIRE

VOLUME 01

FELICITAS

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

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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.

EDITORS NOTE




The world is held together by beginnings. Beginnings that are shaped by our past and made for our future. The fashion communication club of FDDI Hyderabad is embarking on one such beginning – the launch of our Magazine, 'Felicitas'. The disconnect we felt during our extended stay at home this pandemic was what initially led to the making of this magazine. A way to keep up with all that's going on in our college. Eventually it also encompassed the need to hunt down and showcase the myriad of talent that resided in our college. We wanted to create a platform that encourages, motivates, and celebrates the talents and successes of students.

Our team here at Felicitas has a lot to say, and a lot of different ways to say them. There's no better place than here to find the latest stories and gossip, whether it be about the college and student life or popular culture and trending events. Emotions are shown through makeup, statements are made through fashion, thoughts are spilled through stories and poems, and feelings are exhibited through art and craft. There are people out there who have stories to share, and people out there whose stories we want to listen to. So keep a look out for some fun, juicy, and insightful interviews, stories, and anecdotes from some very special people.

We would like to thank Arun sir and Shweta ma'am for helping us turn the ideas of this magazine a reality and guiding us every step of the way to ensure its success. And a huge thank you to the entire Felicitas team. Every bit of work put into the making of this magazine is invaluable and we're grateful to have such a creative, cooperative and amazing bunch of people to work with. We hope you enjoy reading what's inside as much as we did creating it for you.

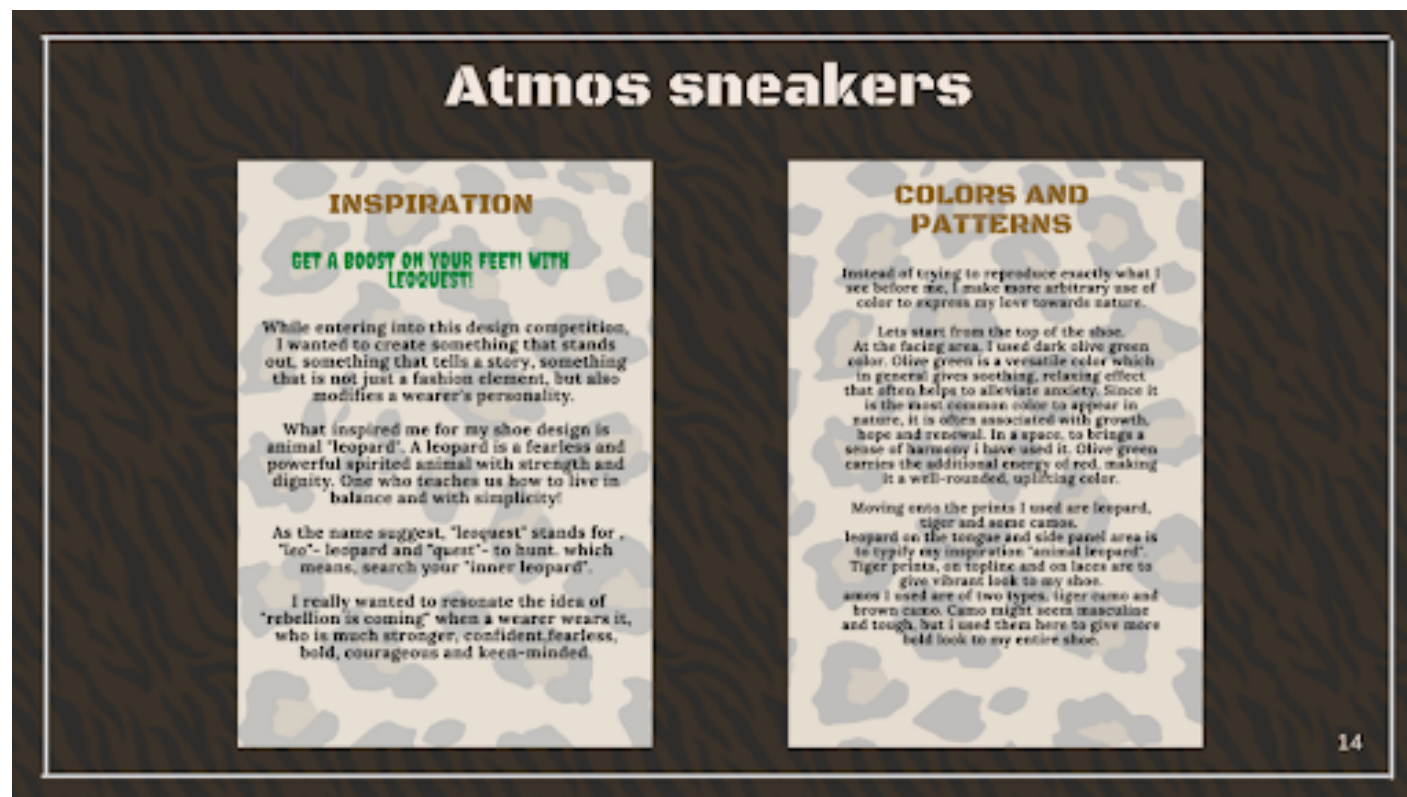
Akshata Chiruvuri & Nidhi M Jacob
(Editors in Chief)

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The designs were then submitted to our favourite infamous social- Instagram, using the hashtag #CreateWithGRXN. Apart from all the designs submitted, 16 designs were hand selected by Founder of Atmos, Hommyo Hidefumi and Creative Director of Atmos, Hirofumi Kojima. The top 16 were then narrowed down to just 2 designs through the democratic voting on Instagram stories, one of which was Sameeksha's "leoquest".

"So now, the final two winners will get a chance to see their design made by Garrixon. Once sampled, the final two designs will compete for presales through Garrixon.com and atmosnyc.com, and in-store in Atmos Tokyo and New York- with designers getting a cut of the profits".

Yes, she said Tokyo and New York everyone!

Sameeksha who was crowned first, since her design raked the most presales, got an opportunity to launch her shoe design through Atmos Harlem, New York, with her shoe selling next to Nike, Jordan's, Addidas and more.

Covering Sameeksha's story, we had a small Q&A session to get up close and personal with her, getting to know her life's dreams and ambition, her sources of inspiration and motivation and many more...

What made you want to work in the footwear industry, and what aspects of the footwear industry in particular do you find intriguing?"Okay this question has been asked to me several times- so one of the factors is that since childhood, I never got to wear a shoe of my choice. It's like whenever I used to go to any store for purchasing sandals, all those fascinating beautiful styles, trendy colorful designs were not for me "

FIERCE FIRE

"I didn't have access to them and as a result of my shoe measurement is obese and is out of the feminine common measurement chart, I always have to struggle and end up having an old style to choose from and customization footwear is obviously very expensive. Not just that, ever since I remember, shoe seller always keep saying to my mom "madam aapapni betiko shoes pahanayakreiskepaysrbht broad hai " which was very disappointing and awkward, so from that day only I decided that 'No I am gonna make my own footwear and wear designs of my choice'. That pushed me to work in the footwear industry.

As a designer and artist, where do you draw your inspiration from, especially during these difficult times?"

As a designer, nature has been a great source of inspiration for me, nature for me not only unlocks the imagination and creativity but also acts as a healer, alleviates my anxiety, and fills me with new hope. Especially in this difficult time when we all have to do is stay home, sit in front of a laptop for 10-12 hrs and finishing major projects, assignments it gets really stressful, so being in nature reduces my anger, fear, stress and makes me feel better emotionally. Nature always helps me whenever I design something....I always try to keep some elements that depict my love for nature."

Were there any challenges you had to overcome while designing your product for Garrixon Studio x Atmos design contest? "Yeah, definitely there was a challenge for designing shoe for Atmos x Garrixon, because material and color choices were limited, and we have to work only with the swatches they provided, so there was a challenge on how to make my design stand out? How to make my design different from everyone? And I wanted to create something that is not just fashionable but also something that modifies the wearer's personality. So then I went through all participant's designs to see if they are missing anything or what's common in all of their designs, and what I observed there is most of them were focused on one thing-like if they are using camouflage they are only using camouflage or same with animal prints, so then I thought why not to create something that have essence of both, and why not to create a design that tell a story and that's how I overcome my challenge."

For other aspiring designers and artists out there, can you share with us some of your motivational forces or advise that you use to stay creative and productive? For other young aspiring designers and artists out there, I only want to say one thing- they will try criticize you in a detrimental and baneful way than actually constructive criticism, because they think that we are young, but we have to take their criticism as a challenge and keep going, that's the only way to keep yourself inspiring. No matter what happens or whatever they say, don't ever let your walls get down and always do what you are passionate about, follow your dreams and show them 'yes you can!'"

Finally, the last question- where do you wish to see yourself 5 years from now?" Counting five years from now, I see myself working for the society, my main reason behind studying footwear designing is always my feet, because of having an unexpectedly larger size, it's always been hard for me, at first I took it as my insecurity but now nothing feels better than working for what I have been backing in, so I want to work towards creating a world where people don't have to be insecure about their bodies and rather take it as an opportunity as I have, besides this I always wish to learn more and more as each day passes, I never want to stop learning because I feel there's always a lot of things around us, for us, to gain something new. "Sameeksha's story is just one of those breakthrough stories that only send us encouragement and drive to be the best at what we do, and to continue to work hard to achieve our end goal and more. Takeaways from this story- take all the opportunities sent your way, work hard for what you want, be yourself and with a sprinkle of faith and trust in yourself, the sky is truly the limit for you



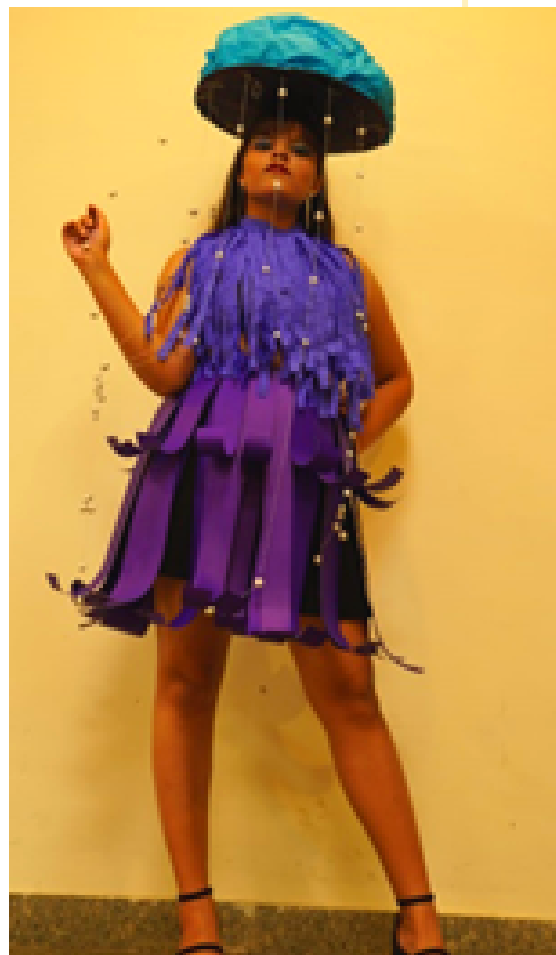
FINISHED PRODUCT



Rain

I am rain. I am a force of nature and I replenish and rejuvenate the ecosystem. My fringes show the fluidity of the water and my head is accessorized with a cloud from which silver rain is pouring down.

Model : Manisha Ghosh
Styled by : Tasha & Bhavya



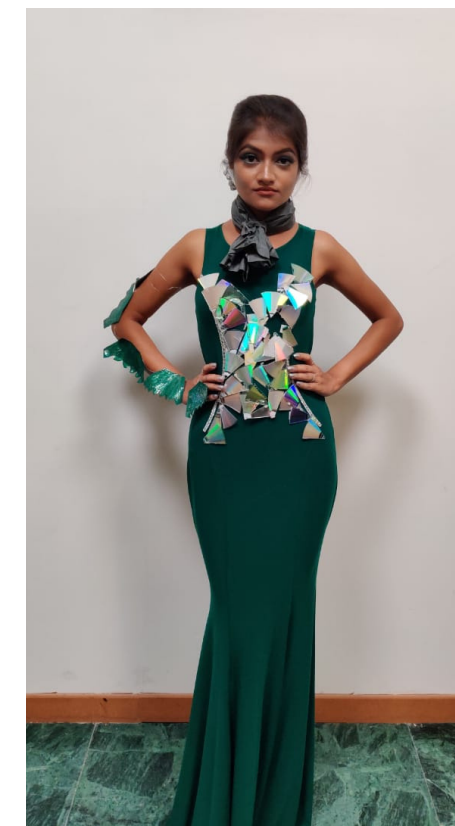
Thunderstorm

Roaring sky and crazy lights, Oh! see, here comes the thunderstorm! My strapless blue top is the clear sky, combined with a textured dark purple skirt that shows the pollution and the climate change our planet is going through. My thunder shaped wings show the charges in thunder bolts with threatening tunes to the environment.

Model : Shreya Singh
Styled by : Tasha & Bhavya

Fish

I am a whole beautiful aquatic life covered with greens, silver shiny elements are scales and fins. But, plastic wrapped around my neck, and I can't shout what the heck!



Model : Biswarupa Roy
Styled by : Muskan and Saloni

FDDI FASHION PARADE

Air Pollution

Air we breathe is polluted. Atmosphere full of pollution and people don't care! Which is why this look was made to bring out the attention needed. My pleated top & layered skirt show the layers of pollutants masking the fresh air. My headgear, the molecular structure of methane, depicts the harmful emissions slowly destroying the atmosphere.



Model : Reshmi Nair
Styled by : Tasha & Bhavya



Hermaphroditus

God said Adam and Eve both are equal, we should to be treated equally. Regardless of our gender and sexuality. We all deserve a shot at love and life, so love who you want to love and be who you want to be.

Model : Tanmay Malhotra
Styled by : Aishwarya and Vaibhavi

Pollution

So far there has been no solution, to this very dangerous problem, which is pollution! Black, like the eerie darkness of my empty soul, wrapped in plastic, Which, without a change will spread big and drastic.



Model : Nikita Singh
Styled by : Tasha & Bhavya

Athena

Battles are not only for men. The future is female. Like Athena, who had skills, courage, wisdom and art, we depicted god is a women, where she dressed herself not just with clothes but with confidence. "when woman support each other, incredible things happen."

Model : Kashish Veerapandian
Styled by : Aishwarya and Vaibhavi



Eurynome

Arose from Chaos,
Separated the sea from
the sky,⁷ Draped with
beauty, With gems
around her head. Wears
creatures as accessories,
with calmness in her eyes,
Heels over her claws, And
beauty hidden
underneath. All in the
form of a human being

Model : Palak Singh
Styled by : Palak Singh



DID YOU KNOW?

-VASANTHIKA DEVARAKONDA

McDonald's once created bubblegum flavored broccoli.

In 2014, the fast-food chain introduced bubblegum flavored broccoli as a tastier version of the leafy green for children, but soon removed it from the menu because of its confusing taste.

SELF HELP MENTAL HEALTH IS NOT A MYTH

-KAASHVI VARMA

Over a period of time the awareness of mental health has started gaining momentum. This is all because of efforts of the few against the many. After the initial stage of introduction into social norms, its awareness has kept growing. Unfortunately there is still a significant amount of stigma attached to mental health and mental health conditions.



Every time we think of someone being mentally ill, we assume it's 'not that bad', because mental distress cannot be measured or verified for validity. However it manifests itself by way of being a cause/symptom of physical illness then is it readily accepted. Until we are able to physically see something, we do not believe it to exist or be real. This regressive mindset has contributed heavily to the poor state of the mental health system and the silence of people suffering from mental health illnesses for fear of not being accepted.

It is essential for us as human beings to be sensitive and understanding towards someone else's suffering even if it doesn't fulfill our desire to only believe in things we can't comprehend.

As a responsible member of society, it is our duty to educate people and help them to understand that there is nothing more powerful than the mind, there is nothing more harmful than mental illness and there is nothing more hurtful than the doubt, cynicism and rejection of mental illness and ignorance towards mental health.

PERSPECTIVES

STUDENT'S ARRAY

The dynamism of youth brigade of FDDI Hyderabad campus can pleasurable be experienced by having a peep into the enviable activities vividly casing the multidimensional personalities of students.

The procedures of learning with fun n frolic , active participation in extra-curricular activities displayed by the students truly represent a kaleidoscopic view of college life .

There is no second opinion to the fact that the years spent in College are the bestest years of our lives, which open our eyes to an innovative way of thinking and surviving. Also the College life makes us learn the pros and cons of Independence with responsibilities .

But, hold on to your horses, 'cause life isn't all rosy and fun . It's a mix of emotions, a big roller coaster .

But what's so special about our FDDI !!!!

How is it different from rest of the colleges? Is it because of the lush green CAMPUS ?? the proximal LOCATION to the main city ??

YES, but what else ????

Right ...

The teachers who shower us with their abundant knowledge and affection and the amazingly talented students are the main features that make this college a dream destination for aspiring students.

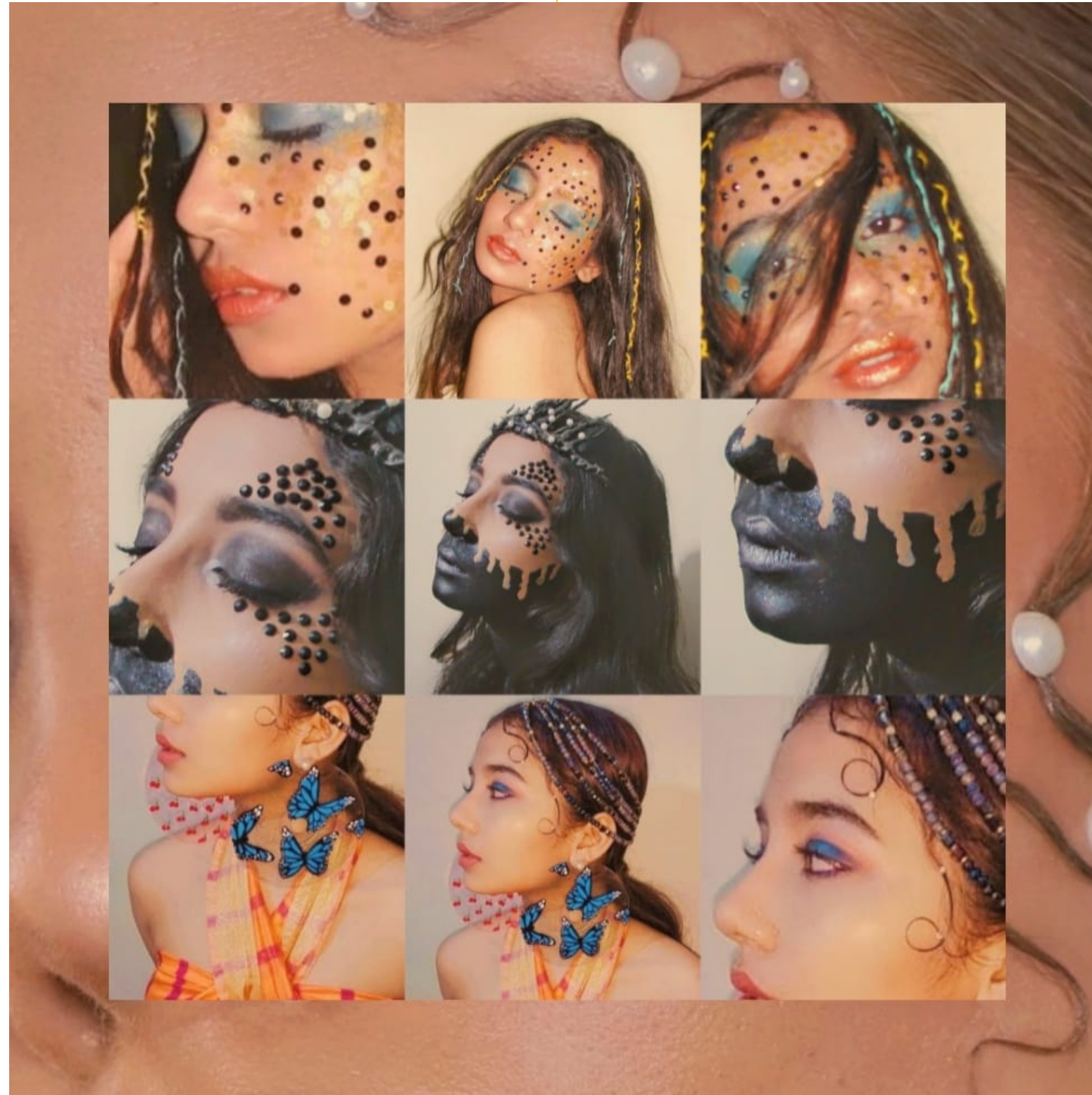
FDDI offer a hot and happening atmosphere , from events occurring on every other day to Students accomplishing and getting their names on the Hall of Fame , from fabulous fests to cool clubs, and the never - ending goofy gossips, we are here to play the role of that mohalle ki aunty and update you of every single event.

As we all know, and will agree too that *Jeene k hai chaar din*. And that's why we are here to make you live those 4 days in these 4 pages . So here we go, "Students' Array" will give you a very close experience of how this college became our second home. Guys get ready to put a full stop to your curiosity as we are here to take you to the fascinating aspects of students' lives through this corner .

HIGH FASHION MAKEUP

If you are thinking that make up is something that is not vital for an outfit, then you're wrong. Make up does have a big impact on the total outfit. It is like the sprinkles on a cupcake, it adds value or more depth to the appearance.

It communicates to the audience how well you can deliver a message without words. High fashion make up is a large category. There are numerous styles ranging from dramatic, feminine, playful, royal and so on. Every style is different from each other and expresses a particular vibe. Any colors (and its shades) can be used which is a huge advantage because that enables us to use it on any and every model irrespective of face structure, skin tone, etc.



Model : Palak Singh
Styled by : Palak Singh

It can be very detailed or very light but still compliment the outfit. It can range from more colorful to using very few colors. Make up is very useful but if used in a wrong way (such as the make up look not matching the outfit) then it wouldn't be so appealing. Therefore, one must know the right techniques and creativity for it to be done perfectly. You may not be a professional from the start but you can definitely go through the process to showcase your inner artist to the world.

DROWNING

-VINAMRATA G FD (2018)

My heart's weighing me down,
But i want to fly,
I sent the message through the wind,
Seems like I can never reach you,
Like a flush green grass dancing in the
breeze,
You sweep me off my feet,
You are swinging in my mind,
Holding on tight,
If you ever feel lost, let me be your home.

But we never had a chance,
Maybe we never will,
The truth only makes me cry,
So i will keep dreaming of you,
Until there is no more of me,
Your love is like a mirage and mine like
quicksand,
So I'm doomed anyway,
Will it be any different if we could do it all
again.



HOPE

-PRERNA DWIVEDI FD (2019)

The world believed in her freedom,
But she was locked in a cage.

Craving for love in the darkness,
She is blooming like the black roses.

Where thorns piercing her petals,
With just leaving blood.

Still unwavering in loyalty,
Encase within the ribcage.

Shattered in her own home,
With only one thing in her eyes,
That's "hope".

THE CHANGING WORLD

- ANSHIKA DUTT FDP (2019)

The seed in the soil grows up to be a tree
 The wind blowing its leaves while it stands carefree
 The roots get stronger with time
 The little cottage next to the tree had the windchime
 The wind brought calmness
 The morning and the sun removing any darkness
 One day the waves were black
 They had to pay for the sins that cannot be taken back
 The entitled world came crashing down
 If only they lived in happiness and not with a frown
 The walls of the house deteriorating
 Love was once there now it turned into hating
 The world has a mask
 Never know the real face which can attack
 The roots of the tree rotten
 Values were then forgotten
 Everyone became a stranger
 We say natural disasters but no,
 humans are the danger

मेरे पापा

- आस्था खरया FD (2019)

इस छोटी सी दुनिया मे बडे बडे सपने दिखान वाले
 मेरी हर ख्वाहिश अपनी ज़रूरत को काट के पूरा करने वाले
 दुनिया के ताने अनसुना करकर मुझपर विश्वास करने वाले
 मेरी हिम्मत मेरी ताकत है मेरे पापा !!!

गलतियों को नादान मानने वाले
 मिट्टी को सोना-चाँदी बनाने वाले
 जिसने ना समझा किसीने उसे समझ के
 दुनिया से अकेले लडना सिखा देने वाले
 मेरी किरन मेरे साहस है मेरे पापा !!!

परिंदों के जैसे आसमान देने वाला
 मेरे लियेलिये दिन रात एक कर
 घर वो हर लाने वाले..
 मेरी शिकायतों पे धीमे से मुसकुराके सुते वाले,
 मेरी प्रेरणा है मेरे पापा !!!

मेरी हर खुशी में अपनी खुशी टूट लेने वाले
 मेरी खिलखिलाहट पर जशन बनाने वाले
 मेरी छोटी-छोटी ख्वाहिश को ध्यान रखनेवाले
 मेरा जादुई चिराग है मेरे पापा !!!

हर चीज़ की सीख देने वाले,
 इस मतलबी दुनिया में अपने से पहले, मेरा भला सोचने वाले,
 मेरी सीख, मेरे गुरू है मेरे पापा !!!

डांट कर मारने वाले
 आधी रात में मेरा हाल पूछने वाले
 मेरे दूर होने से, अपने आप में ही गम मनालेने वाले,
 मेरी किस्मत, मेरी तकदीर है मेरे पापा !!!

STYLE ACCORDING TO YOUR BUDGET



The faux fur sweater is the perfect men's street style outfit rocking everywhere. Feel adventurous and go for bold hue like red, provides superior comfort while looking sleek. White sneaker and transparent glass gives complete and stylish look.

- ADITI SINGH (FD 2019)

KEEP YOU WARM AND LEAVE YOU LOOKING FABULOUS



Another statement ensemble in-vogue which screams biker-chic owes its popularity to the rock and roll era of the 70's and 80's. The bold choice of round rimmed sunglasses are a nod to the grunge yet cool toned aesthetic which make this look perfect for a wild party mood! Attachments area

THE NEW WORKPLACE DRESS CODE

Roll up your sleeves and get to work while looking effortlessly smart. Get your hand on pastel pieces, an excellent choice for casual appearance. Give a rich look, adding Oxford shoes and a bow tie. Attachments area

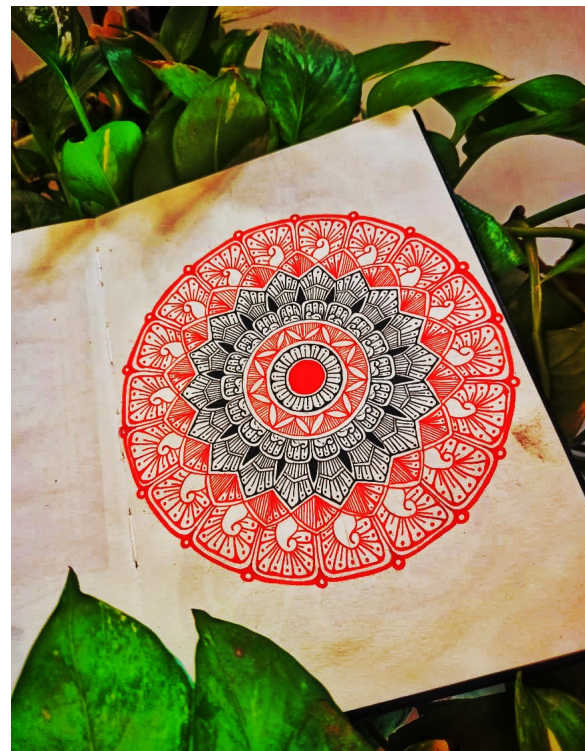


- AYUSH (FOUNDATION 2020)

An edgy yet minimalistic combo complete with monochromatic color blocking, makes this outfit good-to-go for a date night out or a winter day brunch. The classic denim-on-denim look with ankle length boots is an ode to the late 90's and early 2000's style which is making a modern day comeback!

A mandala, which is sanskrit for "circle" or "discoic Object", is a geometric design that holds a great deal of symbolism in Hindu and Buddhist cultures.

Nikita Singh (Fd 3rd yr.)

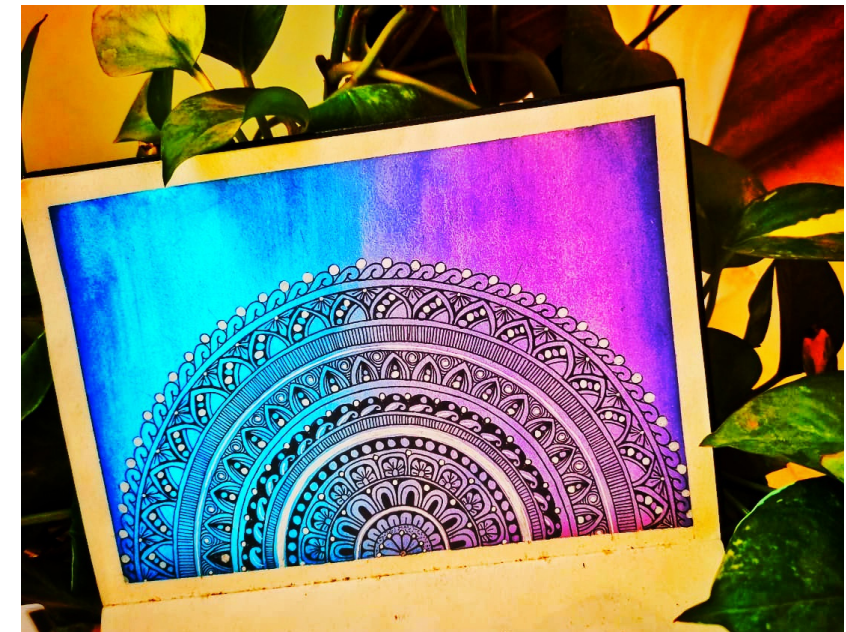


ART GALLERY



Nikita Singh (Fd 3rd yr.)

It was created in the service of one of the world's greatest religions that is Buddhism. They were produced in Tibet, India, Nepal, China, Japan, Bhutan, Indonesia and it dates from the 4th century to the present day and age. Now it is created throughout the world, including places like New York City.



Nikita Singh (Fd 3rd yr.)

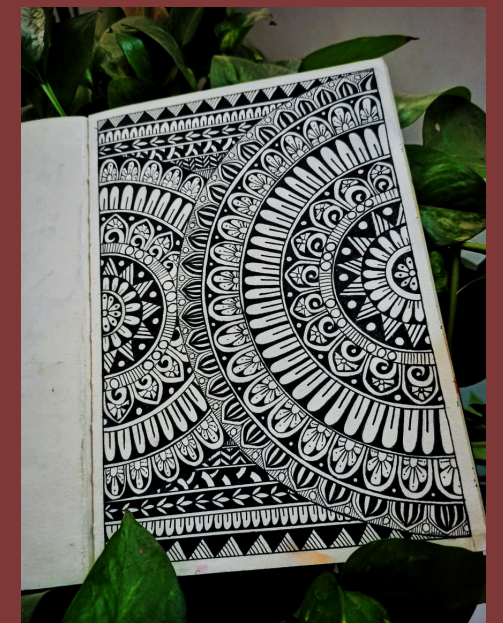
It is a spiritual & ritual symbol of Buddhism that represents the universe. The circular designs symbolize the ideas that life is never ending and everything is connected.



Nikita Singh (Fd 3rd yr.)



Kumari Ayushi (FD 2nd yr.)



Nikita Singh (Fd 3rd yr.)

Fashion illustration is the art of communicating fashion ideas in a visual form that originates with illustration. Drawing and painting are considered to be fashion sketching. It is mainly used by fashion designers to brainstorm their items on paper or digitally.

Digital fashion illustration is the visual representation of clothing built using software computer technologies and 3D Software.



Arpita Arya (Fd 2nd yr.)

DIGITAL ART

FUNKY CROQUIS

It is created by using computer Software such as an Adobe illustrator. It has replaced hand drawn sketches and drawings in many fashion design companies to a medium which can be rendered, modified, copied & reused.



Arpita Arya (Fd 2nd yr.)

Aarya gune (FDP 2nd yr.)



ART GALLERIA



Annesha dasgupta (FDP 2nd yr.)

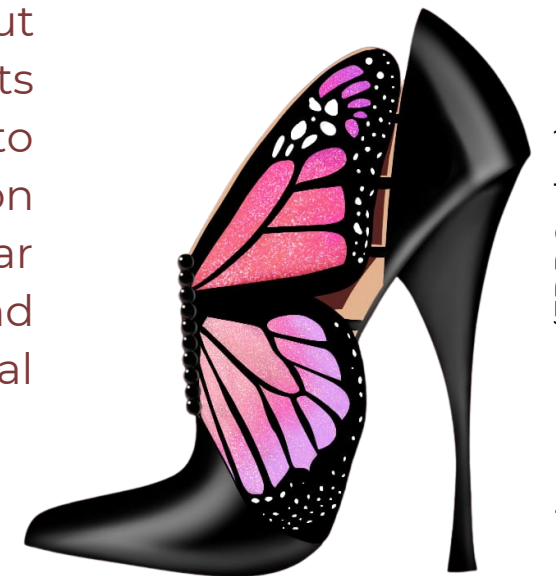


Aarya gune (FDP 2nd yr.)



Arpita arya (Fd 2nd yr.)

The 2nd global footwear Digital transformation summit 2020 will bring together about 160+ footwear industry experts and senior executives to discuss the digitalization status of global footwear through real case studies and deep analyse the Digital innovations in design.



Aarya gune (FDP 2nd yr.)

VIRTUAL REALITY

Digital Art (Footwear)



Atharv Karnik (FDP 2nd yr.)

Every brand is aiming towards Digitization due to their chances of gaining the upper hand in the market.

Digital footwear is bringing efficiency to the footwear and fashion industry by digitizing the value chains in the material and component areas with coherent administrative data and 3D technology.

ONAM

-ASHI

Onam festival is celebrated to honour the King Mahabali. FDDI HYDERABAD always celebrates Onam with great excitement and joy.

But this year Onam was going to feel the Pandemic Pinch. Well, everyone thought celebrations will be low-key due to the pandemic. Performances, which used to take place every year, will not happen this year.

But, we came up with an idea of taking a virtual route this year!! We conducted different competitions and we also got the Mr. and Miss Melam 2020!! If you haven't watched the amazing performances given by our mates yet, go to FDDI Melam page on Instagram and check out now!

Instagram handle: @fddi_melam_2020

VIRTUAL EVENTS

Chandrakanth Chilkuri FD 3rd Year



Mamilla Sathvika FD 3rd Year

HALLOWEEN

-RIYA

The fun of Halloween isn't just for little kids who go trick-or-treating. But Halloween as a college student? Please, we all know that College students love to display their love of the spooky day by dressing in costume, maybe carving some pumpkins, binging on candy, and participating in some pretty fascinating traditions. But now, with a global pandemic lingering well into spooky season, see how FDDI students brings one the most spectacular virtual "Ghostly Gala".



Model : Biswarupa Roy



Model : Bhavya Verma

FALLING FOR YOU

The experience of seasons, especially through the Covid-19 pandemic has made it possible for us to bridge the gap between the aesthetic and functional parts of a garment.

The Fall/Winter collections of designers from renowned fashion houses have made their trend patterns known. Some of these include - blazers (cropped/oversized/double breasted), faux leather pants, doll dresses, cardigans, voluminous sheer overlays, garments with sleeve manipulation, ruched drawstring details, pleats and more. Colours in trend include : Fired Bricks, Peach Nougat and Sandstone.

In a casual sense of dressing by the mass, we see garments from Spring/Summer collections being incorporated to fit the cold weather aesthetic and to add warmth through layering, because that's one evergreen classic style.



Model : Bhavya Verma



Model : Tasha Zafar



Model : Biswarupa Roy

CAMPUS MANIA

-ARUSHI

Let's set a Trend – You –Us – Together

To set one, Students' Array went on Instagram and posted a poll, asking about the favorite shows, we binged watch during this lockdown.

To our surprise, The list of shows was long, with a plethora of genres of different time frames.

But with a maximum number of votes, one show surely took the CROWN! Any guesses?

Yes! F.R.I.E.N.D.S!!! It is.



With the highest number of votes, F.R.I.E.N.D.S became the trendsetter for the season. First aired on 22 September 1994, this show is about love, career, and a time in life when everything is possible, about the search for commitment and security, and the fear of commitment and security.

Most of all, it's about friendship--for when you're young and single in the city, your friends are your family. The story revolves around six reckless friends – RACHEL, JOEY, ROSS, MONICA, PHOEBE, CHANDLER living in Manhattan, indulging in adventures that make their lives both troublesome and happening.

It's been 27 years since then, and still it's people's favorite. Did you watch it? If not, then what are you waiting for? Go watch it before the college reopens! Don't forget - "YOU CAN NEVER HAVE ENOUGH FRIENDS ! ALL YOU NEED IS FRIENDS! "If your favorite show didn't make it. NO WORRIES!

We will be back next month with another season of trendsetters, make sure to participate.

Hope you all are having loads of fun in this pandemic 😊, but we all our definitely missing that cafeteria and hangingout with friends or gossiping about the new love birds in college; but nevertheless we'll definitely meet soon! and hope that our college reopens in few months.

We are excited to meet everyone and make a cordial relationship with all..

Till then stay safe ❤

CRAFTSMANSHIP AND ARTISTRY

Handicraft is the traditional art of creating useful objects or decorative items entirely by hand. Wooden handicraft is a craft where skilled labor is employed to decorate or carve wood to create items with bare minimum tools. Each piece of wooden craft is unique in nature. India has a wide range of woods, mostly evergreen. Wooden handicraft depicts the Indian culture. Mostly Alpine trees are used vastly to make wooden crafts. Wooden handicrafts include boxes, furniture, accessories, utensils etc. Even though there is advancement in technology there are still many pursuing wooden handicraft as a profession.

This image contains a specialised wooden pen stand. This pen stand is polished and writings are done on it as per the requirements of a person.



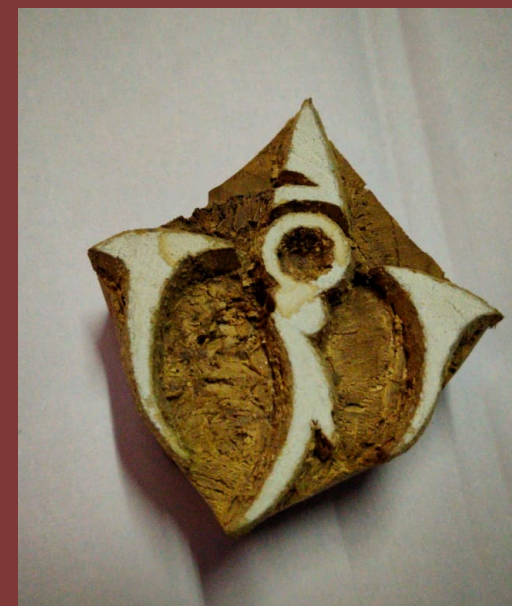
Aquil Nazir (Fdp 2nd yr.)



Aquil Nazir (Fdp 2nd yr.)



Prathipati Rama Sathvika
(Foundation)



Prathipati Rama Sathvika
(Foundation)



Aquil Nazir (Fdp 2nd yr.)



Aquil Nazir (Fdp 2nd yr.)

THE TALES OF MAKEUP

1960s—the eyes never lie

The eyes were the soul of make up in the 1960s .A flicked upper eye line, matte eyeshadow, flapper bottom lashes, bold eye liners, very soft blusher and lipstick ranging from browns and soft reds to corals and pinks was the way to go.

Model : Harshita Pawar



1970s—glamjam

Glittery eyes, nudelips, wingless eyeliners, accentuated lashes was all this decade was about. This decade embodied the effortless make-uplook, which, let's be honest, took way more effort to achieve than it showed.

Model : SWRANGI MAHAJAN



1980s—bubblegum pop the feminine decade with cherry lips and bubblegum pink eyes, arched defined eyebrows, metallic lips. The more unnatural, the more beautiful. After all it was the disco age.

Model : Nidhi M Jacob

From TWIGGY to JAMESCHARLES

1990s— chocolate crush

The entry of darker lip shade including coco brown like Rachel and Monica from “F.R.I.E.N.D.S.” and blue hued eyes with huge lashes. The goal was to be natural but edgy. The two main looks that were sported consisted either of just foundation, bare eyes and a dark-nude lip or brown/maroon eyes with either a nude or a dark plum lipstick.

Model : MAMILLA SATHVIKA





Model : Palak Singh

The 2020s– best of all worlds 60s, 70s, 80s and 90s, mix it all together and you get the 2020s. This decade we're all about the throwback. The 60s cut crease eyeshadow, the 70s shimmery glam, the 80s bubblepop neons, the 90s dark edgy tone, and the evergreen cherry brown shades.

MAKE-UP AS AN ACCESSORY

An accessory is defined as anything that can be added to something else to make it more useful, versatile, or attractive. Makeup is considered an optional accessory, which is definitely suitable for any person, in spite of their differences in facial features. It helps a person to feel more confident about their appearances in they can enhance their features. Make up is also considered to be a beautiful art form which you can learn to keep your creativity alive. It is also a major accessory in the fields like modeling, fashion etc. Another benefit is that some products help keep our skin clean (skin care products like makeup wipes, face washes and scrubs etc.).

Magazine companies publish and promote different kinds of products and makeup looks such as minimalist, extravagant, alluring and so on. They help us explore and learn about different styles of makeup. If done properly, it can be used to compliment our shoes, bag, and clothes. It is used to add a bit more pizzazz to an outfit. For example, swim wear related clothing would be appealing with a beach themed makeup. It is vital in high profile fashion as it can be added as an accessory to any style of fashion-avant garde, partywear, casualwear, etc. Some newly launched makeup brands are Jean not Ceuticals, Love seen, Keys soul care, and Also Yoga. In our day-to-day life, makeup is not always a necessity, but despite that makeup should not be neglected nor should it be used to appease society's constantly fluttering beauty standards. It is a tool that should only be used to help you feel confident and good about yourself, because that is the true goal of makeup.



Model : Bhavya Muthalya



Model : Nidhi M Jacob



Saloni Tamsetwar

MODEL OF THE MONTH

HAPPINESS IS KEY

One fundamental thought behind anything I wear - It makes me happy. Having a bubbly, bold and strong personality, I have tried depicting all of them in this one look. The skirt I wore, depicts my quirky nature through its prints and vibrant colours. The coloured balls are used as a medium to showcase my bubbly nature. My sleek hairstyle and red lips is a depiction of my strong personality in a way, and carrying the fur jacket, it gives a bold look to the whole look.

BOOK RECOMMENDATION OF THE MONTH

KAFKA ON THE SHORE

If there's a book that I keep coming back to it is Kafka on the shore by Haruki Murakami. This was my first read by Murakami and I was intimidated to say the least.

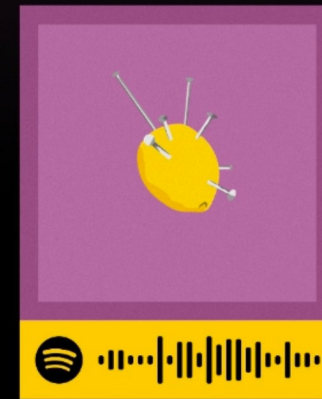
Murakami's books have a dream like quality. There is a whole lot of magical realism in this book- there are two individuals living in parallel universes, there are leeches and fishes falling from the sky and events connecting magic to world war, a man who talks to cats and much more. I can guarantee you this isn't like any other book that you've read.

"Lost opportunities, lost possibilities, feelings we can never get back. That's part of what it means to be alive"



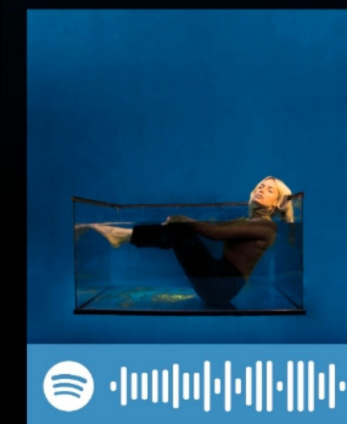
MOVIE/SERIES RECOMMENDATION

"Your name", a Japanese anime film directed by Makoto Shinkai, is a story about two teenagers who experience a magical connection by swapping bodies in their dreams and eventually falling in love, but later realizing its more than distance that keeps them apart. The film, with its amazing visuals and art style, is one that captures the viewer with its intriguing plot and characters, how they're tied together with the string of fate and how even without meeting, and by only being each other, they experience a connection. Based on the Japanese philosophy of all souls being connected, the film leaves the viewer with takeaways about true love, determination and what it's like to actually BE someone you love, yet never see them. A must watch, deserving of all the acclaim and awards.



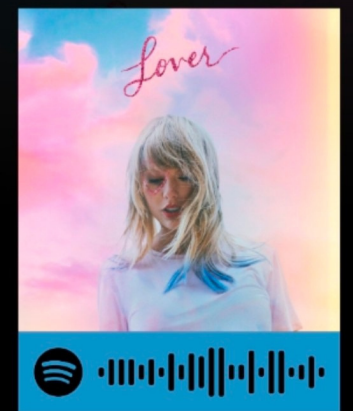
LEMONS (with Cavetown)

Brye



Save Myself

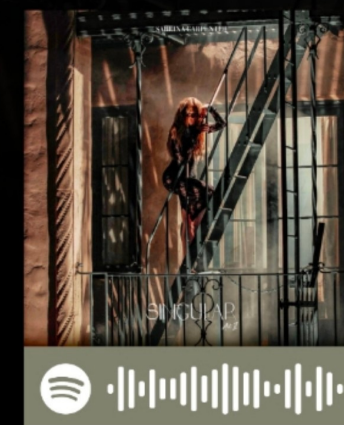
Ashe



It's Nice To Have A Friend

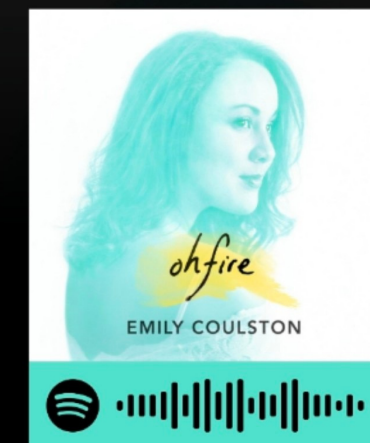
Taylor Swift

UNDERRATED MUSIC YOU NEED TO LISTEN



Looking at Me

Sabrina Carpenter



Moon

Emily Coulston

ACHIEVEMENTS

-AAYUSHI

Achievements are the best moments of anyone's life. Somewhere they show the talent and worth of an individual.



Women over the years have made tremendous inroads in many facets of life out of which one is sports where they have earned their own space. One of the ideal examples of it is the great Indian badminton player PV Sindhu who became the first Indian woman to grab a silver medal for our country in the Olympics. So, just like her born and brought up in Hyderabad, full of enthusiasm we have our very well known *Akansha Inuganti* of batch BBA RFM (2019-2022). She's a state level badminton player and has also represented our institution till semi-finals at BITS Pilani Hyderabad. So, here we congratulate her on bringing such pride and honour to our institution and hope that she always passes with flying colors.

INITIATIVE

-AAYUSHI

We always forget the difference between birth sex and gender identity and we often tend to believe that our birth sex, our chromosomes define our gender but not we experience about ourselves from within. *Sai Madhav Vedula* from foundation batch is a feminist, a supporter of LGBTQI+ rights and the pride movement took an initiative and started his own social media activism movement. His journey began with sharing knowledge through a Q & A platform named Quora and by creating personal blogs.



Later on he and his team shifted to Telegram, X (an anonymous transgender woman) started sharing about her problems in life and revealed that she has been facing community issues. Being apolitical till 16 left him completely unaware of the harsh political world around him. But X's story made him acknowledge the world full of discrimination and abuse based on gender, race and personal background. Her problems triggered him, so he and his friends decided to take a legal action which eventually failed.

So the only way left was to start a social media activism movement by enhancement of their problems and debunking the myths about queer community. As an individual each one should help to normalize this, our school textbooks should talk about homosexual behavior, we should make them understand that it's okay to not feel attraction towards opposite gender.

Along with Madhav, we should also take this initiative to normalize this in every possible way by stop mocking them, bullying them, rejecting them and by treating them as a burden to the society.

INSTAGRAM HANDLE: @pride4u

MELANGE'S NEWS ROOM

R-Elan Rages Responsibly

R-Elan, an umbrella brand from the house of Reliance Industries Ltd (RIL) encompasses a next generation fabric range which focuses on promoting social and environmental sustainability. They presented the 'Talisman' WFH comfort collection by designers Pankaj and Nidhi Ahuja at Lakmé Fashion Week 2020.



fiber2fashion.com

KVIC enters International Footwear Market

India now has its first-ever cost effective, fine khadi fabric footwear collection from KVIC (Khadi and Village Industries Commission). Union Minister for MSME (Micro, Small and Medium Enterprises), Nitin Gadkari on Monday (October 26, 2020) launched it via video conference.



fiber2fashion.com

THE FASHION SYNDICATE

Forbes fails to flaunt the fashion industry

Unlike previous years, there were no direct representatives of the fashion industry among Forbes' 17th annual 100 most powerful women in 2020 list. This is most likely because of the covid-19 pandemic that lapped up the world's attention.



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À LA MODE EXCERPTS

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Jabong left to its fate

E-Commerce company Flipkart, recently shut down its Jabong e-commerce portal.

Users are being redirected to the website of its other fashion company – Myntra. Flipkart, now owned by Walmart, had acquired Jabong for \$70 million four years back.

Pathbreaker Satya Paul's sad demise

Satya Paul, India's well-known fashion designer and founder of the eponymous fashion label, passed away after a brief illness on January 6. Paul is credited with introducing the idea of choreographed collections pre-fashion boom in 1985.



m.jagronjosh.com

UPCYCLE YOUR FOOTWEAR

If there's anything GenZ should be praised for—it would be creating awareness about climate change and pollution, of which pollution not only accelerates climate change but also has a number of other negative societal consequences.



As GenZs of the footwear industry, it's important to note that footwear is one of the largest marine pollutants, with thousands of disowned shoes and slippers are continuously washing up to the shores of oceans every year. According to the World Health Organization, every year, worldwide, more than 35 crore pairs of shoes are discarded and dumped in landfills.

As we all know, plastic, which is a common substitute for leather in footwear production is highly non-biodegradable in nature, and not only increases our landfill pollution, but remains there for years and ultimately ends up in the oceans, causing more environmental damages.

Shriyans Bhansari, a curious thinker, found himself wondering where the shoes he was throwing away were going and how exactly they were being disposed of. After copious research he found that these shoes were just dumped in already polluted landfills.

So like any modern, eccentric, young student concerned for their environment, Bhansari who was only 19 at the time (2013), founded his own company, GreenSole, with fellow athlete Ramesh Dhami.

The Mumbai-based company works on "refurbishing old shoes into comfortable footwear" for hundreds of children who cannot afford to buy a pair for themselves. Today, the company has effectively recycled more than 50,000 pair of shoes.

A brief synopsis of how GreenSole works- the old shoes are collected (through collection drives in different localities, schools, organizations, public donation boxes, courier, etc.). These are then sent to the company's manufacturing unit in Navi Mumbai.

Here, GreenSole washes the shoes and separate the uppers from their soles. The uppers are then made into sandal straps and the soles are recycled and reused to make new soles.



“We believe in the phenomena of minimum wastage, therefore instead of melting the shoes like many other shoe manufacturers, we refurbish them so there is minimal carbon emission. Till now we have saved around 25,000 of carbon emission” - Shriyans.

And if this doesn't sound good enough, it's astounding to know that GreenSole then donates these new pairs of sandals to underprivileged kids and adults who are unable to afford proper shoes. So far, the company has been able to help over 10,000 people by providing them with these recycled shoes. In light of recycling our shoes, let's also talk about one of our very own fellow collegemate, *Vinumon Babu (FDP-2019)* who has been doing his job of contributing to this environmental friendly movement by recycling his own shoes and who just might be on the brink of new innovations!

FOOTWEAR BY VINUMON BABU-FDP (2019)



These faux pair of Nike Classics are actually made from flex material for the upper and a rubber sheet for the sole





Nothing looks more classic than a pair of vintage loafers. This pair not only looks great but is also recycled!



This pair is made from embroidery cloth for the upper and the sole is recycled from an old pair of shoes, covered with rubber sheet



In this shoe the upper is made from a very good and thick material used for making curtains and the sole is made from rubber sheet



These pairs are made from a rexin (synthetic leather) upper and the sole is recycled.



For more updates visit to our instagram page

 **fddihyd_felicitas**

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