

NEWSLETTER

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Exquisite Design collections presented by Graduating students of FDDI, Hyderabad campus during fashion show 'Asthra'

Fashion show, 'Asthra' was organized by Footwear Design & Development Institute (FDDI), Hyderabad campus at Shilpa Kalvedika, Hitech City, Hyderabad on 9th May 2022.



Students showcasing their collection

During this event, the Graduating students of FDDI School of Footwear Design & Production (FSFDP), FDDI School of Fashion Design (FSFD) and FDDI School of Leather Goods & Accessories Design (FSLGAD) presented their exquisite collection.



Students presenting their collection

The event was graced by the esteemed presence of dignitaries like Mr. Arvind Jashuwa – Film & Costume Designer, Prof. Mrs. Sharmila Nagaraj

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– NIFT, Hyderabad, Dr. N. Annaji Sharma - Professor-Fashion Management, NIFT, Hyderabad, Mr. Avinash Raipally - Designer & Educator, Mr. Joseph Sunder – Show Director, Mr. Sudhakar – Shahi Exports Limited & other industries, institutes and media persons.

During this grand event, eighty different creative footwear products, 80 bags & leather goods products, 40 different design collections and 320

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garments were presented in 40 sequences on various theme such as "Conversation with Flowers", 'Trippy Pink', "Beauty and Bandhani", and 'Bon Bon' to name a few.

The main sponsor of the event was 'Prachin Theme', co- sponsor was 'Label Sarish' and special sponsor by 'Space Runners'.

'Prachin Theme' is an Indian brand having more than 10+ years of experience in vintage & destination wedding which makes every wedding dream memorable.

'Label Sarish' is an Indian high end

clothing brand from Hyderabad that uses sustainable methods and materials to create soulful designs.

'Space Runners' is a first metaverse fashion brand from United State of America.



Faculty members along with the dignitaries

Around 120 models participated in this spectacular event which witnessed by more than 2000 audience. The scintillating show was a big success and great opportunity for the 89 students of FDDI.

Workshop on 'Fashion Styling & Make-Up' held at FDDI, Kolkata campus

A workshop on 'Fashion Styling & Make-Up' was held at the Footwear Design & Development Institute (FDDI), Kolkata campus from 31st March to 26th April 2022.



Ms. Rashida Sultana demonstrated 'Nail Art Techniques'



Ms. Emily Ghosh Chattopadhyay demonstrated catwalk makeup, fantasy makeup, theme makeup & grooming techniques

Three highly experienced professional trainers namely, Ms. Rashida Sultana, owner of a beauty parlor, Ms. Emily Ghosh Chattopadhyay, Tollywood makeup artist, and Ms. Mousumi Das, makeup educator conducted the workshop.

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The workshop was organized for the students and faculty of FDDI School of Fashion Design (FSFD) with an objective to provide technical inputs and to help them to inculcate appropriate fashion and makeup sense to excel in the professional world and work as a fashion stylists.



Ms. Mousumi Das demonstrated hair cutting & basic hair styling techniques



Bridal makeup and styling practiced by the students

During the workshop, the participants went through a detailed process of how to plan a certain look with the help of various research and exploration techniques as per the client's requirement.

The workshop equipped the participants with the essential skills of beauty makeup application & technique which will help them to start their careers as a freelancer or join a makeup artist in any premium salon or media house.

Reliance to buy dozens of brands with \$6.5-bn purse

India's biggest retailer Reliance will acquire dozens of small grocery and non-food brands as it targets building its own \$6.5 billion consumer goods business to challenge foreign giants like Unilever, two sources familiar with the plan told Reuters.

Reliance, run by Indian billionaire Mukesh Ambani, plans to build a portfolio of 50 to 60 grocery, household and personal care brands within six months and is hiring an army of distributors to take them to mom-and-pop stores and bigger retail outlets across the nation, the sources added.

The consumer goods push under a vertical named Reliance Retail Consumer Brands will come on top of Ambani's brick-and-mortar store network of more than 2,000 grocery outlets and ongoing expansion of "JioMart" e-commerce operations in India's nearly \$900 billion retail market, one of world's biggest.

Reliance is in final stages of negotiations with around 30 popular niche local consumer brands to fully acquire them or form joint venture partnerships for sales, said the first source familiar with its business planning.

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The total investment outlay planned by the company to acquire brands isn't clear, but the second source said Reliance had set a goal to achieve 500 billion Rupees (\$6.5 billion) of annual sales from the business within five years.

"Reliance will become a house of brands. This is an inorganic play," said the person. Reliance did not respond to a request for comment.

With the new business plan, Reliance is seeking to challenge some of the world's biggest consumer groups, like Nestle, Unilever, PepsiCo Inc and Coca-Cola, which have been operating for decades in India, the sources said.

It's a daunting task, though, to beat such well-established foreign companies that have their own manufacturing units in India and thousands of distributors who take their world-famous products like Pond's creams or Maggi noodles across the vast nation of 1.4 billion people.

Unilever's India unit reported sales of \$6.5 billion in the fiscal year ending March 2022, and says that nine out of 10 Indian households use at least one of its brands.

"There is a fair bit of brand value which is attached to the established names and it becomes very difficult to compete with them," said Alok Shah, a consumer analyst at India's Ambit Capital. "If inorganic is the route for Reliance, they will be able to scale up much faster. But they'll need to get the pricing and distribution right to compete with bigger rivals."

HIRING, PRODUCT CATEGORIES

Among the brands it is in talks with for acquisition or potential joint venture, according to one of the sources, is Sosyo, a soft-drink brand of a near 100-year old Indian company, Hajoori, based in the western state of Gujarat and popular for its flavoured drinks.

The company's director, Aliasgar Abbas Hajoori, said in a statement, "We don't comment on speculations." LinkedIn profiles reveal how Reliance has been slowly ramping up efforts to expand its consumer business. In recent weeks, it has hired senior executives from companies like Danone (DANO.PA) and Kellogg Co (K.N) for quality control and sales.

(Source: Business Standard)