



# ARMY INSTITUTE OF FASHION & DESIGN

## BANGALORE-77 A Newsletter for Excellence in Fashion Education



### INSTITUTE UPDATES

A SNEAK PEEK INSIDE THIS ISSUE :

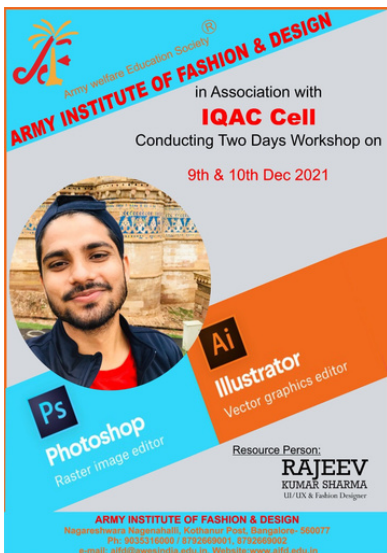
- INSTITUTE UPDATES
- UNIVERSITY RESULT
- PLACEMENT STATUS
- FASHION DOSE OF THE MONTH
- AZADI KA AMRIT MAHOTSAV
- SWACHH BHARAT
- STUDENT REFLECTION



In association with The IQAC Cell a workshop on Fashion Styling was conducted for the 2019 Batch by Pooja Gajraj on 15th December 2021.



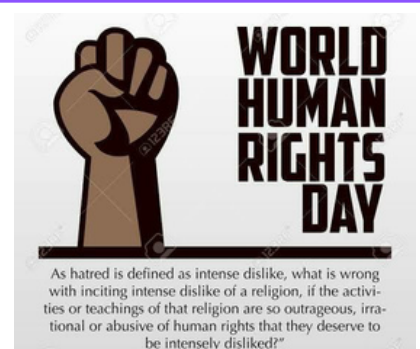
Workshop on Button masala held by Idea College Bangalore, was attended by Ankan, Trisha, Anjali 2021 batch on 12th Dec .



Human Rights Day is celebrated on the 10th December every year. This year AIFD collaborated with Durga to discuss the issue of Gender Equity. The virtual forum was conducted by Durga towards Gender Equity, Engaging Youth.

From 14th to 19th December Social Media Committee conducted Art & Styling competition on the occasion of Christmas and feature the product and video on official social media page

A two days workshop on 9th and 10th December was conducted in association with IQAC cell by Rajeev Kumar Sharma on Adobe Illustrator and Photoshop for the second year students.



## UNIVERSITY RESULTS

In the wake of the Covid-19 pandemic, educational institutions across the country have remained closed. However, Bangalore North University (BNU) worked round the clock and burnt midnight oil to prepare results of the examinations for undergraduate courses held this year.

### Among the Students of Batch- 2018

Devyani Chaurasia has scored highest marks and secured First Rank with 90.8%

Rubi Nandi secured Second Rank with 90.8%

Anjana securing Third Rank with 90.2%

### Batch-2019

Ishita Sinharay scored 89.1%

Shamali Nautiyal scored 89%

Prashasti Mukherjee scored 88.7%

### Batch-2020

Rajni and Charushika scored 88.25%

Anjali Yadav scored 88.1%



The Chancellor, The Pro Chancellor, The vice Chancellor, The members of the Syndicate and Academic Council Certified that 'Varada Balaram Menon' from Army Institute of Fashion and Design has been duly admitted to the degree of 'Master of Science in Fashion and Apparel Design.'



## PLACEMENT STATUS 2021

AIFD always strives for the quality placements for its students through building rapport with the Industries and the Institute Brand Ambassadors (AIFD Alumni). The Institute invites Industry experts to conduct workshops/seminars to groom and prepare the final year students for the placements. This month we had invited Ms.Pooja of ASRC Design House to conduct a Workshop on “Styling” and Mr.Azeem Khwaja formerly worked for Marks & Spencer conducted a special lecture on “CV Writing and Interview Skills” which has given an insight to the students on the expectation of the Industries from Students as a fresher.

### Internships:

Its quite interesting to quote that more than 40 students had undergone the internship from 30 to 45 days in the esteemed organisation like Best Seller, Landmark Group, Puma, Tommy Hilfiger, Goodwill Industries, Mandoth Designs etc. Some students have done their craft documentation in the craft cluster Guledagud, Karnataka and Donear Industries in Ahmadabad.

### Placements:

The batch of 2018-2021 had 57 students in which 44 students opted for placements and 13 opted for Higher studies. The Institute achieved 100% placements by placing all 44 in different industries like Puma, Best Seller, Arvind Brands, Tommy Hilfiger, Pantaloons, Reliance Brands, Reliance Trends, Rare Rabbit. The students joined as DM- Visual Merchandiser, Fashion Consultant, Store Visual Merchandiser, Customer Relationship Officer, Retail Trainee etc.,

The Industries are already approaching the Institute for the present final year batch of 2019-2022.

The Industry is getting back to normal after the pandemic situation of two years and giving a positive note on placements to happen in the coming days

## FASHION DOSE OF THE MONTH

Fashion has long been associated with glitz and glamour, from Coco Chanel to our very own Manish Malhotra, one can find all the luxury in the garments. The history of fashion dates back to the early 17th century, specifically in France, Louis XIV also referred to as the Sun King absolutely adored extravagant clothing and his deep interest for art, culture and fashion paved way for establishing high fashion standards. This intense passion allowed the emerging designers to exhibit and manifest their creativity.

Charles Frederick Worth (1825-1895), an English designer or better known as The Father of Fashion designed resplendent gowns for Empress Eugenie de Montijo, clothed czarians, queens and princesses, Rothschilds and Vanderbilts. He invented crinoline or the hoop skirt and is also credited with the invention of fashion show. In addition to the above recognition, he is also considered as one of the first Parisian couturiers.



On the other hand, Paul Poiret (1879-1944), a French fashion designer who mastered the technique of draping fabric, these fashion masterminds built the cornerstone of the fashion industry.

Historically fashion was simply meant for the people belonging to the high society, the garments were designed and curated only for a specific set of people.

Gradually the royal reign across the world began to fade out but designers specialising in the Haute Couture and other expressive garments continued to dominate the ramps and the industry. Major players like, Gucci, Christian Dior, Pierre Cardin, Hermes, Dior, Louis Vuitton, Prada, Versace, Armani, Valentino, Balenciaga, Burberry and many more designers started to experiment with bold colours, embellishments, well defined structure of garments, hemlines etc.





## FASHION DOSE OF THE MONTH

The world war, did not bring much tranquility to the world however it did mark a turning point in the history of fashion, women started working in factories, banks, independent business outlets etc this change in role of women demanded a change in their garments. The fusion of practicality, affordability and a dash of style gave birth to the contemporary apparel industry!

Contemporary fashion evolved roughly during the end of World War 1 and continues to grow. Women wanted stylish yet affordable clothes, haute couture did not hold good enough for a large group of people due to its impracticality, thankfully contemporary fashion stepped in to serve the purpose!

In simple terms Contemporary fashion is about bridging the gap between luxury brands and main street making it affordable for a large group of people.

Present day designers predominantly focus on the need and demand of the consumers, it is all about inclusivity. From ornamented ethnic wear to casual workwear to formals contemporary apparel industry has got your back, some of the leading contemporary fashion labels are Loulou Studio, a Paris based studio that makes fashion for the modern and independent women, BITE Studios founded by a group of friends, curates garments using sustainable materials and textiles or take for instance Bodice an Indian label that uses only local Indian textiles, Eka label founded by Rina Singh pays homage to the heritage of textiles and the special fabric techniques of India.

Check out these pages on Instagram to keep up with the world of contemporary!

@nicojournal

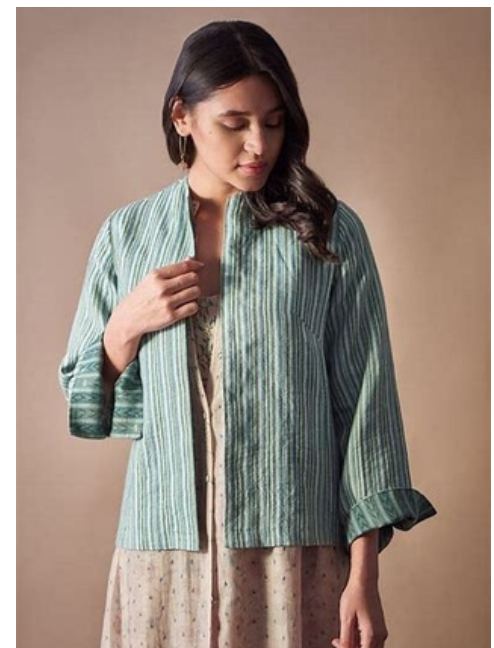
@Ekaco

@louloustudio\_paris

@bitestudios

@bodicebodice

@goodearthindia



By: Aakanksha Rao

## Azadi ka Amrit Mahotsav

Freedom is a precious gift of our Freedom fighters, Let's celebrate this Azadi ka Amrit Mahotsav together. The Azadi ka Amrit Mahotsav was started on 12 March 2021 by Prime Minister Narendra Modi Ji on the completion of 91 years of Dandi March. Azadi ka Amrit Mahotsav is being celebrated on the basis of five pillars i.e. Struggle for independence, ideas of 75 years, achievements of 75 years, actions of 75 years and resolutions of 75 years. These pillars of Azadi ka Amrit Mahotsav are meant to make the Younger generation aware of the history and struggle of independence.

To keep the spirit up the following competition was held in the Institute  
**Poster Making**  
**Poetry Competition.**



The winners of the competition was announced and prize with certificate was issued. The poetry and Poster Making- illustration was displayed on the notice board

### Winner list

Poster Making- illustration

1st-Charushika(Batch-2020)

2nd-Priyadarshani (Batch-2021)

3rd-Reema & Shaikh Izaharul Hoque(Batch-2019)

Poetry

1st-Rajini (Batch-2020)& Priyadarshani (Batch-2021)

2nd-Kruti (Batch-2020)

3rd-Anchal (Batch-2020)

The program ended with state anthem from the singing team.





## Swachh Bharat Abhiyan

Swachh Bharat Abhiyan was launched by the Government of India to solve the problems of sanitation and waste management in India by ensuring hygiene across the country.

The committee on Swachh Bharat Swachh AIFD committee organized massive cleanliness drive on 29th October 2020 in the college premises. Principal Sir, faculty members and students voluntarily participated by cleaning the playgrounds, classrooms and corridors of the college. The students and staff members took voluntary oath to maintain cleanliness of the college campus and its surrounding areas on regular basis.

Further, the awareness programmes like Marches by students, Essay/Slogan competition, Display of Sign Boards in the surrounding areas are on the anvil to sustain the initiative of Cleanliness in the college premises.



Generating mass awareness on cleanliness and hygiene amongst students and staff members by holding regular 'Sensitization Programmes' on 'Swachh Bharat Abhiyan' so as to motivate them to contribute to this Campaign in a proactive manner.



### COMMITTEE MEMBER

Mrs. Lavanya  
Mrs. Niveditha A S  
Mr. Ananth Krishnan

Ms. Akansha G.  
Ms. Anagha R  
Ms. Bhanushree  
Mr. Ankan Biswas  
Mr. Ruben Emmanuel  
Ms. Nehar

## STUDENT REFLECTION

## THE WINDOW DISPLAY PROJECT- MISSION POSSIBLE OR IMPOSSIBLE?

## PART 1

By Shamali Nautiyal  
Batch of 2019

The infamous fashion industry with its advent and advancement has brought about countless strategies and technologies to keep the demand intact and thus, help the fashion industry flourish more than ever. Visual Merchandising and Window Displays, being one of the key strategies in the aforementioned, play essential roles in organizing the design in a clothing store to lure the buyer and to get a potential customer to enter the store respectively.

The students of Batch 2019 are putting their minds and skills to the test in this regard by working on the development of mind-boggling window displays. Under the guidance of Ms. Mamatha GPK, the batch has been divided in 10 groups and each group has been assigned with the task of coming up with a concept and conceptualising it.



Like pieces of a puzzle put together, each team comprises members that are sheer personifications of creativity and art. Each and every group is exploring their potential and creativity to the fullest by selecting themes like Safari, Anime, Gender Equality, etc. Demonstrations of team work and unity are being put forth by all whether the task is that of painting the window displays or creating accessories and props to go with their respective themes. Currently, all the teams are diligently taking to painting their walls and minds colourful- full of life and textures, with colour palettes varying in accordance with their concepts. The theoretical knowledge of Elements and Principles of Design are being put to use in fresh and innovative ways. Some are making effective use of illusions and textures- one team has used the brick texture to emphasize on their theme of "Vintage" and the other has used curvy lines and waves to give the effect of a hypnotic illusion to showcase their theme of "Psychedelics".

The window displays and the thought processes behind them are truly admirable and praise worthy. All the teams are doing justice to their themes to say the least.

Though creative freedom and flexibility are being exercised by all whilst coming up with their themes, the core foundation remains the same for all- creating a sustainable model. Groups can be seen making full use of this opportunity to include things like yarns, rope, old paints, broken grill, link chains, etc in their window displays to decorate the walls and make their props.



The enthusiasm and energy flowing throughout the VM labs and college during this time is thrilling- not only for the students participating, but also for the faculty and peers! Curiosity is taking over the minds of each and every AIFDian and faculty member. The hallways and corridors of AIFD are overflowing with life, overfilled with competitive spirits and the great gusto to excel.

With all the fun and frolic hustle-bustle taking place in the Visual Merchandising Labs, our minds are preoccupied with excitement- for the results and outcome, and worries- about mis happenings, anxiousness about completing in time. Our minds and limbs are racing faster than the blood pumping in our veins. The main concern, perhaps, is that of being able to showcase and implement our themes and thought processes effectively and in the allotted time period.



But what's the fun without a plot twist? Like a climax in a movie, the surprise element we had all been waiting for has now been presented before us- it has been announced that this is not just a practical submission but a competition! The bar has been set high and the anchor has been cast in the bay. The students have to surpass their own potential and horizons, overcome their hurdles of working in teams while maintaining their individuality and what not! The zeal to excel is a no longer a choice, it has become obligatory- to get a taste of victory and success. The competition, which is to take place in the month of January (2022), has further fuelled the sporty spirit and induced a sense of healthy competition among all. The preparations of all the teams are in full swing and the fervour at its peak. Needless to say, this is the best way to kickstart and heartily welcome the year of 2022 and bid farewell to the much eventful year of 2021.

Will we be able to outdo ourselves? What if it all goes haywire? Will this mission be a success? Stay tuned to find out!



## A DAY VISIT TO ORION MALL FOR A VISUAL MERCHANDISE ANALYSIS

As a part of our field research a Visual Merchandising analysis trip was organised by our college on 7th and 8th December '21 to Orion Mall, Rajajinagar.

The class was divided into 2 batches of 30 each. The first batch went on 7th December and the second batch went on 8th December.

We took a metro from Bayapanahalli to Sandal soap factory. Orion mall is at a walking distance from the Sandal soap factory metro station. While entering, we were asked to show our vaccination certificates and id proofs catering to the COVID 19 protocols. Our health and safety was a major concern but we took good care of ourselves and took the necessary precautions. We reached the mall around 10 am. We took group pictures and started off with our respective analysis. Each one of us took different store and analysed their vm setup. We took note of the type of layout, the lighting, colours, texture, the store environment and how each store was different from the other.



The layouts of the stores were according to the requirements of the store and hence were different from each other. The window displays of each store was different from one another making them stand out in the market. It made us realise the importance of a good window display and how it helps attract customers towards the brand. Most of the store also have a very calming environment. They used the right type of aroma, temperature, lighting and music. The field visit helped us learn more about the subject that is a part of our "VISUAL MERCHANDISING AND STORE MANAGEMENT". The practical knowledge gained was very useful in our academic understanding of the subject. Our time at the mall was limited since we had to get back to campus as early as possible. We started from the mall at 2:30 and reached the campus by 4:30.

I would like to thank our subject teacher Ms. Mamatha GPK for taking this initiative to take us for this field analysis as it helped us gain knowledge which will henceforth help us in the near future if we choose to start our career in the same field. I also take this opportunity to thank the management for making the necessary arrangements.





### RESEARCH BOARD

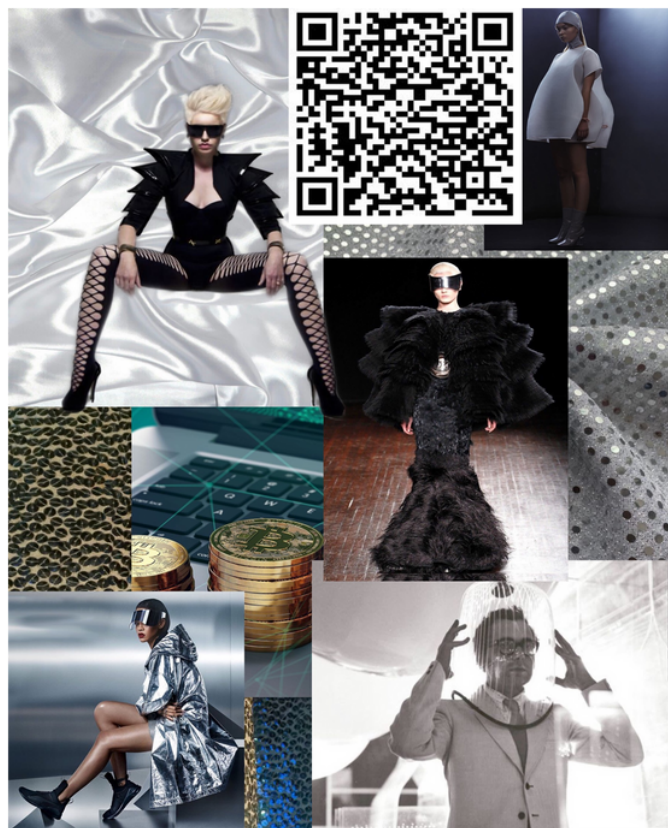


THEME: CHANGING TIMES/ MACHINA AGE

INSPIRATION: FASHION IN AN AGE OF TECHNOLOGY.

-SHRADDHA TAWADE (3 RD YEAR)

### INSPIRATION BOARD



### THEME/CONCEPT BOARD

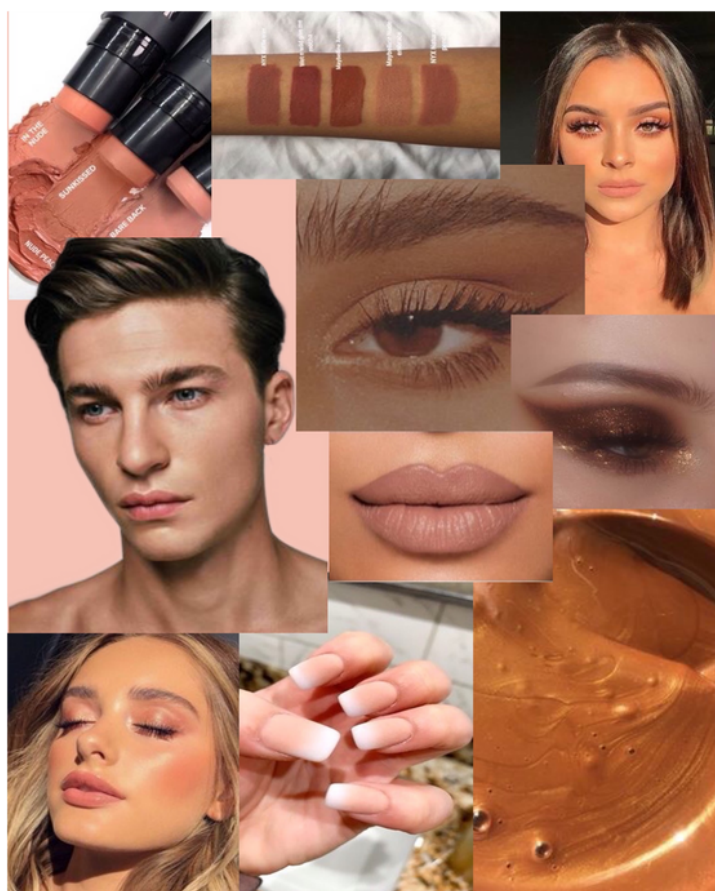




### MOOD BOARD



### LOOK BOARD



### FABRIC/TEXTURE/COLOUR BOARD



### CLIENT BOARD

**AGE GROUP:** 16 - 35

**OCCASION:** Themed Party

**PROFESSION:** Artist and Celebrities

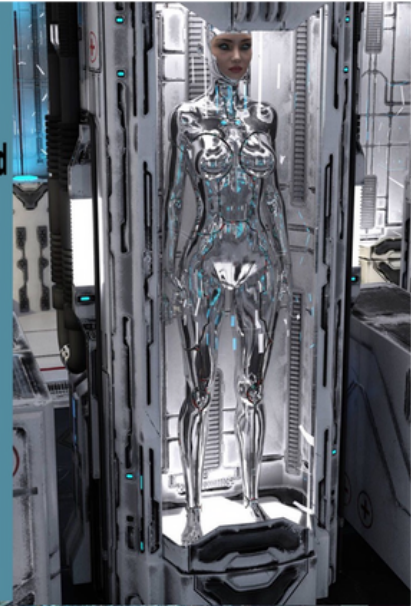
**INCOME PER MONTH:** 80,000 and above

**MARKET:** International

**PERSONALITY:**  
People who like to experiment and experience new generation things



Stunning look at paradoxical relationship between artisanal and technological in fashion the complex and often ambiguous relationship between the handcrafted and machine made is examined in intriguing look at ever changing world of fashion and taste.



STORY BOARD

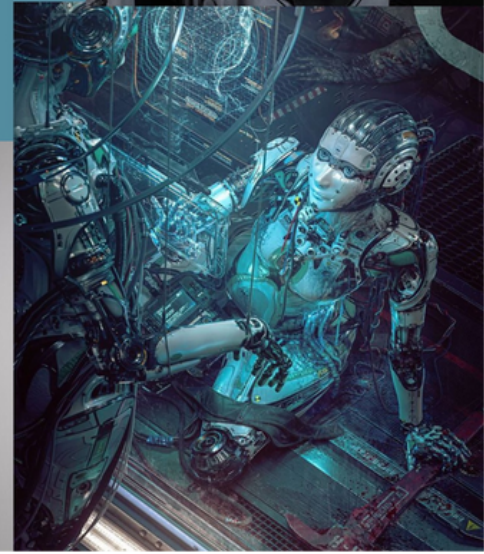
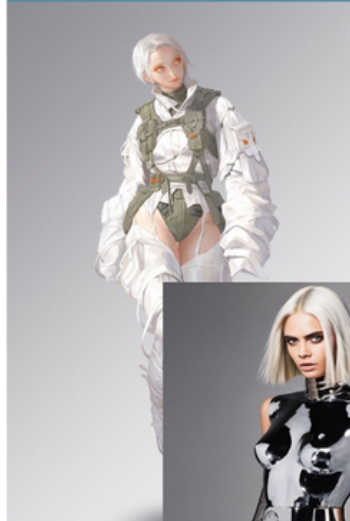


ILLUSTRATION BOARD

## DIGITAL INFLUENCE

With the ever-growing IT industry and technological advancement of computer science through artificial intelligence where machines simulate human intelligence processes AI is the future for innovations and upcoming technologies. AI is transforming how everything worked, how companies worked, how companies create products and how interaction happened. The one industry that has taken advantages of AI and moved forward is the fashion industry. It has utilised AI in number of ways through compilation of data from the internet and social media to know about the current and quickly evolving fashion trends, identifying what consumers want and for competing with fashion lines and price points. The access to such large amounts of data and the ability to synthesize that data in an objective and efficient manner is an advantage to companies in the fashion industry. AI is being used to increase productivity in manufacturing clothes as well as running enterprises. New and emerging technologies can be used to improve sustainability and produce a customized, individual customer experience. It helps by gathering and analysing large amount of data to better address what the consumers want.

AI plays a lot of important roles in the fashion industry by now. The first role that AI plays is as an advisory help. We all have been using digital assistants for almost everything these days similarly artificially intelligent digital assistants are being used to recommend clothes to customers according to their height, weight, shape and current size. This way customers can get their accurate size based on the details that they input in the system. On average 40% of clothes bought online are ultimately returned due to many factors, leading one being sizing issues. The use of AI in customers advisory is important as it allows for greater customer satisfaction and a reduction in the number of returns. According to a survey conveyed by Capgemini, artificial intelligence could help retailers save about \$340 billion annually by the year 2022 by enabling efficiency in several processes and operations.

The second use of AI in fashion industry is from the point of view of sustainability. The fashion industry is one of the biggest global polluters. It is responsible for 10% of global carbon dioxide emissions, 20% of the world's industrial wastewater and 25% of all insecticides used in the industry. If fashion industry wants to continue mass producing clothes to keep up with the changing times and fast fashion epidemic it has to bring changes. AI helps combat this dilemma at many levels and in turn reducing inventory levels, Artificial intelligence along with Machine Learning, Deep Learning, Natural Language Processing and Visual Recognition are being used to reduce the errors to avoid wastes and could even help with throwaway culture.



By trend predictions and forecasting the trends beforehand through AI's help we can reduce the amount of clothing produced and the amount that is left unused. There have been numerous advancements in technologies that is helping in all this, like in 2017 an Amazon team in San Francisco created an unnamed AI "fashion designer" that developed an algorithm that analyses images and duplicates the style, making new items in similar styles. A company that has been using sustainability at the forefront of its business model and has done this for years in TOMS. Founded in May 2006 by Blake Mycoskie with "TOMS mission to help improve lives through business is a core value and is embedded in everything we do. We believe in partnership with others who share these values and who conduct business ethically." As their mission statement TOMS have their priorities and goals straight when it comes to business. With each pair of TOMS bought they donate a pair to underprivileged places, till now they have donated 9.5 million pairs of shoes.

The third role that AI plays is of a helping hand to the designers. In the times of social media and internet, it has become more complicated and challenging for designers, retailers, and suppliers to predict what consumers want and how to address consumer's wants in expeditious manner. Fashion industry doesn't wait for anyone and is rapidly growing with the new technologies coming in the market, and not having an idea about these changes and growth could make the companies and designers lose a lot in the competition. This is where AI comes in and helps the industry's need to predict what individual consumers will buy and quickly monitor the trends that the public follows. Burberry, a global and well-known luxury fashion brand has been using big data and AI in order to improve its customer – sales relationship. The company uses big data by encouraging customers through loyalty and reward programs, and this data is used by them by to increase both online and in-person sales by tailored recommendations. Burberry alongside this is also using big data and AI to prevent identical knock-off products through an AI-powered image recognition technology from Entrupy. Another example of companies using AI to deliver innovative experiences to its customer is the creation of "virtual stylist" by Stitch fix. Tommy Hilfiger's partnership in January 2018 with the IBM on a project is another one of the examples of use of AI in the design process.

These examples demonstrate how AI and big data is revolutionizing the fashion industry. It has many benefits in the fashion industry including the use of online fashion assistance to improve customer experience, trend prediction and in the production process by sustainable solutions. We still need more participation to move forward as Howard Mittman has said "Content is king but engagement in Queen and she wears the pants."

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