

FDDI HYDERABAD

# FELICITAS

VOLUME 11

ASTHARA

JURY-CUM-DESIGN DISPLAY



**MOST CREATIVE CONCEPT**

*The Labyrinth*

# SOLASTA

GRADUATION FASHION SHOW 2023



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# ABOUT US

Crafted with enthusiasm and care, FDDI Hyderabad's Fashion Communication Club Melange, brings you "Felicitas"-A magazine that caters to the creative mind.

An array of topics ranging from fashion, make-up, pop culture, creative writings and musings, activities and sites to see, and more have been handpicked and presented for you to indulge in. This magazine is not only a work of dedicated design but also an innovative space that serves as an outlet and a platform for all the little wonders that go on, with the people around us, every day!

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# Greetings From Centre Incharge



MR.DEEPAK CHOUDHARY

I, Deepak Choudhary, HoD - FDP and Centre Incharge of Footwear Design and Development Institute, Hyderabad, am delighted to announce the release of Felicitas Volume 10, the quarterly magazine of our institute. This edition brings you some new and ponderable insights on life as well as the design field.

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# Editor's Note

Dear readers,

With great pleasure we present to you an inspiring collection of articles, stories and designs that features the talents, accomplishments and creativity within our college community. The 11th volume of the Felicitas magazine brings to you the hard-work and dedication of our talented contributors who invested their passion and dedication for providing such inspiring and captivating content. As we pursue the pages, let us appreciate the power of knowledge, expression and collaboration that resonates within our campus. I encourage you to engage in the world of FDDI Hyderabad through this edition. Just a reminder, ladies and gentlemen the power of knowledge lies not only in its acquisition but also in its dissemination, and this magazine is a shining example of our commitment to fostering intellectual growth and artistic expression. Thank you for joining us on this exciting journey. I hope you enjoy this edition of our magazine.

*Warm regards,*  
**SUDEEKSHA**  
**RISHIKA**

# TABLE OF CONTENTS

PHOTONEER

STUDIO

ART  
FITNET



A LIFESTYLE CLINIC

MONSTER  
ENERGY

LOANS PARADISE

Sofal

FDI

FOOTWEAR DESIGN & DEVELOPMENT  
Ministry of Commerce & Industry  
AN INSTITUTION OF NATIONAL IMPORTANCE

GRADUATION FA

SOL2

POWERED  
PHOTON  
STUDIO

# 07

## COVER STORY

Solasta

# 09

## THE WINNERS

Labyrinth

Insane Space

Aaena

Jaal

Mina

Fagelbo

Zarafet

Modest Monna

# 25

## ASTHARA

Jury cum

Design display

# 27

VISIT TO  
HCU

# 29

INDUSTRIAL  
VISIT

Shahi Exports

# 31

LEGACY  
PAGE

# TS



2023 GRADUATION FASHION SHOW

# SOLAsta





**F**ashion, a microcosm guided by its own rules and hierarchies, has, through the door of creativity, entered a monumental stage. On 6th of May 2023, the Footwear Design and Development Institute (FDDI) Hyderabad presented "Solasta", a captivating graduation fashion show showcasing the exceptional talent of FDDI's graduating students.

Let's start with Akshata Chirravuri and Yadavendra Singh's collection 'Mina'; Drawing inspiration from the cultural motifs and intricate designs produced in Meenakumari art, they featured fitted tops, dresses, sleeves utilizing block printing, hand painting, laser cutting, bead & ornamental work creating a unique visual language. Surface Ornamentation has a certain appeal, but it was of-the-moment looks that elicited the wows. 'Zarafet' is another notable collection. The designers set out to create dramatic, alluring ensembles flaunting the sophisticated details present in the monumental work of Hagia Sophia.

**“ Gender fluidity in fashion is gaining momentum, emerging from the shadows and becoming democratized across the gender spectrum.”**

Checkout winning collections on the following pages...

“ Gender fluidity in fashion is gaining momentum, emerging from the shadows and becoming democratized across the gender spectrum.” Gender neutral garments were a staple throughout the show. The collection 'Insane space' is an amazing example of gender fluid and boundary pushing constructions. Flirty ruffled sleeves, flowy long skirts and body hugging tops were notable and their message “let us avoid making anyone feel different” deeply resonated with everyone present in the room. While some collections catered to a particular segment, with vivid, bright pink tones and a dusky undertone palette, collections 'Aena' and 'Modest Momma' were adored. Acknowledging their efforts and problems, fashionable and practical silhouettes were curated to empower mothers.

No designer is an island, creations are the product of the hard work of many, rather than the individual genius. As designers, we are all aware of the struggle of local communities that rely on artisan skills for a livelihood, it isn't uncommon for these communities to be exploited. By collaborating with such artisans, a remarkable difference has been made. The collections 'Jaal' and 'Falgebo' deserves appreciation for how it has helped the local communities. Designers worked closely with the regional artisans to construct their unconventional and exquisite visionary designs, embracing natural fibers and dyes. Every garment was comfortable with a rustic and natural feel. The graduation fashion show served as a platform for these emerging designers to make their mark on the industry, expressing their unique voices and showcasing their innovative collections. Join us as we witness the birth of the next generation of fashion visionaries and immerse ourselves in the spellbinding world of "Solasta."

- Sudeeksha Y.

# THE LABYRINTH

Moukthika Reddy and Satish Vadakattu

**AWARD FOR MOST CREATIVE CONCEPT**



The Labyrinth, according to Greek mythology, was an intricate and bewildering structure with countless winding passages, dead ends, and intricate corridors. The myth of the Labyrinth symbolizes the triumph of reason, courage and ingenuity over seemingly insurmountable challenges and represents the struggle between order and chaos.

The cultural representations of technology in popular media often plays a significant role in shaping our perceptions and expectations. These depictions can range from optimistic visions of technological progress to more cautionary tales and dystopian narratives.

**THE LABYRINTH-  
AN INTRICATE AND BEWILDERING  
STRUCTURE WITH COUNTLESS  
WINDING PASSAGES, DEAD ENDS,  
AND INTRICATE CORRIDORS.**





This collection designed by Moukthika Reddy and Satish Vadakattu takes in the idea of fictional exaggerations co-relating to the characteristics of this concept. The rich texture of velvet representing the human side and silver machine embroidery with quilt details representing the strong engulfing technology forms the base for this collection.

The garments were a series of dramatic elongated dresses with plays of asymmetrical designs. There were many showstoppers that gave rhythm to the collection, but the cobalt blue extended dress with a singular long sleeve embellished with foil detailing left everyone astounded.



**THIS COLLECTION  
TAKES IN THE IDEA  
OF FICTIONAL  
EXAGGERATIONS  
CO-RELATING TO  
THE  
CHARACTERISTICS  
OF THIS CONCEPT.**



# INSANE SPACE

Aman Ashok, Kumari Ayushi, Riya Pratap, Pranjali Arora

## AWARD FOR BEST CRAFT REVIVAL AND SUSTAINABILITY



Aman Ashok, Kumari Ayushi, Riya pratap and Pranjali Arora called their collection 'Insane Space' which is a celebration of fashion choices and experiments, where the designers pay an ode to the beautiful nuances of nature.

### CELEBRATION OF FASHION CHOICES AND EXPERIMENTS...

The design was inspired by Arvey, a 10th-standard student, who loved things beyond his gender recognition, and chose to live his life on his own terms, but that made him an easy target for the society and hence was assaulted multiple times. The school failed him by not recognizing his pain and by making him believe that there was no reason for him to live. As a result of which, Arvey committed suicide. His life can never be an inspiration, but the choices he made in his life can be. His story motivated and gave courage to millions of people out there who love to experiment with their fashion choices.

HIS LIFE CAN NEVER BE AN INSPIRATION, BUT THE CHOICES HE MADE IN HIS LIFE CAN BE.



The collection is a true symbol of what nature has gifted us and how we choose to adore it. It depicts sustainability linked with rawness and the real side of nature. "let us avoid making anyone feel different"

**"LET US AVOID MAKING ANYONE FEEL DIFFERENT"**



The choice of materials and their colors gave the viewers a soothing experience. While raw jute has been used to create the awareness of nature, white has been used to indicate peace. With their bold statement pieces, the designers wanted to transport the viewers to a place of harmony and serenity, a place where everyone is in their element.



AWARD FOR BEST READY TO WEAR

Keerthana Alladi and Nandita Palisetti

# Aarena

**“The satisfaction we felt, after perfectly executing our vision in each piece was priceless”.**

This acclaimed collection's inspiration was drawn from Lippan Kaam, an art form practiced by the rural women in Gujarat for decades. It has garnered the modern world's attention due to its intricate pattern and aesthetical appeal.

Keerthana Alladi and Nandita Palisetti’s ultimate vision for this collection was to extend the presence of an art that is popular in interior design to the fashion field by creating a new combination of surface ornamentation techniques.



**Inspired from Lippan Kaam, an art form practiced by the rural women in Gujarat for decades**

“We combined mirror work (one of the oldest Indian techniques) with the Victorian technique rouleaux to reflect the inspiration of Lippan art”.

They were also inspired by the recent boom of mother-daughter outfits encouraging us to tap into that market. The color scheme hinted at toned down, dusky hues fused with beige undertones and they incorporated the major fashion trends from Spring / summer 2023 in their garments.

The gold beige jumpsuit and the showstopper Kali dress were personal favorites to the designers as well as the most challenging ones to execute.

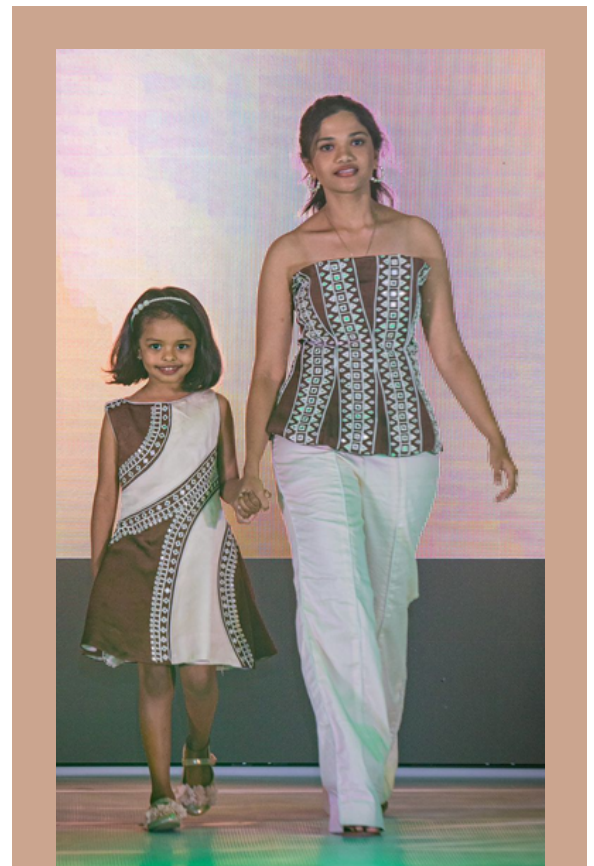


**TONED DOWN,  
DUSKY HUES  
FUSED WITH  
BEIGE  
UNDERTONES**



“The satisfaction we felt, after perfectly executing our vision in each piece was priceless”.

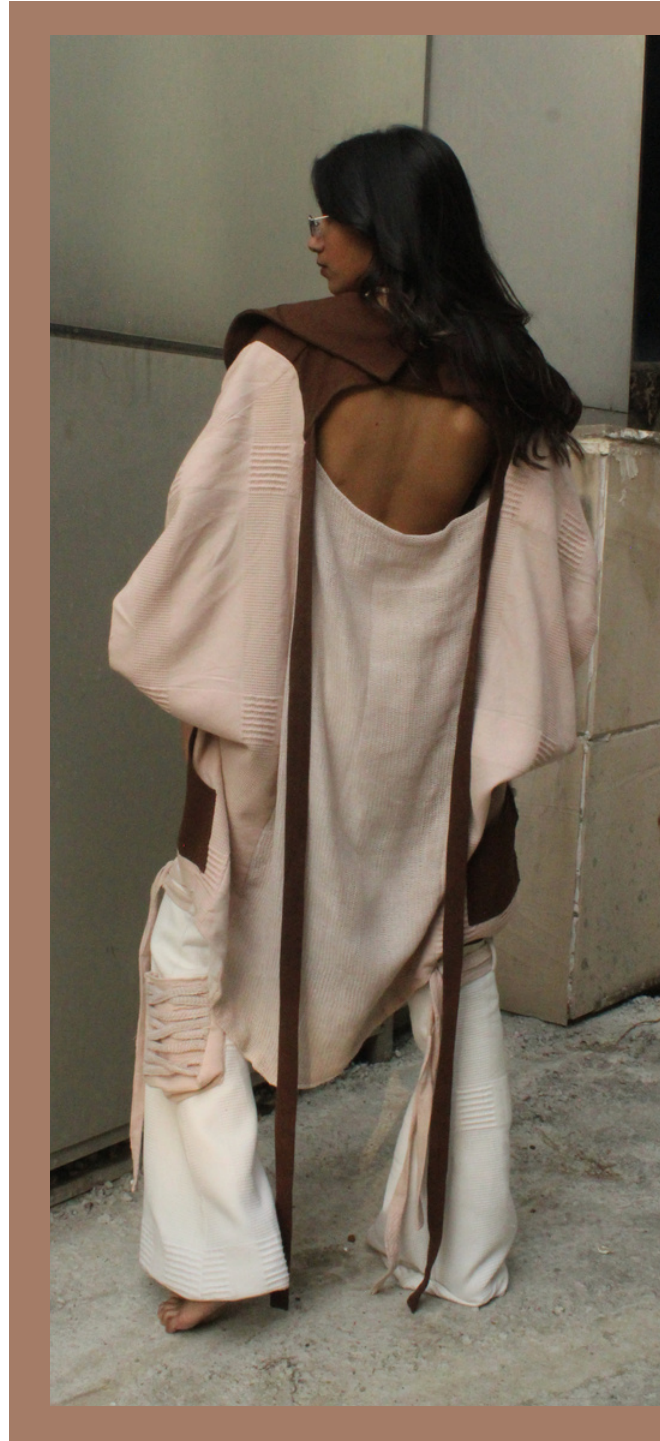
They strongly believe that these surface ornamentation techniques can provide livelihood to the artisans of hand embroidery and bring a major and positive impact on the economy.





'The collection JAAL started with an idea that would not only showcase our creativity but also uplift the struggling handloom weavers of our country' say the designers.

THEIR  
COLLECTION  
MADE IT TO THE  
HINDU  
NEWSPAPER AS  
WELL AS THE  
LAKKARS  
MAGAZINE.



The inspiration was taken from the rich cultural and historical references from India through the motifs, patterns, and the traditional techniques used in the different regions of the country.

The striking ensembles blend with the current fashion trends by merging traditional crafts with contemporary designs with a sustainable approach.

AWARD BEST FOR PM & GC

# JAAL

Kumari Shwetangi, Prabhat Kumar, Ankit Kumar, Abhishek Kumar



“All this was possible after hours and hours of hard work. Each outfit was a testament to the traditional art of handloom weaving featuring intricate lattice patterns woven with love and care”



**“THE SATISFACTION THAT CAME FROM MAKING A LITTLE DIFFERENCE IN THE LIVES OF WEAVERS WAS THE GREATEST FEELING FOR US.” .**

They also took a notable decision by deciding to donate the earnings from the sale of all the 8 ensembles to the weavers which can uplift the creativity of artisans who are the backbone of our country's heritage. And by taking this step they brought a positive change in the lives of the weavers and made themselves & the whole college feel proud.





# Mina

Akshata Chirravuri and Yadavendra Singh  
**AWARD FOR BEST SURFACE ORNAMENTATION**

Believed to have originated from Persia, Minakari or Meenakari is the process of painting and coloring the surfaces of metals and ceramic tiles through enameling. It is practiced as an art form and commercially produced in Iran, India, Afghanistan, Pakistan.

Minakari art usually involves intricate designs and is applied as a decorative feature to serving dishes, containers, vases, frames, display ornaments and jewelry.

The word Meenakari is composed of the word Meena which means paradise or heaven and Kari which means a place to do something.

Taking inspiration from this, Akshata Chirravuri and Yadavendra Singh created a collection 'Mina' which is a

## **MINAKARI OR MEENAKARI-**

**Process of painting and coloring the surfaces of metals and ceramic tiles through enameling.**





**'MINA' IS A RESORT WEAR COLLECTION THAT DISPLAYS AN EXQUISITE UNION OF BLOCK PRINTING, LASER CUTTING AND MORE.**

resort wear collection that displays an exquisite union of block printing, laser cutting, the meticulous ornamental work, bead work, and hand painting, with motifs inspired by Persian art.

The fitted silhouettes flaunted various surface ornamentation techniques, colors, patterns, motifs on fabrics like denim and linen which captivated the viewers.



It's a hit collection that tells a story through its products where all the pieces work well together. The unique idea and designs is what set this collection apart from other collections and made it instantly recognisable.

**A HIT COLLECTION THAT TELLS A STORY THROUGH ITS PRODUCTS WHERE ALL THE PIECES WORK WELL TOGETHER.**

# FAGELBO

Deeksikha Ramaswamy, Shamili Sagar,  
Pawan Nayini, Vakshika Latha

## AWARD FOR BEST CRAFT REVIVAL

'Nature' and 'Artistic' were the two conceptual drivers framing the collection Fagelbo, showcased during the spectacle Graduation Fashion Show. The award winning collection surely left its mark.

Crocheting, one of the most time seeking and challenging constructions, infused the distinctive, raw, essential silhouettes with warmth, coziness, and with the impact of the beauty derived from nature inherit to the collections overall aesthetic.



**"WE WERE  
HIGHLY INSPIRED  
BY HOW A BIRD  
CRAFTS ITS NEST  
HENCE WE  
WANTED TO  
IMPLEMENT &  
EXHIBIT THE  
BEAUTY OF IT IN  
OUR GARMENTS"**



With the hook acting as the bird's beak and yarn acting as the material used to weave the nest, they delivered visually pleasing and operable garments perfect for Autumn/Winter 2024.



Many of the materials they embraced, embodied their concept : They used Cotton, Wool , Macrame, Tussar silk.

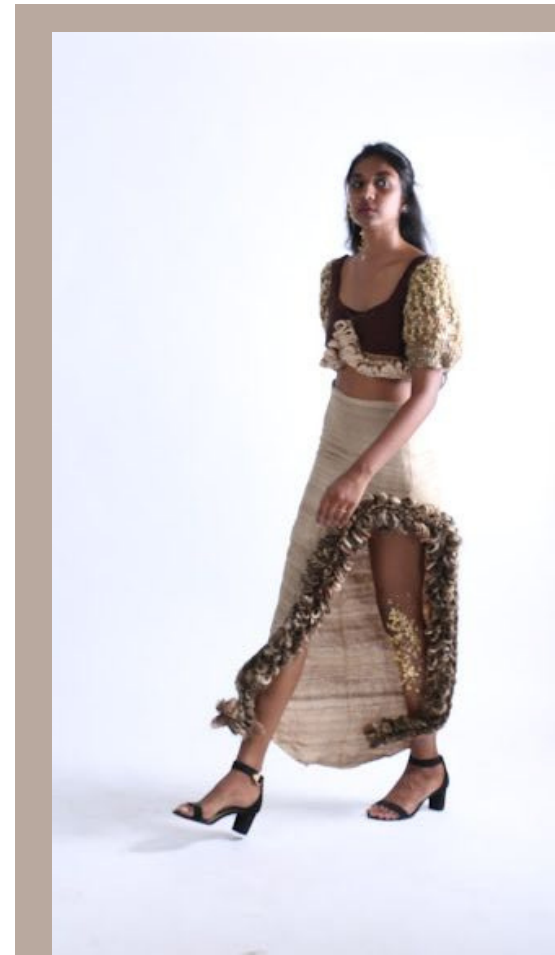
Their palette flowed in almost an organic way, with colors and yarns based around the hues of wood, dry leaves and stones.

**“THIS COLLECTION IS ALL ABOUT NATURE PLAY THROUGH UNIQUE AND SUBDUED COLORS, PATTERNS, AND FORMS”**



With the help of 7 talented women hailing from Narsapur, Telangana , they could bring their visionary designs to life. Narsapur, known for the work of lacework and crochet, has over 700 women dedicated to the craft. For a span of 20 days, the designers were living, interacting and working with the artisans.

**“WE HAD A LOT TO LEARN AND TEACH. THEIR EXCITEMENT, HAPPINESS, AND THEIR HELPING NATURE THROUGHOUT MADE THE WHOLE JOURNEY MEMORABLE AND WORTH IT”**



# ZARAFET

Sanjana Annavazzala, Meghna Menon, Manasa Rajeshwari, Snehasini

## AWARD FOR MOST CREATIVE CONCEPT



The Hagia Sophia in Istanbul, is considered to be one of the oldest monuments in history. While it looks so facile from outside, the inside of the monument is a different world altogether, with intricate carvings and extravagant architecture.

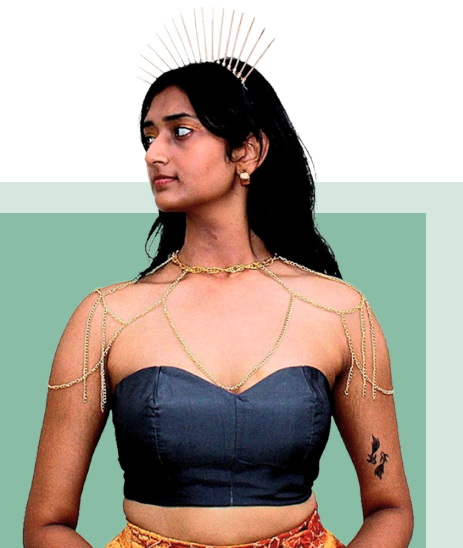


**Spring/Summer collection that seamlessly merges historical elements with contemporary design**



Building on this captivating allure, the designers of the Zarafet Sanjana Annavazzala, Meghna Menon, Manasa Rajeshwari, Snehasini set out to create a Spring/Summer collection that seamlessly merges historical elements with contemporary design aesthetics, luxurious fabrics, and creative pattern making.

“The ultimate vision for this collection was to craft a range of garments that would be both timeless and relevant in today's fashion landscape”. To achieve this vision, the designers embarked on a meticulous process that involved studying historical references, incorporating them into modern silhouettes, and utilizing high-quality fabrics.



**“THE ULTIMATE VISION FOR THIS COLLECTION WAS TO CRAFT A RANGE OF GARMENTS THAT WOULD BE BOTH TIMELESS AND RELEVANT IN TODAY'S FASHION LANDSCAPE”.**

The collection's concept revolved around the notion that the more you reveal, the more you discover, akin to the experience of exploring the hidden wonders within the Hagia Sophia itself.

The meticulous attention to detail, luxurious fabrics, and creative pattern making bring the historical elements to life in a modern and captivating manner.

While sustainability was not a specific focus in this collection, the designers aimed to highlight the importance of responsible fashion practices. With their target audience in mind, they sought to connect glamor and elegance with their fashion creations, appealing to individuals who appreciate the artistry and craftsmanship behind innovative designs.





# MODEST MOMMA

Sai Vaishnavi, Sohini Yadav, Ammana Srineeja

**AWARD FOR BEST PRELINE COLLECTION**



Modest Momma, represents the place in the heart of all mothers where their dreams and wonder of their children live. This collection speaks to the mothers as well as their child providing a long-term and sensible solution to the problems with current maternity wear.

The designers have managed to look at fashion through the lens of both a mother and a child's eyes and have created a collection that exhibits the influences of real life experiences of new mothers.

**This collection utilizes a fantastic theme that closely symbolizes motherhood in a kangaroo.**





The dresses in this collection can be worn before, during, and after pregnancy, from the first to the ninth month. Each garment has pockets placed at different parts of the garment. The pockets can be removed, relocated and replaceable as per the need. Their aim is to make this collection more trendy and functional to meet the existing challenges including the "gen z" concept.



**"SHE" IS THE ONLY FORCE ON  
EARTH POWERFUL ENOUGH TO  
NAVIGATE UNBORN SPIRITS ON  
THIS PLANET**

This collection helps empower women to go to work while putting themselves first and feeling more at ease in their own flesh, even after the rapid changes to their physical and mental state. The human experience is inherently emotional, where the female being has been chosen by the creator as the portal between the spiritual realm and the physical realm. **"SHE"** is the only force on earth powerful enough to navigate unborn spirits on this planet, Motherhood is such a transformative journey that takes you on a whirlwind of emotions and adventures.





# ASTHARA

## Jury Cum Design Display

On 24th May 2023, “Asthara” Jury cum Design display was held at Footwear Design & Development Institute (FDDI), Hyderabad.

During the event, the students of FDDI School of Footwear Design & Production (FSFDP) of 2019 batch design elective students display their own products & design collection along with final portfolio.

Apart from the faculty members from various department of FDDI Hyderabad, external members which included Dr. Sravan Sethuram, Founder of Photoneer Studios & Academy, Mr. Saurab, Asst Manager, Shima Seiki Mfg, Mr. Santosh Kumar Soma, Founder- Ergo Design & Furniture, were the eminent Jury members who analyzed the work done by the students.

The students experimented with creativity and innovation and created products and stunning, unique display based on various themes. The display highlighted that the students are learning the necessary abilities to reach the goals of the global market and forthcoming season.

# VISIT TO HCU

The Department of Fine Arts at Hyderabad Central University (HCU) welcomed the FD-2021 batch students of School of Fashion Design, FDDI Hyderabad on 21st April 2023 for a practical exposure to print making through lithography, etching and collography. The trip was organized and coordinated by Dr. Anupriya Singh and Mr. K Harish Kumar, Junior Faculties at School of Fashion Design, FDDI Hyderabad campus, who recognized the importance of practical exposure for the Fabric Artistry and Enrichment Techniques course.

The visit began with a welcome reception by the Head of Department, Dr. Keertana Thangavelu, who introduced the department and its faculty members to the students. She emphasized the importance of practical exposure in the field of art and encouraged the students to take advantage of such opportunities.



THE DEPARTMENT OF FINE ARTS AT HYDERABAD CENTRAL UNIVERSITY (HCU) WELCOMED THE FD-2021 BATCH STUDENTS OF SCHOOL OF FASHION DESIGN,

The students were then introduced to Mr. Suneel Mamadapur, Associate Professor at the Department of Fine Arts, who assisted them throughout the visit. Mr. Mamadapur gave the students a brief overview of the printmaking process, including lithography, etching, and collography. He explained the differences between the techniques and how each one is used to create unique prints.

**DEPARTMENT OF FINE  
ARTS AT HCU IS  
COMMITTED TO  
PROVIDING ITS  
STUDENTS WITH THE  
BEST POSSIBLE  
EDUCATION AND  
PRACTICAL EXPOSURE**

The students were then taken on a tour of the Printmaking studio, Painting studio and Sculpture studio in the department to observe the different printmaking processes in action. They were able to see the lithography press in operation and observe the etching process as well. The students also had the opportunity to see the collography process, which involves creating a collage and using it to make a print. Students then printed their own samples.

Overall, the visit was a great success and the students were able to gain valuable practical experience in the field of printmaking. The Department of Fine Arts at HCU is committed to providing its students with the best possible education and practical exposure, and this visit is just one example of that commitment. The students were able to take advantage of this opportunity and learn more about the field of printmaking.

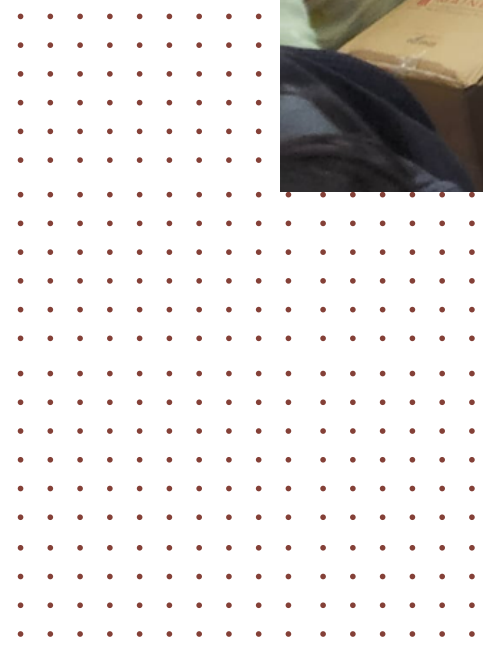


MR. SUNEEL MAMADAPUR, ASSOCIATE  
PROFESSOR AT THE DEPARTMENT OF FINE  
ARTS, WHO ASSISTED THEM THROUGHOUT  
THE VISIT. MR. MAMADAPUR

# INDUSTRIAL VISIT: SHAHI EXPORTS

The students of FD-2021 batch at the School of Fashion Design, FDDI Hyderabad campus, were recently given the opportunity to visit Shahi Exports, Nacharam, as a part of an industrial trip organized by Mr. K. Harish Kumar, and coordinated by Dr. Anupriya Singh, Junior Faculty, in the college. The trip was held on 6th April, 2023, and it proved to be an educational and informative experience for the students.

Shahi Exports is a well-known name in the garment manufacturing industry, and the students were given the chance to witness the industrial garment manufacturing procedure up close. The visit focused on the commercial machinery used in the manufacturing process, allowing the students to see the technology in action.





The students were given a tour of the factory, and they were able to observe the various stages of garment manufacturing, from cutting and stitching, to finishing and packaging.

The students were impressed with the level of precision and attention to detail that was evident in the manufacturing process. They were able to see how technology plays an integral role in the industry, and how it has revolutionized the manufacturing process.

The visit was not only informative but also provided the students with an opportunity to interact with industry professionals, allowing them to gain valuable insights and perspectives on the industry. Mr. Sudhakar, HR officer at Shahi exports welcomed the team and assisted in the visit. Overall, the trip was a success, and the students were grateful for the opportunity to learn and observe the garment manufacturing process in action.

Under the supervision of Mr. Murali Krishna, GM, The Shahi Exports team explained the various stages involved in the manufacturing process and how each stage contributed to the final product.

## SHAHI EXPORTS IS A WELL-KNOWN NAME IN THE GARMENT MANUFACTURING INDUSTRY



# LEGACY PAGE

Thank you note for all the seniors!

All the previous student coordinators of E-Magazine Club:



Ibadondor Khariam  
(FDP 2018)



Kashish Veerapandian  
(RFM 2019)



Swarangi Mahajan  
(FD 2018)



Aman Ashok Saahi  
(FD 2019)

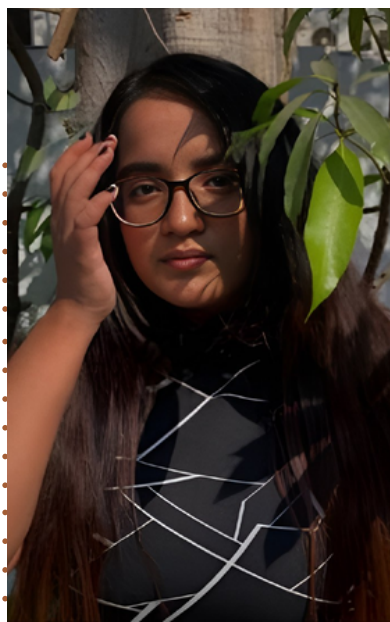




Akshata Chirravuri  
(FD 2019)



Annesha Das Gupta  
(FDP 2019)



Kaashvi Verma  
(RFM 2020)



Palak Singh  
(FD 2019)



The team at Felicitas Magazine has put their heart and soul into creating this volume, and we cannot wait to share the next volume with you which will have many more exciting things and more mind-blowing collections. So, stay tuned for the unveiling of our upcoming edition, where you will be transported to a world of fashion, creativity, and inspiration. Thank you for your continued support, and we look forward to embarking on this exciting journey with you in our next volume of Felicitas Magazine.

Warm regards, The Felicitas Magazine Team



Urban

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