



ARMY INSTITUTE OF FASHION & DESIGN BANGALORE-77



A Newsletter for Excellence in Fashion Education

INSTITUTE UPDATES

LIC COMMITTEE VISIT ON 23 JUNE 2022



A SNEAK PEEK INSIDE THIS ISSUE

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WORLD ENVIRONMENT DAY

Army Institute of Fashion and Design celebrated World Environment Day on 5th June, 2022 with great enthusiasm and zeal.

The day started with the students and the facilities going to a health centre at Narayanapura to plant a flower sapling and to contribute towards the mother nature. The plantation activity was organised Dr Preeta and Dr Sneha and they made it very interesting by conducting a quiz round for the students. The one's who performed well in the quiz received a certificate.



On the 6th of June, 2022 an official celebration of world environment day took place where the students of AIFD took part in it with great passion. There were interesting activites like poster making and poetry. The students spread awareness about the environment and how to keep it green.

The theme for this year's celebration was "The Only Earth" and keeping this in mind the celebration of World Environment Day was a great success.



INDUSTRIAL VISIT

PLACE OF VISIT : Chowali village,Muguru Hobali,T,Narasipura,Mysore

DATE : 11th June 2022

The batch 2020 of 4th semester of Army Institute of Fashion and Design along with faculty Mrs.Regina and Mrs.Nirmala visited Shahi Exports Pvt.Ltd

The visit was mainly focused to understand the procedures involved during garment making, the technology and the various departments. They went to two industries. One was the main factory and the other one was based on Apparel but both of them was the part of Shahi Exports only. Students were split into two groups. General Manager Lokesh there explained about the facilities available in the industry, their methods of garment and construction and how they reach a satisfactory look.

Briefly describe about the industry

- Name of the industry is Shahi Exports.Pvt.Ltd. This was started in 1974 in Delhi and later the company established in Bangalore in 1988.

- They make atleast 6 lakhs pieces monthly. This industry mainly work with Decathlon,Columbia,H&M.

- They have different room for the children's where they teach them and play with them.



- They also have personality development programs for the workers.

-They received award for the maximum female employees.Also this industry is the second largest industry in the world.

Now moving on to the next Industry which is Shahi exports- AHP Apparel.

Basically both of the industries have same working criteria but there were two things which was different and was really pleasing to look at.

First is the _____

1) Automatic Embroidery Machine

- This machine gives 11,519 stitches. Maderia threads are used there.

- Even if one stitch gets wrong they do the whole procedure again.

- This industry is approved for all over students and collegiate as machines are less time consuming and reduces labour work.

Second is the

2) Thermodyne Boiler :

- This boiler produces 3 tons of steam everyday. In result this steam go through a pipe which helps in the ironing of the garments.

- They use atleast 39-40 briquettes for the boiler.

- This boiler comes under Top 10 boiler manufactures in India.

By-Vishika

Batch-2020

YOGA DAY

Army Institute of Fashion and Design celebrated International yoga day on 21st June, 2022.

Army Institute of Fashion & Design and Army Institute of hotel management collaborated together and celebrated the yoga day in the morning at 6:30 am.

Dr. Aswathy Arun, accompanied them and made this event a successful one.

Both institute celebrated Yoga day with great enthusiasm and passion.



ARMY INSTITUTE OF FASHION AND DESIGN
Bengaluru
Internal Quality Assurance Cell -AIFD
Presents

**INTERNATIONAL
YOGA DAY**

21ST JUNE
Yoga awakens the Mind

Our Resource Person
Dr. Aswathy Arun
BNYS, M(Sc) Yoga

JUNE 21, 2022
06:30 Am-07:30 Am

principal.aifd@awesindia.edu.in
aifd@awesindia.edu.in
www.aifd.edu.in

@army_institute_fashion_design

ARMY WELFARE EDUCATION SOCIETY ®



FASHION DOSE OF THE MONTH

Planning (or re-planning!) the big day modestly sized weddings or no wedding at all, brides-to-be are keen to walk down the aisle wearing a beautiful gown, in front of family and friends. enlisted some trends

A WARDROBE OF EARRINGS BRIDAL

After a year in sweats and the occasional dress-up on Zoom, it's no surprise that earrings are making an impact this grand. They bring attention to the face, elongate the neck, and add some twinkling movement beneath your veil. Consider the neckline and embellishment of your look first, then style accordingly; high necklines work with an earring that doesn't compete with its placement on your neck, while something strapless may call for a bolder choice, like a shoulder duster.



Gowns with exposed corsetry have made a major comeback this year. Underwear as outerwear is making its way to the aisle, but this time it's less sexy and more regal than ever before.



CORSETRY

MOCK NECKS BRIDAL



Whether you're after a slim fit, an A-line, or a ball gown, these high-neck variations evoke the classicism of Grace Kelly on her wedding day, but with a modern flair. From lace to silk crepe and satin, this conservative-with-a-twist trend proves that regal comes in many forms and does not have to look matronly in the slightest.

COLORFUL FLORALS

Groundbreaking," bit and get right to the point: Gowns with bold blooms will be everywhere in 2023. While floral motifs and wedding dresses are a classic pairing, colorful prints and splashy embroidery give this established trend a gorgeous refresh. To pull off this fashion-forward look in real life, keep your accessories simple and let your gown do all the talking.



FASHION DOSE OF THE MONTH

While sleeves were all the rage for several years, the strapless silhouette is back—with some nineties-inspired flavor, of course. This sharply angled bodice highlights the decollete, neck and shoulders and is a true throwback. Popular in the nineties and early aughts, straight across necklines are all that and a bag of chips once more, straight necklines also work for pretty much every wedding

STRAIGHT NECKLINES



ALL-OR-NOTHING TRAINS

Going grand used to be about all-over lace, beading, and threadwork, but this look is a study of scale, silhouette, and volume. In short, go big (and extra long) when it comes to your train—or don't do it all. The days of striking a happy medium to make trains perfectly bustle-able are over; if you're seeking loads of drama for the aisle and are concerned about mobility in your reception, change into a second look for dinner—like one of these without a train—and then do another quick change for the after-party.

VINTAGE VIBES

Sustainability for the aisle doesn't just mean dresses made from deadstock and ethically sourced and created fabrics; it's having a moment in a dress from eras past. Vintage dressing is on the rise after a pandemic year of little to no fashion production, plus the desire to look into for something that is singularly special. What might have felt too costume or try-hard in seasons past is now theatrical and of-the-moment.



BY
KHUSBU KUMARI GUPTA
ASST. PROFESSOR
AIFD



Real

With Mehvish Rahman



POOJA BISHT

final year student
& award winner



Hearty Congratulations on your award miss pooja, could you tell us which category you've won the award in?

Thank you so much.
I've won the GOC award
for BEST DESIGNER.

Thats great!

How did the competition feel and how did you handle it emotionally?

It was an amazing experience to be surrounded with such great minds and ideas around you, competition only uplifted the spirit. Emotionally I'd say it was rather a journey which required nothing but stability of mind and consistency in action.

Very well put, miss pooja.

Lastly, do you have any suggestions for your juniors on how they can learn and keep up with a healthy competition?



All I can advice is that stay original, cling to the core idea the very base of your collection and do not change it just because you come across other's ideas. Pour your heart into what you're creating and you won't feel exhausted or drained.

Thank you, that sure is a very helpful advice and we will follow it:) and thank you so much for doing this interview with us and we hope you keep thriving and achieve lots more!



That's so nice of you. I hope the same



WORK-IN-PROCESS



PRASHASTI MUKHERJEE

Final year student and award
winner



Huge Congratulations on your award miss prashasti, could you tell us which category/categories you've won the awards in?

Thank you so much! I the "Special Jury Award" for my collection Navavarika and the "Institute Academic topper" award

Thats great!!

would you please brief us on your journey, the research and efforts put behind this win?

Navavarika means a newly we'd bride in Sanskrit. Ever since I knew that I had to present a whole collection in my final year I had mind fixed on the silhouettes and the fabric that I wanted to use. Of course my mother played a huge part in helping me with the fabric. She was the one who pushed me to do it with kantha. Kantha is a hand embroidery done by women from Eastern India. It's a laborious task and requires alot of time and patience. I had to change my plans often due to the unavailability of the desired fabric or other materials and of course the PANDEMIC. I have worked 10+ hours in the college lab for a month or so to pull this project off and none of this would have been possible with the immense support of my family, friends and mentors.

That sounds like a hassle, and its amazing how you pulled it off so well how did the competition feel? and what were your feelings after the win?

To be honest, the competition really made each one of us push our limits. I think everyone gave their 200%. I had no such expectations because after all the jury was there to decide at the end and they know what they're doing. I just gave my everything to make it work. After all I was living my dream. Hard work really pays off, doesn't it? When my name was called out for the "Special Jury Award" I gave myself a few seconds to realise what had just happened. It was surreal, overwhelming and a mixture of all other hood emotions. It's been two weeks and I'm still processing the whole thing.

Thats very well put, thank you:)

lastly, Do you have suggestions for your juniors on how they can learn and keep up with a healthy competition?

My only suggestion would be to be truthful to yourself and your creative mind. Don't worry about what others are doing. Everyone's here for the same purpose but your journey is going to be different. Your creation is going to be a reflection of you and your personality, don't lose that opportunity because of negative competition. Your first collection is going to stay with you forever.

Thank you so much for the wise advice ♥ the interview ends here, we appreciate you making time for this:)



SIMRAN

Final year student and award winner



Huge congrats on your award, miss simran! Could you tell us which category you've won the award in?



Thankyou so much ♥
Best Innovative Designer

Thats great! Could you please brief us about your journey and the research and efforts put behind this win?



"Kaali kaali aankhein" was just a imagination consisting of lot of challenges ,confusions and research on every social platform.The idea came when I was searching on different media about how to create something that will make me stand out of the crowd.As we all know Black is all time classic favorite ,so basics were set for me that the collection will go on stage with all time classic with a pinch of innovation in it,through which came the idea of convertible dresses to show the uniqueness in just a simple black dress.I have to not only think about just one single view of a dress but about 2 views about how it will look after converting too . As per the preparations, it took lot of visits to various markets to buy all the resources ,also multiple visits to my lab to make something innovative out of those simple resources fetched. Sleepless nights were also a crucial part of this journey ,when I used to come from modeling and still have to force myself to work on my collection. After this all-out effort, finally the imagination turned out to be a reality and I was proud that this reality was welcomed by an immense crowd with lots of warm wishes.

So glad that it turned out the way you wanted it to! this sure is an inspiration for your juniors. Lastly, do you have suggestions for your juniors on how they can learn and keep up with a healthy competition



Always be open to ideas whether it's coming from a video ,or your friend,or even from a person who is not in this field. Make co curricular activities a part along with your studies,as they help us to face the peer pressure of managing things along with our daily to-do activities.It's better if you focus on your collection keeping up with sustainability , I have this idea of redefining sustainability by promoting the idiology of " less is more ". Also my collection was functional and aesthetically pleasing at the same time which made my collection stand in this competition. Also always keep in mind the USP (unique selling point) of your collection. That's all.All the very best. ♥

Thank you so much for doing this interview with us, we wish you well and i hope you keep achieving lots more ♥



KRISHNAPRIYA

Final year student and award winner



Congratulations on your award miss krishnapriya, could you tell us which category/categories you've won the awards in?



Best Creative Award

Congratulations! How would you describe your journey to this win?



It was the incredible journey. During the result day when I heard my name it was unbelievable for me. The design which choose was very challenging and finally I have completed overcoming all the challenges

Really glad to hear that! how did the competition feel? was it more exciting or more overwhelming? could you briefly tell us.



It was very exciting and overwhelming too. The amount of time give to us was very less and on top of that we were having semester exams to. So it was big challenge to complete the work on time with the best results. So I feel that as challenging moment and all that hard work made me proud

Do you have suggestions for your juniors on how they can learn and keep up with a healthy competition?



My suggestion will be always feel every opportunity as a competition. No matter what try to give the best. Every single day you have opportunity to become better. There is no secret to success. It's the result of preparation, hard work and learning from failure.

Thank you so much for the advice



STUDENT REFLECTION

A BOW

Inspired by kimono - as kimono is a traditional dress as shown above the fabric is chosen as traditional saree kimono has a bow which is also made has a attachable piece kimono sleeves are modified and made as shown Obi is modified into two separate piece in the garment

Kruthi
2nd year AIFD
Batch-2020

SUFI NIGHT

I have always been trapped in a fondness for the past and I am sure if you look carefully you will notice the elements of past in my garment. My garment was based on mughal era and the theme of it was SUFI NIGHTS. Mughal emperors had significant Indian Rajput and Persian ancestry through marriage and other things that are featured in my garment. It's a four piece garment.



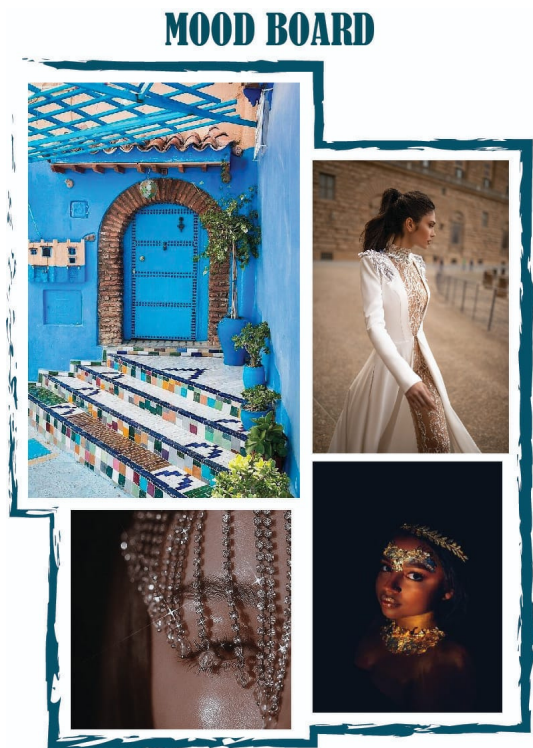
The inner one is a pure white cotton blouse with full length churi sleeves. The outerwear is a double velvet textured Sangria colour knee length sleeveless kurta that has small floral butties on it. The neck design is taken from the I'timad-ud-Dualah tomb archs and the structure of it is similar to the jamas. Beneath there is fitted trouser that is white in colour with golden gota border. The plain long wide dupatta that is cotton and white in colour with golden flower motifs made this garment overrated and truley an inspiration of Mughals. This whole garment was figment of my imagination



STUDENT REFLECTION

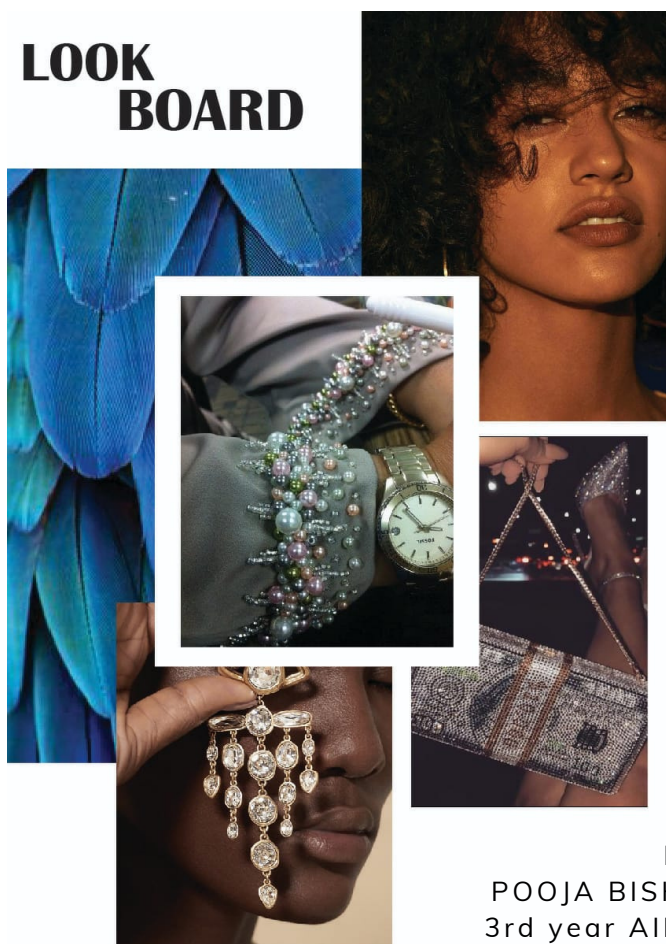


**THEME /
CONCEPT
BOARD**



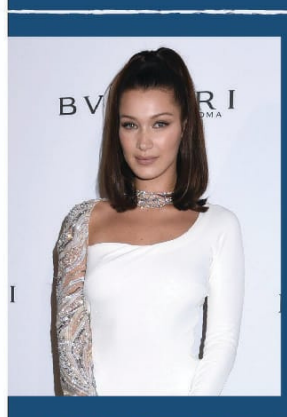
MOOD BOARD

LOOK BOARD



BY
POOJA BISHT
3rd year AIFD
BATCH-2019

CLIENT BOARD



NAME- ARYA
PROFESSION- ACTOR
HOBBY- PHOTOGRAPHY
**NET WORTH- 30 MILLIOM
USD**
LOCATION- PARIS
STATUS- UNMARRIED

**YOUNG ACTRESS WITH CHIC
AND CLASSY TASTE WHO
PREFERS NEUTRAL SHADES.
LOOKING FOR SOMETHING
WHICH IS SUBTLE YET GLAM-
OUROUS TO ATTEND A
CHARITY EVENT.
COLOR PALETTE- COOL
TONES SUCH AS BLUE,
BEIGE,WHITE AND MINT
GREEN**



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ARMY INSTITUTE OF FASHION & DESIGN (AIFD),
Nagareshwara Nagenahalli,
Kothanur PO, Bangalore - 560 077

+91 8792669001 /+91 09035316000

principal.aifd@awesindia.edu.in
aifd@awesindia.edu.in
www.aifd.edu.in



ARMY WELFARE EDUCATION SOCIETY ®

@army_institute_fashion_design