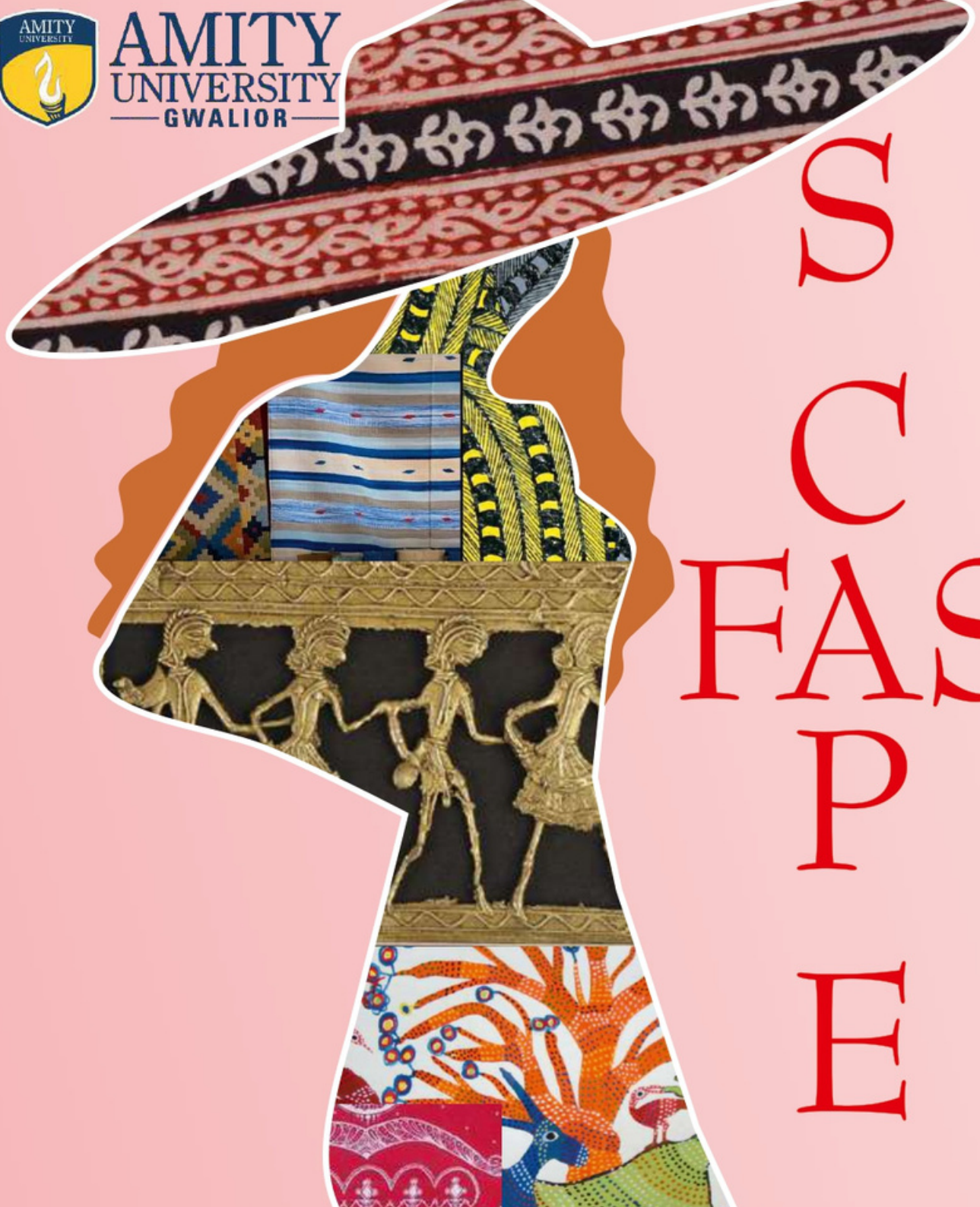
AMITY UNIVERSITY
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SCOPE FASHION

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

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Message From Head of Institute

Heartiest Greetings!

It is my pleasure to introduce the Volume 2, Issue 1 of our bi-annual newsletter 'FASHION SCAPE' by Amity School of Fashion Design and Technology.

"FASHION SCAPE" has a primary focus on the remarkable journey of ASFDT and the ever-evolving world of fashion. Our aim is to disseminate the most current developments in the fashion industry, including the latest trends, insightful perspectives from fashion experts, and the remarkable achievements of ASFDT. This newsletter serves as a bridge to connect students, researchers, and academicians with the cutting-edge research and innovations within the realms of fashion and textiles.

I want to express my heartfelt gratitude to our dedicated Designer and our diligent editor, and the invaluable anonymous reviewers who have generously contributed to the success of this newsletter. I want to extend my sincere appreciation to the editorial team for their hard work in crafting this informative masterpiece.

We eagerly invite your valuable contributions for our upcoming edition in January 2024. Your insights will undoubtedly enrich the content and make "FASHION SCAPE" an even more indispensable resource for all fashion enthusiasts.

Thank you for embarking on this exciting journey with us. Together, let's continue to celebrate the boundless creativity and innovation that fashion and textiles bring to our lives.

MS. ANSHU SINGH CHOUDHARY
HEAD OF INSTITUTE
ASFDT, AUMP



Message From Editor and Designer

After completing 1 year of successful journey, we are here with our 2nd Volume 1st Issue of 'Fashion Scape'. This newsletter stands as a testament to the culmination of our institution's creative endeavours in both curricular and co-curricular activities.

I extend my heartfelt appreciation to Ms. Anshu Singh Choudhary, the Head of Institution at ASFDT, and the entire ASFDT team for being unwavering sources of motivation in bringing this project to fruition.

MS. SHWETA SINGH
ASSISTANT PROFESSOR
ASFDT, AUMP

EDITORIAL Board



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Ms. Anshu Singh Choudhary
HOI
ASFDT, AUMP

Editor & Designer

Ms. Shweta Singh
Assistant Professor
ASFDT, AUMP





Ms. Ananya Mudgal
Student
ASFDT, AUMP

Student Coordinators

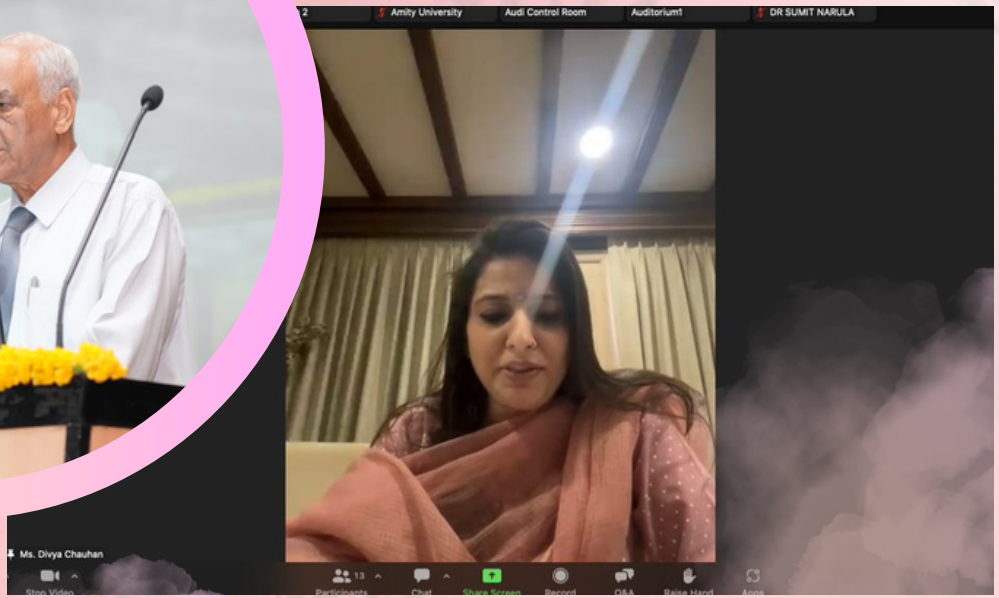
Mr. Akshat Nair
Student
ASFDT, AUMP











Amity University
Audi Control Room
Auditorium1
DR SUMIT NARULA
Ms. Divya Chauhan






परिधान



Graduation Design Collection

Theme

Extinct to Re-Create



Aayush Kumar Shrivastava



Human life can be summed up as a continuous quest for self-identity. The Baigas are a forest-dwelling tribe and the motifs of Baiga tattoos are primarily inspired by nature.

Dots, crosses and circles are the other major shapes that are tattooed in a symmetrical manner between larger and thicker lines on the whole body with is symbolic resemblance. Our designer Aayush Shrivastava has created a binary where traditional tattooing is transferred from skin to screen and is traditional yet cultured in garments













Theme

Intangible Heritage





Indonesians' daily lives are influenced by the methods, symbolism, and culture used to create the hand-dyed cotton and silk clothing known as Indonesian Batik. By using hot wax to create dots and lines on fabric, proud artisans create batik, which can be coloured selectively by soaking the fabric in one color, removing the wax with boiling water, and repeating if more than one colour is desired. The timeless designs of beautiful batik motifs have been utilized by our designer Sumriddhi Maheshwari who would like to share the beauty of batik with an even wider audience across the globe.

Sumriddhi Maheshwari

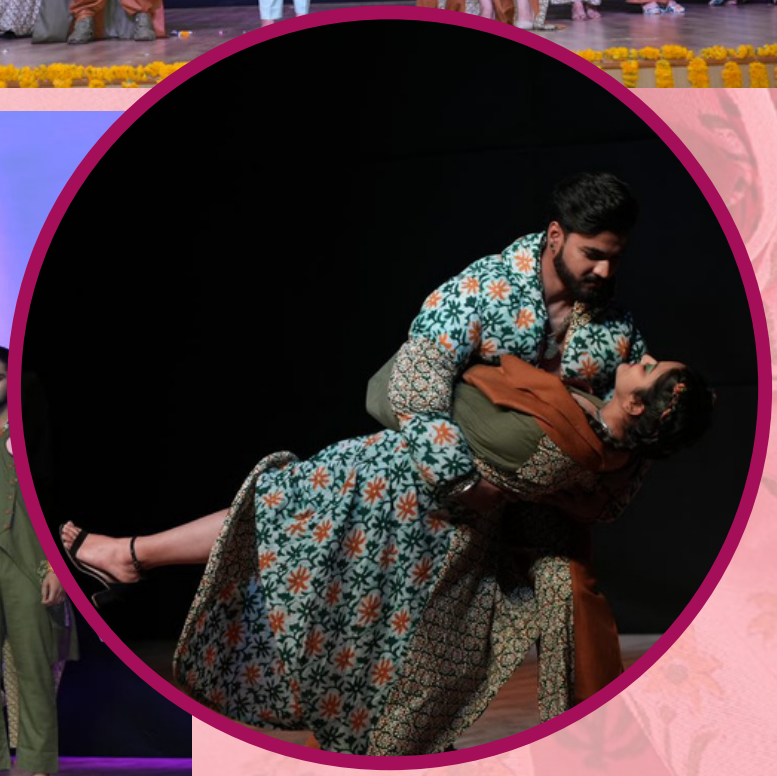












Theme

The Vintage Embroidery of Kutch



The designer has worked on most distinctive and easily identifiable craft styles of India - Kutch work or Kachchhi embroidery from Kutch region of Gujarat. The work is distinguished for the large and complex embroidery that adorns the entire fabric on which it is based, as well as the use of vivid colors, mirrors, and beads. She found inspiration in the energizing and colorful Kutch motifs to craft fresh and contemporary expressions using the art of Kutch Embroidery. From distinctive apparel to accessories all are handcrafted with the exquisite beauty of Kutch Embroidery.

Isha Goyal






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Theme

Ancient craft of Block Printing

Ajrakh is believed to have the sky as its theme. The sky is represented by the colour blue, evening by the colour red and night by black. The white star-like motifs represent stars. Ajrakh patterns resemble kaleidoscopic patterns in appearance. Deep crimson and indigo are the primary colours used by the symmetrical block prints to transmit their patterns onto fabric. Inspired by the legacy of this craft our designer Drashti Agarwal has prepared her collection.





Drashti Agrawal




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17


22


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Aayush Kumar Shrivastava

परिधान

"Best Designer "



GDC Winners





Sumriddhi Maheshwari

परिधान

"Best Theme "

GDC Winners



Oversized blazers and tailored pieces



Asymmetric and draped dresses



Midi - length A - line skirts



Belted outwear



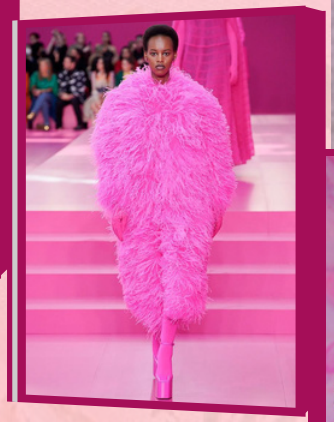
Wide leg traousers



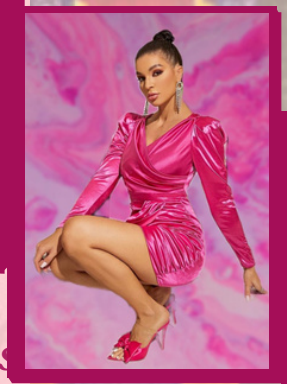
Puff sleeve tops and dresses



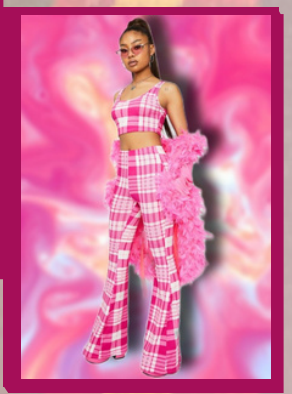
Slip dresses with layering



Monochromatic jumpsuits



Wrap dresses



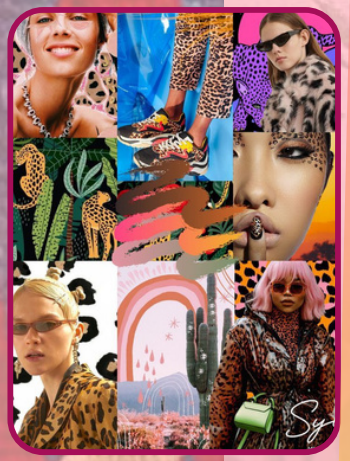
Cropped fair pants

TOP 10 SILHOUETTES FOR 2023

Top 10 Silhouettes For 2023



Floral paint



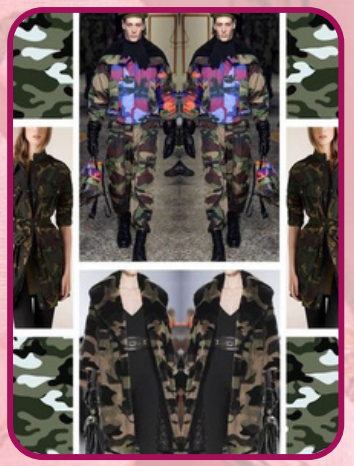
Animal print



Stripes



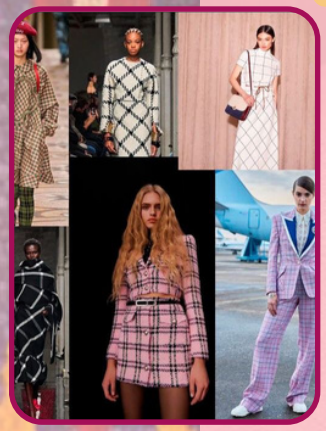
Polka dots



Camouflage



Paisley



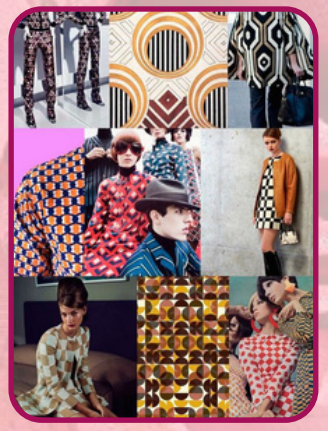
Plaid



Houndstooth



Marble Texture



Geometric Patterns

TOP 10 PRINTS AND TEXTURE FOR 2023

Top 10 Prints and Texture For 2023

Pandit Jawaharlal Nehru had rightly said that “Children are like buds in a garden and should be carefully and lovingly nurtured, as they are the future of the nation and the citizens of tomorrow."

Amity University Gwalior is committed to contribute to the well-being of communities and society through various environmental and social measures. This year, Amity School of Fashion Design & Technology is launching a Social Venture ‘AASH’ for financially weak children. 'AASH - A way from destitute to happiness' is a social venture to create a range of clothing for such kids and give them a ray of hope through by providing them proper clothing.

The main motive of this venture is to help underprivileged children who have lack of access to affordable, adequate, appropriate clothing. This venture would bring happiness on the faces of the underprivileged children of our society by providing them with designer clothes.

The team of ‘AASH’ used the old, discarded clothes and crafted them with creativity, and re-designed them using their creative and artistic ideas. The new designed clothes will be presented to the underprivileged children across the city.



AASH

Aash

—A way from destitute to happiness



ARTICLE FROM
Contributors



Fashion: An Empowering Journey of Self-Expression

Anushka Sharma,
ASET, Amity University,
Gwalior, M.P

Fashion is a powerful medium through which individuals express their unique reality, personality, and lifestyle. It encompasses various elements such as clothing, footwear, accessories, colours, designs, hairstyles, and makeup. With the passage of time, fashion evolves and adapts to changing trends, allowing people to embrace their autonomy and showcase their individuality.

Today, fashion plays a vital role in shaping one's confidence, acceptance, and self-love. It empowers individuals to live life on their own terms and create a style that resonates with their personal taste. Fashion draws inspiration from diverse cultures, blending elements from different traditions and lifestyles. For instance, one can find influences from Rajasthan in the form of metal accessories and jewellery or the elegance of sarees from Bengal and Banaras.

Fashion seamlessly blends traditional and modern elements. What was once considered normal and traditional becomes a trend for the present generation. Take, for example, the resurgence of bell-bottom pants in today's fashion scene. It reflects how fashion keeps evolving and capturing the essence of different eras.

In today's generation, fashion has become a means of expressing one's true self, emotions, and individuality. It provides a canvas for creative expression, allowing individuals to showcase their unique skills and talents. Moreover, fashion has the power to uplift our spirits and make us feel good about ourselves.

It is important to note that there are no right or wrong choices in fashion. The key is to stay true to oneself and wear what brings joy and happiness. Fashion should be embraced as a creative outlet that celebrates our individuality. So, let us venture into the world of fashion, explore new styles, experiment with different looks, and confidently embrace our personal style.

Remember, fashion is not just about following trends; it is about embracing who we are and expressing ourselves authentically. Let fashion be the tool that empowers us to celebrate our uniqueness and embark on a journey of self-expression with confidence.



Shruti Gupta
B.Des Fashion Design
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CAD And Fashion



In present era, CAD has become one of the most popular designing applications. The connection between CAD and fashion design is getting deeper and more powerful. The knowledge of CAD software is essential for an aspiring Fashion Designer entering the Fashion industry and also for an established fashion designer within the Fashion Industry.Illustrator and Adobe Photoshop are the most commonly used CAD (Computer Aided Design) software programs in the fashion industry which is very helpful to make designs.

It is helpful in giving dimension to any design, experimenting changes on it, configuring the design according to needs, archiving the design, exchanging of data and information.It is tool for product manufacturing through the use of a computer system that may involve both hardware and software, design between teams and organisations, adding development of the designs for future analysis. Designers can use CAD software to sketch concepts, create patterns, model clothing, and modify it for particular body types and uses.

It help designers to view designs virtual 2D and 3D models and in various colors, shapes, size, etc.In fabric designing process, it allows the designers to work with different fabric patterns and textures. This will ultimately reduce the cost and will save the time .it reduces errors in making process. The two CAD (Computer Aided Design) software programmes that are most frequently utilised in the fashion industry are Adobe Illustrator and Adobe Photoshop.

The manual design is also very important and fine balance between the use of computer technology and manual designing is very important.



One of the most important sectors in our modern society is fashion. I think fashion is one of the main ways people express their personalities and set themselves apart from others is via their sense of style. As i see new trends emerge with each New Year that comes and passes, and they all aim to be more vibrant and stylish than those that i've seen the year before. As a fashion designing student i've found inspiration everywhere, including in printed magazines and online stores like Roden Grey. Throughout human history, people have wanted to express themselves by fashion and tried to connect with people around them.

New fashion trends are a serious addiction for people of all ages if they're kids , my age (adults) or senior citizens . I would love to visit different regions of the world and see for oneself how people there dress because different cultures and nations have varied fashion tastes. I think garments are no longer just a tool to hide our nakedness. Instead, garments shows a lot about a person their choices, their life, their perspective and many aspects of their way living.

However, in my opinion, occasionally people should go with their hearts and wear whatever makes them happy.



Fashion trends and oneself own style

Priya Jain
Makeup Artist
Gwalior



Fast Fashion

Samiksha Chougule
B.Tech, Shivaji University, Kolhapur, Maharashtra

Fashion is form of self expression. It is a way one carry the things that replicate the trends and showcase ones personality . It is art of expressing your sense of beauty. Today lot of changes takes place in the world as we know fashion is too dynamic in nature . Fashion not only includes the clothing and make up but also includes accessories that one carry . Today we also came across fast fashion which means clothing designs that move quickly from the catwalk to stores to take advantage of trends. Fast fashion clothing are low priced with different kind of styles that always try to be trendy for example Zara and H& M are the two best giants for fast fashion. The fashion industry encompass many different smaller and more niche industries. Often people think of it as just retail/online stores, design houses and brands, and fashion magazines.Thus fashion is the collection of ideas that work on different inspiration and always try to put forth best out of it and make them trendy that will be acquired by the masses.

Indian Fashion Industry influencing the World

Ms. Shivani Saxena
Faculty GWPC
Gwalior, M.P



Fashion has always been about creativity and innovation. The Indian fashion trends are an impression of the nation's different and rich social legacy. From soft sarees to creative tank tops, Indian fashion is a mix of conventional and contemporary styles. The current trend is also about comfort which is maintainable design and has turned into a significant pattern in India, by making eco- accommodating apparels. The fusion of old and new is creating unique and exciting fashion pieces. The main Idea behind this is to reduce, reuse, recycle. As the fashion designers are now aware of the environmental issues, they are adopting such techniques which minimizes the waste.

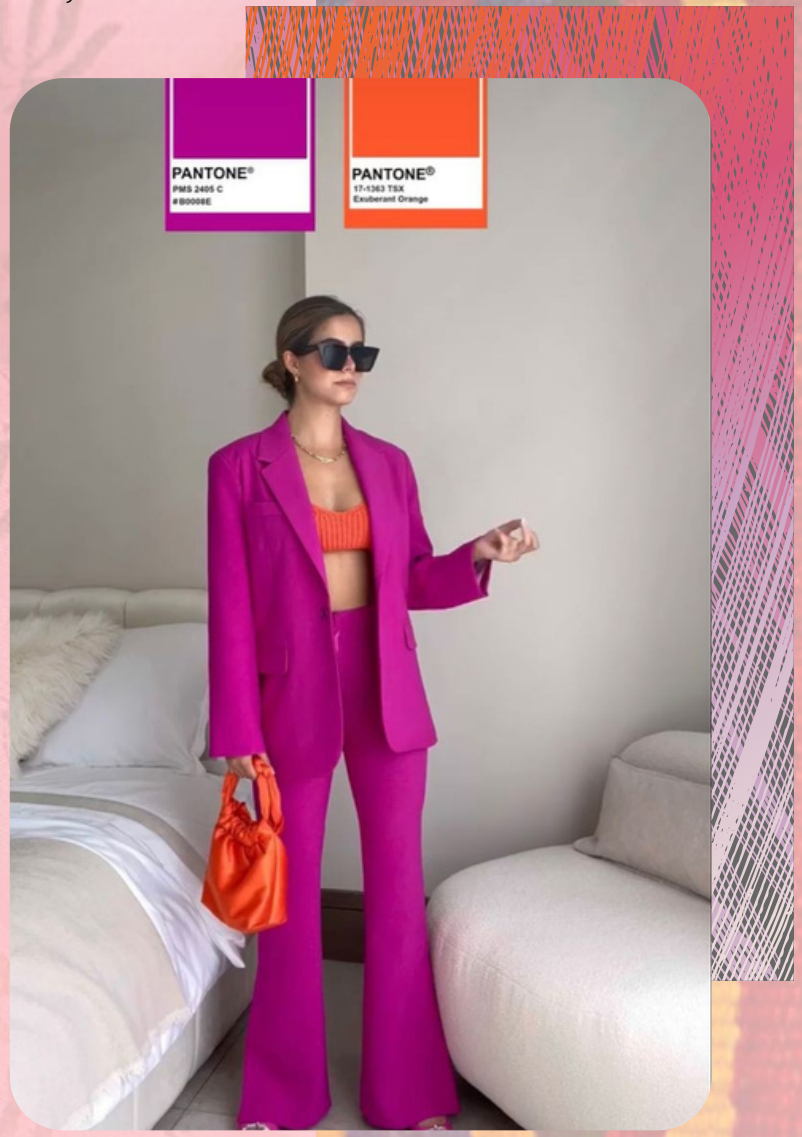
The Indian fashion industry will continue to evolve and embrace new trends while preserving the rich cultural heritage of India and will continue to influence the world.

Role of colour psychology on the style

Dr. AyushiGarg
Assistant Professor, ASAP
Amity University, Gwalior, M.P

Color psychology in interior design isn't only about how colors affect your mood but also how they can make you look good. Colors play a major role in deciding the fashion scape of a particular space especially in terms of upholstery. We are constantly surrounded by different shades at home and these have a long-lasting effect on the way we think, feel, and even appear. Every color has a different effect on the mood and feeling of an individual in a space. All of this largely comes down to color psychology, and the way light falls on the color and is reflected on our skin. As per research by the National Library of Medicine, colors affect our minds to a great extent.

Generally, when it comes to paint ideas, warm colors like red, orange, and yellow are considered hues that evoke feelings of happiness, optimism, and energy. Cooler shades such as green, blue, and purple are considered calming and soothing. Some of the examples have been sighted as per the colors used in our environment and upholstery to determine the relation of hues to color psychology in a space.



Sustainable garments are clothing items that are made using environmentally friendly and socially responsible methods. These methods aim to minimize the negative impact of clothing production on the environment and on people. Sustainable garments can be made from a variety of materials, such as organic cotton, recycled fabrics, and natural fibres like linen or hemp. Interest in eco-fashion has increased over the past ten years along with the rise in consumer social and environmental concerns. The apparel business contributes significantly to resource depletion and environmental challenges throughout the textile lifespan, which are the driving forces behind rapidly evolving fashion trends.

Without the use of artificial fertilisers, pesticides, or herbicides, organic cotton is grown. In order to promote healthy soil and ward off pests and disease, farmers instead employ natural techniques including crop rotation, beneficial insects, and compost. Organic cotton production also prohibits the use of genetically modified seeds and requires that farmers use water conservation methods. Additionally, organic cotton farming practices prioritize the health and safety of workers by prohibiting the use of toxic chemicals. Organic cotton farming practises lessen the use of dangerous pesticides, support healthy soil, and increase biodiversity, all of which can be advantageous to the local ecology. Organic cotton does not contain harmful residues of synthetic chemicals that can be absorbed through the skin, which can be especially important for people with sensitive skin. Organic cotton(Fig1)2 farming practices prioritize the health and safety of workers, who are not exposed to harmful chemicals in the workplace. Choosing organic cotton products supports sustainable and ethical farming practices, and can have positive impacts on the environment, human health, and social well-being.

Sustainable Garments – An Eco-friendly Approach

Dr. Rwitabrata Mallick
Assistant Professor, ASLS
Amity University, Gwalior, M.P



Sustainable Fashion: The Remedy to Fashion's Negative Environmental Impacts

Ar. Aditya Bhattacharya
Assistant Professor, ASAP
Amity University, Gwalior, M.P



Are the latest brands offering you a buy-one-get-one offer at the nearby mall? Are the latest online big-billion-day sales offering you top branded clothes with flat discounts? Are the mounted clothes on your chair sadly looking at you waiting for their turn to be worn? You might want to hold back, sort your wardrobe, and reuse your already existing clothes, by the time you reach the end of this article.

Yes, you might ask, what is wrong with buying new clothes. They look extremely innocuous and tempting, especially with the garland of offers and discount placed around it. Moreover, after the confined lives we all spent during the COVID-19 pandemic, who doesn't want to dress up wearing new outfits, socialize and travel places.

Today, even brands are staying up with the latest fashion trends and are racing ahead towards producing inexpensive clothing at a rapid pace, also called, 'fast fashion'. For customers, shopping is often the new synonym for entertainment. This leads to us contributing to a throwaway culture - discarding used clothes rather than recycling or donating them to the needy. This culture creates a linear model of fashion production, where resources are consumed, turned into a product, then discarded.



The Influence of Indian Culture on Global Fashion

Dr. Shweta Kanungo
Assistant Professor,
Journalism and Mass Communication,
Renaissance University, Indore

Indian culture has a positive impact on global fashion. As an Indian culture, fashion suits all generations and is easily accepted and adaptable to the world.

India began in the 4th millennium BC and in the 5th millennium, the Cultivation of cotton in the Indus civilization. India was generally the only diamond base until the discovery of mines in Brazil in the 18th century. Diamonds were first recognized and mined in central India about 5000 years ago. Indian cultural fashion spread especially after the global trade in wearables began in the late 1980s and 1990s. During this period, India was the world leader. Indian culture offers a wide variety of clothing options ranging from Kashmiri to South Indian clothing and jewelry. Indian clothing brands enjoy great prestige in the global market. Up-coming designer in India make use of cultural elements and advocate arts such as saree, indo western, indigo & block prints, embroidery, body accessories for noses, ears such as rings, anklets, toe rings, turbans and dhotis so on & so forth completed a garment with Such as Indian shoes this all have high demand in the global market. The rapid growth of the Indian film industry has also contributed greatly to global fashion.

The fashion industry has become increasingly conscious of its environmental impact in recent years. In order to reduce their ecological footprints, brands are focusing on developing and producing sustainable clothing made from natural fibers such as organic cotton or linen which can be recycled after use. This is an important step towards protecting the environment but there are certain challenges that come along with it.

One major challenge faced by manufacturers is creating a product that meets the needs of customers while also being environmentally friendly. It's difficult for companies to create garments that have both high quality standards and low levels of water/energy consumption during production, as resources tend to overlap between these two requirements. Additionally, sourcing materials with minimal ecological impact can often involve long lead times which could make products more expensive than those produced cheaply using mass-produced synthetic fabrics like polyester or nylon – presenting another barrier for sustainability advocates looking for affordable ecofriendly alternatives in smart fashion wearables. Moreover, technology used in apparel, especially wearable devices embedded into clothes calls for additional scrutiny: Buttons built on plastic base or zippers made out from non-recyclable metal components evoke contradictions.

The challenge of developing sustainable fashion has been growing steadily in recent years. This is due to a number of factors, including the following:

1. Increasing consumer demand for eco-friendly and ethical products that are produced without harming people or the environment. As consumers become more conscious of their choices, they are looking for clothing companies that can provide them with stylish yet sustainably manufactured garments.

2. The rising costs of producing traditional items made from non renewable materials as well as increasing environmental regulations resulting in higher raw material prices for ethically sourced fabrics such as organic cotton, recycled polyesters and hemp . Companies need to find ways to make these materials both affordable and fashionable if they want to keep up with consumer demands while still protecting our planet's resources.

The Challenges of sustainable smart fashion

Prof. Dr. Shruti Tiwari
Professor in Design
Parul University,
Waghodia, Gujarat





Stylized Illustration adding to Avant- Garde design collections

Dr. Kapil Kishor,
Fashion Guru & Educator

A style adopted by a particular number of people, group or masses is called as fashion and when we say stylized fashion trends, it's very specific & focused fashion we are targeting at. Stylization is something which exaggerates and increases the plot criteria on which we are working, whether it's AVANT-GARDE or any other style of fashion.

In fashion, the avant-garde style is defined through its personality. Many designers have been asked to define this style and they all added a certain term to define it: sophisticated, mysterious, intimidating, intriguing, striking. The accessories have to be very modern, unusual, but elegant. All clothes should be matched with hats, belts or shoes in the most unusual shapes. Avant-garde clothes mean unusual ones, which catch the eye and does not let you fade in the crowd. In fact, when we discuss about avant-garde fashion, we should not talk only about clothes. In the end, the result of the avant-garde has to be a whole form. Avant-garde fashion is all about style. What is fashionable is not a purse or a blouse but the style that manifests itself through them.

Stylized trends make themselves visible via fashion items such as apparel and accessories. However, it is the way of carrying these items which is more subject to fashion than items themselves. Fashionable items are merely the surface of fashion, but the real meaning of avant-garde fashion can only be seen beneath the material layer.

This is why ability of fashion illustrator to emphasize style in fashion illustration is so important in fashion industry.

Fashion concept could originate as an idea of style not a depiction of concrete wearable item. This is when and why fashion drawing helps. Nothing can depict concept of fashion style more clearly than stylized fashion drawing.

Enlargement of avant-garde elements in illustration develop new ground for design range which specifically helps to understand technicality of line plan and at the same time specifications of design gives us the track guideline for garment's construction criteria.

Orion conmerx private ltd.
Ms. Ananya Mudgal





My Perfect Fit
Mr. Akshat Nair



Aditya birla group
Ms. Anshika Dwivedi



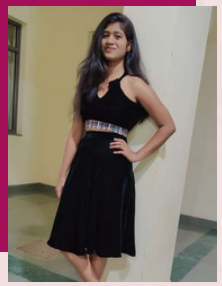
Orion conmerx private ltd.
Ms. Namrata Dhingra

Aditya birla group
Ms. Varuna Rajput





Dennison
Ms. Mansi Kushwah



Mannmani
Ms. Sonam Barnwal



Internship

Batch : 2020 - 24

Super Overseas pvt.ltd

Ms. Anshika Singh Tomar





Fashion house by riya dhall

Ms. Roshni Moryani



Shreshtha Mathur & The Content Creator

Ms. Shruti Roy



Manmani

Kriti Sharma

Label Yani

Krati Khandelwal



Manmani

Ms. Nisha Baghel



Shreshtha Mathur & The Content Creator

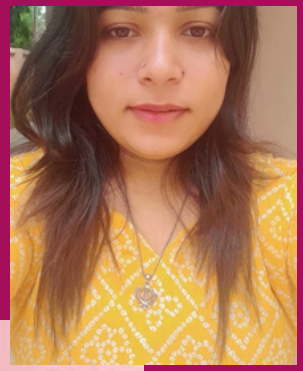
Ms. Anjani Chaudhary





Wasabi

Ms. Khushi Goyal



Manmani

Ms. Divya Dayani

Internship

Batch : 2021-25

Anshika Tomar

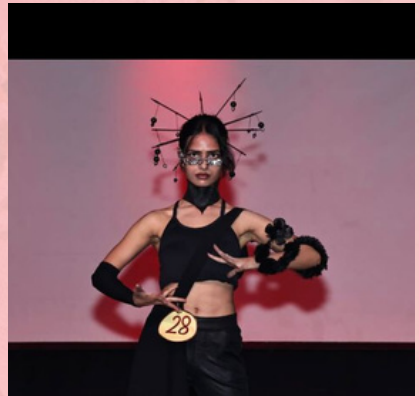


Designer









COMPETITION

Runway

Hell on Heels

“Hell on Heels " simply focuses on the strength and resilience of women who have overcome challenges and obstacles to achieve success on their own terms.

The term "hell on heels" is a metaphor that suggests that women can be both tough and feminine, and that they can use their power and confidence to take control of their lives and achieve their goals. Hell on heels encourages women to be proud of who they are and to embrace their unique qualities and strengths.

Expressionnisme

A style of painting or art which the artist seeks to express the inner world of emotion rather than external reality. The theme is inspired from the Abstract art which include colours, shapes, lines, and spatial arrangements. Happiness and sadness tend to yield more predictable behaviours than those from anger or anxiety, and so the entropy in an abstract painting can also help in the evocation of a simple emotion. The garment prints are created by hand painting with the fabric colors to showcase the realistic effect of abstract art. The fabrics used for the collection are German Silk, Cotton, Organza, and net.









Akshat Nair



Designer

Namrata Dhingra

Varuna Rajput

Ananya Mudgal



Designer









Flower of Evil

Flower of evil inspired from the flower “Raat ki Rani” is not only a flower but it also replicates the dark beauty of the night bringing all the shine towards us. Indian and western fashion elements have been merged with each other. The designs represent the different Phases of life consisting of Happiness and sadness, infancy, youth, the middle years and old age. Each stage is an important and beautiful time of growth, learning, caring and sharing in a special and unique way. Just like the two sides of the coin, life is also about two phases happiness and sadness.

Meraki

The traditional outfit for Rajasthani men is " dhoti and angarkha or pyjama-kurta And for females are ghagra, choli (also called Kanchli or kurti) and odhni. A cocktail dress is a semi-formal dress intended to be worn to late - afternoon or early-evening social gatherings, events, or occasions. Fusion- Combining two or more styles from different cultures into one to show the vibrance in them.









Khushi Goyal



Designer

Mansi Kushwa Anshika Dwivedi



Designer









Verve

To think beyond the norms made by the society and to create something extraordinary. Designers have been inspired by the indigenous culture and tribal art of Ethiopian tribes. Tribal fashiondepicts traditional old vibe with its contemporary silhouettes.Brighter colours like white, blue, yellow, and red have recently been seen as runway trends, despite the fact that earthy tones and deep desert hues are excellent for tribal patterns.

Love of Darkness

Roses are considered as a symbol of love and Gothic is understood as a symbol of horror or romance. The designer has used rose as an element to show love. According to the designer love is not always beautiful. It has a few dark shades and sorrowful endings also.









Sonam Barnwal



Designer



RUNWAY
Winners

Namrata *Dhingra*
Ananya *Mudgal*
Varuna *Rajput*

"Best Designer"

परिधान

Khushi *Goyal*

"Best Theme"



Sun Printing

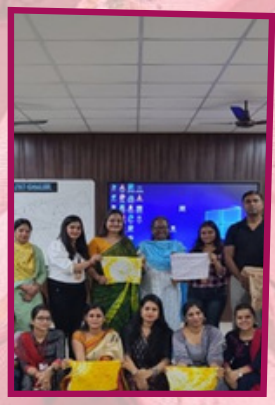






Amity School of Fashion Design & Technology (ASFDT), AUMP, organized a three day's workshop on Tribal Art & Sketching from 15th and 16th may 2023 from 2:00 pm onwards.
The workshop began with the introduction of the expert, Mrs. Nupur Shrivastava, Fevicryl Instructor. The purpose of the workshop was to enlighten the students with the concept of Sun Printing and 3D embroidery. Sun Printing, also known as Heliographic Art, a simple technique that uses sunlight or infrared bulbs to "set" the color. With this technique, students have created stunning photograms on fabrics and paper using Fevicryl sunflower kit. Mrs. Nupur Shrivastava also demonstrated 3 D embroidery technique using Pidilite Fevicryl Colours. She used 3D colours to give the effect of embroidery. Such colors used by students on T-shirts, Scarf and Kurtas. The students keenly participated in the workshop. This workshop was very fruitful for the students as it helped them to create their own designs with innovative style. Approximately thirty students participated in the workshop.













KVS ZIET

KVS ZIET Gwalior had organized a 03 days' workshop for TGT (AE) from 18th April to 21st April 2023 and they invited Ms. Shweta Singh (Asst Prof) Amity School of Fashion Design and Technology for a workshop session on Tie & dye as Pre-Vocational Education under NEP 2020 on 20 April 2023. In this training program more than 60+ participants participated from all over India.

Ms. Shweta Singh taught them about the techniques and a new insight of tie and dye through practical & demonstration methods with natural dyes like Flowers, Leaf's, Tea, coffee, Palak, Haldi, Onion and many more. The Workshop was supported by the hard work of Anshika Dwivedi and Ananya Mudgal from 3rd year (ASFDT).

The training program ended on a good note as all the participants were happy and satisfied after presenting their creative work on the platform.

Machine Embroidery

Amity School of Fashion Design & Technology (ASFDT), AUMP, organized a workshop on 'Machine Embroidery' on Wednesday, 17th May 2023 from 2:15 pm onwards.

The workshop started with the welcoming of guests, Mr. Pradeep Chaubey and Mr. B.K Upadhyay instructor from USHA SEWING MACHINE, Ms. Anshu Singh Choudhary, HoD, ASFDT, AUMP, faculty members and students from ASFDT. The objective of the workshop was to make students to learn Machine Embroidery and also introduce new advance model of Usha machine.

Through this workshop students has learnt the various features of a beautiful looking sewing machine, the Sew Magic- it comes with features like automatic start/end switch, needle threading, triple strength stitch, feed drop lever to facilitate embroidery, and a hard cover for extra protection. Further it comes with nine applications that includes stretch stitching, button fixing, rolled hemming, blind stitch hemming, smocking, and zip fixing and 13 built in stitches including the button hole. Mr. Pradeep and Mr. B.K Upadhyay give the demonstration of different features and each student practiced on machine, which help them to understand the use of machine and also, they understand that they can create various decorative stitch patterns or designs on garment by using these machine.









Sustainable Art for Fashion and Textile

Amity School of Fashion Design & Technology (ASFDT), AUMP organized Sustainable Art for Fashion and Textile, 14th and 15th March 2023 at 11:00 am onwards.

The workshop has gained too much popularity and we have received huge registration across the country from different universities, schools, and colleges.

The workshop was planned to focus on, to discover students entrepreneurial skills and make them learn how to create stunning pieces of sustainability art that promote environmental responsibility.

Sustainability living is rising in popularity because of the many benefits. Beyond its positive environmental impacts, the advantages of sustainability living also include cost and energy efficiency, less maintenance, improved health, and wellness and increase in property value.

On First day Dr. Gunjan Shuklaa taught about the Fashion and Entrepreneurial skills with marketing strategy, Product development (Tie and dye) with natural dye like coffee, tea, vegetables, fruits, flowers and many more.

On Second day she discussed about the up-cycle clothing and Redesigning (Take shirt and redesign it into Apron) and give them tips regarding interview, portfolio and resume. The Workshop ended on a good note as all the participants were happy with their products.























INDUSTRIAL *Visit.*

AWARDS & ACHIEVEMENTS

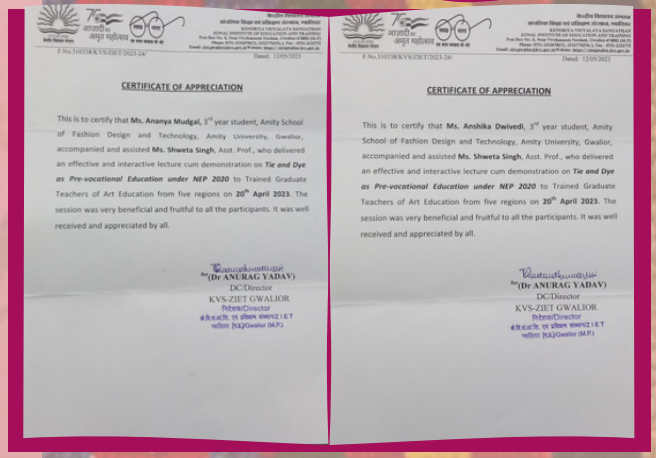
Awards & Achievements



Fashion Show Judged by
Ms. Ananya Mudgal & Ms. Anshika Singh Tomar



All rounder
Gold medalist Ms. Disha Bhadouria and
Achiever's Award Ms. Anshika Tomar



CERTIFICATE OF APPRECIATION

This is to certify that **Ms. Ananya Mudgal**, 3rd year student, Amity School of Fashion Design and Technology, Amity University, Gwalior, accompanied and assisted **Ms. Shweta Singh**, Asst. Prof., who delivered an effective and interactive lecture cum demonstration on ***Tie and Dye as Pre-vocational Education under NEP 2020*** to Trained Graduate Teachers of Art Education from five regions on **20th April 2023**. The session was very beneficial and fruitful to all the participants. It was well received and appreciated by all.

(Dr ANURAG YADAV)
DC/Director
KVS-ZIET GWALIOR

CERTIFICATE OF APPRECIATION

This is to certify that **Ms. Anshika Dwivedi**, 3rd year student, Amity School of Fashion Design and Technology, Amity University, Gwalior, accompanied and assisted **Ms. Shweta Singh**, Asst. Prof., who delivered an effective and interactive lecture cum demonstration on ***Tie and Dye as Pre-vocational Education under NEP 2020*** to Trained Graduate Teachers of Art Education from five regions on **20th April 2023**. The session was very beneficial and fruitful to all the participants. It was well received and appreciated by all.

(Dr ANURAG YADAV)
DC/Director
KVS-ZIET GWALIOR

Appreciation Letter for Ms. Ananya Mudgal
& Ms. Anshika Dwivedi



Poster Making Competition



Makeup Studio by Ms. Priya Jain

RESEARCH & PUBLICATIONS

Research & Publications



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Ms. Vidhu Gupta

Copyright by
Ms.Anshu Singh Choudhary,
Ms. Shweta Singh &
Ms. Anshu Singhal





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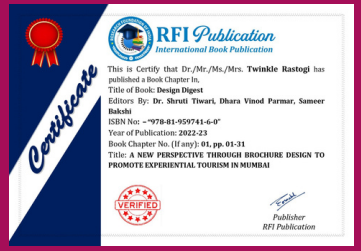
Book Chapter & Copyright
by
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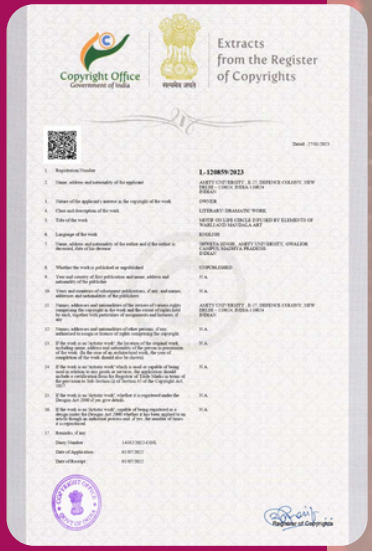
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Ms. Twinkle Rastogi











Testimonials

Ms. Preeti Vijaywargiya



As a workshop instructor at Amity University, I had an immensely rewarding experience. The students' exceptional talent and passion for design were truly inspiring. The faculty's dedication to providing a top-notch learning environment and encouraging innovation was commendable. The emphasis on hands-on learning and collaboration enriched the experience. I felt valued and respected by the entire community. This design school is a beacon of excellence, nurturing creativity and shaping future design leaders. It was an honor to be part of this journey, and I eagerly anticipate their continued success.



Ms. Urvashi Rathore

First of all, I was impressed with the workshop's organisation and the students' enthusiasm. Giving students practical instruction in print development was a wonderful experience, and I really enjoyed the time. I appreciate the opportunity provided by Amity University's Amity School of Fashion Design and Technology.

Dr. Gunjan Shuklaa

Amity School of Fashion and Technology is one of the institutes I came across, which takes a lot of initiatives for the students to give them good exposure in the field of fashion which help them connecting with recent trends. The institute aims at enhancing knowledge, skills, and ability of students to keep them practically and theoretically updated, I wish Amity School of Fashion and Technology a bright future ahead.





Ms. Nandini Gidwani

Sharing my knowledge with the brilliant young minds at Amity University's Amity School of Fashion Design and Technology department was a wonderful experience. I taught fashion design students who had a lot of background in the field how to make bags. Students majoring in fashion design enthusiastically took part in the workshop and produced beautiful samples while I watched. They use various methods, materials, and designs to create various types of bags, which they then embellish. Overall, I have a great time at the workshop, and everyone works very hard to make it a success. I appreciate the invitation and the chance to speak with the young minds that the ASFDT team provided.

Ms. Namrata Chaturvedi

I am grateful that Amity School of Fashion Design and Technology gave me the opportunity to serve as a resource person during a workshop. I also like that the workshop was interactive, allowing for active participation and hands-on practise, which I felt was very beneficial for the students.





Ms. Nupur Shrivastava

It is a matter of pride for me to work with Amity. My work experience with Amity Gwalior was great! All students and faculty were very cooperative.



Ms. Neysa Vas

The chance to interact and network with other attendees/students was one of the workshop's most beneficial features. I appreciate the invitation from Amity School of Fashion Design and Technology to speak to their students as a guest on the topic of "Design Thinking, Creative Thinking, & Innovation." Being in a room full of people with similar interests and objectives was a welcome change of pace. We were able to learn from one another and gain new perspectives through the discussions and group activities, which enriched the overall learning process.

ASFDT IN news

लियर, मंगलवार 07 जून, 2022 **नवभारत** ग्वालियर

टी में ओनली वन अर्थ पोस्टर मेकिंग प्रतियोगिता आयो

भारत न्यूज



जून. विश्व पर्यावरण उपलक्ष्य में एमिटी के पर्यावरण विज्ञान वरण संरक्षण एवं जैव त्कृष्टता केंद्र और एमिटी विश्वविद्यालय ाधान में ओनली वन मेकिंग प्रतियोगिता न किया गया। उद्देश्य पर्यावरण ीव विविधता के प्रति ढ़ाने और पर्यावरण क्षित करना है पोस्टर ों ने पृथ्वी की रक्षा के त्मक और स्थायी परिवर्तन करने के लिए रचनात्मक विचारों को व्यक्त किया।

विभाग प्रमुख व कार्यक्रम समन्वयक डॉ कुलदीप द्विवेदी ने बताया कि पोस्टर मेकिंग प्रतियोगिता के लिए प्रथम पुरस्कार यश धाकरे, द्वितीय पुरस्कार सलोनी ओझा, तृतीय पुरस्कार निशा बघेल को दिया गया। कुलपति लेफ्टिनेंट जनरल वी के शर्मा, एवीएसएम द्वारा पुरस्कार प्रदान किए गए। प्रतियोगिता के विजेताओं को प्रशस्ति पत्र के साथ नगद प्रथम पुरस्कार रु. 1000, दूसरा पुरस्कार 500/- तीसरा पुरस्कार 300/- और 05 सांत्वना पुरस्कार (प्रशंसा प्रमाण पत्र) पुरस्कार दिया गया।सभी पोस्टर प्रस्तुति में सांत्वना पुरस्कार, प्रेरणा शर्मा, अंजनी चौधरी, श्रुति रॉय, मलाइका गुप्ता, अमोलिका जैन, देवांगना शर्मा और अर्पिता भार्गव को दिया गया। प्रतियोगिता में बड़ी संख्या में प्रतिभा लिया। प्रतिभागियों सर्टिफिकेट प्रदान पर्यावरण विज्ञान संकाय सदस्यों डॉ स डॉ ऋतिव्रत मल्लिक शुक्ला और डॉ अभि के बहुमूल्य योगदान

उन्नत भारत अभियान में एमिटी ने गोद लिए 5 गांव

एमिटी यूनिवर्सिटी स्थापना दिवस



सिटी रिपोर्टर। हमारा मकसद देश को सशक्त बनाना है। इसलिए जहां यूनिवर्सिटी यूनिवर्सिटी से निकलने वाले स्टार्टअप की संख्या बढ़ी है। वहीं उन्नत भारत अभियान के तहत ग्वालियर के 5 गांव गोद लिए गए हैं। यह बात एमिटी यूनिवर्सिटी के संस्थापक अध्यक्ष डॉ.अशोक के चौहान और चांसलर डॉ.असीम चौहान ने कही। वे यूनिवर्सिटी के स्थापना दिवस समारोह पर ऑनलाइन चर्चा कर रहे थे। चेयरपर्सन डॉ.अमिता चौहान ने भी ऑनलाइन संबोधित किया। इस मौके पर कुलपति वीके शर्मा, प्रो-वीसी डॉ.एमपी कौशिक आदि मौजूद रहे।

28 सितंबर से खुद का इंक्यूबेशन सेंटर किया जाएगा शुरू

• कुलपति वीके शर्मा ने बताया कि सामाजिक दायित्व के तहत घरेलू विवाद सुलझाने के लिए मीडिएशन सेल स्थापित की गई है। विवि के छात्र रवि कुमार के स्टार्टअप को 50 मिलियन यूएस डॉलर की फंडिंग मिली है। 28 सितंबर को खुद का इंक्यूबेशन सेंटर शुरू करेगा। गांव में रेन वाटर हार्वेस्टिंग का काम यूनिवर्सिटी कर रही है।

हालांकि स्मार्ट सिटी की मंशा यहां हर माह प्रदर्शनी और फेयर लगाने की थी, लेकिन कोरोना महामारी और आर्ट एक्सपो का आयोजन किया जाएगा। जिसमें स्थानीय: और बाहर के कारीगर आएंगे।

सस्टेनेबल फैशन कॉन्सेप्ट

सिटी रिपोर्टर. इंदौर



इनसे मिलिए...ये हैं डॉ. गुंजन शुक्ला। वैसे तो कॉलेज में मैनेजमेंट टीचर हैं पर प्रबंधन और उद्यमिता के साथ स्टूडेंट्स को सस्टेनेबिलिटी का पाठ भी पढ़ा रही हैं। वे स्टूडेंट्स के लिए एक ऐसा आइडिया लाई हैं जिसमें सस्टेनेबल फैशन स्टार्टअप बनने का पोटेंशियल भी है और केमिकल बेस्ड फैशन से होने वाले प्रदूषण को कम कर सकता है। गुंजन रीसायकल्ड कपड़ों को प्राकृतिक रंगों से नया बना देती हैं। कहती हैं - फैशन गार्बेज

एलोवेरा, हल्दी से बनाए मेडिसिनल क्लोद्स

ZOOMDELHI.IN Fri, 12-18 May 2023 MY TOWN 09

'AASH' – 'A WAY FROM DESTITUTE TO HAPPINESS'

Fashion Brand Lunched by Amity School of Fashion Design & Technology, Amity University Madhya Pradesh, Gwalior.

Amity University Gwalior is committed to contributing to the well being of communities and society through various environmental and social measures. This year, Amity School of Fashion Design & Technology launched a Social Venture "AASH" for financially weak children.

'AASH' - 'A way from destitute to happiness &' is launched on 21 st April 2023 in Paridhan2k23.

Is a social venture to create a range of clothing for such kids and give them a ray of hope by providing them with proper clothing.

The main motive of this venture is to help underprivileged children who lack access to affordable, adequate, and appropriate clothing. This venture would bring happiness to the faces of the underprivileged children of our society by providing them with designer clothes.



The team of 'AASH' used old, discarded clothes, and crafted them creatively, and re-designed them with their creative and artistic ideas. The newly designed clothes have been presented to underprivileged children across the city.

The event started with the welcoming of our Chief guest Mrs. Divya Chauhan, Chairperson of Amity School of Fine Arts, the Amity School of Fashion Technology, and the Amity School of Performing Arts.

ASFDT, AUMP thanks to our Chief guest Mrs. Divya Chauhan, Chairperson of Amity School of Fine Arts, the Amity School of Fashion Technology and the Amity School of Performing Arts, Vice- Chancellor Lt. Gen. V.K. Sharma

AVSM (Retd), Pro Vice-Chancellor- Prof (Dr) M P Kaushik, Deputy VC- Prof. (Dr) Anil Vashisht and team of AASH.

The event was graced by our Guest Dr. Kappil Kishor (Founder chairman of Vaatsaalyaa Charitable Trust for Education), Mr. Krishan Tewari (Editor and Publisher ZOOMdelhi)

www.zoomdelhi.in myzoomdelhi zoomdelhi zoomdelhi 9555355212 editor@zoomdelhi.com

PARIDHAN 2K23 (ANNUAL FASHION SHOW) AMITY GWALIOR (MP)

Amity School of Fashion Design and Technology recently organized a spectacular fashion show titled "Paridhan" on 21st April, 2023, in the college auditorium . The event showcased the incredible talent and creativity of the final year students through four captivating themes: "Extinct to Recreate," "Intangible Heritage of Bank," "Ancient Art of Block Printing," and "The Vintage Embroidery of Kutch." The event aimed to provide a platform for the students to showcase their skills, creativity, and hard work, while also preparing them for their future careers in the fashion industry. The event commenced with an opening speech by the school's principal, who highlighted the significance of the event in promoting creativity and talent among the students. The Graduation design collection featured a total of four themes and Runway competition featured six themes with each theme showcasing the unique skills and creativity of the students



The fashion show was further enhanced by the mesmerizing performances by the college students who modeled the clothes. The models walked the runway with confidence and grace, bringing life to the students' designs and adding an extra layer of glamour to the event. The event was graced by Guest and Jury Members Dr. Kappil Kishor (Founder chairman of Vaatsaalyaa Charitable Trust for Education) ,Mr. Krishan Tewari (Editor and Publisher ZoomDelhi) , Ms. Gayatri Singh (Director Jai Vilas Palace , Gwalior) and Mr. Ishant Jain (Deputy Manager, Parraleons Gwalior).

Amity School of Fashion Design and Technology and exceptional performance of teams of Runway Competition For Graduation Design Collection Designer of the year award backed by Mr. Ayush Kumar Shrivastava and Best Theme Award by Ms. Sumriddhi Maheshwari. First winner for Runway Competition backed by Ms. Ananya Mudgal , Isamvita Dhingra and Varuna Rajput and Second winner backed by Ms. Khushi Goyal . The event received rave reviews from the audience, industry professionals, and fashion enthusiasts alike, who were impressed by the students' designs, craftsmanship, and attention to detail. The event not only provided a platform for the students to showcase their skills, but also helped

UPCOMING *Event*

Organised by: **Amity School of Fashion Design & Technology**

AMITY UNIVERSITY GWALIOR

COLART 3.0

The Visual Merchandising Competition

Make your display come alive

26 Sept. 2023 | 10:30 A.M. Onwards | Mode: Hybrid



Last date of Registration:
15th September 2023

Last date of Sending PPT+ Pictures and Video of your display:
20th September 2023

Cash Prizes for winners and Certificates will be provided to all participants

Contact details:
Faculty Coordinator -
Ms. Shweta Singh
87783 31917, 88709 87457









ASFDT

Asfdt

AMITY UNIVERSITY GWALIOR

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