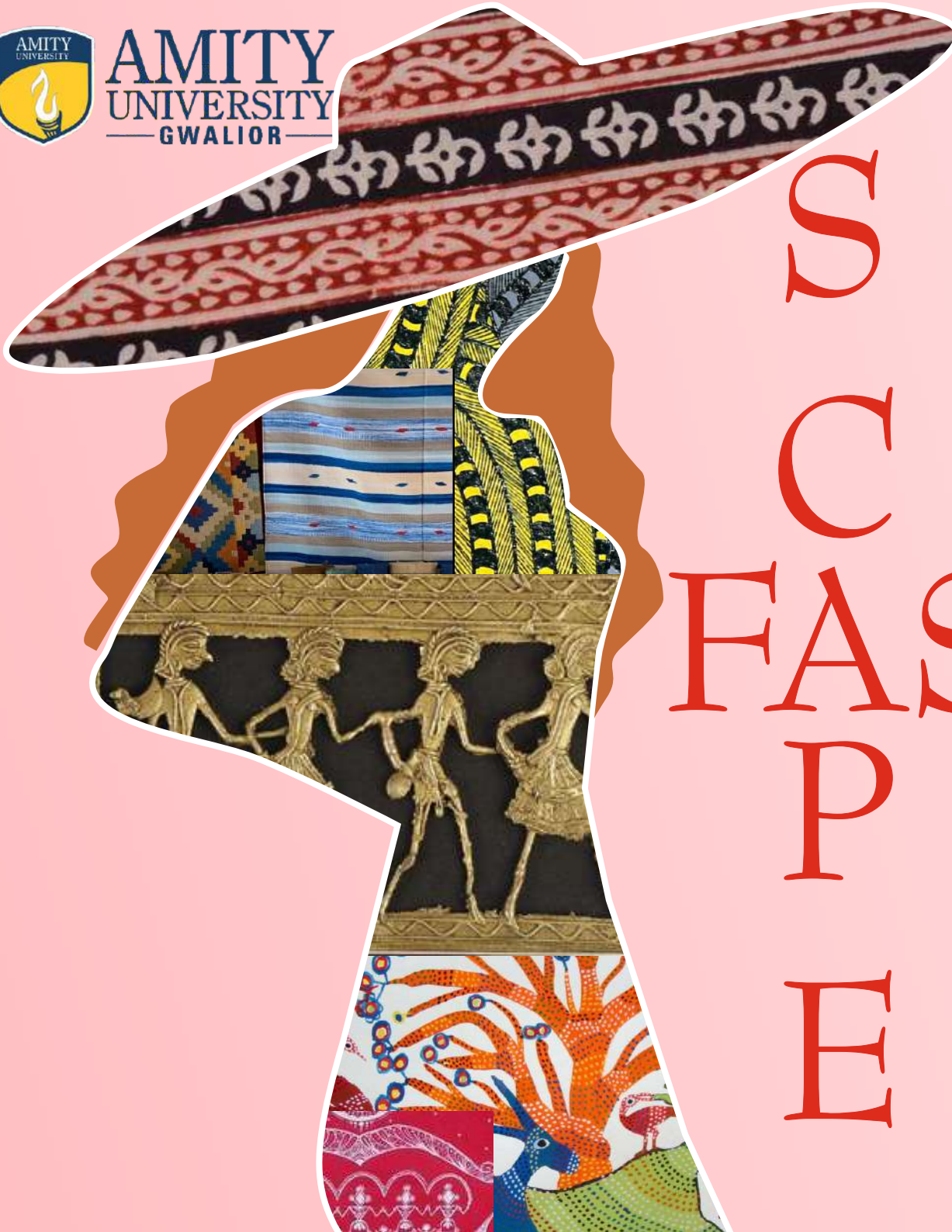




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S C FASHION P E

Amity School of Fashion Design & Technology
E-Newsletter-Volume 1, Issue 2

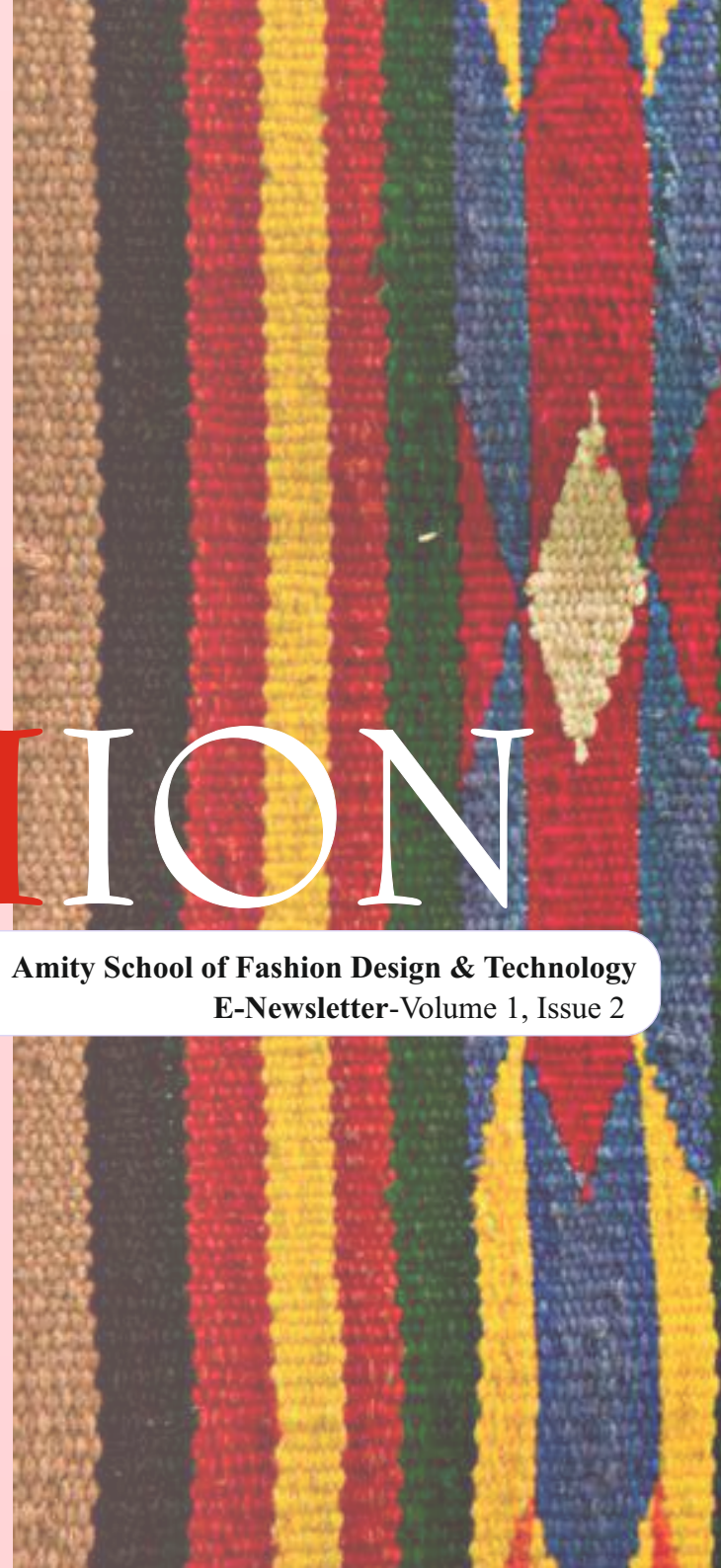


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Message From Head of Institute

Heartiest Greetings!

It gives me immense pleasure to present before you the second issue of our E-Newsletter '**Fashion Scape**'. Fashion Scape is a bi-annual publication by the Amity School of Fashion Design & Technology that is exclusively meant for bringing out the potential writing talent, creative ideas & skill enhancement for employability of our young students. It also carries mosaic of intellectual contributions, activities, events, guest lectures, experiences and much more.

I hope this newsletter will acquaint students, researchers, and academicians with recent research and innovations in Fashion and Textiles. I take this opportunity to thank the editorial team for putting in their efforts to bring a wonderful and informative newsletter.

We welcome your input for the forthcoming edition in August 2023.

Ms. Anshu Singh Choudhary
Head of Institute
ASFDT, AUMP

Message From Editor

It is my great pleasure to announce the publication of our second issue of the bi-annual newsletter 'Fashion Scape' of ASFDT. This newsletter truly summarizes the reflection of institutional creative work in curricular and co-curricular activities. We have seen a lot of colors in the year. I'm hopeful that it will give readers a chance to feel the colors with us. In the end, I would like to thank Ms. Anshu Singh Choudhary, HoI ASFDT, and congratulate the team of ASFDT for tremendous efforts with one of my favorite quotes by Alexander Posey "Life is a sea of vibrant color jump in."

Ms. Shweta Singh
Assistant Professor
ASFDT, AUMP

Editor in Chief



Ms. Anshu Singh Choudhary
Head of Institute
ASFDT, AUMP

Editor



Ms. Shweta Singh
Assistant Professor
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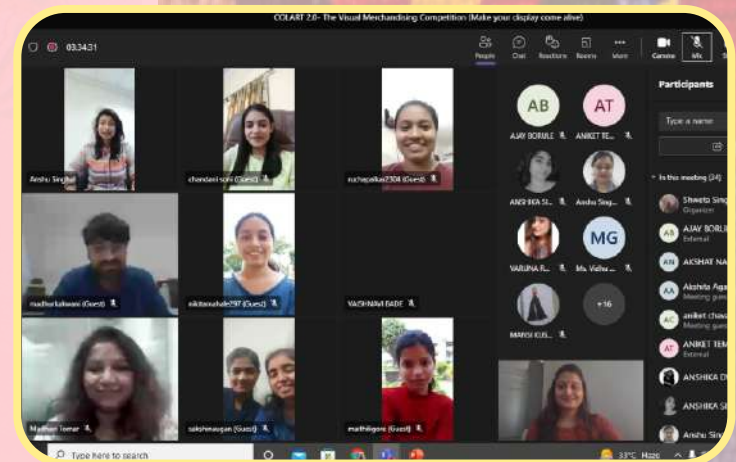
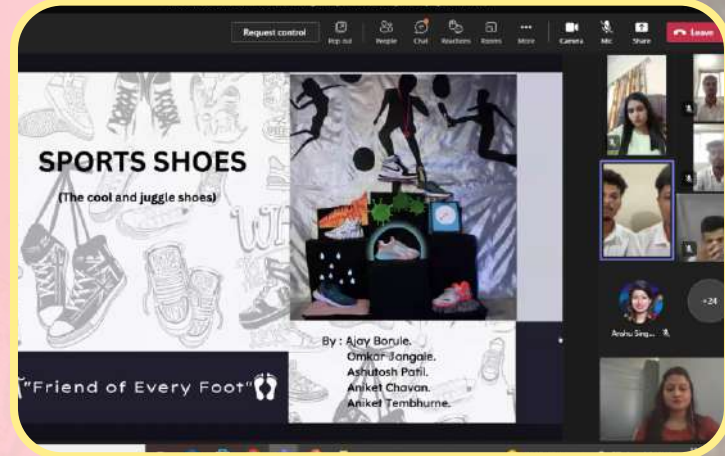
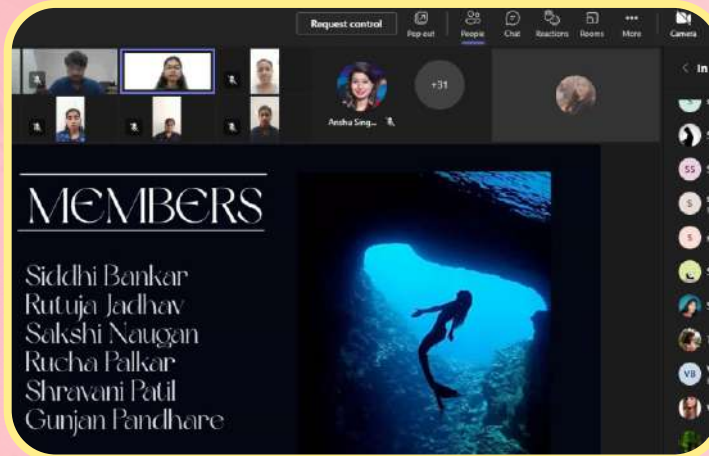
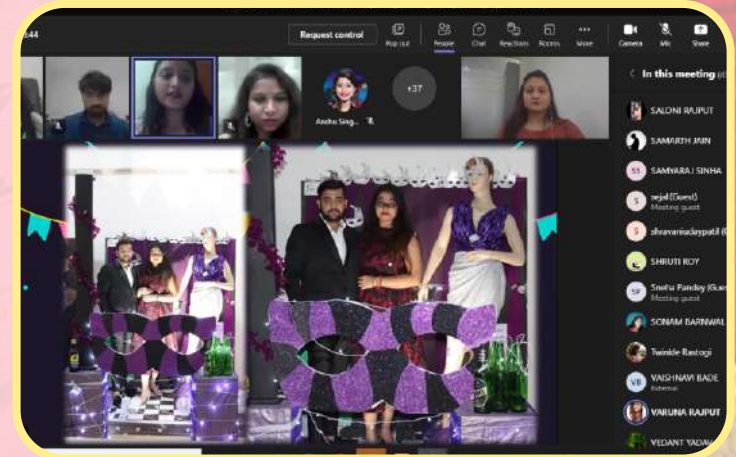


Student Coordinator

COLART 2.0

VISUAL MERCHANDISING COMPETITION

Make your display come alive



GLIMPSSES



The cool and juggle shoes means the multifunctional, multitasker & has aesthetic looks. Its Features and benefits are self-explanatory. Our purpose of such visual merchandising is to engage, attract and motivate the customers towards making the purchase. The display of shoes is planned to spend less and earn more. To show more in minimum space. To show function ability of our product creatively. The background is used to show how our products are helpful in different sporting games.

Theme: Sports Shoes
Institute: DKTE's
Ichalkaranji

- *Ajay Balaji Borule
- *Ashutosh Dhondiram Patil
- *Aniket Chandrashekhar
- *Aniket Maruti Chavhan
- *Omkar Gajanan Jangale

Theme: Heart of Gold

Institute: ASFDT, AUMP

- *Akshat Nair
- *Eshika Debnath
- *Akshita Agarwal
- *Sneha Pandey

The theme is inspired from the moral of the movie, Beauty and the Beast, that beauty should be found in the heart and for that you should have a great heart. Rose represents love, beauty, courage Golden color represents personality strengths tend to be loyal, dependable, organized, thorough, sensible, punctual and caring.

A heart of gold is a good and kind nature. A person who is said to have a heart of gold is thought to be a good and kind person. The word heart is very commonly used to refer to the metaphorical or hypothetical center of human emotions or human nature.





The area under construction'. In our theme it was all about the construction of D-Block in AUMP as we got inspired from here. We were very considered about the color theory and replicated it to the main model. The color Yellow and Black attracts every skin tone and thus we chose this theme. The wall texture here shows about the construction work and the signs were stuck onto the texture that enhanced the look of our display.

***Theme: Construction Site
Institute: ASFDT, AUMP***

- *Anshika Dwivedi
- *Samarth Jain
- *Samyaraj Sinha
- *Mansi Kushwah
- *Ananya Mudgal

Theme: Navratri
Institute: DKTE's
Ichalkaranji

- *Bhagyashri Shankar Shewale
- *Mrunmayi Balasaheb Shinde
- *Namrata Mahesh Jamdar

Our display name is BLOSSOM which means a bunch of flowers which changes season to season like the visual merchandising is also done season wise. By taking this concept our theme is Navratri. Navratri celebrates when Durga Mata kills the Mahishasura. Navratri spreads some good energy. They are wearing Chaniya choli (women's) which is made by using cotton fabric.

There are different things which are used to emphasize the garment such as different embroideries in that they are creating different shapes like geometric and floral and some birds like peacock.





Avant- garde is the term that is loosely used to describe the experimental art, usually in reference to abstract styles regarding literature, film, culture, geometrical segments and art. It is the expression of pushing boundaries, and innovation.

The basic concept behind choosing avant-garde as a theme is to showcase the innovative ideas and the capability to think out of the box to make the garment or a outfit look different and innovative then others.

Theme: Avant-Garde
Institute: ASFDT, AUMP

- *Anshika Singh Tomar
- *Krati Khandelwal
- *Nisha Baghel
- *Anshi Yadav
- *Divya Dayani

Theme: Legend of blue sea
Institute: DKTE's
Ichalkaranji

- *Gunjan Shankar Pandhare
- *Siddhi Bankar
- *Rutuja Jadhav
- *Sakshi Naugan
- *Rucha Palkar
- *Shravani Patil

The Delightful Pearls are said to be arising from the depth of the sea. We have heard various myths and stories about the birth of the pearl or we can say the gift of love. The most famous one is the one associated with sweet yet poisonous creature called the mermaids. It says, "when mermaid shed tears they become beautiful pearls."





The base of all the beauty here is Sandstone, monuments, the generation-old houses atop small reddish-brown hills, and shops that represent the heritage. You will see royalty and silvers in jewelry as well. The gates and windows with their symmetric carvings and cut-outs overall complete the feeling of old nobility with established In relation to artifacts & décor which have been perfected over time, details that shine with the royalty and classic structures which one finds here everywhere.

***Theme: Jodhpur- Beauty
at origin
Institute: NIFT, Jodhpur***

- *Madhuri Surase
- *Anshika Raj
- *Anushka Naik

Theme: Gravity to the dark side
Institute: DKTE's
Ichalkaranji

- *Vaishnavi Mahesh Bade
- *Parshati Bhagawat
- *Maithili Gore
- *Nikita Mahale

A gothic wedding is a delightful way to celebrate partners who gravitate to the “dark side.” instead of adopting the typical white gown and pastel decor, the couple can express their offbeat personalities through edgy yet elegant food, flowers, and fashion.





Amasquerade ball (or bal masqué) is an event in which many participants attend in costume wearing a mask. usually encompasses music and dancing Less formal costume party These nighttime events are used for entertainment and celebrations. They have been associated with the tradition of the Venetian Carnival. With the fall of the Venetian Republic at the end of the 18th century, the use and tradition of masks gradually began to decline, until they disappeared altogether.

***Theme: Masquerade
Balls
Institute: ASFDT, AUMP***

- *Varuna Rajput
- *Namrata Dhingra
- *Harsh Wadhwani
- *Saloni Rajput
- *Sonam Barnwal

Winners

1st



Gunjan Shankar
Pandhare



Siddhi
Bankar



Rutuja
Jadhav



Sakshi
Naugan



Rucha
Palkar



Shravani
Patil

2nd



Vaishnavi Mahesh
Bade



Parshati
Bhagawat



Maithili
Gore



Nikita
Mahale

3rd



Anshika
Dwivedi



Samyaraj
Sinha



Ananya
Mudgal



Samarth
Jain



Mansi
Kushwah

Colart 2.0- Visual Merchandising Competition, Make your Display Come Alive on 28th September 2022 at 10:30hrs on MS Teams. We have received registrations from Pan India and 11 teams were short-listed to present their work in online platform. Mr. Madhur Kakwani, Marketing Head, SAANCH-The Multi Designer Studio and Ms. Chandani Soni, Founder and Creative Head, Mannmani Clothing Brand were the jury members for the event. Every team have applied their creative skills in window dressing to attract, engage and motivate the customers towards making a purchase. All teams have presented their innovative display, which were very much appreciated by the jury members.



Purple Hues

It seems that purple tones across the spectrum are here to stay. While the pastel iteration of the color was by far the most popular at New York Fashion Week, richer and deeper hues broke through at Ulla Johnson and looked particularly chic paired with lighter, lavender pieces for a tonal ensemble.



Tassel Details

Tassels and fringing are a great way to add drama to your look for spring. From subtle fringing on skirts and knits to full-blown flapper-inspired dresses, this is a trend that you can take as far as you fancy.

This trend is very much the icing on the occasion wear cake, with almost meringue-like peaks of soft fabric, making it the style to help you twirl into a summer evening. Equally luxurious, feather detailing was used to give added luxe to thigh-skimming hems, and maxi dresses.

Rays of Sunshine



Sunshine shades are a spring staple. This cheering shade is bound to put a spring in your step in the new season ahead. Try wearing neutral tones such as cream and beige for a grown-up take on the trend.

Frothy and Feathery



Top 10

Lace detailing is a great look for a spring/summer outfit as the lighter fabric and cut-out detailing lend themselves to gloriously warm weather. We have seen an increased leaning towards artisan detailing, coupled with new technologies in recent years and this combination of lush lace and intricate laser cutting pays homage to craftsmanship.

Laser Cutting



Trends



The silhouettes are sporty, and the fabrics bring the luxe element, with Tibi treating fashion fans to silky sweatshirts, paired effortlessly with matching skirts. Fendi channeled '90s grunge with its high-low mix of embellished slip skirts, teamed with sporty jackets - with what is set to be some of the best sweatshirts of the season.

Sports Luxe



Bubble Hems

A harder silhouette to wear, as always, it comes down to balancing your proportions to make sure that you wear this look, rather than the other way around. If you opt for a bubble hem skirt, wear it with a fitted, tucked-in top to highlight your waist and a more tailored top half.

Florals are the go-to print for the summer, often popular for wedding guest dresses and nailing what to wear to a wedding. Offering timeless femininity, the bolder palettes give a nod to the dopamine dressing trend that dominated last year, giving mood-boosting color at every opportunity.

Florals

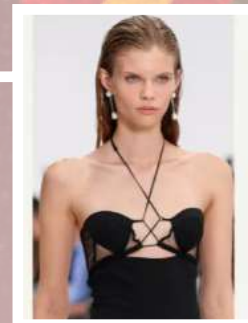


Ruffles

The most feminine trend we spotted, ruffles big and small made themselves known by sashaying down at numerous runways. Signaling a return to glamour for both evening and day dressing, volume continued to play a big role in how designers interpreted clothing for 2023.

A tricky trend to wear, ease yourself in with corset-style tops and bonded bodice dresses. For those feeling a little more daring, you could try a longline bralette under a blazer with high-waisted pair of tailored trousers.

Underwear as Outerwear



Color of the Year 2023

Costume



Viva Magenta
18- 1750 TCX

Eyewear





Footwear



Watch



Bags

Home
Furnishing



Sari



“Clothing can be anything”

Rules were meant to be broken. The rule of wearing clothes in the form of clothing is a rule strongly broken by the latest fashion icon “Urfi Javed”. Even after so much of criticism she is still going on with her unique and incredible fashion sense which is definitely making her stand out in the crowd. She is the current most intense fashion influencer who is the talk of the nation. She is someone who can create any kind of outfits even out of nothing.

She contributes a lot in making best out of waste like for example a dress out of a waste wire and many more like this. We always admire her and her confidence is the best because even after so much trolling she remains the same and follow her path and now she became social media sensation.

Urfi Javed's designer name is Shweta Gurmeet Kaur. She is also her best friend. They often seen partying together. You will be shocked to know that Shweta is also her biggest competitor in terms of boldness. They both worked together in making the outfits.

We should have a unique fashion sense without thinking what other people think about it.

Anjani Chaudhary
B.Des (FD), ASFDT, AUMP

“Creating new to stay in the run”

Fashion is constantly evolving and always has numerous turns. The element that catches the consumer's eye is the ‘out of the box’ factor. Nowadays, basic fashion is ubiquitous and often called cliché and to stay long in the run, you need to be creative and keep your mind open to all ideas.

If we look at how Balenciaga is growing, we will see how often they create something which someone would not have generally thought about. Their products are like a trash bag, lay's wrapper bag, and shoulder bag with a hand glove.

Everyone must have even seen the Bella Hadid Coperni SS223 "Spray on dress" video, and it caught the eye just because it was something never seen like that before.

Taking the example of the Indian Fashion Designer Amit Aggarwal, who recently introduced a new collection, "PEDESIS", which reflects on the cording technique that is something not shown on such a big scale by any Indian Fashion designer yet.

Krati Khandelwal
B.Des (FD), ASFDT, AUMP

“Color-23”

As 2022 is about to end soon 2023 will knock the doors, pantone's color of the year is out now. As we all know pantone announces the color of the year before the end of the year. Pantone's color of the year 2023 is 'Viva Magenta 18 - 1750'. It descends from the red and pink family.

Just like the previous year that is 2022 this time also it is the reflection of feminine shades as pink and red are meant to be the mostly preferable colors for girls or ladies but surely similarly like 2022 male will be seen more in this colour as compared to female. As the information about the color of the year is out now, most of the brands and even almost all the brands would have started working on the same color or the theme related to the color.

The color represents, desire for optimism, outside-the-box thinking and technological innovation.

Anshika Singh Tomar
B.Des (FD), ASFDT, AUMP

“Fashion Industry”

Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body, or furniture. Fashion is a distinctive and often constant trend in the style in which people present themselves. A fashion can be of a particular time and place and can be connected to a certain subculture or cultural movement. Styles have often transcended time and place, and have often been associated with a certain social class.

Fashion has been a part of human culture for centuries and has been constantly evolving. The term "fashion" is often used to refer to a particular style of clothing, but it can also be used to refer to a general way of dressing. The fashion industry is a large and global industry that is responsible for the design, manufacture, and marketing of clothing and accessories.

The fashion industry is a multi-billion dollar industry and is divided into several sectors. The fashion industry includes the design and manufacture of clothing, accessories, and footwear. It also includes the marketing and retailing of these products. The fashion industry is a global industry and is one of the largest employers in the world.

The fashion industry is constantly changing and evolving. New trends and styles are always emerging. The fashion industry is also very competitive. There are many different designers and brands competing for the attention of consumers.

The fashion industry is a complex and dynamic industry. It is constantly changing and evolving. There are many different factors that influence the fashion industry. These factors include social, economic, and political factors.

Avika kesarwani
B.Des (FD), ASFDT, AUUP

“Sustainable with Fashion”

The fashion industry accounts for over 20% of global waste water and 8-10% of global carbon emissions. Sustainable fashion is defined as fashion that is ecologically friendly in its design, manufacture, distribution, and use.

Sustainable fashion considers social, environmental, and economic factors. Here are some reasons in favour of environmentally friendly fashion.

1. It safeguards the resources of the environment.
2. It reduces CO2 emissions.
3. There is less water required.

Brands are not only helping to safeguard the environment by implementing energy-efficient, sustainable practises, but they are also saving a lot of energy and water.

Fashion sustainability is growing extremely prominent.

Shruti Gupta

**B.Des (FD), Avantika University,
Ujjain M.P.**

“Fashion in today’s World”

The future of fashion is happening online and brands will have to adjust how they create and sell clothing to make it work in digital world. In order to become popular or to earn profit brands they have to follow the current social media trends. Speaking of which have you seen the Netflix series Wednesday?? if yes, you might be familiar with trend of black and white color, which indicates confidence and savageness of the character Wednesday Addams. People are trying to copy her aesthetics which has given fashion industry a new concept to work on. Similarly, people are getting inspired through social media trends. These trends automatically helps to raise revenue of company.

There are different types of trends followed by today's generation some of the trends popular across the world like crochet top, hoodies under blazer, casual trench coat, boiler suit, women's oversized bomber jackets, cropped cardigans, power bohemian floral but India is a country enrich with different culture which follow fusion of western and traditional trends likewise peplum with sharara, crop top with lehenga, saree with corset belts, shirt type Kurtis, blazered lehenga, frilly saree. Social media is not the only thing that changes fashion there are various political and social issues that affect the change in fashion. The pandemic situation introduced mask culture similarly the LGBTQ's situation encourage people to use gender neutral garment. With increasing global warming people are moving towards sustainable fashion. That's how our day-to-day practices changes our choices of apparels.

Siddhi Bankar

Fashion Technology

D.K.T. E'S Institute, Kolhapur, Maharashtra

“Fashion Rules”

In today's world, the fashion industry rules the world. Fashion is not just a means of clothing your body but it also is the essence of your personality. It allows the individuals to portray their own style the way they want. A period of time showed in a picture can be identified immediately just by the clothes the people are wearing, which shows how powerful fashion is.

Fashion, nowadays, is so important that whole magazines and TV programs are dedicated to it, and people discuss about it continually.

To some extent, the current styles resembles the 90s fashion trends or we can say that the old styles are being back. For example, Bell Bottom, Cargo pants, Turtlenecks, Oversized sweater, bucket hats, heeled boots and hair claw clips have been a big trend in last few years and have come back as strong as ever.

Mansi Dixit
BJMC, ASCO, AUMP

“Fabric that keeps Pollution & Viruses Away”

The oldest way of clothing, according to “The Theory of Protection”, suggested that the basic ideology behind wearing clothes is protection against varying climatic conditions. Earlier, limited climate changes were observed that too was seasonal. In today's, economically growing, world we are the observers of harsh climate change, which is majorly due to increased amount of pollution in our environment. Also, the world has, recently, experienced a major setback because of a pandemic caused by COVID-19. On the other hand, Gen Z has taken fashion today to a new level, from bringing back the 80's, 90's and 2000's to creating their own new styles and aesthetics, fashion marketing is at its boom. But, in world full of pollutants, something more is required. Deepti Nathala, who is an Indian entrepreneur IIT Madras alumnus in Nanotechnology created a fabric, and its production methods, that provides 95 per cent protection from pollution, 99 per cent protection from UV rays, and kills viruses and bacteria immediately. Also these fabric are eco-friendly, reusable and sustainable. The vision of this creation is to help in the production of hospital gear like masks, lab coats etc. But imagine, If implemented in making of everyday fashion clothing and covering it can protect us from harsh environmental conditions, we are knowingly or unknowingly facing today. Lastly, Our young minds can combine these technological advancements with their creative skills and can create something even more everlasting in this world of fashionable self expression.

Shreya Prabhas
B.Tech (BT), AIB, AUMP

“Opportunity in Fashion”

Fashion industry is seeing a steep rise all over the world. As a result, the career opportunities and competences between the people associated with the fashion industry are also increasing. There are various career options available in the fashion arena like fashion designing, marketing, merchandising and fashion consulting. Fashion market is persistently advancing. The patterns change opportunely. Fashion is rarely stale; it is rarely steady. By and large the universe of style is related with excitement and charm, yet the primary thing which is expected to make a specialty for oneself here is the ability and heaps of innovativeness. This field gives a potential chance to get openness to VIPs, well known brands, great compensation, creator garments, and so forth. Despite the fact that to make progress in design industry is certainly not a simple undertaking it requires heaps of battle, difficult work and persistence. Media is the fundamental explanation of such expanding acknowledgment for style and brands among the majority. Recent fads are continually being presented by the stars of cinema and little screen. Marketing done for fashion products and apparels is known as fashion marketing. The fashion marketer concludes which promoting device and crusade would be best reasonable for the style result of a specific fashioner. One more significant connection between the originator and clients are design merchandisers. They purchase the garments from architects and supply to the retail locations. They sort out for show of items for the clients. Show has a ton of effect in the selling of the style items, as any piece of clothing that is shown in an appealing way would surely draw in the consideration of the client, while regardless of whether the outfit is costly and of impeccable plan in the event that showed in folded non-alluring way wouldn't be favoured that much. Fashion and media are interconnected. Media plays had a critical impact in supporting the design business in India. It has helped in making mindfulness about a specific brand, creator, or style show in the personalities of individuals.

Garima Jain
BJMC, ASCO, AUMP

“Colors and Human Personality”

Color has the silent as well as the powerful language to describe the individual's personality and how it can influence and affect feelings, emotions, mood, and human behavior. Color preferences are the non-verbal communication pattern where an individual reflects certain aspects of the qualities of their personality. Colors play a major character in dressing; it can also convey and reflect the essence that is the social aspiration, self-image, and affiliation. An individual chooses colors that have consistency to reflect one's identity, this helps to form an impression and acuity of personality traits in the prime component. Color makes an immediate judgment in the subconscious that people frame up their state of mind within initial interactions in a short period of time. Color preferences might be linked to the age of a person. It has significant differences which reflect warmth, and values according to the person's socioeconomic status. It has for quite some time been utilized to make spaciousness or sentiments of comfort. It is a ubiquitous key and is considered a type of non-verbal communication of a person on the primary level. Individuals pick the colors as per their personality and this color preference resembles their personality traits.

Ms. Divya Chauhan
Clinical Psychologist

“The Real Fashion in You”

Fashion is a form of self-expression and autonomy at a particular period and place and in a specific context, of clothing, footwear, lifestyle, accessories, makeup, hairstyle, and body posture. If we go by the typical definition of fashion we as individuals express ourselves by following something that is in “trend” and more often than not we are also blinded by this norm. On the contrary we should believe in expressing ourselves in what makes us comfortable and confident even if it is not in “Fashion”. Confidence is fashionable and that will come only when you are expressing yourself in your true self instead of trying to “fit in” just to be a part of the ongoing trend. Idolising someone and taking inspiration is a wonderful thing to do but keeping your originality is the most important and unique attribute because that is what makes you stand apart in a crowd. So it is for you to decide what is in trend for you and follow it with all your heart because there is nothing more appealing than an individual who is confident to be his original self.

Dr. Harshika Varma
Assistant Prof. - II
ASCO, AUMP

“Colours Communicate! Expression of Identity!”

Colours and Fashion go hand in hand, expressing non-verbally one's identity and personality. It is an art which expresses a sense of beauty, self-expression, self-empowerment, and makes an individual feel confident, bold as well as reflecting the culture of a country. Fashion evolves along with one's physical, emotional and spiritual growth. The color a person chooses and the fashion he or she follows reflects how one attempts to make oneself look flawless at the same time revealing their identity. It makes life more colourful and adds variety to it thus getting enhanced. Most of all, it is to be comfortable with oneself and not about showing off.

Colours form an inseparable part of our life, without it life may become dull and boring. If we look around and observe, we can see multiplicity of colours which are blending into our lives and they do have an effect on us but this may vary from individual to individual and also on the circumstances. Colours have a strong effect on senses especially on sight, touch and taste as well as on our emotions and overall personality. It is used even in therapy, though it has not been proved scientifically. In advertising and business, colour plays a vital role. We can see the colours used in banks, hospitals etc. which influences us emotionally. At home one chooses different colour shades for different rooms and for different purposes. So, the colour induces our emotion and we react to its effect which reflects in our personality.

The colours are the expression of one's emotion and mood. It can make us feel a certain way when we see it, depending on whether we like that particular colour or not. We can also associate certain memories and thoughts with certain colours. It is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological reactions. One dresses up or chooses the colour of the dress as per one's mood. The warm colours evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility. It is stimulating, igniting, and even exciting. The cool colours create the feelings of calmness, serenity, contentment as well as sadness.

The positive side of it is that fashion allows us to express independent thinking and maintain self-esteem. At the same time amongst youth, it has some negative impact too. They have become obsessed with creating style statements while forgetting to see whether it connects their inner self or is it harmonious with their thought and personality. The fashion trend has become a cult with today's generation. Instead of blindly trying to ape the models and celebrities without understanding the true essence of fashion, one needs to strike a balance between being fashionable and wearing what suits. So, one needs to understand that fashion in the true sense is the attitude that one carries, is an identity rather than being not just fashionable in clothes, colours and accessories.

Mrs. T Uma Maheswari

Training Associate English

Kendriya Vidyalaya Sangathan

Zonal Institute of Education and Training, Gwalior

“Optical Illusion: An eye on body image”

Optical Illusion always improves body image. The largest section of our women customer need this satisfaction through clothing, specifically through optical Illusion garments.

The women could see themselves having an hourglass body shape, increased height or longer perception of their legs and hence they attain the maximum satisfaction of their body with optical Illusion. A dress created through lines, colors, silhouette etc, can alter how women see their bodies.

Several retail designers use optical Illusions in the clothing.

Women with hourglass shape are most indifferent to change of clothing. women with rectangular body shape react most strongly to changes. They liked designs that they felt make their waist more curvier . Women with spoon shape fell somewhere in middle, but were more pleased when their look depicts in garments that emphasize the bust and shoulder and balance out proportion..

Mrs. Parul Bansal
Assistant Professor
Jd Institute of Fashion Technology

“The never-ending cycle of fashion”

The famous proverb" what goes around comes around" is a perfect fit for the fashion cycle. No successful trend ever dies, it repeats itself in a reincarnated version after completing the fashion cycle. Fashion is most powerful art and largest influencer. Now the fashion spectrum has broadened and the present fashion movement is all about positivity and celebrating your individual style. There's a beauty beyond size.As we all see growth and clothing collections for all sizes and shapes. Fashion both international and national are moving closer to real body sizes. Tall, pear shaped, petite,curvy, short or athletic there is market for one and all. We all are accepting and celebrating the transition. With the changing times designers are working for adaptive clothing lines for differently-abled. From silhouettes like no button shirts back and side open pants and tops to customization.

The key to be a successful fashion designer is to identify your own distinctive style and the ability to amalgamate clothing with the harmony of any occasion.

Ms. Shivani Saxena
Faculty GWPC
Jury member (NIFT Bpl)

“Sustainable uses of Nanotechnology in Textile”

One of the commodities that are traded the most globally is textiles. The market is quite diversified, and almost everyone uses the items, from small firms to individual houses. Scientific organisations and businesses are presently gazing at nanostructured materials with the goal of enhancing existing product functions and incorporating new ones. Exposure to manufactured nanomaterials has been linked to a number of adverse health effects, such as genotoxicity, lung inflammation, and circulatory impacts. This has raised concerns about nanosafety. The relevance of engineered nanomaterials has been distinguished by the textile industry as a consequence of these materials' capacity to alter the chemical and physical characteristics of textile materials and textile fibers—improve water and stain resistance, increase materials' capacity for dye absorption, and change permeability based on surface coarseness and surface energy. Technological innovations are being developed for massive range in defence, medical, and on-body energy harnessing applications and have found extensive use in the fashion sector. It is crucial that the textile industry have sufficient knowledge of nanomaterials in order to make informed decisions. It is hoped that the findings of the present article will raise awareness of the potential effects of nanomaterials including textile wastes and the imperative of tighter restrictions for the eventual disposal of these wastes.

Dr. Nidhi Shukla
Assistant Professor
ASLS, AUMP

“Fast Fashion, Environment & Sustainability”

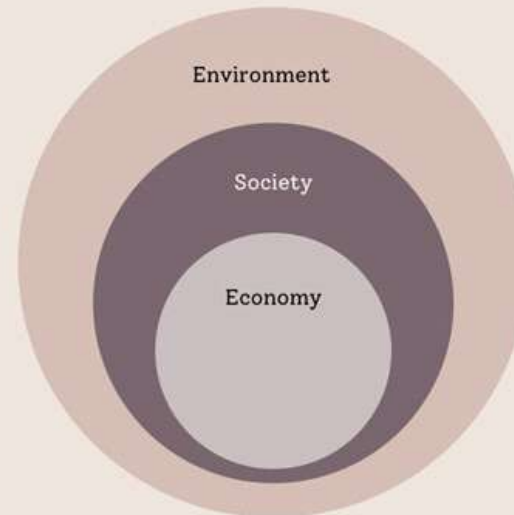
The drop in garment prices over the last 20 years has allowed us to buy more and more clothes. We now have 5 times more clothes than our grandparents had. It felt great until we found out what was hiding behind this trend. The constant reduction in production cost leads to this continuous accumulation of cheap garments. Which, in turn, have serious consequences on our own health as well as on our planet health. This constant reduction in cost is also the reduction in good quality garments. But then, to keep up with the trends, people buy these clothes. As a result, the clothes become shapeless within a numbered amount of wearing and hence, is dumped as the trend changes. Fashion Industry is one of the largest polluting industry today. Untreated toxic waste water is directly dumped into the rivers from textile factories. This waste water contains toxic substances such as lead, mercury, synthetic dyes etc. These are extremely harmful to the aquatic life as well as people living on the river banks. Apart from the untreated toxic water, the water consumption of the fashion industry is very high, be it in the growth of cotton or to dye the fabric/garment. Second to untreated toxic

water comes the Micro fibers. Micro fibers unknowingly affects the aquatic life as with every wash of a synthetic garment, lakhs of individual micro fibers are released into water, making their way to the ocean. The energy produced during the production, manufacturing and transportation of these millions of garments generates a lot of greenhouse gases. Synthetic fibers used in majority of our clothes are made up of non-renewable sources which causes the dirtiest type of energy in terms of carbon emission. Over the past decade interest in Sustainability has grown and is expected to grow as human societies continue to face natural resource depletion and growing population. It is no longer news that businesses today are facing extraordinary demand from stakeholders (including government agencies, customers, financiers etc.) The United Nations Brundtland Commission in 1987 defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Other definitions of sustainability typically include the ‘Three pillars of Sustainability’ concept which incorporates the economy, environment and social, informally referred to as people, planet and profits.

3 Overlapping Circles Model



3 Nested Dependencies



Ms. Divya Suryavanshi
Assistant Professor
IIFD, Mohali



Siddhi Prajapati
LWHSS, Gwalior



Jyoti Dhakad
LWHSS, Gwalior



Niti Singhal
LWHSS, Gwalior



Namrata Dhingra
ASFDT, AUMP

Anshita Agrawal



ABS, AUMP

Harsarhan Kaur



Invertis University, Bareilly

Parikh Dharvi



Parul University, Vadodara

Rakhi Making

(Date: 7th August 2022)

Uzama Sodagar

Parul University, Vadodara



Nikshika Pal

LWHSS, Gwalior



Palak Yadav

ASFDT, AUMP



Diptangee Dawn

Bijoy Krishna Girls College, Kolkata





Naman Gaud
LWHSS, Gwalior



Gaurav Rajak
LWHSS, Gwalior



Jigysha Kushwah
LWHSS, Gwalior



Vidhi Mehkali
LWHSS, Gwalior

Winners

1st



Armaan Pal

2nd



Jyoti Dhakad

3rd



Shruti Gupta

Shruti Gupta
Avantika University, Ujjain

Akshat Nair
ASFDT, AUMP

Shreyansh Kulshreshtha
AIP, AUMP

Armaan Pal
LWHSS, Gwalior



Anjali Prasad
St. Xavier College, Ranchi



Oshin Rayeen
LWHSS, Gwalior



Nidhi Batham
LWHSS, Gwalior



Bumika Chaurasiya
LWHSS, Gwalior



Radhika Nek
LWHSS, Gwalior

Poster Making

(Date: 15th August 2022)



Ranjana Bhola
ALS, AUMP



Ronak Chabra
LWHSS, Gwalior

Ishani Sen
BBDU, Lucknow



Sparsh Saxena
LWHSS, Gwalior



Ayushi Gaud
LWHSS, Gwalior



Krishti Rajoria
LWHS, Gwalior



Basit Durrani
RGPV, Bhopal



Jatin Yadav
LWHSS, Gwalior

Winners

1st

Ronak Chabra
LWHSS, Gwalior

2nd

Anjali Prasad
St. Xavier's College, Ranchi

3rd

Ishani Sem
BBDU, Lucknow



Eshika Debnath
ASFDT, AUMP Gwalior

Vasu Shrivastava
ALS, AUMP Gwalior



Priyanka Sharma
ABS, AUMP Gwalior



Harsh Wadhvani
ABS, AUMP Gwalior



Ritika Kukreja
ASFDT, AUMP Gwalior

Muskan Pawaiya
ASFDT, AUMP Gwalior

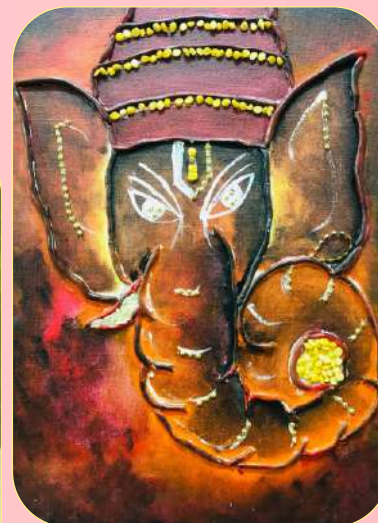


Sonam Barnwal
ASFDT, AUMP Gwalior

Sivi Goyal
ASFDT, AUMP Gwalior



Kishana Ram
ID, JIET, Jodhpur



Khushi Goyal
ASFDT, AUMP Gwalior



Varuna Rajput
ASFDT, AUMP Gwalior



Divya Dayani
ASFDT, AUMP Gwalior



Avika Kesarani
ASFA, AUUP Lucknow

Art & Design

(Date: 9th September 2022)



Anshika Singh Tomar
ASFDT, AUMP Gwalior



Akshita Agarwal
ASFDT, AUMP Gwalior



Saloni Rajput
ASET, AUMP Gwalior

Winners

1st



Vasu Shrivastava

2nd



Khushi Goyal

3rd



Avika Kesarwani

COMPETITION



Akshita Agarwal



Anshi Yadav



Ritika Kukreja



Eshika Debnath



Sneha Pandey



Anjani Chaudhary



Shruti Roy



Anshika Singh Tomar



Roshni Moryani

Best Ethnic Wear

(Date: 20th September 2022)

Divya Dayani



Sonam Barnwal



Varuna Rajput



Namrata Dhingra



Akshat Nair



Ananya Mudgal



Anshika Dwivedi



Krati Khandelwal



Winners

Ananya Mudgal



1st

Varuna Rajput



2nd

Anshi Yadav



3rd

COMPETITION





Kajal Kaurav
Fine Art,
Jiwaji University



Anshi Yadav
B.Des, ASFDT, AUMP



Akshat Nair
B.Des, ASFDT, AUMP



Bhumika Rawat
BBA, ABS, AUMP



Aditya Ojha
BBA, ABS, AUMP



Eshika Debnath
B.Des, ASFDT, AUMP



Ananya Mudgal
B.Des, ASFDT, AUMP



Kushi Goyal
B.Des, ASFDT, AUMP



Akshita Agarwal
B.Des, ASFDT, AUMP



Abhi Pratap Singh
BBA, ABS, AUMP

Gond Painting Art

(Date: 10th November 2022)

Tribal



Winners

- 1st **Bhumika Rawat**
- 2nd **Akshat Nair**
- 3rd **Aayush Kumar**



Abhi Singh
BBA, ABS, AUMP



Divya Dayani
B.Des, ASFDT, AUMP



Bhumika Rawat
BBA, ABS, AUMP



Eshika Debnath
B.Des, ASFDT, AUMP



Kajal Kaurav
Fine Art,
Jiwaji University



Kushi Goyal
B.Des, ASFDT, AUMP



Akshita Agarwal
B.Des, ASFDT, AUMP



Still Life Sketching

(Date: 12th November 2022)

Tribal Art

Winners

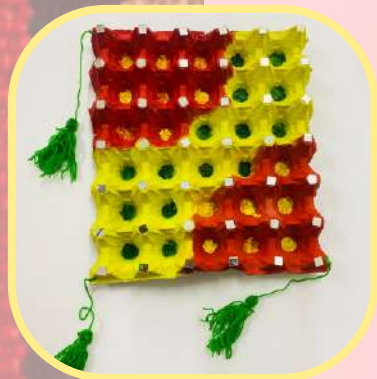
1st Kajal Kaurav

2nd Nisha Baghel

3rd Anshika Singh Tomar

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39



Wall Hanging



Mobile Cover



Book Mark



Clay wall Hanging



Miniature Pot



Pencil Stand



Warli Art Bottle



Table Showpiece



Wall Hanging



Decorative Bottle



Coaster



Wall Hanging



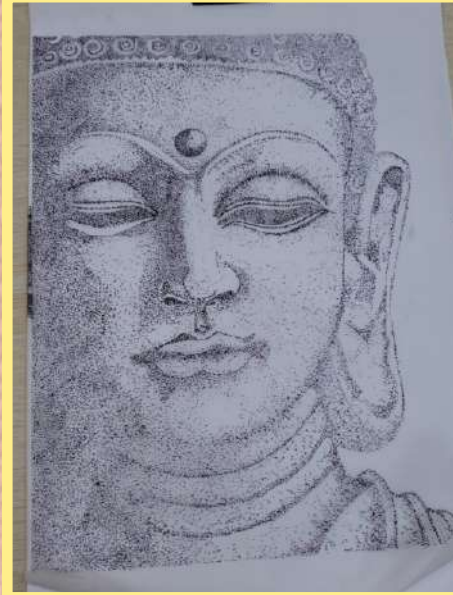
Best out of Waste

(Date: 25th to 26th November 2022)



Mansi Kushwaha
B.Des (FD), ASFDT, AUMP

Anshika Dwivedi
B.Des (FD), ASFDT, AUMP



Akshat Nair
B.Des (FD), ASFDT, AUMP



Sonam Barnwal
B.Des (FD), ASFDT, AUMP



Namrata Dhingra
B.Des (FD), ASFDT, AUMP



Ananya Mudgal
B.Des (FD), ASFDT, AUMP



Varuna Rajput
B.Des (FD), ASFDT, AUMP



Rotary Painting

(Date: 7th December 2023)



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Badal mahal is located in chanderi. It is an 15th century victory monument. The gate of badal mahal is the most famous it is located in the center of chanderi and it don't leads to any place. It is famous because of it's structure. The height of gate is 100ft. The gate include lot of motifs of 5 religion which were 'Hindu', 'Christian', 'Jain', 'Islam', 'Judaism'. And It also include lot of designs from which I can create more beautiful motifs. And under the badal mahal lot of structure of rooms are found which are also very attractive. The gate is in the center of beautiful green garden.

Badal Mahal

Koshak Mahal



The architectural designs and patterns of the Koshak Mahal in Chandery are very similar to those of Mandu. This great palace is divided into four equal portions with great perfection. It mostly represents the regional tradition of architecture from that historical period. Both domestic and international visitors enjoy the impressive appearance of this lovely palace. Its exterior and interior designs are truly one of a kind in every way. Being a fashion designer, the architectural structure of the koshak mahal inspired me for the motif development and design collections.



When you get to think of Indian heritage in terms of fashion and historical beliefs chanderi museum is the best place to visit nearby gwalior. . It have a collection of pre historical paintings, paleothic and Neolithic sculptures, tools , weapons, pottery etc with these beautiful artifacts there is a description which tells a certain story about that particular article. There are also many other things which is made up of metals like iron and copper .I also get to know about stone age artifacts such as weapons and sculpture .In conclusion it can be said that fashion and history are interrelated to each other where you will explore many different types of creativity in the form of decorative walls , paintings and sculptures.

Museum

Handloom Park



It is the only Handloom Park in Asia, it was founded by Jyotiraditya Madhav Scindia and the then-Commerce Minister Mr. Kamal Nathji in 2008. The park has the capacity of 240 loom with world's best weavers , the park consist of 6 building blocks which consist of all basic necessity of weavers . All the operations like planning, collecting raw material, weaving, product manufacturing, packaging, and marketing will be happening here. Currently, there are around 5,000 looms in Chanderi and more than 9,000 weavers. These looms and weavers are situated all over Chanderi and earning on their personal level. It was a great opportunity visiting their and getting to learn about different weaving types.

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Embroidery



Facial Expression



Weaving



Eras of Fashion



Facial Expression

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I had the privilege of attending a workshop for students on the subject of still life drawing, folk art or Madhya Pradesh Chhattisgarh (Gond) and fabric rendering at Amity University, Gwalior, where all the students embodied their creativity with full dedication and passion. And created masterpieces with full dedication and enthusiasm, due to which the workshop was full of energy and their artistry came to the fore. With the full cooperation of all the students during the workshop, the discipline captivated the mind. Many many congratulations and best wishes to all for the successful organization of the workshop and future plans.



Mr. Alok Sharma
(Freelancer Artist)

I have come to know about The amity University, Gwalior through one of my interne Varuna rajput. She joined "Mannmani" during her summer vacations. This could be clearly seen through her creativity that she was very well trained by her mentors at Amity. Recently, on Colart 2.0- The Visual Merchandising Competition, I got a chance to interact again with students and mentors and I was very impressed to see how creativity and confidently everyone presented their themes digitally and they are all set to rock in the fashion industry. I wish all the students as well as mentors a very good luck.



Ms. Chandani Soni
Founder & Creative Head
(Mannmani Clothing Brand)

It has been great experience to interact with students as well as faculty members of Fashion department, Amity Gwalior. It is very impressive to see the hardwork of students in Colart 2.0- The visual merchandising competition on various themes and each theme have their own story and beauty. Everyone presented very confidently. I impressed with their work and I appreciate the initiative taken by Amity Gwalior which is very beneficial to the student fraternity or budding designers.



Mr. Madhurkawkani
Marketing Head
(SAANCH- The MultiDesigner Studio)

परिदेहान

2023

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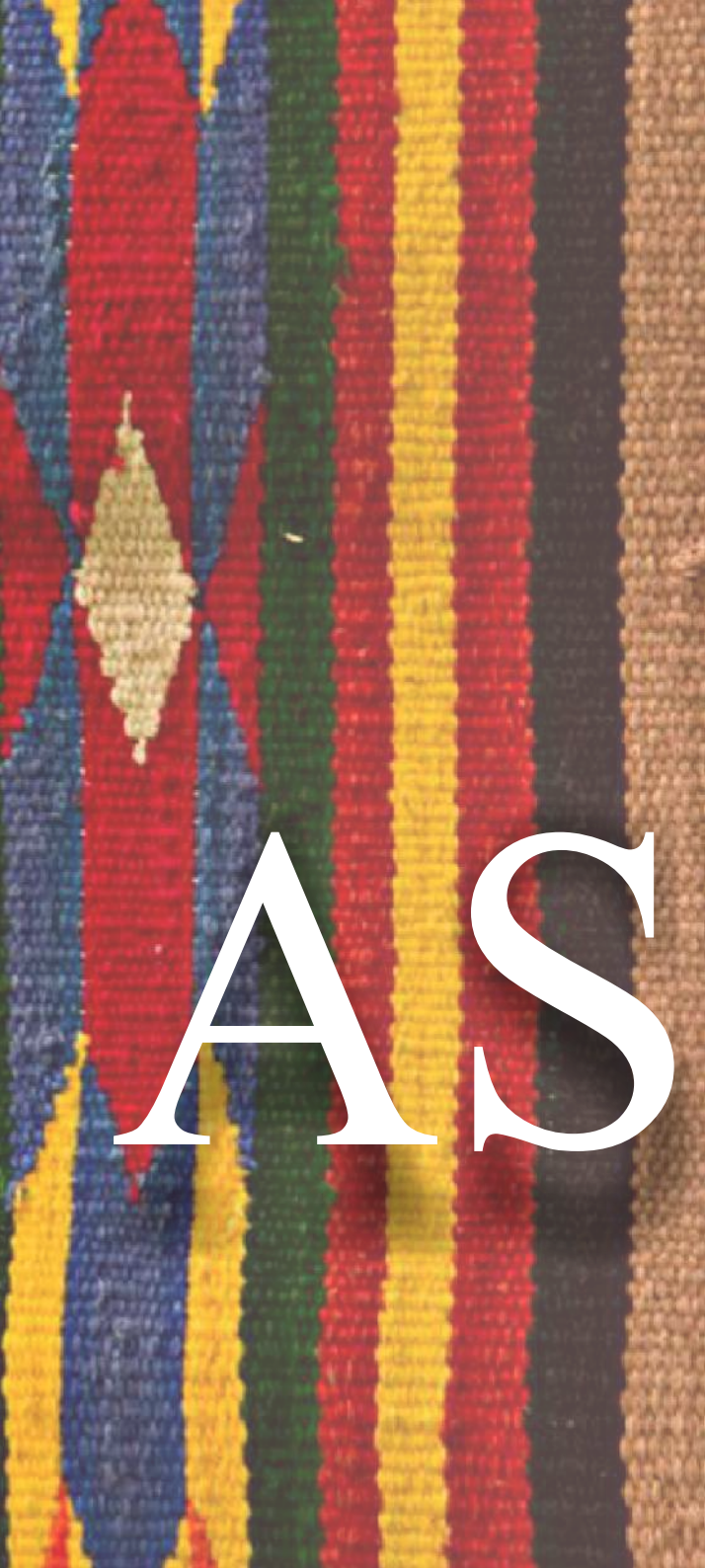
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Indian Students - Rs 2,000 • Foreign Students - Rs 5,000

Stay Tuned, for more updates.



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ASEDT



Amity University
Maharajpura (Opposite Airport)
Gwalior- 474005 (Madhya Pradesh)
Website: www.amity.edu