



# NEWSLETTER

ISSUE NO. 894

A WEEKLY NEWSLETTER

23<sup>rd</sup> September 2022



## Workshop organized by FDDI, Hyderabad campus for PAGE Junior College, Hyderabad

With an aim to create awareness to the PAGE Junior College students about random prototyping on footwear model and to acquaint them with the employment opportunities in footwear, fashion, leather goods and retail sector, a workshop on 'Random Prototyping on Footwear Model' was held at Footwear Design & Development Institute (FDDI), Hyderabad campus on 17<sup>th</sup> September, 2022.

PAGE Junior College located at Banjara Hills, Hyderabad was established in 1988 with the intention to provide the right guidance to students who are career minded and ambitious.

A batch of thirty students from final year of PCM elective who were accompanied by their two teaching staff attended the workshop during which Mr. Abdul Rahuman M, Design Faculty, School of Footwear Design & Production (SFDP) provided in-depth information about the creative design process model, as well as importance of portfolio development and prototyping for young designers, and design as a career.

Further, Mr. Loganathan. T, Jr. Faculty, SFDP conducted a brainstorming session and demonstrated the development of new prototypes. Following the instructions, the students of PAGE Junior College began to develop their prototypes.



FDDI Faculty explaining concept to a student during the workshop



Students of PAGE Junior College with their developed prototypes along with Faculty & staff of FDDI Hyderabad

Before the workshop, the HoD and faculty members from respective departments briefed about various employment opportunities on footwear, fashion, leather goods and retail sectors.

## FDDI, Chhindwara campus collaborates with Pidilite Industries Ltd., for 'Craft Workshop on Design Projects'

Footwear Design & Development Institute (FDDI), Chhindwara campus has collaborated with Pidilite Industries Limited for organizing a series of 'Craft Workshop on Design Projects' commencing from September 2022 till November 2022.

Pidilite Industries Limited which was established in the year 1959 is the largest manufacturer of adhesives in India. It is the pioneer in adhesives and specialty chemicals and serving the footwear & leathers goods industry.

Under this series, the first workshop was held at on 16<sup>th</sup> September, 2022 on 'Canvas & Leather Painting'.

Ms. Kajal Totlani, Fevicryl Certified Professional, Expert Teacher from Pidilite Industries Limited conducted the workshop for the students of

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The workshop clarified the significance of prototyping in the design of new products.





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Foundation, Footwear & Fashion Design batches and provided valuable tips for doing surface texture exploration that adds immense beauty and enhances the look of a product.



Ms. Kajal Totlani, Fevicryl Certified Professional, Expert Teacher conducting the workshop



Final outcome

Ms. Kajal briefed about the techniques for leather surface texture exploration which included dyeing, painting, tooling stamping, scorching, burning and explained the ways of aesthetical appeal enhancement of leather surface using these techniques.

During the three phases, the students will be benefitted with various workshops on contemporary, traditional art & techniques on Canvas, Acrylic, Batik, Block printing, Glass painting, Madhubani, Embroidery etc.

### FDDI Kolkata participates in ILAF 2022

Footwear Design & Development Institute (FDDI), Kolkata participated in the 25th India Leather & Accessories Fair, 2022 (ILAF) which was organized by Indian Trade Promotion Organization (ITPO), Govt. of India and held at Biswa Bangla Mela Prangan (Milan Mela), Kolkata from 14<sup>th</sup> September to 16<sup>th</sup> September, 2022.

FDDI, at its stall displayed student's leather goods and footwear products. Apart from the buyers, the owners and officials of various export houses and the leather industry as a whole applauded the works of the students of FDDI showcased in the stall.

The fair was a good platform for the students and faculties to study latest trends in terms of leather, colour, patterns, silhouettes, accessories and latest technologies.

Information about the academic programmes of the FDDI was also provided to the aspiring students.

Upon the request received from ITPO, FDDI organized a 'Fashion Show' in the fair premises on 15<sup>th</sup> September, 2022 during which the students showcased their creative creations of leather products and shoes on the ramp walk.



A view of the stall of FDDI



A view of the 'Fashion Show'

Audience was mesmerized by the grace and beauty of the entire show. The event was a huge success as it was well appreciated in the form of thunderous applause after the show.

### Seminar by WGSN held at FDDI



Ms. Tripti Tiwari, Account Manager, South Asia Region making presentation

In accordance with the subscription taken by Footwear Design & Development Institute (FDDI) for all of its twelve centres located across the country of WGSN as the product stream fashion forecasting, an interactive seminar was held by WGSN on 16<sup>th</sup> September, 2022

The topic of the seminar was 'Detailed walkthrough of Spring-Summer 2023 with categories Shoe, Fashion Design and Accessories' during which Ms. Tripti Tiwari, Account Manager,



A view of the participants



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South Asia Region, WGSN and Ms. Megha, Client Service Associate, WGSN provided valuable insights, contents and ideas for professional skill enhancement in accordance with the fashion world.

This initiative by the School of Leather Goods & Accessories Design (SLGAD) provided seamless flow of knowledge across all FDDI campuses, as during the seminar, the students & faculties were connected virtually from the virtual classroom facilities at their respective campuses.

### 'Photography exhibition-cum-competition' held at FDDI Chhindwara campus



Mr. Amit Sankhla, renowned photographer

A 'Photography exhibition-cum-competition' was held at Footwear Design & Development Institute (FDDI), Chhindwara campus on 15<sup>th</sup> September 2022.

The competition was based on the theme 'Fashion & Editorial' during which the students from Fashion, Footwear and Retail did photography based on their ideas and submitted their entries.



A view of the 'Photography exhibition-cum-competition'

The exhibition-cum-competition was adjudged by one of the most proficient and renowned photographer, Mr. Amit Sankhla who is having experience of more than 25 years. He is giving his services globally and working with world's leading agencies and companies like Barclays - UK, One King Lane - New York, Narrators: Mumbai. He is also giving lectures on photography in India's reputed colleges.

The purpose of the exhibition-cum-competition was to assess the technical inputs of the students about photography and how well they are conversant in expressing and translating their product designs & creative thoughts through the lens more professionally.

### Under 'The Conversation Series – Entrepreneurship Journey' initiated by FDDI Noida campus, interaction session with Mr. Anubhav Dubey held

With an objective to motivate the students and to provide them industry insights, real world-life experiences, career related answers from Entrepreneurs, Distinguished Alumni, Industry Experts, HR's, Celebrities, and experts from different walks of life which would help the students going to start their professional journey, Footwear Design & Development Institute (FDDI) has started 'The Conversation Series', which will held at frequent interval of time.



Mr. Anubhav Dubey, Founder – Chai Sutta Bar (Quick Service Restaurant) being welcomed at FDDI



Mr. Anubhav Dubey interacting with the students

Under the series, the Placement department successfully organized the first interaction session on 13<sup>th</sup> September 2022 at FDDI Noida campus during which, Mr. Anubhav Dubey, Founder – Chai Sutta Bar (Quick Service Restaurant) was the speaker.



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Mr. Anubhav is the youngest entrepreneur to cross 100+ crores business under the 'Make in India' initiative. He is honoured with United Nations Young Change Maker Conclave (UNYCC) award. His inspiring story of entrepreneurship is documented by NCERT.

Mr. Anubhav Dubey is also President of Farz Foundation, a non-profit organization in India to empower underprivileged children, youth and women through relevant education, innovative healthcare and market-focused livelihood programmes.

Motivating the students, Mr. Anubhav Dubey emphasized to build one's skill set and knowledge base to overcome the roadblocks in entrepreneurial journey for becoming a successful entrepreneur. He also highlighted the importance of Human Intelligence (HI) in the world of Artificial Intelligence (AI).

Around 250 students from all the schools and batches attended the interaction series with full enthusiasm.

### Article written by student of FDDI, Fursatganj gets published in 'Shuttles & Needles'

A technical article written by Ms. Purvi Mittal, a student of Footwear Design & Development Institute (FDDI), Fursatganj has been published in the monthly newsletter 'Shuttles & Needles' of Shuttle and Needles Studio, Chennai.

Ms. Purvi Mittal who is a student of School of Fashion Design (SFD) of 2019 batch, while doing her internship, wrote the article titled 'When Kasuti meets Leno'.



Ms. Purvi Mittal - SFD, 2019 batch, FDDI, Fursatganj



Leno weaving sample in development

Briefing about this technical article, Ms. Mittal said "Leno weave is created by twisting two warp yarns together, creating a helix-like structure. The weft yarns are interwoven through the gaps created in the twisted warp yarns. I have seen leno weave structures being used to create interesting borders in fabrics however, I tried creating some shapes and motifs in the body of the fabric that led to planning to weave a stole with a huge motif in the middle. I wanted to keep the motif geometrical to have clear visibility and that gave me the idea to use Kasuti motifs."

Kasuti is the famous embroidery of Karnataka. Kasuti is the handwork of cotton thread in the Kannada language. Kasuti has not developed into a cottage industry but, is only handicraft and pastime for women. In the olden days, it was a custom that the bride had to possess a black silk sari, called Chandrakali sari with Kasuti work done on it.

The article is available on the link <https://mailchi.mp/shuttlesandneedles.com/august-2022-newsletter-6146785?e=313058f3dd>.