

NEWSLETTER

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A WEEKLY NEWSLETTER

11th FEBRUARY 2022



Webinar on 'Textile Finishes' held at FDDI, NOIDA campus

A webinar on 'Textile Finishes' was held on 5th February 2022 at Footwear Design & Development Institute (FDDI), NOIDA campus.

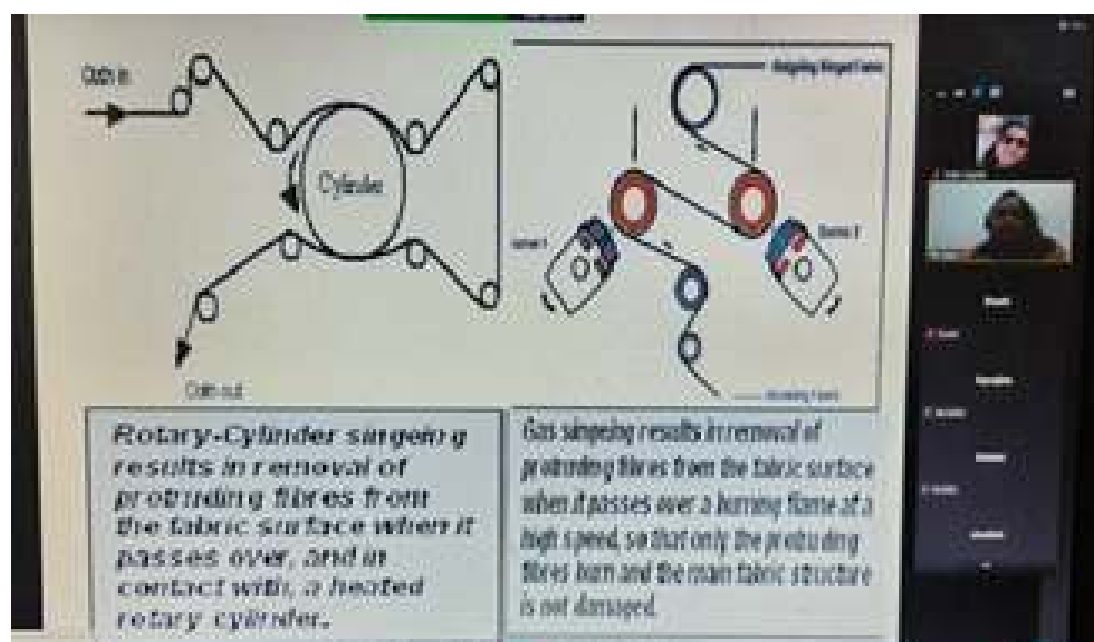
The webinar was organized by FDDI School of Fashion Design (FSFD) during which Dr. Nidhi Sisodia, Scientific Officer, Northern India Textile Research Association (NITRA), Ghaziabad was the resource person.

Dr. Nidhi has vast experience in the field of textile research and has hands on experience of different textile machinery and testing.

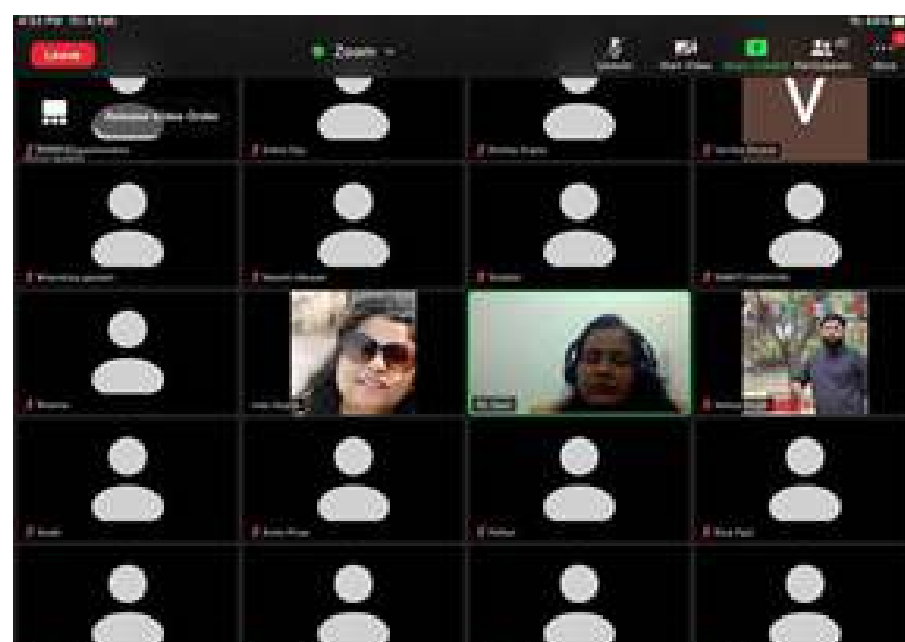
During the webinar, Dr. Nidhi, through a presentation briefed about the trends and growth updates from textile industry.

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Dr. Nidhi Sisodia explaining about 'Textile Finishes'



Screenshot of the webinar

She explained the intricacies about how greige (loom State) fabric which is passed through different pre-treatment process before dyeing and printing. She explained about different types of routine finishes like Singeing, Desizing, Scouring, Bleaching, Mercerisation, Carbonising, Degumming. She also briefed about different types of functional finishes like soil resistant, water resistant, water proof, flame retardant, flame proof etc.

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

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Webinar on 'Expressions of Textile Art' held at FDDI, Chhindwara campus

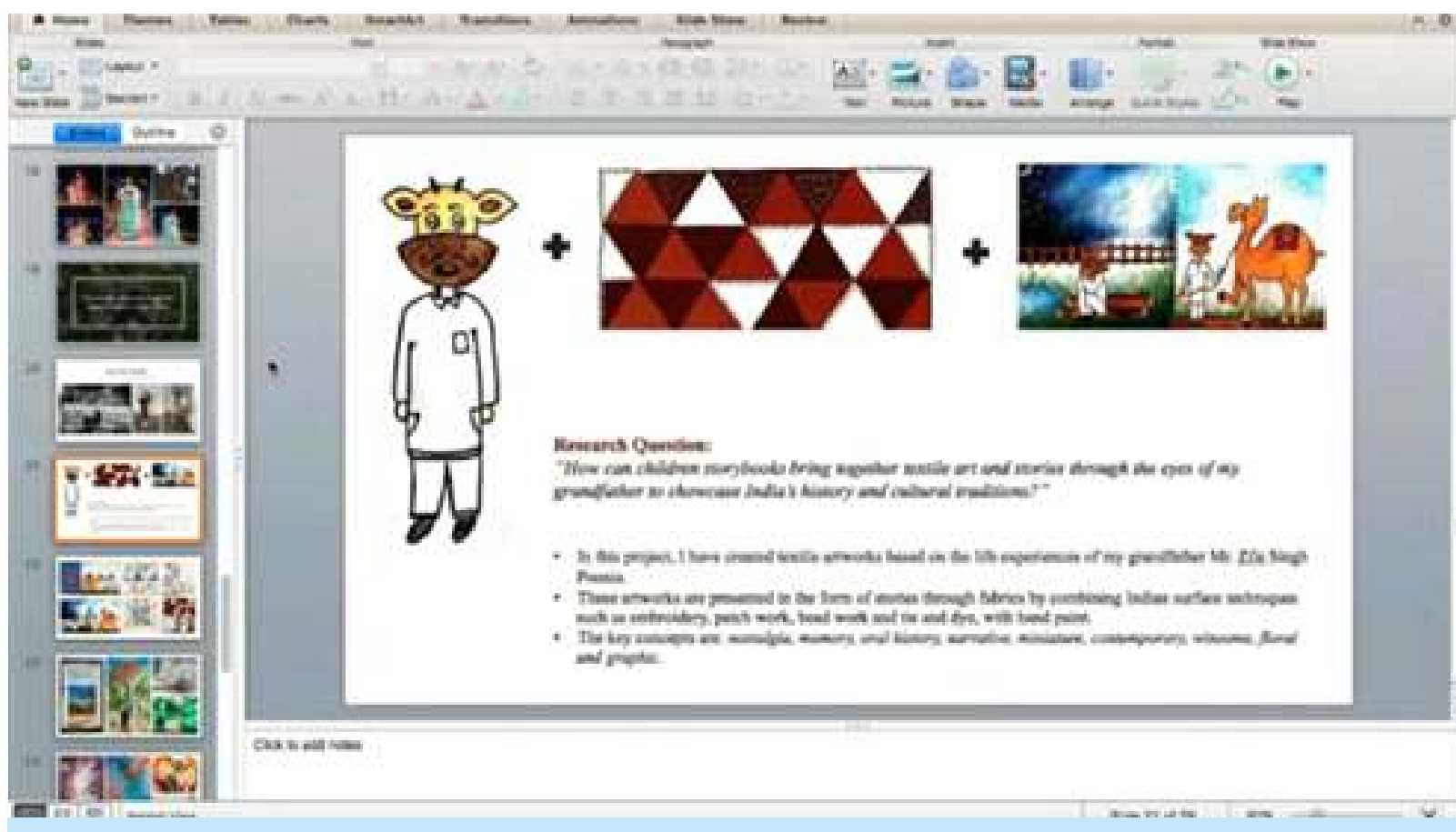
On 2nd February 2022, a webinar on 'Expressions of Textile Art' was held at Footwear Design & Development Institute (FDDI), Chhindwara campus.

The webinar shed light on the various trends in textile embellishment techniques and its usage in industry.

Ms. Priya Poonia was the resource person of the webinar which was organized by the FDDI School of Fashion Design (FSFD).

Ms. Priya has done her Master in Applied Design & Art from Curtin University, Perth, Australia and Textile Design graduate from National Institute of Fashion Technology (NIFT), Kangra. She has worked with leading international designer Krishna Mehta and has been recognized as Textile artist for her experimentation and techniques with textile embellishment.

During the webinar, Ms. Priya emphasized on the importance of developing an observing eye for the young designer so that they can have many different and innovative design inspirations in their work.



Ms. Priya Poonia explaining about 'Expressions of Textile Art'

She also explained that one needs to be aware of what makes their culture unique which is a distinctive advantage and to try and foster this uniqueness within their textile art.

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Screenshot of the webinar

The webinar was attended by students of FDDI from various department and campuses and other institute along with many academic team member, the event was watched by many on Facebook Live.

DPIIT: Indian Footwear, Leather Development Programme approved for continuation

The Commerce and Industry Ministry on February 5, 2022 said Indian Footwear and Leather Development Programme (IFLDP) has been approved for continuation with a financial outlay of Rs. 1,700 crore.

IFLDP has been approved by the cabinet on January 19 for continuation till March 31, 2026, or till further review, whichever is earlier, it said in a statement.



The programme aims at development of infrastructure for the leather sector, address environmental concerns specific to the leather sector, facilitate additional investments, employment generation and increase in production.

Sub-schemes approved under the programme include Sustainable Technology and Environmental Promotion; Integrated Development of Leather Sector (IDLS);

Establishment of Institutional Facilities; Mega Leather Footwear and Accessories Cluster Development; Brand Promotion; and Development of Design Studios.

It added that development of Design Studios (proposed outlay Rs. 100 crore) is a new sub-scheme and it would promote marketing/export linkages, facilitate buyer-seller meets, display designs to international buyers and work as interface for the trade fairs.

Under the IDLS, with a proposed outlay Rs. 500 crore, assistance would be provided to the sectoral units for their modernization/capacity expansion/technology up-gradation on or after January 1, 2020.

It added that under Brand Promotion, the government would provide 50 per cent assistance of total project cost subject to a limit of Rs. 10 crore for each brand in the next three years to promote ten Indian brands in the international market.

The designated agency to implement the sub-scheme is being proposed to be selected amongst institutes like NID, NIFT, IBEF, IIFT or institutes of similar standing," it said.

(Source: The Pioneer)

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Skechers South Asia Buys Office Space in Andheri for Rs.175 crore

Skechers South Asia a subsidiary of American footwear major Skechers has acquired office space spread over nearly 80,000 sq. ft. on an outright basis in a commercial project near Mumbai international airport for over Rs. 175 crore.

The California-headquartered company has bought the office space spread across three floors of ready commercial tower Fulcrum in Andheri suburb of Mumbai from realty developer House of Hiranandani.

The lifestyle and performance brands company was already a tenant in this commercial tower and has now purchased the office space. The developer has sold this office space to Skechers South Asia through two of its subsidiaries Antevorta Developers and Hiranandani Realtors.

As part of the transaction, Skechers South Asia has also got exclusive access to a total 50 car parks. The deal was concluded and registered on February 4, 2022, showed documents accessed through CRE Matrix, a real estate data analytics firm.

The 10-storey office building is a joint venture development between Sears Construction, a House of Hiranandani company, Keer Hotels and Shaikh family. The joint development agreement was inked in 2004 and the construction of the tower was completed in 2013 after starting the same in 2008.

Apart from Skechers South Asia, the commercial tower also counts SBI Life, Norwegian chemicals and paints multinational Jotun Paints and US-based contract research organization Pharmaceutical Product Development (PPD) among its key occupiers.

ET's email query to Skechers remained unanswered until the time of going to press. House of Hiranandani and transaction advisor JLL India declined to comment.

Andheri secondary business district, in addition to Bandra-Kurla Complex, has been emerging as a location for companies to set up their front offices. The year 2020 saw Advertising major WPP consolidate its multiple offices in Mumbai into a single building to set up their India headquarters. WPP's large group companies including Group M, IMRB and O&M that will operate from this new address.

Prior to that, Canada's Brookfield Asset Management acquired a 9.7-acre land parcel in Andheri east including a five-star hotel Waterstone thereon for around Rs. 750 crore.

(Source: The Economic Times)