



NEWSLETTER

ISSUE NO. 864

A WEEKLY NEWSLETTER

25th FEBRUARY 2022



Webinar on 'Trend and Forecast by WGSN' held at FDDI, NOIDA campus

A webinar on 'Trend and Forecast by WGSN' was held on 18th February 2022 at Footwear Design & Development Institute (FDDI), NOIDA campus.

WGSN is the world's leading consumer trend forecaster which provides global trend insights, expertly curated data and industry expertise to create products with confidence and trade at the right time.

The webinar was organized by FDDI School of Leather Goods & Accessories Design (FSLGAD) during which Mr. Puneet Dudeja, Director, South Asia, WGSN was the resource person.

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Mr. Puneet Dudeja, Director, South Asia, WGSN providing insights during the webinar

Mr. Puneet having immense knowledge enlightened the participants about trend forecasts, lifestyle and consumer behaviour.



A view of the participants of FDDI, NOIDA campus attending the webinar



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The valuable insights provided were flabbergasting and made the participants understand the vital role of trend forecasting which has become a necessary tool to accurately predict the future needs and desires of consumers.

The webinar was hosted by FDDI Noida during which the students & faculties from rest of the 11 campuses of FDDI were connected virtually from the virtual classroom facilities at their respective campuses.

Webinar on 'Uses of Data Analytics in Fashion Industry' held at FDDI, Hyderabad campus

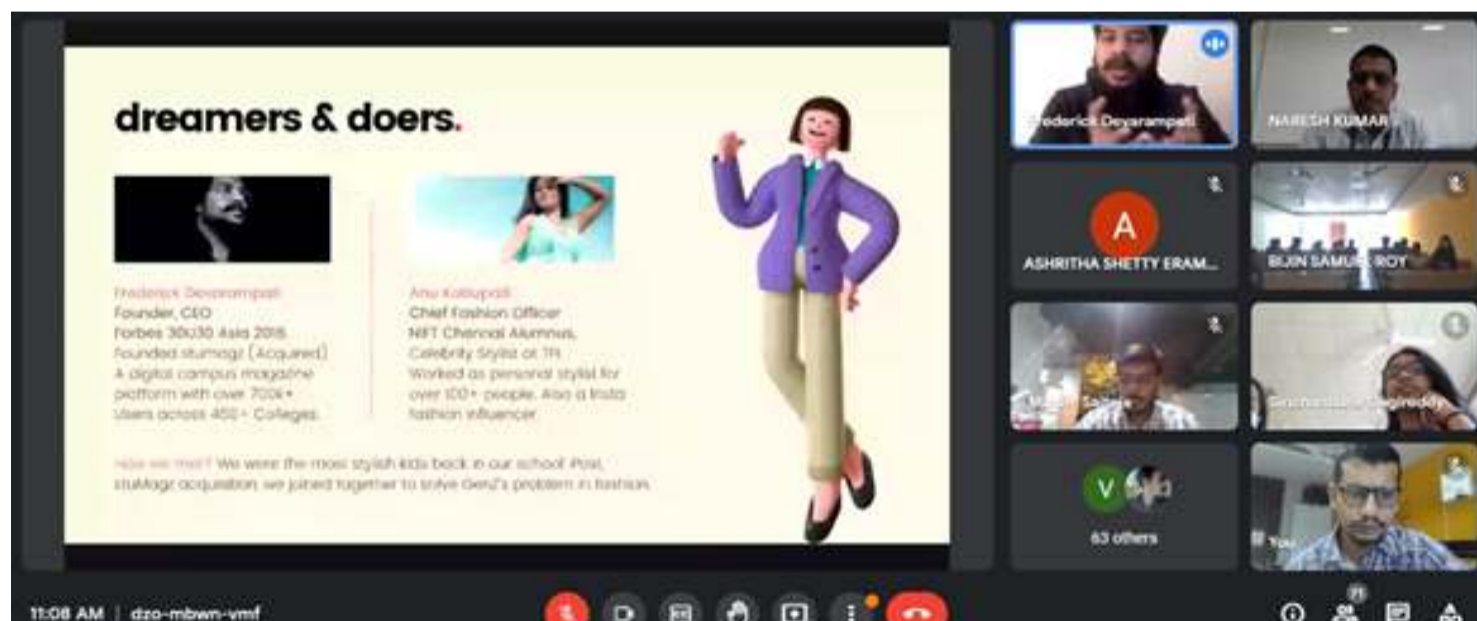
For keeping abreast of the significant use of data analytics in the fashion industry to the students and faculty, an insightful webinar on 'Uses of Data Analytics in Fashion Industry' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 15th February, 2022.

The webinar was organized for the students of 'Foundation Batches' during which Mr. Frederick, Founder & CEO, HOTNOT, India, was the resource person.

During the webinar, Mr. Frederick provided insight on the ever increasing role of data analytics to develop, manufacture, and sell styles that resonate with consumers that ultimately leads in improving sales and margins in the fashion industry.

Giving the examples and case study of fashion products like – fashion garments, shoes, leather bags & fashion accessories, he further elucidated on the importance of data analytics in fashion industry in relation with current fashion business environment as sales data, product information, and customer data are constantly collected and analyzed.

The webinar was attended by more than 100 participants from various FDDI campuses.



Screenshot of the webinar

Mr. Frederick is Computer Science Engineer, who, to unite students community, started a magazine named FUEL in 2009. While it succeeded, later started with a Design Agency-Designer's Desk with over 100 plus clients. He is onto his next venture- HOTNOT - a fashion social media startup.



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International webinar on Pantone Color Institute™: 'The Power of Color' held in cooperation with FDDI, Hyderabad campus

An international webinar on Pantone Color Institute™: 'The Power of Color' was held in cooperation with Footwear Design & Development Institute (FDDI), Hyderabad campus on 11th February, 2022.

The webinar was held in cooperation with FDDI School of Footwear Design & Production (FSFDP) of FDDI, Hyderabad campus during which Ms. Maryann Wong was the key speaker.

Ms. Maryann is currently working as 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 and development of Pantone Color Institute in the Asia Pacific region. Her wealth of experience has enabled her to understand and cater to the needs of her customers.



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



PANTONE® 17-3938 Very Peri (The Power of Color)

During the webinar, she explained about the Pantone Color of the Year selection process that requires thoughtful consideration and trend analysis. To arrive at the selection each year, Pantone's color experts at Pantone Color Institute™ comb the world looking for new color influences. She briefed that for 'Leveraging Your Brand's Visual Identity' in our highly visible world, color is your most powerful communication tool.

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She also briefed about the new brand Color of the Year 2022 in Pantone, which is the dynamic periwinkle blue hue with a vivifying violet red undertone, named as PANTONE® 17-3938 Very Peri that blends the faithfulness and constancy of blue with the energy and excitement of red.

She said that the past two years have forced us to rewrite our lives and for this very reason Pantone created PANTONE 17- 3938 Very Peri, a new Pantone color to reflect the global innovation and transformation taking place. This color encourages personal inventiveness and creativity. The color displays a carefree confidence and a daring curiosity that animates our creative spirit that helps us to embrace this altered landscape of possibilities and opening us up to a new vision as we re-write our lives.

She highlighted the expansive possibilities of the PANTONE 17- 3938 Very Peri in different products and art media, brands collaborated with PANTONE 17-3938 Very Peri in their products like Microsoft teams' wallpaper, Polygon 1993 digital art. The palettes can be found in Pantone website or download from Pantone Connect, a new subscription platform that provides digital access to Pantone colors across mobile, web and design applications, www.pantone.com/hk/en/connect.

There was an interaction session during which Ms. Maryann briefed about the methods of color forecasting followed by her, symbolism of the color, strategy involved in Pantone color forecasting, color research, color thinking and importance of color in the brand visual identity and so on.

The international webinar was attended by more than 300 participants including students, faculty members, staff members across 12 campuses of FDDI and from other institutions and design studios.