

# FROM CAMPUS TO Couture

**Ms. Vani Sharma**, an accomplished alumna of the FDDI Chandigarh campus from the Fashion Design (FD) department, exemplifies the art of balancing creative ambition with professional stability. Her journey stands as a testament to how passion, when combined with discipline, can lead to a truly fulfilling career.

A freelance fashion stylist and choreographer, Ms. Vani is also the founder of VastraLuxe, an Indian outfit brand that brings together luxury aesthetics and affordability. Through her brand, she aims to make refined styling accessible to a wider audience, without compromising on elegance and quality.

Founded in 2025, VastraLuxe is an emerging Indian outfit brand that focuses on delivering “luxury within reach.” The brand specializes in styling for festive occasions, weddings, and special events, offering thoughtfully curated ensembles that blend elegance, affordability, and premium aesthetics.

What sets her journey apart is her ability to successfully manage a parallel career as a government employee with the Haryana Government. Seamlessly navigating both roles, she reflects a rare blend of creativity and commitment, demonstrating that professional security and artistic pursuits can coexist and complement each other.

Her story underscores the importance of perseverance, continuous learning, and the value of mentorship in shaping a balanced and successful career. It serves as an inspiration for aspiring designers to embrace multiple dimensions of their identity and explore diverse opportunities.

She fondly credits her mentors for being far more than educators- they were guides and constant sources of support who helped her navigate both academic challenges and personal growth.

Over the years, Ms. Vani has worked on a wide spectrum of projects, including product styling, fashion shoots, and personalized wardrobe styling. Her portfolio spans editorial features, commercial assignments, and styling for traditional and celebratory occasions, reflecting both versatility and creative depth.

Her industry exposure also includes participation in fashion shows, commercial productions, and digital media projects, enabling her to collaborate with diverse creative teams and clients, further enriching her professional experience.

Although VastraLuxe was established recently, it has already demonstrated steady growth and growing recognition in the luxury-budget fashion segment. With a strong emphasis on quality, styling expertise, and customer-centric experiences, the brand continues to expand its presence in a competitive market.

Reflecting on her journey, Ms. Vani emphasizes that consistency outweighs speed. She believes that true success is built on patience, resilience, and a commitment to continuous learning values that continue to guide her path forward.



**Ms. Vani Sharma**  
Founder,  
*VastraLuxe*

### ALUMNI TIPS FOR ASPIRING ENTREPRENEURS

- Start building skills early and explore opportunities during college itself.
- Seek mentors and value their guidance.
- Do not wait for the “perfect timing” to begin your journey.
- Learn financial discipline and develop strong professional habits.
- Build confidence - your personality is your biggest asset.

# A Journey of Creativity & Purpose

## Rooted in Culture, Designed for Today

She describes her time at FDDI as deeply enriching and memorable, often referring to the campus as her “second home.” The faculty and staff played a pivotal role in shaping her journey, offering constant support and encouragement through both academic and creative challenges. Their mentorship helped her develop confidence, discipline, and clarity in her career direction.

Even after completing her education, she continues to share a strong bond with her mentors, who remain a source of guidance and inspiration. She expresses heartfelt gratitude to her mentors, whose unwavering support and belief in her abilities played a crucial role in shaping her entrepreneurial path and inspiring her to take her first steps toward building her own brand.

Founded in 2025, Sristuti was envisioned as a platform to reinterpret Uttarakhand’s rich artistic and architectural heritage into contemporary design expressions. Drawing inspiration from traditional elements such as jharokhas and aipan art, the brand seamlessly blends cultural motifs with modern aesthetics to create handcrafted interior décor and lifestyle products.

By integrating heritage craftsmanship with contemporary sensibilities, Sristuti has developed a distinctive design language—one that bridges tradition and modern living while preserving cultural authenticity.

The brand has engaged in a diverse range of projects across both institutional and individual client segments. On the B2B front, it has collaborated with NGOs and organizations to develop customized cultural gifting solutions and decorative products for events and institutional initiatives. On the B2C side, Sristuti offers handcrafted décor pieces that resonate with customers who value authenticity, storytelling, and artisanal design.

Despite being a recent entrant, the brand has already demonstrated promising early traction. During the second half of the previous financial year, Sristuti generated approximately ₹6 lakh in revenue through initial product sales and early market engagements, reflecting a growing appreciation for culturally inspired handcrafted products.

As the brand continues to expand its artisan network and production capacity, it aims to scale steadily while preserving the authenticity, quality, and cultural integrity that define its identity. At its core, Sristuti remains deeply connected to purpose and heritage.

Through her entrepreneurial journey, she has come to value the balance between creativity and discipline. Working closely with artisans and customers has instilled in her patience, adaptability, and a deep appreciation for trust, collaboration, and thoughtful decision-making qualities that continue to guide her evolving path.



**Ms. Stuti Pant**  
Founder,  
*Sristuti*

Ms. Stuti Pant, an alumna of FDDI Chandigarh from the B. Design in Fashion Design (2020–2024), is the founder of **Sristuti**, a culture-driven creative brand inspired by the rich artistic heritage of Uttarakhand.

Her brand is rooted in the vision of transforming traditional architectural elements and regional art forms into contemporary handcrafted décor and lifestyle products. By drawing from indigenous design narratives, Sristuti reimagines heritage aesthetics for modern living spaces.

Stuti’s journey reflects a deep connection to culture, creativity, and entrepreneurship. Through Sristuti, she seeks not only to reinterpret Uttarakhand’s traditional design language into contemporary expressions but also to create meaningful opportunities for local artisans, thereby contributing to the preservation and promotion of regional craftsmanship. Her work stands at the intersection of tradition and innovation where cultural legacy is not only preserved but thoughtfully evolved for a new generation.

### ALUMNI TIPS FOR ASPIRING ENTREPRENEURS

- Start early, even if the beginning is small.
- Do not be afraid to experiment, make mistakes, and learn from them.
- Stay patient and consistent, as meaningful growth takes time.