

FELICITAS

FDDI HYDERABAD

VOLUME 15

**INI
DAY**

SOLASTA

Graduation Fashion Show

**THE BEES
KNEES**



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Crafted with enthusiasm and care, FDDI Hyderabad brings you "Felicitas", a magazine that caters to the creative mind. An array of topics ranging from fashion, make-up, pop culture, creative writings, musings, activities, sites to see, and more have been handpicked and presented for you to indulge in. This magazine is not only a work of dedicated design but also an innovative space that serves as an outlet & a platform for all the little wonders that go on, with the people around us, every day!

FROM THE *Executive Director*



Dr. Narasimhugari Tej Lohit Reddy, IAS

*‘Thank you for taking your time
to give it a read.’*

Felicitas has become an essential part of our college ecosystem, serving as a platform for our students to express their creativity, intellect, and ideas. Being part of the editorial team or contributing content to Felicitas provides students with practical experience in writing, editing, layout design, and online publication. These skills are invaluable in their academic and professional pursuits. Felicitas serves as an archive of the college's history, capturing the events, achievements, and milestones of our institution.

In conclusion, Felicitas is not just a student e-magazine, it is a representation of our college's spirit, diversity, and intellectual prowess. As the Executive Director, I am proud to see how it has grown and evolved over the years, reflecting the remarkable contributions of our students and faculty. I encourage all members of our academic community to support and engage with Felicitas as it continues to play an essential role in the life of our institution.

**Sincerely,
Dr. Narasimhugari Tej Lohit Reddy, IAS
Executive Director**

EDITOR'S *Note*



Welcome and welcome back!

The 15th edition of Felicitas, a vibrant tapestry of creativity, innovation, and talent. This issue is a reflection of the spirit that flows through our campus, featuring all the drama (quite literally), events, and developments FDDI Hyderabad has experienced in the past few months.

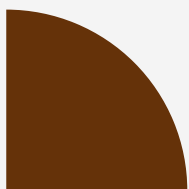
A lot has been happening, and we're here to keep you up to date. This time, every piece is equally interesting and intriguing, hoping to deliver a platter of emotions right through your screen. Swipe through to embark on a journey of breathtaking designs, exciting accomplishments, and delve into a world of déjà vu.

That's not all, this edition is filled with energy, creativity, and the kind of inspiration that only our campus can offer. Whether you're planning to look at our fashion collections, be up to date with the events at our thriving community, or read snippets and get recommendations from our team, you're at the right place. Expect a few surprises along the way, and maybe even some moments that'll make you smile in reminiscence.

WARM REGARDS,
Sujatha

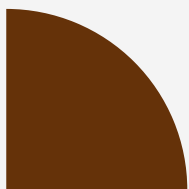
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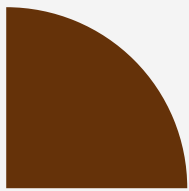


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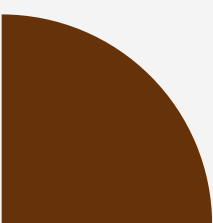
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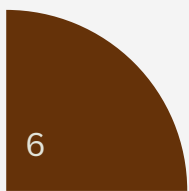
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INI Day

INI Day 2024 was a marvellous occasion, one that will be etched in our memories forever. Footwear Design and Development Institute was honoured with the title of an “Institute of National Importance” on the 5th of August, 2017. Every year, the FDDI family comes together to celebrate. This year, FDDI Hyderabad had the privilege of hosting this event. The day began with a reception of dignitaries and chief guests, including Executive Director Dr. Narasimhugari Tej Lohit Reddy, IAS, Mr. Pankaj Kumar Sinha, Secretary of FDDI, Mr. K. Murali, Director, Central Footwear Training Institute, Chennai. Dr Niren Kumar Anand, Founder & MD, Evertrade & Alumni FDDI, Mr. M. Sundaresan, Executive Director, FDDI Chennai Campus, Mr. Sunil Kumar, Executive Director, FDDI Kolkata Campus, Mr. Anil Kumar, Executive Director, FDDI Jodhpur.



Unveiling of ‘Felicitas’ magazine by the esteemed guests

“The theme of INI Day 2024 was Indian Culture & Tradition, which was rhythmically presented through various cultural events.”



Among them were also, Dr. Malini Divalika who is the director of NIFT Hyderabad, Dr. P J Narayanan, Director of IIIT Hyderabad. Lastly, Mr. Joginder Tanikella, CEO, T-works Hyderabad and Retail Limited (ABFRL) and Mr. Ranjan Kumar Jha, Vice President of BATA India Pvt Ltd. also graced us with their presence. The guests were treated to a campus tour and joined in a tree-planting ceremony, igniting a sense of growth and energy that carried through the entire welcoming event, marking the beginning of numerous new adventures. The first-ever Student Display Store, Saili, was inaugurated, and the first printed copy of Felicitas magazine was released.

INI Day 2024 was celebrated with the captivating theme of Indian Culture and Tradition, brought to life through a dynamic showcase of cultural events, with enthusiastic participation from students, faculties, and professionals, all of whom played a significant role in making this segment a resounding success, which included performances like Tabla Vandan, Bharatnatyam, Kuchipudi, Kathak, and fusion dance. The Golden “Story-Play” from Kerala, Kathakali, was performed by professional artists, leaving a lasting impact.

Following the cultural events, F Talks featured industry professionals who shared their experiences and insights with the students. The distinguished speakers included Mr. Ranjan Kumar Jha, Mr. Kamal, and Mr. Roshan.

A grand fashion show was the culmination of weeks of hardwork, passion, and talent. School of Footwear Design presented collections including VKC Pride and Formal Footwear. The "Boots Collection" by batch 2018 and the "SAHAR" collection by batch 2022 showcased unique craftsmanship and skills.

The School of Leather Goods and Accessories showcased an impressive blend of designs from different designers across batches and FDDI campuses, emphasising the incredible versatility of leather as a material in the fashion industry. The sequences beautifully captured the essence of this department, presenting a diverse array of fashion products from handbags to garments. The choreography was incredibly captivating, offering a fresh and unique perspective that truly complemented the designs and designers.

The School of Fashion Design presented "Alankaran", collections that depicted the true essence of this event's theme. Usage of traditional textiles like Ikkat, Pochampally, among others highlighted the rich culture of Indian handlooms. Collections from across different campuses of FDDI came together and reimagined traditional fabrics with modern silhouettes. Hyderabad Batch of 2022 presented their debut collection using Narayanpet silk and received due appreciation for the same.

INI Day 2024 marked a significant milestone for FDDI Hyderabad, brimming with cherished memories and valuable lessons that will serve as a lasting inspiration. We feel honoured to have been the hosts of this exceptional event and eagerly anticipate capturing our upcoming adventures.



A MAN'S *Wardrobe*

Designer: Ajith Abiathar



In this collection, each pair narrates a unique story in the life of a modern man, showcasing the elegance of patina-finished Oxford and Derby shoes alongside the robustness of boots designed for an adventurous spirit. Running and trekking shoes highlight the collection's versatility, while traditional and casual footwear underscore a deep respect for heritage.

A confluence of travel and tradition, this collection delivers a fascinating glimpse at the heart of a man's wardrobe, inspired by his travels and professional endeavours.

Culture and tradition play a crucial role in shaping a man's identity and sense of belonging in society. The concept of continuity develops a sense of community and solidarity among individuals, creating a collective obligation to preserve our rich cultural heritage for the future. A perfect pair of complementing shoes is an icing on top

**FOOTWEAR DESIGN
AND PRODUCTION**



Inspired by principles acquired from an incredible experience with the marathon organising committee, the designer set off on a mission to strengthen safety for early-morning runners and ultra-marathoners. During his 6th semester at the Footwear Design and Development Institute, he secured an internship at an esteemed export house specialising in sports footwear production for leading multinational brands like Adidas, Puma, ASICS, New Balance, and many others. Initially allocated to the Puma Development Center at Mochiko Pvt. Ltd., he ultimately got the opportunity to contribute to Adidas' Season 24 collection.

“Step into the world of endurance and determination with the latest innovation in running footwear: the Ultra Reflects”

Ajith aimed to design footwear that was visually captivating and functionally superior, while keeping the brand's identity and blending elements of aquatic life into the collection. He aimed at accomplishing an ideal balance of performance, sustainability, and aesthetic appeal using advanced materials and modern technology. The design strikes a mix between performance, sustainability, and appeal.



VANYA

Sara

Designer: Navya Sri Kancham Reddy



Designer Navya Sri aimed to invoke the timeless elegance of footwear worn in Indian culture. Combining old wooden soles with modern leather closures and uppers, she produced a unique combination of history and contemporary style. Drawing inspiration from the tranquillity and serenity of the forest, she added features like natural colours, earthy tones, and intricate patterns found in nature into her footwear, capturing the essence of nature in each pair.

Vanyasara is a Sanskrit word that directly translates to "forest essence", 'Vanya' meaning 'of the forest' and 'Sara' literally translates to 'essence'. It refers to the natural beauty, tranquillity, and vitality of forest environment.

To give it a sense of harmony with the earth, she used a colour palette of pastel hues, including green, pink, white, and brown. These colours symbolise a connection to the earth, fostering a feeling of oneness with the natural world. By applying classic and reddish wooden stains to the mango wood that was used for the sole, it gave her footwear a regal look. To maintain a traditional aesthetic, she used calf leather in the design for the upper. The footbed is made of brown suede, giving it a soft, soil-like sensation.



With simple patterns, she created a semi-formal footwear collection with punch work representing creepers and cutwork to emphasise leaves and bird wings. She also created leather bags with wooden gussets to pair it with each of the footwear enhancing the overall appeal and functionality of her collection.

PLUG IN THE *Heels*

Designer: Grace Francis



Electronic waste or e-waste is a significant environmental issue on a global scale.

Electronic devices are frequently replaced with newer models due to the rapid advancement of technology, thus, increasing the amount of waste generated. Electronic wastes include lead, mercury, and cadmium, and are often found in computers, smartphones, TVs, and other household appliances. If improperly disposed of, they can contaminate the environment and pose risk to humans as well as animals.

"Plug in the Heels" by Grace Francis is a clever play on words that encapsulates the essence of her sustainable footwear collection

Grace draws inspiration from the concept of 'plugging in' electrical equipment, effortlessly incorporating party wear footwear into her designs while emphasising sustainability and e-waste reduction.



Using macrame and braid techniques, she crafts intricate and bright coloured upper patterns that are both eye-catching and environmentally friendly. She incorporated suede and cow leather for the insole. The footwear features a bulky upper, adding a touch of contemporary style and is finished with a transparent sole for a striking contrast.



Her creative approach challenges established fashion standards, providing attractive and environmentally sustainable solutions by repurposing the waste materials and creating innovative designs.

“As consumers become more aware of their choices, Grace decided to target the market that explores footwear options like these as it is becoming increasingly important.”

BEYOND THE *Horizon*

Designers : Rasagna and Hari Krishna



In the ever-evolving world of fashion, where innovation meets sustainability, this collection by Rasagna & Hari Krishna stands as a true testament to creative excellence.

In the dynamic world of fashion, where creativity meets sustainability, Beyond the Horizon by Rasagna and Hari Krishna is a shining example of innovative excellence. As proud recipients of the Best Creative Designer award in Sustainable Fashion, this duo has redefined eco-conscious couture. Their collection, Beyond the Horizon, champions the cause of environmental responsibility, blending artistry with ethical fashion choices. Each piece narrates a story that transcends trends, symbolising a forward-thinking approach to a more sustainable future in fashion.



Inspired by the captivating concept of "expanding one's horizons," Rasagna and Hari Krishna have embarked on an extraordinary journey in the realm of sustainable fashion. With a profound belief that they will one day "reach the horizon", they have meticulously crafted their pieces using enchanting natural colours, exuding an ethereal and radiant aura.

“The collection radiates serenity and calmness with a ray of hope.”

Fabrics like Khadi cotton and cotton jute form the backbone of the designs, emphasising comfort and environmental consciousness.

The collection emanates a sense of peace and tranquility, infused with a glimmer of optimism. It features fabrics like Khadi cotton and cotton jute, prioritising comfort and environmental mindfulness.

Taking cues from traditional dyeing methods such as tie and dye and hand painting, their designs exude a blend of modernity and timelessness. This stunning collection offers beautiful clothing and embodies a vision of a future where fashion and nature exist in perfect harmony.

The show-stopping ensemble featured a breathtaking depiction of a horizon with the sun, creating a truly unique silhouette. Each meticulously crafted piece showcases a diverse range of stylistic ideas, highlighting the duo's exceptional creativity.

LIFE ERA OF A *Butterfly*

Designer: Monica George P & Sumedha M A

Introducing "Life Era of a Butterfly", a visionary fashion sequence that draws inspiration from the delicate and transformative life cycle of a butterfly. Monica and Sumedha strived to represent the aspect of 'it too shall pass' through their collection. The journey might be bleak and tough, but the destination is always fruitful just like the lifecycle of a butterfly as it transforms from a small, unsightly worm into a beautiful butterfly.

Inspired by papilio demoleus species, the designers decided to use earthy, nude tones with brown, pinks and greens. Materials like organza, fur, velvet, and stone, sequin embellishments were used with metal and net extensions to represent each stage.

“Each phase of this journey mirrors the resilience and hope that drives personal evolution.”

This collection unfolds the lifecycle of a butterfly through eight garments—each brimming with symbolism. It begins with a cocoon, embodying the promise of new beginnings and untapped potential. Next, a caterpillar emerges from the egg, a symbol of growth and relentless pursuit of transformation. Pearl beads signifying the egg, a ruffled silhouette with pastel colours depicted the caterpillar. Cocoons mark a pivotal phase of deep, internal metamorphosis, where change is unseen.



Silhouettes were created that signified the true forms of each phase. A structure was made to depict a being coming out of the chrysalis. Finally, a butterfly took flight, a radiant emblem of beauty, freedom, and rebirth. A golden butterfly, full of grace and pride. Each phase of this journey mirrors the resilience and hope that drives personal evolution.



Fur and velvet fabrics were used to represent the soft, hair-like structures on the cocoon and further stages. The more exaggerated fabric with heavy embellishments represents the final stages of the butterfly when it finally is its magnificent self. Using copper wires and net, Monica and Sumedha constructed the wings with varying sized stone work on it. Keeping the initial stages of a butterfly's lifecycle as subtle as possible to show the lull in life before the satisfied result that represented by the fly matured butterfly in an extravagant and eye-catching piece, they wanted their collection to be self interpreted according to the viewer's perception. Every garment narrates a story of renewal, inspiring the wearer to embrace their own journey of growth.





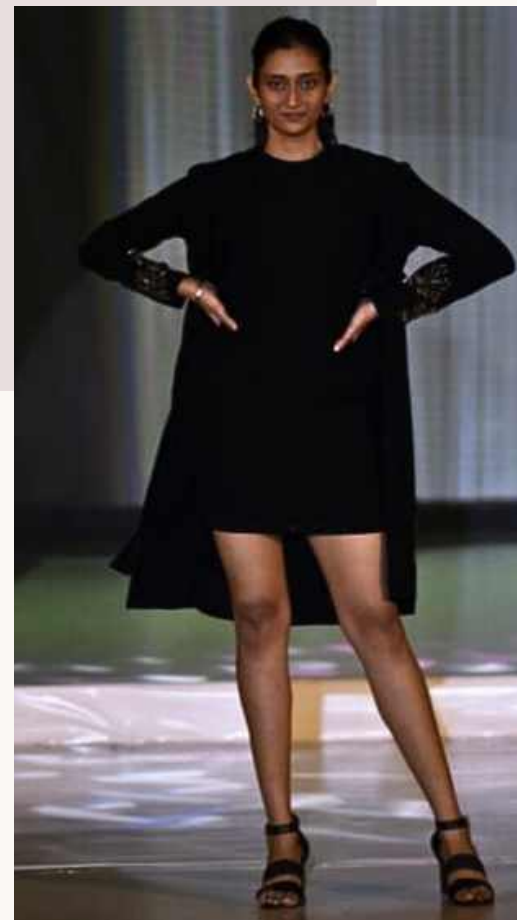
Desk TO

Introducing “Desk to Dinner” by Pradeeksha and Namratha, a perfect blend of creativity and craftsmanship. This dynamic duo received the titles of Best Creative Designer in Pattern Making & Garment Construction, and Best Design Critique for their creative collection, respectively. They have crafted a line that effortlessly takes us from the office to an evening out. These designers have elevated ordinary clothing into elegant, attention-grabbing ensembles.

The vision behind the “Desk to Dinner” collection was born from a desire to harmonise femininity with a bold, assertive aesthetic. They observed a significant gap in the market for high-quality, multifunctional garments tailored for modern women who juggle demanding careers with dynamic social lives. Realising that working a desk job shouldn’t mean sacrificing style, they were inspired to create a line that exudes grace and refinement while also providing exceptional adaptability and practicality.

“They sought to create pieces that transition from a professional office environment to an evening out, ensuring that style and practicality coexist seamlessly.”

Hence, the “Desk to Dinner” concept was born, showcasing their dedication to providing women with a versatile wardrobe that allows them to express their fashion-forward style while maintaining both convenience and adaptability.



Dinner

Designers: Pradeeksha & Namratha

Fabric sourcing turned out to be an adventure in itself for the designers, as they navigated through various markets across Hyderabad, from Banjara Hills to Abids and MG Road. Embarking on an adventure using the metro and auto, they explored numerous shops, encountering exciting new challenges at every turn—whether it was finding the perfect drape but the wrong color, or the ideal color but not the right thickness or stretch. And just when everything fell into place, they faced the hurdle of the price. After an extensive search, they eventually discovered the perfect fabric for their collection - an exquisite Armani material that met all their criteria and they were certain it was the ideal choice.



“The chosen motif was a gladiolus flower, symbolising strength of character, moral integrity, courage, and endurance—values they wanted their garments to reflect.”

To infuse the collection with an air of sophistication, they opted to incorporate delicate embroidery, adding a touch of subtle glamour and creating an elegant evening ambiance while still maintaining a strong, fashionable allure. The selected motif, a gladiolus flower, symbolises strength of character, moral integrity, courage, and endurance - values they aimed to embody in their garments. Using intricate cutdana and beaded embroidery, they beautifully brought the flowers to life, making each piece a statement of both elegance and resilience.

The designers poured their hearts and souls into creating their collection, meticulously planning every detail and spending countless hours in the garment construction lab. Their collaborative journey, filled with laughter and cherished memories, will always be unforgettable. Countless test fits were made before they could perfect the design and create final patterns. The designers share those long hours spent in the garment construction lab, stitching along with each other became some of the most cherished memories of their college life. Helping each other with fittings, running last-minute errands for trims, and the much-needed 6 o'clock canteen breaks were all part of the journey. These moments, filled with collaboration and laughter, will remain unforgettable.



GEODE

Art

Designer: B Aarthi



Resin geode art is a modern and unique art form, serving as an artistic representation of natural rocks. This art is created by placing crushed glass and crystals alongside tinted resin to recreate the look of natural rock formations. By using pigments and mica powder, resin geodes can be made in any colour palette, with decorative elements like glitter and metallic paint added for a luxurious finish.

“The bags showcase intricate geode-inspired patterns, harmoniously fusing organic textures with vibrant colours.”

In this collection, each piece is delicately designed and features a stunning combination of colours, glitter, veins, crystals, crushed fire glass, and natural stones with a glossy effect to create a three-dimensional depth. It blends resin and leather, embodying elegance and sophistication. The design evokes a sense of luxury and uniqueness, appealing to fashion-forward individuals seeking statement accessories.





Leather bags have transcended mere utility to become timeless symbols of style, craftsmanship, and luxury. From ancient civilisations to modern runways, these accessories have been cherished for their durability, versatility, and aesthetic appeal.

“Exploring the world of leather bags reveals a rich tapestry of history, artistry, and innovation.”

Exploring the world of leather bags reveals a rich tapestry of history, artistry, and innovation. In this exploration, we will uncover the origins of leather bags, delve into the meticulous craftsmanship involved in their creation, dissect the nuances of leather aesthetics, examine the balance between functionality and fashion, track evolving design trends, scrutinise ethical considerations in production, and explore the allure of leather bags as status symbols.

Materials and Tools used :

- Resin & Hardener
- Leather (Thick Buff)
- Geode Stones
- Epoxy pigment
- MDF Board 3mm
- Lining – Suede Fabric
- UV Tape
- Deburring Tool
- Sandpaper
- Hardware Materials: Rivets – 6mm, Snap Buttons – 6mm & Locks (Brush Antique)



A SILENT *Yearning*

Designer: Madhvi Shaktawat

Inspired by Wong Kar-Wai's *In the Mood for Love*, this fashion collection delves into the profound, but concealed emotions that linger beneath the surface. It captures the essence of unspoken love, longing, and the complexities of human relationships, exploring the contrast between external appearances and internal sentiments. Leather, paired with intricate patterns and knots, symbolises the complex interplay of feelings, reflecting the hidden depths of their inner worlds.

“The collection portrays the sophisticated, seemingly composed exteriors of individuals who hide a tumult of emotions underneath.”

These handbags feature designs with unique knotted leather handles that portray the film's emotions and retro elegance. The outfits feature sleek leather products paired with sheer chiffon garments adorned with digitally printed patterns, symbolising the contrast between outward composure and inner complexity. An opaque leather exterior juxtaposed with transparent chiffon reveals the hidden layers of emotions beneath a polished surface.



The organza fabric and suede leather exude an air of mystique, revealing glimpses of patterned gloves and scarves beneath. A delicate interplay of textures and patterns creates an ensemble that shines with its subtle allure and understated elegance.

The techniques used in this collection include digital printing and knotting. By using leather, chiffon, and organza, the designer created a visual representation of the contrast between external appearances and internal sentiments. The collection is a testament to the power of fashion to convey emotions and narrate stories that resonate deeply with human experiences.

Through this collection, Madhvi Shaktawat invites the viewer to contemplate the hidden depths of human emotions, the intricacies of relationships, and the beauty of subtlety. Each piece is a reflection of the designer's nuanced understanding of experiences, and the ways in which fashion can be used to convey the convolutions of the human heart.

“This Graduation Collection is a stunning debut from a highly talented young designer, and a perfect example of the enduring power fashion has to inspire and captivate us.”



KRISHNA

Janmashtami



Janmashtami is a joyous event remembering the birth of Lord Krishna. Known for his wisdom, mischief, and heavenly fun, millions of people have a special place in their hearts for Lord Krishna. This day is a celebration of life, love, and the never-ending triumphs of good over evil rather than only a time for rituals and prayers. We, at FDDI, fully embraced this environment, transforming our campus into a lively center of celebration, joy, and harmony.

This year's Janmashtami celebrations at FDDI were nothing short of a vibrant memory, filled with excitement and a true reflection of cultural spirit. The event began with a melodious song that set the tone for the day. The energy in the air was contagious as students and teachers swayed to the rhythm. The sequence of events continued with alternating music and dances, each performance being more vivid than the last, bringing the essence of Janmashtami to life.

What is a fashion college without a styling contest? Students of the foundation batch dolled up as gopikas and various other characters from Lord Krishna's life. The theme was "Krishna's Tales", and the response received was extraordinary. Participants dressed up as Radha, gopis of Vrindavan, and Ganga among others.



One

of the day's highlights was an innovative and entertaining icecream eating contest. Participants were tasked with eating ice cream from a traditional matka, then unleashing their creativity by painting the matka. It was a unique blend of art and celebration, with everyone bringing their A-game. The competition was tough, but in the end, everyone did their best to win.

The day culminated with the much-anticipated Dahi Handi competition, which emphasised teamwork and strategy. Both the boys' and girls' teams gave their all, with the girls demonstrating amazing determination and energy. Despite their best efforts, the boys were ultimately victorious, but only after a hard-fought struggle from the girls, who showed equal passion and excitement. After several falls, giggles, and mud slips, both teams successfully broke the pots.



Our college celebrated Janmashtami by playing, laughing, and making lifelong memories.

It was a day where tradition met mischief, and everyone pitched in to make it a memorable celebration.

INDEPENDENCE

Day

A Day of Patriotism and Cultural Splendour at FDDI Hyderabad

Independence Day, a momentous occasion that marks the liberation of our nation from colonial rule, was celebrated with great enthusiasm and pride at FDDI Hyderabad. This year, the celebrations at our campus were a resounding success, characterised by a series of events that highlighted both our patriotic spirit and the rich cultural expression, as students, faculty and staff came together to honour the nation's heritage and celebrate its diversity.

The celebration began with the flag-hoisting ceremony, where our tricolour was raised high, symbolising India's freedom and the collective spirit of our college community. The national anthem was sung with fervour, evoking a strong sense of patriotism among everyone present.





Following the flag-hoisting, the stage was set for an array of cultural programs that showcased diverse talents. These performances, ranging from traditional dances to melodious musical numbers, were a testament to the vibrant artistic culture thriving within our college. Each performance was met with enthusiastic applause, as students took to stage to celebrate their heritage and express their creativity. The cultural programs not only entertained but also educated our audience about the rich tapestry of our nation's traditions and history.

One of the highlights of the day was an exceptional dance performance by the children of our faculty. These young performers displayed remarkable confidence and talent as they danced to rhythms of patriotic tunes.

Our esteemed Executive Director, Dr. Narasimhugari Tej Lohit Reddy, IAS, addressed the gathering, delivering powerful speeches that emphasised the importance of the day, values of freedom, unity, and progress whilst also highlighting the sacrifices made by our forefathers. While mentioning the role of educational institutions in shaping responsible citizens who are aware of their heritage and committed to societal progress, our Executive Director praised the efforts of both students and staff for making the Independence Day celebrations memorable.



Foundation War

MAKING THE BEST FROM OUR WASTE: A CREATIVE ENDEAVOUR.

The Foundation Batch students of FDDI Hyderabad were first exposed to a transformative session called "Best Out of Waste" on August 11, 2024. This program, which aims to transform ordinary waste materials into beautiful and functional objects, served as the academic year's first workshop. The aim of the workshop was to showcase the way sustainability and creativity go hand in hand, with a focus on practicality and enjoyment.



Each participant was required to bring a bottle, one or two packs of Mouldit, pastel acrylic colours, paintbrushes, basic stationery, a little talcum powder, and a cloth. On August 16, 2024, the workshop was scheduled to begin by splitting the students. Section A trailed behind Section B in the lead. The day was planned with the goal of transforming trash into art.

Everyone followed the same procedure: First, they took some air-dry clay and molded it into shapes of their liking, suitable to their design, and attached it to the glass bottles. Some students even used waste paint bottles, tins, cans, and tiny containers. After this, they waited for the clay to dry for about half an hour. Next came the fun part - painting.

Students opened their painting supplies and tried all of the awesome colour combinations and alternatives to make their bottles seem amazing and truly the best. Mr. Naresh Kumar, the course coordinator, provided them with papers and paper plates to enhance their designs.



Kshop

Since it goes without saying that a creative idea doesn't just spring out of nowhere, the fabulous designs were inspired by nature, surroundings, animals, plants, and even cartoon characters. Some even took inspiration from inanimate objects like vehicles, machines, and everyday items. The teachers guided the students wonderfully and made them feel comfortable throughout the process.

On August 22, 2024, the students showcased their creations in a vibrant exhibition. All participants gathered with their mock-up models and completed bottles. Our esteemed Executive Director invited each student to explain their models in detail, discussing their inspirations and the elements incorporated into their designs. Mr. Niteen Kumar Sinha added a touch of humour with his engaging commentary on market potential and design perspectives.



In conclusion, The FDDI Hyderabad "Best Out of Waste" workshop was a striking reminder of the potential that is concealed in everyday waste. Students realised that the road to a more sustainable future is paved with creative ideas and workable solutions through demonstrating their creativity and resourcefulness.

School of Footwear Design & Production (FDP) and the School of Leather Goods & Accessories Design (LGAD) organised a two-day workshop for designers from KIA India Design, Hyderabad, held on 9th and 10th September, 2024 at FDDI Hyderabad, the event focused on innovative design techniques and hands-on experience in both creative leather goods and creative footwear design.

The first day commenced with an introduction to leather and leather goods, covering essential materials and tools used in the trade. Designers were guided through the process of design and pattern making, followed by cutting techniques. The workshop progressed to the final assembly of leather products, with participants meticulously crafting their designs under expert supervision. The day concluded with finishing techniques and a presentation of their creative outputs. This workshop was assisted by the students of LGAD department, batch 2022. It was a collaborative effort between the faculty and students.

S r. n o	Name of the Participants	Designation
1.	Mr. Vaishnav Gudimetla	Sr. Designer, KIA India Design.
2.	Mr. Ullas Rajan	Sr. Designer, KIA India Design.
3.	Mr. Arul Krishnan U	Designer, KIA India Design.
4.	Mr. Sai chaitanya G	Sr. Designer, KIA India Design.
5.	Mr. AVG Karthik	Sr. Designer, KIA India Design.



On the second day, the workshop on creative footwear design was conducted for five different designers. Designers were briefed on various footwear styles before being taken to different labs to gain an in-depth understanding of the footwear-making process. They then worked step-by-step, with guidance from faculty members and skilled lab assistants, to create cork foot-bed sandal footwear. Each designer from KIA Hyderabad successfully crafted their own pair of sandals, showcasing creativity and precision. The faculty, along with students of batch 2021 (FDP) guided the designers through this workshop.



Sr.no.	Name of the Participants	Designation
1.	Mr. Bala Krishna K	Sr. Designer & Head, KIA India Design.
2.	Mr. Rajiv Goud Panem	Sr. Designer, KIA India Design.
3.	Mr. Arul Krishnan U	Designer, KIA India Design.
4.	Mr. Syedazarudeen A	Sr. Designer, KIA India Design.
5.	Mr. Abhishek Mohanty	Designer, KIA India Design.

The workshop ended with a certificate presentation by Executive Director, FDDI Hyderabad, recognising the efforts and achievements of all participants. The event was a remarkable success, highlighting the creative potential and craftsmanship in leather and footwear design.

“FDDI Hyderabad continues to foster innovation and skill development, providing a platform for designers to explore new avenues in their respective fields.”





INSIGHTFUL *Workshop*

On the 5th of September 2024, students of Footwear Design and Production (FDP) from FDDI Hyderabad participated in a workshop on "Podoparametric Analysis in Therapeutic Footwear: Bridging Biomechanics and Footwear Design", conducted in collaboration with the Lepra Society. The session was led by Mr. Kameshwaran, Mr. Arun Kumar, and Dr. Srisha, an experienced physiotherapist.

The workshop began with a comprehensive introduction by Mr. Kameshwaran, who explained the intricate anatomy of the foot, emphasising how various components work together to maintain balance and mobility. This foundational understanding is vital for footwear design students, as it informs the creation of products that prioritise both comfort and functionality.

***"Podoparametric
Analysis in
Therapeutic
Footwear:
Bridging
Biomechanics
and Footwear
Design"***

Mr.

Kameshwaran further delved into the movements of pronation and supination, essential concepts for understanding how weight is distributed during walking. To illustrate these points, student volunteers were invited to share real-life examples. The students also gained insights into the use of MCR (Microcellular Rubber) soles and pads, which provide essential cushioning, shock absorption, and support, particularly for individuals at risk of foot ulcers or discomfort due to extended periods of standing or walking.



A key topic covered during the workshop was the development of foot ulcers, which often arise from improper footwear or untreated pressure points. This segment underscored the responsibility of designers to ensure their footwear does not contribute to such issues. Another significant point of discussion was the styloid process, a small but critical part of foot structure that demands careful consideration in footwear design to prevent discomfort.

Dr. Michael provided a practical demonstration, showcasing the process of scanning foot pressure—a crucial tool for understanding how footwear can help alleviate pressure in vulnerable areas. This demonstration highlighted the importance of designing footwear that promotes both health and comfort.

The session concluded with an interactive Q&A segment, where students' questions were thoroughly addressed. Overall, the workshop provided an enriching experience, combining theoretical knowledge with practical skills to better equip students for designing specialised footwear solutions that meet the needs of individuals requiring therapeutic footwear.

Alfaaz

Literary Club



Alfaaz: Literary club at FDDI is a community that fosters a love for books and literature. It offers a platform for people to connect with others who share the same interest. This club encourages people to engage in thought-provoking debates and enriching group discussions, fostering essential qualities like leadership, critical thinking, and self-expression.

The motto is "No Guilt", encouraging people to attend even if they haven't read the book. Alfaaz is a place where people can grow, bond, and connect with a supportive community, fostering love for literature.

FDDI HYD'S VERY OWN

Baak Club



A reading club is a vital tool for people to connect and feel connected. With regard to reading, philosophers have said, it makes people happy, boosts creativity, and allows them to feel understood. Even if you do not read, a club can be a way to cultivate this activity.

It is never too late to start reading. Joining a club ensures that people don't neglect their habit or love for reading. Meetings become a mark on the calendar, and people look forward to them with pleasure. Thus, reading clubs serve as a means to make people feel connected and happy, fostering a sense of belonging and support.

Join the club, be part of a tight-knit and wholesome community. Send in your name with your number on our email alfaazliteraryclub@gmail.com. We are waiting for you!

Nukad Natak

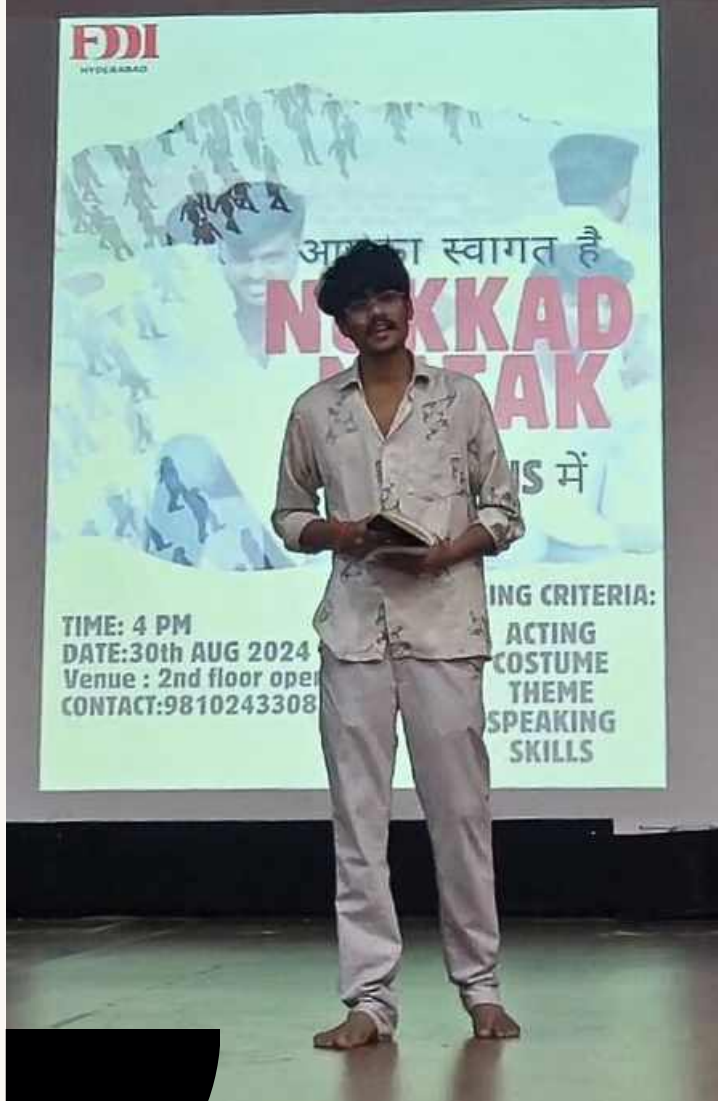
AUDITIONS TO HIT THE UNTACKLED



"Theatre is the art of looking at ourselves."

The timeless art of theatre has consistently served as a compelling platform for storytelling, promoting awareness, and eliciting emotions. Within the diverse array of theatrical forms, Nukkad Natak, or street play, occupies a unique and cherished position. Nukkad Natak is an authentic and unfiltered expression of performing arts, often taking place in public spaces to shed light on social and political issues.

Unlike traditional stage plays, this form of drama is crafted to directly engage with the audience, leaving a profound and enduring impression on their hearts and minds. On the 30th of August, our college had the privilege of hosting its first-ever 'Nukkad Natak' audition, an event that set the stage - both literally and metaphorically - for students to showcase their talents and raise their voices on issues that deeply affect society.



As soon as the announcement of the auditions was made, students were quick to register, eager to be a part of this change. The college's cultural committee, in charge of coordinating the event, was thrilled by the enthusiastic response from students, showcasing their deep passion for using theatre as a platform to shed light on important societal issues.

From the very outset, it was clear that students were not merely interested in performing; they were passionate about the issues they intended to portray. The students' passion was seen through the diverse range of emotionally and socially impactful topics they selected. Their commitment to excellence was evident in their thorough dialogue rehearsals, precise timing, and meticulous attention to every detail.



What made this Nukkad Natak audition so special was not just the fact that it was the first of its kind at FDDI Hyderabad, but the way it connected students with social issues on a deeper level.

The event offered students a wonderful opportunity to display their acting skills and to demonstrate their capacity for critical thinking about the world.



ŚAILĪ

Crafting Elegance

On college campuses across the globe, design students are making waves through their designs and campus-based retail ventures. These stores are more than just retail outlets, they are living laboratories where students apply their academic knowledge, experience new concepts and engage with the industry.

On 5th August 2024, FDDI Hyderabad proudly inaugurated its first-ever student store, SAILI (a sustainable product store). The name derived from the Sanskrit word for “style” embodies the essence of creativity and crafting elegance: from concept to creation.

The website (saili.co.in) is a dynamic showcase where students can network, sell their designs, and gain high exposure in the fashion, footwear, leather and accessory industries.



The website additionally features student portfolios, offers design and consultancy services to the local industry, specifically in design. Saili bridges the gap between academic learning and practical experience to the students at FDDI. This store acts as testing ground for student creations provides valuable real-world business experience and contributes to the campus community's cultural life . Each product tells a story- glimpse into the creative process and dedication of students behind it.

The store prioritises eco-friendly, sustainable materials and ethical production practices, reflecting the founders commitment to environmental issues.

These student stores are not just a fad, they represent a shift in how fashion is created, marketed and consumed. They empower new voices to shape the future industries showcasing and displaying unique creations of generations to come.



Join the website and be a part of this unforgettable celebration where “students craft elegance: from concept to creation, where every stitch tells a story of dedication and creativity.”





SOLE-UTIONARY *Thinking*

On the 29th of August, 2024, Footwear Design & Development Institute (FDDI) Hyderabad collaborated with Arizona State University (ASU) to present an informative online interactive session. The seminar, titled "Intentional Design of Ethical Circular Economies", provided a valuable platform to address sustainable practices in the fashion industry, with a focus on the critical role of deliberate design in establishing ethical circular economies.

The workshop featured prominent speakers Dr. Rajesh Buch, Director of Business Development at ASU's Rob and Melani Walton Sustainability Solutions Service, and Dr. Anupriya Singh, Faculty at FDDI Hyderabad. During this seminar, they investigated numerous facets of sustainable apparel manufacturing, shedding light on novel concepts such as Business Design Archetypes and The New Textile Economy. The event provided essential insights to both faculty members and undergraduate students of the Fashion Design department.



FDDI and ASU Join Forces for Sustainable Fashion

Dr. Rajesh Buch's industry expertise and intellectual perception stood out. His efforts considerably increased the attendees' comprehension of sustainable practices. The event acted as a spark for further research on use of ethical and regenerative approaches in the fashion industry.

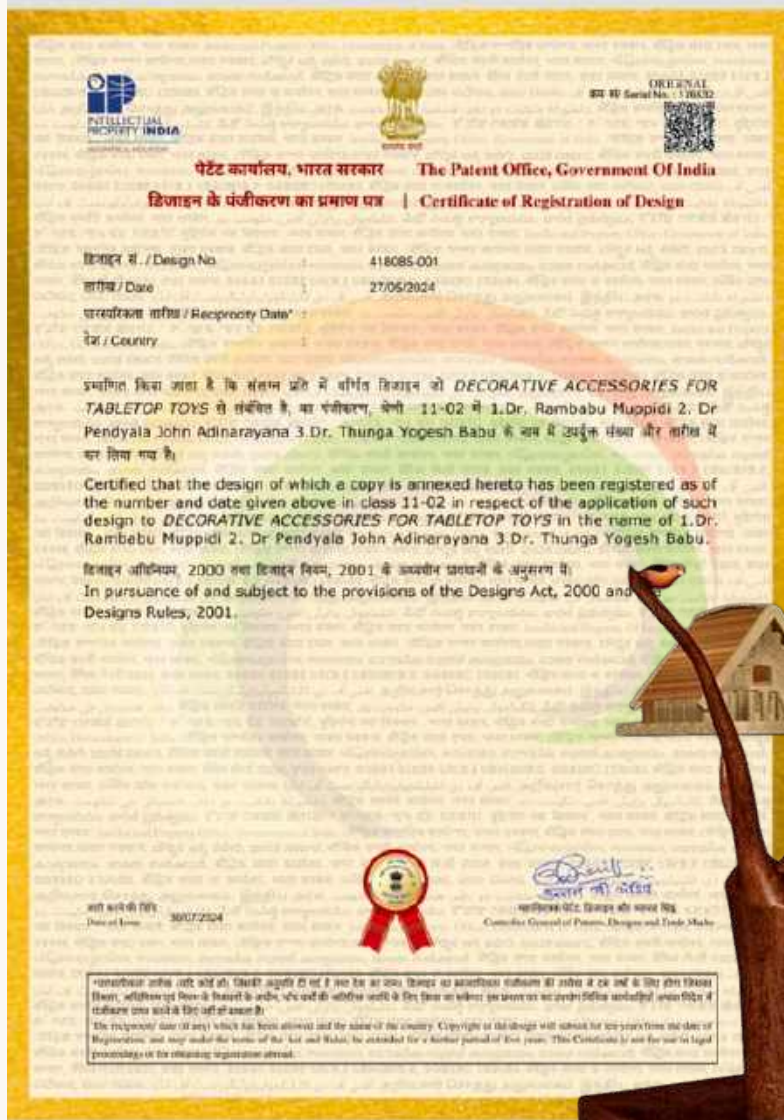


Table Top Toys

**DR. MUPPIDI'S AIM TO BRING
TIMBER ARTISANS TO THE
LIMELIGHT WITH HIS
PATENT.**



Dr. Rambabu Muppidi, a distinguished faculty member at School of Leather Goods & Accessories Design (LGAD) at FDDI Hyderabad, has made a significant contribution to the field of design. In collaboration with two other people, he submitted a design titled "Decorative Accessories for Tabletop Toys" to the Indian Patent Office in Kolkata.

This innovative design concept is rooted in extensive research conducted in the Godavari district, where he delved into the rich heritage of wooden handicrafts and engaged with local artisan families. Inspired by the traditional crafts of Kondapalli, Etikoppaka, Bobbili, and Bonupalli, the decorative embellishments in his tabletop toys showcase the intricate artistry and cultural significance of these wooden traditions.

By incorporating these traditional elements into contemporary tabletop toys, his design aims to provide a platform for timber artists to showcase their skills and contribute to the preservation of their craft. Moreover, this design serves as a valuable resource for future generations, inspiring them to explore new avenues in accessory design and foster a creative spirit.

The registration of this patent application marks a significant milestone in Dr. Muppidi's career, demonstrating his commitment to innovation, cultural preservation, and the empowerment of local artisans.

NO MORE “HIDE-ING”



her talent:

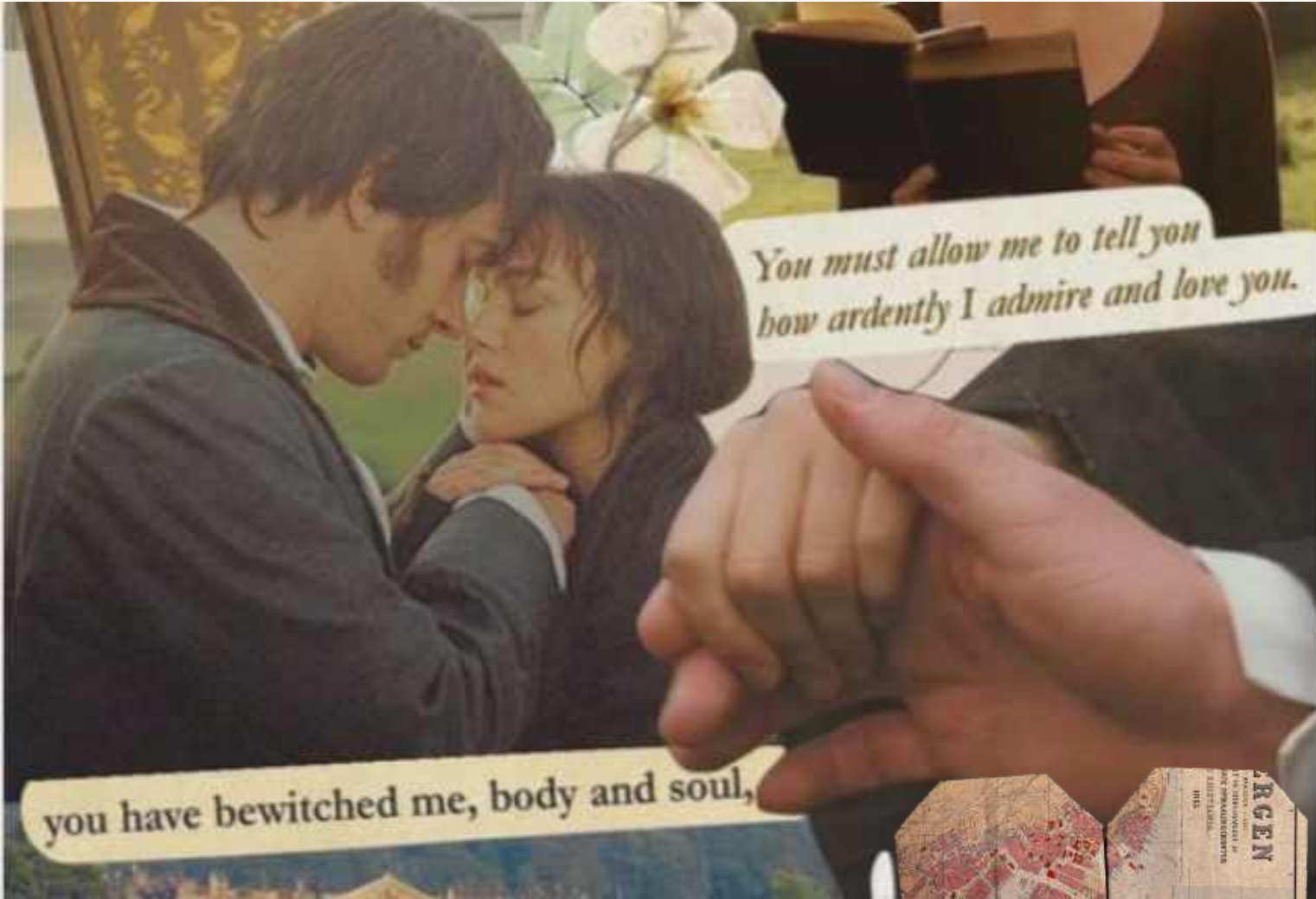
“Aesthetic Coudre”, a small business launched by Sana Mahmood provides beautifully crafted bags of various silhouettes and handy accessories.

Her journey to launching the business, began with a creative repurposing of her father's old jeans into bag patterns at the age of 12. She describes how she started out with DIY tutorials available on youtube to now making her own patterns. Her store was officially launched in July of 2021, mid-pandemic after the overwhelming amount of local support she received.

Sana’s expertise extends beyond leather; she skillfully handles a variety of materials, including denim and PVC. Committed to fulfilling her customers' desires, she meticulously crafts designs that combine the perfect blend of material and pattern, ensuring both accuracy and aesthetic appeal.



You can commission your own bag or accessory on [instagram @aesthetic_coudre](https://www.instagram.com/aesthetic_coudre)



तु अशक उस इश्क का...

तु अशक उस इश्क का...
जो मेरी आंखों में समंदर सा सिमट रहा है!
तु हर्फ उस चाहते गुलज़ार का,
जो मुझसे आखिर तक मिले
तु चांद मेरे आसमां का....
जिन्हें ये नज़रे हर रोज़ तके
तु सुकुन किसी शाम का.....
जो लिए मुझसे रातों तक जगे
तु गज़ल, प्रेम, नज़म सा
जो लफ्जों से आकर दिल तक मिल!!!



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Written By :
Manya Shorti

THE BEES

Knees

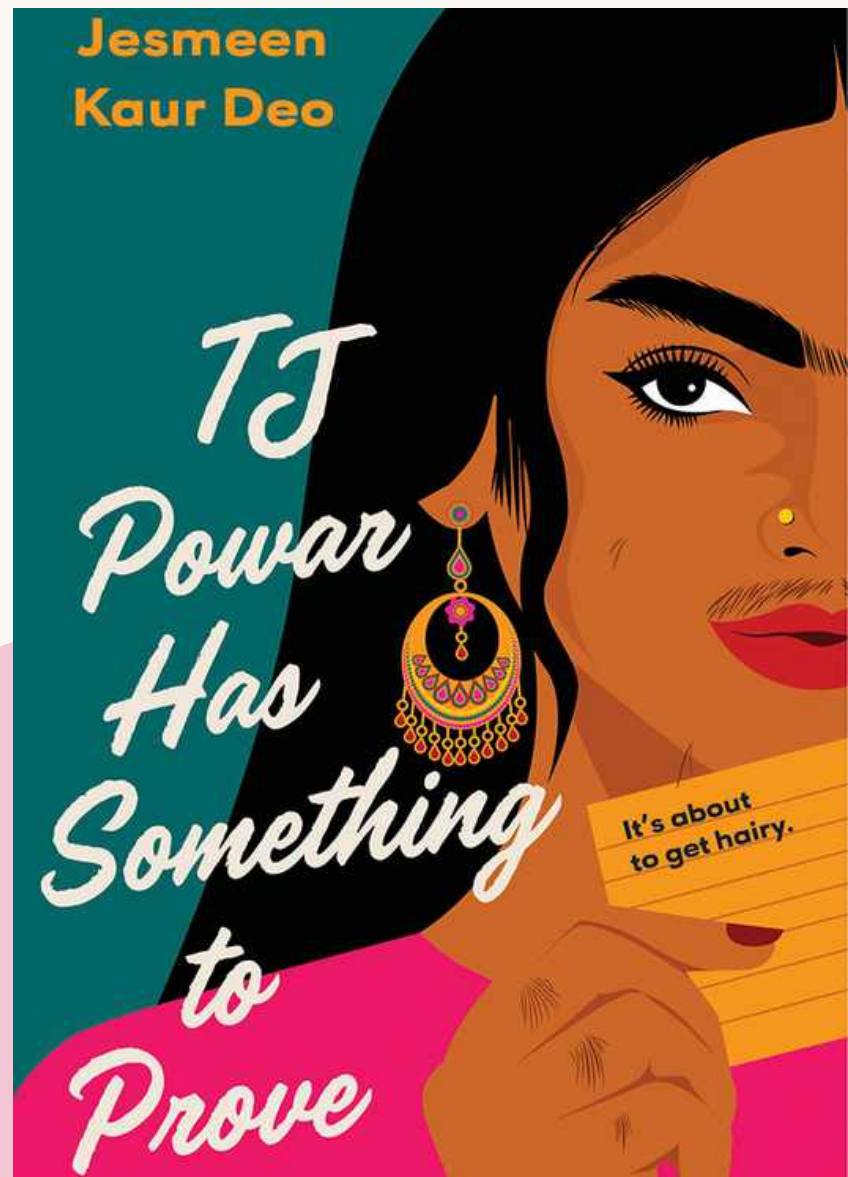
Are you looking for media to help you navigate through your life as well as discover your identity? Something insightful with a touch of humour? Here are some recommendations that will help you with the same.

TJ Powar: A Must-Read for Self-Discovery

A coming-of-age story about body image, self-acceptance, and social expectations, "TJ Powar Has Something to Prove" is a must-read. This narrative follows TJ, Tejinder, a successful high school debater who decides to challenge conventional beauty norms.

As she navigates the complexities of her own self-esteem and the opinions of others, TJ discovers that genuine beauty lies in being true to herself. The book also has a touch of romance.

With relatable characters, witty language, and an important message, this book offers a fresh take on body acceptance and the power of self-acceptance. If you prefer contemporary fiction or are looking for an uplifting read, "TJ Powar Has Something to Prove" is sure to please.





LET'S TALK ABOUT MENTAL HEALTH

with Jeremy Godwin

"Let's Talk About Mental Health with Jeremy Godwin" is a must-listen podcast that offers open chats, practical guidance, and a touch of humour as it navigates the complexity of mental health. Jeremy, a mental health advocate and comedian, has a talent for breaking down difficult themes into understandable and relatable words. Through fascinating interviews with professionals and personal anecdotes, he provides useful insights into diverse mental health issues, coping mechanisms, and the value of self-care.

JEREMY GODWIN: A MUST-LISTEN FOR MENTAL HEALTH

Whether you are dealing with anxiety, depression, or simply want to improve your self concept, this podcast will leave you feeling powerful and knowledgeable. His easy-going and empathic demeanour offers a safe space for listeners to connect with their own experiences and find new ways to prioritise their mental health.



Vandana



Sreenitha

*Shreya
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Veda Priya



Akshaya



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Ayesha



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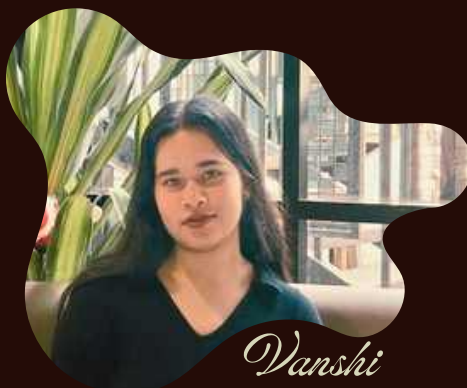
Sanjana



Priyanshu



Harshitka



Vanshi



Swetha A



For More Updates

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