

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA

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FURSATGANJ

NOIDA

22nd March 2019

Issue No. 720

'Fashion Blazon 2019' held at FDDI, Noida

The students of the Footwear Design & Development Institute (FDDI), Noida hosted a fashion show 'Fashion Blazon 2019' in the Institute on 15th March 2019.

'Fashion Blazon 2019' was conducted by the FDDI School of Fashion Design which exhibited myriad of ravishing themes.

The event commenced with the lighting up of the inaugural lamp by the Managing Director of FDDI, Mr. Arun Kumar Sinha, IAS.



Mr. Arun Kumar Sinha, IAS Managing Director, FDDI lighting up the 'Inaugural Lamp'

The event was graced with the presence of well-known names of the industry like Designers Shahin Mannan, Fashion Designer, Ms.

Ruchi Tripathi and Ms. Jaya Bhatt, Founder of Indigene; Ms. Shweta and Mr. Prashant Gang, Label Pratham; Ms. Sumita Dass, Educationist and Social Entrepreneur; Ms. Chand Bakshi, Fashion Activist/Entrepreneur; Mr. Anurag Chauhan, Founder of Humans for Humanity; Ms. Sher Lo, Designer and Founder-Anannasa; Mr. Alok Gupta, CEO, Wilhelm Textiles India Pvt. Ltd.



Mr. Arun Kumar Sinha, IAS Managing Director, FDDI delivering the 'Keynote Address'

Delivering the 'Keynote Address', Mr. Arun Kumar Sinha, IAS, Managing Director FDDI said "FDDI is organising 'Fashion Blazon 2019' to promote the budding designer of this institute and I convey my best wishes to all of them to reach great heights in the fashion industry and bring great accolades to this Institute."

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He urged the industry to give opportunities to the budding designers of FDDI who are the future of the country that would take forward with them the legacy of the Indian heritage.

Seventeen themes were exhibited by the young & proficient designer of FDDI which were broadly classified in three main segments.

Segment two & three was an elegant concoction of Haute Couture and Prêt-à-Porter showcasing the remaining twelve collections naming: Roused Hipster, Scorpious, The Blue Paroxysm, Neo Dimensions, Pietra Dura, The Garland, Hawaiian Flare, The Yule Ball, Time to Transcend, Gidda, Wonder Women and so on. The collection showcases exclusive custom-fitted clothing constructed keeping in mind high quality with extreme attention to details. The designers incorporated innovative fabrics, creative designs and silhouette, bold colours, and leather accessories.

The fashion show was choreographed by Bollywood's leading fashion show director and choreographer, Mr. Kaushik Ghosh.

'Fashion Blazon 2019' was an interesting platform for various brands to showcase their products. The 'Title' sponsor for the event was LAKME ACADEMY, Noida, along with Punjab National Bank and Apollo International Limited as the co-sponsors.

The exclusive event partner for the show was Five Dots, Beverage Partner-Parag Milk Foods and Snacks Partner-Kuppies, Liberty Lifestyle - Fragrance Partner. Polyfix, Cottonfab, Philocoly, Relaxo, Healthy Diet, WOW (World



Models on the Ramp

The first theme was 'Skill India' which imbibed recreational opportunities for youth talent. It focused on themes such as: Poothukuli & Pattachitra, Imbibe the Tribe, Krishnashtakam, Worthwhile and Astounding Memorial. Each of which was unique on its own. The artistry was amalgamated with sustainable fabrics and styled with various elements such as draping/layering. The fabrics were each hand painted by the designers themselves.

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of Wonder) and Appu Ghar were the other sponsors for the event.

The students of the institute presented self-designed fashion attires, accessories and footwear which reflected amalgamating creativity with contemporary ideas.



A view of the audience

The scintillating show was a big success and great opportunity for the forty students of FDDI as they displayed creativity not only in designing the garments, but, versatility in organizing and also modeling for the show.

It was a unique platform that acted as a springboard for the young talents searching for world recognition, offered them a chance to explore their creativity & creations and make them known in the contemporary fashion industry.

E-comm players, online brands launch trade association TECI

E-commerce companies such as Snapdeal, ShopClues, UrbanClap, Shop101, Flyrobe, Fynd and scores of others have come together to establish a trade association, The E-Commerce Council of India (TECI).

Online brands such as Mamaearth, Superbottoms and Azah, which focus on specific segments such as baby care products and women's hygiene products, are also part of the group that has collaborated to launch TECI.

Mr. Kunal Bahl, CEO and co-founder of Snapdeal, said the e-commerce sector in India is an increasingly important part of the economy, unlocking tremendous value for buyers and sellers. "It is catalysing growth opportunities for allied businesses, and MSMEs and has the potential to create large scale employment across the country," he added.

The trade body seeks to guide the growth of the e-commerce ecosystem in India, engaging closely with private and public stakeholders.

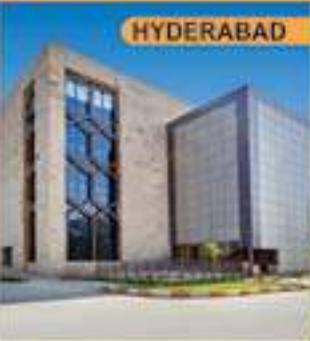
TECI's vision is to help and guide the growth of the e-commerce ecosystem

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in India. It also seeks to engage closely with private and public stakeholders with the aim to help develop a robust digital commerce sector.

TECI members account for more than 7.5 lakh online sellers and service providers. Every month, more than 100 million users interact with the online businesses operated by members of TECI.

More than 30 global and domestic institutional investors have invested more than \$2.25 billion in the enterprises founded by TECI members.

“The e-commerce sector adds to the nation’s growth and help small businesses reach nationwide,” said Mr. Siddharth Munot, co-founder of Bewakoof.com.

(Source: Business Line)

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

S.No.	Test Description	Charges in Rs.
9.5	Colour fastness	200
9.6	Composition	600
9.7	Balance of twist	150
9.8	Thread abrasion	600
10. TAPES & BINDINGS		
10.1	Bondability (self adhesive tapes)	600
10.2	Elasticity (Elastic tapes)	600
10.3	Colour migration	200
10.4	Breaking strength	600
10.5	Endurance test on elastic tapes	800
11. FASTENERS		
11.1	Resistance to repeated opening & closing	600
11.2	Lateral strength of slide fasteners	600
11.3	Strength of slide fastener pullers	600
11.4	Attachment of slide fastener Top stops	600
11.5	Attachment of slide fastener Bottom stops	600
11.6	Slider locking strength of slide fasteners	600
11.7	Security of attachment of retainer to lateral load	600
11.8	Security of attachment of retainer to long load	600
11.9	Tensile/Breaking strength	600
11.10	Tear strength	600
11.11	Peel strength (Velcro)	600
11.12	Shear strength (Velcro)	600
11.13	Corrosion (Metal fasteners)	600
11.14	Eyelet attachment strength	600
11.15	Strength of fastened buckles	600
11.16	Strength of buckle and strap attachment	600
11.17	Corrosion resistance	
a.	For the first sample	1000
b.	For the subsequent three samples (per sample)	200
12. LACES		
12.1	Linear Density	100
12.2	Breaking strength & elongation at break	600
12.3	Strength of bodkin attachment	600

FDDI LTC (NOIDA & CHENNAI) IS OFFERING FLAT 20% DISCOUNT ON ALL TESTING TO ALL THE CUSTOMERS TILL THIS FINANCIAL YEAR 2018-19

* The said discount is not applicable on inter-lab testing & package fee

To be continued...