

Registration form  
 Amity School of Fashion Design & Technology  
 Annual National Conference StyleQ 2019  
 :Theme:  
 THE NEW NORMAL-NOUVEAU TRENDS IN FASHION AND TEXTILES

Name: \_\_\_\_\_

Title of research: \_\_\_\_\_

Department/University: \_\_\_\_\_

Designation: \_\_\_\_\_

E-mail id: \_\_\_\_\_

Phone number: \_\_\_\_\_

Address for correspondence: \_\_\_\_\_

Category (Tick off what applicable)

Category	Amount (INR)
Student/Research scholar	500
Academia/ Industry delegate (Indian)	1500
Foreign delegate	2000

Amount: \_\_\_\_\_ Transaction No.: \_\_\_\_\_ Dated: \_\_\_\_\_

A soft copy of the payment details & registration form to be sent to [styleq2019@gmail.com](mailto:styleq2019@gmail.com)

Declaration: I believe that the information in this declaration is true in every particular.

Date: \_\_\_\_\_ Signature of Participant \_\_\_\_\_



THEME

THE NEW NORMAL-NOUVEAU TRENDS IN FASHION AND TEXTILES



AMITY  
 UNIVERSITY  
 MUMBAI

Register online on the official Amity University Mumbai website

## ABOUT AMITY

Amity University is a UGC recognized institution that focuses on practical, industry – oriented teaching. It was established via the Maharashtra Act No. 13 of 2014 of Government of Maharashtra and is recognized under Section 2 (f) of UGC Act of 1956. This University offers Govt. recognized degrees that are recognized globally, be it in institutions for further studies in India or abroad, for job application in Govt. & Pvt. Organizations, or for appearing in competitive examinations. It has world class infrastructure with a contemporary curriculum updated by Industry Advisory Board. Its mission and vision is to provide learning, teaching, skill development and research & orientation in higher and technical education. The hallmark of excellence for any University is the research that takes place under its aegis. This environment friendly University has been certified as a Green Campus. A state-of-the- art Centre for Interdisciplinary Research (CIDR), which works in synergy with the academic curriculum and enriches it with innovative inputs from research has been set up at the Mumbai campus.

## ABOUT AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY (ASFDT)

The school endeavors to nurture professionals who are competent and determined to excel in the field of design, fashion & textile. The program is designed for students with multi- disciplinary backgrounds to garner their design skills and ideas in new & creative ways & combine these with research & practice. It creates opportunities for training in real life settings and contributing with innovation to the world of fashion. This futuristic approach motivates its students to explore the course curriculum with experimental approach, rather than just confining themselves to books. To take the experimental learning experience forward, the credit and semester based courseware are focused on a practical approach through case studies, live projects, apparel displays, seminars, creative and technical workshops, lectures and classroom discussions along with industry visits and extension activities.

## ABOUT THE CONFERENCE

Style Q 19 is a confluence to articulate thoughts on the new normal of the dynamic textile and fashion industry. Adopting new techniques and experimenting with newer methods has become a normal phenomenon nowadays. People no longer restrict themselves to well experimented techniques. A fashion phenomenon or change occurs when a product corresponding with a current theme is adopted by a large number of consumers over a specific period of time. Ten years back terms like "DIY", lean manufacturing, carbon foot printing was foreign to textiles industry. Natural mordant, new enzymes, virgin fibers, recycled materials is added novelty. The craze for being able to own something new and quirky is hitting the market hard. Digital platforms have changed the learning systems and scope of accessibility to information across globe. Fashion Tech is becoming a rapidly growing and vibrant ecosystem that is now supported by incubators and accelerators whose focus is to guide new fashion innovators.

Universe of textiles, apparel and fashion along with their definitions are fluid. Concept of globalization, monetization, design, designing have gone a 360 degree change. With technology one can create a more robust, energetic, transparent and sustainable fashion ecosystem instead of an energy-depleting fashion market. New technologies and textile innovations are not only changing how the fashion industry functions, but also how its products interact with the environment and consumers.

Changing dynamics of the fashion industry maintains a profitable position in the increasingly demanding market by adopting to newer more affordable, sustainable techniques. Today's fashion market is highly competitive and there is a constant need to 'refresh' the product ranges, which means that there is an inevitable move by many retailers to refresh stocks quite often. New technology makes processes more efficient, while the use of data analytics, social media tools, artificial intelligence and augmented reality help guide purchasing and business decisions. Fashion became a complex business from raw material, textile manufacturing, clothing construction, shipping, retail, use and ultimately disposal of the garment. Commercializing a completely new generation of textiles as well as bioengineered clothing solutions that are less demanding on the environment, creating more value, while maintaining ecological balance.

This conference aims at showcase the infinite boundaries of the "new" that encapsulates fashion.

## WHO SHOULD ATTEND STYLEQ 2019:

Students, academicians, researchers, members of the industry and community can participate in the dialogue about advancing and expanding notions of the above theme

# IMPORTANT DATES:

ACTIVITY	DATES
Announcement of the Conference	24th December 2018
Submission of Abstract	25th January 2019
Communication of acceptance	05th February 2019
Submission of full papers/posters and registrations	28th February 2019
Last Date for registration of paper/poster	20th March 2019
StyleQ 2019	29 th March 2019

All abstracts for oral and poster presentations should be sent to [styleq2019@gmail.com](mailto:styleq2019@gmail.com)

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- The registration amount will cover conference kit, book of papers (ISBN no.), tea, lunch & snacks.
- All accepted papers and abstracts will be published in a compendium of papers with an ISBN.

## Venue of the conference:

Amity School of Fashion & Technology, Amity University-Mumbai,  
Bhatan, Post Somanthe Road, Off. Mumbai-Pune Expressway,  
Panvel- 410206

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