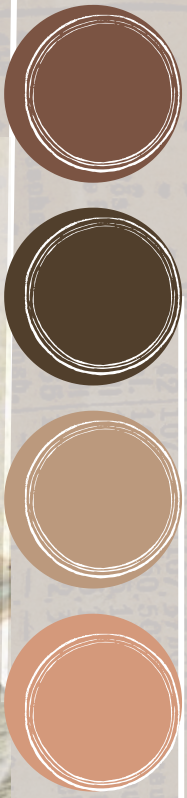




ARMY INSTITUTE OF FASHION AND DESIGN
ARMY WELFARE EDUCATION SOCIETY

A Newsletter for Excellence in Fashion Education



JULY/AUGUST 2022 / VOL 13



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INSTITUTE UPDATES

JULY/AUGUST 2022 / VOL 13

The alumna of Army Institute of Fashion and Design, Siddi Sharma was felicitated by the Chief Minister of Karnataka for her medallion of excellence award at India Skills 2021 - Visual Merchandising skill

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Deeksha Ravindra of second year was the runner up in Suhi dhaga competition of embroidery.

.....

On 9th July, 2022, Army Institute of Fashion and Design organized an Industrial visit for the Batch of 2019.

Shahi Export ,Mysore



On 31st July, 2022, Army Institute of Fashion and Design took part in an intercollegiate fest that was conducted by Symbiosis Institute of Business Management. The fest was called UTOPIA 2022. The students of Army Institute of Fashion and Design participated in Sports, Dance and Fashion Show.



Charushika 2nd year AIFD student secured 2nd place in intercollege painting competition organized by BNU



INSTITUTE UPDATES

On 30th July, 2022, Army Institute of Fashion and Design took part in an intercollegiate fest that was conducted by Idea World Design College.



On 31st July, 2022, Army Institute of Fashion and Design won the Fashion show competition conducted at the Symbiosis institute of Business Management. Both the First prize and Second prize were secured by the students of AIFD.

Charushika, Prachi, Kritika from second year, Dhriti from first year and Abhay from third year were shortlisted for Fashionista Fashion Illustration Online Competition

Shriya somni and Deyani Chaurasiya from the Army Institute of Fashion and Design secured first rank in PG and UG respectively in Bengaluru North University



The orientation program for the New batch was conducted on the 1st and 2nd of August, 2022.



INSTITUTE UPDATES



The modelling team won second prize in a fashion show conducted by T John college of pharmacy

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The basketball team went for the intercollege basketball tournament which was conducted by The New Horizon college of Engineering and secured Third place.




AIFD kabaddi team took participated in Intercollege sport tournament conducted by BNU



Charushika 2nd year AIFD student represented the Bengaluru North University in state level painting competition

Fashion WORLD UPDATES

FASH



FDCI x Lakmé Fashion Week 2022

From industry veterans such as Manish Malhotra to well established designers like Kunal Rawal, the annual fashion week was all about sequins, new concepts and a dash of traditionalism. The most talked about B-town couple, Ranveer Singh and Deepika Padukone were seen together walking the ramp for Manish Malhotra for his new collection Mijwan 2022



EASLION

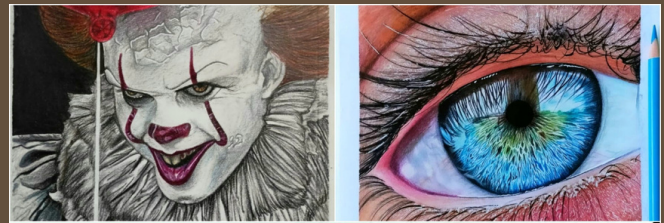


Amit Aggarwal's collection at the 2022 FDCI x Lakmé fashion week managed to cease the attention of all!

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

STUDENT REFLECTION

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Aastha Sharma
1st sem
Batch 2022

Aastha had won Best artist award 2 times for her amazing and realistic artworks.



Aishpriya Choudhary
1st sem
Batch 2022

Aishpriya had won canvas painting competition in the year 2019-2020 & International art exhibition 2021.



Ankita Dutta
1st sem
Batch 2022

Ankita had won, Third Kudo District Championship twice.



Manju
1st sem
Batch 2022

Manju had performed in various auditorium & temples.

MAINTAIN

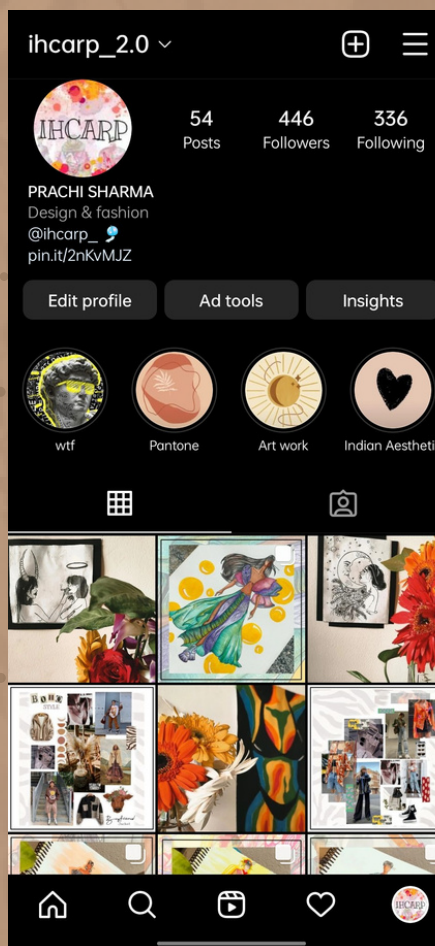
Instagram Aesthetic

So, are you on Instagram?"

It's simple aesthetic-centric delivery that communicates your vibe and keeps your audience updated with an ever rotating collection of images, videos and 24 hr stories that connects you with the world .

You can set a vibe, create a tone, and use captions to bring value in a crowded market. This social media platform should be used as a marketing tool to support your business and give your community a clear call to action,"

Having an Instagram aesthetic makes your page instantly recognisable. Your audience should be able to see your post on their feed and without looking at the account they know you uploaded it.



@ihcarp_2.0



-Prachi Sharma
Batch-2020

page no 6

BOHO STYLE



YEAH I'M
TOMBOY



@ihcarp_2.0



-Prachi Sharma
Batch 2020



STYLING REFLECTION

HOW TO FIND YOUR STYLE?

Many people misunderstand style as a term reserved for fashion magazines, celebrities etc. But actually, style is for the everyday person. It is a personal style or the way an individual expresses themselves through aesthetic choices and by putting an outfit together and their personality to it.

"Style is knowing who you are, what you want to say and not giving a damn." This quote by Gore Vidal has defined style the best for me. Finding your personal style is so much more than discovering what clothes you prefer over others it is a lifelong process, it takes time, confidence and experiment. Here are few tips to help you get started.



1. SEEK INSPIRATION (RESEARCH)

This is the first step, here you can just take out your phones, laptops, old magazines, old movie and Pinterest of course. This does not mean completely copying what one is wearing on Instagram but instead taking few elements form the outfit or things that you like in it. Also seeking inspiration does not mean comparing yourself to someone you see on the internet. Some of my favourite accounts are:

@kayteeyou @taylorlashae @marlacatherine @avreyovard
@aaashleyk. @h0tc0uture

2. WORK ON BUILDING YOUR WARDROBE STAPLE

Choose things that are designed to work for you, your lifestyle, your personal style, your body and your budget. Some neutral colours, black, a suite, a classics dress, and your comfort clothes, basically things that you can mix match with your other wardrobe items.

3. CREATE A WISHLIST

Usually while shopping people tend to get distracted and ends up buying something they were not supposed to and later regret. You can list down things you want to buy and take the time to reflect on it, if its suites your personality, your body type, your lifestyle or not.

4. CREATE A MOODBOARD

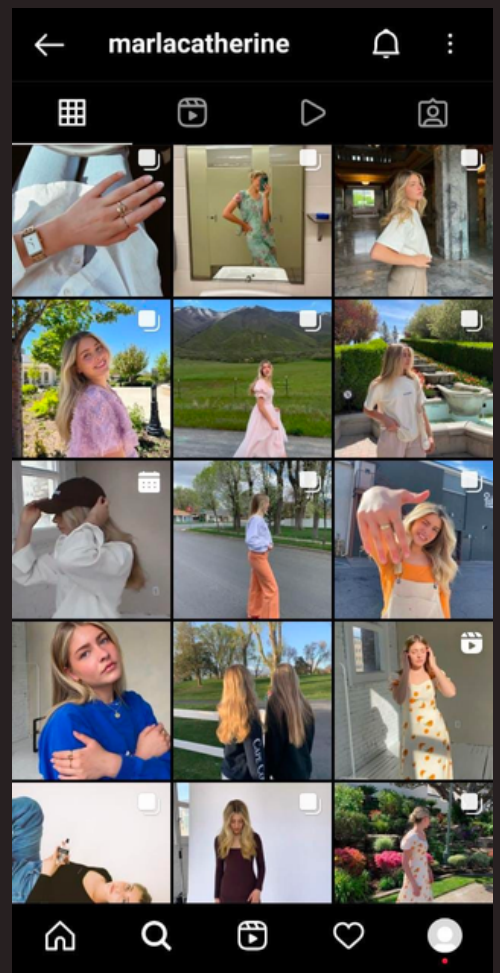
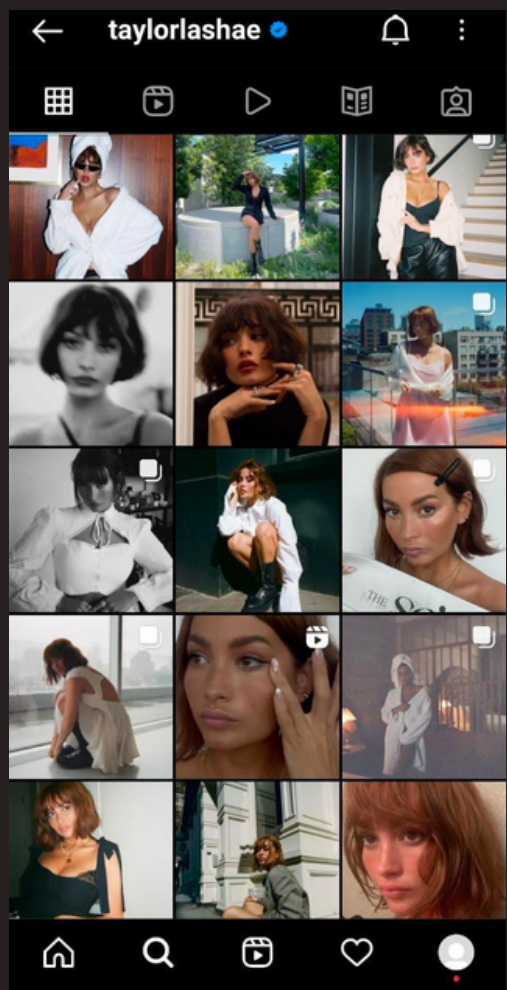
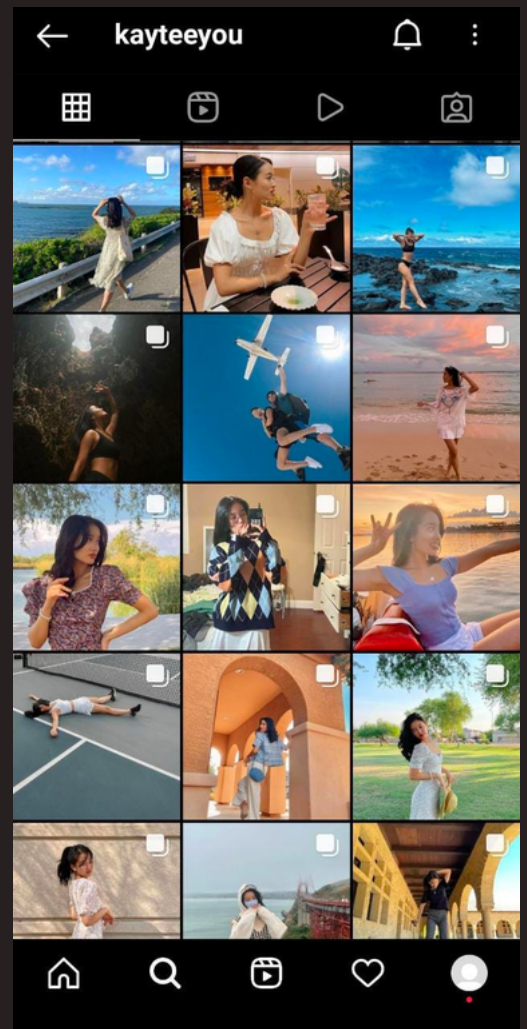
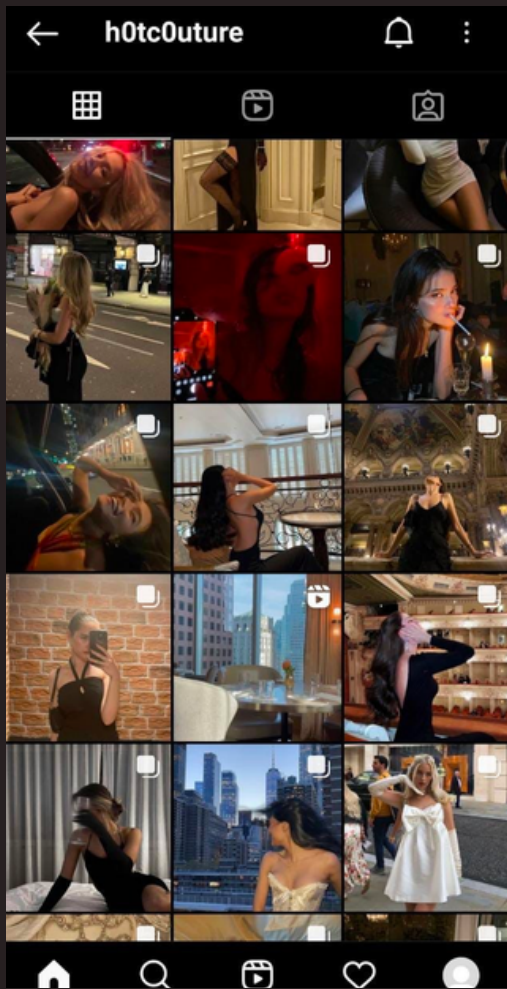
This is little bit fancy but it can really help. Here you can reflect your personality. You can collect and arrange pictures of clothes or accessories you could see yourself wearing, things that inspires you, colours, your aesthetics and everything

5. THRIFT

Shop second hand as it is a more ethical and sustainable way of shopping. You can also get clothes on cheaper price which can help you in experimenting with new things which eventually helps in finding your style. Also, the items you are drawn to are more likely to reflect your personal style. Choose from your mood board and Wishlist while shopping.

6. BE CONFIDENT

It might sound little cliché but confidence is actually the key, it just changes everything. Fashion is subjective and everyone has their own opinion about it but that should not stop you from dressing your style.



by:
Akanksha Gurung

Men's styling



Styled by you

We love to see how you style your favourites from H&M, H&M Beauty and H&M Home: Keep sharing your personal style with @HM and #HMxME for a chance to be featured at hm.com, in our marketing materials and in our stores.




NIKITA RAJESH


RISING ENTREPRENEUR




A Very good morning Miss Nikita, congrats on your recent successes with your small business ! Thank you for doing this interview with us today. could you briefly tell us about your small business before we proceed?

 I started a small business based off on instagram during the lockdown. I make upcycled products and one day hope to be a completely sustainable brand . Slow fashion is something I strive for and believe it should be encouraged.


How does the process of making orders make you feel emotionally?

 When I first receive an order it is an exciting feeling. Every order is special and with every order I learn a little more . The process of making the order is slightly time consuming and if it is multiple orders at once it can be very exhausting , but I love putting in the effort into everything i make . The appreciation at the end of it or the happiness of giving someone something you put your heart and soul into makes it all worthwhile.


What were your thoughts and feelings when you first started off?

 Honestly , when I first started off it was scary . There were multiple questions in my head and the doubt of if I'll be able to do it or not . It was a risk but I'm glad i took it.

Whats your most favourite thing about running a small business?

 The fact that i can be independent and one day i hope to be financially independent through my business . It makes me proud when a little effort that I put into something can make someone's day . It doesn't feel like a simple hobby in fact it gives me a sense of pride . At this point I feel emotionally connected to it and the effort always makes it worth it .

Do you have any advice for our students on how they can be a rising entrepreneur?

 You need to take that risk . It doesn't matter if you fail or not . If you fail just restart . Most importantly don't give up.



INDEPENDENCE DAY FLAG HOISTING

Independence day is Celebrated on 15th of August every year, It marks the end of 190-year-long British rule in India. In 1947, India was declared as a free country on this day. In 2022, India has complete 76 years as an independent nation.



AZADI KA AMRIT MAHOTSAV signifies 75 years of independence. On 15th August 2022, Army Institute of Fashion and Design along with Army Institute of Hotel Management proudly celebrated the same. The cultural events included dance forms from various states, skit and group music.

The event was graced by brigadier Mohammad Mustaf Hussain sena medal(Rted)



FLAG HOSTING

The event started with hosting the national flag which is the foremost activity done in any institute and infact celebration for the day is incomplete without this proud moment. The programme was followed by singing the national anthem and cultural activities.



PATRIOTIC SONG

The students of Army Institute of Fashion and Design and The Army Institute of hotel management sang patriotic songs. The day marked a successful celebration of independence.

CULTURAL DANCE

Cultural dances showcased the the rich Indian tradition .and our college students did it perfectly.

The whole campus felt exhilarated to see Indian traditional dances such as kathak ,Bihu, bharatnatyam and lot more.



Krishna Janmashtami

"The world's most powerful word is
Hare Krishna"



AIFD Bangalore, celebrates the auspicious occasion of Janmashtami'22, with great elation followed by the different cultural events, fascinating dance performances, & pooja ceremony.



Curiosity was among the students to know the secret Radha-Krishna & bringing upto an exciting moment, the seniors reveled the Krishna and Radha.

Shakshi & Shubham became the Radha and Krishna from the 1st semester followed up by Aarfa and Himanshu from the 2nd semester. And later on the pooja ceremony was held under the presence of our respected Registrar sir.





The students took part in cultural activities like dance and beatboxing. And at last the function ended up with immense joy and happiness.



FOR PRIVATE CIRCULATION ONLY

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