



NEWSLETTER

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FDP on 'Cowl & Twist' held at FDDI, Noida campus

A five days Faculty Development Program (FDP) on the topic 'Cowl & Twist (Advanced Draping Techniques)' was held at Footwear Design & Development Institute (FDDI), Noida campus from 9th July 2022 to 13th July 2022.

The FDP was organized by School of Fashion Design of Noida campus with an objective to facilitate up-gradation of knowledge & skill and to enhance the functional area expertise of the internal faculty who are employed across various campuses of FDDI.

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Ms. Sonia Gupta was the resource person who conducted the FDP. She has done her Masters in Fashion Technology from Punjab Technical University and has more than 30 years of teaching experience.



View of the FDP conducted by Ms. Sonia Gupta



Jury members evaluating the display

She has been associated in with most of the institutes like NIFT, Wigan & Leigh, NIFD and JD. Her expertise is in Pattern Making, Garment Construction and Advance Draping Techniques.



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During the FDP, she provided an introduction about Draping in India, the basic principles and techniques of draping, single piece fabric draping techniques, different type of saree, dhoti and headgears drapes in India.

She also elaborated on the basic and advance level of draping – cowls, twists, corsets, multifunctional garments, symmetrical and asymmetrical design drapes.

On the concluding day of the FDP, all the participants had draped & displayed their own creations by incorporating the techniques taught by Ms. Sonia Gupta which was evaluated by jury members.

This FDP shall help the faculty members to update their research and pedagogical skills besides improving one's classroom delivery pertaining to draping techniques.

FDDI, Noida Faculty felicitated during an Art exhibition

Mr. Saurabh Srivastava, Jr. Faculty of Footwear Design & Development Institute (FDDI), Noida campus was felicitated during an Art exhibition 'Phonix- The Rebirth of an Artist', which was held from 14th July to 18th July, 2022 at Art Space Etc, Defence Colony, New Delhi.



Mr. Saurabh Srivastava, Jr. Faculty, FDDI along with trophy, certificate and a catalogue (photography collection)



Mr. Saurabh Srivastava demonstrating on 'Perspective Drawing & Photography'

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It organized by Kalaaakar Foundation during which artist from various cities of India like Jhansi, Noida, Delhi, Bhopal, Kolkata, Goa, Gurugram, Dehradun, Chandigarh, Thane, Vaishali, Ahmedabad, Mangalore, Cuttack, Indore, Meerut and from abroad like UAE showcased the Painting – Contemporary, Abstract, Modern Photography, and some craft work in vivid and modern style and in different mediums.

Mr. Saurabh Srivastava of School of Fashion Design (SFD) was felicitated for being a Demonstrative artist from FDDI in the field Art & Photography.

He briefed about how art can be used to express feelings & ideas and the steps required to complete the task.

As a resource person, Mr. Saurabh conducted a demonstration on 'Perspective Drawing & Photography' for the participants that comprised of school students as well as professional artist.

Footwear brand Plaeto raises funds from Florintree, others

Bengaluru-based Plaeto, a D2C footwear brand for children, has raised Rs.40 crore in a Series A round of funding led by former Blackstone India private equity co-head Mathew Cyriac's Florintree Advisors and other investors.

Plaeto, which designs and delivers high-quality footwear, was founded in March 2020 by Ravi Kallayil, Sara Kilgore, and Pavan Kareti.

Funds from the latest round will be deployed to accelerate the company's strategic expansion to newer markets and product innovation and to leverage technology to deepen its consumer-first approach.

Plaeto has designed a host of proprietary elements for children's growing feet.



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These include FitSystem, which contains a proprietary Fitliner that gives an additional size from the same product, without compromising on fit, comfort and performance; Plaeto365, a midsole that is responsive, supportive, and comfortable even after a year of usage and Plaeto FitWiz, which leverages technologies such as artificial intelligence (AI) and machine learning (ML) to recommend the best fit for every child.

“As a technology driven D2C footwear brand, we have always focused on science-based shoes and innovation that meets the Indian requirement. While innovations have happened across the board including footwear, children's footwear, as a category, has remained untouched, without any consumer-centric design or performance built into it,” said Kallayil, Chief Executive Officer of Plaeto, who worked at Nike Innovation before starting the company.

The startup now works with some leading schools and educational institutes through its B2B2C channel, and all top marketplaces such as Amazon, Myntra, and Flipkart.

Its consumer-facing D2C platform www.plaeto.in has also been witnessing strong growth since its launch in September 2021, Kallayil said.

“The company is seeing a high level of interest from schools and from online channels. We are seeing double digital growth month-on-month online. We would like to serve five million consumers in the next five years,” Kallayil said.

“We already have offline distribution to serve the school market. We have received strong interest from a few of the largest offline players in the Indian market and we are working through that. Our goal is to have an even split between the offline and online parts of our business in the next five years,” he said.

(Source: Mint)