



ARMY INSTITUTE OF FASHION & DESIGN BANGALORE-77



A Newsletter for Excellence in Fashion Education

INSTITUTE UPDATES

Blood donation camp held in institute premises on 23rd November 2021 by Rotary Club of Bangalore Koramangala. Many students and faculties volunteered for the camp.



A SNEAK PEEK INSIDE THIS ISSUE :

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Army institute of Fashion and design celebrated Kannada Rajotsava on 2nd of November with a great enthusiasm and patriotism. Also Poetry writing and poster making competition was held on Ekta Divas. Students were awarded with prizes for their performances. The whole program ended with the State anthem.



Balkishan Artist from Delhi conducted a workshop on 16th November in the institute.

The Kashmiri Velvet Hand Embroidery work was taught during the workshop. It was an informative session for all the students.



On 18th of November the Institute organized a Fresher's party for batch 2021. The fresher's party started with principal's address to the new batch and continued with few dance and singing performances.

Janet Yegneshwaran and team(tree for free) were invited for the fresher's day. Plantation of saplings was done in the institute with the team

The festival of lights, Diwali was celebrated in Army Institute of Fashion and Design on 4th November 2021. The celebration started with worshipping lord Ganesha.





Your little effort can give others a second chance to live.

On the 23 November 2021, Army Institute of Fashion and Design had organized Blood Donation Camp, in association with Rotary Club, Koramangala.

There are 7.9 billion people in the world and India, world's second highest populous country has the world's largest shortage of blood.

The World Health Organization (WHO) recommends that for every 1000 people, there must be 34 eligible blood donors. Unfortunately the target still remains unreachd.

People require blood transfusion for these reasons anaemia, sickle cell disease, Hemophilia (a bleeding disorder), a cancer patient needs at least 100 units of blood.



ARMY WELFARE EDUCATION SOCIETY
ARMY INSTITUTE OF FASHION & DESIGN
 BANGALORE

IQAC CELL, AIFD
 in association with
 ROTARY CLUB, KORAMANGALA

Rotary
 Club of Bangalore Koramangala

BLOOD DONATION CAMP
Nov 23, 2021

1.00 pm onwards
 at AIFD BUILDING
 AWES CAMPUS
 Nagareshwara Nagenahalli
 Kothanur Post
 Bangalore 560077

Before donating blood, one needs to consider the following factors:

- People can donate only if their haemoglobin level is ≥ 12.5 gm/dl
- Age must be between 18-65
- Weight must be above 45kg
- One should not donate if suffering from cold, flu, sore throat, cold sore etc .
- One cannot donate if they are recently diagnosed with medical problems.

You don't need to be a doctor to save lives, one blood donor is capable of saving 3 lives.

Let's do our bit!



Regards
 Aakanksha Rao

Army institute of Fashion and Design greeted the new batch, Batch of 2021 with a Fresher's day at college. It was truly a great experience for the freshers to mark the beginning of their journey of college life. The 2nd year students started preparations for this event with giving the new batch fun tasks to complete before the fresher's day. This was a fun bonding experience and gave students the opportunity to approach and interact with their seniors. New batch was welcomed by their seniors with open arms.



Along with these tasks 1st year students had the opportunity to showcase their talents and compete for the title of Mr. And Miss Fresher. There were many performances and acts, the competition was tough but all were encouraged to go do their best.

The theme for fresher's day was 'Shades of Pink' and all the freshers showed up in the colour 'Pink' to match the theme. The program of the day started by planting saplings inside the campus. The plantation program was done with Janet Yegneshwaran and her team. They taught how to use a spade and dig through the mud to plant the sapling. Freshers were given one sapling each to plant and take care of it for the next few years.



The program proceeded with a beautiful Bharatnatyam dance by Ms. Trisha, second year to grace the occasion. This was followed by multiple dance and song performances by 2nd and 3rd year students. Also a group song was presented by the first year students. Principal welcomed the new batch with an inspiring speech. After this the names for the title of Mr. and Miss Fresher was announced. The winners for this title were Shishir and Ujjwal respectively. They were awarded with a sash and were felicitated by the Principal and the HOD. They were honoured to be crowned as Mr. And Miss Fresher. It was a totally unexpected and pleasant surprise for everyone when the names were announced.

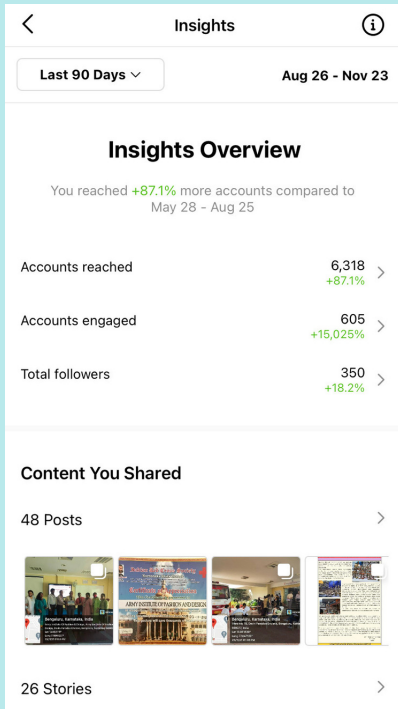
Towards the end of the program, class representatives on behalf of all the first year students were called for the cake cutting ceremony with the faculty to welcome them all.

It was a wonderful, fun filled experience for everyone and it was truly memorable.

THE TASSLES WORTH THE HASSLES



It used to be that if we buy clothes that totally goes with your style and it makes you look great, we tend to tell our friends and family about how great it was and also how they should try out too. Similarly being the head of the Social Media Committee-2018 in this college has taught me how much skills I can utilize here and learn much more.

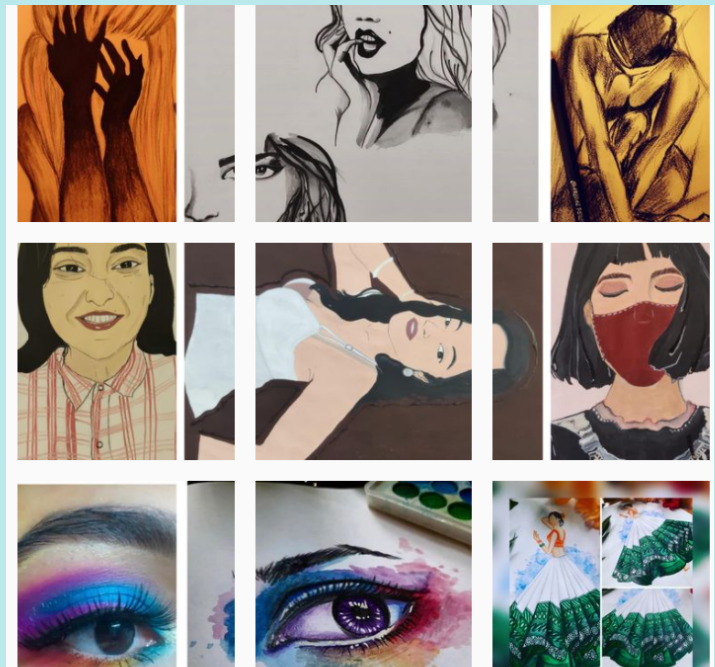


As this committee was totally new the first time I was assigned as a head, I felt proud of myself. The projects that I took and that was assigned to me, made me realize how fun it is to handle college social media also made me proud to be the one doing it.

My team was super great and supportive without there talents and skills it wouldn't be possible to put up a great work out there.

Khusbu ma'am our committee mentor, is one my favorites teachers I have come across, with her constant support and digging ideas with us was motivating.

Plus, being a committee head that too Social Media it does look great at your resume. While at your interviews with the companies it creates an good impression and some awesome opportunities might come your way. At last enjoy, learn and create endless memories with you cause this is what you are going to miss in your upcoming life.



Regards
Anushka Mitra
Batch-2018

When I joined AIFD 3 years ago in 2018, I was just like you, a girl who was very passionate about fashion and had a lot of aspirations to fulfill. AIFD gave me the opportunity to showcase my skills and thoughts and also helped me in knowing my capabilities. I was encouraged to take part in all the academic and co-curricular activities which brought the best out of me. From the very first day of my college till the end, I never felt like stopping myself from being active and involved. I was always motivated to work and also met lots of talented people who have helped me grow and succeed here. These 3 years of experience and exposure is the main reason of who and what I am today and I am grateful for every bit of it.



You never know what you are capable of until you give it a try. Even small amount of efforts each day will lead you to the greater success, so never stop yourself from being active and enthusiastic. Trust the process and keep going. It is not always about seeing the best, you must know how to overcome the worst. Doing the things that makes you content and working hard for what you're passionate about will never fail you. Remembering that these years of your college life are no less than being precious, live to the fullest of it while making use of all the opportunities that walk past you.



These three years of college has taught me many things and moulded me into a person that I am today. So I am very much grateful for having the best encouraging faculty and all my friends, seniors and juniors who have made my journey memorable and all other beautiful souls that supported me.

Wouldn't have done it without you guys, truly.

- With love
Mayuri Sanakal
Batch-2018



SPOTLIGHT-JUST ANOTHER GIRL

No two brains are alike, and similarly my life has never been the same. I always wanted to become One Fine, Great, Well-known and Special Designer, but that was then when I was just a little child who believed in growth. Well, we all have our ups and downs and the great part is when we just cross all the errors of negative sides and fill our thoughts with positivity, love and care. The journey of my graduation project is one of the greatest achievements which I admire about my work. I grow and glow with developing my skill each day, because no body can compete with us except us.



I won the award for Best Innovative Designer, and my project was entirely based on racism and sustainability. A whole period of 1.5 years I completely devoted in this project. For the lives of our people, from India to several other countries, from beggars to super rich chicks, from earthquakes to landslides please hear me out: "I believe in unity, I believe in blinds, I believe in love and care" don't you agree with me? Some of the poems and songs that I wrote during this project adore me to do much more, like how can I stop myself from chasing hearts of the people who still believe in wonders. It was started when I heard the news of Breonna Taylor's death, and I was so filled with pain hearing such sad news

I decided to do something in remembrance of her and George Floyd who died in the same year, and it was so much on my mind that i took it as my theme for the project. i wanted to spread awareness to the society through my work and combed it with another problem which need a solution and that was the need of sustainability. I did study of 69 Articles on Racism, sustainability and came on conclusion that hemp needs to come out under light and there is when I learned so many different things and facts which I never came across before. Taking it from dyeing process to hand embroidery, from applique work till hand painting everything has been completed on time. I adore the tiredness I witnessed during this project because it trained me well to an extent.

I must say that this project was my home for a long time and majorly Brainstorming was an amazing part of my project due to which I was able to give a valid stop to my work. After so many hurdles I figured out the title for my project as WEAPON AGAINST WEAPON, theme as STOP RACISM AND FOLLOW SUSTAINABILITY and after collecting 382 responses for the questionnaire, I understood the need of people and I would raise a toast to those who want to believe in faith, love and humanity. This award belongs to each member who believe in me, my work and this project must not stop here.

EVERY LIFE MATTER!

Regrades
SD Bhavya
Batch-2018

MYEANCORD" - THE STORY

"Have no fear of perfection -- you'll never reach it." -- Salvador Dali, Artist.
My journey started 2 years back when I joined Army institute of Fashion and Design. With guidance of all core faculty who are amazing at the subjects they deal with. It was always inspiring and interesting to study and learn new thing bought to us on the table. Though the preparation for final years competition begins from 2nd year mostly. It is advisable that you begin to plan and collect references, ideas on design as and when you see something interesting and different it can help you a lot in long run.



This habit of taking and saving references on art work, designers work and also what is taught in class and current affairs personally helped me a lot. "WHAT IS TAUGHT IN CLASS?!! WHAT!" ...in this article I am gonna tell you how it all happened!

Never stress a lot on finding a specific and unique stuff too much. I had lots of ideas on designs collected, but serious thought about my design collection and "what will it be about" was searched and found in the beginning of third year, which is when official announcement about the competition is made.

Till that moment all the ideas were really random and could be said didn't make sense – there were just pictures of everything I found interesting – online, murals, malls and even Pinterest.



Let me first tell you about my theme - It was "MYEANCORD-THE DEPLETING CORAL REEF"

Myeancord is the word completely constructed by me representing- MYocEANCORaIDepletion. It took me one day and many permutation & combinations to finally get to this beautiful word. Inspiration was to do something different and to give a proper unique name to my collection.

As the name suggests my collection spoke about the depletion of coral reef with relation that we humans take everything for granted and exploit, pollute all resources and kill species for our own personal interest. It is our human mentality that until and unless we are hit by a catastrophe due to our greediness we don't learn and not even realise what has happened and how it is gonna affect us in the end. Only we are at loss by disturbing the balance of nature and it is NOT anyone having right to do it.



The depleting coral reef can be the next catastrophe along with corona that we might have to face. So, my collection is the coral reefs dying voice representing – Livingcoral, Deadcoral, Justicia, Koifi.

I knew about coral reef from very long, like so beautiful and colourful living creatures in sea, but it poked my design interest during 5th semester, where I learnt about coral stone as one of the magical stone. This fact I remembered while reading about coral reefs in News. Et voilà! I now got my very inspiration and started my research for the same. The resources I took help from was google and my DC encyclopaedia. When doing research, I realised that as much as 27 % of monitored reef formations have been lost and as much as 32 % are at risk of being lost within the next 32 years!!

I had to revise my designs max of 4 times due to its details, complexity, doubting on my stitching skill and availability of materials. It took me a week (including getting fabrics dyed) to procure fabrics once I came up finally with what I wanna represent. once procuring was done I had clear-cut idea of the silhouette I can show and finalise my design by finalising illustration with my fabrics on it.

So next was coming up with designs as I was representing the drastic transformation of live coral to dead dull coral then justice that spread awareness and lastly a dress representing the aquatic creatures (fishes in common). I kept in mind their characteristics individually, the same should be visible in my collection was the goal. I wanted to show the fluffy colourful coral, therefore I used net fabric dyed in pastels colours and made ruffles by hand. The dress was completely filled with ruffles in small pieces that was completely cut, ruffled and stitched onto base fabric by hand, took me 1 week of devoted work to complete it

For second garment of dead coral- I used a shimmery fabric used to make cowl neck fitted dress of double shade (light to dark) representing dawn to dusk (as it is death) and a symmetric hook fullness coat of dirty dust shade. Third garment was a sheath dress with shell shaped top portion made of red embroidered net on red satin (red – represents danger and having a distant vision) attached with double shade synthetic fabric shell cape. Lastly the Koifi garment was a pleated top ¼ circle skirt dress made of shibori tie and dye printed satin fabric.



Then what remained was cutting the fabrics and stitching which was completely done in college. The best thing was my designs resembled my illustrations more than 90% (was made a month before stitching garment). Finally, to the winning of the best designer award. I am thankful to my teachers for their guidance and jury for giving me this wonderful opportunity for participation and winning the title. So, the moral of this article is- Believe in yourself, keep your mind open to new ideas and opinions. I honestly am not pro in stitching but I was determined, you too should be. Discuss your ideas with your friends, teachers and even parents, they can help you if you face any problems (my friends and my parents helped me a lot) also don't give up and I would like to add give your best and TRY HARD but don't expect anything. Have you heard this quote- Once you work "hope for the best and prepare for the worst"? You need to be persistent and punctual but no need to take stress about anything. All will be well and all the best to everyone.

-Anjana
Batch-2018

Being awarded as Best Creative Designer was a dream come true, from the beginning i thought of creating something unique where i wanted to express my thoughts through designs, these 3 years helped me in reaching to that point, i implemented every bits of knowledge i gained from my teachers received support where i went wrong in certain places. reaching to this point has taught me alot about being responsible when we need to pulloff. my keycard of advice for all my juniors is think outside the box each one of you are consummated and have unique creativity it can only be manifested when you believe in yourself with love

TD Rachana
Batch-2018



FASHION DOSE OF THE MONTH

LQTBQ+ REPRESENTATION IN THE MET GALA 2021

From Alexandria Ocasio-Cortez "Tax the Rich", Addison Rae's Kourtney Kardashian dress, Kim Kardashian's head to toe black dress mystery to Cara Delevingne "Peg the Patriarchy" there were numerous highlights of this year's Metropolitan Museum of Art's Costume Institute benefit gala, celebrating the opening of the "In America: A Lexicon of Fashion" exhibition. There were a variety of looks that captured everyone's attention for better or for the worse. Some of these looks were considered jaw-dropping, controversial or even downright questionable.

Along with all this, the queer representation was in full force as the biggest stars hit the red carpet. When one thinks about American history, one can not ignore the Queer community, which led to many of the guests being inspired and presenting us with some fabulous outfits. Some of the queer representatives that caught my eye and were my absolute favorite were Dan Levy, Nikkie De Jager, Elliot Page, and Lil Nas X.

DAN LEVY IN LOEWE

The Schitt's Creek co-creator who is ever the fashion diva blessed our eyes with a show-stopping outfit by the Spanish fashion house Loewe. He wore a button-up shirt with puffy sleeves that featured a world map design with the outline of two men kissing. The outfit not only was hand-embroidered but was a tribute to the late David Wojnarowicz an American artist and AIDS activist. His look paid special respect to David's 1984 art piece a powerful reclamation of homophobic language and symbols.



NIKKIE DE JAGER IN EDWIN OUDSHOORN COUTURE

The Dutch makeup artist and YouTuber paid homage to the American LGBTQ+ icon Marsha P. Johnson, a black liberation activist who was a part of the 1969 Stonewall riots in New York City. The beautiful flower crown and matching tulle gown was inspired by Johnson's famous headpiece. "Pay no mind" was the phrase printed on the sash flowing down the dress which stood for the P in Johnson's name according to her.



ELLIOT PAGE IN BALENCIAGA

The transgender and non-binary Canadian actor wore a classic black Balenciaga suit with a simple green carnation pinned on which is an emblem of queer history. The flower was a representation for Oscar Wilde who was jailed for being gay. Wilde and his supporters all wore green carnations though its meaning was never confirmed it hinted at queerness at times when sharing your sexuality could lead to extreme social punishments. The flower became a secret identifier for gay men and a very important but subtle historical symbol.

LIL NAS X IN VERSACE

This was Lil Nas X first time attending and he left everyone talking by pulling of "A Lady Gaga" if you know what I mean. Gaga in her 2019 met gala wore four outfits which she revealed one after the another and Lil nas x did the same with three outfits by Donatella Versace. His three outfits first the ornate cape covered in gold beading then the golden suit of armor and the last one the bodycon bodysuit covered in crystals and Versace house prints were all jaw-dropping and bold like every statement he has ever made.



Garima Mishra
1st year, AIFD

Feel elated to announce that Our alumnus-kamalpreet kaur Koccha have received the National level award for the Best Safaimitra Uniform Design in Swatchh Survekshan Challenge 2021 from Honorable Secretary of Ministry of Housing and Urban Affairs at Vigyan Bhawan in Safai Amrit Mahotsav 2021(which was presided by HonorablePresident Sir). For this project she had worked and submitted the project in association with Punjab Water Sewage Supply Board..



SCRUNCHIES

FASHION

WHAT SHE SAID...

Heyy !! I'm Keerti Kumari and I started my small business DREAMY SCRUNCHIE during the lockdown when me all were lost in our own thoughts and didn't know what to do . since I am always fascinated with something unique yet stylish , I thought of starting my small business of making scrunchies and followed my passion towards fashion and design. It all turned out so well and I got a very positive response which gave me motivation to take it further. I got inspired from everyone who are making their dreams happen and utilising their time and energy over a productive cause.



ABOUT KEERTI

So she is Keerti of 2nd year . she has really amazing talent . after talking to her she said she is more interested in designing .

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