

THE

# IMAGINATION

BOOK-2017

Empowering  
youth

OUT-OF-CLASSROOM  
TRANSFORMATION

INSIGHTFUL  
CONVERSATIONS  
WITH INDUSTRY  
EXPERTS

LEARNING TO WORK  
WITH ECO-FRIENDLY  
MATERIALS

Balancing  
knowledge  
with social  
contribution

## FUTURE ORIGINS

THE FUTURE OF DESIGN IS BEING REWRITTEN WITH INNOVATION,  
ETHICS AND SUSTAINABILITY. WRITE YOUR CHAPTER WITH JD!



JD INSTITUTE OF  
FASHION TECHNOLOGY

Welcome to Imagination  
[jdinstitute.com](http://jdinstitute.com)



**Rtn. Chandraakant Dalal**  
04.12.1946 - 07.07.2017  
Founder

## CHANGE BEGINS WITH ONE MAN'S DREAM

For three decades, JD Institute of Fashion Technology has been a change agent in the education space and in society. The exciting story began with Mr. Chandraakant Dalal. A true visionary in Fashion Design and Lifestyle Education, he, along with his sons, started JD Institute in Mumbai in 1988. Thus began the story of molding young imaginations for successful careers in the world of fashion. Across fashion, interiors, jewellery, fashion photography, and make-up artistry, his leadership enabled over 20,000 students to succeed in the marketplace.

Time and again, students expressed doubts about their inadequate skills to thrive in the tough and exciting world of fashion. Mr. Chandraakant Dalal told them the same thing: Don't worry about skills. Skills can be learnt. First embrace the desire to change the status-quo with bold, new ideas. The seeds for this change are inside your imagination. And we are here to help you unearth it. All you need is the ability to draw a straight line, a curious mind, and the willingness to work very, very hard. And, of course, to be the change.

This vision and encouragement enabled students, the brand and everyone involved to grow from strength to strength, and to never settle for mediocrity. Mr. Chandraakant Dalal is no more but his stewardship and his passion to create a change in youth, society and industry lives on inside us all. We dedicate this edition of the Imagination Book and its theme of CHANGE to his enduring legacy.





**Shri. R. C. Dalal**

20.02.1968 - 13.10.2017

Founder and Executive Director

## JOURNEY OF A CHANGE MAKER

### **Be the change you want to see in the world**

Mahatma Gandhi

RC Dalal was an iconic pioneer in fashion and art education who aimed to take the story to the next level. In 1988 in Mumbai, he, along with his father Chandrakant Dalal and his brothers Nealesh Dalal and Yogesh Dalal, started JD. His passion and dedication led to the expansion of the institute to 36 different cities in India. His legacy will be carried forward by Rupal Dalal, the new Executive Director, and Harsh Dalal, Director of Operations.

He was also a co-founder of Indian Film Festival Worldwide (IFFW), an organization that expands the global influence of Indian cinema. Major achievements include India Film Festival Russia (IFFR), India Film Festival Vietnam (IFFV), Bollywood Festival Norway, Bollywood Film Festival Russia, and India Film Festival Poland, and Indian Panorama at the Moscow International Film Festival.

Taking India to the global stage was his dream. Under his aegis, JD students showcased their work abroad. He was instrumental in turning Hauz Khas Village into an upscale marketplace for art connoisseurs. For his work in promoting art, he was awarded the Bikhuram Jain award. His vision of taking JD global was realised when JD participated at the Bollywood Festival Norway as the Fashion Partner.

He committed himself to many CSR activities and was the honorary spokesperson at Consortium of Women Entrepreneurs of India. Recently, he was also awarded "The Hero to Animals Award" by Poorva Joshipura, Vice President of International Affairs, PETA UK for his contribution to animal-friendly fashion.

His passion and his dedication made him consort for India Fashion Week, London along with Manny Singh in 2015. To honour RC Dalal, a special 'RC DALAL MEMORIAL AWARD' was established to recognize top designer talent during India Fashion Week, London.

A true visionary and people developer, RC Dalal successfully created a capable and diverse student population. They will evolve into productive citizens of the world of art and design. His void can't be filled. And it will be no easy task to continue his amazing work. But most of all, his immense passion to bring change will inspire generations to come.

# INNOVATION. SUSTAINABILITY. ETHICS. WELCOME TO THE NEW FUTURE OF FASHION.

Future Origins is an idea, an inspiration. It evolved out of a realisation: what brought fashion this far won't take it further. Blatant consumerism, unsustainable processes, and labour exploitation have lowered standards, created clutter, and hampered the true potential of designers and artists everywhere. Future Origins envisions a new chapter in fashion, one where true innovation replaces "trending", sustainability replaces convenience and ethics replaces exploitation. Inspired by this credo, our students have designed 50+ collections that are as astonishing as they are responsible. Because fashion without a conscience is no fashion at all.



## THE BOOK OF IMAGINATION

The Book of Imagination is published every year by JD. It presents the best, most avant-garde thinking in the industry, as envisioned by the students of JD.





**Nealesh Dalal**  
Managing Trustee

## **FROM THE DESK OF THE MANAGING TRUSTEE**

I love the first sights and sounds of autumn. It's a beautiful time of the year that signifies change. For me it can be something as simple as a bunch of swept up autumn leaves, or the sight of someone putting on their jacket as the wind comes rolling in. Autumn is a time of beginnings and endings, and is a major inspiration for designers. Summer, spring and winter, each have their dramatic language, but autumn has its own charm and is a powerful time of transition, reinvention and artful renewal.

Those are the magic words that inspired the search for a new origin in the world of design. Future Origins, our theme this year, is a reminder of the fact that we cannot continue living and creating the way we are now - which is profligate, unethical, and harmful to the ecosystem. We must find a way that is truly innovative, ethical and sustainable. That was the brief to our students. And oh boy, did they knock our socks off with some amazing creations. Read all about it in these pages.

Speaking of beginnings and endings, this is also the year my dear father departed our company. The creator and the anchor of all our work for 28 years, he was a great source of inspiration to us all. If he was here, he would have marvelled at Future Origins, at how far his story has travelled. This edition is a dedication to his vision and his dynamism. Thank you for creating the origins of a new future for us all, dear papa. I hope you love what we're doing just as much as we are.

## Affiliation



## Collaborative projects

Accademia  
Internazionale  
d'Alta Moda e  
d'Arte del Costume

KOEFIA



Национальный  
Институт  
Дизайна

National  
Design  
Institute

## Accreditation



## Members of prestigious bodies and associations







## OUR CORE COURSES ARE AFFILIATED TO BANGALORE UNIVERSITY

Bangalore University was established in 1964 to include higher learning institutions in Bangalore, Kolar and Tumkur. Today it is one of Asia's largest universities. Recognized by the University Grant Commission, the University was first accredited in 2002 by the NAAC with a five-star rating and then re-accredited in 2008 with an A grade. Bangalore University was ranked #13 in the 2010 India Today-Nielsen survey of top 50 Indian universities. The University is structured into six faculties: Arts, Science, Commerce & Management, Education, Law and Engineering. It has 43 Post Graduate departments, 1 Post Graduate center at Kolar, 3 University colleges, 771 affiliated colleges and several other higher learning centers. The University also offers 50 Post Graduate courses and Employment Oriented Diploma and Certificate Courses. Recently, the University has also launched Five-Year Integrated Courses in Biological Sciences, Social Sciences, Earth and Atmospheric Sciences and Business Studies.

Under B.Sc. Fashion & Apparel Design Stream, 17 Colleges are affiliated and more than 885 students are graduating every academic year. New UG Course B.Sc. in Interior Design & Decoration is commenced from the academic year 2015-16 and 2 colleges are affiliated with 80 students as intake.

**JD Institute of Fashion Technology's core courses B. Sc. in Fashion & Apparel Design and Interior Design & Decoration are affiliated to Bangalore University. This lends credibility to the curriculum and market worth to the graduates.**

### GOVERNING COUNCIL



**Dr. Arun Kumar H.R.**

Dr. Arun Kumar's experience in the textile industry includes companies like Birla Synthesis and Tyralon. Currently he is the MD of Karnataka State Coir Co-operative Federation Ltd and is driving research in coir and other fibres. He also has 12 years of rich experience in the teaching field, implemented several schemes to improve the lives of weavers, and has presented papers in international conferences.



**Tejaswini AnanthKumar**

Tejaswini has worn many hats. She has worked as an engineering lecturer, contributed to the Light Combat Aircraft project as a scientist, and is currently a consultant to SLN Technologies. She is also the Chairperson of the Adanya Chetana Smt Girija Shastri Memorial Trust that drives projects to impact the nourishment, learning and health of thousands of under privileged children.



**Ramesh Babu**

Ramesh has 15+ years of experience in Garment Production Technology. He is also trained in Virtual Stitcher Brows Wear and Gerber Technology US on advanced pattern making and stitching technology. He has guided over 200 automation projects in the garment industry that includes R&D, sample development and cutting room technology that enhances learning skills and production efficiency.

## ABOUT JD

Since 1988, JD Institute of Fashion Technology has been moulding the finest minds in fashion and design. Our global curriculum, world-class facilities, inspiring faculty and strong industry network have made it possible for thousands of aspiring designers to realize their dreams across a variety of courses.

### JD COURSE HIGHLIGHTS

We are Asia's first institute to offer the entire spectrum of courses pertaining to almost every requirement in the world of fashion.

BSc in Fashion & Apparel Design and Interior Design & Decoration (Affiliated to Bangalore University)

### OTHER DIPLOMA COURSES:

Fashion Design, Interior Design, Jewellery Design, Fashion Photography, Make-Up and Hair Styling



## JDIDS: MAKING WORLD-CLASS FASHION EDUCATION ACCESSIBLE

In 2015, we launched JD International Design School (JDIDS). We launched JDIDS to bridge the gap between students who aspired for a global fashion education degree, and international schools that were inaccessible and unaffordable. JDIDS, in collaboration with KOEFIA, Italy's leading design school, is a move to bring world-class fashion education to people in India. It is also India's first design school to provide a rigorous haute couture program.

### JDIDS COURSE HIGHLIGHTS

JDIDS offers experienced designers a chance to take their craft to an international standard, and beginners a chance to make their career abroad.

International diploma in fashion, design & management, Fine jewellery design, Haute couture collection design and development, Haute couture and luxury tailoring, Pattern making for evening gown construction, Fashion drawing for fashion design and advanced illustration techniques, Fashion entrepreneurship, JD folio: design and development of fashion portfolio, 30 days to fame, Event management, International diploma in photography.







## POWERFUL INDUSTRY NETWORK

JD has been building a strong and deep industry network for over 29 years. From garment labels and export houses to fashion photographers and celebrities, we have long-standing relationships with every important stakeholder in the industry, and we build bridges between our students and them for mutual advantages.

## FACULTY WHO'S THE BEST IN WHAT THEY DO

Our heads of department are well-trained, experienced and inspiring. From teaching our students new concepts to facilitating their thought process during a complex collection creation, our faculty are always enabling and always hands-on.



## WHY JD?

For years students, parents, industry partners and the whole community of value creators in the fashion industry have put their trust in JD for a variety of reasons:

1. Our curriculum is cutting-edge and global - our students hit the ground running in new jobs.
2. Our facilities are modern and inspiring - we have all the latest tools and technologies to help students take their imagination to the next level.
3. Our faculty are from the finest ranks in the industry and we constantly train them to do better.
4. Our partner programs help students experience the industry and the world in ways that are mind-expanding and productive.
5. Our deep network means we are able to constantly strengthen the connect between market needs and student skill sets.
6. Our alumni are deeply connected with the industry and are skilled to work as per the requirements set by the market and industry.
7. We have powerful global collaborations with KOEFIA (Italy), National Design Institute (Moscow) and Cumulus.
8. JD institute of Fashion Technology are members of internationally acclaimed prestigious bodies and associations like Cumulus, Indo Italian Chamber of Commerce and Industry, Indo French Chamber of Commerce and Industry, the Council of EU Chambers of Commerce in India, and Education Quality Accreditation Commission.



# FUTURE ORIGINS

JD ANNUAL DESIGN AWARDS 2017

BANGALORE





## CLOSET QUEEN

(Most Contemporary)



Closet Queen features resort wear. Inspired by drag queens, the collection is ingeniously two-sided. It captures the sophisticated elegance of men and women through reversible garments. One side portrays an innovative weave. The other side features Parsi embroidery. Made of sustainable hand-spun yarn, the collection is by **Jaisel Jain and Kritika from the B.Sc. Batch.**



# AAGAMI

(Most Innovative)



The digital art of Marcelo Monreals suggest people keep their real selves hidden. Aagami combines his artwork with floral arrangements. The designers have also created a new sustainable fabric out of cigarette butts, one of the largest contributors of environmental pollution, for their collection. Presented by **Anupama Shet, Radhika Rao & Meghana Maligi** from the June Diploma Batch.





## AMELIORATION

(Best Execution)



Amelioration is an eco-chic masculine collection for the modern woman. Inspired by Dandyism, the collection features sleek suits with subtly quirky detailing. Eco-friendly recycled PET, silk and cotton blend fabrics have been used to create masculine suits that flatter the female body. The collection aims to empower local communities by incorporating the Khana weaves and the Kasuti embroidery. Presented by **Shraddha Prasad, Divya PR & Shwetha K from the Weekend Diploma Batch.**



## ARTITECTORAL CHIC

(Best Ideation)



With a vision to create reusable garments before they end up in landfills, Artitectoral Chic features a dyeing pigment that changes colour of the garment. Using algae as a pigment to dye the garments made of 100% organic cotton, the collection combines the aerial photography of David Maisel and the microbial symmetry of the algae. Presented by **Bina Sridhar and Saranya Shalini from March Diploma Batch.**



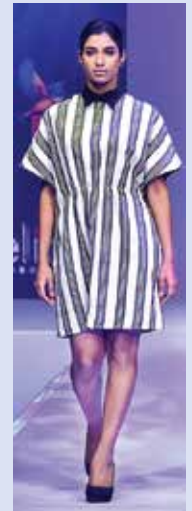


## BARONETT PWERUS

(Best Ideation)



Baronett Pwerus celebrates power dressing for women. Inspired by the Maroon Art Group in Africa, the collection innovates with a new fabric made out of dupion silk and organic cotton yarn. It is a unique amalgamation of African fabric kente with Indian kantha embroidery. Presented by **Rakshita TR** from the **B.Sc Batch**.



## CLASSIC STREET

(Best Concept)



Classic Street is feminine and gender-fluid. It features military-infused resort wear combined with a classical chic aesthetic. Sustainable and eco-friendly yarns like bamboo charcoal and rose have been used to create hand-woven fabric, with patterns derived from the body paintings of the Kayapo Tribe. Presented by **Dodda Monalisa & Pooja Surana** from the **B.Sc. batch.**





# ECOSCENT

(Most Contemporary)



Ecoscent is an urban high street menswear collection. Its focus is sustainable fashion. It uses natural fibers like banana and bamboo, grown without harmful chemicals or water wastage. The designers also sourced their raw materials from small scale industries, abiding to the ethical norms. Presented by **Deepa Samajpathi, Prashanti Rai, Nishchita S, Reshma Prakash and Mahalakshmi B** from the **October Diploma and Jayanagar Diploma Batch.**



## KITSCHKAARI

(Best retail collection)



KitschKaari is an Autumn Winter women's wear collection. Inspired by the art and architecture of Rajasthan, it replaces traditional polyester film with pure silk in gota embroidery and uses only environment-friendly vegetable dyes for block printing. The primary fabric used for all the garments is raw silk. The concept is traditional yet westernized. Presented by **Durga Gokul, Priya Lakshman and Samyuktha Shivakumar from the Weekend Diploma Batch.**





## KOYAANISQATSI

(Best Execution)



Koyaanisqatsi is a collection that breaks the gender barrier. It depicts the psychological imbalance of genders and features high street menswear and women's wear. The designers have worked with surplus and rejected fabrics. Presented by **Ajmal Abdul Kareem and Oinam Abijita** From the **B.Sc. Batch.**



## LAGOM

(Most Innovative Collection)



Lagom is an evening wear collection created using a technique called pattern slashing. It is inspired by Julian Robert's subtraction pattern cutting that ensures there is zero wastage of fabric. The collection is inspired by the Antelope Caves of Arizona. Crafted entirely by hand, the collection encourages the work of craftsmen. Presented by **Anamika Jaisinghani & Tasmiya Kausar** from the B.Sc Batch.





## NOMADIC HYPER-UTILITARIAN

(Best Concept)



Nomadic Hyper-utilitarian is for travel-hungry millennials. It features multi-utilitarian jackets made from recycled polyester. The jackets come with detachable helmets, sleeping bags, back rest, and storage facilities for gadgets. The embroidery is inspired by Rose-Lynn Fisher's "Topography of Tears." Presented by **Anisha Bhat, Nandhini R, Pragya Bothra & Guhana Gunashekar** from July Diploma Batch.



## RUSTIC WABISABI

(Best Design Collection)



Individuality, freedom, creativity and artisanal values drive Rustic WabiSabi. An ode to the beauty of transience and imperfection, the collection combines separate elements that ideally belong together. Naturally dyed dupion silks and Saori weaved fabrics are used in this collection. Presented by **Pooja Bedi from B.Sc batch.**





## SMART ATHLUXURY

(Best Retail Collection)



Athleticism, femininity and sensuality combine in Smart Athluxury. The collection is driven by "zero-wastage". Inspired by the geometric abstract paintings of

Wassily Kandinsky, toda embroidery has been used on balanced woven cotton with a touch of modernism. This retains the traditional art form. Presented by **Anthra A & P. LalRinihui** from the B.Sc batch.



# STARDUST

(Jury Award)



Stardust is a luxury women's wear. Inspired by 'Cosmic Willow', the collection combines water soluble techniques with copper beaded embellishments to make it sustainable. Fabric scrap has been used to make new cloth and recycled beads are used to reduce fashion waste. Presented by **Janani KR, Mrudhula V and Priyanka S from the August Diploma Batch.**





## SURREAL TRANQUILITY

(Jury Award)



Surreal Tranquility is a vibrant women's wear collection for summer. Inspired by coral reefs, it features electric pastel colours with fabric manipulations that evoke corals. The collection is completely organic. The airbrush dyeing technique conserves water. Aimed at well-travelled, fun, artistic women. Presented by **Tasneem Rawther and Crisselle Pais** from the **B.Sc. Batch.**





**UNBLEND**  
(Best Design Collection)



Unblend is a structured, elegant Derby collection. It innovates with a new fabric generated by using yarns meticulously. The yarns used have either been recycled or have zero emission. An ingredient in the garment is hibiscus as weft yarns. This has a zero carbon footprint, does not consume electricity and is hand made. Presented by **Gowthami Shekharaiah, Radhika Vyas Lanjekar and Rashmi Yadav Kumar from the March Diploma Batch.**



## URBAN MOROCCO



Zero waste drives Urban Morocco. Through subtraction pattern making, patterns are interlocked like puzzle pieces, eliminating waste. Sustainable fabrics like soy, ahimsa silk, and merino wool have been used. With a bright colour palette and a touch of Bohemian resort wear, it cues relaxed luxury.

Presented by  
**Preethi S Patel & Syeda Shaista**  
 from B.Sc. batch.





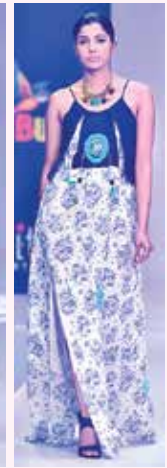
## ORIENTAL BLEISURE



Oriental Bleisure is inspired by English patterns that evoke the world of Sherlock Holmes. A business leisure collection, its Jodhpur-inspired colours give it an east meets west narrative. Fabrics modal, excel and soy have been used to make the collection. The hand-weaving is by Kodiyala weavers.

Presented by  
**Aditi Sundar &  
Vidushi Mehta**  
from B.Sc. Batch.





## DEMELZA



Demelza celebrates the beauty of damaged and defective things. The designers were inspired by reusing damaged fabrics with embellishments. Inspired by dream catcher and bamboo weave, the garments feature bright surface ornamentation against earthy colours to create the optimal Bohemian look. Presented by **Kavya GR & Shaik Haleema from the B.Sc. Batch.**



# SPUNK



Spunk addresses the clothing needs of the differently abled. The designers integrated wear, mobility, and removal. The collection features street style garments that are loose-fitted and easy for a person to wear or remove. Innovative patterns are used to meet the needs of people with paralysis and muscular dystrophy. Mercerized cotton has been detailed with 3D patchworks, inspired by Viennese churches.

Presented by  
**Chintalapudi Nagarjuna & Swarnim Sharma**  
 from B.Sc. Batch.





## RETRO MIGRATION



Retro Migration makes fashion affordable and wearable. By blending linen with jute, the designer has managed to create an affordable fabric in an interesting weave that still retains the properties of linen but does not crumble. Aimed at women who like business casuals. The collection is presented by **Payal Karnani** from the **B.Sc. batch.**



# ILKAL



Ilkal is a menswear street collection that combines the ancient culture of hand woven sarees with a futuristic style. It is inspired by the ilkal sarees of Karnataka that are hand woven and that employ more than 85% of women weavers. Presented by **Suma Dewan from the Diploma batch.**





# ZAWAJ



Zawaj is a bridal collection reminiscent of the Mughals. Unlike conventional bridal fabrics, the collection uses cotton without losing luxury and elegance. Plain weave cotton and leno doobby cotton combines royalty with comfort. Glass aari work has been used as surface embellishment. The motifs have been taken from jaali designs. Presented by **Humaira Fathima** from the **B.Sc. batch.**



## URBAN UTILITY



Urban Utility is a multi-functional collection for urban women who want to dress ambitiously but also smartly. The collection is created with naturally produced and dyed fabrics.

Inspired by modern convertible furniture, the silhouettes are boxy and structural, with an emphasis on minimalism and progressive fashion.

Presented by **Swati Gunjan from the Yelahanka Batch.**





## REINCARTNATE



'Make something new out of old' drives Reincartnate. The collection is made of up-cycled fabrics and garments that would otherwise end up in landfills polluting the environment. The concept of up-cycling is inspired by the Vintage Campers, which are basically made of existing or old damaged parts of motor vehicles. Presented by **Amulya Thalanki & Rashmi Vedi from the weekend diploma batch.**



## OORJA



Oorja features solar powered garments that can help charge electronic gadgets. This enables people to be effective without depletion of natural resources. The fabric used is eco-friendly denim. Hand embroidery has been used on certain sections of the garment for the chic factor. Presented by **Aishwarya Jayan, Monalisa Deb & Zaiba Afreen** from June Diploma Batch.





## DIAPHANOUS WHITES



Diaphanous Whites inspired from Loktak Lake. The collection captures bold and fearless millennial women. Constructed with silk fibre waste, canvas and natural dyes, the collection is sustainable. The designers have employed lesser known village women kaarigars. Presented by **Nimra Fathima, Jyothi D Patel & Krithika Ranka from the Jayanagar Batch.**



## ACHROMATIC TRANSMUTATION



Achromatic Transmutation features garments where parts and pieces can be detached and attached simultaneously to create a new look. The garments are made of cotton. This makes it as sustainable as it is innovative. Presented by **Aishwarya S, Aiysha Siddiqa & Jayasudha I** from the **Jayanagar Batch.**





## NEO ECLECTIC



Neo Eclectic features casual wear inspired by eco-life based architectures. Natural fabrics like khadi, bemberg and organic cotton have been used. The collection is sustainable and commercially viable. It is aimed at chic, progressive women who are passionate about life and accomplished in their career. Presented by **Asha Rani, Asha Pujari, Poonam Inani & Swaroopa Rani from the Jayanagar Batch.**



# SPARSH



The collection Sparsh is inspired by the distinctive attire of the Igorots tribe. It is made from handwoven organic cotton, and dyed using natural dyes extracted from medicinal herbs. The embroidery used as surface detail on the garments is similar to the ones used by the Igorot tribe. The collection is presented by **Jyothi Satish, Nymisha, Jyothi J & Hema from June Diploma Batch.**





## SOBRIECO



Sobrieco is a pattern-centric collection. It integrates the patterns of turkey tail mushrooms. Hand-woven soya and linen fabrics have been used using natural dyes. Using colour combinations of brown, beige, grey and brown, the garments bring out the earthy feeling that is often associated with sustainability. Presented by **Priyanka, Monika, Pallavi & Ramya** from **October Diploma Batch**.



## TRIBES OF PASSION



Tribes of Passion is inspired by the cultural heritage of Odisha. Kapadaganda is an ethnic embroidered shawl handwoven by the tribal women as a token of love. The designers have sourced these shawls from an NGO and used them to create jackets, crop tops, palazzo pants and one-piece dresses. Khadi has also been used in the collection. Presented by **Ramini Sahoo & G.L. Shobha** from March Diploma Batch.





## DECEPTIVE TATTERS



Deceptive Tatters is an effort to reduce fabric waste. The designers have hand woven discarded fabric with organic cotton to create a new fabric. The resort wear collection comprises of minimalist silhouettes made from comfortable fabrics. The emphasis points of the collection are the vibrant prints and colours. Presented by **Nikita Badera & Tanuj Bajoria** from July A Diploma Batch.



## VIRASAAT



Virasaat aims at reducing divergent systems of production, by sourcing raw materials locally and by providing work to the local artisans. Drawing inspiration from Maharani Gayatri Devi, the collection revives heirloom saree traditions. Presented by **Himanshi Adlakha & Harpinder Kaur** from the B.Sc Batch.





## TRIBALISTIC ATHLEISURE



The Sub-Saharan African Warriors and the Masai Tribe inspire Tribalistic Athleisure. It features yoga pants, shrugs, shorts and skirts made from sustainable knit fabrics. It uses an innovative yarn that enables the knit fabric to get easily un-knit to generate raw material to make a new fabric. Presented by **Ankita Tamang & Suchita Agrawal** of B.Sc Batch.



# GUSTAVARNA



Gustavarna is street wear for women inspired by the paintings of Gustav Klimt. The garments are wearable as well as sustainable. The designers have repurposed material waste and blended upcycling with fabric manipulation and embroidery. Presented by **Pavani Basavani** from the B.Sc Batch.





## AMALGAM



Amalgam re-uses waste fabric by up-cycling the waste fabrics from factories. Inspired by Cubism, the fabric wastes have been cut into artistic shapes and sewn together using herringbone stitches. Presented by **Natasha Jain** from **B.Sc batch.**



## RUSTIC



Rustic is inspired by Hagia Sophia architecture. It conveys a rustic aesthetic. The fabric used is 100% organic cotton which has been dyed naturally with turmeric without chemicals. Quirky and trendy defines this collection. Presented by **Javed Akther & Vandhana R** from the **Yelahanka Batch**.





## CALSADA



Calsada is a Portuguese art style. Inspired by the same, the collection uses up-cycled veneer strips cut into small chips used as embellishment on the garments. The collection features playsuits, jackets and one piece dresses in earthy pastel, all made from naturally dyed bamboo and organic cotton. Presented by **Ravi Teja & Jeevana** from **B.Sc** batch.



## TOSTARE



Tostare is an evening wear collection for cocktail parties. Inspired from the world of wine, the collection features gowns that are variations on a rose wine colour palette. The garments are made of Ahimsa silk which can be extracted naturally. The regal and captivating look turns the wearer into a diva of any party. Presented by **Arshiya Banu** from the **B.Sc Batch**.





## DE NOVO



De Novo revives the dying Gujarati art of Mashru weaving by using soybean yarn instead of silk yarn and organic cotton yarn. The collection comprises of contemporary fitted silhouettes in the maroon, teal, burnt sienna and greyish mauve. Presented by **Bhakti Acharya** from B.Sc batch.



## PASTICHE



Pastiche is a raw and carefree collection for exuberant women. Created with unused fabrics, the collection advocates sustainability. Different fabrics are integrated to create one garment. The application of ditsy prints on denim fabric generates a fresh and fantastic look. The garments are comfortable and easy going. Presented by **Hima Bindu J from the Yelahanka Batch.**





## AT ODDS



At Odds captures the marriage of vibrant hues with soothing and light fabrics. Based on the fundamentals of sustainable, ethical and innovative fashion, the collection features materials such as cotton and linen to let the ensemble breathe. The process is also ethical as skilled manpower has been used for executing surface ornamentation in the form of embroidery. Presented by **Anjum Banu** from the B.Sc Batch.



# LUXURIOUS FOLK



Luxurious Folk is a women’s wear collection that combines Ukrainian art and culture with block printing. It promotes sustainability by sourcing environment-friendly fabrics, natural colours for block printing and silk for embroidery. Emboldened by exquisite embroidery, this collection modernises traditions. Presented by **Shweta Pandey, Niyathi Vannum & Sanjana S** from the **Jayanagar Batch**.





## RENAISSANCE OF NOIR



Renaissance of Noir celebrates bold woman who chase their dreams. It uses Egyptian cotton that has a high yarn count and is also sustainable. The garments are constructed with in-built safety devices. It sends a positive message to the audience regarding women empowerment. Presented by **Zeel S.Shah, Chaitra K.L & Divya Madesh** from **June Diploma Batch.**



## BOHO NOMADS



Boho Nomads is inspired by modern street Athleisure wear. Rejected and surplus fabrics are converted into garments. Knitted strips of fabrics are used for surface ornamentation in an innovative way. The collection has a Bohemian feel to it featuring variations of crop tops, skirts, shorts and joggers in vivid and blazing colours. Presented by **Sudharini.N, Vinutha C & Vinod Yesuraj B** from the **Yelahanka Batch**.





## MYSTIC MANDALA



Mystic Mandala uses fabrics that are sustainable and environment-friendly. The designers have used eco-friendly fabrics like organic tusser silk and ghicha silk. The collection features straight fitted long and short jackets made from naturally dyed silk fabrics. The embroidery is modern and elegant but all done by hand. Presented by **Dimple Raysoni, Chaithanya Shringeri, Vinitha Rajpurohit & Pema Yangzom** from **July B Diploma Batch.**



# KAPASTELA



Kapastela is an offbeat resort wear collection created from fabric scrap. Textile industry waste has converted and woven into a new fabric. The fabrics have been dyed naturally with emphasis on promoting the handloom industry. The designers have experimented with handloom weaving by utilizing waste fabric strips and bits as weft. Presented by **Divya Shetty & Chandana Reddy from the Yelahanka Batch.**





## INAAYAT



Inaayat features a high-street hijab collection for the progressive women. It attempts to revive the dying art called Rogan.

Deconstructed denims are being used with silk and mul cotton. The designers aim to make the hijab fashionable, revive a dying art form, and change attitudes towards the religion. The collection is presented by **Sehar, Keerthi Verma, Shradha Jain & Disha Shetty** from the **Weekend Diploma Batch.**



## WHITE FRESCO



White Fresco is an exclusively designed collection for cruise wear. Driven by sustainability, the collection is made by constructing industry reject garments in an unusual and artsy manner. The collection also involves a modern interpretation of kantha fabric. Presented by **Monica Uma Shankar, Gayathri KR, Sheela H.S & Shweta** from the **Jayanagar Batch.**





## EDGY KITSCH



Edgy Kitsch is inspired by the Memphis Movement. Rejected and defected fabrics from the industry have been used to create this collection that is detailed with modernized traditional hand embroideries. The collection mixes a variety of fabrics but still looks balanced with an anti-fashion, kitsch factor that is accentuated by a retro-glam element. Presented by **Kajal K.Bhansali, Preksha Jain & Jamshid Khalid** from the **October Diploma Batch.**

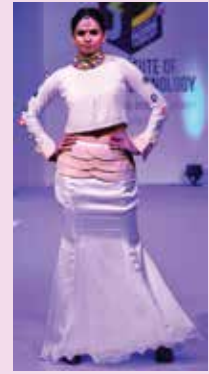


# FUTURE ORIGINS

JD ANNUAL DESIGN AWARDS 2017

KOCHI





## AARTHA PARAMBRYA

(Best Executed)



Aartha Parambrya creates patterns, colours and silhouettes combining the popular dance form Kathakali and the butterfly. The garments use recycled embellishments such as mirror frames, beads, wooden threads and laces. Lightweight flowing materials are assembled out of synthetic fibres. The collection aims at elevating the status of dance and art forms through contemporary clothing. Presented by **Stiffy Anoop, Liya K J, & Sumy Sunny.**



# BANKO



Banko is inspired by the spiritual and philosophical teachings of Buddhism. This collection emphasizes resource efficiency and sustainability. The garments are reversible and can be worn in multiple ways. Wooden beads and coconut shells are used as alternative buttons to encourage usage of available and natural resources. Presented by **Libitha Baby, Remya T & Shareefa V A.**





## BENETHIC ONEIRO



Benethic Oneiro is an environment-friendly collection for Boho chic lovers. The collection blends Great Roman Architecture with the textured magic of coral reefs. The collection reuses and recycles materials. Women empowerment is made possible through employing Kudumbashree units. The collection is an ode to green fashion. Presented by **Jayalaxmi G, Janith & Jacinta.**



## BURNCOZO

(Jury Award)



Burncozo stands for individuality, freedom and creativity. The silhouettes are inspired by an art installation, Hybycozo, that uses geometry to explore light, shadow and perception. Isometric forms have been subtly incorporated into the designs. The fabric is sourced from seat covers, bags and other surplus materials used for flooring and temporary roofing. The collection is experimental and transforms the basic nature of clothing.

Presented by

**Neha M Nair & Heera Raghunath**





## POP PIPEE

(Best Design Collection)



Pop Piplee is an eccentric and vibrant collection inspired by street art and women empowerment. It integrates graffiti into knitwear. Elements have been up-cycled out of recycled denim, umbrellas and t-shirts. Aimed at millennial women, the collection is stylishly outlandish, sustainable and deploys women workers. Presented by **Asheera N.M, Sarannya S Nair, Soumya H, & Eugin George.**



## PRIMA DONNA

(Most Innovative)



Prima Donna is an unconventional bridal collection. Inspired by Mughal architecture, particularly the Taj Mahal in moonlight, the garments are enchanting and contemporary. The collection is made by recycling old silk saris and recovered denims for embellishments and embroidery. The colours and patterns break the traditional bride stereotype and ushers in a new-age bride. Presented by **Anupam, Pallavi & Anju.**





# QUINTESSENTIAL DOYENNE

(Best RTW)



Quintessential Doyenne is for elegant, strong women. Inspired by Persian Architecture, the collection fuses old and new and is made organically by using khadi silk, tussar silk and organza. The basic coarse khadi texture is smoothed and made more elegant and versatile by mixing silk. The collection promotes handloom weavers. Presented by **Rebecca A John, Nikhita Pillai, & Neethu Krishna V R.**



## REDO-NYMPH



Redo-nymph is a surreal, captivating collection inspired by the fable of a mermaid who transforms into a vampire after sunset. It is sustainable in its use of rexin recycled from seat covers. It also reuses CDs as embellishments to reduce e-waste. The textures and fabrics evoke the magic and the mobility of the mermaid. Presented by **Jijo Thomas, Niyasudheen P, & Sulfiya Majeed.**





## VEILED CRITTER



Inspired by nature, Veiled Critter recycles and reuses non-degradable plastic.

It draws from the shapes and colours of colourful, elusive sea slugs. Embellishments are made from construction waste plastics and plastic drinking straws.

Presented by **Anjali S, Anagha & Lekshmi Shaji R.**



# FUTURE ORIGINS

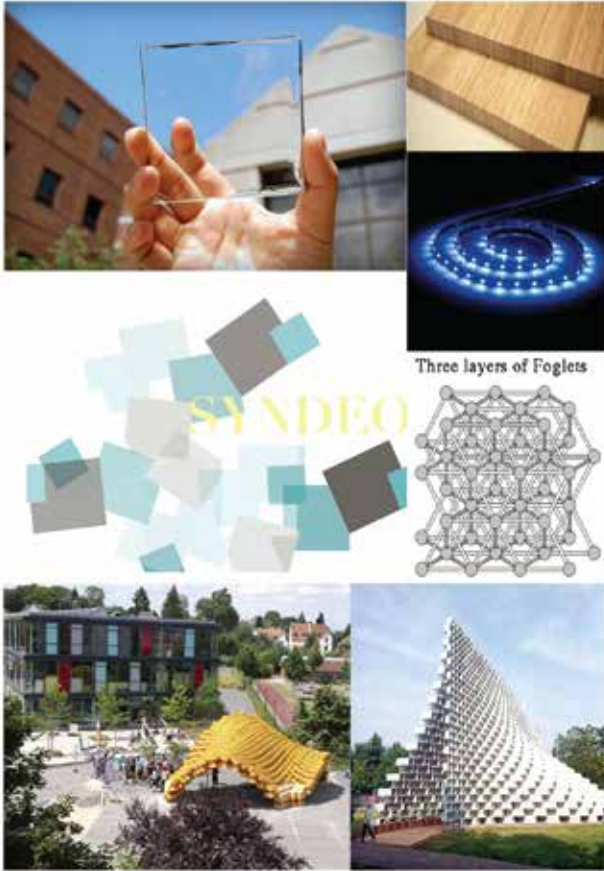
JD ANNUAL DESIGN AWARDS 2017

DEPARTMENT OF  
INTERIOR DESIGN

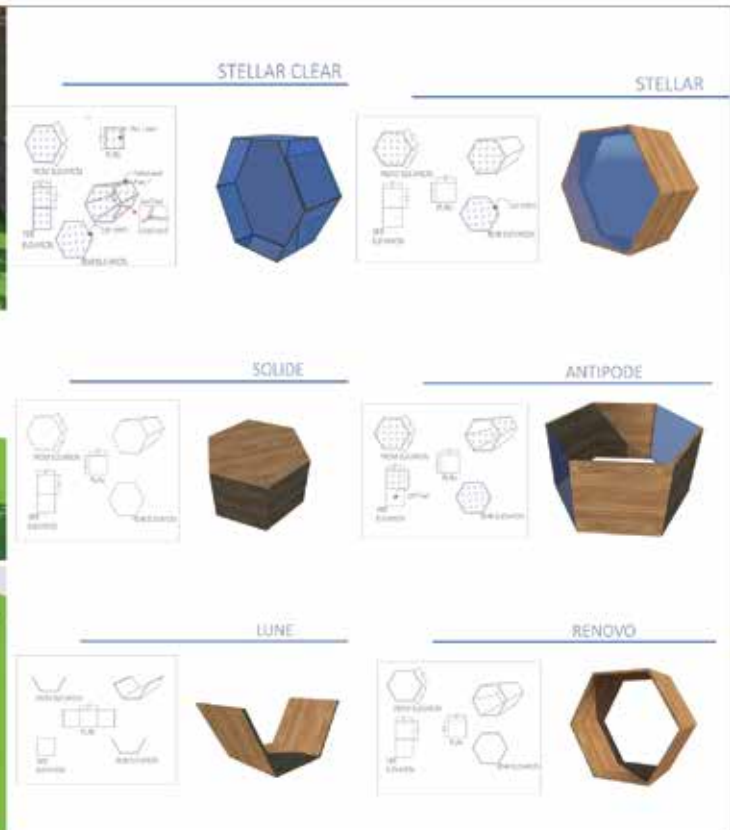
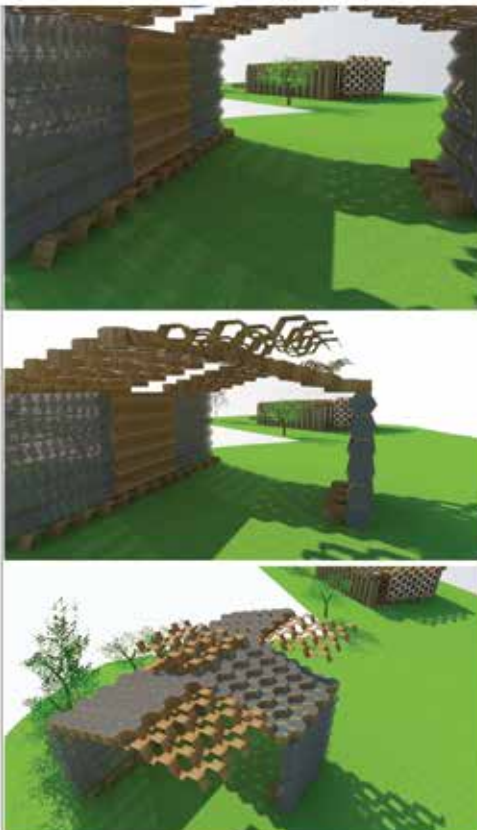


# SYNDEO

(Best Conceptual Space)



Syndeo is a design that's light, mobile and offers control over form based on space needs. Adaptability is key to survival and modular architecture allows for upgrades with every new technology. The concept derives from modular architecture. It breaks down form into building blocks or modules. The modules are self-sufficient, eliminating multiple building materials. The application of this idea is limitless. What used to take people months or even years can now be accomplished by one person. With minimal waste and utilization of materials. And without affecting the landscape. Mass production also makes it cheaper and affordable as an added bonus. Presented by **Linda Roslyn Roy**.



# STEPPERS



Steppers is a conceptual space which focuses on conservation of nature. It utilizes optimal materials and energy. The materials used are unique. Pavegen tiles, ETFE foil, hemp brick, bamboo charcoal, conductive paint, tesla tiles and WPC constitute are used. By recycling waste materials, consuming solar power and generating electricity with each footstep, the concept is not just sustainable and ethical, but also innovative. It is a stepping stone towards the future of spaces. Inspired by the hexagon, the space can contract and expand as per the requirement of the client. The space also guarantees functionality, as it is used optimally and is ideal for any outdoor and indoor event. Presented by **Rahul Jain & Bijeta Kharel.**



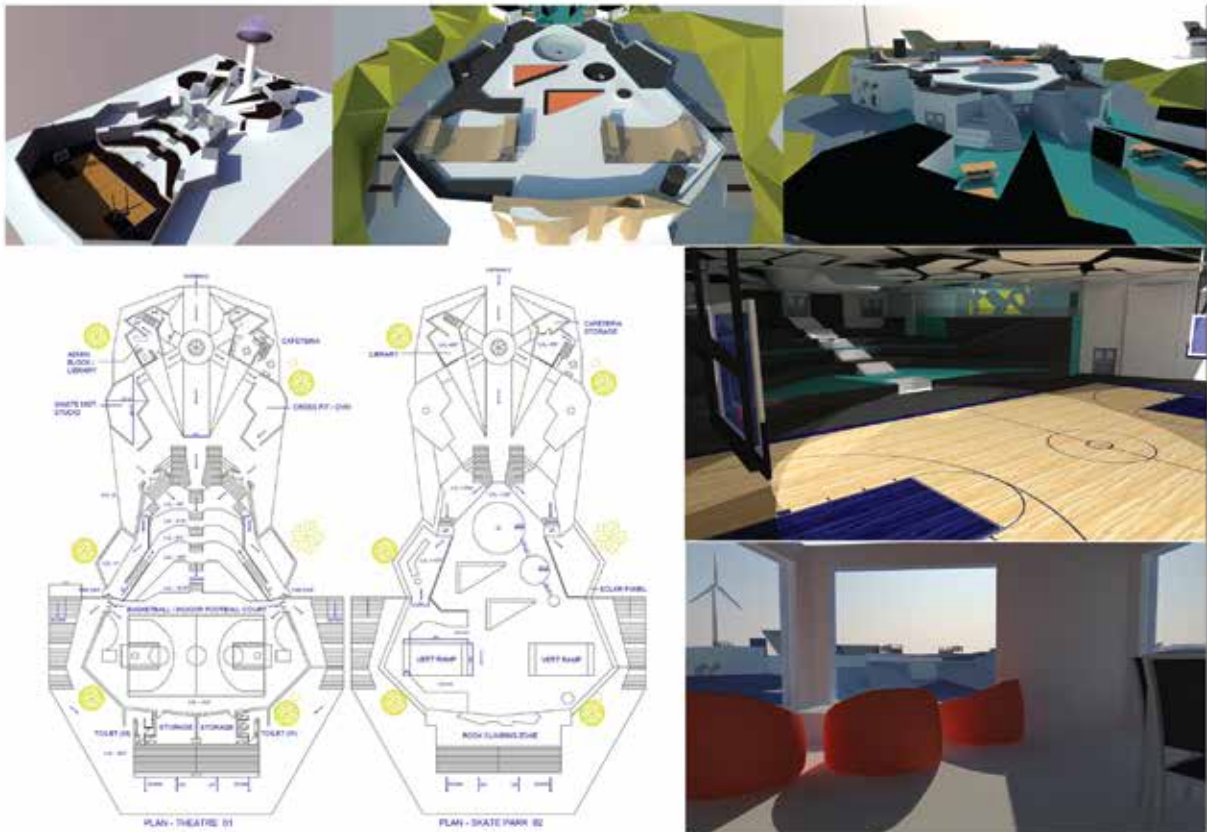


# SANE GARDENS

(Jury's Choice)



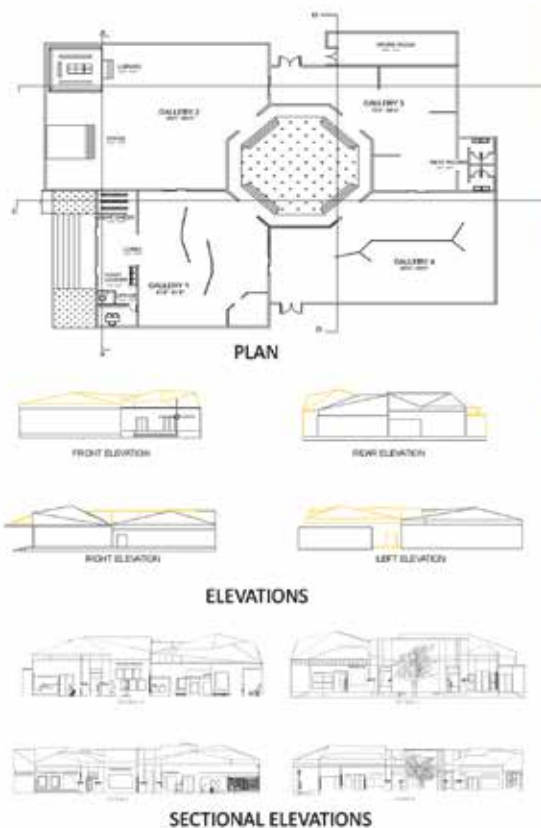
Sane Gardens is a conceptual space designed by collaboration of science, innovation and sustainability. By visualizing these key elements, the designer has constructed an advanced space keeping in mind the original concept of 'future origins'. The space created is multifunctional and futuristic. The utility of the space lies in its balance of practicality and functionality. Sane gardens can be used as a multipurpose hall to stage presentations, theater and musical productions, and physical education. This space encourages learning, research, culture and creativity. Presented by **Vinay Bhargav**.



# MYSTIQUE



Mystique is a conceptual space that draws from magnetic field architecture. Magnetic field architecture is a modern technology that helps in making safer buildings optimally and effectively. This technology can help structures withstand destructive forces. It can also make the building float in the air without being affected. Based on an ongoing research, carbon dioxide can be turned into sustainable concrete. Deriving from this idea, the space will be built with the newly produced concrete by capturing carbon dioxide from power plants. 3D printing will be used to make the building sustainable and light-weight. The building design will consist of 4 large space galleries covered by angular concrete roofing and with a courtyard in the mid space that connects the exteriors to the interiors. This courtyard will have a central skylight, the most important light source for the space. The project will be economically viable, and environmentally sensitive. Presented by **Shreya Chopra and Vidushi.**



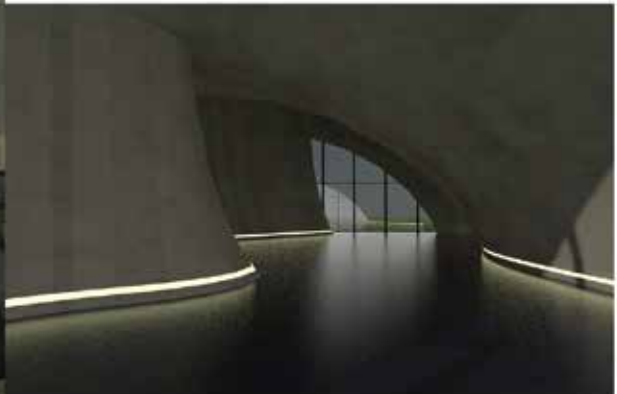
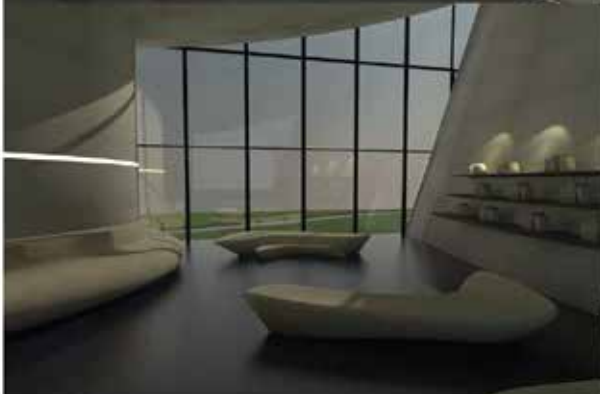
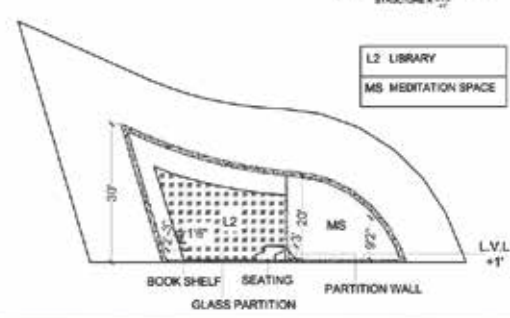
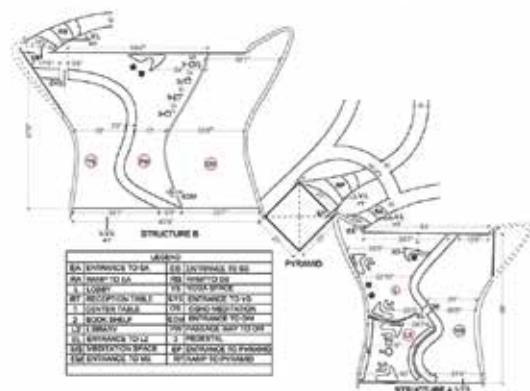


# COSMID

(Best Meditation Center)

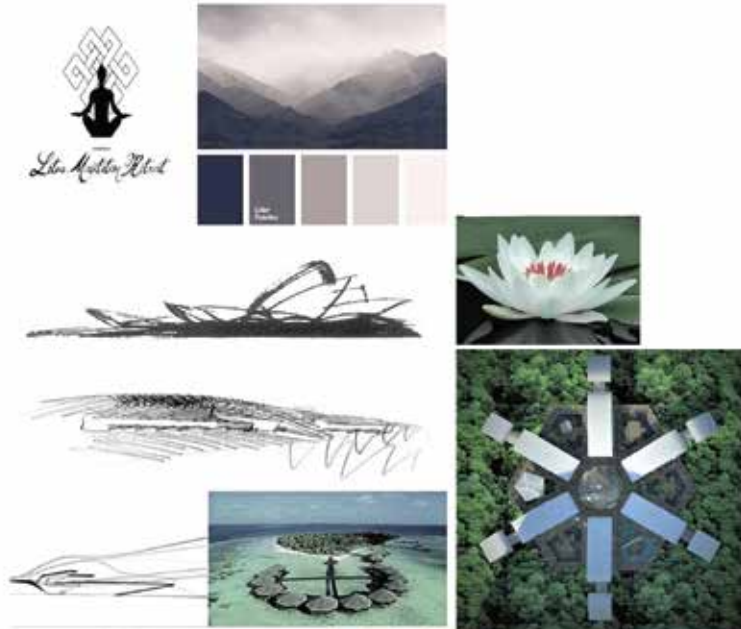


Cosmid meditation centre is a futuristic and revolutionized centre to unwind and relax. The structure appears like an evolved pyramid. The centre can be constructed using ferro concrete but in order to conserve resources for the future, mycelium can be utilized. Mycelium is a sustainable building material made from agricultural by-products and mushrooms. It is considered a sustainable alternative for the future and is found in abundance in Yunnan, China. The structure will comprise open glass frames to encourage cross ventilation. The partitions walls that replicate the sand dunes are also made up of mycelium with a metal structure inside. The full height partition walls are made up of glass and the flooring is Epoxy flooring and Linoleum. Presented by **Samar Zahra Hussain**.

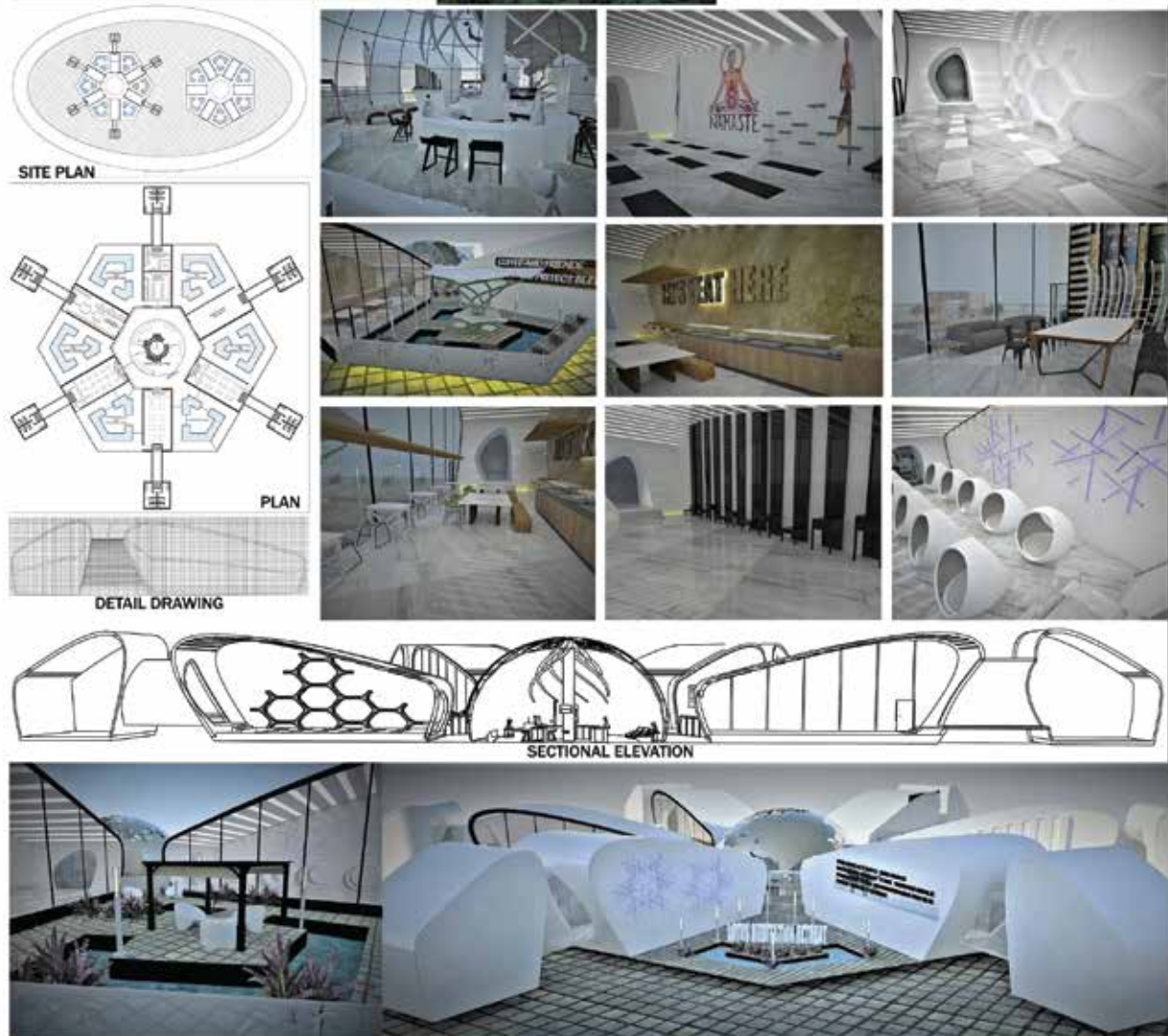


# LOTUS

(Most Future Originistic Design)



Lotus meditation retreat is designed for Lakshwadeep and is inspired by the lotus. Following the inspiration, the central space is the reception and the other parts, like lotus petals, are the meditation space, dance studio and café. The centre is designed intricately by using materials that are locally available to make it sustainable. Locally available wood is used for flooring and furniture. The reception area is made of bamboo and rocks. Giving utmost importance to the environment, the meditation centre, which sits amidst nature, will transport you to a world of peace and tranquility. Presented by **Syed Shoukath**.





# PROTEAN PANEL



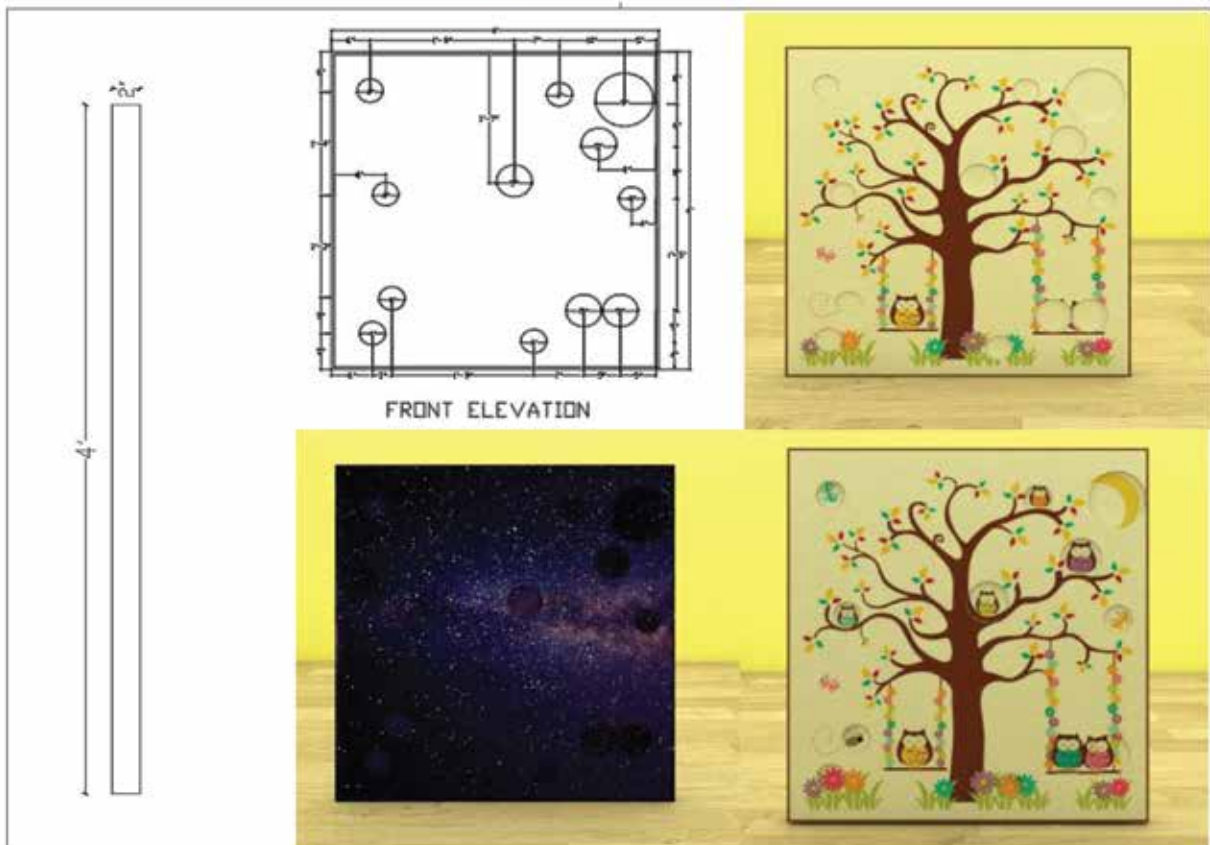
Protean Panel is made with an infamous fruit, Aegle Marmelos also known as Bael. It is found in major parts of India. Aegle Marmelos has a hard shell outside, which is mostly discarded. No product has been made from this fruit. The designer has taken the shell, cut it into rings (like an onion) of 1.5 cm each and pasted it all on a wooden frame in different forms to achieve the design. The product is multipurpose with versatile panels. The multipurpose panels can be added together to give you the desired product for your interiors. It can be used for partition walls, doors, table tops, wall cladding, ceiling panels and lamps. Any type of wood can be used, be it fresh wood, waste wood or even old furniture. The product is totally eco-friendly and sustainable, and can be used as piece of decoration in the interiors to give the home a new look. It is economical and unique at the same time. Presented by **Namrata Sahu.**



# MATCH IT UP



"Match it up" is created keeping ethics in mind. Materials used are coir board, paper slurry and natural paints, making it eco-friendly. It is also sustainable since it is made from coir board, which has good compressive strength, thereby increasing product life. The product is also innovative since it can be composed in 25 different ways to make it look different every day. Puzzles on either side of the wall make it interesting. The product is designed for kids belonging to the age group of 2-5 years. It can also be a partition wall. Not only does it separate the space, it also acts as an interesting wall for the kids to play with. It has a tree painting with many circular fixtures. With this circular fixture, many silhouettes - flower, owl, honey bee, moon - can be composed. Presented by **Sushritha Supriya, Sakshi Gandhi & Priyanka Gupta.**

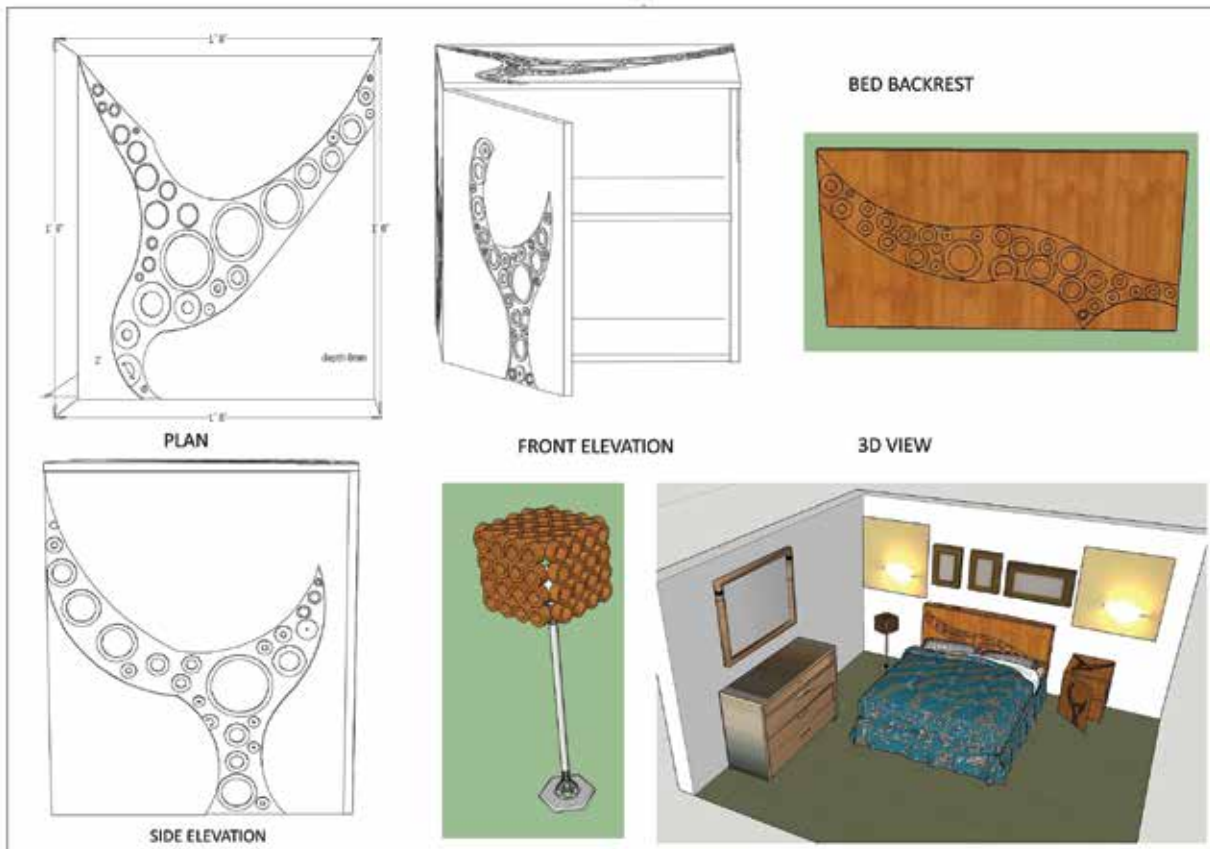




# RINGS



The central theme of the product is earth. It is made of bamboo ply, bamboo rings and chips, MDF, and non-toxic resin pigments. The product consists of a side table, pedestal light and bed backrest. It is a square side table with an 8 mm laser cut in the center created by bamboo rings and then covered with resin. The cracked design on the product gives it an earthy look. Rings are used to make the lamp shade. Its unique aesthetic is matched by its functional value. The partition creates storage capacity and can also be used as a note pad. The same concept is followed on the bed backrest as well. Presented by **Sridivya Dasari & Monica Jain**.



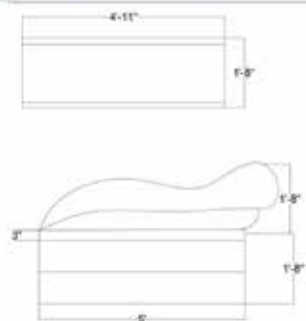
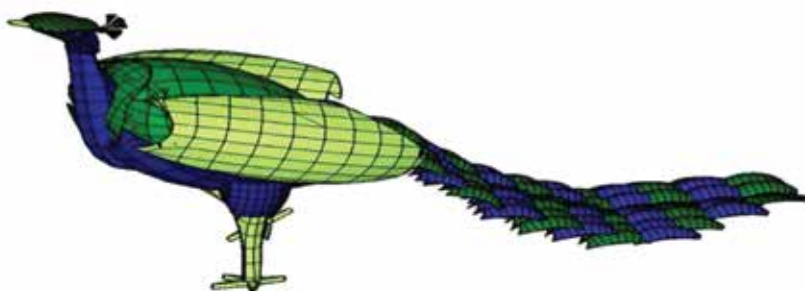
# ECOSTATIVE

(Most Ethical Product)

recycle nature

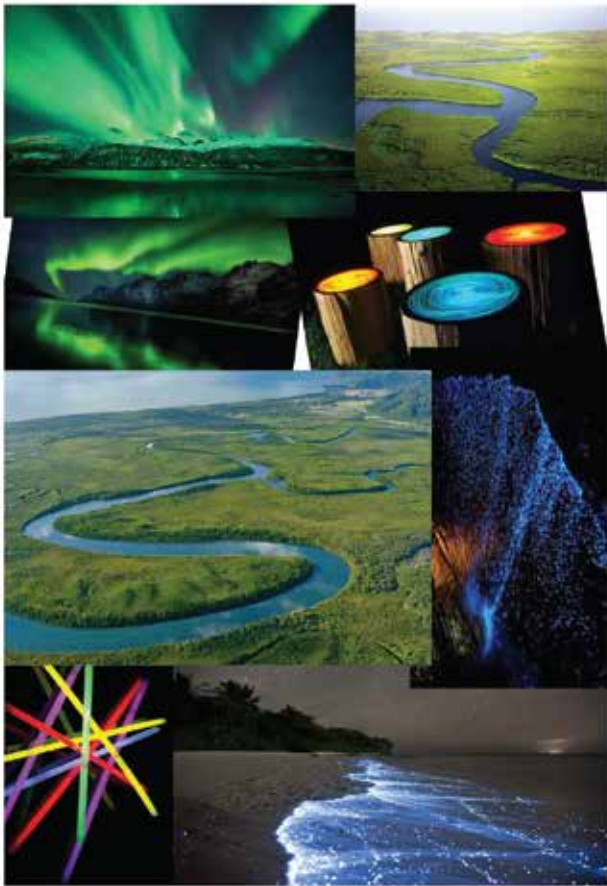


Ecostative is a culmination of two unique products. Taking inspiration from nature, the designers created a realistic product out of materials that are eco-friendly. The resultant products, the Peacock Lamp and the Sofa, were made from eco-friendly materials like coconut shells, bamboo, egg shells, cane, jute thread, kapoka and seed paper. The materials were chosen to ensure that the products were easily available, recyclable and decomposable. The Peacock Lamp was made of coconut shells cut into various small pieces and sticking them to resemble a mosaic pattern. Egg shells were used for detailing. For the Sofa weaved bamboo fabric was applied and cane wood was used for the frame which are both eco friendly materials. Presented by **Chanan Kothari, Dzerouengmit Iepcha & Inti Prasanna Kumar.**

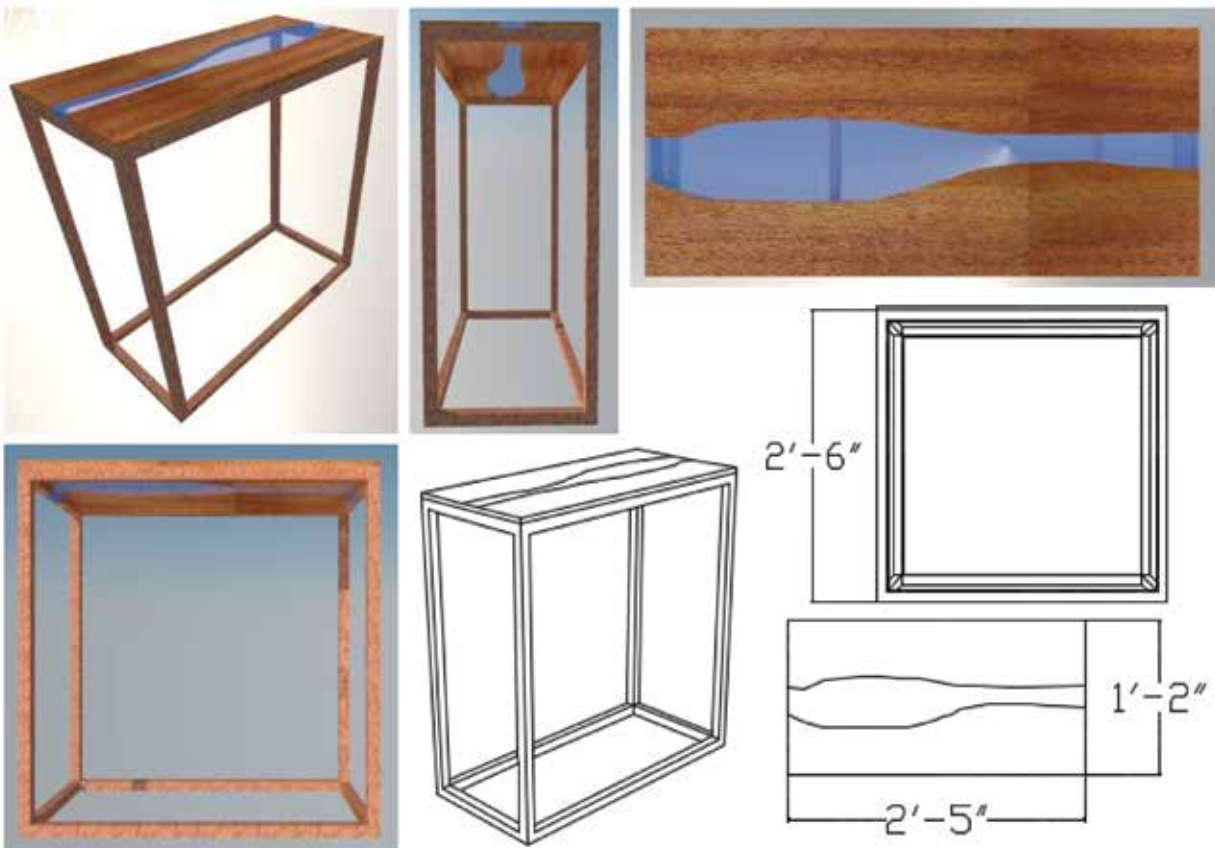




# THE RIVER EDGE



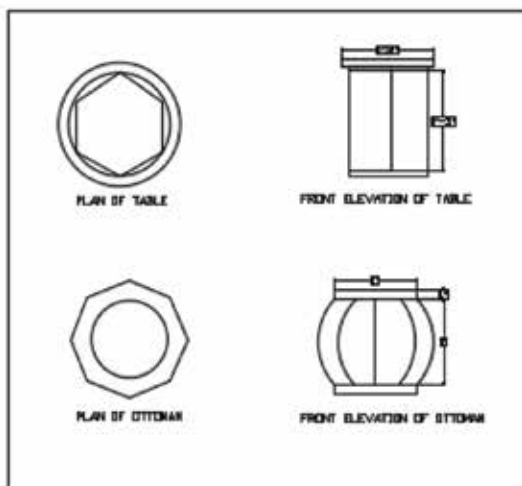
The River Edge is targeted mainly at the Hospitality Industry with a special focus on cocktail lounges, bistro pubs, resto-bars and other dimly lit places. It was inspired by the shapes of rivers, the curves they make when flowing, and the bio-luminescent effect of some water creatures. Made from mahogany wood, crystal clear resin and glow in the dark powder, the USP of this product is that the coffee table glows in the dark or in dim light without any electricity or batteries. The glowing agent requires exposure to any substance in the form of light for 10 minutes and thereafter it can glow for up to 10 hours. It stores the energy and emits when there is no accessible light through a process called photo luminescent effect. Presented by **Sai Amogha**.



# THE GOLDEN CASSOCK



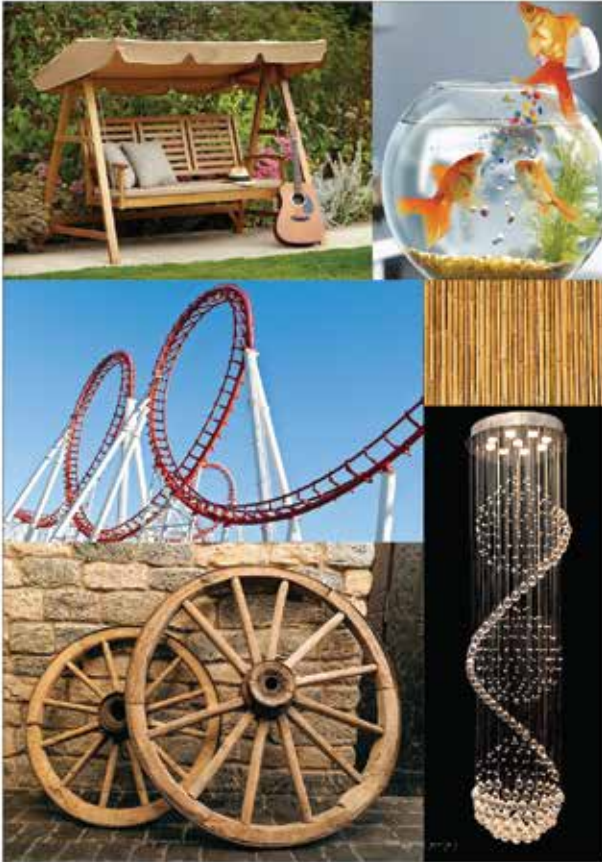
The Golden Cassock consists of two products - a round coffee table and an octagonal ottoman. While designing, it was decided that the materials used to create the products would be sustainable. For the frame of the products, up-cycled iron was used to make it strong and durable. Jute ropes were used in the form of lines for detail of the product. The rope lines are inspired by various shapes and line patterns. Also, jute is a 100% bio-degradable and environment-friendly material. For a shiny silvery look, aluminium foil has been used to wrap the jute threads. The products are portable furniture pieces that can be used for corner spaces. Presented by **Kajal R Jain & Mahima M Jain.**



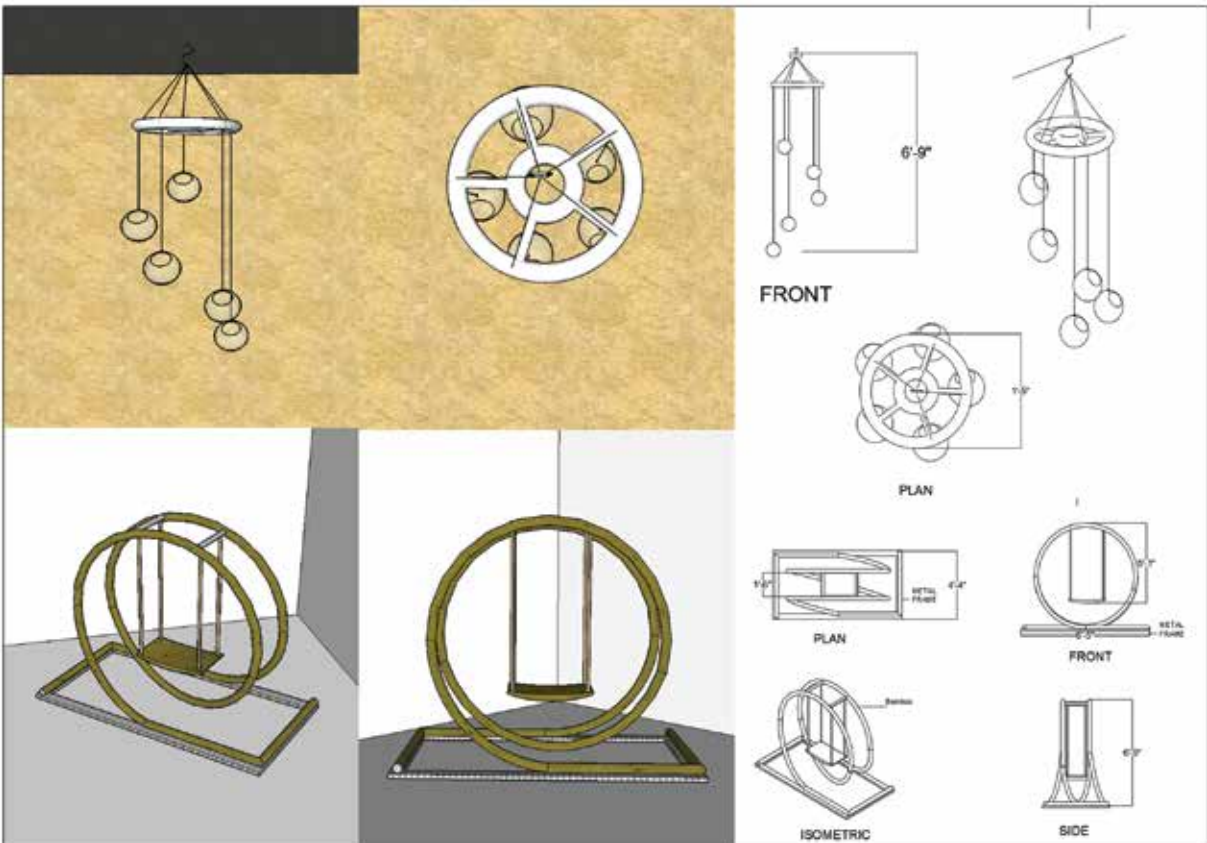


# AYKA

(Most Market Viable Product)



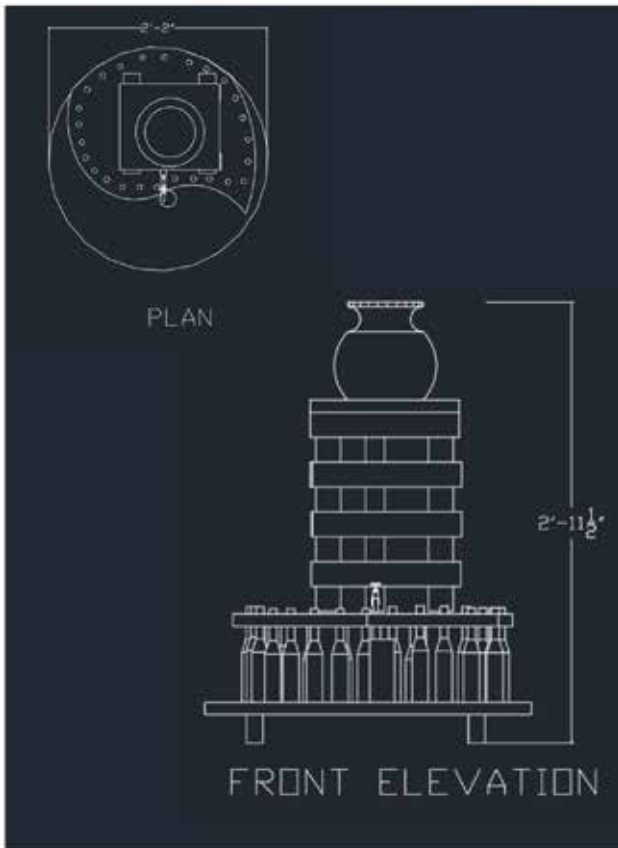
Inspired by chandeliers, the designers have created a unique aquarium which can be suspended from the ceiling. The suspension cables that are used to hang the glass bowls are made of aluminium and wired with cotton threads to make them sustainable. A cane frame is used as a fixture for hanging the glass bowls. Ayka is an innovative and unconventional hanging aquarium which can be used as a decorative item at any place. Presented by **Bindhu Reddy, Lavanya Sharma & Shruthi Kumar.**



# BEVERAGE DISPENSER



Beverage Dispenser is crafted with precision and detail. A beverage dispenser made of wood is a must-have. Your home bar definitely needs one of these quirky dispensers. The luxurious bottled dispenser is made of recycled wood. Wood is the building material of the future—versatile, beautiful, and durable. With a regained effort to preserve and replenish the material, the designers have utilized recycled wood. The dispenser features geometric shapes and comes in a host of rustic wooden finishing colours and can fit jars up to 15 litres. Keeping in mind the aesthetics, the dispenser is functional and acts as a statement piece to any space with eye catching details. Presented by **Asha Jain & Aishwarya Ramamurthy**.



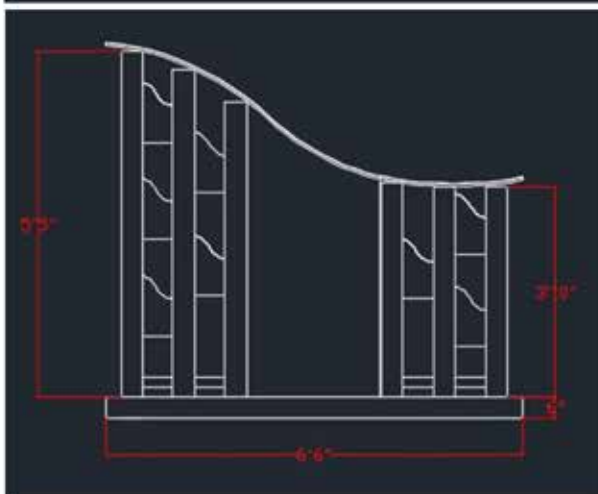


# SYMPHONY

(Best Research)



Symphony is inspired by wall partitions that add character, ambience and charm to a space. It is a blend of naturally available elements like Assam bamboo, handloom jute and planters. Symphony is meant not only to serve an architectural purpose, it is also used as an artistic backdrop. The design of Symphony is inspired by the harp. Easily available yet durable bamboo was used. The wall partition is a blend of geometric designs and patterns as it adds a lot of character to the space. Adding fabric to the bamboo in an uneven manner serves the purpose of making the wall partition look more eye-catching. Waterfall is added in our product for natural music using a glass box which complements the idea of a harp. The fabric in our product is handloom which adds to the ethical and sustainable factor along with innovation. Presented by **Karishma Jain, Dikshitha KR & Bhavani V.**



# CLADERN



Cladern is a centre table created by keeping in mind our cultural ethics. The rapid modernization evident in the world we live in today has influenced many people to overlook the relevance of classical tradition. While designing the centre table, the interior designer conformed to the infusion of modernity with traditional elements. The table is made with wood and glass which are sustainable components, used judiciously to make the product. Presented by **Sreedatta N.**

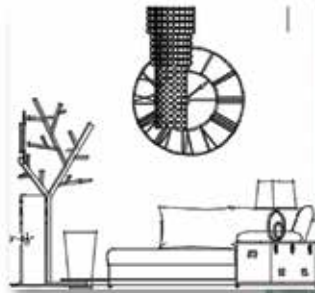
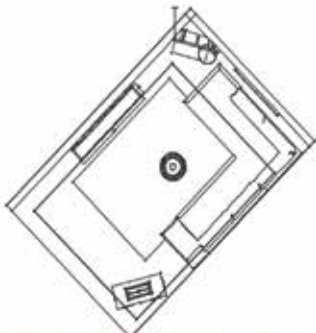


# GHAR BAR

(Best Research)



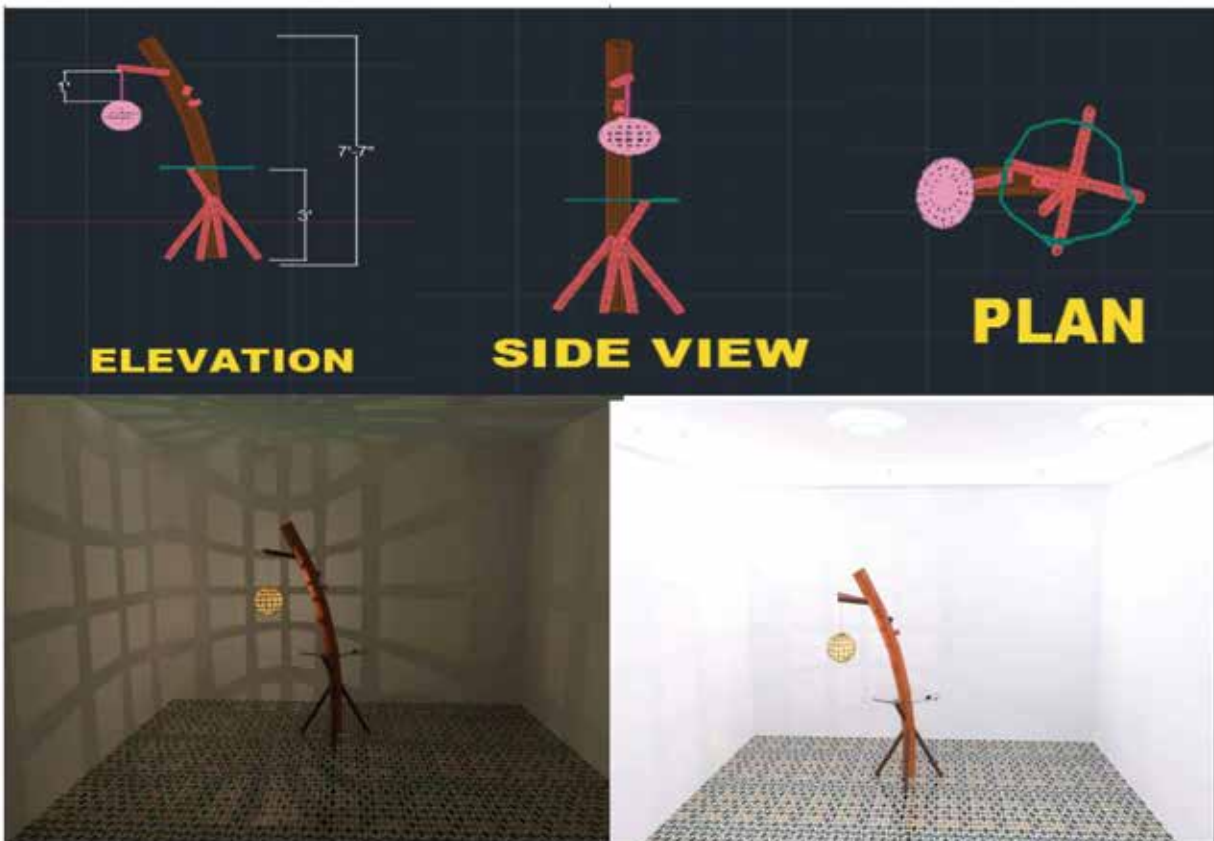
Adding a home bar can be a great way to provide a stylish and functional space to make personalized drinks. The designers were inspired to create their own home bar using recycled wood. The product line leans towards urban sophisticated than industrial. By up-cycling a 25 year old headboard (of a bed that belonged to the designer's parents) into a niche and classy home bar, the objective of sustainability was met. Mirrors have been used as our material on the outside to reflect the good times that one would have at home. The "Ghar-bar" is complemented with great serve ware and adjustable racks that could be used to stock shakers, cocktail napkins, a variety of glasses for all types of beverages, matching cut-glass pieces, quirky antiques and flea-market finds. This makes the GHAR BAR a great place place for good times. Presented by **Sanah Shafiq & Mubah Manal.**



# RUSTTON



Modern Rustic is an interior design concept that has a rustic charm and historic installations along with overall modern amenities and modern room designs. The main aim of Rustton is to combine the warmth & charm of a rustic dwelling along with conveniences, comfort and style of a modern home. The true essence of this style is to bring nature inside one's home. This rustic table is a family hand-me-down that adds character to the place. An acrylic glass paired with wood, provides a sparkling accent to any decorating style. The real beauty lies in keeping it as modern as possible yet making it look rustic. The key to a modern rustic space is to have modern furniture but to retain a rustic feel through the exposed natural architectural elements. Presented by **Jeshna Parveen & Soundarya P.**





# THE CYCLE CHANDELIER

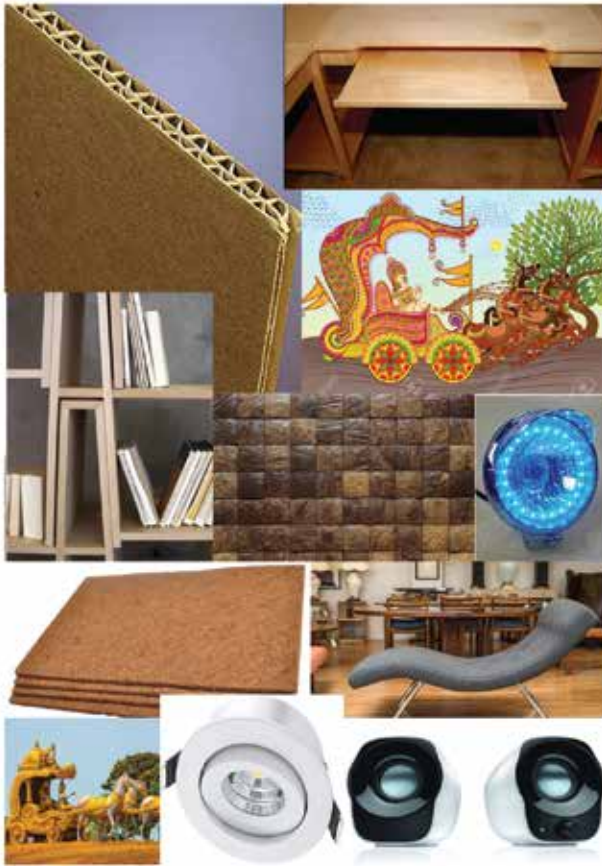


The Cycle Chandelier not only has functional purpose but is also aesthetically pleasing. Giving it a rustic look, the Cycle Chandelier is cost-effective and easy to use. Sustainable aspects are the non-resilient materials used such as bicycle chains, wheel and free wheel. Innovative aspects of the product are the recycled bicycle innovation. It proves that a broken bicycle is just one inventive idea away from being made into something better. Ethical aspects of the product is that it is not harmful to the environment and the users. Rustic cycled chandelier is the way to transform a home's overall design into a rich look. To give it a different look from the already existing Cycle Chandelier, a freewheel with a holder for the bulb has been used. The product can be used in a living room or spacious places where it can be the point of emphasis. Presented by **Himani Baid and Pavan M.**

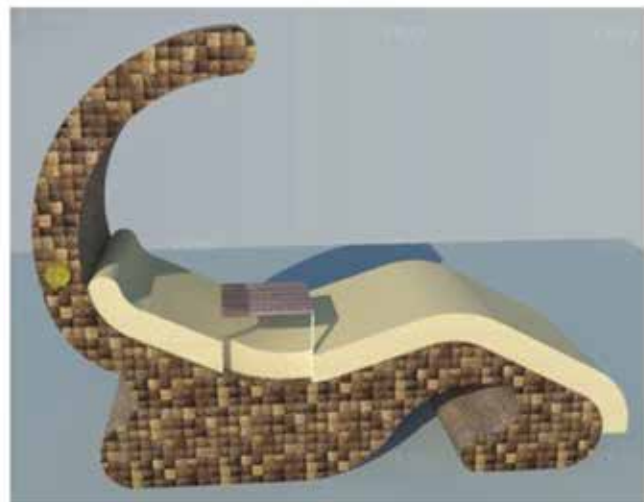
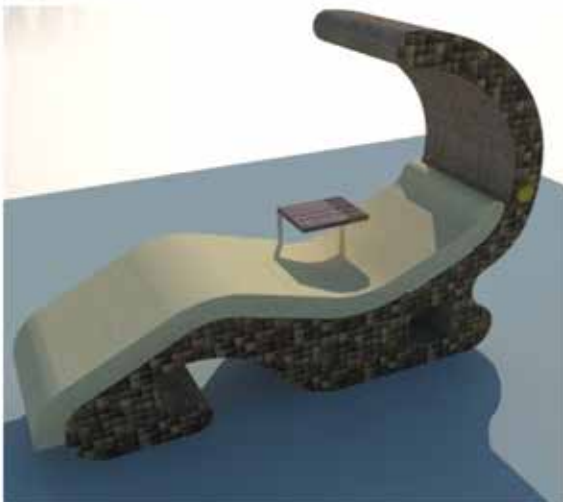
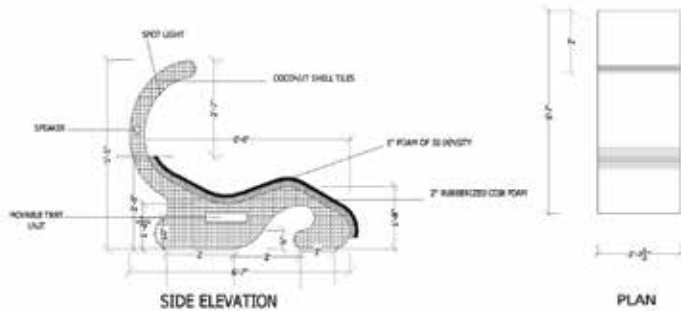
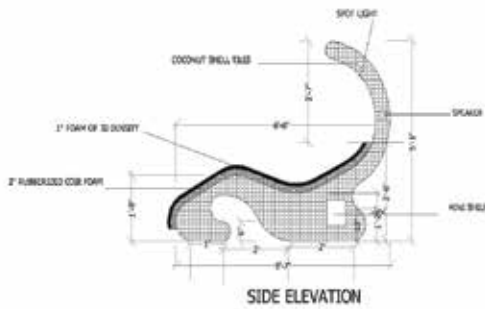


# REVIVAL

(Product of the Year 2017)



Revival is a lounge chair based on the principle of "Keegan's Normal Posture." It is appropriate for any living space and a perfect way to unwind without feeling guilty. What makes the chair different is the material used. The core material used for the fabrication is corrugated cardboard sheet which can withstand weight and is durable. To add a hint of innovation, the designers have added length to the chair with modern design elements to support it. The chair also comes with a reading light attached on top to act as a perfect companion for a novel. The lounge chair also has a unique shape and is completely eco-friendly by nature. It has been engineered to match up the core values of sustainability and innovation. Presented by **Nithin Sunny, Salag P S & Manoj Sharma.**





# MONK MESA



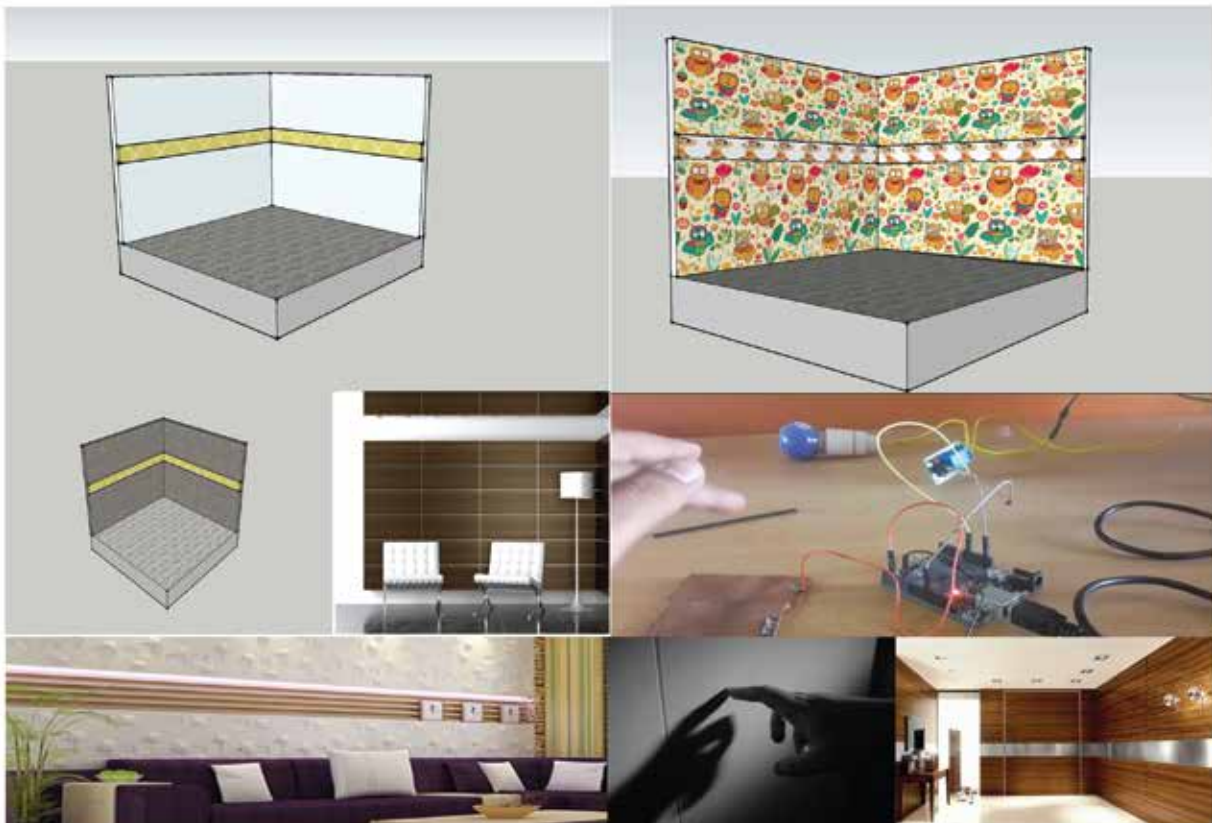
The product Monk Mesa is a table that has been designed to utilize less space, have a natural look and serve more utility. It is simple and compact, enough to comfortably seat four people. The product is made using recycled materials and bamboo. Bamboo is frequently proclaimed as the world's most renewable material therefore, can be grown without any chemical fertilizers or pesticides. The product is mainly dependent on bamboo that is smooth, clean and with an attractive colour. Using bamboo, the table top resembling the Old Monk bottle shape was created and for the base, an old sewing machine was used. The table also has bottle storage on top. The table is suitable for bars, restaurants, pubs and even mini bars at home. Presented by **Dinesh Kumar S, Kushal S & Parthiban K S.**



# SWIPE WALL

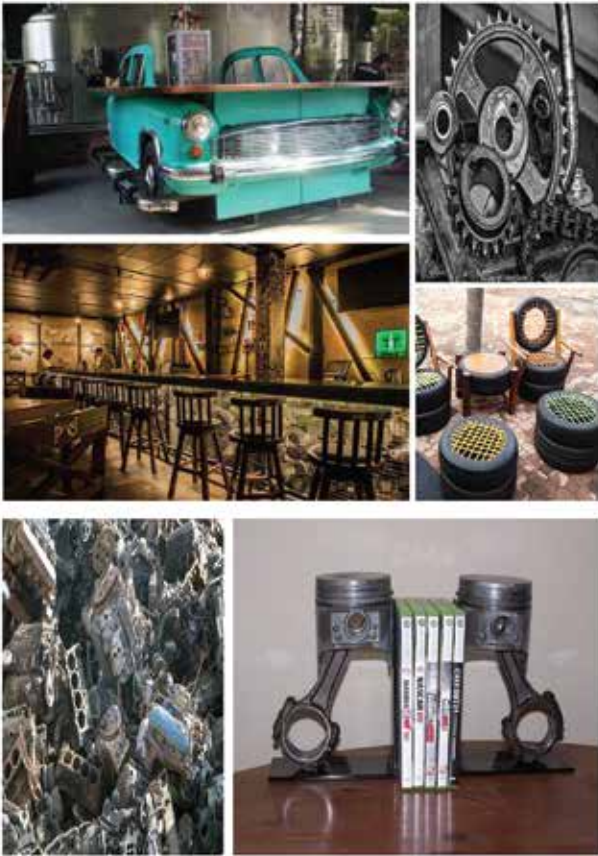


Hand motions can reveal information that may be absent in our speech. As gestures are making such a big impact in daily life, the designers have put together those gestures in their innovative product Swipe wall. Inspired by the Samsung phones which are working on gestures like swiping "V" on screen to turn on the light, the Swipe Wall provides particular gestures to particular electronics. It can be easily used by specially abled people and aged people. The gestures can be easily remembered. It can be very useful in hospitals ,old age homes, residencies, and any place where the switches are used. The panel is water resistant up to 30 minutes. The wall can be customized. Presented by **Shiva Deepak S & Grantha A N.**

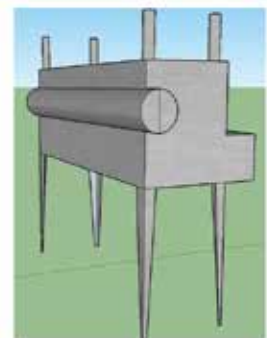
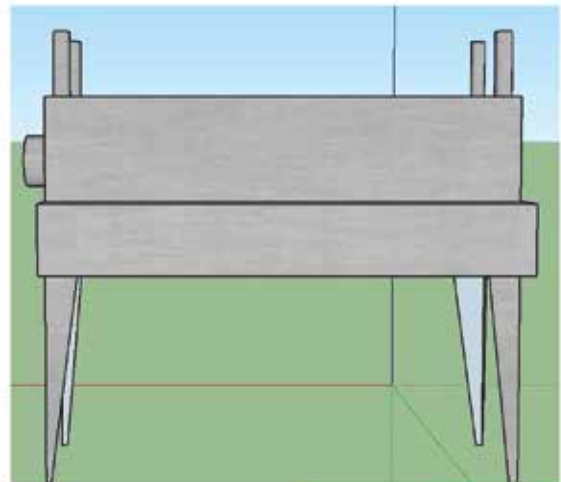
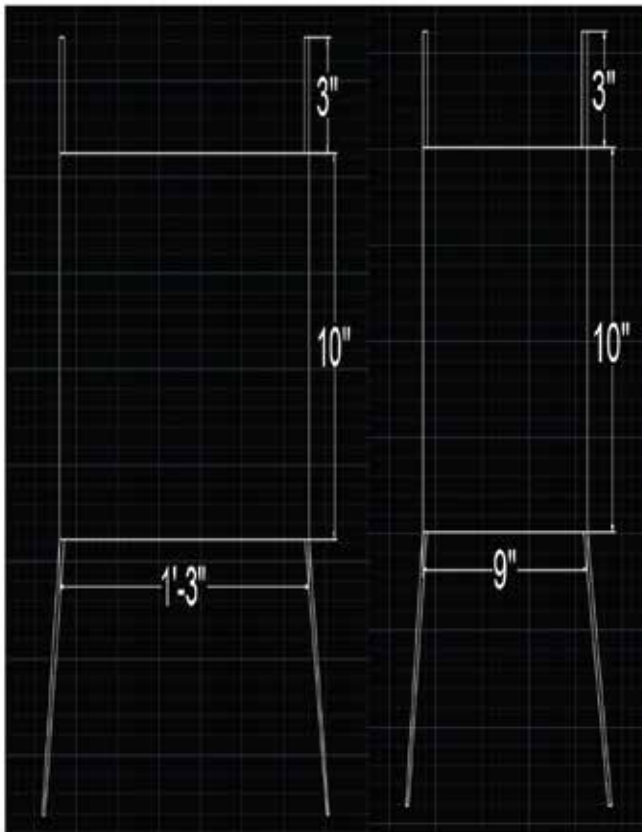




# PISTON HEAD



Piston head is a teapoy inspired by the automobile industry. As automobile enthusiasts, the designers wanted to create a teapoy from an unused engine block. Old tires were converted to seats. The entire product is completely sustainable and ethical as it is composed with materials such as worn out or unused metal, wood, rubber and is completely budget friendly. The centre part of the teapoy is designed as an engine block, four legs which forms the engine block, the base of the teapoy and as a structural support. An unused piece of glass is used for the top portion of the teapoy. The teapoy has a rustic, yet sophisticated charm to it. Presented by **Prithvi Reddy & Ganesh H.E.**

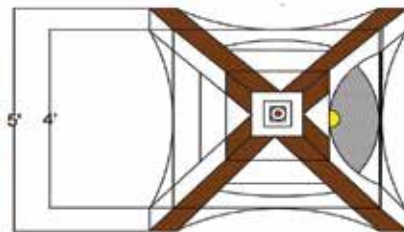


# EIFFEL BIBLIO CHAIR

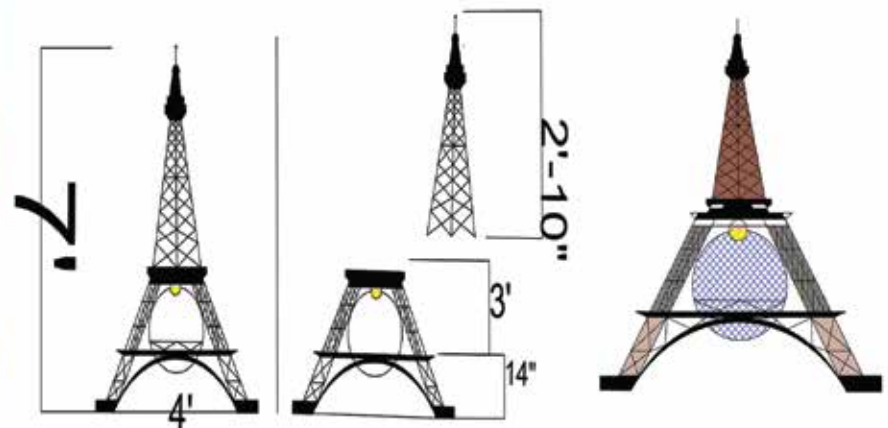
(Most Sustainable Product)



Eiffel Biblio Chair is an open book lounge chair inspired by the Eiffel Tower. Made of cane, the chair is not just durable but also sustainable. It is used as a swing chair and can be incorporated in a study station. Designed to reduce environmental impact, the structure is made of cane. This furniture also includes a detachable top which has a lamp shade. Once detached the person seated can also have an open view of the sky or the ceiling as per its placement. Cane is water resistant and cost effective and makes the product viable. The USP of this product lies in its multi functionality. It can take the person to a world of fantasy, with its unique design that resembles the Eiffel Tower. Presented by **Chandana Sampath, Romit Kumar Jain & Shubam Jain Bohra.**



plan





# LANTERN LIGHTS

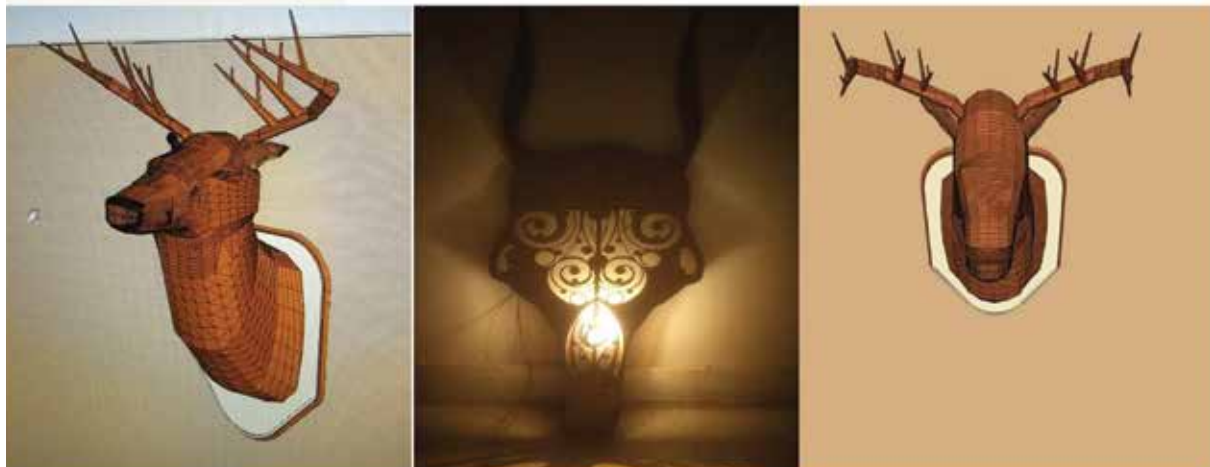


Lantern Lights is a light fixture which is inspired by the idea of saving animals and using them as an inspiration for a product. The designers shaped the light fixture in an interesting manner by giving it the shape of a deer. They used MDF wood which is completely environment-friendly. The fixture is compact and perfect for places with space constraints. Every household which faces space constraints requires a light fixture that serves the basic purpose of illumination and acts as a lampshade by giving a pattern of light for the space. Presented by **Kavyashree. R & Vidhya. H.**



**DIMENSIONS OF THE PRODUCT**  
**DEER SKULL LANTERN LIGHT :HEIGHT 2.5 FEET, WIDTH 16 INCHES**

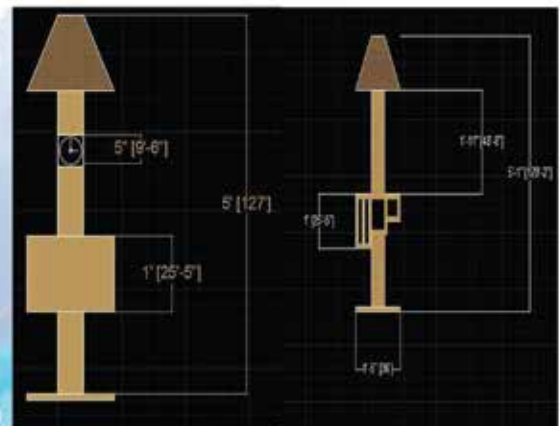
## 3D MODELS



# THERAPY BED LAMP



Therapy bed lamp is a multipurpose lamp inspired by the therapeutic effects of music. Music helps in relaxation and has a calming effect on anyone and everyone. Incorporating the benefits of music, the bed lamp comprises an in-built speaker, a glowing clock, a book shelf and a wooden block. The glowing clock makes it easy for a person to know the time in darkness, the wooden block has a space to keep mobile phones and other small belongings. The unit is made using natural wood which doesn't harm nature in any way. The multipurpose characteristic of this product makes it very functional, unconventional and sustainable because of the materials used in making it. Presented by **P Emmanuel & A Sunil**.

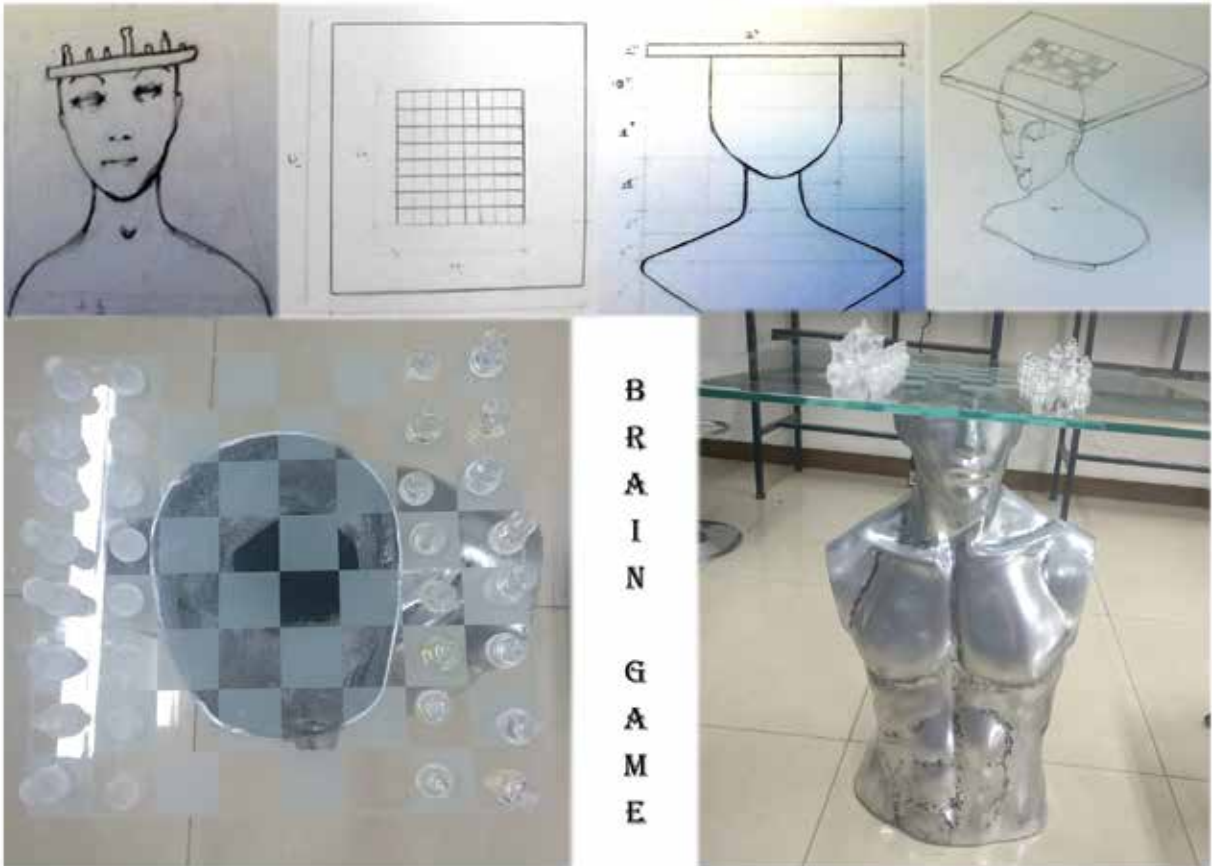




# BRAIN GAME



Brain game is a chess table, where the chess board expresses Marxism and the human support acts as the common man who is affected by it. The product is an installation art which can be used at malls, cafeterias or any public spaces. The chess board with its coins depicts the society's present situation wherein the coins represent different roles of people in society. The product is made by utilizing up cycled mannequins and glass to maintain sustainability. It draws inspiration from how big corporates affect common men who work hard but end up with little to show for their hard work. The designers have beautifully executed their innovative idea by keeping in mind sustainability as well as ethics. Presented by **Kavita Ram & Ashmitha Taleda.**



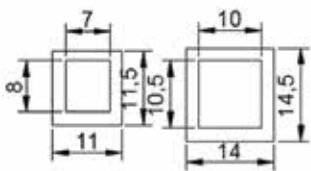
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# BAMBUSOIDEAE LIGHT

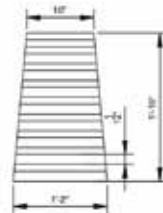
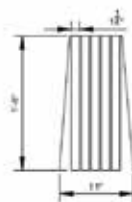
(Best Lighting Design)



Bambusoideae Light is multifunctional furniture which is predominantly a corner light and can also function as a chair or tea table. The product is designed using bamboo and cane, considered the most eco-friendly materials. Inspired from a hanging light with the shape of a chair, the designers strived to innovate by bringing in Bambusoideae shade into shape to make perfect furniture that serves multiple needs. The strips of bamboo are used horizontally in the lamp shade and vertical strips of bamboo are used for the chair, which gives a pattern of light for the space. This piece is extremely compact, unconventional and convenient. Presented by **Abdul Muhaimin Naha & Aravind V.**



PLAN



FRONT ELEVATION



## 3D MODELS



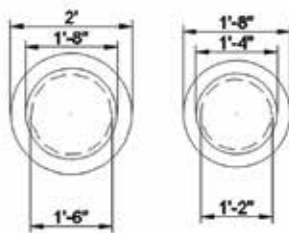


# AMSHA

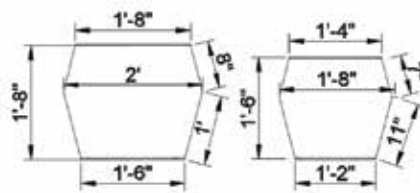
(Most Innovative Product)



Amsha is multi-purpose furniture inspired by the tabla. The designers were inspired to reinvent the past by inculcating the traditional values of Indian classical music in their product. Keeping in mind space constraints in homes, they came up with furniture that is compact and multi functional. It can be used as a table, stool and book shelf. The materials used to build it are completely environment-friendly. Bamboo and cane are the core materials used with bamboo plywood used for the seat and bamboo reapers to create the mini book shelf. Even though people love Indian instruments, they don't make them a part of their home interiors. In such a scenario, introducing tables inspired by the tabla would not only instill the passion of music in the house interiors but also keep the traditional music alive. Presented by **Safia Mansoor & Shradha Sanjay.**



PLAN



FRONT ELEVATION



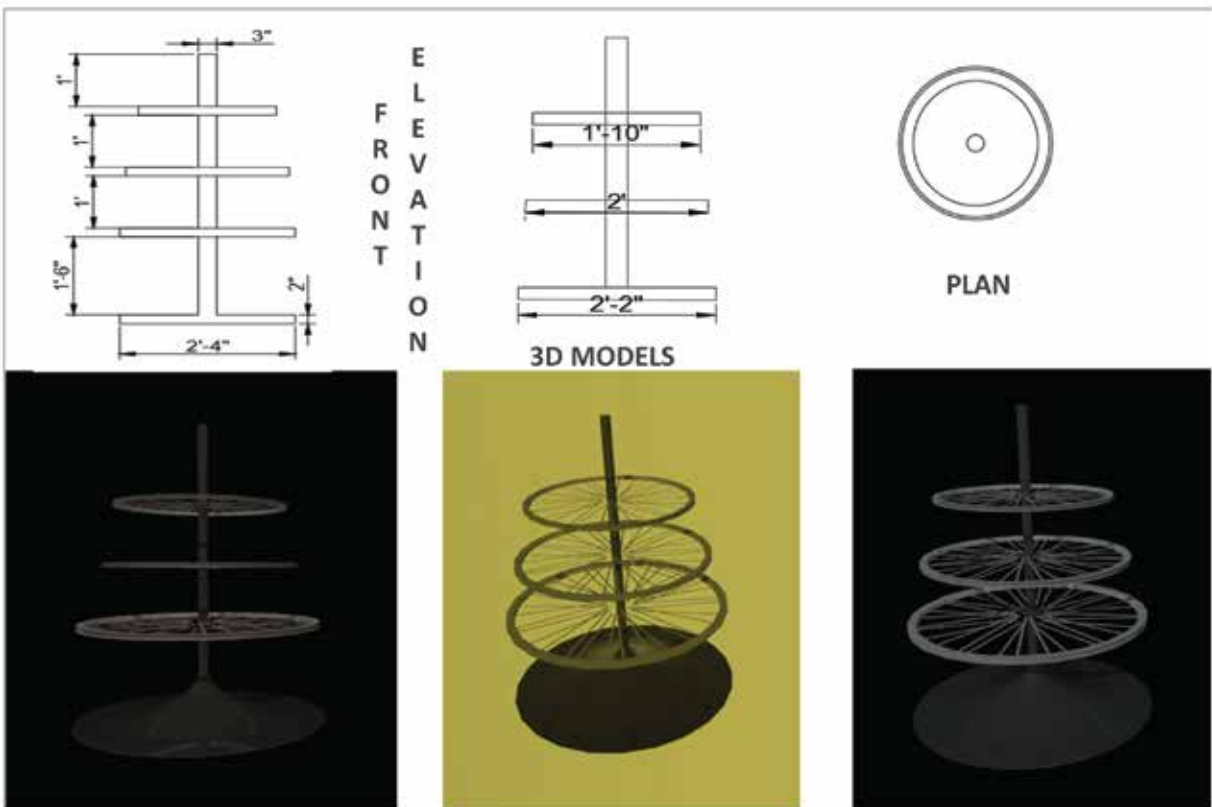
3D MODELS



# ROUND THE WHEEL



Round the wheel is a multipurpose rack assembled on the underlying concept of up-cycling or re-purposing. In concordance with the theme, the designers' pre-eminent ideas were to upscale elements and give the product a re-invigorated aspect. By sourcing the key material from wrecking yards, the multi-functional rack is constructed with bamboo in its native form and spokes of cycle rims. With research involved and experimentation with the rims, the designers decided to make a three-tire rack. The product is distinctive and because of its aesthetic appeal, it can be placed in residential as well as commercial spaces. Presented by **Divika Bamboli & Namita Shah.**



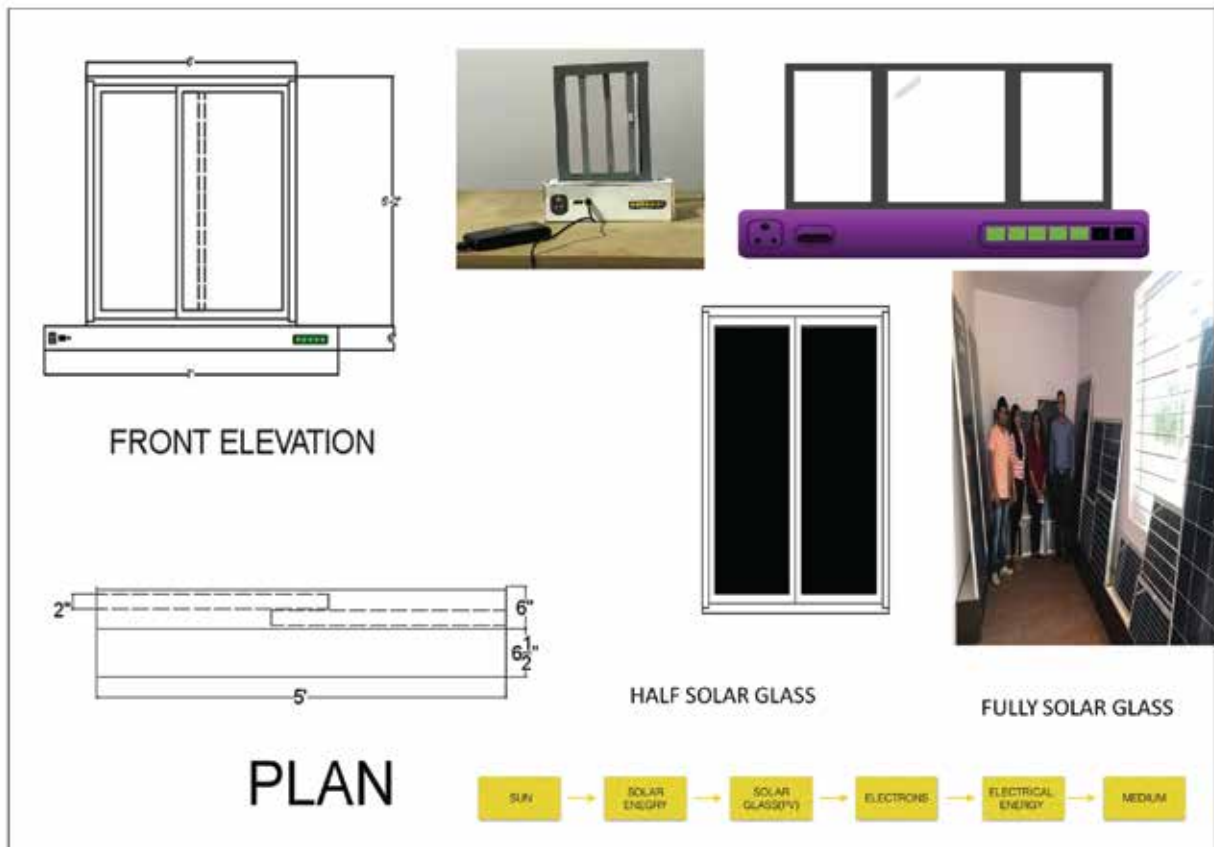


# FANGLED

(Jury's Choice)



Inspired by the solar portable charger, Fangled is a transparent solar window. The window is made of aluminium as it's a good conductor of heat and electricity. Aluminium is bio-degradable and plays a major role in conversion of solar energy to electricity and is a sustainable product. The minimum amount of energy each window generates would be 30 watts. The transparent solar cell used makes every window a power source. When these solar glass windows are used in places like offices, cafes and restaurants, anyone can make use of each glass to source solar energy to serve the purpose. Presented by **Anuka Sreeredy, Niriksha Srinivas & Bishwajith Mishra.**

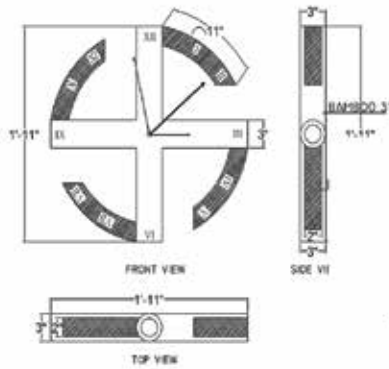


# IGNITE

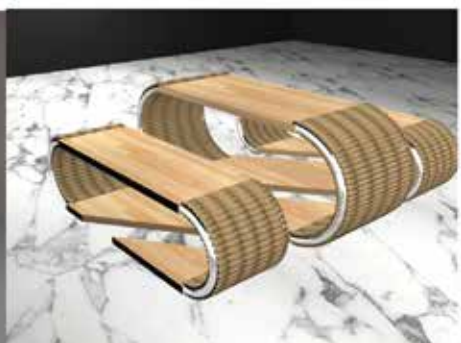
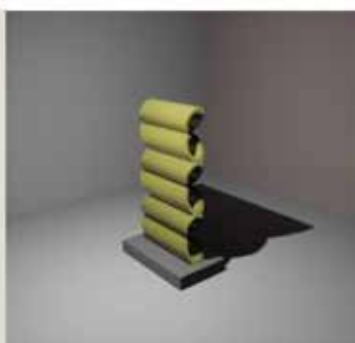
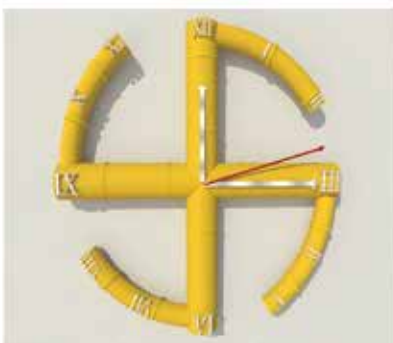
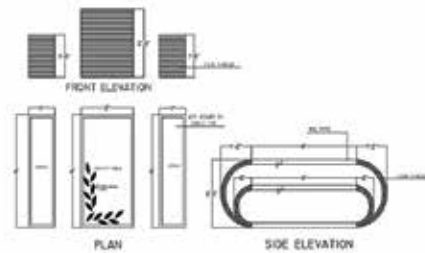
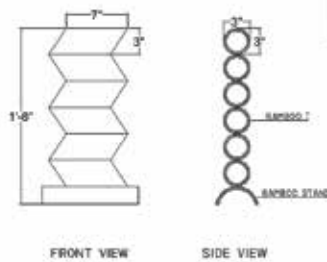


Ignite is a combination of sustainable and eco-friendly products. The range comprises a bamboo lamp, bamboo clock and multi-purpose table. The Bamboo 3D Led illusion lamp is a combination of art and technology that creates an optical 3D illusion. This playful product combines man-made design with natural materials and is produced using machine and artisan handwork. The bamboo clock is a designer, ethically produced artefact which creates ecological and economical impact. The multi-purpose table is designed using sustainable materials like WPC (wood plastic composition) and coir thread. In modern day living, space is an important asset, so all the products are designed keeping the concept of space saving in mind and backed by the idea of recycling the components of these products in the future to create a new design. Presented by **Jyothi D Acharya, Jyoti Jaiswal & Jay Natubhai Shudra.**

BAMBOO CLOCK



BAMBOO LAMP







# FUTURE ORIGINS

JD ANNUAL DESIGN AWARDS 2017

DEPARTMENT OF  
JEWELLERY DESIGN

Abhyantara is an exclusive piece of jewellery designed using two inspirations. With an inclination towards yoga poses and tree of life, this creation is designed for shoulder to body on both sides. The shoulder parts are woven by cane and joined to the neck. The body part is accentuated with branches and root effects in both front and back. As an ode to the environment, the designer used resources judiciously and adopted innovation seamlessly. The combination of cane and brass is harmless to the environment. The jewellery is completely environment-friendly and sustainable. The design also features a unique, eye-catching yoga posture, giving it a glossy finish. Presented by **Nimitha R.**



## ABHYANTARA





Atarangi Ta-moko, an exquisite and exotic shoulder gear, is inspired by the Maori tribe of New Zealand. A fan of avant-garde jewellery, the designer wanted to achieve all 3 criteria of sustainability, innovation and ethics. The shoulder gear is sustainable because of the choice of materials used. Veneer sheets also known as wood skin are used, drawing inspiration from the creative wood carvers of the Maori tribe. Thin sheets of wood shaved off of tree trunks are used to structure the piece. Minimal consumption and maximum production is the specialty of the material. It is organic; its production and decomposition don't harm the environment. Playing with shadow art, the designer created panels out of recycled paper to let light pass through them at certain angles. The shadow art also highlighted tattoo designs by Maori culture. The jewellery looks technically challenging but is in fact very easy to achieve. The design has a futuristic feel to it and is more structural. It is perfect for the modern women who prefer contemporary, out-of-the-box styling. Presented by **Jesly Joju**.



## ATARANGI TA-MOKO

(Most Sustainable)



Collezioni Di Spaghetti is a designer choker that fuses two inspirations: Spaghetti and classic tessellation designs. Incorporating an Italian style of artistry, the choker is adorned with sterling silver and handsome glossy stones with an intriguing matrix that features blood red and royal black colour stones. The choker has butterfly wings encased with a kinetic mechanism piece beneath. This is smoothly continued by the wavy, spiral flow with silver wires that finely detail the inspiration from the delicious spaghetti. It ends with a glitzy American diamond beautifully connected to the end of every strand using an open setting. The jewel is further connected to a solid hollow Haslli with necessary hinges that gently moves around the neck of the wearer, and that holds the whole piece in its place. A set of flat and sleek silver chains that connect the back portion of Haslli, runs down the spine of the wearer, in a wavy flow, suspended till the waist, giving the jewel the overall sense of completion and making it a unique, eye catching piece. To accentuate the look of the jewellery, various polishes such as mirror polish, granule texture polish, matte finishing and laser polish have been used. Collezioni Di Spaghetti is a piece of art, created with a sense of creativity and technicality. Presented by **Suchishmitha Keshav**.



## COLLEZIONI DI SPAGHETTI







Daria-I-Noor, or “sea of light” fuses two exclusive pieces. The protagonist is the body gear. It has incorporated Farvahar, an ancient Persian secular symbol. The Farvahar is the centrepiece, made with clay, using a dark gold highlight, and a sun throne in the background made of jute strings and recycled coloured glasses to look different in changing light. The bottom half is a waist belt with a 3D effect. The belt incorporates recycled coloured glasses. The various colored glasses are used to replicate the design of old Persian mosques, giving it a multi-dimensional look in various lighting effects. The stand-out feature is the tiara. It features two overlapping crochet rolls, held at the centre with a flower shaped mirror. Along with this, there is a choker starting from the neck and dropping down to chest level. The necklace has coloured glasses for extra razzmatazz. The designer’s aim is to draw inspiration from the past and respect present and future by utilizing resources wisely. Presented by **Safa Mansabdar**.

## DARIA-I-NOOR

(Most Ethical)



Decipher is an unconventional and interesting piece of jewellery inspired by puzzles. The designer's primary motive is to highlight the reality of life through her jewellery and portray innovation with the concept used. The designer was intrigued by the idea of life as a big puzzle, with various jumbled-up components that need to be joined. Also drawing inspiration from Gothic architecture, the jewellery features gothic arches, a rose window, gargoyles and bat motifs. The jewellery is composed with recycled and up-cycled silver, bamboo and wood. The shoulder gear is made of bamboo. To get a 3D effect, newspapers are crushed and stuck to the platform. The arm gear pieces are detachable and, once detached, can be used as pendant and necklace. The ring and bangles are made of plywood, based on the concept of puzzle box. The concept can be translated into different variations of the same piece and hence, is extremely trendy and innovative. Presented by **Abhigna Thulasi J.**



## DECIPHER

(Most Innovative)





Embekke, which signifies the oldest Sri Lankan temple built with wooden carvings, is a fine ornament created with the same significance. The carvings display detailed precision and craftsmanship. Influenced and inclined by the wooden architecture, the designer has produced a headgear with recyclable materials. The base of the headgear is made with jute fabric which encapsulates a metallic wire to provide structure. Pista shells are also utilized to create flowers that are superimposed in a circular formation to the base and continue until the ear. The headgear is also supported with a mask which is suspended from the base and is made with jute thread. The avant-garde piece is completely organic and eco-friendly due to its composition and can be interpreted as spiritual jewellery in a modern, material world. Presented by **Latha Shetty C.**



## EMBEKKE



Hastatkaar is based on a vision to make affordable jewellery, keeping in mind 1) safety for all sections of working women and 2) preserving natural resources. The designer has used raw materials such as beechwood and silver. The body gear is inspired by the Kathak dance form that emphasizes hand and foot movements. A major portion of the body gear is made using beach wood which is soft in nature, provides flexibility, and has the capacity to replenish and sustain itself. Simple and graceful designs on wood make the body gear look elegant and charming. To enhance its beauty, dark walnut polish is used which is soothing to the eyes. Silver has brilliant white metal lustre and acts as an essential component to design intricate and customized jewellery. The body gear is also embedded with a GPS tracking device that takes care of safety of women which is the need of the hour. GPS tracking device with blue tooth technology can be synced with mobile. Single soft touch on the back of the device can alert 5 contacts at one go. Device takes help of Google maps which searches for nearest police station to alert them. The collection fuses beauty and safety. Presented by **Sireesha H.**



## HASTATKAAR





Hiryu is conceptual jewellery inspired by Kung-fu. The shoulder piece and arm gear are made of cane, brass and fabric. It also consists of a red stone that is professionally set using the prong setting technique. Cane is biodegradable, renewable and is an ideal choice in decorative jewellery. The durability, light weight, eco-friendly nature, and easy maintenance are the reasons that cane retains its charm. The combination of cane and brass is innovative and imaginative. The contemporary piece possesses a rustic charm due to the texture effect used. Presented by **Swathi M.**



**HIRYU**



Kaiserin is an alluring and enchanting collection comprising of a tiara and eye mask. Drawing inspiration from Victorian architecture and the fairy tale of a princess, the adornments are magical and manufactured using refurbished silver and are enhanced by feathers. This is to signify that the idea of beautification once conceptualized by our early ancestors is cherished by supporting the need for sustainable living. The jewellery is also gold polished to give a touch of the hues predominant in the yester era. The glittering designer piece reveals an overall look of a Nature-Goddess; flower-clad with feathers attached at the tiara using the technique of infusing V-Gauge to evoke the look of flowing hair. The feathers symbolize the rich fauna sustaining in our universe. It also showcases the utility factor by serving the purpose of thermal insulation and water-proofing to the head of the wearer. The USP of this collection is the eye-mask which has been given a touch of modernization by ditching the vertical stick adjoined to the mask and providing an ear piece with the help of necessary screws and hinges as an add-on to your regular pair of spectacles or sunglasses, giving it a regal touch. Presented by **Tasneem Yusuf**.



## KAISERIN





Kuru is a dramatic piece of jewellery, which features a body gear inspired from various elements of the great Indian myth, the Mahabharatha. The jewellery has replicated Lord Krishna's pose in 3D effect and cut outs of lotus flower and shankh are used to add an element of serenity and symphony. The parts of the body gear are woven together by rubber and the shoulder parts are connected with chains and pearls. The materials used in this innovative design are recycled rubber and brass effect. The combination of rubber and brass is not harmful towards nature and makes it an ethical type of avant-garde jewellery. Presented by **Priyanka CH.**



**KURU**



Lirios is a piece of innovation and modernity, created using lilies as the inspiration. Driven by the belief of being different, instead of perfect, the designer's piece is distinctive and quirky. Made of recycled copper, the shoulder gear is sustainable and environment- friendly. The design comprises of petals of the flowers which wraps around the shoulder and falls till the upper body. Keeping sustainability and ethicality as the prime focus, the designer has tried to portray the diamond look and feel through usage of glass and lights. The innovation in this piece is that a plain metal glows like a crystal with the help of lights and can create a look of luxury. Presented by **Haleema Sadiya**.



## LIRIOS





Solasta is a futuristic jewellery piece crafted with perfection and has the power to make the owner feel unprecedented. With a desire to act upon social and environmental issues, the designer was determined to create a sustainable piece. Copper, being 100% recyclable, is the perfect ingredient for viable and sustainable jewellery. Characteristics such as high malleability, makes it convenient to change its form for making bracelets, bangles, earrings, necklaces and brooches. Copper is often referred to as man's eternal metal as it's highly durable, long lasting and can be used in all applications of life. Inspired from the superfluous drape of Greek clothing, this alluring creation is a fashionable body gear and is adorned with many textures and tones. The body gear starts with a choker made of exquisite reddish brown copper metal and shimmery broken waste mirrors, to add an edge. As a way to express oneself, this divine jewellery looks like the wing of a bird covering the neck and the shoulder, and the back looks like the waves gushing from a different direction to meet at a junction. Today's jewellery is about the uniqueness of the design, value and personalization and should be something that leaves a little sparkle wherever you go. Presented by **Atufa Ambareen**.



## SOLASTA



Vistoso Da Lana is designed on the concept of a Mexican art form called Huichol art. Huichol art broadly groups the most traditional and most recent innovations in the folk art and handcrafts produced by the Huichol people. Huichol art is deeply symbolic. Maize, peyote and deer are usually present as well as masks, candles, arrows, serpents, scorpions and the gods' eyes that point to the four cardinal directions. The designer has designed body armour with chains. The back portion has a face mask which is one of the most commonly used Mexican motifs to denote evil. The face mask is made up of multiple motifs put together on an acrylic sheet to give it a flowing feel, and the front part is made up of the Sun-Moon God which symbolises good, which is one single motif. All motifs are made by 3D printing of PLA filament which is white in colour, on to which bright colourful wool is embroidered in different and unique patterns. The chains are made of wool and copper rings using crocheting patterns. This design also symbolises the concept that no matter how big evil is only good will triumph in the end. In this jewellery piece, the innovative part is that the wool can be used in different ways. There can be colour play and with the incorporation of mixed media, unique pieces can be created. Recycled wool is woven into motifs which are printed using poly lactic acid filament by a 3D printer. Materials used include recycled wool and poly lactic acid, a biodegradable and bioactive thermoplastic aliphatic polyester derived from renewable resources, such as corn starch, tapioca roots, chips or starch, or sugarcane. Presented by **Jahnavi G Moovala**.



## VISTOSO DA LANA

(Most Innovative)







# FUTURE ORIGINS

JD ANNUAL DESIGN AWARDS 2017

DEPARTMENT OF  
PHOTOGRAPHY

The Photography department students displayed their master works at Chitrakala Parishat as part of the JD Annual Design Awards, 2017. The theme was "Future Origins" which was all about imagining a new future for design that's grounded in the principles of innovation, ethics and sustainability. The students took and developed pictures true to the theme and wowed the viewers with their imaginative creations.

# PHOTOGRAPHY EXHIBITION





# THE ILLUSIONIST

MR. RADHAKRISHNAN NAIR

During the photography and interior design exhibit held at Chitrakala Parishath on May 30 2017, JD invited famed photographer Radhakrishnan Nair to deliver a talk for our institute's budding photographers. What sets him apart is his stunning visuals that have a lasting impact.

He first invited Sudhir Ramachandran, another famed photographer to say a few words. Sudhir spoke about every photographer's journey to make it big. From early struggles to being overbooked, he assured students it was not easy.

Radha commenced his talk by sharing he was not just a photographer but more of an image maker. His images are usually a composition of more than one image shot at different times and overlapped to look like a single final picture. He shared some examples. In time, it was clear he was not just an image maker, he was an "illusionist". Creating impactful images using different composing techniques is the key to his style. His love for drama is apparent. His idea is to change the way we look at imagery, from merely just shooting pictures to creating pictures. This empowers the photographer to show people something that they have never seen before.

Radha is inspired by the Western style of movie making and he brings this aesthetic to his style of image creation. Impressed by the stunning visuals that he has seen in English movies, he creates images that are made to inspire. Although a majority of the pictures that he uses in compositions are shot, at times Radha also dabbles in hand-drawn images to get the desired appeal.

Although complex post-processing defines his style of creating images, he insists on retaining the elements and principles of photography. In the current digital world, there is nothing more appealing than creating stunning images that are sure to remain in the minds of people. Radha believes that those who wish to create a mark in the industry must develop a personal style of photography.









OUT-OF-THE-CLASSROOM  
EXPERIENCES

The students of our Make-Up Diploma course were truly inspired at the JD Annual Design Awards. After weeks of training in style and technique, they managed to transform their male and female subjects into stunning avatars that drew many "wows" from the audience. A range of classic and emerging make-up trends was adopted from innovative foundations and subtle contouring to matte styling and dark lipstick. The make-up students proved that a few expert strokes of a brush could transform a person from ordinary to awesome.

## THE ART OF TRANSFORMATION







# CHARITY IS IN OUR "BLOOD"



JD Institute of Fashion Technology organized a blood donation camp, in association with Karnataka Red Cross Society. The event was inaugurated by Dr. Arun Kumar, Managing Director, Karnataka State Coir Federation Govt. of Karnataka.

In association with:





## SEMINAR ON BASICS OF COLOUR THEORY

BY ALOK KUMAR SHARMA  
JD INSTITUTE OF FASHION TECHNOLOGY

A Seminar on 'Basics of Colour Theory' was delivered by Alok Kumar Sharma, General Manager, JD Institute of Fashion Technology. Through the seminar, the students were enlightened about the various processes in dyeing and printing in the textile Industry. They were also exposed to the 'Ishihara Colour Test.' The test helped them analyze colour metamerism under different situations which could help them become an expert in the colour analysis field. Kumar has a Masters in Analytical Chemistry and more than 40 years of experience in the textile processing industry, mainly in quality control and production. He explained the nuances of colour theory. He also educated them in the various instruments required to identify and study colours. It was an informative session with relevant industry examples and experiences shared by an industry expert.





**“CHEENI KUM!”**  
 A DIABETES CAMP BY  
 JANACARE & JD INSTITUTE  
 OF FASHION TECHNOLOGY

We organized a diabetes camp in association with Janacare. A team of doctors, nutritionists and certified diabetes educators visited the Brigade Road campus to screen students and teachers and create awareness about diabetes risk factors. A presentation was conducted by Varsha Koppikar, Head of Nutrition Services. The aim of the initiative was to make people understand the future risk of developing diabetes and the precautionary steps that can be adopted by making lifestyle changes. Janacare is a health based company that works to reverse diabetes, the twin epidemic of diabetes and obesity. They are research partners for Dr. Mohan’s Diabetes Centre, Chennai and AIIMS, Delhi.





# FABRIC APPRECIATION AND TEXTILE EXHIBITION

## DEPARTMENT OF FASHION DESIGN

Three weeks into their Diploma in Fashion Designing, students were invited to execute a project on fabric appreciation that involved implementing techniques such as scouring, Shibori, block printing, screen printing, fabric painting, natural painting, texturing, Fevicol resist, stencil and Batik. They explored different Shibori tying techniques and came up with beautiful silk Shibori collections. Their collections were colourful and vibrant and suitable for almost all occasions.

# INTERNATIONAL YOGA DAY

To celebrate the importance of yoga, JD organized a special talk session with two prominent, artistic people. Deepak Doraiswamy and Deepika Dorai, Founder of Bimba Art Ashram were invited to touch the lives of our students by sharing their knowledge and experience. With a focus on art and spiritual journeys, the couple inspired the crowd by talking about how we should live peacefully by being more rooted in Mother Earth. They also spoke about how art is a quest to create beauty that can enhance and nurture life. Like art, they said yoga was a union of exterior self and inner soul. It makes us express individuality by using inner strength and making all body parts function in unison.

In 2001, they established Bimba: The Art Hut, at an antique space in Chennai. Driven by making earth-sensitive art, the couple inculcated the handmade practice to celebrate Earth as a single medium to embellish and simplify life. To celebrate a modern yet indigenous lifestyle, they embarked on a new journey of starting The Art Ashram in 2011, at Bangalore. "The curiosity to engage with the classic arts, weaving, sculpting, tailoring, painting and dramatics by watching and learning actively through practice was the beginning of handmade art as a way of life for us", said Deepak.

The couple inspired the students to embrace simplicity, truth and sensitivity, with a reverence for Earth.







## GIVING "FREEDOM" TO IMAGINATION!

Independence Day was celebrated at Ajanta Hotel by JD Institute of Fashion Technology. The program featured various events like group patriotic songs, group dance, solo singing, speeches, collage-making, face painting, flower rangoli, etc.

An in-house competition was conducted among different departments to make the program more interesting, which would then encourage students to participate in the patriotic events spreading awareness to the fellow students.

The event started with a flag hoisting ceremony at 7 am on the college terrace by the Principal, Babu Rajendra Prasad R, followed by refreshments. The lighting of the lamp was the first ceremony followed by commencement of all the events. The event continued till 4 pm.

The Independence Day Celebration was telecast in local news channels as well as in the newspapers, which encouraged the students all the more.





## INDUSTRY SESSION

KAVITA MISHRA, LINGERIE DESIGNER

DEPARTMENT OF FASHION DESIGN

JD is on a constant quest to explore diverse arenas in creativity. The Fashion Department invited Kavita for an unconventional talk on intimate wear. The intimate wear industry is still kept under wraps in the country and not openly spoken of. The objective of this talk was to break the stereotype encircling the topic. Kavita is a design professional who creates functional & solution-driven products. She believes design is about how it works and delivers, rather than just being superficially admirable.

An exuberant girl, she created an environment of free flowing thoughts and ideas on the lingerie sector. The topics discussed were tailor-made to the questions directed by the students. The session helped them understand the lingerie industry. Kavita also made students aware of designing products that are functional, beautiful and also ergonomically sound.

After completing her Bachelor's in Knitwear Design from National Institute of Fashion Technology, Kavita entered the niche of lingerie design. She began her career with Zivame, India's fastest growing e-commerce lingerie retailer. She has created top-selling, innovative designs. She was also part of the think tank behind India's first breast profiling program which honed her understanding of the female body.







JD Institute of Fashion Technology was lucky to witness the inspiring, edifying talk by one of the most powerful and influential women in the world, Dr. Kiran Mazumdar-Shaw. A Padma Shri and Padma Bhushan Awardee, the illustrious CMD of Biocon delivered a talk on the opportunities in the Indian market. She said India is a domestic demand oriented economy and that skill development played a crucial role in attaining and keeping the demographic dividend. Education is pivotal for technological advancement and India is at a high inflection point due to the emergence of “Digital India.” She believes by 2020, India will be the world’s largest marketplace. However, the dynamics of each marketplace is defined by the regional territories and can be lucrative only if price points are fulfilled. The reformist government is aiming for more foreign investments which can satisfy the policy of high volume and less value-driven markets. Talking about her company, Biocon, she enlightened the crowd about how expensive biotech drugs were being sold at affordable prices and how she overcame the challenges of building a global scaling system. She concluded by talking about the GST (Goods and Service Tax). She called GST a transformational economic reform which would steadily add to GDP growth and would be instrumental in removing inefficiency in transaction costs and logistics.





## EMPOWERING YOUTH

National Youth Day is celebrated to mark Swami Vivekananda's birth anniversary who famously said, "All power is within you; you can do anything and everything." JD adapted this message to inspire students on National Youth Day.

Swami Vivekananda is regarded as a patriotic saint, a key figure instrumental in rendering service to mankind. He believed in the manifestation of Indian philosophies and believed that the power to achieve goals lies within oneself. His goal was to enlighten youth towards their path of righteousness and to embrace their spiritual journey in life.

As a socially responsible institute, JD organized activities from Jan 12-18 to help students use the teachings for betterment. They also participated in cultural activities at the State Level Program, organized in Palace Grounds.







## INTERACTIVE SESSION

BY ROSHNI RAJENDRA  
ON SUSTAINABILITY

DEPARTMENT OF FASHION DESIGN

Roshni Rajendra manages the content on GreenStitched and its feature enhancements. She has worked on resource efficiency projects for apparel factories. She was invited to JD Institute of Fashion Technology to share ideas on how to accept and work with sustainability. She said "sustainability" was relative. According to her, the 'Triple Bottom Line' approach which refers to People, Planet and Profit is widely accepted in the apparel industry. The industry is aiming to include social and environmental responsibilities.

Understanding sustainability in the apparel industry can be challenging and time consuming. GreenStitched assembles news from various sources and bring us the best picks - issues closest to our heart, companies we love to know more about, and updates we do not want to miss.





A textile appreciation workshop was conducted for the Fashion Communication students, by the designated faculty member as a part of the textile module. The Post Graduate students learnt about different kinds of stitches, embroideries, tie and dye, macramé and braiding. The students were also introduced to the variety of fabrics and their applications. After imbibing the basics of this module, the students worked on individual art works based on a chosen theme and used the applications pertaining to what they learnt in the workshop.

## TEXTILE APPRECIATION

DEPARTMENT OF FASHION COMMUNICATION



## TEXTILE MODULE APPRECIATION

DEPARTMENT OF FASHION DESIGN

The students of Diploma batch explored various techniques in Textile Appreciation Module and came up with a beautiful silk khadi collection. They learnt both theoretical and practical aspects in the Textiles Module and imbibed techniques like Shibori, Tie and Dye, Batik Printing, Block Printing, Screen Printing, Bleaching, Scouring etc. Implementing these techniques, the students came up with a beautiful collection by amalgamating interesting silhouettes to the dyed fabrics. The collection is colourful and vibrant and the fabrics used are sustainable.





The students and faculty members of JD Institute of Fashion Technology actively participated in four different workshops organized at Tharangini - Block Printing, Shibori Technique, Button Masala and The Jewellery. The workshops were in sync with emerging trends omnipresent in the industry. The students got an opportunity to attain supplementary exposure to understand the fusion of traditional and modern techniques which will be beneficial for their future endeavors.



## THARANGINI WORKSHOP







## MORE POWER TO WOMEN!

International Women's Day is widely celebrated on 8th March to celebrate the fearless women of the universe. The day is all about celebrating equality, and the achievements women are capable of. The women of today are not stifled by stereotypes but seek to break them and emerge victorious in their chosen field. To commemorate the movement for women's rights, JD Institute of Fashion Technology organized an eventful day with a series of talks by eminent personalities.







## BREAK THE MOULD

DEPARTMENT OF INTERIOR DESIGN

To break the mould of monotony and to introduce a fun workshop in the interior design curriculum, the Department of Interior Design organized a clay workshop for the students. The fun workshop started with the history of clay modelling in India, which originated from the Indus Valley Civilization and continued to the present scenario of clay handicrafts. The students then started exploring and playing with the clay. A variation of different objects reflected the imagination of the students. The output resulted in prototypes of architectural buildings, while some of them tried their hand at pottery. It was an enriching experience for the students.





## VISIT TO EURO GLASS FACTORY

### DEPARTMENT OF INTERIOR DESIGN

Glass is an important material used for modern day interiors and widely chosen by most designers. The Interior Design students from JD, paid a visit to Euro Glass factory to understand the manufacturing process and different applications of glass. It is essential for interior designers to know the various varieties of decorative glasses and their manufacturing process to design and adopt them at various situations. A visit to the decorative glass manufacturing unit exposed the students to get first hand information about the decorative art glasses.







## PRESENTATION BY KOLORS

DEPARTMENT OF INTERIOR DESIGN

KOLORS is a company that believes in "making life better" by implementing environment-friendly designs. A presentation by KOLORS was organized in association with JD Institute of Fashion Technology for Interior Design Department. It was an interactive session that dealt with evolution and innovation of switchboards in India.





## AUTODESK, ON BIM TECHNOLOGY

WORKSHOP BY MR. PRADEEP KALLUR, MD OF MEDINI  
DEPARTMENT OF INTERIOR DESIGN

JD Institute of Fashion Technology is proud of its academic association with Medini-Autodesk. As an institute, we are constantly striving to bridge the gap between the theoretical and practical knowledge imparted to our young minds. At the occasion of JD Annual Design Awards 2017, held at Chitrakala Parishath, JD Institute invited Pradeep Kallur, the Managing Director of Medini to conduct a workshop on a new technology.

The workshop was about how BIM technology is the future of Architecture, Engineering and Construction. Technology is transforming the way buildings and infrastructure are designed, constructed and operated. And it's helping to improve decision making and performance across the building and infrastructure lifecycle. BIM is an intelligent 3D model-based process that gives architecture, engineering, and construction (AEC) professionals the insight and tools to more efficiently plan, design, construct, and manage buildings and infrastructure.

With BIM, instead of starting with modeling, one can collaboratively discuss design with different project stakeholders. This interoperability creates time and cost benefits; it also allows the project team to understand impact of each designer's work and resolve conflicts. Future problems between contractors can be glimpsed.

Industry groups are trying to develop one standardized BIM model that can be used to integrate different types of modeling systems. By doing this, they will facilitate the working of the design-construction-operation team under one platform. This creates a single data center, with multiple CAD and specs depending on the discipline one is working for. All data will then come together allowing it to be used for takeoffs, analysis, coordination and important project milestones. This effort will standardize the process and establish a base that can be used during the bidding process so everyone can be judged using standard guidelines.







## VISIT TO NATIONAL GALLERY OF MODERN ART

### DEPARTMENT OF INTERIOR DESIGN

The students from the Interior Design Department paid a visit to The National Gallery of Modern Art, Bengaluru. Spread over an area of 3.5 acres, the gracious heritage building was transformed from a residence into an Art Gallery, with a display space of 1551 sq mtr to which a new gallery block with a display space of 1260 sq mtr was added. The architecture of the additional block was designed to merge with the style and ambience of the heritage Manikyavelu Mansion while at the same time fulfilling the requirements of a modern museum. The students learnt about the history of Indian Modern Art. The gallery has a huge collection of Indian modern painting and sculpture. Students understood visual narrative and Victorian architecture. Using their environment as inspiration, students were asked to sketch the architectural building with one point or two point perspective.





## VISIT TO NATIONAL INSTITUTE OF DESIGN

DEPARTMENT OF INTERIOR DESIGN

Materials play a crucial role in sustainability. To understand bamboo material in detail, the students of Interior Design Department visited NID to interact with Susanth CS. The interaction revolved around characteristics of bamboo, benefits of using bamboo and students were taken on a tour to see structures and furniture made with bamboo. The machines used for cutting and shaping the material along with several other equipments were placed in the work area. Apart from the displayed furniture within the campus, Susanth also gave the students an insight into the hot press and cold press techniques used to combine layers of bamboo in order to form a thick bamboo sheet. The wide range of techniques that can be applied to the material was brought to light. The great potential that bamboo has as a material was conveyed through Sushanth's work.







## PYRAMID VALLEY INTERNATIONAL CASE STUDY

DEPARTMENT OF INTERIOR DESIGN

The final-year students from the B. Sc batch of Interior Design Department were taken for a case study to Pyramid Valley International, Bangalore. The design of Asia's largest pyramid located on Kanakapura Road is influenced by the famous Giza pyramid at Egypt and is built on the same design principles. Students set out on their journey of exploration. They witnessed enormous sculptures and murals of the Buddha in reclining and seated positions and other motifs representing the five elements that embellished the pillars and walls of this mammoth pyramid. It can seat 5,000 people. Called Maitreya Buddha Pyramid, it was conceived as a centre for the practice and preaching of Anapanasati meditation and vegetarianism. The art work is influenced by the Ajanta-Ellora paintings and the Konark Sun Temple architecture. Other aspects of Pyramid Valley are designed to enhance the beauty and feel of a tranquil spiritual centre. The students gained exposure and the visit helped broaden their design thinking capacity.







# WINDOW DISPLAY

DEPARTMENT OF INTERIOR DESIGN



The students from the Interior Design Department at JD Institute of Fashion Technology, designed window displays of retail showrooms for different types of products using creative themes. The corner spaces were infused with various elements and principles of design and depicted with sheer perfection and creativity.







## “SUSTAINABLE” SESSION

BY BISHAL GOSWAMI  
DEPARTMENT OF INTERIOR DESIGN

An informative talk session was organized by JD Institute of Fashion Technology on the significance of sustainable designs and creating innovative solutions for a sustainable future. The talk was conducted by Bishal Goswami, Research Associate at TERI - The Energy and Resources Institute. Various topics such as responsible consumption and production, energy saving through fixtures, efficient usage of space, reduction in wastage through recycled products, usage of non-toxic flooring materials were the key elements of the interactive discussion.

The Energy and Resources Institute (TERI) is a leading think tank dedicated to conducting research for sustainable development of India and the Global South. TERI was established in 1974 as an information centre on energy issues. However, over the following decades, it made a mark as a research institute, whose policy and technology solutions transformed people’s lives and the environment.





## FLOATING WALLS STORE VISIT

DEPARTMENT OF INTERIOR DESIGN



Floating Walls is a chain of stores, famous for wallpapers, furnishing and window treatments. Students of JD Institute of Fashion Technology visited the Floating Walls store and learned about window treatments and furnishing. The shop has very good display for the different materials used for blinds and window shades. The students also got exposure towards different types of accessories used for window treatments like curtains rods, finials, rings, etc. Fabric used for upholstery and drapery, with various patterns and price range are available in the store. Latest various patterns of wall papers are also part of the store.







## HERITAGE WALK TO CUBBON PARK AND ST. MARKS CATHEDRAL

Our constant endeavour to expand the spectrum of imagination for our students at JD Institute has helped us take a step into learning design through our own culture and heritage. Bangalore is the oldest city in the country and many of us are not aware of the same. Many facts like this came to our students by the heritage walk organised by JD in collaboration with INTACH.

The Indian National Trust for Art and Cultural Heritage (INTACH) is a non-profit organization set up in 1984 with a mandate to protect and conserve India's vast natural, built and cultural heritage. The INTACH Bangalore team comprises architects, planners, engineers, writers, and others who try to preserve the cultural legacy of the city by creating awareness, mediating between the government and the public, offering architectural and engineering consultation to owners of heritage buildings, and documenting heritage structure.

INTACH walk was organized for Diploma students by Meera Iyer. The walk started from St. Marks Church to M.G. Road and ended with the historical museum at Kasturba Road. It was a scenic "history walk" through Cubbon Park. Many facts about Bangalore emerged through old photographs and explanations by the writer Meera Iyer. Through this walk students could connect to the city in new ways and learnt a lot about all the structures in and around Cubbon Park.







# ELEMENTS AND PRINCIPLES OF DESIGN BY DIPLOMA STUDENTS

DEPARTMENT OF INTERIOR DESIGN



The students from the Interior Design Department at JD Institute of Fashion Technology, constructed miniature corner spaces with different kinds of materials. The corner spaces were infused with various Elements and Principles of Design and depicted with sheer perfection and creativity.







## TALK ON SUSTAINABLE DESIGN

RAAHUL KHADALIYA  
DEPARTMENT OF INTERIOR DESIGN

Interior Design students were completely blown away by the talk session delivered by Raahul Khadaliya, Founder and Director of Studio ABCD. Born and brought up in Palanpur, Gujarat, Raahul has studied architecture (1999 - 2001, dropped out), photography (self studied) and design (NIFT, Bangalore 2004-2008). He has over 8 years of experience in multidisciplinary design. After his graduation in design, he has been researching and developing ideas, innovations and strategic solutions around design and sustainable development.

ABCD was established in 2011, with a passion for sustainable design. Over the past few years they have worked with various clients in traditional design. Their focus evolved from sustainable design to design for sustainability to target a larger scale of organisations.

Raahul is of the belief that 'Practice before Preach' approach is important in ideation of designs as he lives by this mantra and implements them in his designs. His thoughts are driven towards safeguarding our society by taking social, ethical and environmental issues into consideration before designing. His aim is to retain and revive the dying Indian art and he incorporates them in his designs. He is a staunch supporter of the 3 R's - Reduce, Reuse and Recycle.





## “SUSTAINABILITY IS DESIGNING FOR RESILIENCE”

SESSION WITH REUBEN JACOB  
DEPARTMENT OF INTERIOR DESIGN

Another industrial talk session unfolded in the series of talks for Sustainability, Innovation and Ethics. An industry specialist was invited to JD Institute of Fashion Technology, Bangalore, to deliver a talk to the students of Interior Design Department. Reuben Jacob is an architect, maker, and storyteller. He spoke about how sustainability in construction and fabrication can be done by using alternative materials and processes. Reuben says “Sustainability is designing for resilience”.

Designing for resilience means that designs complement the changes that the Earth is subjected to, due to interference by mankind. He quoted the example of Shigeru Ban, known for resilient innovation using paper architecture. Reuben and his team collaborated with Proyecto Asilo, Spain on ethical innovation. They constructed a slum school in Thanisandra by sourcing waste and recyclable materials from old construction sites. A temporary structure was created and dismantled later on.

The discussion also encapsulated a list of sustainable materials and their attributes. Materials such as rammed earth, hempcrete, recycled plastic, bamboo flooring, cork flooring, linoleum flooring, recycled glass, coconut shell tiles and recycled aluminum furniture and fixtures are all considered favourable for interior spaces and products.

The session concluded with different Green Standards in India such as GRIHA, IGBC and BEE that help in providing ratings to determine the environmental performance of buildings and spaces. Reuben completed his B.Arch from UVCE, Bangalore. He now works at the intersection of advertising and architecture, weaving both business communication, and design strategies for clients.



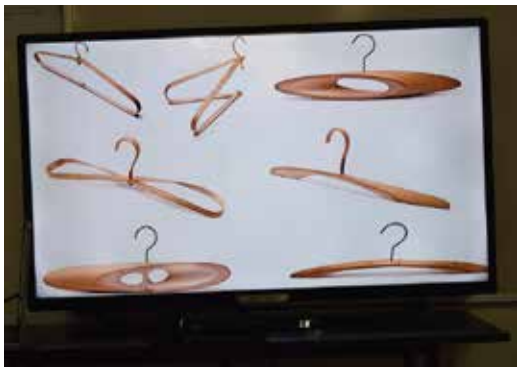


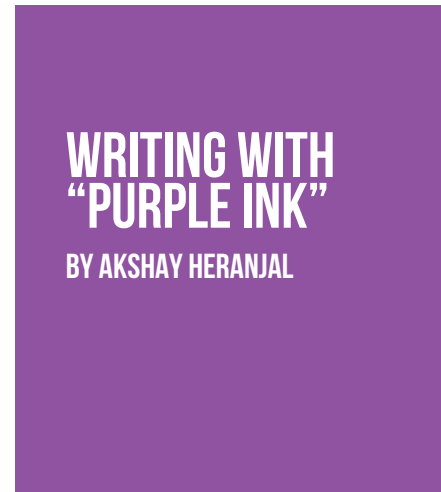


## USE OF BAMBOO IN INDUSTRIAL DESIGN

SESSION WITH SUSANTH C.S.  
DEPARTMENT OF INTERIOR DESIGN

The Interior Design Department works closely with industrial counterparts in delivering application based theory to students. The Department invited Susanth C.S., a faculty at NID in the Industrial Design discipline with a specialization in Furniture Design. Susanth has worked on many projects in school furniture, coir composite furniture, bamboo products, and with various craft clusters in India. He also heads the NID Centre for Bamboo Initiatives. One of his core areas of interest is bamboo and its applications. The talk revolved around bamboo being one of the fastest growing plants and a source of sustainable and renewable raw material. Bamboo can be used for all kinds of applications. Bamboo is also widely used for structural weaving and bamboo silver can also be bent, sliced and coloured. To ensure the durability of bamboo, the bamboo needs to undergo treatment. Most Indian villages engage in bamboo craft for their livelihood. Hence, the material is considered sustainable and eco-friendly in interior spaces.





An informative talk session was organized on the significance of sustainable designs and creating innovative solutions for a sustainable future. Various topics were explained - understanding how each project is unique, and how sustainable design is a relative and contextual term. The talk was headed by Akshay Heranjal and Aditi Pai Heranjal, Principal Architects in Purple Ink Studio.

Purple Ink Studio is an award-winning young architectural practice that believes in constantly exploring the parameters of design and blurring the boundaries between architecture, landscape and sustainability. The studio works closely on each program and situates its projects within a wider research context.

They believe in an integrated approach, which is complex, generative and moves beyond digital techniques. They constantly engage in 'Regenerative Architecture' that focuses on conservation and performance through a focused reduction on the environmental impacts of a built structure.

The Studio is working on experiments based in present day scenarios which, when multiplied, would breed into a series of 'Eco-cities', set in the future. These experiments focus on the 'Kilometer Zero' concept, which strives to locally generate everything necessary for living.





## CAMPAIGN : "FREEDOM"

On Independence Day, we celebrated women who have made a significant contribution to their field without compromising their independence and originality. To inspire youth to be without inhibitions, we unleashed "Mascots of Independent India." Our designers created exquisite Khadi drapes for these freedom artists.



**Anaida Parvaneh** - The Achiever of Dreams  
Anaida Parvaneh is a symbol of freedom. She is a chart-topping singer, public speaker and yoga instructor. She conducts various workshops on spirituality and is also deeply knowledgeable and passionate about the food industry.



**Anitha Kholay** - The International Sensation  
She is the first Indian woman to represent India internationally at the Malaysian round of the Asia Pacific Rally Championship, 2016. She is a designer and stylist by profession, best known for her fashion forward styling in both men's wear and women's wear.



**Namita Gupta** - The Multi-faceted Achiever  
Regional editor of Ritz magazine, Namita is an opinion maker in music, entrepreneurship, fashion, food, travel, health, events and sports. She has met and interviewed a lot of stars from not only Sandalwood, Kollywood, Tollywood but the A listers from Bollywood and also Hollywood.



**Wannitaa Ashok** - The Fitness Queen  
Wannitaa Ashok is a fitness expert, a youth icon, an activist, a motivational speaker, an author and a singer. She was a finalist in Mrs India, 2009. She is best known as Bangalore's fitness queen and is one of India's leading fitness experts.



# ASIAN PAINTS WORKSHOP

DEPARTMENT OF INTERIOR DESIGN

The Diploma students attended a 10-day workshop by Asian Paints in association with JD. It covered a wide range of topics related to paints like:

- Complete painting process
- Composition of paints
- Types of paints available
- Different paints for masonry, wooden and metal surfaces
- Surface evaluation and surface preparation
- Surface defects and their solutions
- Various tools used
- Different designs and textures in paints
- Different types of wall coverings

Students were familiarised with client interaction and how to suggest the right products. The workshop also included practical hands-on experience right from the initial stage of surface preparation to the making of texture designs.

Since the practical sessions were in teams of five, they learnt team management lessons too. The students were thrilled to be a part of this creative and informative workshop.







# JEDIIANS AT FASHION WEEK

DEPARTMENT OF FASHION DESIGN



The debut of Bangalore Times Fashion Week on 7th and 8th October painted the city red with fashion extravagance. Fashion leaders, stalwarts, trend setters and followers were a part of this premium event. Eminent designers such as Manoviraj Khosla, Neeta Lulla, Ramesh Dembla, Shravan Kumar and Pria Kataria Puri presented their collections. Actress Sridevi stole the show for PC Jeweller in a Rajasthani bridal ensemble with exquisite handcrafted jewellery. The students from JD Institute of Fashion Technology actively participated in the event as crew members for backstage, front stage, front desk as well as the VIP lounge. The organizers praised our students for their diligence and ingenuity. It was an amazing opportunity to showcase their multifaceted skills.





# STYLING WORKSHOP BY LAKSHMI MURUGESH FROM ZIVAME

DEPARTMENT OF FASHION DESIGN



Lingerie is a sensitive topic and still raises eyebrows when spoken about in public. Lingerie should make you feel empowered. It's the little secret that every woman carries around with her. JD Institute of Fashion Technology is blessed with innumerable women in terms of students and faculty members. And, with Breast Cancer Awareness Month being round the corner, we collaborated with Zivame for a fun workshop. Lakshmi Murugesh, Senior Design Manager from Zivame, visited our Bangalore campus and delivered a talk on body positivity, basics of lingerie design and the scope of lingerie design as a career option. The session also entailed the style quotient revolving around different ways to style bralettes, ways to wear t-shirt bras and trendy fashion tips. The students were extremely enthusiastic and were also given an opportunity to stylize bralettes and activewear to win freebies. It was an insightful workshop for students to understand the importance and relevance of lingerie design.







# ROLE OF SUSTAINABILITY IN RETAIL STRATEGY

SESSION WITH TG GANESH

DEPARTMENT OF FASHION DESIGN

JD Institute of Fashion Technology has been a staunch believer of acknowledging industry counterparts for their extensive industrial knowledge pool.

A recent talk session with an industry leader, TG Ganesh, Head of Sustainability, Marks & Spencer, was held at the JD Campus, Bangalore. Ganesh has been working with Marks & Spencer for two decades. He has worn many hats and is presently charged with driving the sustainability program of M&S UK called Plan A\2025. The session encapsulated salient features of the retail sector in India, how sustainability has been a core factor in the practices adopted by M&S UK and how the focus has shifted to India. The brand has launched Plan A to help build a sustainable future by being a business that enables their customers to have a positive impact on wellbeing, communities and the planet through all that they do.

Mehal, the Store Manager of M&S Bangalore(Phoenix Marketcity) was also present at the session and shared valuable information on how M&S is ensuring their compliance with BCI (Better Cotton Initiative) and utilizing materials such as hemp, jute, recycled polyester, etc. They also shed light on Eco factories and Ethical Excellence Factories where they use eco-dyeing and recycled packaging. M&S currently has 58 stores in 26 cities with a retail footprint of 640k sq ft in India and sells Womenswear, Lingerie, Menswear, Kidswear and Beauty.

The talk was highly interactive and informative and raised tons of questions from the student brigade.







# INTEGRATED TERM PROJECT

DEPARTMENT OF FASHION DESIGN



Students of Advance Diploma in Fashion & Apparel Design, Batch 2016, presented their Integrated Term Project for a Jury Review. Their creativity was highlighted in the Source Boards that contained fabric story, colour story, textures and silhouettes. The source boards were inspired from art, city and culture. The fresh ideas and perspectives are integral for deriving elements for future application.







# BAMBOO WORKSHOP BY JIGNA BHADESHIYA

DEPARTMENT OF JEWELLERY DESIGN



JD Institute of Fashion Technology has been successfully striving towards creating a global consortium of creativity and imagination. Keeping in tune with the dynamism of the design industry, the aim of JD is to create a network between industry and designers from the institute. Recently, the Jewellery Design Department conducted a workshop in collaboration with Jigna Bhadeshiya.



Jigna has gained specialization in Bamboo products, accessories and jewellery. The workshop at JD revolved around providing exposure to the jewellery designers on the attributes of bamboo and the benefits of using bamboo as a sustainable raw material. The workshop was conducted for 4 days and the designers gained basic knowledge on how to cut bamboo, how to remove the skin, how to bend and how to treat bamboo. The outcome of the workshop led to creation of prototypes such as wearables like earrings, rings and bangles. It was a productive and innovative session.



Jigna specialized in Interior and Furniture Design from MIT, Pune. She is currently engaged with NID Bangalore as design associate and has gained specialisation in bamboo products, accessories and bamboo jewellery. "Being associated with design for so many years I believe in fact that design is a never ending process and evolves every day", says Jigna.





**TETE-A-TETE  
WITH MS. SURBHI  
ON TIMELESS  
LEGACY OF INDIAN  
JEWELLERY**  
DEPARTMENT OF JEWELLERY DESIGN



Saffronart is a leading international auction house and India's most reputed, with over a hundred auctions to their credit. Recently, Usha Balakrishnan curated and organized a jewellery conference in Mumbai, where several high profile speakers were invited. Surbhi Gupta, HOD, Jewellery Design Department from JD Institute of Fashion Technology was an active participant at this conference and imbibed extensive knowledge on the history and tradition of Indian Jewellery.







## ESTABLISHING A SMALL-SCALE JEWELLERY MANUFACTURING UNIT

SESSION WITH MANOJ KUMAR

DEPARTMENT OF JEWELLERY DESIGN



Manoj Kumar has been an active contributor in the field of Jewellery since 2009. He is working as a Business Development Executive with an aim to help budding jewellery designers set up their own unit. Manoj covered various facets of the jewellery industry for the Department of Jewellery Design. Predominantly, he focused on how a small scale jewellery manufacturing unit can be established. The lecture comprised of topics of relevance, such as hallmarking of gold, prices of machineries, various techniques in polishing, labour management, conversion of gold karatage, price slabs of semi-precious gemstones and gemstones that are extensively used in the diverse field of jewellery. The session was interactive and comprehensive. The jewellery designers felt motivated to start their own jewellery unit some day.





## PREVIEW & REVIEW SESSION BY AMBIKA THANDAVAN DEPARTMENT OF JEWELLERY DESIGN



Ambika Thandavan is the Senior Designer at C. Krishniah Chetty & Sons. An internationally qualified jewellery designer, product developer and management professional, she is passionate about creating innovative products.



She shared insights from her strong foundation in basic design, conceptualization and 3-dimensional visualization, material manipulation and knowledge of production. She also shared from her work on high-value bespoke pieces, corporate souvenirs, and new collections of branded jewellery for companies where she designed jewellery collections with a wide range of materials including non-precious as well as coloured stones, diamonds, gold and platinum.



Due to her passion and helpful nature, she extended her generosity by interacting with students of Jewellery Design Department at JD Institute of Fashion Technology. She discussed the dynamics in the industry, the current trends and also offered to review the students' work and products by giving them valuable input on ways to improvise. She even shed light on topics such as design strategy and management as well as luxury jewellery aesthetics and project management.







## SILVER FILIGREE CRAFT EXPLORATION

DEPARTMENT OF JEWELLERY DESIGN



The students of JD Institute of Fashion Technology, Jewellery Design Department were accompanied by their HOD, Surbhi Gupta, to Karimnagar to explore and discover the intricacies of the rich Silver Filigree craft with the help of Arroju Ashok. He conserves the dying art by interacting with his fellow artisans to create a sustainable craft cluster. The students paid a trip to his work-station to understand the procedure that goes into this skilled and specialized craftsmanship. Students got the opportunity to enlighten themselves on the intensive work that is adopted for this craft.

Karimnagar is a district in Central Telangana State, once known for the rich Silver Filigree craft. Arroju Ashok was one such man who had trust in the craft and had full faith in his destiny as a Filigree artisan. Arroju mastered the Silver Filigree craft for over two decades. He has acquired traditional skill and mastery in Silver filigree craft under his guru Shri. Nampally Anjaneyulu. Apart from producing regular decorative and deity pieces, he explored making 3D products. Over time, he mastered his ability and created innovative products. About three decades ago, Filigree had almost died in Karimnagar. Thanks to Arroju, the art and the lives of artisans are getting revived. Arroju's dream resulted in the formation of SIFKA : Silver Filigree of Karimnagar Welfare Society. JD admires such change-makers and seeks to connect them with our students for knowledge and inspiration.





# NGO VISIT TO INTEGRATED DEVELOPMENT TRUST



The students of Jewellery Design Department visited Integrated Development Trust to understand the in-depth meaning of sustainability and ethical usage of resources. They learnt about techniques of creating bead jewellery, macramé, paper mache and jute products. The products are made with minimal resources and are eco-friendly. It was an enriching experience for the students as they acquired comprehensive knowledge through the intensive workshop.

Integrated Development Trust is an NGO supporting livelihood for Indian disadvantaged women from rural areas of Anantapur District, Andhra Pradesh. In 2001, the first workshop was founded to empower local women to earn an income. Nowadays, the program serves six different workshops, giving this great chance to more than 250 women.







## INDUSTRY VISIT: NIKHAR JEWELS

DEPARTMENT OF JEWELLERY DESIGN

The students from the Department of Fine Jewellery Design in association with JD International Design School, visited the Nikhar manufacturing unit to understand the manufacturing process as a part of their orientation program. Khamar and Abhishek from Nikhar Jewels commenced the study tour with an introduction to manufacturing and different tools that are used. It was an interactive session as the students were allowed to converse with the kaarigars. The kaarigars explained how paper can be converted into metal. The students had a great experience interacting and understanding the elements of the entire process of manufacturing.





## INDUSTRY VISIT: SWARNMANDIR

DEPARTMENT OF JEWELLERY DESIGN

SWARNMANDIR Jewel Designer, Tumkur, was established in 1985 as the brain child of Shri Kishoor Kumar, whose passion for exclusive jewellery has created a place for itself in jewellery trade. The company is well known as a premier jewel designer & manufacturer of studied jewellery hailing from a family of professionals and businessman. SWARNMANDIR has received several appreciation for its workmanship and excellent designs.

The students of JDIDS visited the manufacturing unit and the store in Tumkur, to understand the manufacturing process. The owners Namrata and Aditya explained how the organized jewellery industry functions and took them on a tour to explore the design studio, manufacturing unit, quality check sector, inventory and store. Namrata and Aditya answered student questions related to industry scenario and trends.





# LAUNCH OF NIKON D850

DEPARTMENT OF  
FASHION PHOTOGRAPHY

It was an honor for JD Institute of Fashion Technology to be the only recognized institution to be invited to the exclusive India launch of Nikon D850 held in Sheraton, Bangalore. The launch encapsulated the key features of the latest camera. Students were exposed to the latest techniques from landscape and commercial sports to wedding and fashion photography, as well as multimedia and time-lapse shooting.



# CHANGING THE “LANDSCAPE” OF DESIGN

TALK WITH ADITI PAI HERANJAL

DEPARTMENT OF INTERIOR DESIGN

Landscape architecture is an integral module of the Interior Design curriculum. To give the students an overview and industrial insight, we invited Principal Landscape Architect, Aditi Pai Heranjal, from 'The Purple Ink Studio'. Aditi is the Co-Founder and heads the Landscape + Sustainability division at 'The Purple Ink Studio'. She works on various environmental design projects involving landscape design and sustainability.

The talk session was based on how landscapes are getting constricted within the concrete jungle and becoming mere pockets within the community spaces. She also discussed how landscape at work places have not only improved air quality but increased productivity of the employees. There are different kinds of landscapes that can be practiced in smaller spaces such as balcony gardens, vertical gardens and square foot gardens. It was an interactive and informative session.





An educational tour was arranged for B.Sc. students on 16th January to Karnataka State Coir Co-operative Federation Ltd, Arsikere. The tour was arranged to help students understand processes and aspects of coir production. Students saw this waste product from coconut can be used to make twisted ropes, carpets and mattresses. The husk can be used as manure. The students were informed of the scope for this industry to grow. They interacted with officials and workers. The students expressed their enthusiasm in helping the industry sustain itself.

## TURNING WASTE INTO FUNCTIONALITY

VISIT TO COIR FACTORY

DEPARTMENT OF INTERIOR DESIGN





The students at JD Institute of Fashion Technology let their creative juices flow in making fairy gardens. The idea was to introduce them to the world of indoor plants and their role in subtly transforming interiors. The students were given a brief about this concept which is very popular in European countries and were asked to make their own versions which they could keep in their rooms. In the process, the students were exposed to the nuances of gardening, from visiting nurseries and various pottery shops to select the right size and shape of the container, along with miniature furniture or any decorative accessory.

# MAKING A FAIRY GARDEN

DIPLOMA F

DEPARTMENT OF INTERIOR DESIGN





# CAN CARDBOARD BE PRETTY?

MITA FROM CORR BEAUTY SHOWS STUDENTS HOW

DEPARTMENT OF INTERIOR DESIGN

Mita from Corr Beauty was invited to share her inputs on sustainable, ethical and innovative approaches in design. She is a pioneer in creating products out of corrugated cardboard. Corr Beauty was founded by Mita in order to explore the beauty of corrugated cardboard. Mita is an interior designer and she loves to design and create unique products to complement interiors. After a while she started thinking about developing her unique line of home décor products. She decided to use corrugated cardboard – a material she has worked with in various forms. Mita knows the potential of the material and she knew that with this material there was scope to explore.

While most people see cardboard as a material used to lend strength or protection, Mita uses the material's corrugation to create products with intricate layers and surfaces. Her handcrafted products include lamps, decorative bowls, decorative boxes and decorative plates. The lamps, fashioned using her signature technique, create a dazzling play of lights and shadows, instantly transforming a corner of a room into a conversation starter.

Students learnt much about design, sustainability and creativity from this session.



Orientation program is a crucial step towards creating a foundation for any course. A good orientation prepares students for the syllabus that awaits them, the opportunities and challenges they can expect and finally, the outcome of the course they opt for. As part of the Orientation for the Batch of Interior Design, a workshop was conducted. The students were taught the concept of frame structures for products and interiors. They were asked to visualize a stable structure and build it using matchsticks. It was a time-bound workshop where visualization and execution had to be done in three hours. This way, students understood the basic concept of weight distribution using framed structures. This exercise was also an ice breaker for the students since they had to work in groups.

# ORIENTATION WORKSHOP

DEPARTMENT OF INTERIOR DESIGN





A workshop on paper pulp was organized for Advance Diploma in Interior Design Batch. Inspired from the History of Art discussion in class, the students were intrigued to experiment on modelling objects with paper pulp. Guided by their faculty Pallavi Das, students started working with muddy paper pulp and eventually turned it into beautiful and artistic 3D models. 3D models are a way of giving life to the thoughts and ideas that swirl in a student's mind. The magic of 3D modelling makes the students witness their ideas getting shaped into dimensional forms and connects them intensely to the roots of these ideas.

## PAPER PULP WORKSHOP

DEPARTMENT OF INTERIOR DESIGN



# IMPORTANCE OF SUSTAINABLE DESIGNS

TALK WITH ROHAN SHENOY, ARCHITECT

DEPARTMENT OF INTERIOR DESIGN

JD Institute of Fashion Technology organized an interactive talk on importance of sustainable designs by Rohan Shenoy, Co-Founder of Build-Inn. The session revolved around topics such as the meaning of sustainability, measures adopted in day to day design practice to contribute to a sustainable future, whether sustainability caters only to a premium sector, and how to convince a client or customer to go green. Build-Inn, formed in June 2015, aims to solve major issues in the construction industry. Build-Inn provides a platform for the customers to directly interact with quality consultants, and verified professionals. This includes architects, lighting designers, contractors, interior designers, furniture designers, structural engineers, and landscape artists on one hand and plumbers, masons, electricians, painters, carpenters and fabricators on the other hand - thus helping customers take a right decision with a holistic view and active customer care.





# “MAKE ME UP BEFORE YOU GO!”

DEPARTMENT OF MAKE-UP ARTISTRY



The Department of Make-Up Artistry at JD Institute of Fashion Technology, organizes various in-class workshops for students. These workshops are conducted by industry specialists who demonstrate best practices.

Bridal make-up is never seasonal and is in demand at all times. Salman Raza visited the JD campus for a demonstrative workshop on bridal make-up. He has worked for Prasad Bidappa's salon, Squeeze, as a make-up artist and hairstylist. He has participated in India Fashion Week, Wills Fashion Week, Couture Week and other fashion shows and shoots for many international and Indian designers. Currently, Salman is freelancing in make-up and hair for fashion shows, editorial events, bridal occasions and weddings, and television and media events.

The hairstyling workshop was conducted by Awon Wungkhai, who is a renowned and leading hairstylist in South India. With 15 years of experience in the industry, she has immense knowledge on different hairdos, latest products, and emerging styles. The hair tutorial at JD Institute, was extremely helpful and educative for the students.

Almost everyone is fascinated by attractive nails. Nail art is growing enormously and is very popular amongst youth. Tom from Polished, visited the campus to conduct a nail-art workshop and enlightened the students about different nail colours and types of nail art.



# THE MAGIC OF WINDOW DISPLAYS

VISUAL MERCHANDISING SESSION  
DEPARTMENT OF FASHION DESIGN

Abhishek Anand, a visual merchandiser and NIFT graduate currently works with Lifestyle International as National Visual Merchandiser. The talk session involved students and faculties as they keenly showed interest in the topics discussed. The topics covered includes the role and importance of visual merchandising, elements of VM, types of windows and materials used. Each topic was discussed with precision, keeping in mind the questions that kept flowing in from students and faculties. He left the students with an aim to strive for things they believed in. He managed to bridge the gap between theoretical knowledge and practical applications in the industry.





# TALK ON SUSTAINABLE AND ETHICAL FASHION

BY ABHISHEK JANI FROM FAIRTRADE FOUNDATION INDIA

DEPARTMENT OF FASHION DESIGN

Fairtrade Foundation India is a part of the global movement called Fairtrade International. Fairtrade is the world's most recognized ethical label that aims to connect disadvantaged producers with businesses and consumers at fair prices. Fairtrade is also committed to maintaining high environmental standards thus promoting economic, social and environmental sustainability.

Over the past 25 years, across 80 countries, with an estimated global retail sale of over Euro 4.9 billion in 2011, Fairtrade has established a proven model for doing business differently. The initiative is bringing great impact for millions of farmers and workers, and their wider communities.

Over the past 19 years, Fairtrade has been working with thousands of farmers and workers of India to facilitate access for their produce on better terms in the international markets. Fairtrade goods ranging from rice, spices, tea and coffee to cotton, cotton textiles and garments have been exported from India. We believe the time is right for us to also develop awareness amongst the Indian consumers for ethical consumption choices, and therefore Fairtrade Foundation India has been set up to grow the movement in India.

Abhishek is leading Fairtrade Foundation India. He spoke to students about working with multiple stakeholders to help develop a Fairtrade movement in India; creating awareness about Fairtrade principles and concepts; helping develop market linkages for Fairtrade products in India and working with institutions, partner organisations and government bodies to engage in policy dialogue on fair trade.



# CAN YOU MAKE A WORLD WITH ONE MATERIAL?

B.SC IN FASHION DESIGN - BATCH OF 2017

DEPARTMENT OF FASHION DESIGN

Stepping into a world of creativity exposes one's minds to new ideas and perspectives which are later translated into reality. Over time, the way JD Institute of Fashion Technology welcomes students, is getting more and more refined. For the recent B.Sc batch in Fashion Design, the orientation in the Introduction of Art included a pet project under the mentorship of faculty, Uday Raj. The project involved ideating for and conceptualizing an installation with just one material to work with. The intention behind using one prime material is to inculcate the habit of using resources judiciously to create and work towards a sustainable future. The batch was divided into groups that worked collectively towards achieving one common goal.





# TURNING WASTE INTO ART

BY ADFD 2015 BATCH

DEPARTMENT OF FASHION DESIGN

The students of JD Institute of Fashion Design attempted to combine non-biodegradable plastic wastes with fashion under the theme "Art out of waste." This was for the cause "Conserving the environment" that currently needs a desperate, revolutionary step to be taken from all the fields.





# “ARTFLUENCE” AT CHITRAKALA PARISHATH

DEPARTMENT OF FASHION DESIGN

The future designers and art creators from JD Institute of Fashion Technology indulged in a day of exploring and experiencing art. The 1st year students from B.Sc - Fashion and Apparel Design batch visited Chitrakala Parishath Art Gallery and Museum. The visit to the art gallery gave them an opportunity to broaden their horizon in the field of creativity. They let their imagination flow during the live sketch session where they incorporated the techniques, concepts and presentations of the art pieces all around them. The day spent at the gallery gave them a fresh perspective for their fashion illustration subject.





# FORECASTING THE FUTURE OF FASHION

WITH ASH ALLIBHAI FROM TREND COUNCIL

DEPARTMENT OF FASHION DESIGN

The Fashion Design Department at JD Institute of Fashion Technology invited Ash Allibhai, the Director of Client Services at Trend Council for an informative and interactive session on Trend Forecasting. The session revolved around topics such as what trend forecasting means, different types of forecasting and what influences forecasting, be it long-term, seasonal or fast track. He also provided insights on the emerging and upcoming trends in the industry. The students got a first-hand opportunity to interact with him and figure out how one can pursue a career in trend forecasting. His zeal and passion for the subject matter was evident.

Trend Council is an affordable subscription based online trend tool for designers and fashion professionals delivering expert analysis and design inspiration.

Allibhai began his career on the Luxury African publication ARISE and joined the publication as a consultant. He helped build their fashion portfolio, styled and co-created shoots and grew their fashion advertisers by working closely with the commercial and fashion editorial teams.

He has also worked as a PR and Branding Consultant for London Jewellery Week as well as a Brand Consultant for TJF Group where he worked on a number of projects and some premium brands such as Swarovski, Stephen Webster, Ben Sherman and Belvedere Vodka. He is a regular speaker at fashion trade events such as Intersoft Hong Kong and also MODA in London.



# IS IT A RIVER? IS IT A CROCODILE?

3D STREET ART WITH DECATHLON



Fitness is the key to a healthy life for years to come. Every small effort towards incorporating a healthy lifestyle counts and will ensure overall betterment of the individual.

To acknowledge the essence and importance of sports, Decathlon collaborated with JD Institute of Fashion Technology to celebrate Sports Utsav on 11th and 12th November.

JD Institute is always enthusiastic about opportunities that are imaginative and innovative. For this event, the creative team decided to experiment with 3D Street Art. Led by Uday, the team conceptualized two different 3D street arts, to engage customers. The artwork was themed on sport as the core ingredient and used an optical illusion that tricks the mind into perceiving the 2D art as three dimensional.

It was a great learning experience for the students to let their creative juices flow and create phenomenal art installations. The unconventional artwork was also appreciated by the Decathlon team.





# WEAVING SUSTAINABILITY INTO THE APPAREL LIFECYCLE

TALK WITH DHAWAL MANE

DEPARTMENT OF FASHION DESIGN

We have been talking about sustainability for over a year now. At JD Annual Design Awards 2017, the designers created collections keeping sustainability in mind. Why is this crucial? Our global future depends on a more judicious use of resources. We are trying to create awareness for the student fraternity at the grass root level to make them more conscious designers. Recently, JD Institute of Fashion Technology invited a change maker - Dhawal Mane, Specialist in Sustainable Textiles. He spoke about environmental degradation, global warming, and sustainable developmental goals set by the UN.

He discussed the lifecycle of an apparel product: Materials - Manufacturing - Product use - End of life/use

The session featured materials such as cotton, polyester, cellulose, leather and the problems caused by these materials. He also discussed the alternatives that can be used. He spoke of problems related to the process of dyeing, cutting and sewing. He also shed light on how new business models, circular design thinking, and up-cycling are being adopted by most business units. He also shared his knowledge on HIGG Materials Sustainability Index, which is a tool used to measure the environmental impact of material production. The seminar broadened the designers' perspective.



# HOW TO DRAPE A DREAM

DEPARTMENT OF FASHION DESIGN

Creativity is boundless and when creativity is paired up with enthusiasm, it leads to great outcomes. The students from the Diploma batch tried their hand at fabric manipulation using pleats and gathers, on their path towards exploration of different draping techniques with muslin. They also experimented with the silhouettes and the length of the garments. Fashion draping plays an important role in making any designer understand the process of positioning and pinning of fabric on to a dress form. This helps in providing a developed structure to any garment design. The activity was an enjoyable process for the students as they got hands-on experience in a vital aspect of becoming a successful fashion designer.





# FABRIC MANIPULATION AND ORNAMENTATION

ANURADHA AND NIKHITHA

DEPARTMENT OF FASHION DESIGN

Fabric manipulation and ornamentation techniques make the garments into one-of-a-kind pieces of art. This includes various techniques that reshape the surface of the material by creating 3-dimensional patterns on the garments. Incorporating the basics of fabric manipulation, Anuradha and Nikhitha from the Diploma Batch, created 3 dimensional patterns and embroideries.

Embroidery is the handcraft of decorating fabric or other materials with needle and thread or yarn. Embroidery may also incorporate other materials such as pearls, beads, quills, and sequins. The process used to tailor, patch, mend and reinforce cloth fostered the development of sewing techniques, and the decorative possibilities of sewing led to the art of embroidery.

The large variety of techniques, applications and materials enables the students to create unique textile surfaces with rich and exotic textures, gorgeous colours and 3D manipulated forms. There is an array of new and innovative techniques that can be made by experimenting with the materials.



# FASHION FORECAST SEMINAR

ORGANIZED BY AEPC

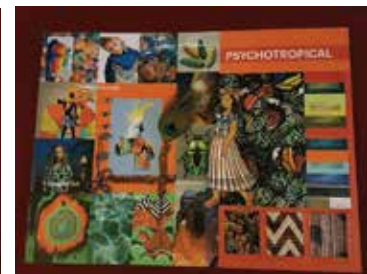
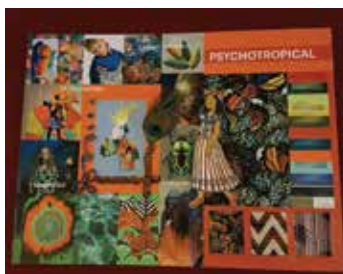
DEPARTMENT OF FASHION DESIGN

Apparel Export Promotion Council (AEPC) organized a Fashion Forecast Seminar in association with WGSN, under export promotion activities. AEPC invited Kim Mannino, Fashion Consultant from WGSN, UK to conduct Fashion Forecast seminars for Spring/Summer 2018 and Autumn/Winter 2018-19.

The faculty members and students of JD Institute of Fashion Technology were invited to attend the session. The session was informative. Topics covered included current and upcoming trends, key shapes, silhouettes, textures, fabrics, materials and colors for womenswear, menswear and kidswear. The session also revolved around how global trends come together to help create commercially successful collections for the season.

The key emphasis was the trends of Spring/Summer 2018 and Autumn/Winter 2018. According to WGSN, the themes that will be prevalent in Spring/Summer 2018 are: Slow Futures, Kinship, Psychotropical and Youth Tonic. The themes that are forecast for Autumn/Winter 2018 are Textiles Forecast, Human Nature, Dark Wonder, and Worldhood.

WGSN is a leading fashion, trends forecasting intelligence service. It offers design, fashion and retail professionals many things: the global creative intelligence needed to succeed with in-depth photographic reports on global fashion and color trends, industry news, trade fairs, retail destinations, major runway shows and cultural influences on trends and fashion, plus access to downloadable graphics, prints and garment shapes.





# JD INSTITUTE OF FASHION TECHNOLOGY AT EUROPE'S LARGEST FASHION EVENT

JD Institute of Fashion Technology was the institutional partner of India Fashion Week London in which the student designers of JD promoted Indian fashion at Europe's Largest Fashion event held on 11th and 12th November at Olympia, London.

The collection was an amalgamation of the rich culture of Mughals, Rajputs and Deccanis. The student designers took Indian fashion to the international stage and used their talent and imagination to bridge the gap between the two countries through fashion.

To carry the legacy of the founder of the institute, RC Dalal, India Fashion Week London launched THE RC DALAL MEMORIAL AWARD, which will be given to the most inspiring designer at the fashion week every year. This year it was given to Nidhi Singhal, a designer who has made a difference and inspired the British community with her eco-friendly designs.

The fashion week in London successfully delivered a suite of events which have strong roots within the British Asian community. It was a huge platform for student designers to establish a foothold in the luxury premium market. They were part of the NEWGEN designers program which aimed at supporting upcoming designers by giving them a dedicated spotlight.



# AN INTERACTION ABOUT STYLE BETWEEN LEE INDIA AND JEDIIANS

DEPARTMENT OF FASHION DESIGN

An interaction about Style between Lee India and JEDIIANS pushed the boundaries of fashion. Lee Jeans, part of VF Corporation based in the USA, a company formed in 1889 by Henry David Lee, believes in customer research to make relevant products for the youth. Lee Jeans always felt there was a gap and decided to make a change about it. That's when they decided to create a conversation through "style a star and be one". A conversation to understand how youth adapts to fashion and what are their ideas about style. So, when Aditi Toley, Head of Marketing for Lee Jeans called JD Institute of Fashion Technology a "pioneer in fashion education" and invited us to part of the style event, JD was thrilled!





# THE MAKING OF A SHIRT

RADHAMANI TEXTILES PVT LTD.

DEPARTMENT OF FASHION DESIGN

The fashion design batch of JD Institute of Fashion Technology visited Radhamani Textiles Pvt. Ltd. as a part of their industrial visit. They manufacture men's shirts for brands like Pepe, Mango Man, Desigual and other European buyers. Poe and Rare Rabbit are their own in-house brands. The plant has an output capacity of 4000 shirts per day and employs around 1500 employees.

Sibu, the GM for Radhamani textiles, was kind enough to give the students and their mentor Vrushali, a tour of the whole assembly line right from the fabric reception area, fabric inspection (automated and manual), pattern making (fully automated through CAD), fabric laying (manual and automatic both), fabric cutting (manual and automatic), and then the whole assembly line. It featured lines dedicated to specific brands and others specific to shirt parts. Students were also provided a tour of the washing area, ironing, packaging and labelling department post assembly.

Students also interviewed the CAD professionals and other specialists. It was a wonderful learning experience for the students, as it provided them the opportunity to get a taste of the behind-the-scenes action in the manufacturing and merchandising of apparel brands.

Mukesh Potdar, one of the owners of Radhamani Textiles, was gracious enough to join the students later for a group picture.



# RE-USE FOR A BETTER TOMORROW

DEPARTMENT OF FASHION DESIGN

"Every profession must understand the circumstances that enable its existence " Robert Gutman.

The Fashion Design (ADFD - 15) batch was introduced to an intra-class fashion designing contest where the students were supposed to create a new ensemble out of three old waste garments. The students presented innovative and unique garments which reflected their vivid imagination, executed with zeal and perfection. The purpose of the contest was to bring a competitive edge to student work, enhance confidence, enable them to understand timelines and follow guidelines even as they were inspired to think out of the box.





# INDIVIDUAL VS. SOCIETY

DEPARTMENT OF  
FASHION COMMUNICATION

Fashion communicators are people who are passionate about communication in the world of fashion. They are conversant with fields such as fashion journalism, visual merchandising, styling, fashion psychology, consumer behavior, retail management, advertising and public relations, and graphic design . They keep up with the dynamic fashion industry.

A dynamic, challenging art project was assigned to the fashion communication students where they had to create installations with only three materials. These installations had to depict a social message. The idea was to show how a societal impediment can cause an individual to lose their essence and succumb to norms.



# RESHAPING TRADITION WITH TODAY'S VIBE

DEPARTMENT OF  
FASHION COMMUNICATION

India is a land of diverse cultures. The soil of India witnessed the growth of one of the oldest cultures in the world - the Harappan culture. Since then there were various dynasties that ruled over India. This results in various cultures and traditions. India is known for diverse festivals, religions and art forms.

To celebrate this diversity, the students of PGDFC, decided to bring in the key elements of 4 different states and create a store setup. They used elements from Rajasthan, Tamil Nadu, Assam and Maharashtra. Retaining the existing textile/fabric of each state, they gave classical drapes a dash of contemporary styling.





# STYLING

DEPARTMENT OF  
FASHION COMMUNICATION

JD students displayed their leanings and skills in styling for shoots. From their grasp of concepts and techniques across garments and their ability to integrate current trends, their work was subtle, upscale and impactful. Styling is sometimes the secret sauce in many sophisticated, high-impact shoots. The students' work shows they have understood the ingredients of that secret sauce well.



# TIME FOR SOME WINDOW DRESSING

DEPARTMENT OF FASHION COMMUNICATION

“Customer is king/queen” is a mantra that underpins the retail industry. To engage and please customers retailers create a stimulating experience. Today, this is not restricted to merchandise, but extends to the way merchandise is presented in retail stores. Window displays and signature displays have become crucial ingredients for a customer’s store experience. Understanding the importance of this in the retail industry was the objective of this project assigned to the students of PGDFC. The class was divided into four groups of two, each taking a brand of their choice and creating a window display and signature display that would best suit the brand.





# SPOTLIGHT ON STYLING #1

THE SPORTY CHIC OF ATHLEISURE

DEPARTMENT OF FASHION COMMUNICATION

Athleisure has swept the streets claiming its right on the fashion universe as your go-to option for casual clothing. It is adaptable and limited only by one's imagination. The team wished to discover the many faces of Athleisure. The collection is styled by **Niveditha V, Sugam Thapa, Varshana Sinha & Shikha Adhikari**. The styling mentor was **Sidhanta Das**. The photographer was **Ananthu Krishna & Nidhin Sajeev**. Models featured are **Sanjana Jayanth & Karishma Devnani**.



## SPOTLIGHT ON STYLING #2

THE HERITAGE-HIPSTER CHIC OF MAXIMUM FUSION

DEPARTMENT OF FASHION COMMUNICATION

Maximum Fusion celebrates new India that has entered a dynamic state of existence - spirited, spunky and raring to go. It's where the winds of change blow strongest-but not at the risk of uprooting traditions. Just like the current mood in fashion, in India's coolest suburbs, the heritage and hipster aesthetics come together in a magical shoot because sometimes, blending is the best way to stand out. The collection is styled by **Neha Phirangi & Wafa Parveen**. The styling mentor was **Sidhanta Das**. The photographer was **Neha Phirangi**. The featured models were **Sanjana Jayanth & Karishma Devnani**.





## SPOTLIGHT ON STYLING #3

THE UNDERGROUND AESTHETIC OF METAL  
DEPARTMENT OF FASHION COMMUNICATION

Metal is designed choosing a female model portraying heavy metal. Metal music was something we really wanted to cover and style for because today this music is supposed to be suppressed and underground though known as one of the purest form of music. Our motto was to show a different perspective of this particular genre. The collection was styled by **Demika Tamrakar & Parnabi Pal**. The styling mentor was **Sidhanta Das**. The photographer was **Ananthu Krishna**. The models featured were **Kelvin Malakar & Oendriila Mukherjee**.



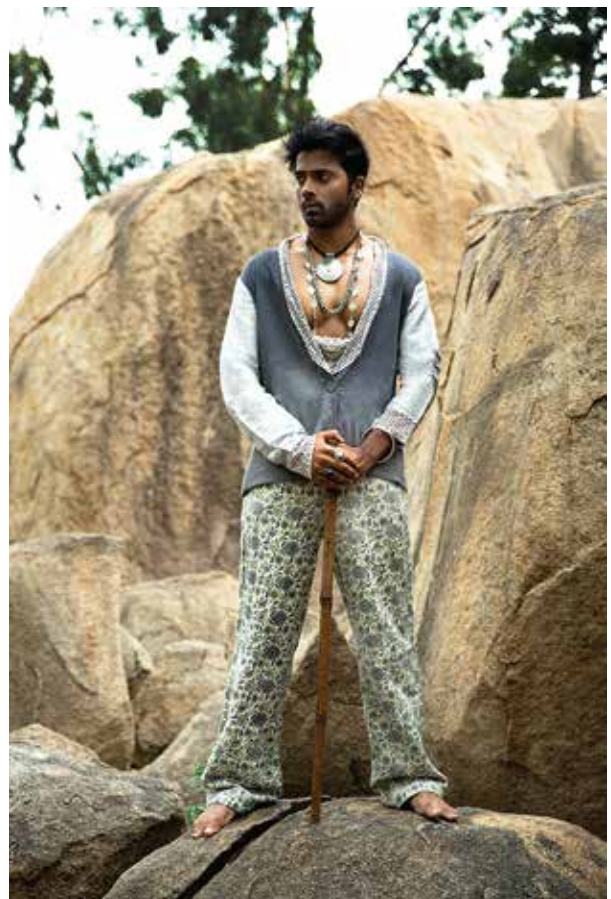


## SPOTLIGHT ON STYLING #4

RUSTIC CHIC WITH NOMADIC WARRIORS

DEPARTMENT OF FASHION COMMUNICATION

Nomadic warriors is an ode to styling a garment in more than one straitlaced way. Merging the collection 'Urban Morocco' with Indian roots, this editorial photo-shoot captures a raw nomadism while retaining our rich heritage. The fierce and savage spirit of these warriors will take you back in history, with the look and feel of the prints and the rustic, oxidized jewellery. The collection was styled by **Poojashree Ravi, Rashika Madikar, Shagun Sethi & Yashasvi Jadwani**. The styling Mentor was **Sidhanta Das**. The photographer was **Lalith Sankar & Pramod Kappe**. The featured models were **Shreyas Shekhar, Vinay Gowda, Anvitha Sai Sivani & Preethi Patel**.





## SPREADING AIDS AWARENESS

December 1 is celebrated internationally as World AIDS Day. As the youth of today, Jeditians commemorated the day by kickstarting the #YouthAgainstAids campaign. This involved creating awareness amongst various brands on Brigade Road. Red ribbons were circulated and worn by the Samaritans to show their solidarity towards the cause. The students participated in a rally with thought-provoking placards to disseminate information about AIDS.





# JD CELEBRATES FRESHER'S DAY

The seniors welcomed the new batch of design aspirants after a month long interaction in the campus by hosting the event which saw cultural performances by the seniors and juniors from across the departments. The colourful event was a perfect moment for the students to blend in with day of food, music and dance.





# ARMED FORCES FLAG DAY

- JD SALUTES PEOPLE IN UNIFORM

Every year India celebrates Armed Forces Flag Day on December 7th, by raising funds for the welfare of the Indian Armed Forces Personnel: rehabilitation of battle casualties, serving the personnel and their families, resettlement of ex-servicemen, and care of disabled ex-servicemen. This year JD supported the cause. The Flag Day Fund was launched by Nealesh Dalal, Managing Trustee for JD Institute, Bangalore and Sandra Agnes, Director, South and Zulfi Ali, Academic Head, South. The JEDIIANS paid homage to courageous soldiers and helped raise funds that was donated to the Armed Forces Flag Day Fund (AFFDF).



## JDIDS STUDENTS' TRYST WITH ITALY

### Rendezvous with Ambassador Anil Wadhwa at Embassy Of India, Rome

The haute couture designers of JD International Design School received the opportunity to display their ensembles at the Embassy of India in Rome. Ambassador Anil Wadhwa interacted with the students to understand their concepts and appreciated their work. The students' aim highlight 'Make in India' was recognized.

### Valentino Clemente Ludovico Garavani - Father of Couture

The students of JD International Design School also got the chance to experience the grandeur of Valentino Atelier in Rome. The Head PR and Resource Personnel introduced the students to high end craftsmanship. The students got to witness the skilled artisans at work in the same school that has inspired such iconic women as Jacqueline Kennedy, Princess Diana, Audrey Hepburn and Julia Roberts.

### Students of JDIDS At Accademia Koefia - Creative Journey

JD International Design School's collaboration with ACCADEMIA INTERNAZIONALE D'ALTA MODA E D'ARTE DEL COSTUME KOEFIA, one of Italy's oldest fashion design schools, allowed a seamless integration of global best practices in Indian art & design education. Students underwent 30 days of intensive learning of Italian haute couture in Italy. The course aims at training the students to master Haute Couture.

This global synergy between the institutions will culminate in Indian design that has a truly global sensibility while also retaining Indian roots.









# INTERNATIONAL COLLABORATIONS

JD understands the collaborative economy well. That's why we seek like-minded strategic partners. Two such powerful relationships are with KOEFIA, Italy and National Design Institute, Moscow.

KOEFIA is one of Italy's leading design and fashion institutes. It has a world-class curriculum, dynamic faculty, modern facilities and a superior haute couture course. JD partners with KOEFIA on JD International Design School. The goal of JDIDS is to make world-class fashion education accessible in India, for both Indians and people from abroad. The KOEFIA partnership fulfils this goal with its global curriculum, networks, and sensibility.

National Design School, Moscow, teaches students to solve complex design challenges using common sense. It inspires students to create new products and to consistently work at making them better. Our collaboration with NDS has opened new doors for our students into the wider design, fashion and business community in Europe.





# JD STUDENTS MAKE A CHANGE THIS DIWALI!

Jediiians are not just creative thinkers, but change makers. They believe change is something that has the power to bring a smile to a face. That is why this Diwali, JD students decided to celebrate differently and in a larger-than-life manner. They visited various NGOs in Bangalore where they distributed goodies they made personally. All products were made based on a need analysis done by the students. The products were created with one eye on design and one eye on sustainability. JD hopes the initiative inspires everyone to think differently during Diwali and become a change maker for the less privileged.

<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.bhavan.org/">Bhav</a> <b>Location:</b> East Gardens, Bangalore 560 077</p> <p><b>Student contribution:</b> 30 students converted discarded items into lanterns, pillow covers, pouches, bags, and home decor.</p> <p><b>Batch:</b> Fashion Design Diploma July 2017</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> Mahalingappa Manni St, Bowranga Nagar, Bangalore 560 048</p> <p><b>Student contribution:</b> 20 students converted old items into organizer boxes, dioramas, wall hangings and home lamps to plan and tidy up their daily needs.</p> <p><b>Batch:</b> Fashion Design Diploma June 2017</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> Chinnarayana, Near Medical College Station, B.T Nagar Post, Bangalore</p> <p><b>Student contribution:</b> Each student crafted unique pieces of jewelry, decorative posters and toys made from unused products in their households. These creative creations were gifted to the little girls in the hostel.</p> <p><b>Batch:</b> Jewellery Design</p> 
<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> 81/1A1, Old Madhav Road, Madhavara, Near Adarsha Theater Bangalore 560 008</p> <p><b>Student contribution:</b> 20 students made quilts and beds out of old bedsheets and fabrics. They also taught them to give it a new lease of life and created quilts using quilting techniques, patch work, applique work and embroidery.</p> <p><b>Batch:</b> Fashion Design Diploma June 2017</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.gestapoo.org/">Gestapoo</a> <b>Location:</b> 2nd G Cross, Kypura, Bangalore - 560 067</p> <p><b>Student contribution:</b> 20 students created sling bags, a bean bag, notebooks, drawing tools, wall hangings, women, baby carriers, shopping trolleys, lanterns, pillows, accessories and lamps.</p> <p><b>Batch:</b> Fashion Design B.Sc and Advance Diploma</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> A-50 Main, Bull Temple Road N.R Colony, Opposite BMS Engineering College, Bangalore 560 004</p> <p><b>Student contribution:</b> 30 students made cloth bags, paper bags, small drawing tables, photo frames, and toy-like trivets.</p> <p><b>Batch:</b> Fashion Design B.Sc and Advance Diploma</p> 
<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> No. 20, Reservoir Road, 2nd Block, Kumbura Near West, Bangalore-560 022</p> <p><b>Student contribution:</b> 20 students created pillow covers, home furnishings, soft toys, pouches, banners, dummies and cloth bags, cushions, paintings, bracelets, recycled shirts and slippers.</p> <p><b>Batch:</b> Fashion Design Diploma July 2017</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> Nananna Main Hall, 19th Main, 3rd Block, 14th Layout, Bangalore 560 043</p> <p><b>Student contribution:</b> 20 students created hand-made products like bags, chocolate boxes, pencil stands, pillows, wall hangings and candles.</p> <p><b>Batch:</b> Fashion Communication</p> 	<p><b>#CelebrateForAChange</b></p>  <p><b>NGO:</b> <a href="http://www.maitri.org/">Maitri</a> <b>Location:</b> 129/5, Begur Main Rd, Class B Basavara Layout, Dombivli, Bangalore 560 018</p> <p><b>Student contribution:</b> 20 students created bags, shoes, dummies, shirts and a dress, and gifted them along with stationary and food items.</p> <p><b>Batch:</b> Fashion Design Diploma August 2017</p> 

# UNVEILING 'CHANGE' AS THE THEME FOR 2018

Change is considered the most powerful term in the world. The world as we see today is the result of constant change. This year we are expecting aspiring design students of JD institute of Fashion Technology to identify and resolve real-time problems related to their field of design study and come up with brilliant solutions that will inspire society to understand that design is not just superficial but all about purpose and making our lives better.



# CHANGE







## JD'S HOBNOB

JD has a deep and dynamic network with the industry. From high-profile designers and artists to fashion trendsetters and Bollywood icons, JD has nurtured many creative relationships and associations that have expanded the horizons of students and increased the brand profile. When students study with JD, they belong to a brand that's well-connected!





## JD takes placements and recruiting to the next level with Creative Careers

For years we connected students to the industry with our well-developed, far reaching network. Now we raise the game. Creative Careers, a new JD initiative, is an online platform that helps students and employers find each other. Started in 2016, this is a first of its kind platform in the design and creative industry – a platform that is dedicated to connecting designers and employers. Students can browse jobs, know more about employers, and get career guidance. Employers, on the other hand, can browse student profiles, create a compelling company page, and build a talent pipeline.

The site can be accessed at [jdinstitute.com/careers](http://jdinstitute.com/careers).

### Benefits for employers

- Find the right talent for your company
- Interact with people before you hire them
- Be online, the place where things happen!
- Build a talent pipeline online
- Fulfil requirements faster

**Creative careers**  
Powered by JD Institute of Fashion Technology





A GLIMPSE OF THE BRANDS WHERE OUR STUDENTS HAVE BEEN PLACED!



# INDUSTRY REVIEWS

## Ambika Thandavan (from the industry)

"It was a pleasure interacting with the Jewellery design students as a jury member and evaluating their work. They demonstrated enthusiasm and creativity. Their projects were thoughtfully designed to explore creative potential while keeping in mind practical aspects of the industry like understanding manufacturing techniques and developing concepts for specific design briefs. JD institute is successful in weaving fashion and jewellery to provide students with a cohesive understanding of current trends and technology. Keep up the good work!"

Ambika is an internationally qualified jewellery designer, product developer and management professional with a passion for developing innovative products. She has over 8 years of work experience in the luxury jewellery industry in India, Hong Kong, Dubai and UK.



## Sachin Mailcontractor (from the industry)

"I am privileged to extend Nolte India's support to Nealesh Dalalji and the entire JD team. They have supplied the best talent for our line of business from the vast pool of talent available with them. Our interactions with the JD Bangalore team members and especially with Reena Uppal, have been useful in filling the gaps in our growing workforce for the design and creative department. Our experience with students of JD Institute has been exceptional. We find that the JD team is doing a fabulous job in nurturing the innate but hidden qualities of aspiring designers to face the challenges of corporate world. We strongly recommend this Institute to all parents who want to see their children achieving realistic goals in Design and Fashion."



## Sudhir Ramachandran (from the industry)

Sudhir Ramachandran is an advertising, fashion and people photographer. He has shot award-winning campaigns and helped build successful brands in India and abroad. He was Ambassador to the World Council of Professional Photographers for 8 years. He developed the significance of Compression Curve in digital colour photography. His images have been published in more than 21 publications.

"I am happy to see JD building creative leaders of tomorrow, especially in design-thinking in photography. Your concept makes learners think and design their imagery around a purpose. This kind of design-thinking is what 21st century art and commerce desperately needs."



# TESTIMONIALS

## Lalith Sankar

"Getting into photography was the easiest choice for me. A lot of my childhood days went by watching my dad taking pictures which gradually turned out to be teaching sessions for me. I have spent a lot of my college years learning about photography and trying to grasp the engineering behind it and started taking it seriously post my graduation. It was only after I joined Myntra that I was exposed to the whole process of photography, shoots and lighting and that I decided to take it professionally. JD Institute helped me realize my dream. I have had the opportunity to learn from Kishore Ramachandra who has been a great mentor and guided me through out. Now I'm a successful graduate from JD Institute who is into freelance work."



## Amrita Chatterjee Roy

"With so many options to learn make-up, I am glad I chose JD institute and Leila Sharma to learn from. Had it not happened, I wouldn't be what I am today. It is one thing to be an excellent MUA and another to be a wonderful teacher. She is the right mix of both. Her 20+ years of experience truly enriched us. We learnt from her practical life experiences in make-up. This gave the course a deeper dimension, going beyond just theories and processes. She is able to bring out the best in each individual. The best part is the infrastructure that JD has set up. It's not just make-up. It also features courses like fashion communication and photography. So you get to learn from multiple related disciplines. No other institute provides that set up. So I am thankful to JD for being such an extraordinary place and for this great platform for us to learn this art."

## Irfath Fazila

"This institute is a place where every department coordinates with each other and upholds itself to collectiveness. The faculty no doubt is by far the best. I like the smile on their faces whenever any student approaches them. When it comes to my mentor Ms. Leila ma'am, she is the best mentor ever, a person who makes us feel that we have the capacity to do everything. She built our confidence to tackle the work and to ensure perfection in our work so that we turn out to be 'professionals.' Last but not the least, a heartfelt "thank you" to Kishore sir who gave us the knowledge of make-up through the the camera which got me interested me in photography as well, a totally new experience. Love and respect for JD institute."



# TESTIMONIALS

## Pramod KP

"Photography for me started as a hobby which eventually turned into my passion and showed the path for my future. It has led me into a world of creativity and artistry. Having an ambition to do a Masters in Visual Arts, the world of photography has shown me a new dimension. JD institute has helped me get closer to my dream by showing the minute nuances of the art of photography and lighting and seeing things differently. I would like to thank Mr. Kishore Sir for this great support and guidance in this regard."



## Harini Soumya

"Fashion photography course at JD is a great platform for budding photographers. Along with photography, we were also given insights into the fashion industry plus make-up workshops were also conducted. The collaboration between the photography, the make up and the fashion communication department for the photo shoots was a great opportunity to meet new people and work as a team."

Kishore Sir, you are a great mentor. I joined the class as an amateur and you have groomed me to be a sound professional. Thank you for the great skills and knowledge you've imparted. It was a wonderful learning experience."

## Safa Mansabdar

"JDIDS is one of the finest schools in Bangalore to learn and earn a diploma in fine jewelry designing. The exposure provided by the institute is one of the best in the industry, with our experienced and knowledgeable faculty members and also allowing us to practically implement our thoughts and ideas. Overall, JD sets up its students to tackle the real life by preparing us in the best possible way. My time at JD was wonderful and I really cherished it."



## Jahnavi G Moovala

"I had a great time at JD International Design School. JD has wonderful faculties in all departments and they are very cooperative and the campus environment is very positive."

I completed my International Diploma in Fine Jewelry Designing here. Our teacher was very knowledgeable and encouraging. Surbhi always pushed me to do my best in designing throughout my course. My journey with JD made me realize how I can fulfill my dream of having a successful career as a Jewelry Designer. It was an absolute pleasure to be a part of the JD family."



# TESTIMONIALS

## Anamika Jaisinghani

At JD, I learnt not only a lot about fashion and the industry, but I also learnt to grow as a person, take responsibility and face all challenges life throws at you. The faculty help you get stronger, make the right decisions, and go the extra mile. JD gave me the ability to show my true potential to the jury members during our evaluation for JDADA 2017. It was during this time that Varun Ranga, Creative Director of Kudugudu, offered me the opportunity to work with him. I am currently working as a Design Assistant for his brand. It's exciting to apply JD learnings in practical situations. I consider myself really lucky to have been a part of the JD family, and I'm proud to call myself a Jediian."



## Farheen Azeez

"I was from a commerce background. I never thought I would make it in fashion. JD moulded me into the designer I am today. Though my course was for just 1 year, the institute made my experience and memories remarkable and it will stay with me forever. People say "Education is useful only if you are hired post your certification" because that's when you know if spending time in that school/college was worth it. Having said that, post my certification, I got a job in Koskii (Leading Bridal Retail Store) as a Designer and Visual Merchandiser. All thanks to my faculty who were there whenever I needed their support. It has been a crazy and memorable experience at JD which can never be forgotten."

## Pooja Bedi

"It gives me immense pleasure to say that I did my graduation in Fashion and Apparel from JD institute of Fashion Technology. My time at JD was a great learning experience with amazing guidance received from faculties. Our teachers gave us complete freedom to execute our thoughts and ideas. They uplift the morale. There put no limits on our imagination. I will always cherish the time spent at JD and carry forward all the knowledge I have received. I feel blessed to be part of the JD family."





OUR ALUMNI ARE BLAZING THEIR  
OWN TRAIL IN THE INDUSTRY.





## Amit Sharma Batch of 2009

Fashion as they say is a statement and if that's true, he is the man who is all about making a statement of his own. In his own words, he is constantly trying to find words in fabrics, expressions in colour and attitude in trends, cuts and designs. Amit believes to express is to rejoice. He finds his expression in silhouette, cuts, fabrics and mysterious colours of the universe.

His fashion fuelled journey started at JD Institute of Fashion Technology, Bangalore, his alma mater. With a brief stint at some of the well known fashion design houses and corporate groups, Amit Sharma decided to swim with globally renowned designer, Sanchita Ajjampur. He is currently appointed as a retail manager at Sanfab - Sanchita's private label company that works as a creative consultant for Lanvin, Etro, Marni and other European luxury brands.

Amit's success is the result of his conscious effort to direct his creative energies to the best use. With his years of learning at JD, and creative urge in the forefront, Amit plunged into high-end luxury fashion sales & marketing. He soon found his ground there. With numerous prestigious Fashion weeks, national and international retail distributions, brand campaigns, advertising campaigns, brand endorsements and Bollywood celebrity styling to his credit, Amit has many feathers in his cap. He says he finds strength in words of appreciation and in beautiful figures adorning his work.



## Amita Sharma Batch of 2000

Coming from an Air force background, Amita caught the flying bug at a young age. As a child she worked on flower decorations, pottery and stuffed toys, which she would then sell at exhibitions conducted by Air force women's association. As a travelling child of an Air Force officer, her immense exposure to new places, cultures, arts, designs, people and their ways of life, added a fuel to her creative quest.

No wonder, these elements come alive in her creations too.

After studying fashion designing at the JD Institute of Fashion Technology, Bangalore, she worked with a fashion boutique, and then quit after a year to launch her own label 'Amcouture'.

Praised for easy silhouette and clean design lines, her label resonates with the women of today. "The effort is to bring the "unexpected everyday" to my collections", she says. Each creation is special and radiates a unique spirit that celebrates countless facets of a modern woman. Her pieces are comfortable and mirror contemporary trends, yet magically merge into a seamless fusion of culture. And, the credit for this goes to her years as a travelling child and all the cultural exposure.



## Ashok Y Alam Batch of 2006

Ashok is currently appointed as head designer for men's wear for an export house, handling European brands. Worked for various well known brands like Spring Field-Spain, Striyah-Poland, H&M, Tommy Hilfiger, Pepe London, Mustang-Germany, Teddy Smith-France and ZARA, just to name a few.

He calls himself 'denimised'. Why? His forte is handling denim fabric. He worked with Arvind denim division for 3.5 years, catering to the European market. And, he soaked himself in the art & science of understanding denim fabrics and wash techniques.

Ashok is not a follower as he strongly believes he has his own path to follow. If possible, he wants others to walk on his path. And, that's the reason why he chose the field of fashion. He says he always wanted to be a creator and not a follower. Now, that's a powerful statement!



## Ashok Maanay Batch of 1996

"If fashion were a song, color would be the beat." A quote that completely stands true to Ashok Maanay's work. The talented designer's first love affair was with vibrant beats of colours, its infinite possibilities. As an artist he enjoyed every bit of colours, he used them in his paintings. And, as time passed by, Ashok started understood the magic of colours in fabrics.

With this fanciful insight into colours, he started

designing, realized the richness of fabrics and played with it along with all types of embroidery (handwork) and embellishments. His parents and grandparents tremendously inspired him by their choice of wardrobe. Especially, during the royal weddings which he very often attended. He learnt the nuances of designing from JD, Bangalore.

Ashok's work is highly applauded all around, in Bangalore, Hyderabad, Cochin, and Delhi, just to name a few. Choreographer and actor Rahul Dev Shetty is one of his biggest fans. He also participated in "New Delhi International Fashion Week" and won the best designer award, much to the amazement of his co-designers from all over the world.

Indian royalty, rich heritage and its vibrant hues envelopes and rejuvenates his mind. His collection envisions portraying the tapestry of Indian cultures. The tapestry which is a collage of creativity spread across the states of our country, each with its own distinct flavour of embellishment.

Ashok Maanay is one visionary designer who proudly embraces the opulent culture and heritage of our nation.



## Bharathi Sairam Batch of 2009

She grew up in family business of textiles. Naturally, yarns are in her DNA and designing in her genes. Her curiosity and an unrelenting pursuit to uncover the mysticism that lies beneath the woven threads brought her to JD, Bangalore.

Bharathi Sairam owns a label named R ATTA, a joint venture with her two friends Sumana Shivkumar & Vibha Sharath. 'R' is a short form of OUR, 'ATTA' in

Sanskrit means an 'ATTIC'. Her label focuses on PRET, Trousseau, Couture and Bags.

Her designs reflect modern opulence with timeless elegance. It accentuates femininity with the use of rich colors & fabrics, giving them that special edge. She is a firm believer of fusing comfort with quality & innovation with implementation.

Bharti's design skills have graced many exhibitions and events. Times Asia Wedding Fair 2014, Sunday soul Santhe and Aaryotsav, just to name a few.

Here is this young girl who is putting her DNA into the right direction.



## Huda Khan Batch of 2009

A designer with a noble purpose. An entrepreneur with a high dosage of creative aspiration. Meet Huda Khan, someone who makes our planet a better place to live in. How? By her environment friendly design vision and philosophy. Yes, she up cycles products. She gives a new purpose to an existing product. And, the product is worth more in its new form, both, aesthetically and monetarily. This way she contributes to the environment too, promoting reuse over discard-

ing. Huda studied at the JD Institute of Fashion Technology, Bangalore, where she also won 'The Most Innovative Collection Award' and 'The Best Design Collection Award.' We are not surprised!!! Post JD, in 2011, the entrepreneur in her co-started a company called 'The Fool That Designs'.

Later in 2013, she ventured into creative décor and started a company called 'Crackerjack'.

Ms. Khan's event décor work is widely appreciated. She has worked for some of the best events in the country. 'Decor for Kingfisher Village' at the 44th IFFI awards, 'Décor for Berserk' which is a 3-day residential art conference for children and the décor for Sunday soul santé December 2013, just to name a few.

She calls herself an aspiring entrepreneur and driven by passion of sustainability. And, we completely agree!





## Nabilla Rizwan Batch of 2005

Nabilla's love for fashion has been with her since she was a little girl. As a child, she was quite a diva. She would always dress up like an actress. And not only that, Nabilla channelled her inner creativity by getting her outfits stitched like them too.

Her early love of fashion and style landed her in the fashion industry. Mood of the collection is what

gotta and block printing with contemporary cuts and patterns. Vintage yet modern, her design translates into comfort.

And, with this, the diva in her is raring to go. She will soon launch a label of her own. Are you all set to get 'divafied'?



## Pooja Bagaria Batch of 2009

"I think there is beauty in everything. What 'normal' people would perceive as ugly, I can usually see something of beauty in it". It is this powerful quote by Alexander McQueen that became Pooja's mantra in the world of fashion.

As a child she was constantly busy creating, destroying and inventing new objects, designs, styles

and patterns. She took up fashion designing as a secondary course at JD, Bangalore while pursuing her Bachelor of Business Management. A life changing decision that powered her creativity.

Today, Pooja owns a fashion label "POOJA BAGARIA" shortened to PB, in Kathmandu, Nepal. In addition to selling her products from couple of high end retail outlets, she has her own design studio where the entire creative magic takes place. The brand 'PB' specializes in western wear for women. Her forte being customization, there's something in store for everyone to pick. Pooja's designs are a skillful play of colors, silhouettes and texture with sharp tailoring and sexy femininity yet reflecting minimalism.

From being a part of the prestigious fashion shows of Nepal and Bollywood singers to being invited on a television style show, Pooja has already built up an impressive track record. And, all this in such a short period of time!



## Neal Royan Batch of 1996

Coming from a family where mom is a teacher and dad an engineer, Neal was under lot of pressure to take up engineering. But, as they say, a creative itch cannot be ignored for too long. Not the one to succumb to pressure, he successfully convinced his parents that his true calling lies in the creative world. And, with this unrelenting passion for creativity, Neal came to JD,

Bangalore to pursue a career in fashion & clothing. Since then there was no looking back.

He started a small business with a friend Russell. They bought export surplus fabrics off the street. And, designed and tailored waistcoats along with hand painted shirts and women's hair bands. All these sewn by a tailor that made uniform for the Army school kids. They sold these products at school and college fairs, and yes, it was a big hit. From Madhu Sapre to Sushmita Sen, he has worked with some of the biggest names in the industry.

Today Neal is working with Gokaldas Images as a Vice President-Marketing. Prior to this, he was employed by a well known name in Bangalore, Munish Hinduja, who owns one of India's most recognised garment export companies. He is closely associated with the Denim industry. For ten years he worked with a 2 Million Euro house. He was responsible for creating new products and eventually business. In his own words, the colour of indigo and the nature of this living fabric energise him. His contribution to the denim business is widely appreciated and applauded.

Being associated with a number of well known international brands, Neal is looking at starting his own denim brand some day. And, we are sure his relentless passion for the industry combined with strong determination will help him achieve this very soon.



## Neeraj Joseph Batch of 1998

Neeraj credits JD with his evolution from fashion designing to event management. JD, Bangalore is where he recognized that his creativity was multi-faceted. While doing freelance fashion designing post JD, a friend asked for creative help for one of his events and he ended up handling the whole event. That's when he realized handling events was his true calling. Creative, passionate and a workaholic, his

firm, Indivibe.com, approaches events with the vision of creating social clubbing communities. The platform also serves as an advertising platform for event organizers, nightclubs and brands. Neeraj's firm handles events like 'Final Wave,' the closing parties of Goa held every May since 2008. 'An event is like a well prepared dish. Each ingredient is equally important and if you compromise on any one ingredient, you're in for trouble. It helps to be passionate about what you're creating.' We couldn't agree more!



## Nagashree Ramchandra Batch of 2008

Her relationship with fashion is not because of the glamour associated with it, but because of the attitude to adapt to the creative and the weirdest changes. She says it is her outlook that makes her crazy about her chosen field. In fact so crazy that she quit her B com course after 2 years of passing out and joined fashion designing course at the JD, Bangalore.

Nagashree is employed with Arvind Lifestyles, a dream company for any fashion student. She works as a retail merchandiser, taking care of the real time inventory and the profit curve. Prior to Arvind, she had stints with Fabindia and Tesco, one of the world's largest retailers. From E-commerce, stock ordering/management, sales analysis and sales forecasting to inter warehouse transfers, Nagashree has done it all.

And, when she is not in the board room analysing the profit curve, Nagashree pushes her boundaries to explore her own creative curve. Yes, she has done reality shows too. Multi-faceted Nagashree was called as the costume stylist and judge for a reality show on Suvarna News 24/7.

By displaying these multiple facets of her personality, she truly stands out because of her ever-ready attitude to adapt to the creative changes.



## Prashant Chikodi Batch of 1996

"Life is like a novel with the ends ripped off. The definition of what I am is yet to be read or written, one page at a time". Prashant's journey into the world of fashion photography started back in the days when he studied fashion designing.

He used to attend fashion shows and capture the ramps and the visage of friends. Photography was a hobby then. He had done a multimedia course and

photoshop was his forte. Photographers approached him to get the pictures edited by him. Photography, which was a hobby till then, became a resilient passion.

Convincing his parents of this new found desire was a struggle. And, he lost. But this didn't deter him. There was nothing to begin with, not even a camera or a lens. Nonetheless, he went ahead to fulfil his dream, equipped with his ambition and strong will. He can still recall the days, when he was completely broke. But he kept going in- spite of all the roadblocks. For him, making do with the limited resources at hand remains the most challenging and exciting part.

Naturalistic, purist, and a little high key. This is how he describes his photography. For him, creativity has no end, only beginnings. And, with this spirit he ventures ahead, experimenting, setting new milestones, and above all leaving new benchmarks.





## Roshni Hegde Batch of 2000

A science graduate who specialised in microbiology. And now, a fashion designer. She was about to pursue higher studies in science. But destiny had something else in store for her. It was her keen interest in clothes that changed her career path.

Her designs feature interesting pattern work, simple yet defined lines and intricate embroidery work with

a magical essence of ethnicity. Roshni is associated with Deepam silks for last 12 years. Her design aesthetics has led her to the education and aviation world too. She has designed uniform for Deccan International School, run by owners of prestigious Deccan Herald and also uniforms for an aviation school in Cochin. And, as if all this was not enough, she was also invited to speak on AIR on clothes and featured on Udaya TV recently sharing her expertise.

One thing is for sure, Roshni has perfectly mastered the 'science' of Fashion!



## Sithara Kudige Batch of 2005

Post her fashion designing course at the JD Institute of Fashion Technology, Bangalore, Sithara jumped straight into work at a production house. As a part of the production team, she also worked as the in-house stylist for various ad campaigns and TV commercials. This was just the beginning of a wonderful journey. Later, as a freelance stylist, she

worked with some of the renowned production houses and photographers from Bangalore, Mumbai, Chennai and Delhi. Atul Kasbekar, Senthil Kumar, Swapan Parek, Radha Krishna, Rafiq Syed, Saurabh Dua, Amit Sharma, Suresh Natarajan to name a few. An experience that played a key role in her success.

This led her to launch her own design studio and label, creating bespoke clothing for clients. The label "Sithara Kudige", provides clients with specialised services like personal styling, bridal trousseau styling, besides creating one-of-a-kind clothing for them.

As a stylist, she has worked with an impressive list of brands like Kingfisher (UB Group), Lifestyle (The Landmark Group), Future Group, The Collective (Madura Garments & Lifestyle), other Madura Garments brands like Allen Solly & Van Huesen, Bhima, Deepam, Malabar Gold, Tanishq, Sakhi, Kalanikethan, Dove to name a few, opportunities that one can only dream of.

She believes fashion is a medium through which she is constantly evolving as an individual - professionally as well as personally.



## Smitha PM Batch of 2009

At 15, she decided to pursue fashion. Eventually after her 12th she ended up at JD, Bangalore, where she also won the "Best Designer" award at the JD Annual Design Awards.

As a child, Smitha loved arts, especially fashion and music. A fashion observer and obsessed with the new, she has innate respect for creativity and innovation. She is a designer, stylist, fashion consultant, artist, and an interior decorator with many feathers in her cap.

Her design celebrates the unpredictable nature of the world we live in, versatile but quirky, avant-garde, dramatic and Goth. She also has an experimental streak. This can be seen in her unique cuts, patterns and details. And, harmony of color is an important element in her designs. For this young designer, creating her visions and turning them into reality excites her the most.



## Sooraj Chawla Batch of 2000

Hailing from a business family, he graduated in business management. But Sooraj was adamant in fulfilling his underlying dream of being a part of the creatively driven fashion world. He came to JD Institute of Fashion Technology, Bangalore and after that there was no looking back for him. His label is an amalgamation of beautiful colour, story and rich

silhouettes, mix and match of unique prints, fabrics and signature embellishments. Contemporary yet traditional, the Sooraj Chawla label has an element of mischievous mystery.

He started small; selling through private exhibitions, but 13 years into the business, the label retails out of a flagship store in Bangalore, as well as catering to the international market across USA, Canada, Dubai and London. Not only that, he has also forayed into the fashion e-commerce space by setting up his online store ([www.studiochawla.com](http://www.studiochawla.com)).

From designing for various stores under their labels to Kannada film industry and leading advertising agencies, the designer has got his business of fashion right.



## Soumya Perakatt Batch of 1998

Soumya hails from God's own country, Kerala, moved to Bangalore in the year 1994 to study at JD Institute of Fashion Technology, is currently lives in Chicago. Quite a globe trotter! Fashion has been always there inside her, a passion, starting from her late childhood.

Now she owns a label named "DESI Diva" by Soumya in Chicago. Her designs feature simple lines and cuts yet elegant, playing around with

unique fabric and colour story. Prior to moving to Chicago, she had a business in Bangalore under the name of "SnS Designs", catering to men's and women's clothing. Now the business is managed by her brother.

The entrepreneur in her has a future vision to expand her business. She is looking forward to tie-ups with some of the leading American brands to create "Indian clothing counters" in branded stores. The girl is all set to prove that the fashion world has no boundaries.



## Vinita Berry Batch of 2009

She worked in the investment banking sector for 3 years, but her true calling was rooted in the world of fashion. Vinita decided to follow her muse. With a strong desire to develop a better insight of the industry, she decided to invest her time studying design at JD Institute of Fashion Technology, Bangalore. Indeed, a courageous leap into the fashion industry. She made a bold choice few years back, and

it paid off. Today she owns a successful label "Le Couturier by Vinita Berry", retailing out of her store in Bangalore and a couple of multi-designer stores in Goa. She is also a regular face in many of the exhibitions held all over the country. And now, encouraged by overwhelming positive response, Vinita is ready to expand her presence in the domestic and international market.

The designer effortlessly marries modern western cuts and elements into the aesthetics of Indian wear. The blend of muted and neutral tones with a sudden pop of colour is sophisticated yet dramatically playful. Expert Texturing techniques, shells, exquisite beads and intricate embroidery - all create an amazing visual effect.

Vinita defines herself as compassionate, elegant, observant, opinionated and independent. And, her design story is a true reflection of her individual personality – classic yet contemporary.





## Akanksha Jain Batch of 2007

Even as a kid she would turn classic accessories on their head and make a dull outfit stand out. That was the clue to the profession she would pick up for herself. That of a fashion stylist. But she wasn't in any hurry. While her batchmates were lining up to work in export houses and burning the midnight oil to put together their own label, Akanksha decided to hone her skills further as an intern to the renowned fashion designer Gaurav Gupta. She soon picked up the knack of sizzling up an outfit with old world glamour and modern sophistication. Now as the fashion stylist of the fashion magazine FNL she writes about the latest trends, the latest look and styling beauty products. And readers take her word as the gospel truth.



## Aiman Chunawala Batch of 1999

A designer with the heart of gold. An angel with a measuring tape in hand. A messiah on the highway of fashion. Aiman Chunawala has carved her own path to moksh. A diploma in Fashion Designing from JD Institute in 1999-2000 and a degree in Sociology from Sophiya College: the mould that sculpted the person she is today. An active member of NSS, she works across many NGOs, teaches in blind schools and is an honorary faculty at various institutes. Feminine, delicate and enchanting.

That's her style. And her creations are open-heartedly welcomed at exhibition cum sales all over India. Like the ones organized by The Shaila Group at the Taj President and Archana Group at the World Trade Center. If the line Fashion Buzz has mesmerized you season after season, you now have the opportunity to thank the creator. You guessed it right, Chunawala owns Fashion Buzz.



## Anchal Gulati Batch of 1996

Sip aperitifs in the lavishly done living room or flip a hardbound romantic classic in your bedroom. The décor will set the mood. Especially if the décor has Anchal's Midas touch. From roomy rooms to warm ambience. What is demanded by the patron is supplied by her. Only after it has been refined, done up and mish-mashed. For that perfect look. Currently she heads the décor division of Studio Us Design and is décor columnist in HT City, the all glam supplement of Hindustan Times.



## Biswajit Batch of 2003

Frame composition, light, expression and colours, Biswajit's photographs have them all. Each photo seems to have been meticulously painted by a master craftsman over years. They appear just perfect with no element missing. No wonder this dude quit a high profile corporate job to pursue his passion. For the last two years, he has been working on children's profile and portraits. His masterpieces will be soon put up at an exhibition. The event, art connoisseurs have been waiting for.



## Nitika Seth Batch of 2000

Trust a young girl to initiate the intense statement a news channel conveys. Leaving her bohemian attitude behind, bringing forth the subtleness of her character that wasn't due for another 20 years. But then, that's professionalism and that's the knack of understanding your patron and its needs. Nitika Seth has been instrumental in creating a new brand image for Zee News and Zee Business. The 'classy' classic look. Her short stint at Zee Sports was creatively satisfying for her. She styled legends like Kapil Dev and Arun Lal. Currently her expertise is infusing the seriousness and credibility into upcoming news channels like India News and News 24. She is a precious possession for the news channels as she fluidly mixes pastels and cool summery colours with the serious browns and beiges. Bringing alive the drab news bulletins.



## **Jaswinder Gardner** Batch of 1994

Some are dramatic in the way they are. Your first brush with them and you know they are not the one to be easily appeased. She wants it all. And in her style. The year Jaswinder Gardner completed her course at JD Institute of Fashion Technology, she was adjudged as the Outstanding Student of the Year. And that was just a promo of the times to come. Soon she was winning all the awards and laurels. And what a journey it was from the Promising Designer award to the Outstanding Designer award. Atta Gal! Conservative, ethnic, urban, futuristic, she has designed it all. And to lay eyes on her creation, you need not walk into a store. It's there on the big screen, small screen, any possible screen. From Antara Mali in Road to Sunil Dutt in Munnabhai MBBS. From the star-cast of Krrish to Jassi's look in Jassi Jaisi Koi Nahin, to styling of the main characters in KumKum. Her creative splashes are everywhere to see. And that's not where the story ends. This spunky girl has acted in many ad films herself. Didn't we say, this girl is not easily appeased.



## **Gaurav Chabra** Batch of 1997

Few stories in real life turn out the way fairy tales do. With the right amount of drama, surprises and glamour sprinkled in. Gaurav Chabra has lived one such life. Let's rewind to where it all started. Financial conditions at home drew him to take up work while he was still in college. It might have seemed the end of the world for a kid. But as luck would have it, he landed a job where he had to sketch for designers. He soon fell in love with his work. Putting in extra hours and most often adding value to the designers' pieces of work. Thankfully, people in those days were a secure lot. And obviously his talent was out there for everybody to see and appreciate!

He soon got the opportunity to work with Diwan Sons. His sensibilities and craft started redefining the fashion protocol. Especially how men used to dress up for their weddings. Suddenly embroidered sherwanis burst out to capture all the limelight at the big fat Indian weddings. And when you pick a Gaurav creation for your wedding, you can be sure that no one else has it. For one design of thread work adorns just one sherwani. A marriage for a life time, here too.

At the Siyaram Designer Award Function in 1997, Gaurav bagged 3 of the 7 awards. Quite a feat for a rookie. Today his sherwanis are displayed in the spotlight at all major retail outlets under the brand name 'Ohm'.

No fairytale can end without the princess, can it? Rashmi Chabra, a designer by profession is also his strongest supporter. Designing partner, his emotional anchor, most hard-to-please critic and a true friend. And together they make a perfect picture. The happily-ever-after kinds.



## **Ronjoy Gogoi** Batch of 2001

He was once about to land a white collar job, but thank God the interviewer saw that Ronjoy fitted elsewhere. After his photography course at JD Institute of Fashion Technology, his journey has been nothing but a kickass adventure. Ronjoy looks back nostalgically, "No two days have been the same. I got completely blown away by making things look completely different than what the whole world perceived them to be like. I have been on a different trip altogether." The magnificent images here stand testimony to that.





## Maheka Mirpuri Batch of 1996

What does a diva want? Not really a brainer here, it's an easy one. An ensemble that's no less than an exclamation mark. A look that's pulsating with life. That's exactly the brief Maheka Mirpuri draws for herself every time she sits in front of the drawing board. There was a time when dresses in vogue were the ones that would make you camouflage in a cocktail party. You know, the LBD types. But Mirpuri wasn't the one to follow dictates. Her collection bursts forth in a riot of colours ranging from emerald greens to electric blues and from plums to oranges. Earthy tones like creams, beiges and browns are made to blossom

amongst vibrant hues. Her collections reveal a naughty and saucy feminine side. At the same time, it's the most recommended drape for the red carpet. So it's not really a surprise that her designs sparkle the cocktail circuits from Mumbai, Delhi to Dubai and London. And the crème-de-la-crème of Bollywood pick her up with eyes shut. For Mirpuri, fashion is a mélange of everything she is passionate about. An exhilarating way of propagating her experiences, enthusiasm and reverie to others.



## Rocky S Batch of 1990

What every walk-in closet can't do without is a Rocky S. So much so that Rocky S today is not just a brand name. It's a school of thought. It's an institution.

Ask any fashionista and she will cross her heart and tell you that no one can match the sharp tailoring, the water-like drape and the sheer attitude of a Rocky S that sends shutter bugs into a frenzy on the red carpet. He is also the man who single handedly changed the way Bollywood dresses today. If we may say so, he started the sartorial renaissance of the

Indian Film Industry. And the outcome we see today is surely taking the country by storm. Release after release. It redefines what the country should be wearing. That's a very powerful position to be in. Rocky S was always the prodigy JD Institute believed in. When he passed out in 1990 he took up a humble job of a designer at Roopam. A warm up session for him. For soon he had the best of Bollywood playing his muse, from Rekha, Manisha Koirala, Raveena Tandon to Akshay Kumar and Shilpa Shetty. And soon his designer store was jazzed up for choosy celebrities to indulge in. A Rocky S creation today gets automatically classified as a timeless must have. That's quite a lot to rock about.



## Sanjith Batch of 1996

JD Institute of Fashion Technology was the stepping stone for Sanjith. To feed his urge to learn more, he went on to study fashion and designing at the University of Arts London and State University of New York. Today he is the founder and creative director of 42nd78. It is a Delhi based design consultancy with over 14 years of international experience in bringing mind-blowing concepts into reality. Having worked in New York and London for almost a decade, his thoughts speak

the universal language of design. Sanjith seamlessly blends together several practices to create a unique and distinctive style. Some of his clients include Steven Spielberg, Ralph Lauren and Jennifer Lopez.



## Satish Sikha Batch of 1994

Satish Sikha was born to spin the colour wheel and pick at random. But in his randomness lies method. Contradictory colours become soothing, gulping the flow of the drape. His mad play with colours is not just limited to the family of woven. His unconventional designs have become all the more edgy with embellishments of real precious stones like rubies, emeralds and diamonds. So much so that it has become his signature style.

Trained in mathematics, he soon calculated that a brighter future lay for him in dressing up people. After joining JD Institute of Fashion Technology, he just became surer. No wonder he was dressing up the Miss Universe contestants in 1994 and 1995.

And soon fussy Bollywood celebrities started trusting him to dazzle them at staid social dos. An entrepreneur that he is, he defied convention and promoted student designers in the most eye-ball seeking ways. He did everything that was not expected in those years. Right from using pythons to creating artificial rains. Another creation of his that has become a piece of art is the range of gowns for brides. Co-designed with his partner Tsufa Bijelic, whom he met at the International Academy of Design, these gowns are not for the coy and shy breed. Rather it's for brides who are out there, in your face, commanding all your attention. And appreciation. For a bride who can't help but steal the show.



## Sarika Jain Batch of 2004

Like so many of us, she was confused as a young woman, but finally found her destiny. How else would you define her journey? She graduated in commerce. Finished her MBA in finance with top honours. Then trained to be an actor at Ashok Kumar Acting Academy. After all these detours, she came to JD Institute of Fashion Technology. Here she found her true calling. So much so that within a year of graduating from JD, her first collection was ready for launch. Dainty, elegant and dreamy, the collection was predominant with embroidery motifs of Lucknawi and Kashmiri style. And to top it was the mixing of kachha and processed resham for thread work. Hand-picked international models sashayed down the ramp in her collection. By industry norms, it was quite a first. Since the designs were truly Indian in soul.



## Smit Raj Gyanani Batch of 2007

Smit Raj Gyanani is a label started in the year 2008. Before joining JD Institute of Fashion Technology, he was pursuing engineering, which he discontinued to follow his dream to become a fashion designer.

At JD he won the 'Presidential Award' for his final collection at the JD Annual Design Awards in 2006, since then there has been no looking back for him. He started his professional career with styling, which gradually evolved with time into making clothes.

The design label 'SMIT' by Smit Raj Gyanani caters to both menswear and women wear. The Label basically focuses on prêt line and moves towards House Couture. He focuses on cuts and details. And, also loves to play with colours and fabrics and has a very minimal use of embroideries and embellishments to keep the beauty and elegance of the clothes.



## Somesh Chakraborty Batch of 2007

Jewel toned eyes and plum lips. A look that goes best with his range of clothes. Because he designs for the modern woman. One who enjoys a bold, contemporary look. And picks up attires that redefine her wardrobe. He bagged the Most Outstanding Designer Award in 2006 and started assisting Sagar Mehra of Parampara fame. He spear-headed towards success when he launched his own label Livana in partnership with Mayur Rastogi, the Director of Roop Sarees.

Over the years Livana has enraptured the divas with Indian bridal wear and fusion wear. Study by Janak in Delhi and The Designer Studio in Mumbai showcase their brand Livana in its full glory.



## Tosham Acharya Batch of 2009

Tosham is not just a designer, he is a photographer, writer, actor, director, set designer, costume designer...phew! And he excels in all his roles. One of the short films he has acted in has won many international awards. And it is no surprise that the feature film for which he is busy shooting as a lead, will be a hit too. To quote him verbatim, "whatever design I learnt at JD has left a deep impact on my mind and will continue to influence my work in the years to come, in the field of costume design, theatre and direction."



## Vidhi Singh Batch of 2003

Trendsetters invent themselves. Every moment. When you start getting acquainted to their craft, they go out and surprise you with a new facet of their personality. Vidhi Singh learnt her fundamentals at JD Institute of Fashion Technology. Then she went ahead and honed her skills at Oxford. Now at Figure Clothing, UK, Vidhi Singh conceptualizes the new collection of high street brands like Miss Selfridges, Top Shop, Zara, McKay's and ASOS. One look at her collection and you know why she is the custodian of global brands.





## Urvashi Kaur Batch of 1995

Class just stands out. It doesn't need a band of musicians to draw attention towards it. It's just there for you to look at again and again. For class can't get beaten by time, never has. Urvashi Kaur is a brand to reckon with in the world of luxurious prêt and couture ensemble for women. Her debut collection at Lakme Fashion Week 08 was hailed as contemporary in one breath, and classy in the other. That's a rare balance to achieve, and rarer to do an encore. Connoisseurs say her

collection reminds them of a string of pearls. Classy and evergreen. Born in a family of artists and writers, a natural bent towards anything creative was foreseen. But the artist in her was further honed by the exposure traveling got her. Being the daughter of Chief of Army Staff, she stayed in different parts of the country, letting her sensibilities absorb from different cultures. And the outcome today is for everyone to see.



## Yuvraj Nagpal Batch of 2002

Yuvraj Nagpal, took his first step into the fashion industry at a tender age of 16. At the age of 18, he launched his first studio - 'Yuvraj' at Lado Sarai.

He gives the credit for his success to JD Institute of Fashion Technology, where he learnt the finer skills of the job. His exceptional Indo-western collection in tones of flaming greens, pinks, whites and blues look delightful with the matching accessories like heels and bags. Whether a traditional Lucknowi kurta-pajama, dhoti or the cocktail wear shirts and trousers with embedded stonework, or the lehengas, cholis, blouses, sarees and ponchos, each one of his outfit is distinct in design.

His designs suit the wardrobe of every class of the society and he makes sure that they cater to the age from 17 to 70.



## Deepak Vijay Batch of 2013

As a child Deepak was extremely passionate towards art, painting and technology. That passion shaped his present, the person that he is today. Hailing from a business family, there was absolutely no connection to art. However, his family supported him to go ahead and fulfil his creative dreams. Realising his true calling, he took up fine arts post his 2nd P.U., which eventually lead to a Masters in Visual Arts. However, his

insatiable thirst for knowledge continued. After his Masters, Deepak discovered his unquenchable desire to learn photography. Without any prior experience in the field, he joined JD Institute of Fashion Technology, Bangalore, to learn the art and science of photography. Today, he is a successful and versatile professional photographer, who has worked on various projects, ranging from fashion and corporate shoots to wedding.

He thanks JD Institute of Fashion Technology for all the support and the opportunities created that helped him to fulfil his creative goal. He profoundly praises his mentor, Mr. Kishore Ramachandra, whom he thanks for inspiring his creativity and being a constant source of encouragement.



## Rashmi Batch of 2014

"I started off with a dream to design exquisite jewelry, but had no clue as to how to go about it. Searched around and met the wonderful people at JD Institute of Fashion Technology and things changed from that moment.

I liked the relaxed atmosphere at the institute, interactions with co-students, faculty, staff and the exposure given to me, which enabled me to reach where I am today.

A big thanks to 'Bhuvana' for introducing me to this magical world of designing, for guiding me, encouraging me when things were difficult and teaching me the crucial points of jewelry design.

Today, I'm with the 18 Carat Design Studio at Ganjam Bangalore as jewelry designer. Using the techniques learnt at JD institute of Fashion Technology and the teachings at Ganjam, I have created many new, contemporary and classic jewelry pieces. Most of the designs were appreciated by me seniors and the greatest pleasure was to see my creations come to life and displayed at the Ganjam showroom. This makes the entire journey, the effort, the struggle and process all worth it. Once again, a big thanks to all at JD Institute of Fashion Technology."



## Hemanth Murthy Batch of 2014

Creative, daydreamer, calm, friendly and trustworthy, yes, this is how he defines himself. For Hemanth photography is a spiritually creative experience, a medium that helps him to connect with people and their real self, a therapeutic experience where all his worries and stress melts away, a process through which he is able to express his individuality. An extrovert, he loves people. His creativity charges up being around people. He has always appreciated the beauty and complexity of human minds and their

multiple layers. Hemanth started taking pictures four years ago, and the first thing he started doing was photographing people around him, discovering them. He was so obsessed with photographing people that he carried a camera with him everywhere, capturing images of everybody around him—friends, family and strangers.

He has vast expertise in photographic principles, especially in black and white. With his imaginative and out of the box critical thinking approach, combined with intensive training and skills acquired at the JD Institute of Fashion Technology, Bangalore, Hemanth has worked on a variety of projects, ranging from fashion and products to weddings and portfolios.



## Debayan Sinha (Ryan) Batch of 2013

Photographer Debayan Sinha, popularly known as Ryan hails from the picturesque North Eastern state of Tripura. He came to Bangalore in the year 2007 to pursue his bachelor in commerce, followed by a course in graphic designing. But his true calling was in photography. Ryan enrolled for a course in photography at JD Institute of Fashion Technology and since then there has been no looking back.

He credited JD Institute of Fashion Technology, Bangalore and his mentor Mr. Kishore Ramachandra for his professional success. Ryan on Kishore Ramachandra: “Getting

an opportunity to get trained under Kishore sir, was one of the milestone moments in my life. I fall short of words to describe his strong experience on the subject, his practical and theoretical teaching methodology and the value that it has contributed towards my photography. He is a fantastic mentor who is always approachable, and his greatest strength is offering us very constructive feedback. He has an innate ability to combine the creative and the business aspect of photography, something we all need to learn before getting into the competitive environment”.

A perfectionist, Ryan has specialised in different genres of photography, which includes promotional shoots, portraits, model portfolio, commercial and fashion photography.



## Sanjith Seetharam Batch of 2014

After Bachelors in Commerce and a Diploma in Interior and Architecture, Sanjith pursued a course in fashion photography from JD Institute of Fashion Technology. Inspired by the beauty and mysterious charm of nature photography, he started his journey into the world of photography. According to him, at JD his curiosity about photography was answered by blending teachings that were highly practical, process oriented and technical, while inculcating an aesthetic insight of what

intrigues or attracts one to the power of an image. He has been ever thankful to his mentor Mr. Kishore Ramachandra, at the JD Institute of Fashion Technology, Bangalore, for his individual advice, constructive feedbacks and mentoring, that helped him to build upon his strengths as a professional photographer.

Currently Sanjith is engaged with multiple projects; including working as a camera & post-production artist for India's well know E-commerce company catalogue partners for Flipkart, and as a still photographer for an untitled Kannada movie. Till date he has completed around 35 photography projects for some of the finest brands such as Milton, Prestige, Hawkins, S.C Handicrafts and Pigeon, just to name a few. He has also worked with multiple clients ranging from jewellery and footwear to architecture and industrial products.





## Akhila Dixit Batch of 2012

A post graduate in Advertising and Marketing but art has always been a huge influence on her life. Colours, textures, prints have allured her and helped her actualizing the designs in her head. She started her Design career as a student at JD Institute and then assisted designer Nimirta Lalwani for a while. Creation has always been a part of her life and this is what she loves about fashion the most. She followed her passion to carve something of her own and started her own label "Little Ideas" with a friend. Her designs consist of clothing and accessories. She started off with eco friendly tetrapack clutches

and bags. She is into blogging and styling as well and would like to describe herself as a passionate, determined and free spirited person. Her design aesthetics revolve around simplicity, elegance and comfort and credits JD Institute for giving her a strong foundation and helping her bring out the best in herself. She hopes to see 'Little Ideas' become a household name across the country someday.



## Dinesh Raj Batch of 1999

Fashion design, styling, fashion choreography, make-over artist... he does it all. He does model portfolios with complete makeover, for new fresh faces and upcoming actresses. "I discovered myself as a designer when I was in high school itself when I was asked how to dress up for functions for friends and high school events," he says. "In 1999, after graduating from JD fashion Technology Bangalore, I stepped into the fashion industry for the first time I knew I was at the right place." Since then, there has been no looking back with shows for MNC's and corporates like DELL, IBM, Patini etc. He has also specialized in wedding bridal collection and western wear. To add to his credit, he has done major

fashion shows with Javad Habeeb (hair stylist), Prasara Bharathi for khadi (DD Channel), for Karavali Food Festival and Calcio Swiss watches in Mangalore. He has also done various beauty contests and multiple fashion shows in prestigious colleges like Baldwins Boys College Bangalore and Bishop Cottons Womens' Christian College Bangalore. He assisted a contestant for Mrs. Asia International that was conducted in Pune this year. He has completed design for films as well: Kannada (Santhosha), Telugu (Naloo Vasantha Ragam), Tamil (Vanathil Oru Devathe and Evein Chirangivi), and is currently working on an upcoming Tamil movie( Karupu Addugal).



## Sowmya Batch of 2009

'Encouraging us to be more independent and the freedom to think and act on our own. This, I would say, is the best thing I felt about JD. Here, our interests were given priority. The point is to do what we like and to give our best to it.

Over the past ten years, my area of expertise is Visual Communication (Visual merchandising). This job arrived accidentally, as soon as I completed my Diploma in fashion Designing. I began as an Executive, Visual merchandiser at Weekender because the profile was interesting, didn't take too much time for me to adapt, and offered me a satisfying feeling. Today I am working for Samsung as a Manager & have worked with

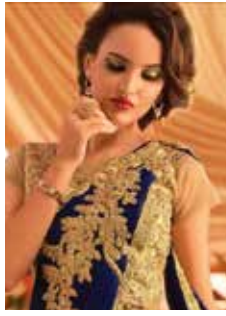
companies like Arvind Brands (Flying Machine), Madura Garments (Van Heusen), Future group (Bangalore central & Big Bazaar) & Mahindra Retail (Mom & me). Today being an achiever with extensive & successful experience in the visual merchandising industry with large multi channel retail fashion chains, I'm seeking challenging roles in the area of retail management, store management & customer experience. I strongly believe in always forging ahead and taking others along with you!"

Unlike other MBA/ Engineer graduates, I liked crayons & HB pencils, must say I loved all of my fashion design classes because I knew that was what I wanted to do and all those classes helped me to build my skills... overall it was a great experience at JD & proud to be a "JDIAN."



## Kavyashree Gangadhar Batch of 2014

Kavyashree was always a promising student at JD. Dedication and perseverance were always her stronghold, which led her to win the 'Award for Best Design Collection' at the JD Annual Awards of 2014. Post her graduation, she worked for 3 months at the Gokaldas Exports, and then started styling and designing for clients privately. Her designs reflect timeless elegance and is particularly inspired by the Oriental and vintage influences of art. She is now about to launch her new brand Ikhaayeni, which will specialize in an Indo-Western range of clothing.



## Namrata Harjani Batch of 2013

"There has always been something different about Namrata!", exclaim most of her faculty members. Known for her spunk and vivaciousness, Namrata acquired and finetuned her knowledge of fashion design at JD Institute of Fashion Technology. Post her studies, she immediately started getting opportunities to style celebrities like Shivika Gupta for various events, and is now designing costumes for movie and daily soap actors under her brand 'Closet Aurora.' "The road in this journey of mine is a learning experience each day," she says, reminiscing how her teachers at JD Institute have been instrumental in helping her grow as a designer and entrepreneur.



## Pooja Ostwal Batch of 2013

Pooja Ostwal completed her fashion designing from JD in the year 2013. She likes travelling, exploring and experimenting. This very love for experimentation has led her to partner with a friend and launch her own fashion and accessories label 'Little Ideas.' "My idea of fashion is that it should be classy and unique. I believe everyone should add their unique touch to their dressing style which will add a personal touch to their whole attire." The reason to launch a brand like Little Ideas came primarily from her personal needs for fashion which was to create something affordable, chic and wearable. "JD gave us the right platform to build our

knowledge of fashion and has guided us through different genres of fashion. We thank JD in supporting us and we hope this small scale venture becomes one of the known brands soon."



## Shylaja N Batch of 2013

"JD Institute of Fashion Technology is arguably one of the best fashion institutes in India and I am a proud alumni. I strongly vouch that the institute perfectly balances training and academics. The course content is well laid out and pragmatic. This institute has acted as a stimulant to expand my cerebral horizons in fashion designing. I highly recommend JD Institute as it lays strong foundation and equips an individual to enter into the world of fashion designing and technology.

I currently work as an assistant to a world renowned fashion designer and my learnings from JD do come in handy. If you are learning fashion at JD then you are in safe hands. I wish the students all the best. Learn, think, live and breathe fashion. Happy learning!"



## Pragnya Hebbale Batch of 2015

Pragnya was always sketching and drawing in school "I used to always put my thoughts in form of a sketch on papers, so later when I gave a serious thought to this, that's when jewellery designing happened to me." Diamonds are her passion, and this is the reason why Pragnya loves to make them the hero of her designs. Her brand Kyra has already received great appreciation from her clients and the people in the industry. Meeting new people, exchanging creative thoughts, getting to learn new things every single day, playing with colourful gemstones is what she loves about her profession "My journey at JD Institute was absolutely amazing and proved to be a great platform for budding designers like me! My faculty made me believe that nothing is impossible, helped me in brushing up my skills and moulded me into being a professional."





## Thirtha Uthappa Batch of 2014

Creating and designing jewellery has always been an interest and a passion, which she channelized into her jewellery brand called 'Samaara Jewellery' ([www.samaarajewellery.com](http://www.samaarajewellery.com)) Being an IT professional and management consultant for close to 11 years, it took her a while to realize her true calling which was creating and designing jewellery. As part of this journey she reached out to JD Institute to learn the aspects around jewellery designing. She believes the institute and

the faculty members provided her with just the right knowledge she needed to complete her overall portfolio as a jewellery conceptualizer. The 6 months at JD helped her to understand all aspects around designing jewellery which always come handy in her career.

Through Samaara Jewellery she creates personalized and customized jewellery in gold and diamonds.



## Vaibhavi Reddy Batch of 2014

"I was always anxious to be a part of this industry and really didn't know if I had it in me to be a jewellery designer," reminisces Vaibhavi, who is now working as a jewellery designer in the leading French jewellery company Marcel Robbez Masson. Post her course at JD Institute, she received this wonderful opportunity to work with the well known designer, Sunita Shekhawat from Jaipur. Here, under the mindful training of her mentor, she learnt the finer techniques of creating Indian jewelry. And now, at Marcel, she has had to develop her skills to create modern pieces of jewelry which cater to the international market. She says, "At JD Institute, I learned techniques that I will use over a

lifetime to improve my designs. It was a great experience and I'm glad I took this course." We, at JD Institute, are extremely proud of her achievements.



## Ekta Makwana Batch of 2013

Ekta recounts the day when she was standing in a queue, to submit her filled application form for medical studies, but something within her was stopping her from submitting the form. The choice was hers; either submit the form and study medicine and become a doctor or listen to her heart and pursue her creative journey. She chose to listen to her heart, and tore off the application form and walked out of the medical college, to fulfil her creative dreams.

When in doubt, she has always relied on the silence of her heart and creative spark of her mind. Indefatigable, capable, generous and patient is how she describes herself as

a person. She strongly believes that JD Institute of Fashion Technology, Bangalore had added a new meaning to her life, and a shape to her dreams. Today she looks at herself as a young, confident girl, who is genuinely happy with herself, steadily marching towards achieving her desired goal.

Currently, she is working in Tagos Design Innovations Pvt. Ltd as an Associate Fashion Curator, and has worked on multiple projects in styling, visual merchandising, costume designing and blogging.



## Lekha Sanwal Batch of 2013

On being asked, what defines her the best, she said, "Simple and complicated, as weird and interesting as it sounds but this defines me the best". Now, that is indeed an interesting contrast, and that is what makes her life lot more exciting.

Unlike other kids who doodle or scribble in the last pages of notebook when they are in school, Lekha used to draw Croquis and design garments. That in itself was a process of self realisation for her, the field that she was made for and sparked her journey to the creative world.

A fashion Stylist, fashion writer, image consultant and a wardrobe stylist, the liberty of experimenting with an idea and communicating the possibilities of fashion electrifies her the most. For her JD Institute of Fashion Technology, Bangalore was a liberating experience that gave her an opportunity to add wings to her dreams, a place where she learnt to hear and respect her own opinions.



## **Madhurya Sathyanath** Batch of 2013

From a very young age Madhurya was drawn towards the fashion and glamour industry. She had been intrigued with design, colours and wanted to work in a creative field like design. Ambitious and self motivated, she strongly believes JD Institute of Fashion Technology gave her a platform to showcase her talent and opened doors for great opportunities. Currently, she is working in the Visual Merchandising department of one of the most loved women's brand "ONLY", where she takes care of both the windows and in-store displays, and has been adjudged the star top seller of the store. An observer and obsessed with the new, she has an innate respect for creativity and innovation. She is a people's person, and connects with people through her work visually. As a visual merchandiser, she exactly knows how to be creative in a ommerce driven market.

She loves to observe how people react to her display and the way it visually stimulates them. A visual-intellectual, she believes imagination is the first glimpse of reality. And above all, she loves Fashion.



## **Varsha Sampath** Batch of 2013

"There are no shortcuts in life. Each and every step or decision that you take is entirely yours. I practice what I preach. You are accountable for your happiness, your success and your life entirely. Love what you do and do what you love", Varsha said of her philosophy towards life. We are convinced; the girl with her razor sharp clarity of mind is surely on the right track. The idea of integrating technology with fashion excites her the most. Currently, she is working at a start-up called Tagos Design Innovations Pvt. Ltd, India as the Associate Fashion Curator.

Fashion has been a part of her life since the very beginning and down the road, she realised writing was her true calling. With teachers and mentors that appreciated and critiqued her work, Varsha decided to follow her

creative streak right when she was given my first review. During her under grad, she was appointed Editor for the in house fashion magazine, which gave her an exposure as to what the duty entails. This went on to inspire her to come up with her own blog about fashion. During the blog writing, she was approached by various fashion portals for guest blogs, freelance and editing. Varsha was also the fashion editor for an e-magazine called 'The Mumbai Musings'. She has been an active fashion writer for some of the finest fashion websites in the country like 'Giasaysthat' and 'Fashionlady', for which she wrote articles on fashion, clothing and beauty.

A voracious reader, she is confident about herself, her work and her language, which is the foundation for her field of work today. Bold, whimsical, unpredictable, spontaneous and well informed, is how she defines herself. For her, JD institute of Fashion Technology has been an eye opener; a place where one is just not taught subjects or fashion, but they prepare the next generation for the cut throat world out there.



## **Ayesha Naveed** Batch of 2013

Confident, accommodative, determined, quick learner and diligence are the traits that define her. With over two and a half years of experience in garment Industry spanning technical and processing to customer relation management, Ayesha Naveed has worked as a marketing merchandiser in Gokaldas Exports exploring the buying sector in & around the world. Prior to joining Gokaldas she was working as a visual merchandiser with the world of Titan.

She believes, JD Institute of Fashion Technology was a life changing experience for her, personally and professionally. Armed with the experimental, observational and traditional visual know-how of the industry, she is working on launching her own retail outlet.



## **Dhanya** Batch of 2013

She joined the in-house brands, Home Center & Lifestyle of the prestigious Landmark Group, a multinational conglomerate, involved in retailing of apparel, footwear, consumer electronics, cosmetics and beauty products, home improvements and baby products. With her sheer hard work and a strong will to succeed, within four months she was promoted as a Visual Merchandiser. Now, that was quite a feat. Based out of Landmark's corporate office, she was assigned with the responsibility of conceptualising window display for the group's stores all across India.

She was actively involved in the opening of three stores in Mohali, Pune and Qatar. Dhanya has an impressive list of experience in styling, marketing, retail buying and more. A strong visual communicator, Dhanya's creative and structured approach has been the winning formula for her and the organisation that she works for.





## Parinitha Vijay Batch of 2014

Parinitha has been working as a freelance beauty and makeup artist since January, 2015 and now has launched her own company of makeup professionals under her name. Always known for her dedication and hardwork, Parinitha exclaims "I would like to thank JD Institute of Fashion Technology and especially Leila Ma'am for everything. They have instilled the confidence in me to start my own business." Parinitha is now highly acclaimed amongst the industry professionals for her work and creative vision and is currently working on a number of soap opera projects for the Telugu film industry.



## Rini Rego Batch of 2014

Rini P Rego rapidly rose to head Poster Publicity (outdoor advertising arm of Group M) one of India's largest advertising firms. She is also an entrepreneur who along with her husband, popular entertainer, Mark Rego, set up one of Bangalore's most popular restaurants, Peppa Zing, which is soon to be a multi outlet chain across the country. Rini's real passion lies in Fashion Design. She has created designer outfits for fashionistas and celebrities across the city. Her distinctive style, fabric choices, bold, fashionable designs, eye for detail and her capacity to 'think different' have won her the admiration of clients. In her own words, "I like to design clothes that are stylish and

different but wearable and comfortable." Rini is also an accomplished make-up artist who has trained under India's most respected make-up artist, Leila Sharma, through JD Institute. What sets Rini apart in her make-up assignments is her ability to try something new, bold ideas. Rini P Rego undertakes only projects. She can be contacted at mail2rini@gmail.com, 9742578988/9880215123.



## Deepa Kalro Batch of 2013

After completing her Masters in Marketing and communications, Deepa started working for a digital marketing agency where she handled lifestyle brands. After that she worked for ace designer Ritu Beri, studied at JD and started her own Fashion Rental Studio, The Dress Bank.

The Dress Bank enables people to own a piece of cherished clothing for a day. No more waiting for that one fine day. For just 1/10th of the price, a person can wear a different piece at every occasion. She says her parents are her #1 influence; her fashionista mother and her fashion entrepreneur father. On JD, she says, "I always wanted to be in the fashion industry. But it was only after I joined JD that I had the courage to let go of my stable corporate job and discover the exciting journey waiting ahead. It wasn't easy. It took a lot of hard work and dedication but I was lucky enough to have really amazing mentors at JD who were patient and willing to help us whenever we goofed up."



## Abhijeet Batch of 2010

An internship that showcased his work on the runway of fashion. Under the young and talented fashion designer Prashant Verma, Abhijeet learnt everything about texture, ornamentation and rock engravings. Impressed with his dedication and diligence, Abhijeet was favoured to the post of assistant designer by Suneet Verma. This kid is roaring to go far.



## Abhijeet Thakur Batch of 2005

The man behind the winning couple of Nach Baliye, Abhijeet Thakur styled the look of Sachin and Supriya. Soon after college, Abhijeet started working with Globus. In no time he was pursuing his dreams of styling stars in Bollywood movies and serials. He is a prodigy to look out for.



## **Beenu** Batch of 2000

A designer with a degree in Philosophy. That would give the bohemian, the classy, the uber-cool and the flamboyant so much to celebrate about. So hold on ladies, Beenu is here. The philosopher designer who believes that none is as articulate as the colour of your clothes. She effortlessly brings together embroidery-kissed bright colours. Lets them cohabit. And the result is for all to see. Flaunting kaftans and flowing kurtis. Pick up a Beenu and be sure to make your appearance a glamorous sighting.



## **S.T. Benjamin** Batch of 2007

The dude walked around campus in spiked hair and drain pipe jeans. He had a sense of style which was much ahead of its time. As if he had a crystal ball beside his bed where he foresaw future trends. His collections still raise eyebrows, and people take time to absorb his sartorial style.



## **Jigar** Batch of 2010

From growing up in Ahmedabad to taking on tinsel town, Jigar has come a long way. After learning hands-on as an apprentice to Yuvraj Siddharth Nagpal and Jatin Verma, Jigar built himself a rock-solid foundation. Thereafter he has styled the costumes for stars in many movies and advertisements. Today, he is successfully making his mark as a trend-setting stylist.



## **Kinjal Galia & Neha Poddar** Batch of 2005

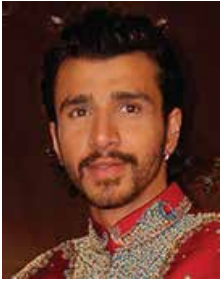
Two spunky girls took the film industry by storm. Their styling of stars in the chic movie Mission Istanbul was more talked about than the storyline. The clothes gave the characters a certain dignified oomph and attitude, when the dialogues didn't. The sharp suits, the choice of colours, the accessories, did it all... said it all. This duo certainly made it much easier for the DOP to attain the desired look.



## **Kunal Mehra** Batch of 2009

As a rookie fresh out of college, he assisted the renowned designer Pratima Pandey in putting together her collection for Wills India Lifestyle Fashion Week 09. To get a knack of the international fashion industry he started working with Haus Mode, a NOIDA based buying house. His experience there has been truly enriching. Currently he is learning the ropes under the tutelage of Manish Malhotra.





## **Bhanu Mehta** Batch of 2008

A fashion designer and a stylist, Bhanu has worked with export houses, boutiques, local brands and personal clients. The challenge of the fast paced environment excites him. His expertise ranges from managing exhibitions and store collections to conceptualising designs and styling.



## **Gunjan Gupta** Batch of 2005

The lens is her best friend. And you will know why when you look at the photographs. Each pic tells a story... a human story. A story that's sensitive, poetic and poignant. And gives life to things that are still. Her work was featured in Fuji Super Six in 2007. It was surely an achievement, and she has re-lived that moment in many of her solo exhibitions. For Gunjan photography is a learning process and a beautiful journey. It's a passion that gives her immense joy and satisfaction. It's a way of expressing her sensibilities.



## **Jasleen Kochhar & Jenjum Gadi** Batch of 2004

KOGA is the collaboration of two aspiring designers, Jasleen Kochhar and Jenjum Gadi. KOGA lends a new look to embroidery as it combines various old age techniques to create classy western looks. Any exponent in thread-work will tell you this isn't as easy as it sounds. The duo puts in careful thought in every design, no wonder KOGA apparels are worn effortlessly by the metropolitan women.



## **Raghav** Batch of 2007

BLOT is his entrepreneurship effort. And some of the company's recent work includes space design and interaction/experience design projects for Red Bull, Maxim and The Park Hotels group. Raghav studied to be an Interior Designer but as the gods played it, he is today an Electronic Music Producer, a Percussionist and a Vocalist. He has made people around the globe tap their foot and shake a leg which includes the IPL parties.



## **Ritu Sahay** Batch of 2010

As a student, she put together a collection which was adjudged as 'The Most Commercially Viable Collection' at 'The Annual Design Awards.' Currently she is working with Arvind Lifestyle Brands Ltd as a Visual Merchandiser. Taking care of product displays and staff coaching at all the company's stores across India. It's a lot of responsibility on her dainty shoulders.



## **Supriya Gupta** Batch of 2016

Supriya has completed her M.Sc. in fashion communication and is currently working at KG Apparels as a designer and a senior merchandiser. She delves into women's wear and evening wear. The export house is currently working for Myntra, Fabindia, Imara (By Shraddha Kapoor), and more.



## **Christina Maria Joseph** Batch of 2016

Christina Maria Joseph completed her Masters in Fashion Communication from JD Institute of fashion technology, Bangalore and is currently working as a fashion content writer with abof.com - All about fashion, a fashion online website by Aditya Birla. Her job profile involves writing content for the products, their description, style tips, fabric quality and other technical aspects which is displayed on the website. It also includes other activities, where the look books are created for the site as well as analyzing and understanding customer's needs and aspirations. In addition she delves into writing content for the facebook page and whats hot page for abof.



## **Iba Mallai** Batch of 2014

Iba Mallai, is a fashion enthusiast enamored by exquisite colors, traditions and art forms. She dreams in fabrics and silhouettes. Fashion to her is not only about wearing trendy clothes but also about being responsible towards preserving our heritage and creating sustainable communities. Her label "KINIHO" is an amalgamation of heritage and trending fashion with sustainability and ethics.

Promoting Eco-Fashion, the label uses naturally dyed block printed and hand-woven fabric, with a focus on naturally dyed yarn and hand woven ERI Silk fabrics of Khasi Tribe, Meghalaya. KINIHO practices socially responsible methods of production, all while delivering an impeccable ensemble for the customer.



## **Syed Anees** Batch of 2014

Syed Anees studies diploma in fashion design from JD Institute, Bangalore. He entered the industry as a stylist, working with some of the well known photographers, celebrities, designers, models and choreographers. His job involves interpreting fashion, creating stories and applying theory and history of fashion into his work. At present he assists renowned choreographer Rahul Dev Shetty



## **Varsha Abhay** Batch of 2015

Varsha Abhay has completed her masters in fashion communication from JD and currently works as a feature writer for a fashion and lifestyle magazine, JFW - Just for Women. She has been a fashion blogger since college days and is no stranger to trend forecasting.

Her work involves fashion updates, interviewing popular faces, and reviewing style. Her curious mind, her passion for unbiased freedom to comment, and the love for fashion, keeps her going in the industry. On JD she says, "JD has been an amazing learning experience that has helped me become what I am today. I have a long way to go but the journey began in the classrooms of JD."



## **Tanvil Walia** Batch of 2016

Tanvil is making interesting forays into art direction for television and other media. She worked as an Art Assistant for an Indie movie produced by Saregama. She has also worked as an Art Director for in-house shoots of Tata Sky Beauty channel and as an Art Assistant for Himalaya TVC. She is currently working on a music video for a You Tube singer as an Art Director.



# JURY MEMBERS

## FASHION



### **Manoviraj Khosla**

Incepted in 1990, the Manoviraj Khosla brand encapsulates exclusive, chic, trendy couture and prêt for men and women. What makes the Manoviraj Khosla brand stand out is constant experimentation to produce exceptional, original designer wear.

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### **Nikos Narkissos**

A fashion retail professional, his forte involves meeting sales goals through effective planning, designing, negotiation and purchasing of merchandise. His passions include product design & development and a practical approach with a holistic view of the fashion industry.

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### **Roshni Rajendra**

She is a Content Manager at GreenStitched. She curates stories from across the web to give you a 360° view of sustainability in fashion. She is exuberant and versatile and can have a never ending conversation about podcasts and the economy.

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### **Varun Ranga**

Varun is a fashion designer and artist. He has worked on brands like Louis Philippe and Reid & Taylor, and is known for his strong skills at Trend Analysis, Product Design, Illustration, Textiles and Branding. He now runs a design consultancy firm and is in the process of launching his own womenswear label centered around artisan crafts.

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### **Gorpasave Ravi**

He is a designer with Levi's. He has extensive knowledge of denims and is currently researching sustainable designs and also working on various projects and innovations.

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### **Sankarshan Majhi**

One of the fashion industry's leading designers, thinkers and commentators, he is also a former lead designer of Roadster at Myntra. Sankar is a consultant with various start-ups and emerging brands.

## JURY MEMBERS

### INTERIOR



### **Aditi Pai Heranjal**

Aditi Pai Heranjal is a Co-Founder at 'The Purple Ink Studio'. She heads the Landscape + Sustainability division. She has worked on many esteemed projects involving landscape design and sustainability.

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### **Susanth C.S.**

Susanth C.S. teaches Industrial Design. An NID graduate, he has worked on many projects in school furniture, coir composite furniture, bamboo products and various craft clusters in India. He also heads the NID Centre for Bamboo Initiatives. His specialties include design for retail experience and furniture design.

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### **Subodh Khandekar**

Subodh Khandekar is an architect who has contributed to projects like ICICI Corporate Office Building at BKC, Mumbai, the VAMA Hotel at Juhu, Mumbai and Bharat Diamond Bourse, BKC, Mumbai. His sustainable design of the Puranik Residence in Bangalore was featured in the Nov 2008 issue of Buildotech Magazine.

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### **Harsha Babu KV**

Harsha Babu KV, Principal Architect of Harsha Design Associates is from IIT Kharagpur and has 39 years of professional practice. He has several urban architectural projects to his credit like Eagleton and Eagleburg golf course communities.

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### **Reuben Jacob**

Reuben Jacob is an architect who works at the intersection of advertising and architecture, weaving both business communication, and design strategies for clients. Besides running numerous workshops, he has initiated collaborative projects with artists, makers, and architects from across the globe.

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### **Bishal Goswami**

Bishal Goswami, Architect and Research Associate at TERI, is from IIT Roorkee. His expertise lies in urban policy research, infrastructure and land use planning, and sustainable urban transport. He is well-versed in sustainable interior design.



## MANAGEMENT TEAM



### Nealesh Dalal

Since 1991, Nealesh Dalal, has been driven by a strong belief in the power of 'Imagination'. Through his work since then, he has made immense contributions in the field of Art and Design education in the country. In 2002, he became the Managing Trustee of JD Educational Trust. His systematic approach involves the integration of design, innovation, communication, technology, style and market intelligence. He is also a frequent commentator on fashion and design and lends his expertise to various events in the industry. He is also a mentor to the students and grooms them. "We would like to see our students make the best of higher quality of learning and gain access to cutting edge technologies in the field of design education", says Nealesh. His creative leadership has contributed to making JD Institute of Fashion Technology, a pioneering art and design school in India, thus setting the benchmark in academic standard and for being pivotal in creating an educational system that recognizes, nurtures and promotes talent.

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### Yogesh Dalal

Yogesh Dalal, a visionary in the true sense, is known for his remarkable spirit and an ability to consistently extract excellence from each and every student. His innovative ideal and professional ethics make him stand out of crowd, giving him a very valuable position in the industry of fashion. Having a very positive outlook towards every new introductions in the fashion industry and experimenting with all possibilities is what Mr. Yogesh Dalal is very well known for.

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### Rupal Dalal

Rupal Dalal serves as the Director of JD Institute of Fashion Technology. She is responsible for developing curriculum, academic systems, pedagogic growth, quality, and overall supervision of departments. She is the Chairperson of the Board of Examinations, Kuvempu University. Her passion and goal is using education and design to contribute to the nation's future. She has been instrumental in influencing the modern field of fashion studies and in raising awareness of the cultural significance of fashion. She is keen on developing Indian fashion retail and sustainable practices in fashion development including craft cluster development. She is also an active social citizen and has been part of activities such as World Elders Day, Spastic Society, Indian Cancer Society, JAGO and CWEI. She also promotes animal welfare by celebrating Vegetarian Day. She was awarded the Smt. Sushila Agarwal Memorial Award for exemplary services to senior citizens by arranging fashion shows every year. Under her supervision, JD students participated in Indian Cancer Society's annual event 'Rise Against Cancer.' Her motto - It doesn't matter how slow you are, as long as you don't stop walking or dreaming.

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### Payal Dalal

When talking about systematic management and bringing out the best from students, Payal M has performed well in both these aspects. Her dynamic work ethic and her outstanding dedication towards maintaining student performance is commendable. Her ethical method of dealing with faculties and students brings out the best in JD.



## **Sandra Agnes**

Sandra Agnes is a holder of Master degree in Social Work (Medical and Psychiatric, Family and Child Welfare and Counseling) from School of Social Work, Roshinilaya, Mangalore. She has also attained a Diploma in Public Communication and Fund Raising from Murray Culshaw Consulting (sponsored by Ford Foundation). With an experience of 5 years in Dalit Microfinance Federations as Regional Training Coordinator and 2 years as national fundraiser for National Campaign on Dalit Human Rights, she has been instrumental in giving new dimension to societal responsibilities based on humanitarian grounds. She ventured into the creative field of Art and Design for the last 10 years and has significantly contributed to art and design education system in terms of management and marketing. Her specialization lies in developing interpersonal relationships, team and leadership management, strategic and risk management, business development plans and establishing industry connect. She is currently working as the Director, South with JD Institute of Fashion Technology.

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## **Zulfiker Ali**

Zulfiker Ali is the Academic Head of JD Institute of Fashion Technology. Zulfiker graduated from NIFT and has 13 years of work experience in academics and industry. He has specialised in education design, illustration, foundation art, design process, draping, portfolio development, recycle art, fashion psychology and forecasting. He has participated in various projects, including conceptualising a new range of products and design with coir board of India and mentoring a collection for India international Men's Fashion Week. As an Academic Head he is constantly searching for innovative directions while mentoring and guiding the next generation designers in their design projects, in addition to planning and designing the academic module in tandem with the needs and demands of the design industry

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## **Shri. Babu Rajendra Prasad R**

Shri. Babu Rajendra Prasad R studied Apparel Technology & Management from Bangalore University. His vast, diverse experience spans Academics in Research & Teaching and also industry experience in Garment Design, Production Management, working with Gerber CAD software, and Garment Production Management. He is also the Chief Superintendent of UG Examination, Bangalore University and Member, Board of Governing Council, The Bangalore Social & Educational Institute of Management Studies. He won the silver medal from The Institute of Engineers (India) for designing a machine for the rural dyeing industry. He has published 3 study materials for MBA in Fashion & Retail Management and 5 study materials for B.Sc in Fashion Technology & Management course. His rich experience makes him our able Principal, affiliated to Bangalore University.

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## **Pramod Adhikari**

JD Institute of Fashion Technology gives due recognition to the idea of strong industry interface in today's global market. This manifests in our choice of mentors. Pramod Adhikari is an eminent member and a mentor for JD Institute of Fashion Technology. He represents the dynamic industry. Pramod has worked with various apparel and fashion houses. A NIFT alumnus, he served as a Category Head at Madura Garments, Group Design Manager at Madura Garments, Design & Product Manager, Consultant & Partner at Oorja Trading, to name a few. He is one of the most sought after consultants in the manufacturing and product development industry. Currently he is the Co Founder & Principal Consultant at Ideaworx Associates and also serves as the Principal Business Consultant at Trendzsporting Company.





## **Kishore Ramachandra**

Kishore Ramachandra graduated from MES College with a Bachelor 's degree in science. Currently he is the HOD, photography department. He trained and worked as an Associate Photographer with Sudhir Ramachandran, a very well known and widely acclaimed photographer. His career graph spans over 17 years during which he has worked with coveted clients like Toyota Motor Corp, Nikon Japan Inc, Neumann Kaffee group Germany, TVS Motors, Andritz Metals Australia, Titan, Westar & HMT, ING, Haworth, Stanley, Schwarzkopf as well as editorial clients like the Society, Bloomberg. He photographed the Duchess of York Sarah Ferguson for a French tabloid as well. He has also captured company profiles for Biocon, Honda and has done photo shoots for DAKS London.

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## **Anusuya Suresh**

Anusuya Suresh holds a Masters degree in Fashion Communication. She has nearly 10 years of experience in teaching, and her specialisation includes pattern making, garment construction, draping, knitting, embroidery and quality control. With her strong teaching background and expertise in understanding the student psyche, she is able to inspire students by re-vamping the academics on a regular basis and making a big difference in their personal and professional lives. She is currently working as the HOD, Fashion Design - JD Institute of Fashion Technology, Bangalore University.

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## **Julie Narasimhan**

Julie N, an alumna from Manipal Institute of Technology, is an architect. In her 10-year career she has conceptualised and executed various residential, commercial and retail projects throughout Bangalore and Kerala. She has done stints in Bishop Jerome School of Architecture (BJI Kerala), and KTU (Kerala Technical University). She has been part of various workshops organised by engineering colleges aimed at improving design thinking and process in students. This is the rich background she brings to her role as HOD for B. Sc at JD. Her passion for interior designing makes her a good mentor to budding interior designers, guiding them ably into the practical world of the construction industry.

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## **Surbhi Gupta**

Surbhi Gupta is a Jewellery Design graduate from Pearl Academy of Fashion, Jaipur with more than 5 years of experience in organized as well as unorganized sector of jewelry. A certified diamond grader from GIA, she started her career as an intern in Tanishq and later on worked with Delhi based jewelry designer Tarun Jain. She has also worked with Silver Jewelry export house like ACPL & SOPL and has been a part of few international Jewelry shows such as Bangkok Gem & Jewelry Fair and Hong Kong gem & jewelry Fair. She brings her industry expertise and incorporates best practices in her teaching methodologies, as the HOD - Jewellery Design with JD Institute of Fashion Technology.

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## **Leila Sharma**

Leila Sharma is HOD, Makeup Artistry at JD Institute of Fashion Technology. An alumnus of the prestigious Roberta Mehan School of Beauty in the United Kingdom, she is a qualified international beautician and holds an ITEC diploma. She also trained under the internationally acclaimed makeup specialist Linda Meridith in London and holds a diploma in screen, stage, film and fashion makeup. Leila has worked with most of the leading photographers of India, including Prabuddha Das Gupta, Tarun Khiwal, Sudhir Ramchandra, Rafiq Sayed, Atul Kasbekar, Radhakrishnan and Darren Centofanti. She is a stylist for print and TV commercials and has worked extensively with brands like Titan, Lakme, Britannia and Samsung. She has worked with top Bollywood stars like Deepika Padukone, John Abraham and Priyanka Chopra. Leila is the recipient of the Kingfisher Award for Excellence in Makeup in the year 2000.

## COURSES AVAILABLE IN BANGALORE

BSC IN FASHION & APPAREL DESIGN - 3 YEARS

BSC IN INTERIOR DESIGN & DECORATION - 3 YEARS

POST GRADUATE DIPLOMA /ADVANCED DIPLOMA IN  
FASHION COMMUNICATIONS - 2 YEARS

UNDERGRADUATE DIPLOMA IN FASHION & APPAREL DESIGN- 3 YEARS

UNDERGRADUATE DIPLOMA IN INTERIOR DESIGN & DECORATION - 3 YEARS

POST GRADUATE DIPLOMA / DIPLOMA IN FASHION DESIGN - 1 YEAR

POST GRADUATE DIPLOMA / DIPLOMA IN INTERIOR DESIGN - 1 YEAR

POST GRADUATE DIPLOMA / DIPLOMA IN FINE JEWELLERY - 1 YEAR

POST GRADUATE DIPLOMA / DIPLOMA IN  
FASHION BUSINESS MANAGEMENT - 1 YEAR

DIPLOMA IN FASHION DESIGN (WEEKEND) - 1 YEAR

DIPLOMA IN INTERIOR DESIGN (WEEKEND) - 1 YEAR

DIPLOMA IN FASHION & LIFESTYLE ENTREPRENEURSHIP - 4 MONTHS

DIPLOMA IN VISUAL MERCHANDISING - 6 MONTHS

DIPLOMA IN JEWELLERY DESIGN - 6 MONTHS

DIPLOMA IN FASHION PHOTOGRAPHY - 3 MONTHS

DIPLOMA IN MAKE UP ARTISTRY - 1 MONTH

DIPLOMA IN GRAPHIC DESIGNING - 6 MONTHS



# JD IS CONSTANTLY EXPANDING ITS FOLIO OF COURSES TO MEET NEW INDUSTRY DEMANDS

We are in the process of designing and offering the following courses that will meet new, significant needs in the market place.



**FASHION ENTREPRENEURSHIP**



**FASHION LAW**



**FURNITURE DESIGN**



**CREATIVE SKILLS**



**FASHION STYLING**



**DIGITAL MARKETING - FASHION AND INTERIOR**

# QUESTIONNAIRE

NAME : \_\_\_\_\_  
ORGANIZATION : \_\_\_\_\_  
DEPARTMENT : \_\_\_\_\_  
DESIGNATION : \_\_\_\_\_  
EXPERIENCE : \_\_\_\_\_  
EDUCATIONAL QUALIFICATION : \_\_\_\_\_  
ADDRESS : \_\_\_\_\_  
TEL-NO : \_\_\_\_\_  
E-MAIL ID : \_\_\_\_\_

Following are the questions to understand how JD Institute of Fashion Technology and your organization can mutually benefit from the mentioned parameters :

1. Would you like to collaborate with us in terms of the various activities conducted by us in tangents related to fashion and interior department?
  - Yes
  - No
2. Would you like to be a part of our Board of Advisories in terms of contributing to our curriculum with valuable inputs?
  - Yes
  - No
3. Would you like to provide us with resource personnel for subject matter and specialized workshops?
  - Yes
  - No
4. How would you be able to provide our students with placement opportunities?
  - Give them an internship
  - Get them involved in activities and then selecting them
  - Proper recruitment procedure
5. How can we help you conduct CSR activities in your organization?
  - Provide you with volunteers to conduct activities
  - Provide you with a proposal plan on how to execute your activities
  - Collaborative efforts for brand building for the same
6. What is your idea about our involvement in regard to performing need analysis for your organization?
  - Developing a training module based on the grey areas in your organization
  - Corporate training programs
  - Various skill development training programs
  - End to end solutions
7. Would you need assistance from our students to carry out Research & Development activities for your organization?
  - Yes
  - No
8. How could we associate with your organization in terms of sponsorship for our events?
  - Brand association
  - Monetary association
  - Direct involvement
  - Any other recommendation. List, if any
9. How can you associate with us in terms of providing a platform for purchase of our designer's merchandise?
  - Selecting merchandise displayed during fashion shows and exhibits
  - Getting it customized from our student designers as per your needs
10. Provide us with valuable feedback and input on what assistance can be provided by us in terms of associations and collaborations to establish a mutually beneficial relationship.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CONTACT: SANDRA AGNES**

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## JD INSTITUTE OF FASHION TECHNOLOGY

Welcome to **Imagination**

[jdinstitute.com](http://jdinstitute.com)

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