



**ARMY INSTITUTE OF FASHION & DESIGN
BANGALORE-77**



A Newsletter for Excellence in Fashion Education

INSTITUTE UPDATES

A SNEAK PEEK INSIDE THIS ISSUE :

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Army institute of Fashion and Design organized a trip to Karnataka Chitrakala parishath on 8th of October 2021. There was an Art and craft exhibition cum sale celebrating Sharan Navaratri- Gombe Gabba with the tradition of Dasara dolls.



GRADUATION DAY

Army institute of Fashion and Design organized its graduation day ceremony for batch 2018 on 23rd of October 2021. Graduates who passed out during the academic year 2018-2021 received their graduation certificates from the chief guest.



A fashion show was conducted featuring the garments that were designed by the graduating batch. They were also awarded for their creative and innovative designs.



WALKATHON

A 6 km walkathon was organised from Army Institute of Fashion and Design to Jakkur lake, Bangalore. The walkathon program was scheduled at 6 am in the morning on 16th of October 2021. All the students of batch 2020 and 2021 were part of this and were accompanied by our respected registrar.





It is a south Indian festival i.e., specially celebrated in Karnataka. It is a worship of whatever implements that we are using whether it's industry, agriculture or what we are using. We approach that respectfully because unless we approach everything with a certain sense of reverence, with a deep sense of involvement there is no yield. Ayudha pooja or Astra pooja is an integral part of dasara festival. We celebrate ayudha pooja on Ashwayuja Shudda Navami day i.e., on the ninth day of dasara festival.

It was great that we all were the part of Ayudha pooja that was held in our college on 14th of October . We were glad that we could feel the esense of this festival. Everyone here wore traditional outfits and the whole environment was colorful.

With the warm blessings of the gods and goddesses the Ayudha pooja came to an end and they also distributed prashadh to every one therefore Ayudha pooja was a successful event. That brought everyone together



On the occasion of Maha navmi, Dandiya Nights was celebrated on 14th October. The celebration was organized within the AIFD girl's hostel premises. One small steps keeps the students spirits high and always makes them feel close to the home.



Graduation day is one of the biggest day in a students life as it is the beginning of a new life. It is a day where everyone realises that college life is the best. It's a day when a student gets a flashback of his past memories whether good or bad. The students wait for this day impatiently but when it actually arrives, there is a sudden thought of not leaving the college. Every student struggles and strives a lot for this moment.

Graduation day represents the satisfactory rewards for the success they have achieved in education from the first day of school until the last. Students set their new goals for their upcoming life. It may not be the greatest success in the universe but it certainly is the first step on the ladder of success.

So, now we will move towards the event which took place on 23rd October, the graduation day.

The guests of Honour who have graced this occasion

Mrs Roshni Ramapuram, Designer, Choreographer and Director

Mr Shrinidhi Darbhe, Entrepreneur, Film producer

Mr Biswaroop Pal, Cluster Visual Merchandiser, Reliance Trends

Mr Saajan T V, Global citizen manager, Ralph Lauren

Mrs Roshni Ramapuram – an Indian costume designer and filmmaker, who has worked in Kannada, Tamil, and Telugu film industries as designer and her directorial debut with the Malayalam film My Story in 2018. She won the Karnataka State Film Award as Best Costume Designer (2006–2007) for her work in Kallarali Hoovagi. An artist who is making her presence felt as a producer has received appreciation from well known personalities. A strong woman and dreamer who is actively contributing to make the world a better place.

Mr Saajan T V – Global citizen manager at Ralph Lauren where he is responsible to drive Ralph's Lauren workers well-being initiatives across factories in India. Formerly at Marks and Spencers where he actively applied his design skills on supporting and developing various projects for vendor factories of M&S. He then took on the role of Social Compliance Manager, responsible for factories in India, Mauritius and Madagascar. As an alumni of AIFD he definitely has made us proud.





Shrinidhi Darbhe – popularly known as Shrini is a multi-faceted entrepreneur and an upcoming film producer who has worked extensively in film marketing and branding has carved a niche in Bollywood, sandalwood and kollywood. An avid traveller who has toured over 15 continents. He has also been working closely with govt of east, and west African countries and plays a major role in bridging the gap between African continent and the sub-continent.



Future Groups, Gini & Jony Retail, emerged as an expert in Visual Merchandising. Instrumental in opening 52 stores in the current position at Reliance Trends. Completed his Degree of Fashion Design from IEC Univeristy (Solan) and Diploma in FDBM from IIFT Bangalore.

Mr Biswaroop Pal - Passionate Visual Merchandiser. Currently working as Cluster Visual Merchandiser and Deputy Manager looking after 40 stores for Reliance Trends. Having worked with esteemed companies like Lifestyle International,



The ceremony began by greeting the students and went along with a speech given by principal where he praised students for their efforts. He encouraged them to keep innovating and always try to solve their problems they experience. He wished the students more excellence and success.

Later, one of our faculty Miss Mamtha called out the names of students and they were honoured with the certificate of appreciation. After this, everyone was again seated in their respected seats and the function began with a beautiful song sang by one of our college student Subhamay, the soothing voice calmed us down.

Soon after that, the fashion show started where the garments designed by graduating students was presented. The garments were worn by our college students. It really was a breathtaking show, no one could not take their eyes off the show. The garments were very creative and innovative. Dedication of all the designers was well seen through the garments.

Everyone wanted that moment to last as all of them worked so hard for this and it really turned out very well but, everything has an end. In between the show, group dance and solo dance performance was organised which entertained all of us a lot.

After the show, few graduating students were awarded for their innovative and creative works by the chief guest of the day. At the end of the program, everyone enjoyed a great meal. It was heartbreaking to see them eating with each other for the last time. The sorrow and love in their eyes was very much visible. All this ended with an energetic informal dance where everyone took out their sadness by dancing. A small photo session was also done.



This all will remain as a great memories of their college life. Now it was the time that they apart. Eyes full of tears, hearts with unconditional love and a mind which never wanted to leave. But apart from all this they had to move on their own ways and realize that they all will miss each other a lot.

All of them will be missed by students of AIFD as they've taught many valuable lessons.



By-Vishaka
2nd year,AIFD

On the occasion of graduation day for batch 2018, students were appreciated with awards.

There were three categories of awards under GOC in Southern Comd. M.s SD Bhavya was awarded with GOC in C Southern Comd best Innovative Designer award.

Title: Weapon Against Weapon

Theme: Stop Racism and Follow Sustainability

Inspiration: All Life Matters.



The award for GOC in C Southern Comd Best Designer was given to M.s Anjana.

Theme: Myeancord- The Depletion of Coral Reef.

She came up with the word MYEANCORD which stands for MY ocean Coral Depletion.

Her collection had four garments.

1st one- the Living coral.

2nd garment was the Dead coral.

3rd one was Justicia- spreads awareness about the depleting reefs.

And the 4th garment represented the dishes and aquatic life.



M.s Rachana was awarded with GOC in C Southern Comd Best Creative Designer award

CLUBS AND COMMITTEE

Cultural is imbibed in all of us since the day we are born. Tradition, heritage and lore are a part of each and every day of our lives. The cultural committee of Army Institute of Fashion and Design provides the same warmth and that the same traditions and heritage of AIFD and our different cultures is carried forward through all situations since the beginning under the guidance of Cultural Committee head Mrs. Khusbu kumari Gupta and Mamtha G.P.K.

The members of this committee make sure that all the events take place according to the best of their capabilities, whether it be a small event or a big one. Here at AIFD the Cultural committee makes sure that every student gets to contribute, showcase their talent and help the college through every situation. Recently The Graduation Day was organized and managed by our Cultural committee. And even with less time in their hands they managed to pull through with a beautiful and enjoyable event. Our cultural committee here at AIFD has been making us proud for years now and one can see the growth of the Institute along with theirs. Some of the best work and events are managed by them, they are always there to help and has always been a helping hand in every situation that definitely deserves recognition and appreciation.



Members

Shubham Kumar Verma [Batch 2018]

Simran [Batch 2018]

Izahar [Batch 2019]

Rosaliya [Batch 2019]

Subhamay Pasari [Batch 2020]

Varsha Joshi [Batch 2020]



Walking is the best possible exercise. It habituate yourself to walk very far. Walking every day improves or maintain our overall health. Bit Walking with others can turn exercise into an enjoyable social occasion.



We can't manage 30 minutes a day walk most of the time because of our laziness. What we all need is a little push that we have got when we went for a walkathon in morning at 6 am till bhartiya city it was very refreshing and we enjoyed it a lot. .

Second time we went jakkur lake, it was walkathone of one hour. We went there walking and came by bus. That lake is a 160-acre lake to cater to the water requirement of jakkur village

Visiting timing of this lake is 9:00am to 6:00pm everyday for public . This place is lovely and good for walk . It is the biggest lakes in Bangalore and located on the northern side of the city. I loved how everyone was so enthusiastic and it was not even like a walk but a fun part or moment to live. Even we had our registrar sir and lavanya ma'am with us which made us feel like a whole company enjoying together for that particular time we forgot all of our laziness and stress and we lived the moment to the fullest. Hoping for having these extra circular activities more. As these activities bringd fun in our lives and helps us keeping ourselves active and leading a healthy life.



By Aprajita
2nd year
AIFD

FASHION DOSE OF THE MONTH

SUSTAINABLE CHOICES

The art of shopping is not merely buying of extravagant and expensive pieces of clothing, but more importantly involves establishment of a balance between statement and sustainability.

Alike fast-food chains, certain fashion trends are causing distress on the environment and community in general. On an average, consumers discard up-to 60% of their clothes within a year of their purchase.

In 2020 alone, a whopping 18.6 million tons of clothing ended up in land-fills and mind you this was a year when the whole world was under lock-down and people confined to their homes.

The very idea of procuring “trendy” garments has always excited humanity, in-fact on an average we tend to spend more time in the aisles of clothing stores as compared to any other activity. In fact, the mega clothing brands have added to the problem by way of extensive advertising and marketing through discounting on products.

The Gen Z has contributed enormously to this trend of dumping by adopting to a “throwaway” culture. By throwaway meaning rejecting stuff at regular intervals and going in for a new and different designs. The online sales offers and discounts have added to this culture. Recent studies indicate, less than 1% of used garments are recycled, whereas 99% of them end in landfills.

It's high time that every individual and community in general should adopt to sustainable practices, wherein suitable methods should be adopted, to creatively develop ways to overcome this menace of dumping.

So, where does one start, there are social media influencers who are educating people about sustainability of clothing. Also, one could find suitable information in IGTV videos etc., next time you're surfing on the internet be sure to check out these accounts.



@patchoverpatch
 @refash_
 @margazidesigns
 @the_stylewali
 @alisson_simmonds



By-Aakanksha
 Roa
 1st year AIFD

On the 9th of October 2021, we got an opportunity to pay a visit to the yearly art exhibition of the Karnataka Chitrakala Parishath.

The showcased crafts were handmade, authentic and was surely one of a kind. The range and finish of the artworks were truly astounding. The artisans did a splendid job capturing the essence of their culture into their fine craftworks.



It was as if the unseen parts of India were finally brought to light, in a very artsy manner. Given, the festival time, the entire area was filled with Dusshera related decorations and miniature statues were very divine. They were well polished and had very fine details, we were very fortunate to have shopped such unique pieces while also enquiring about the products to learn more about its origin. There were a couple of vendors who worked with tribal groups and stunningly communicated through their craftworks. One of them had authentic and meaningful tattoos to honour the tribal culture from a small place in Gujrat.

He was very kind to educate us about its significance and let us click pictures of the work



We purchased traditional clothes and oxidized jewellery which was beautifully engraved with minimal designs. We, then moved onto the next part of this trip, which was the paintings display at the art museum. The paintings were all related to the great Mahatma Gandhi and his movements, very artistically presented. All the captivating artwork we came across really inspired us young design aspirants to absorb the good technicalities.

This art exhibition was truly one of the best ways to establish the understandings of several kinds of local art and its networking by educating and selling their work to people. It is definitely helpful for fundraising and support underrated artisans across the country. This was a very joyful experience and a very kind initiative from the institute's side.

BY- Mehvish Rahman
1st year
AIFD

INTERNSHIP EXPERIENCE

Internship plays a vital role in any student's life. It not only gives experience but a proper exposure about the field.

So in context, I worked as an intern for merchandizing in Goodwill Fabric Pvt. Ltd. Bangalore. This company is an export house which got established in 1995 and has many worldwide customers as well.

Merchandizing is a new field to me, this internship helped me to gain experience, knowledge and I got to know more about my skills like workload handling, patience and team work.

Merchandizing denotes all the planned activities, to execute and dispatch the merchandize on time, taking into consideration of the right quality, right quantity, right cost and right time to replenish the customer.

Some of the things I got to know during my internship period regarding merchandizing are;

1. Process planning
2. Understanding the buyer's requirement
3. Documentation of all the approvals from the buyer
4. Communication between different departments
5. Learning about different types of fabric, trims, prints etc.

As we are from Covid Batch so we don't have that much exposure about the fashion and apparel industry and it was also very difficult to grab an opportunity like this. And I also believe that a good guidance plays an important role to an intern's journey and I was lucky enough to have such great mentors in my team who guided and trusted me on the path of my internship period.

Thank You,
Ankit Garia,
5th Semester,3rd Year [Bsc FAD]

STUDENT REFLECTION

A week before I settle into the AIFD campus, I had a thought of how my degree college life would be. Would it be bad? Would it be awkward? Would it be good? I had no idea. But the more I thought about it, the more anxious I got, but in a good way.

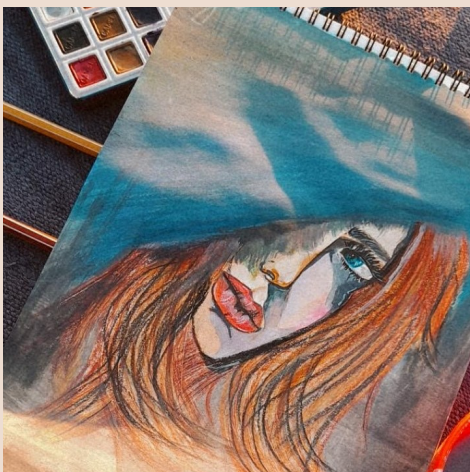
On the first day, the people were very welcoming. As the few days went on with introductory classes and making new friends and getting to know more of them.

As soon as we landed on the campus, we got to experience our first field trip all together, where we had fun, got to know more about art.

A college's biggest programme of the year. "The dapple fashion show" and graduation day was a huge success. And getting the chance to be part of it was more fun for me, where I got to experience the chaos of the back stage, the successful runway of fashion show in the front. Watching all our seniors graduating with their memories, their happy faces, their promises made, made me really happy. AIFD being one of the well-status college in our country. I can surely expect a lot of great things from it in the future.

Can't wait to long for awaited things for us

By Ananya Jain
1st year
AIFD



It was quite dark everywhere.
There was no light anywhere.
There was nothing. I was hiding myself from something, but I didn't know why.....
suddenly..A bright light up in front of my eyes. I tried to open my eyes, tried to get out of that darkness. I moved towards that light and kept going. I fell soo many times, got hurt, cried too, but didn't stop.....
finally..A hand came towards me. I was in doubt that I hold that hand or not. I had no choice, the hand was in front of me and the darkness was behind. I closed my eyes and took a deep breath. I took my own time. I chose that hand. That hand came towards me and raised me up, made me laugh and told me who I am...what I am.....
Sometimes we have very difficult choices in our life. We have to take a right decision.
Like I did....
That hand was an opportunity for me. Either I would stand up with the help of that hand or else I would spend all my life in that darkness.....
And I did not let that opportunity go.....

Akansha

STUDENT REFLECTION

Izahar, student of 3rd year Army Institute of Fashion and design got featured by Vicky Kaushal on social media for his digital portrait of the actor Vicky Kaushal from #sardarudham.



Mr. Abhijit PG graduate of Army Institute of Fashion and design participated in Mr India supermodel competition in Bangalore, August 2021 at Gokulam grand Hotel and Spa. He won the title of IFM Mr India Supermodel Bangalore 2021, Mr Bangalore.

BATCH 2018-2021 COLLECTIONS



Designer- Devyani Chau rasia
Theme: Titli



Designer - Ruby Nandi
Theme - Aranya The forest



Designer- Aparna Mistry
Theme- Diamond



Designer-Shrushti Ullagaddimath
Theme : Modern Era of Ancient Drape



Designer - SD Bhavya
Theme-Stop Racism & Follow Sustainability



Designer - Anjana
Theme- Myeancord- the depleting Coral Reef



Designer-TD Rachana
Theme wisdoms and wild

BATCH 2018-2021 COLLECTIONS



Designer- harsha
sharma



Designer- Divya
dhyani
Theme-Gulab



Designer - Nisha
Negi
Theme - Shagna



Designer-Aishwarya
Acharya
Theme- CASSATA



Designer-Madhurima
Mukherjee
Theme-Cora



Designer - Nilakshi
Gupta
Theme- NOOR | a story
of home

BATCH 2018-2021 COLLECTIONS



Designer - Sweta Kumari
Theme - Indian Bridesmaid



Designer : Ac Anitha
Theme : monarch butterfly



Designer-Madhu kar.
Theme-Udan



Designer - Roshni Tiwari.
Theme - Baraat: Chandni raatein

BATCH 2018-2021 COLLECTIONS



Designer- Jyoti Rani
Theme:- vintage



Designer- Poonam
Inspiration- Ganga

Designer- Mayuri
Theme-Heritage of karnataka



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