

NEWSLETTER

ISSUE NO. 861

A WEEKLY NEWSLETTER

04th FEBRUARY 2022



Convocation ceremony of FDDI, Chennai held virtually

Taking precautionary measures of COVID-19 pandemic, the Convocation ceremony of Footwear Design & Development Institute (FDDI), Chennai was conducted virtually on 31st January 2022 to confer degrees to a total of 47 students belonging to the class of 2020 & 2021.



A view of the Convocation ceremony being held virtually



The Convocation ceremony began with the lighting-up of the ceremonial lamp.

Mr. VKC Noushad, Managing Director, Walkaroo International Pvt. Ltd., was the 'Chief Guest' for the occasion.

He congratulated the graduates and exhorted the youth to be exemplary in meeting the challenges of the professional world that awaits and contribute to the growth of the society by the skill & knowledge acquired at FDDI.

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- **FDDI, Ankleshwar student won the 'Best Theme of the Year' award in National Designer Awards 2021**



Screenshot of the virtual address by Mr. VKC Noushad, Managing Director, Walkaroo International Pvt. Ltd.

Webinar on 'Visual Merchandising: The Silent Salesperson' held at FDDI, NOIDA campus

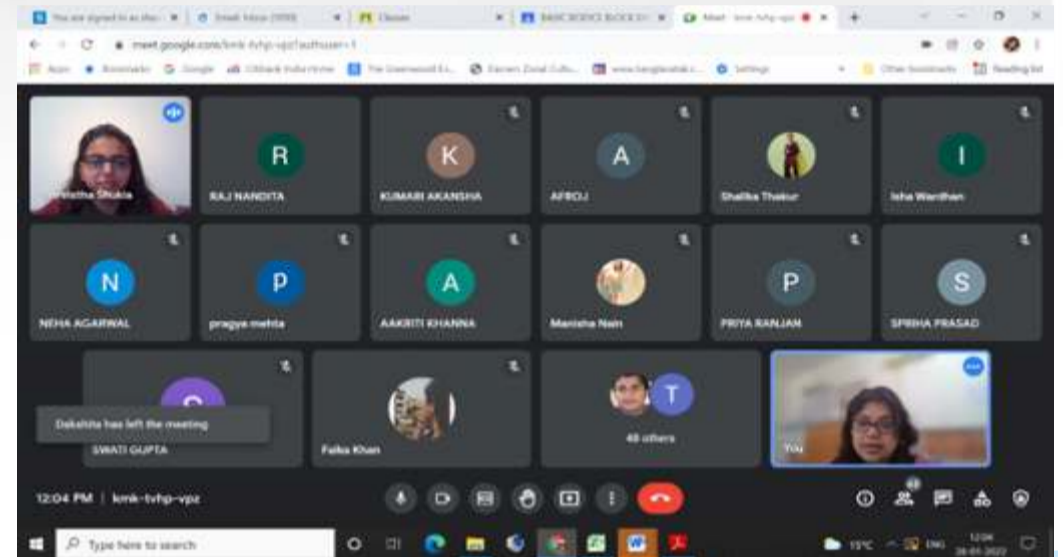
A webinar on 'Visual Merchandising: The Silent Salesperson' was held at Footwear Design & Development Institute (FDDI), NOIDA campus on 28th January 2022.

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The webinar was organized by FDDI School of Fashion Design (FSFD) during which Ms. Shrivistha Shukla, Technical Fashion Designer for a brand named 'Nayomi' Kamal Osman Jamjoom Group LLC (loungewear and sleepwear brand) in Dubai was the resource person.

During the webinar, Ms. Shukla explained about the intricacies of Visual merchandising that creates a journey through a physical space and engages the customer in a variety of experiences that attracts, engages and motivates the customer to make a purchase thus maximizing sales.



Screenshot of the webinar

She also explained that visual merchandising is measured based upon the percentage of how many store visitors bought something which is calculated by the number of sales divided by number of visitors.

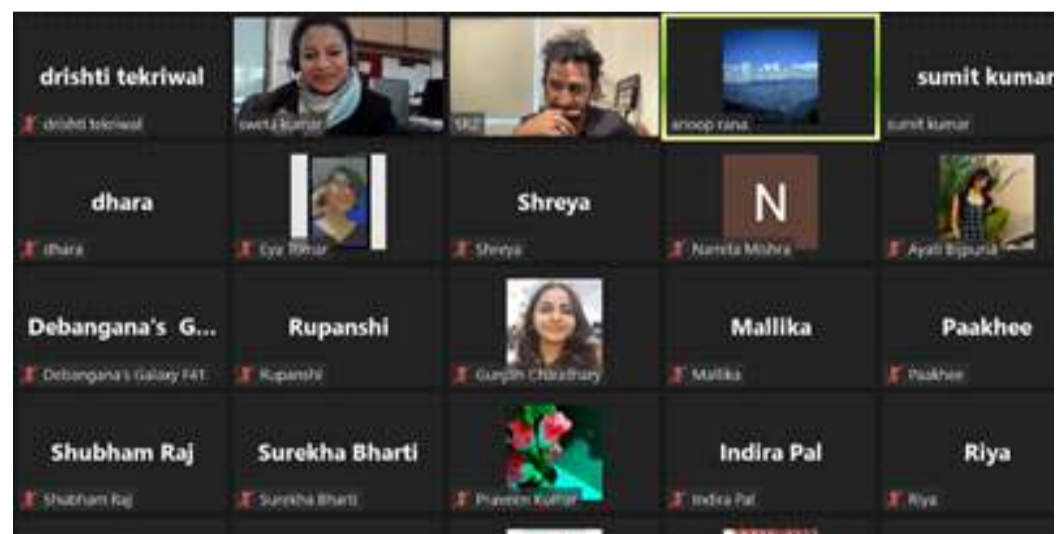
The webinar was attended by approximately 80 participants comprising of students and Faculty members of FDDI NOIDA, as well other campuses like Rothak and Kolkata.

Webinar on 'Fashion Collection Planning' held at FDDI, NOIDA campus

A webinar on 'Fashion Collection Planning' was held on 28th January 2022 at Footwear Design & Development Institute (FDDI), NOIDA campus.

The webinar provided valuable insights on the data sources to use at each step of the collection planning which is challenging, especially for brands that have a small budget from business point of view.

The webinar was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) during which Mr. Sharukh Zaidi was the resource person who hails from the Niche genre of Leather Apparel & Accessory Designers. He has a profound experience to his credit & has rendered



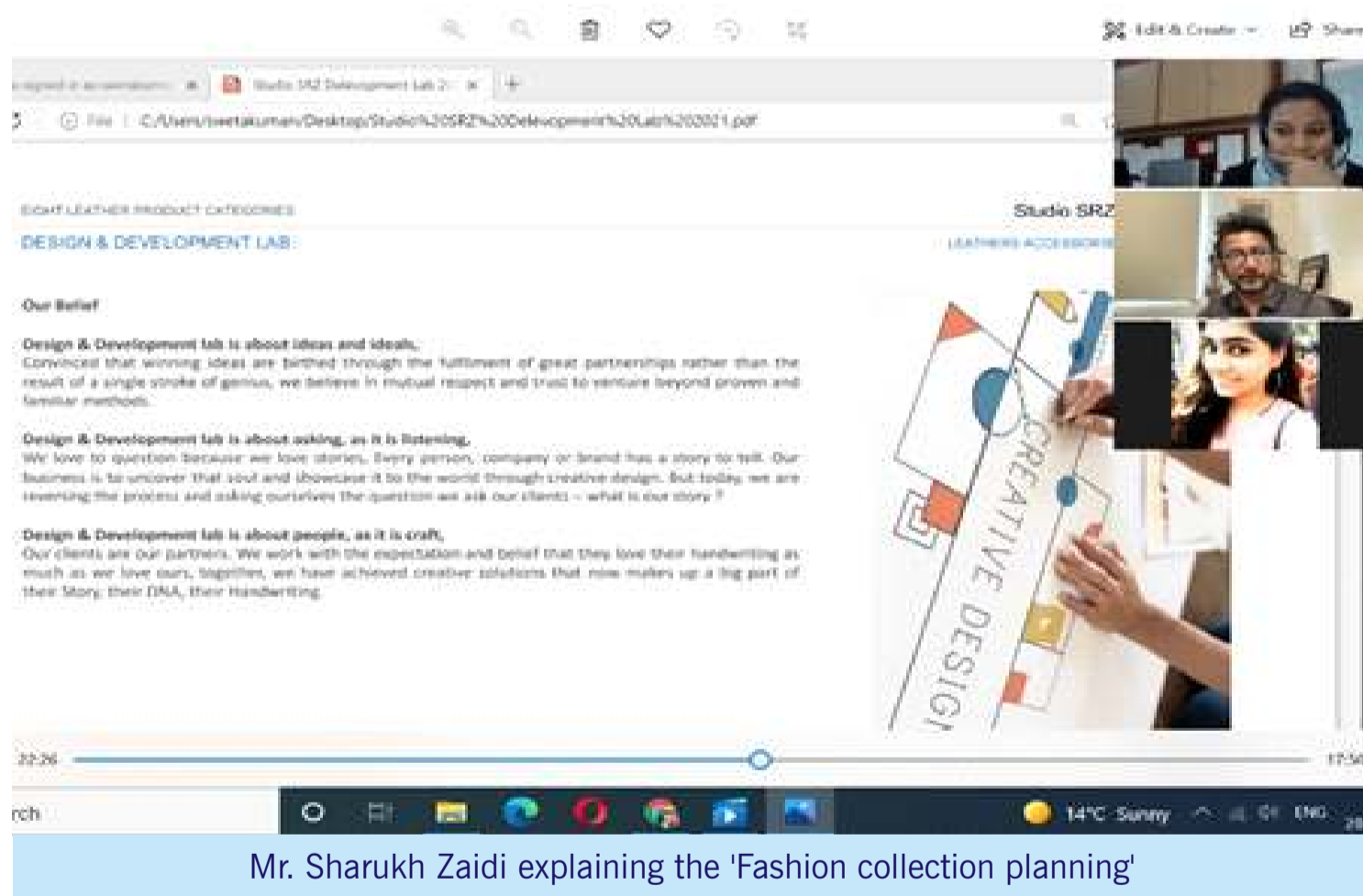
Screenshot of the webinar

more than 22 years of his expertise to the International Apparel & Accessory brands through Indian Leather Industry & has served some of the most reputed USA, European & UK Brands.

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During the webinar, Mr. Sharukh Zaidi, through a presentation elucidated that collection planning requires a combination of multiple data sources tailored to each step. He further briefed about the step of the collection planning process which must focus on Season (including special dates such as Valentine's Day, Mother's Day etc.), Gender, Type of Market, Product Type, Market Segment etc.



Ms. Priyanshi, a final year student of B. Des of FDDI School of Fashion Design (FSFD), participated under the guidance of Mr. Sadheesh Kumar (Sr. Faculty, Fashion Design) in KDCI competition as an upcoming designer and won the 'Best Theme of the Year' award.

During the competition, she displayed creative elements by showcasing their artistic impressions through 10 designs.



Ms. Priyanshi Chandra students of FSFD, Ankleshwar campus with the 'Best Theme of the Year' award

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

FDDI, Ankleshwar student won the 'Best Theme of the Year' award in National Designer Awards 2021

Ms. Priyanshi Chandra, a student of Footwear Design & Development Institute (FDDI), Ankleshwar campus has won the 'Best Theme of the Year' award in National Designer Awards 2021 organized by Khadi Designing Council of India (KDCI), Pariwar.

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Ms. Priyanshi Chandra receiving the Certificate of Achievement from Honorable Member of Parliament (MP), Mr. Rajendra Agrawal

The 2021 KDCI welcomed over 25,000 designers with a few being selected to showcase their designs. The students participated in the Institution Category where they showcased three magnificent collections.

The platform allowed the designers to express their ideas and talents with designs that did not only seek to impact the design industry, but, to also bring sustainability in the economy.

Her eye catching collections were appreciated by one and all present during the competition and also received accolade from the entire media.

The annual event of National Designer Awards 2021 by KDCI Pariwar on New Year's Eve. (31-12-2021). The program was organized in two days.

Wherein on the first day, as special guests, the Honorable Member of Parliament (MP), Mr. Rajendra Agrawal and MP, Dr. Sanghamitra Maurya met all the designers from all over the country and honored them. On the second day, Commissioner of Handloom Ministry of Textiles, Government of India, Dr. Arun Kumar, who was present as a special guest, Ankush Anami, founder of Khadi Designing Council of India, thanked everyone and exhorted that youth are the future of our country.

Ms. Seema Kalavadia, the famous Indian fashion designer, presented her Khadi collection and presented awards to performers being a member of the judge panel.