

WAVES

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WAVES



WAVES

Waves is a quarterly e- magazine of FDDI Kolkata, started with its first issue in January 2022. The students and staffs of FDDI Kolkata are the contributors to the magazine. This magazine has four major sect covering articles on various academic and industrial topics, creative come, interaction with slumni, and insight into our academic and extracurricular activities.

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Editorial

Dear Readers,

Welcome to another edition of Wave magazine! As Mr. Fred Rogers wisely stated, "Often when you think you're at the end of something, you're at the beginning of something else." This sentiment resonates deeply as it reflects on the recent changes at FDDI. The unexpected relieving of Mr. Sunilkumar U., the Executive Director from Kolkata campus to the NID, Haryana on 7th August 2024, following the INI celebration at FDDI Hyderabad, has indeed taken all by surprise. However, while he may no longer be with us in an official capacity, his invaluable contributions to FDDI, Kolkata, will remain cherished and influential for years to come. Mr. Pradeep Srivastava continued to oversee the administrative responsibilities of the campus, which were soon transitioned to Dr. Mrinal Kanti Datta. Amid this period of administrative change, it is heartening to note that academic initiatives continue to thrive, with orientation programs for the new students and several activities, visits enriching the community. On a broader scale, the world is witnessing escalating tensions between the U.S. and China, particularly regarding trade, technology, and military presence in the Asia-Pacific region. Domestically, India faces challenges as well. The recent monsoon season has led to heavy rainfall, causing significant flooding in states like Bihar, Uttar Pradesh, and Maharashtra, prompting urgent rescue and relief operations. In brighter news, India is making strides on the global stage with the inauguration of Bharat Mandapam, the new international convention and exhibition center in Delhi, poised to host the G20 Summit. Economically, robust GDP growth has been recorded, driven by strong performances in manufacturing and services, reflecting resilience amid global challenges. Lastly, the remarkable achievements of athletes such as Neeraj Chopra, P.V. Sindhu, Bajrang Punia, Lovlina Borgohain, Dutee Chand, and Parul Chaudhary at the Asian Games highlight India's growing prowess in sports. As changes and challenges unfold, they present opportunities for growth and innovation. Thank you for engaging with this journey. Enjoy reading!

FDDI, Kolkata participated in the fashion show during the INI celebration at FDDI, Hyderabad and Celebrating Eastern Indian Heritage on the Runway. On August 5, 2023, FDDI celebrated 'INI Day' at its Hyderabad campus, commemorating its designation as an "Institute of National Importance" by the Government of India on August 5, 2017. The event was attended by distinguished directors, including Dr. P. J. Narayanan from IIT and Dr. Malani Divakala from NIFT, alongside industry experts such as Mr. Rajan Kumar Jha, VP of Bata, and Mr. Niren Anand, MD of Ever Trade Shoes, as well as FDDI officials, staff, and alumni. In his welcome address, Dr. Narsimhugari Tej Lohit Reddy, IAS, Executive Director of FDDI Hyderabad, expressed pride in the institute's evolution from a small entity to a significant force in footwear, design, fashion, and retail. The event featured the launch of FDDI's annual fashion magazine, Felicitas, and the introduction of 'Saili', a new campus store, alongside its website saili.co.in. Colonel Pankaj Kumar Sinha, Secretary of FDDI, emphasized the institute's commitment to innovation in design, retail, and leather goods. Additionally, a fashion show titled 'Alankaran', showcasing a blend of contemporary and traditional designs, was presented by students to mark the celebrations. Throughout the day, attendees had the opportunity to witness a captivating exhibition showcasing the creative prowess of FDDI's students in footwear, fashion, product design, and retail management. The event was sponsored by Debon, Turel, Anjani Footwear and the Farida Group of Companies. From the emerald hills of Assam to the serene rivers of Bengal, and from the sacred valleys of Sikkim to the vibrant heart of Orissa, the collection showcased a rich tapestry of enduring traditions. As models graced the stage, they became living embodiments of this heritage, donning garments that echoed centuries of artistry. The event unfolded a grand symphony of Eastern Indian couture, inviting all to embrace the beauty and splendor of the moment. The collections were crafted by students of FD 2021, **Ms. Sohini Dasgupta** and **Ms. Amalu B. Cyriac**, under the guidance of **Ms. Anita Ray**, Senior Faculty at FDDI Kolkata. Their work created a mesmerizing showcase of traditional costumes that celebrated the rich spectrum of Eastern Indian culture.

ini celebration



On August 7, 2024, Wednesday, Mr. Eric Förster conducted a comprehensive workshop on performance skills for students at the COE classroom, FDDI Kolkata. The session was structured to include both a lecture and a practical workshop. Mr. Förster's extensive experience includes working from 2016 to 2019 with A.R. Rahman, the renowned Oscar-winning composer, and founder of KM College of Music and Technology in Chennai, India. During this period, Mr. Förster's students achieved significant accomplishments, including performing alongside A.R. Rahman in live concerts, recording the Tamil and Telugu versions of Disney's Frozen 2, and contributing to the Indian film industry with notable projects such as the female version of "Jwalamukhi" in the movie 99 Songs. In the workshop, Mr. Förster utilized a range of activities, including an innovative "time machine" exercise, aimed at enhancing participants' body language and vocal modulation skills for interviews and presentations. The students actively engaged in these dynamic sessions and exhibited a high level of participation, particularly during the question-and-answer segment. Overall, the workshop was well-received, providing valuable interactive and practical insights into performance skills development.

performance skill



NASHA MUKT BHARAT ABHIYAAN NASHA MUKT BHARAT ABHIYAAN NASHA MUKT BHARAT ABHIYAAN NASHA MUKT BHARAT ABHIYAAN

The 'Nasha Mukta Bharat Abhiyaan' (NMBA) pledge against drug abuse was undertaken by the staff and students of FDDI across its campuses located in Noida, Fursatganj, Chennai, Kolkata, Rohtak, Chhindwara, Guna, Jodhpur, Ankleshwar, Banur, Patna, and Hyderabad.

As NMBA entered its fifth year since its launch on August 15, 2020, by the Ministry of Social Justice and Empowerment, Government of India, the occasion was marked by a mass pledge against drug abuse led by the Honorable Minister for Social Justice and Empowerment, Dr. Virendra Kumar, at Modern School, Barakhambha Road, New Delhi, on August 12, 2024, at 9 AM.

This year's NMBA theme is 'Viksit Bharat ka Mantra, Bharat ho Nasha Se Swatantra.' In solidarity with this initiative and reaffirming its commitment to a drug-free India, the employees and students of FDDI took the pledge together.

anti-alcohol and ragging

gender sensitization and behavioral etiquette at the workplace

On 23rd July 2024, during the orientation program for students of the new academic session, Ms. Sakuntala Chanda, an external member of the Internal Complaints Committee, conducted workshops at FDDI, Kolkata campus on pertinent issues related to student conduct and staff behavior in the institute.

During the workshop on 'Anti-alcohol and Ragging', Ms. Sakuntala emphasized upon the detrimental effects of alcohol consumption and the strict adherence to anti-ragging policies within the institute premises. The interactive workshop provided students with insights into responsible behavior and the consequences of engaging in ragging activities, promoting a safe and respectful environment conducive to learning. During the exclusively designed workshop for the staff members on 'Gender Sensitization and Behavioral Etiquette at the Workplace' for Staff Members, Ms. Sakuntala focused on fostering a culture of gender sensitivity and professionalism among employees. Discussions centered around understanding workplace etiquette, respecting diversity, and creating inclusive environments to ensure a harmonious and productive workplace atmosphere.



NATIONAL HANDLOOM DAY

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NATIONAL HANDLOOM DAY

On 7th August 2024, 'National Handloom Day' (NHD) was observed across FDDI campuses to honour the artistry and heritage of handloom weaving, showcasing the intricate craftsmanship that defines timeless tradition. National Handloom Day emphasizes the importance of reviving traditional crafts and supporting handloom weavers for a sustainable and culturally rich future.

The Union Government had declared 7th August as the 'National Handloom Day' in July 2015 with the objective to generate awareness about the importance of India's handloom industry.

FDDI Kolkata celebrated national handloom day by organising various competitions among the students.

Handloom weaving is integral to India's cultural heritage and provides livelihood to millions, especially in rural areas. The sector is also significant for sustainable fashion, as handloom products use natural fibers and dyes, promoting eco-friendly and slow fashion practices. National Handloom Day aims to increase awareness about the value of handloom products, support the weavers' community, and preserve traditional crafts for future generations.

78TH Independence Day

15 AUGUST 2024

The 78th Independence Day was commemorated with great patriotism and traditional celebration across all campuses of the Footwear Design and Development Institute (FDDI) on 15 August 2024. Mr. Pradeep Srivastava, Centre-In-Charge of FDDI, hoisted the national flag at the FDDI Kolkata campus in the presence of staff, their families, and students of the institute. The event featured a keynote address, followed by a vibrant cultural program presented by the students. This program included patriotic songs, captivating dance performances, and dramatic representations that highlighted the struggles and sacrifices of our soldiers defending the nation's borders. Sweets were also distributed to further enhance the celebratory atmosphere. The flag hoisting ceremony concluded with the singing of the National Anthem in unison. Faculty and staff from the respective campuses gathered and contributed to making the Independence Day celebrations both inspiring and enlightening.



On July 29, 2024, the students of the Fashion Design Department at FDDI Kolkata, comprising the FD 2023 batch, organized a styling competition focused on various traditional costumes of India to commemorate the world ethnic day. This event provided an excellent opportunity for students to showcase their creativity and knowledge of cultural attire.

The competition was evaluated by a distinguished panel of judges, including Mr. Prashant Nanda, Mr. Pradeep Srivastava, and Mrs. Anita Ray. Their expertise contributed significantly to the assessment of the participants' designs and styling choices. The winner of the competition was awarded a leather pouch, generously sponsored by the Leather Products Design (LLPD) department. This recognition not only highlighted the talents of the participants but also encouraged further exploration of traditional craftsmanship within the fashion industry. Overall, the event was a resounding success, fostering a spirit of collaboration and creativity among students while celebrating the rich diversity of Indian traditional costumes. Such initiatives play a crucial role in enhancing the educational experience and promoting cultural appreciation within the academic community.

celebration of world ethnic day



On July 23, 2024, renowned influencer couple Mr. Sangeet and Ms. Kavya, known collectively as 'Life on Roads,' visited the FDDI Kolkata campus as part of their 'Mission Mother Tree' initiative. This initiative aims to promote environmental awareness by planting various seed balls. Exploring Indian cultures and ecology, Ms. Kavya holds an M.Tech degree in Dairy Technology, while Mr. Sangeet possesses an MBA with experience in information technology. Since 2016, they have been dedicated to promoting sustainable living throughout India. The Mission Mother Tree initiative aspires to plant 10,000 tree seeds across the country in 2024, underscoring the significance of both individual and collective efforts in addressing climate change. During their visit, the couple organized activities that had a substantial impact on our campus community. They guided students in planting seed balls composed of clay and compost, utilizing seeds such as tamarind, peacock flower, and Manila tamarind. This hands-on activity proved to be not only educational but also instrumental in fostering a sense of responsibility toward the environment among the students. Furthermore, Mr. Sangeet and Ms. Kavya conducted an interactive session with the students, discussing sustainable living practices, seed bombing techniques, and sharing their experiences from their travels.

life on roads - mission mother tree life on roads - mission mother tree



A SNEAK PEEK INTO THE WORLD OF FASHION STYLING

FASHION STYLING

FASHION STYLING

FASHION STYLING

FASHION STYLING



During the ongoing orientation program for students of the new academic session, lecture & workshops th were conducted at FDDI, Kolkata campus on 25 July 2024 by distinguished alumni namely, Mr. Sidhanta Das, Ms. Soumya Srivastava and Mr. Debojit. The lecture on 'A Sneak Peek into the World of Fashion Styling' was given by Mr. Sidhanta Das an esteemed alumnus of the FD 2013 batch. He provided insights of the dynamic field of fashion styling. Drawing from his own experiences and industry insights, Mr. Das explored various aspects of fashion styling techniques, trends, and their practical applications in the contemporary fashion industry. The lecture served as an inspiration for aspiring fashion designers and stylists, offering valuable guidance on pursuing careers in this competitive field. Ms. Soumya Srivastava and Mr. Debojit conducted an interactive workshop on 'Styling Techniques and Implementation'. Ms. Soumya, currently a renowned costume designer in the Bollywood industry and a key member of the Ambanis' wedding costume team, shared her expertise in costume designing and the intricacies of styling for high-profile events. Meanwhile, Mr. Debojit, a promising actor in the Tollywood industry, provided insights into the importance of styling in film and media, emphasizing the role of fashion in character portrayal and storytelling. The involvement of alumni, during the ongoing orientation program exemplifies FDDI Kolkata's commitment to nurturing talent and fostering industry connections. It also reflected the significant role played by alumni in shaping the educational experience and preparing students for professional success in the field of fashion and design.



titliya fashion studio

To enhance practical knowledge and familiarize students with various activities related to dyeing, embroidery, and garment production, an industrial visit to Titliya Fashion Studio was organized for Fashion Design students at FDDI Kolkata. Titliya Fashion Studio specializes in utilizing unused fabrics and is committed to the production of sustainable apparel. On September 13, 2024, B.Des - Fashion Design students from the seventh and fifth semesters, accompanied by their faculty, were briefed by Ms. Tasneem Habib, Co-founder of Titliya Fashion Studio. She outlined the comprehensive steps involved in garment manufacturing, starting with unused fabric. During the visit, students gained invaluable insights into sustainable garment production, from waste fabric to finished product, and were introduced to various sectors of the garment industry, including the store, embroidery, and cutting sections. This experience proved to be highly beneficial, as students engaged with industry workers and acquired practical knowledge regarding sustainable practices in garment production.



MR. SUNILKUMAR U.

On August 7, 2024, Mr. Sunilkumar U., the Executive Director of the Kolkata campus, was unexpectedly relieved from his position to assume a new role at the National Institute of Design (NID) in Haryana.

This transition marks a significant shift in Mr. Sunilkumar's career, as he brings a wealth of experience and leadership skills that will undoubtedly contribute to the ongoing development of NID. His tenure at the Kolkata campus has been characterized by dedication and impactful initiatives, and his absence will be felt by both staff and students alike.

As we bid farewell to Mr. Sunilkumar, we extend our best wishes for his future endeavors and express our gratitude for his contributions during his time at the Kolkata campus. His leadership has left a lasting impact, and we look forward to seeing the positive developments he will bring to his new role.

FAREWELL

FAREWELL



MR. RAMESH CHANDRA SAHOO

Mr. Sahoo has been a pivotal figure in shaping the department's curriculum and fostering industry collaborations, bringing extensive experience in footwear design to the institution. His leadership has made a significant and lasting impact, and we wish to express our gratitude for his contributions during his tenure at the Kolkata campus.



MS. PRIYANKA MITRA

Ms. Mitra was instrumental in managing library resources that supported both faculty and students in their academic endeavors. Her dedicated and sincere contributions will leave a lasting impact, and we wish to convey our gratitude for her efforts during her tenure at the Kolkata campus.

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Mr. Aniket Gupta, Founder of the renowned start-up company, Padukey. I have been a working professional with various industry insights since 2012. As a result, I have gained knowledge and experience in different divisions and roles such as sales, field marketing, digital marketing, costing, research and product engineering development, purchases, sourcing, merchandising, public relations, operations, recruitment, etc.


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FDDI has been a transformative learning phase for me. The teachers played a crucial role in my growth, making FDDI Kolkata feel like a second home. Over the past three years, I have gained significant industrial experience and found inspiration in various stories and role models. I am currently associated with Blackberrys as an Assistant Manager (Area Visual Merchandiser) and have previously worked with Future Group, Voylla Fashion Jewelry, and Spykar Lifestyle.

During my graduation, I actively sought assignments and workshops that deepened my interest in the field. I participated in various programs and cultural activities, including being crowned Mr. Fresher at FDDI Kolkata in 2012. I led styling concepts and product development for the UBK label and collaborated with MSME industries for product and portfolio design. I was awarded second runner-up in the Avangard category for massive ramp choreography in 2014 and recognized as Best Photographer at IIM Kolkata. I also created a self-made documentary aimed at exhibiting in art-film festivals. Looking back, I once felt out of place, but at FDDI, I found a community of like-minded individuals. Craftsmanship is challenging, and I appreciate the diverse interests of my peers. I am grateful to FDDI Kolkata for the invaluable education and opportunities that have enabled me to pursue my dream career.

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A black and white portrait of Michael Rider, a man with dark, curly hair and a light beard, wearing a dark sweater. He is looking directly at the camera with a neutral expression. His hands are clasped in front of him.

MICHAEL RIDER IS THE NEW CREATIVE DIRECTOR AT CELINE

In luxury fashion, Hedi Slimane exited Celine, with Michael Rider appointed as his successor. Rider's return to Celine, after working under Phoebe Philo, has generated excitement as he is expected to bring back a more understated, elegant aesthetic.



PARIS FASHION WEEK FALL 2024

Paris Fashion Week Fall 2024 unveiled distinctive trends such as unconventional pockets, split sleeves, and French Western themes. Designers like Alexander McQueen and Courrèges experimented with pocket placement, while brands like Victoria Beckham played with split-sleeve designs for versatile wear. The show also saw an emphasis on cord ties and cinched-waist jackets, enhancing silhouettes.

Fashion quiz

- 1: Which fashion brand's latest collection was inspired by the theme "Glamorous Zombies"?
- 2: Which celebrity wore a stunning Schiaparelli gown to the Met Gala, featuring a giant lobster on her head?
- 3: Which fashion brand launched a sustainable clothing line made entirely from recycled plastic waste?
- 4: Which iconic fashion designer announced their retirement after 50 years in the industry?
- 5: Which fashion brand collaborated with the popular video game, Fortnite, on a limited-edition capsule collection?
- 6: Which fashion designer has a brand called Rugby?
- 7: DKNY is the signature of which designer?
- 8: Who founded Net-a-porter?
- 9: Which fashion influencer wore a burnt red rose outfit to the met gal 2024?
- 10: Which company logo is called the swoosh?
- 11: Name the designer who designed the collection of seasons and the collection on human anatomy?

1: Moschino 2: Doja Cat 3: Reformation 4: Jean Paul Gaultier 5: Balenciaga 6: Ralph Lauren 7: Donna Karan 8: Natalie Massenet 9: Wisdom Kaye 10: Nike 11: Guo pei



ANUSHKA BANERJEE /
FD 23



SAHELI GOSH /
FD 23



FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE
 Ministry of Commerce & Industry, Government of India
 AN INSTITUTION OF NATIONAL IMPORTANCE under FDDI Act 2017

Ministry of Commerce & Industry
 Government of India



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ABOUT US:

Are you passionate about design and aspire to make a mark in the Fashion industry? FDDI Kolkata welcomes you to an innovative and dynamic learning environment, where creativity meets expertise.

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SCAN ME

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- Fashion Design(FD)
- Footwear Design and Production(FDP)
- Leather, Lifestyle & Product Design(LLPD)

PAN INDIA 12 CAMPUSES

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