

WAVES

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FDDI

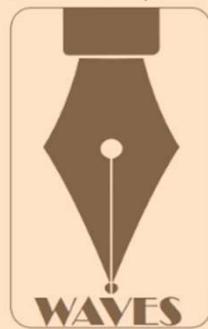
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Waves is a quarterly e-magazine of FDDI Kolkata, started with its first issue in January 2022. The students and staffs of FDDI Kolkata are the contributors to the magazine. This magazine has four major sections covering articles on various academic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

WAVES



editorial

editorial

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editorial



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Dear Readers!

Welcome to another edition of Wave magazine....

It is said that 'Knowledge without practice is useless. Practice without knowledge is dangerous'.....Knowledge and practice go hand in hand for better learning and understanding of the concepts. At FDDI Kolkata, practical knowledge is emphasized through numerous industry visits, exhibitions, projects, etc... which was prevalent during this semester again. The students benefitted from a deeper understanding of a concept through the act of personal experience with the help of numerous industry visits, exhibitions, projects etc... throughout the semester. And on the academic front, it was time to wrap up the semester syllabus and conduct end-term examinations. During this period, Mr. Sunil Kumar, Executive Director of Kolkata joined the institute to give it a new direction and leadership.

Last but not least, FDDI Kolkata organized its 7th graduating fashion show, 'Montage' for its fashion designing batch 2019 which was appreciated holistically. This year the students choreographed the fashion show themselves instead of external professional aid. The semester came to an end with students departing for the industry internships and placements of the senior batch students.

Enjoy reading!.....

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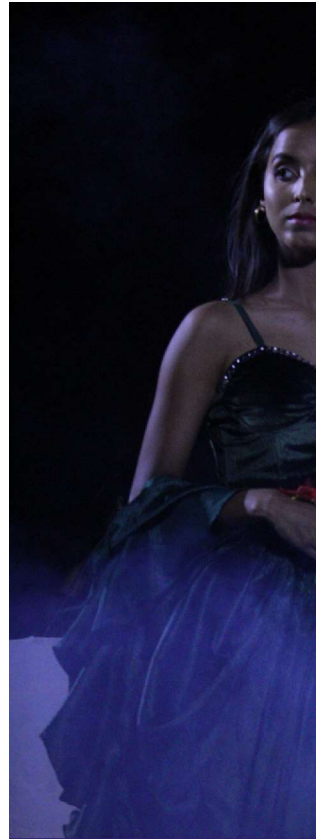
2023

On 9th June 2023, a fashion show, 'Montage' was organized by Footwear Design & Development Institute (FDDI), Kolkata campus at Eastern Zonal Cultural Committee (EZCC), Salt Lake, Kolkata. During the show, 44 graduating design collections were presented by the budding designers of FDDI School of Fashion Design (FSFD) of Kolkata campus. The event was graced by the esteemed presence of dignitaries, Shri. Rajiv Goenka, Managing Director of City Style & Shipra Commercial Pvt Ltd as chief guest and Shri. Swastika Mukherjee, Director of RENE as guest of honor.

FASHION



The theme '**MONTAGE**', is the 'amalgamated fashion sequences to form a story....'



The lighting of the Lamp by the guest of honor, **SHRI. SWASTIKA MUKHERJEE**, Director of RENE.

09.06.2023

The fashion montage presented by **FD 2019** is the exposition of a collection of emotional vignettes, juxtaposition, with the passage of time, to tell a condensed story.



The student showcased their **SPECTACULAR COLLECTION** and also their technical skills to start their career in the fashion industry.





EVENT OPERATIONAL

On May 25, 2023, the Center of Excellence (COE) at the Kolkata FDDI Campus successfully performed its operating event. The purpose of the event was to highlight the COE's support for the leather manufacturing business, promote collaboration with industry stakeholders, and highlight the COE's cutting-edge facilities and activities. The event started with a reconnaissance of the COE facilities, where attendees were given an in-depth tour of the cutting-edge machinery and equipment on hand at the site. The visitors had the chance to see firsthand the cutting-edge labs and workshops for manufacturing, designing, and producing leather goods, clothing, and accessories. Following the reconnaissance, Mr. Anoop Singh Rana, Head of School, Leather Goods and Accessories Design (LGAD), gave a presentation on the operations of COE Kolkata. An overview of the COE's activities, research programs, and support services for the industry was presented in the presentation. It underscored the COE's dedication to fostering talent, advancing innovation, and promoting knowledge transfer within the leather manufacturing industry.



The distinguished guests from illustrious industry organizations like CLE, CLRI, and NIFT, as well as leading Kolkata-based leather manufacturing companies like D2, JC Group, Trio Trend, Edcons, and others, actively attended the open house discussion, making it the event's high point. Active participation and open exchange of thoughts and viewpoints were the defining characteristics of the conversation.



The FDDI students got a great opportunity to showcase their talent and work as FDDI was invited to the NIFT Spectrum 2023. Spectrum is an annual cultural event of NIFT where Students of the institute and from other leading educational institutes participate in many extracurricular activities. This year the students of FDDI also participated in many events and came out with flying colors. The theme of the NIFT spectrum 2023 was 'Back To Future'. It was a program of 2 consecutive days, on the 1st day, the events were tug of war, face painting, quiz, debate, solo singing, battle of bands, etc. On the second day, there was a solo dance, group dance, best of waste, table tennis, and a fashion show.

NIFT SPECTRUM 2023



A brilliant celebration of talent, creativity, and art at Nift Spectrum 2023 was witnessed. Students from NIFT, FDDI, and other institutions from around India attended the event, which took place in Kolkata on 2nd and 3rd of April 2023. The participants were eager to display their abilities in various competitions, and the energy was electrifying.



On 12 May 2023, a seminar on 'Future Technology and Empretec-Entrepreneurship' was held at FDDI, Kolkata campus with an objective to make the students aware about future technologies and how to become entrepreneurs in the future. Mr. Arnab Chakraborty, National Director UNCTAD, Empretec Program of India, and by Mr. Niren Anand, Managing Director, Evertrade Group, Odisha addressed the seminar. Mr. Arnab briefed the students about Entrepreneurship, understanding the steps to take on this career path and to launch one's own business, how to be a global player etc.

S 'FUTURE TECHNOLOGY AND EMPRETEC-ENTREPRENEURSHIP' SEMINAR



Shri. Sunil Kumar, Executive Director of Kolkata joined FDDI, Kolkata on 1st June 2023. He has served 16 years in Indian Air Force as a combatant soldier. He also served for 5 years in the National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD) at Chennai and 7 years in the Marine Products Export Development Authority (MPEDA) under the Department of Commerce, Govt of India as Deputy Director (Administration). He had been the Chief Administrative Officer of the National Institute of Design, Haryana.

WELCOMING

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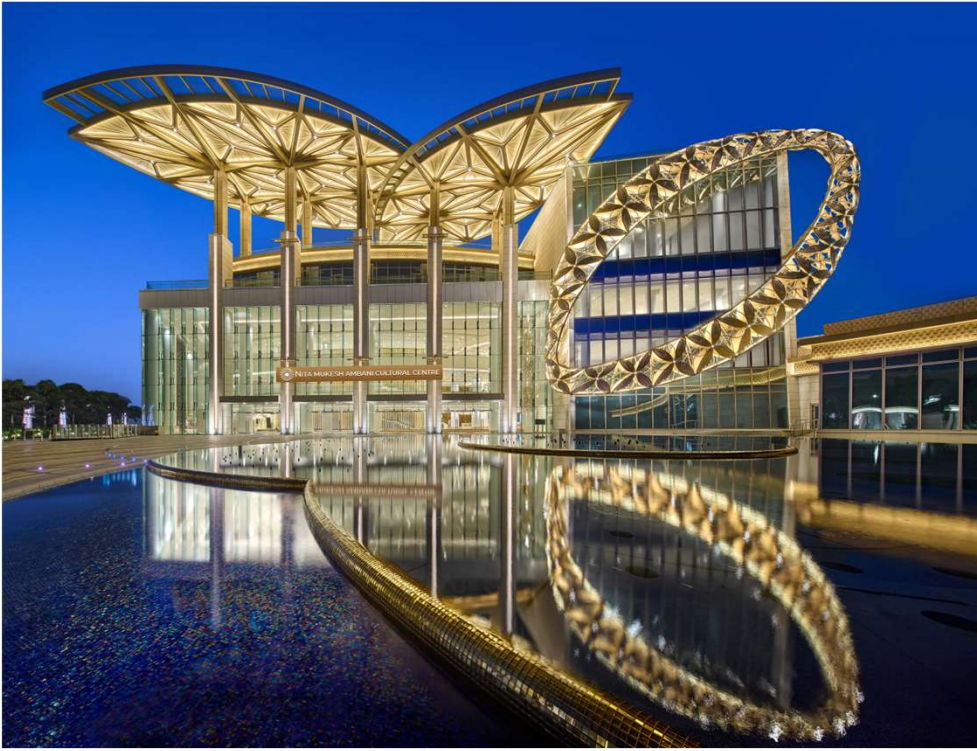
BY: SMRUTY DAS/ FD 20

DIOR'S GATEWAY TO INDIA



Dior transformed Mumbai's Gateway of India monument into a runway. The artistic director of the House of Dior chose an emblematic and historical place in Mumbai for this fashion show: the Gate of India. Like a metaphor, this place full of history brought guests and spectators into a unique universe that will leave a lasting impression. Flanked by the iconic Taj Mahal Hotel, the spectacular decor turned the heritage site in India's entertainment and business capital into a blend of color and style as the models lined up to showcase the Paris fashion house's 2023 pre-fall collection. The runway, lined with traditional Indian floral designs, reverberated with fusion beats from live musicians as Indian artistry and craftsmanship took center stage in creative director Maria Grazia Chiuri's collection





NITA MUKESH AMBANI CULTURAL CENTRE

The grand opening of the **Nita Mukesh Ambani Cultural Centre (NMACC)** was a star-studded affair. Global and desi personalities like supermodel Gigi Hadid, Tom Holland with Zendaya, Penelope Cruz, Shah Rukh Khan, Priyanka Chopra with Nick Jonas, and Kareena Kapoor. Seeped in opulence and fanfare, the opening was a testimony to the influence of a cultural landmark in the making. Masterminded by the affluent and highly influential Ambani family, the NMACC is a celebration of the centuries-long heritage of art, performance, and craftsmanship in India – from dance and fashion to acting and visual arts. Nmacc's objective is a celebration. The Cultural Centre is home to three performing arts spaces: the majestic 2,000-seat Grand Theatre, the technologically advanced 250-seat Studio Theatre, and the dynamic 125-seat Cube. It also features the Art House, a four-story dedicated visual arts space built as per global museum standards to house a shifting array of exhibits and installations from the finest artistic talent across India and the world. Spread across the Centre's concourses is a captivating mix of public art by renowned Indian and global artists, including 'Kamal Kunj' – one of the largest Pichwai paintings in India.

NMACC



CELEBRATION OF INDIAN CULTURE

The hosts of the evening keep it stylish with Mukesh in a black suit and Nita in a deep blue sari with silver work. The newly engaged couple appeared in complementing black outfits—Radhika in a black sari with silver border detail and Anant in a black sherwani. Deepika opts for a custom Anamika Khanna pantsuit with a cape while Ranveer makes a statement in a contemporary take on a sherwani. Priyanka opted for a nude and glittery sheer floor-length gown with a cape and Nick kept it sharp with an elevated black suit. Sonam Kapoor, Indian fashion's first lady arrived in a contemporary anarkali suit. In tones of ivory and silver, the duos opted for a contemporary couple style. Sidharth opted for a sherwani and Kiara a contemporary lehenga.



DILJIT DOSANJH

FLAUNTS HIS ROOTS IN A LUNGI AKA TEHMAT AT COACHELLA 2023

Diljit became the first Punjabi artist to perform at California's Coachella Valley Music and Arts Festival 2023. And more than the performance, his on-stage fashion is making headlines. The stylish singer rocked a crisp black kurta with tehmat, a matching vest with a pair of white sneakers, and, of course, a turban to perform on stage. He finished the look with a pair of yellow gloves that added the right amount of zing. He completely rocked in the traditional attire for Punjabi men on the stage and made everyone groove to desi beats



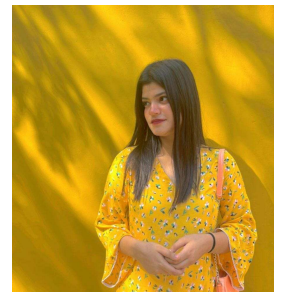


BALENCIAGA IS ALL SET TO LAUNCH IN INDIA

Balenciaga, the world's hottest brand over the past five years, is all set to enter India. With Artistic Director Demna at the helm, Indian fashion lovers will be able to shop for Balenciaga's hyped Triple S sneakers, hourglass, and city bags as well as cult outerwear. The iconic French Maison will be entering India through a strategic deal with Reliance Brands Limited. With this long-term franchise agreement, Reliance Brands Limited (RBL) will be Balenciaga's sole India partner to launch the brand in the country. This is Reliance Brands' second partnership deal with Kering Group, which houses Balenciaga.

WHO AM I EDITION

1. I'm a 27 years old American singer, entirely covered with 30,000 red Swarovski crystals from head to toe. I attended the Paris fashion week 2023 with the most iconic couture. Who am I ?
2. I am so honored to be wearing the historic dress that Marilyn Monroe wore in 1962 to sing "Happy Birthday" to the president. I had to lose 16 lbs. to be able to fit in the dress. Who am I?
3. I spray-coated silly strings on a supermodel Bella Hadid and it made history at SS 2023 Paris Fashion Week. Who am I?
4. I am a country with rich culture and traditions. Recently an iconic brand Dior presented their pre-fall 2023 collection in collaboration with Chanakya School. Who am I?
5. You must have seen models wearing dresses but have you seen them wearing them upside down and inside out? Well, I designed them at Paris Fashion Week 23. Who am I?
6. I am the wife of a famous business tycoon who created the first Fashion museum in India. I invited Hollywood stars like Gigi Hadid and Zendaya. Who am I?
7. I am a Punjabi singer and I am the first Indian to present my country in the biggest annual music and art festival popularly known as Coachella. Who am I?
8. I am a designer and I designed the technology of color-changing photochromic properties collaborating with Fendi. Who am I?
9. I designed in the Paris Fashion haute couture AW 2023. The best part about the show was the models were blindfolded on the ramp. Who am I?
10. I am a Bollywood actress and I am the brand ambassador of Louis Vuitton. Recently I approached Oscar wearing a blank dress. Who am I?



BY: AMEEN FATMA/ FD 20

BULLETIN QUIZ

1/ Doja Cat 2/ Kim Kardashian 3/ Manilla Torres 4/ India 5/ Viktor \$ Rolf 6/ Nita Ambani 7/ Diljit Dosanjh 8/ Kuniiko Moringa 9/ Dominique Jackson 10/ Deepika Padukone

ANSWERS:

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I am Kiran. Currently working as a Graphic Designer/ Illustrator in a company. I am a freelancer too. I run an active page on Instagram- Kiran.upreti04 (pimple girl) where I doodle illustrations. It's one of my pages that helps me get lots of personal projects and orders. I take customized orders for posters, digital illustrations, and invitation cards, I design story books too.

Well, the three things that helped me in my journey is – Being open to exploration, Upscaling, and trusting your progress. Life is going to throw many challenges, but don't give up. Trust your darker days! Because you are going to shine better. Be consistent and trust your process. Take one day at a time.

I was a B.des graduate from Kolkata FDDI (2013 Batch). My dept was fashion design. I learned the basics of design and fundamental principles. The college offers a lot of time to yourself to explore and be creative. It is entirely on you, how you take that up. I will also suggest not relying on one particular source or space for development. Treat your environment as your book. Keep upscaling yourself and be open to challenges. Also, Read! Yes! Read and take inspiration from your fav designer.

It's okay to not figure out what you want in the initial phases of life. Keep trying everything to find out what suits your interest. Like I started my career as Fashion Merchandiser but later ended up being an Illustrator and Graphic Designer. So be open to exploration and trust your process. Be kind to yourself and the people around you. Utilize every opportunity and time that your college offers. And enjoy your days as you will never get your college days back (the best time of one's life).

-Kiran Sharma

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Dear Friends I feel myself very fortunate to be an Alumnus of such a prestigious college, FDDI. It is my college only that has taught me to stand on my feet and uncurtained my capabilities to discover the life full of opportunities. With FDDI's support, today I am being able to take my family business to new heights.

Our college has a lot to offer and I wish all my dear juniors to gain as much as YOU CAN.
Good Luck!

-Ankur Khemka

SNEAKUP

Costume design and developed by - PRABIN PARIDA

Footwear design and developed by - APURVA KUMAR

Clicked by - AYUSH KUMAR

Model - TIMOTHY G. MATHEW

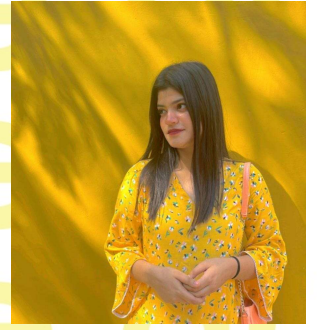




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Ameen Fatma / FD 20

A banana duck tape to a wall by artist Maurizio Cattelan at Art Basel Miami was sold for \$120,000 and Blood Red Mirror by Gerhard Richter for \$1.1 Million which is nothing but a mirror fully painted in the color red. When we see these kinds of postmodern artwork we don't get inclined toward it or get inspired by it. This so-called modern art gets a lot of bashing on social networking platforms, people make good laughs about it. Why? It's because we feel there are no efforts that have been made to make it, there is no creativity that can provoke the kind of response that the audience has when they see astonishing artwork. The initial thought that comes to all of our minds is that "There is nothing great about it I can do that too". Prior to this phase of modernism, If you walked into a place like the Sistine Chapel and looked up at Michelangelo's masterpieces, you could never hear somebody say something like 'I can make this too. Instead, we stare up at it wondering how another human being with the same ability as you and I can create something so incredible. It inspires and draws us out of ourselves and the limits we place on ourselves. Modernism emphasizes that everything is art and nothing is art whereas art is something that amazes us, motivates us, and makes us different from others and that is something that is missing in this world of post-modern art.

THE POST- MODERN ART

PESSIMISM REFLECTION

Accumulating Hostile Pessimism Reflection In The Biosphere'. Hostile pessimism reflection is one of a kind of vibration that is penetrating rapidly into our biosphere to harm its health.

This is the social media world, where information will travel quickly during this time period. Pessimism reflections are working at a high level through the source of social media because the media is basically covering the weak part or the bad part of any event news or information they present through different media platforms. The media never try to cover the positive information because, basically, they don't know what they are doing or how much it will work on society.

The public can only collect the worst part of any event presented by different media platforms because they cannot go directly for the entire information to know the right thing, so public pessimism reflection is increasing and rapidly affecting the biosphere effect in this current period, making it the cause of high depression rates or insecurity. Sourced in human life, the pessimism vibration directly affects the soul power, which is the inner power of a human being. Depression is one of the most common health conditions worldwide, and it is rising due to the pessimism vibration; the prevalence rate of depression in India is 4.5%, and one in every three women and one in every five men has a major depressive episode. The social media platform, being a cause of high pessimism reflection in the world environment, is also going to be the cause of decreasing happiness in human life.

Social media is a very useful and necessary platform in today's life, and we have to use it positively to be happy and keep the world free from disease.

In my opinion, when the press media highlights the worst part of the information as a piece of event news, then they must add the solutions to the worst part to give a positive mindset to the public, and the positive mindset will also make the biosphere disease-free.



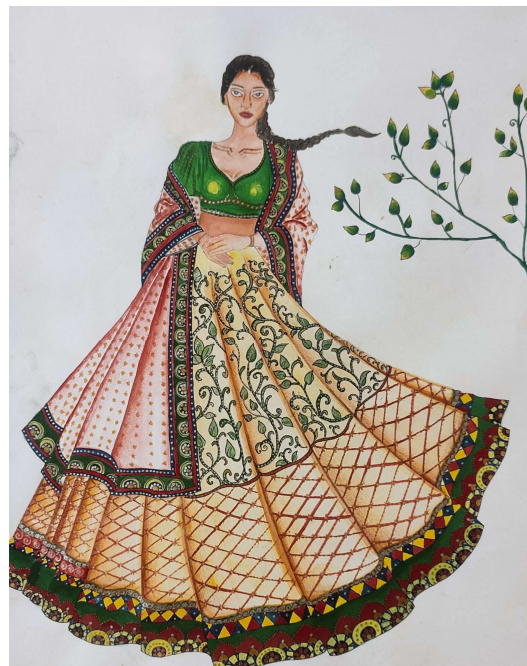
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