

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका

GUNA

HYDERABAD

PUNJAB

GUJARAT

PATNA

JODHPUR

KOLKATA

ROHTAK

CHENNAI

CHHINDWARA

FURSATGANJ

NOIDA

17th September 2021

Issue No. 841

Webinar on 'Processing of Non-Leather Materials' held at FDDI, NOIDA campus

A webinar on 'Processing of Non-Leather Materials' was held on 08th September 2021 at Footwear Design & Development Institute (FDDI), NOIDA campus.

During the webinar, Mr. Navneet, through a presentation briefed the manufacturing process and explained that globally, the non-leather products sector has been growing at a faster and healthier rate than two decades before with more emphasis on the comfort, recycling, rapid reach, mass customization as core driving principles.



Mr. Navneet Garg explaining the manufacturing process



Screenshot of the webinar

Using the digital communication to tap into the power of communicating effectively with most valuable audiences with a single masterstroke, the webinar provided insights on the significant development taking place in the area of non-leather materials due to its versatility and new tools & techniques having the potential of achieving cost savings.

The webinar was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) during which Mr. Navneet Garg, Director at JASCH Industries was the resource person.

JASCH Industries is the pioneer in the field of manufacturing PU& PVC-coated fabrics, PU resin, and radiation-based Nucleonic gauges.

The webinar was attended by faculty and students of different centers of FSLGAD.

International colour trend webinar by 'Pantone color Institute™: NewTopia: A Balance of Opposites- Color that Soothes And Color that Kicks' organized in cooperation with FDDI, Hyderabad campus

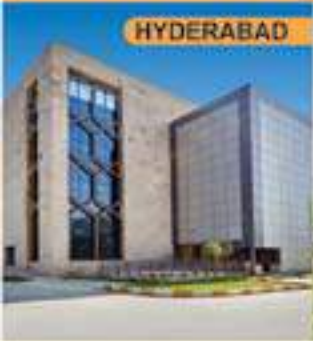
An international colour trend webinar by 'Pantone color Institute™: NewTopia: A Balance of Opposites- Color that Soothes And Color that Kicks', was organized in cooperation with Footwear Design & Development Institute (FDDI), Hyderabad campus on 3rd September 2021.

FDDI NEWSLETTER

**Be Ambitious.
Be at FDDI.**

**Institution of National Importance (INI)
under FDDI Act, 2017**

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**



HYDERABAD



PUNJAB



GUJARAT



PATNA



GUNA

The Pantone Color Institute is the business unit within Pantone that highlights the top seasonal runway colors, selects the Pantone Color of the Year, forecasts global color trends, and advises companies on color for product and brand visual identity. Through seasonal trend forecasts, color psychology, and color consulting, the Pantone Color Institute partners with global brands to effectively leverage the power, psychology, and emotion of color in their design strategy.

her to understand and cater to the needs of her customers. Maryann studied fashion and obtained her MBA from the Hong Kong Polytechnic University. She started her career in apparel export; working for Mexx Consolidated (Far East) Ltd., the Gap (Far East) Ltd. and Simint SPA for Armani Exchange by Giorgio Armani. She further pursued her career in the retail sectors in both clothing and eyewear as Brand Manager, marketing well-known brands



JODHPUR



KOLKATA



ROHTAK



CHENNAI



CHHINDWARA



FURSATGANJ



NOIDA



Resource person- Ms. Maryann Wong,
Director of Sales & Marketing – Pantone APAC



PANTONE@VIEW Colour Planner Autumn/Winter
2022/2023

For reaping the maximum benefit of digital communication in the existing situation, the webinar was organized in cooperation with FDDI School of Footwear Design & Production (FSFDP) of FDDI, Hyderabad campus that provided insight and practical advice related to color trends for Autumn/Winter 2022/2023.

Ms. Maryann Wong was the speaker on color trends for Autumn/Winter 2022/23, who is currently working as a Director of Sales & Marketing – Pantone APAC.

Ms. Maryann joined Pantone in 2003. She plays an essential role in the business expansion of PANTONE® Fashion, Home + Interiors Color System in the Asia Pacific region. Her wealth of experience has enabled

such as “CLOSED” – casual & jeans wear, Vivienne Westwood, Krizia, United Colors of Benetton, Sisley in eyewear.

Ms. Maryann started the session with introduction to Pantone color Institute™ and gave a detailed explanation on Colour Psychology, Trend Forecasting, Palette Development Consuming, Brand Colour Identity Consulting, Custom colour standard.

She explained about Autumn Winter 2022/2023 various trends – Simplicity, Earthbound, Wild nature, Essence of clean, Fresh start, Enlightened Pastels, Aquatic, Bright’s, Joy Dressing, Escapism, Wellness, Sustainability, Colour Clash, Vintage, Slow Fashion and so on.

FDDI NEWSLETTER

**Be Ambitious.
Be at FDDI.**

**Institution of National Importance (INI)
under FDDI Act, 2017**

**A Weekly Newsletter
साप्ताहिक समाचारपत्रिका**



Ms. Maryann briefed on various colour stories of AW22/23 – Red, Pink, Orange, Brown, Blue, Turquoise, Green, Lilac/Violet, White, Black, Gray, Neutrals, Pastels and Newtopia which are on Gazing Beyond, Empowered, Heart, Embryo, Earthed, Super Natural, Wakeup and so on.

There was a interaction session during which Ms. Maryann briefed about the Impact of COVID-19 on color forecasting, application of pantone connect, strategy involved in pantone color forecasting, color research, introduction of Pantone Trend forecasting products (PANTONEVIEW® Colour Planner Autumn - Winter 2022/2023 and View Point Colour Magazine etc.

The international color trend webinar was attended by more than 250 participants including students, faculty members, staff members across 12 campuses of FDDI and from other institutions.

E-seminars held at FDDI, NOIDA campus

Reaping the benefit of digital communication, two e-seminars were held at Footwear Design & Development Institute (FDDI), NOIDA campus on 2nd & 3rd September 2021.

The e-seminars were organized by FDDI School of Footwear Design & Production (FSFDP) which shed light on developing the skills required for footwear entrepreneur and the need to strengthen the collaboration between industry & academia.

IMPEX, a footwear manufacturer, based in Agra was the key speaker during the seminar 'Entrepreneurship - A motivation in footwear global economy' who shared his industrial & entrepreneurial experience of more than 15 years.



Screenshot of the e-seminar 'Entrepreneurship - A motivation in footwear global economy'



Screenshot of the e-seminar 'Industry Academia Gap in respect to changes in Retail (Footwear) - Now & Then'

Mr. Chetan was Sourcing Officer at Trent Ltd (Westside/Star Bazaar), Buyer (Acc's/Sports) - Bata India Pvt. Ltd., Adidas Group-Buyer (Acc's/Sports), Category Manager (FW & Acc's) at Urban Country and Sr. Category

Sr. No.	Topic	Resource Person	Date
1	Entrepreneurship - A motivation in footwear global economy	Mr. Chetan Saraswat - successful entrepreneur and the Co-Founder of ATI IMPEX	2 nd September, 2021
2	Industry Academia Gap in respect to changes in Retail (Footwear) - Now & Then	Mr. Raj Pandey - Heading Footwear and Accessories Business for A&O	3 rd September 2021

Mr. Chetan Saraswat, a successful entrepreneur and the Co-Founder of ATI

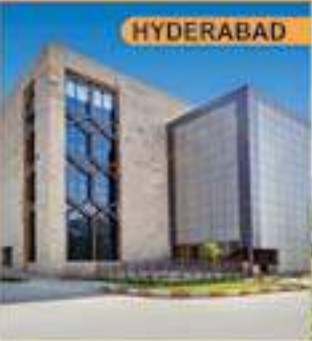
Manager (FW & Acc's) at Blackberry's (Mohan Clothing Co. Pvt. Ltd.).

FDDI NEWSLETTER

Be Ambitious.
Be at FDDI.

Institution of National Importance (INI)
under FDDI Act, 2017

A Weekly Newsletter
साप्ताहिक समाचारपत्रिका



During the e-seminar on 'Entrepreneurship - A motivation in footwear global economy' Mr. Chetan Saraswat emphasized on developing the skills required for footwear entrepreneur thereby becoming a job provider rather than job seeker. He elucidated about the practical skills & developing a range of footwear with different colours & materials to fulfil the need of the consumers.

During the e-seminar on 'Industry Academia Gap in respect to changes in Retail (Footwear) - Now & Then', Mr. Raj Pandey briefed that owing to the COVID-19 pandemic, the shift to digital is consolidating as consumers prefer online purchasing. For transforming and boosting our economy, an effective collaboration between industry and academia is of paramount importance. He discussed about the entry of world biggest retailers in country which includes Miniso, M&S, Ikea etc. that have changed the retail landscape.

The e-seminars were attended by around 80 participants comprising of the students and faculties across all campuses of FDDI.

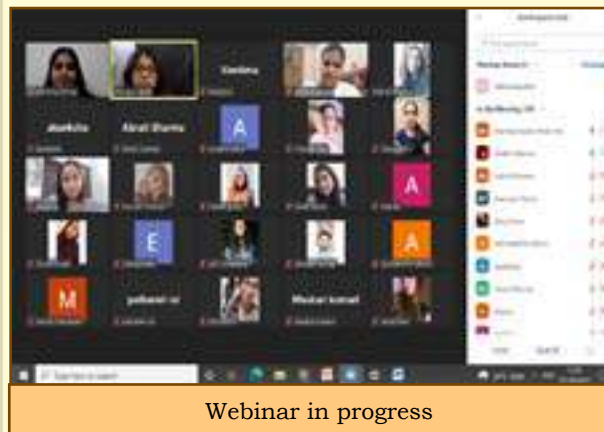
Webinar on 'Insight to Fashion Buying & Merchandising' held at FDDI, NOIDA campus

A webinar on 'Insight to Fashion Buying & Merchandising' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 3rd September, 2021.

The webinar, using digital communication medium which is more interactive, more participatory, was organized by the FDDI School of Fashion Design (FSFD) that provided during which Ms. Shalini Sharma, presently working as a Retail Buyer with Landmark Group, Dubai for last 3 years was the resource person.

Prior to her current profile, she was working with Shahi Exports as a Merchandiser and

had also worked with designers namely, Nikhil and Shantanu.



During the webinar, Ms. Shalini explained about the major task of a merchandiser and how is it different from a buyer. She suggested the students to identify their skill set, so they can effectively opt for the correct position whenever they apply for any internship or jobs. She also gave her valuable inputs in developing the final design portfolio and ways to reach out to the fashion industry people.

The webinar was attended by around 50 participants comprising of the students and faculties.