

FDDI NEWSLETTER

**Be Ambitious.
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**Institution of National Importance (INI)
under FDDI Act, 2017**

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**



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15th January 2021

Issue No. 806



KOLKATA

Design contest 'DESIGN-JE, A new Perspective of Creative Art' organized by Jutti Express in association with FDDI

A design contest 'DESIGN-JE, A new Perspective of Creative Art' was organized by Jutti Express in association with Footwear Design & Development Institute (FDDI) from 20th to 30th December 2020, the result of which was declared on 10th January 2021.

Jutti Express started in 2014, by Ms. Parul Suneja provides a unique range of fine quality handcrafted and comfortable leather Punjabi Juttis, inspired by the rich cultural heritage of India. It is made by a talented team of artisans who put in their heart and soul in every pair they manufacture. The company is located in Noida and caters to celebrities like Kriti Sanon, Manushi Chillar, Anushka Sharma etc.



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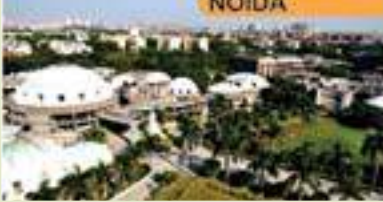
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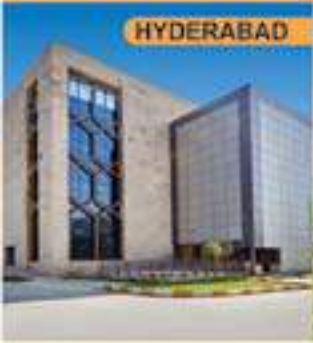
Details of Winners					
Sr. No.	Name of the Student	Campus & Batch	Concept	Position	Prize
1.	Ms. Aditi Thakur	Chandigarh Campus, B. Des-FDP (2019-23)	Unicorn and Flowers	1 st Winner	INR 3000/-, Certificate of Merit & the manufactured pair
2.	Ms. Aishwarya Chandra	Fursatganj Campus, B.Des - FDP (2018-22)	Coral Reef	2 nd Winner	INR 1500/-, Certificate of Merit & the manufactured pair
3.	Ms. Nichita Pal	Kolkata Campus, B. Des FDP (2019-23)	Munificence	3 rd Winner	INR 1000/-, Certificate of Merit & the manufactured pair

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For entries, the participants were required to submit a digital or physical presentation of their design which was open for all the branches of FDDI all over India.

Indo-Western, Madhubani Motifs, Modern/quirky art, Tribal art, Wildlife, Pastels etc.

The artworks of students were adjudged by a team



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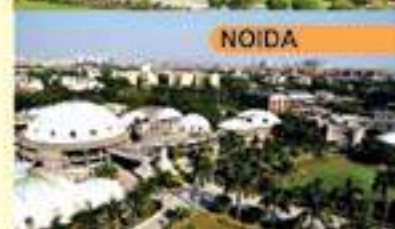
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Ms. Aditi Thakur and her design concept 'Unicorn and Flowers'

The total number of entries was 160 and the participants were from the Noida, Jodhpur, Kolkata, Chandigarh, Chennai, Fursatganj and Rohtak campuses as well.

The themes that were most commonly used were Floral,

of panellists/jury which comprised of the owner – Parul Suneja, the designers of the brand and the artisans.

After legitimate marking, keeping the design processes of the entries and their practicality of production of

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the pair in mind, 3 winners were selected for the contest.

the Instagram page of Jutti Express which caters an



Ms. Aishwarya Chandra and her design concept 'Coral Reef'



Ms. Nichita Pal and her design concept 'Munificence'

The final pair of the winners will be dispatched within 45 days from the date of manufacture and their designs will be unloaded on

audience of more than 50k and on its website too.

Their designs of the winners will be put into production

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and sold at Jutti Express store in Delhi NCR and online.

Paris Fashion Week Goes Totally Digital

Ending the confusion over the fate of Paris Fashion Week, French fashion's regulatory body has said that this month's Paris men's and haute couture shows will be strictly audience-free over coronavirus fears.



The Fédération de la Haute Couture et de la Mode has told luxury houses they won't be allowed to invite guests

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this season, after instruction by police.

In a statement to The Associated Press, the federation said on January 11, 2021 that "we confirm that there can be no public gatherings" at Paris Fashion Week, adding that "houses can still organize 'real' runway shows with models

broadcast live, provided that their events take place behind closed doors."

(Source: The Economic Times)