

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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02nd March 2018

Issue No. 665

KOLKATA



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Workshop on 'Photography & Portfolio Development' held at FDDI, Fursatganj

A workshop on 'Photography & Portfolio Development' was organized at the Footwear Design & Development Institute (FDDI), Fursatganj campus for the students of FDDI School of Fashion Design (FSFD) and FDDI School of Leather Goods and Accessories Design (FSLGAD).

The workshop was conducted from 19th to 21st February 2018 by one of the most proficient & renowned Lucknow based artist & photographer, Mr. Vikram Rupani.

The purpose of the workshop was to provide technical inputs to the students for enhancing their photography & portfolio development techniques which will help them in expressing and translating their product designs & creative thoughts.

Mr. Rupani delivered lectures on basic elements of photography and its importance in fashion portfolio making to students. The students learnt & understood the value of fashion photography and its different techniques of still photography, video making, indoor & outdoor photography, styling, costumes and make-up besides understanding the value of computer graphics, fashion photography, product photography and film making.

There was also an interactive session after the workshop

which proved to be extremely beneficial and important to the students.



Workshop in Progress

Mr. Rupani has successfully worked for assignment with reputed organizations like Indian Railway, Asian Paints, Airtel and Zee TV.

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The workshop helped students in acquiring better understanding and developing new approaches to visualize design, portfolio development and photography.

FDDI Kolkata participated in ILPA 'Fashion Show 2018'

Footwear Design & Development Institute (FDDI), Kolkata participated in ILPA 'Fashion Show 2018' which was held at ITC Sonar, on 26th of February 2018.



A view of the Fashion Show

The ILPA Show "LEATHER ON THE RAMP" is the signature event of the Indian Leather Producers Association. It is held on the first day of the India International Leather Fair and is one of the most sought after fashion events of the city of Kolkata for the last two decades. The show attracts international buyers, celebrities, dignitaries and the who's who of the leather industry.

In a dedicated 20 minutes slot, which was sponsored by 'KOMPANERO',

the students of FDDI School of Leather Goods and Accessories Design (FSLGAD) got the opportunity to showcase the leather accessories handcrafted by them in front of the various companies under one roof.

The reputed models of the Eastern region of India moved gracefully on the ramp in designer creations by FDDI students alongwith FDDI students who walked as designers. The show was a magnificent interplay of lights, colours, music and creativity choreographed by Pinky Kenworthy.

Audience was mesmerized by the grace and beauty of the entire show. The event was a huge success as it was well appreciated in the form of thunderous applause after the show.

IKEA to invest Rs. 3,000 cr in Maharashtra

Swedish co to set up multi-format stores, experience centres

Swedish furniture retailer IKEA said it will invest Rs. 3,000 Crore in Maharashtra to set up multi-format stores as well as experience centres.

The company said it will start online retailing beginning 2019.

"We will be investing Rs. 3,000 Crore over the long-term to set up multi-format stores and experience centres," said Patrik Antoni, Deputy Country Manager, IKEA India.

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The Navi Mumbai store of IKEA is expected to be operational by 2019.

The Swedish-headquartered retailer plans to open 25 stores across the country by 2025. Its first store in Hyderabad is expected to be opened later this year.

The Maharashtra operations will be led by Per Hornell.

Antoni, meanwhile, said that the company had recently invested Rs.750 Crore in setting up IKEA-owned distribution centre.



Asked about its online retailing platform,

Hornell said that the company was still working on it.

“We expect to adopt a multi-channel approach. The online retailing too, will be launched in a phased manner”.

He said the company was committed to its Rs.10,500 Crore investments for the Indian market. Antoni did not specify if the company planned to scale up the investment targets.

Speaking about the sourcing opportunities, Maharashtra Operations Head Per Hornell said the company is working with suppliers in categories such as textiles, carbon steel, metal and plastics.

Globally, India accounts for about three per cent of the retailer's total sourcing.

The company is also looking to partner with State governments to source local sustainable raw materials including bamboo, jute, rubber wood, banana barks, coir and water hyacinth.

(Source: Business Line)

Pamper your feet with natural care

Colour Me Mad, conceptualized in 2014 is an affordable luxury footwear brand that believes in providing you with correct footwear made from natural foot care products.



The concept is to design quirky prints while playing & mixing with pop colours.

The collection not only looks good but is also extremely at ease to use, which is proudly made in India. The range varies from flip flops, flats, and wedges; also it has products with printed straps and bottoms.

Footwear at Colour Me Mad is made with “Cork”- one of the best materials used for footwear, it's natural material is extracted from

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the tree and has healing properties for the feet whereby it improves body posture, reduces knee & ankle pain and takes shape of one's feet which have been incorporated with quirky prints thus combining Fashion with Comfort.

Founder & designer Trishla Surana expresses, "I always had a keen interest in design and colours, which gave rise to Colour Me Mad, where I could customize footwear as per my design and play with colours. The natural properties of the material Cork in footwear makes it light in weight, soft but durable, expandable, flexible, and anti-static. Due to these properties, it's widely used in orthopedic footwear. Cork footwear is very popular in Europe but it's a new concept in India which we want to flourish over here."

(Source: The Sunday Guardian)

**Compiled by: Resource Centre (RCIP),
Footwear Design &
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Physical Laboratory Testing Services Provided by FDDI, NOIDA

S.No.	Test Description	Charges in ₹
1.	COMPLETE FOOTWEAR	
1.1	Shoe water proofness	500
1.2	Shoe flexing at room temperature	
a.	Casual shoes	1200
b.	Sports/heavy duty shoes	1200
1.3	Shoe flexing at low temperature	2000
1.4	Heel attachment strength	600
1.5	Strap attachment	600
1.6	Strength of attachment of Bows & Trims	600
1.7	Whole shoe topline strength	600
1.8	SATRA sole adhesion test	600
1.9	16 point bondability test	1400
1.10	Calibration	1200
1.11	Leakage resistance	600
1.12	Slip resistance for safety	1400
1.13	Slip Resistance as per SATRA	4500
1.14	High Voltage	3000
1.15	Thong attachment	600
1.16	Top piece attachment	600
1.17	Heel impact	1500
1.18	Heel fatigue	1500
1.19	Peel Strength	600
1.20	Visual observation	1000
2.	LEATHER/SYNTHETICS/UPPER MATERIALS	
2.1	Flexing resistance at room temperature	700
2.2	Flexing resistance at low temperature	2000
2.3	Tensile strength & extension at break	600
2.4	Seam strength/Stitch tear	600
2.5	Induced tear Strength	600
2.6	Tongue tear	600
2.7	Grain crack index	600
2.8	Burst Strength	600
2.9	Adhesion of coating (synthetics)	600
2.10	Dynamic water resistance	600
2.11	Break pipiness	100
2.12	Wrinkleometer test	100
2.13	Surface water absorption	200
2.14	Water vapour permeability	600
2.15	Water vapour coefficient	600
2.16	Adhesion of finish (Tape test)	100
2.17	Blocking test	600
2.18	Heat fastness of finish	250
2.19	Taber abrasion	600

FDDI ITC (NOIDA & CHENNAI) IS OFFERING FLAT 20 % DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2017-18
* The said discount is not applicable on inter-lab testing & package fee