

FDDI KOLKATA / ISSUE 9

FROM JAN 2024 TO APRIL 2024

WAVES

SHARING WHAT YOU NEED

FDDI

Ministry of Commerce & Industry
Government of India
(An INI under FDDI Act 2017)



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 sections covering articles on various academic and industrial topics, creative corners, interaction with alumni, and insight into our academic and extracurricular activities.

EDITORIAL



Faculty Editor
Anita Ray
Senior Faculty – Grade 2
(FD)



Student Editor
Amalu B Cyriac
FD / Batch 21

Dear Readers,

Welcome to another edition of Wave magazine!

It is well quoted by Benjamin Franklin, "An investment in knowledge pays the best interest".

FDDI is playing a key role in imparting education, facilitating the Indian industry by bridging the skill gap in the areas of Footwear, Leather Accessory & lifestyle product, and because of its continuous contribution towards nation building, FDDI has been granted the status of "An Institution of National Importance" under the FDDI Act 2017. FDDI is a premier academic and training institution dedicated to the development and growth of the Footwear & Product, Leather Products, Retail and Fashion Merchandise and Fashion Design sectors. FDDI has Pan India Presence with 12 state-of-art campuses spread across the country. It has world class Infrastructure & Facilities (equipped with Smart Class Rooms, Workshops with latest machineries & equipments, High tech IT lab, High end Product development centre, International Testing centre, Comprehensive Library, Auditorium & Sports facilities, and In campus Hostels etc.), created across the functional domain to ensure international standards of higher education, training & delivery for Footwear, Leather products, Retail and Allied Industries - 360° interventions under one umbrella. The Institute is awarded with prestigious certifications and accreditations such as ISO 17025 accreditation by DAkKS- Germany, SATRA Technology Center- UK, ISO 9001 and ISO 14000 Certification and Bureau of Indian Standard Certification among various others. FDDI offers Bachelor and Master degree programmes in the areas of Footwear Design & Production, Production and Management and Retail & Fashion Merchandise, Leather Goods and Accessories Design and Fashion Design, besides offering short term Industry specific programmes. FDDI is known for nurturing high end trained specialized professionals through its programmes. The Institute has a strong Alumni base and strong industry linkage. Almost all the leading Industries of the country are associated with the Institute and have a key participation in academic matters such as Programme design, curriculum upgradation, expertise lectures, as academic and governing council members etc. Due to the excellent quality of skill development, contemporary industry oriented curriculum and hands-on experience on state of the art machines and workshops, FDDI holds an excellent record of placements in the industry. Footwear Design & Development Institute (FDDI) is currently accepting admission application forms for FDDI All India Selection Test (AIST) 2024 from October 25, 2023, to April 20, 2024.

Enjoy reading!.....

06

NIFT SPECTRUM' 24

08

ILAF

09

DILEX

10

WORKSHOP

13

BRAINWARE UNIVERSITY LECTURE

14

INDUSTRIAL VISITS

17

NAVMATDATA AND VIKSIT BHARAT

18

REPUBLIC DAY CELEBRATION

19

FAREWELL

20

ALUMNI TALK

23

FASHION BUZZ

26

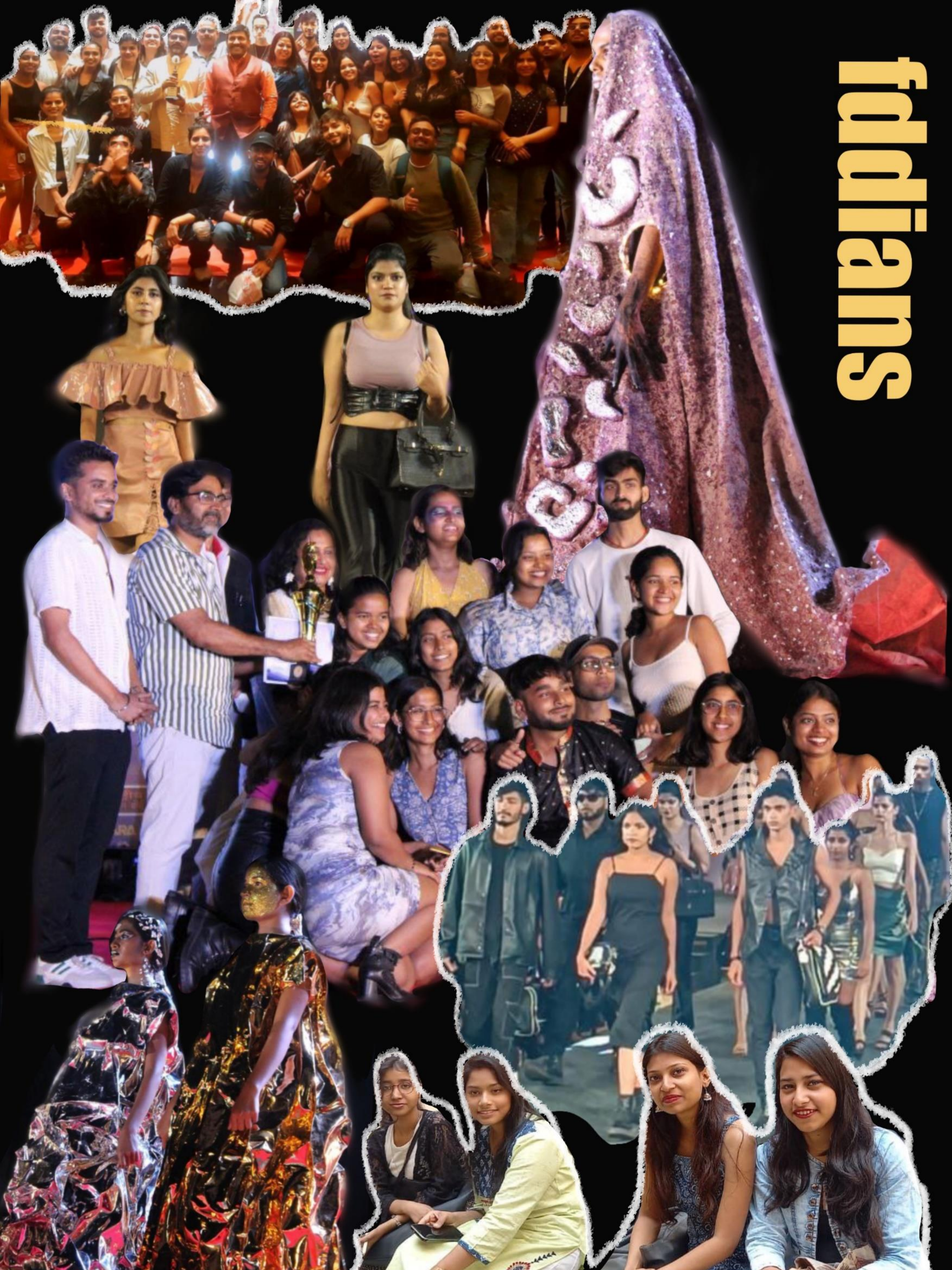
QUIZ

27

STUDENT WORKS

CONTENTS

fohians



NIFT SPECTRUM' 24

S O M E T H I N G C O S M I C



The FDDI students got a great opportunity to showcase their talent and work in the fashion show as FDDI was invited to the NIFT Spectrum 2024. Spectrum is an annual cultural event of NIFT where students of the institute and from other leading educational institutes participate in many extracurricular activities. A brilliant celebration of talent, creativity, and art was witnessed at NIFT Spectrum 2024. It was a program of 2 consecutive days, which took place on 15th and 16th of March 2024. This year the students of FDDI also participated in the fashion show and came out with flying colours. The students delivered an exceptional performance in the fashion show and achieved second prize. The theme of the NIFT Spectrum 2024 was 'Something Cosmic'.

supernova

A supernova is a powerful and luminous explosion of a star. A supernova occurs during the last evolutionary stages of a massive star, or when a white dwarf is triggered into runaway nuclear fusion. The original object, called the progenitor, either collapses to a neutron star or black hole, or is completely destroyed to form a diffuse nebula. The peak optical luminosity of a supernova can be comparable to that of an entire galaxy before fading over several weeks or months. Supernovae can expel several solar masses of material at speeds up to several percent of the speed of light. This drives an expanding shock wave into the surrounding interstellar medium, sweeping up an expanding shell of gas and dust observed as a supernova remnant. Supernovae are a major source of elements in the interstellar medium from oxygen to rubidium. The expanding shock waves of supernovae can trigger the formation of new stars. Supernovae are a major source of cosmic rays. They might also produce gravitational waves, though thus far gravitational waves have been detected only from the mergers of black holes and neutron stars.





I L A F

LEATHER FASHION EXTRAVAGANZA

FDDI Kolkata participated in the 26th edition of India Leather & Accessories Fair (ILAF), 2024 which was organized by Indian Trade Promotion Organization (ITPO), Govt. of India and supported by Council for Leather Exports (CLE), Indian Leather Products Association (ILPA), Government of West Bengal and the Indian Footwear Components Manufacturers Association (IFCOMA). The fair was held at Biswa Bangla Exhibition Centre (BBEC) in th Kolkata, Kolkata from 28 to 29th March, 2024. With approximately 56 stalls featuring leather bags, accessories, and related machinery, the fair provided a comprehensive platform for exporters & manufacturers to showcase their products and innovations and also a preferred sourcing point. During the inaugural session, Colonel Pankaj Kumar Sinha, Managing Director (MD), FDDI, was felicitated in the presence of stakeholders from the leather industry, including exporters, manufacturers, and institutions. On this occasion, Mr. Sunil Kumar, Executive Director (ED), FDDI- Kolkata campus was also present. 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 stall of FDDI was adjudged the best stall during the fair and was awarded for the same during ILAF 2024. The three-day fair served as an invaluable opportunity for industry professionals, students, and aspiring professionals to interact and exchange ideas. It provided students with insights into the expectations of the industry regarding merchandising, designing, and product management roles and to study the latest trends in terms of leather, colour, patterns, silhouettes, accessories and latest technologies.

Upon the request received from ITPO, FDDI organized a 'Fashion Show' at Taj Talkutir during which the students showcased their creative creations of leather products and shoes on the ramp walk. 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.

FDDI ATTENDS '**CURTAIN RAISER PROGRAM ON DILEX-RBSM**' AND DISCUSSION MEETING ON WIDENING THE ROLE OF LSSC IN EASTERN REGION'

FDDI attended Curtain Raiser program on the forthcoming '5th edition of Delhi International Leather Expo (DILEX) - Reverse Buyer Seller Meet (RBSM)' and 'Discussion meeting on widening the role of Leather Sector Skill Council (LSSC) in Eastern Region' which was held at Hotel ITC Sonar, Kolkata on February 12, 2024. Mr. Pankaj Kumar Sinha, Managing Director (MD)-FDDI, Mr. Sunil Kumar U, Executive Director (ED)-FDDI, Kolkata campus and faculty members attended the programme. The other dignitaries of the event were Mr. Ramesh Juneja, Regional Chairman, Council for Leather Exports (CLE), Mr. Arjun Kulkarni - Vice- President, Indian Leather Products Association (ILPA), Mr. R. Rathnam - CEO, Leather Sector Skill Council (LSSC), Mr. Subhash Kapoor, Convenor- DILEX, Mr. Javed Iqbal, Mr. Mukhtarul Amin, Chairman and Managing Director, Superhouse Group. Delivering the 'Keynote Address', Mr. Pankaj Kumar Sinha, MD-FDDI said, "The leather and footwear industry indeed demands a range of skills, encompassing design, pattern making, cutting, stitching, dyeing, finishing, tooling, embossing, and meticulous attention to detail. FDDI stands out as a paragon of excellence and innovation in this sector, enhancing its standards through skill-based certificate short-term programs and long-term degree programs." "As a key stakeholder in the emerging leather ecosystem and to address the challenges faced by the leather sector, our goal is to bring the industry and academia closer by facilitating continuous interaction between the students, the faculty and industry experts," added Mr. Sinha. Emphasizing the need for a variety of skills in the leather & footwear industry, Mr. R. Rathnam, CEO, LSSC, lauded FDDI's inclusion in National Council for Vocational Education and Training (NCVET). The 5th edition of DILEX-RBSM will be held at India International Convention and Expo Center (IICC), Dwarka, New th 5 Delhi, India on 4 & March, 2024.



W O R K S H O P

A two days' workshop on 'Pattachitra Painting' was held at FDDI, Kolkata campus for the students of School of Fashion Design (FD) and Foundation Batch from 25th to 26th February 2024. The workshop was conducted by Mr. Abed Chitrakar and Ms. Sayera Chitrakar, leading Pattachitra artists of Chandipur village in East Medinipur, West Bengal. Through demonstration the artists explained the natural colour making process and its uses in the products. This workshop has enriched the practical knowledge and their skills to make scroll painting, vase, table top items and decorative products on Pattachitra painting of the traditional art form of Bengal.

PATTACHITRA PAINTING

'ENTREPRENEURSHIP WORKSHOP: FROM IDEA TO START-UP'



Specifically designed for Batch 2020 graduating students, FDDI Kolkata hosted an immersive Entrepreneurship Workshop titled 'From Idea to Start-up'. The five-day intensive course, held from 5th to 9th February 2024, aimed to equip students with essential skills and knowledge to transform their innovative ideas into successful business ventures. Facilitated by esteemed serial entrepreneur, investor, and public speaker, Mr. Arijit Bhattacharyya, the workshop covered a wide range of topics crucial for aspiring entrepreneurs. From understanding the entrepreneurial mindset to validating ideas, crafting a business plan, and exploring funding options, participants were immersed in a comprehensive learning experience. Mr. Bhattacharyya's vast experience and dynamic approach provided students with practical insights into market research, digital marketing, and the legal considerations for startups. The workshop also delved into the nuances of financial planning, budgeting, and essential entrepreneurial skills like leadership and negotiation. A key highlight of the workshop was the hands-on sessions on digital marketing, where students learned about optimizing websites, social media marketing, content strategy, and analytics.

WORKSHOP ON 'ENTREPRENEURSHIP AWARENESS'



Mr. Sitanath Mukherjee, Assistant Director, MSME-DFO



Ms. Asha Sarkar, owner of Titliya Fashions Pvt. Ltd

Aimed to provide opportunities to the students to enrich their entrepreneur development skills in starting a business, 'Entrepreneurship Awareness' program was organized at FDDI, Kolkata campus in association with my MSME DFO, Kolkata on 22nd February 2024. The program commenced with an inaugural session graced by the Chief Guest, Mr. Sitanath Mukherjee, Assistant Director, MSME-DFO briefed about the policies and program of Govt. of India for the promotion and development of micro, small and medium scale industries all over the country through MSME. He explained about the different schemes, geographical locations, loans, collaterals, Trade license, TDS etc. for a new entrepreneur. Ms. Asha Sarkar, owner of Titliya Fashions Pvt. Ltd., Kolkata shared her inspiring journey business experiences as an entrepreneur who started her garments manufacturing unit through MSME, Kolkata. She also briefed about the facilities of MSME schemes and their functions. The students were enriched with knowledge from the awareness program.

During the International Conference at Brainware University, Kolkata, Dr. Madhusudan Pal, Scientist -G & Director, CoE, FDDI delivered a keynote lecture on the topic 'Impact of Footwear th th on Biomechanical Responses'. The conference was held from 7 to 9 December 2023.

Brainware University Kolkata, a part of a 35-year-old leading education group, Brainware of West Bengal, started with the aim of contributing to nation-building through research, innovation and quality education.

Addressing the audience, Mr. Pal said , "Footwear plays a pivotal role in influencing biomechanical responses during human locomotion affecting various physiological parameters and musculoskeletal structures. This study synthesizes existing research to elucidate the intricate interplay between footwear design, biomechanics, and human gait pattern. The biomechanical effects of different footwear are multifaceted and encompass a spectrum of factors that mitigate biomechanical anomalies during gait patterns and body alignment".

"However, the relationship between footwear and biomechanics is multifaceted, with potential trade-offs between comfort, performance, and injury prevention. A thorough understanding of how different footwear attributes impact gait mechanics, joint kinetics, and muscle activation pattern is crucial for both optimizing individuals' performance and preventing lower limb injuries. This study underscores the importance of a balanced approach to footwear design that considers both protection and natural movement, thereby enhancing overall biomechanical, musculoskeletal health and performance," he said.



KEYNOTE LECTURE BY DR.
MADHUSUDAN PAL, DIRECTOR - COE,
FDDI AT **BRAINWARE UNIVERSITY**,
KOLKATA

01 BATA INDIA LIMITED



An industrial visit for a group of 20 students of 2021 & 2022 batch, of School of Footwear Design and Production (FDP) of FDDI, Kolkata campus was organized at Bata India Limited on 8th February 2024. The group of students who were accompanied by Mr. Kailash Chandra, Faculty, and Mr. Mukesh Ram, Craftsman, FDDI visited the plant located in Bata Nagar, Kolkata where a wide variety of shoes are manufactured. Mr. Bhasker-HR personnel briefed about the entire functioning of the organization. The students were briefed about the various manufacturing processes of PVC & EVA, Rubber compounding, PVC Injection, PU poring, DVP, Printing. They also got exposure to different types of materials used in manufacturing of shoes and their manufacturing process.

02 STATE HANDLOOM EXPO 2024

The students of the FDDI, Kolkata campus visited the State Handloom Expo 2024 which was held at Shilpi Haat, Eco Park, Newtown, Kolkata from 6th January to 19th January 2024. It was a mega exhibition-cum-sale of Handloom and Handicrafts from all over India which was organized by Weavers' Service Centre, Kolkata. During the inauguration session, on 6th January 2024, Mr. Sunilkumar U, Executive Director (ED), FDDI- Kolkata campus was the 'Guest of Honour'. The students also visited the handloom expo and they interacted with the local artisans as well. Mr. Rajesh Chatterjee, Deputy Director, Weavers' Service Centre also interacted with the students. The students took keen interest and visited all the stalls. The students also had a productive interaction with the entrepreneurs regarding the production process of this extraordinary craft, different marketing strategies and the raw material sourcing channels which will be very helpful to them in their career prospects.

03 MALLCOM INDIA LTD.

On 19th February 2024, the students of Footwear Design & Production (FDP) of FDDI, Kolkata campus were taken on industrial visit at Mallcom India Ltd., located in Kolkata Leather Complex, Kolkata.

The students of 2nd year and 3rd year who were accompanied by Mr. Kailash Chandra, Faculty and Mr. Ashok Biswas, Demonstrator, FDDI saw the process and technology involved in manufacturing of safety shoes. Mallcom India Ltd., is a modern safety shoe factory equipped with latest shoe machineries for manufacturing of safety shoes. Established in 1983, it is a prominent Personal Protective Equipment (PPE) brand in India. Mr. Kallol Mazumdar, Manager Quality Control & Production, Mallcom India Ltd., explained to the students about the functioning of various departments, their machineries, including their quality nuances. He also explained about the PDC department, software used and testing laboratory facilities. He also briefed about DESMA injection moulding machines.

Industrial visit for FDDI Kolkata, students at Mallcom India Ltd. On 19th February 2024, the students of Footwear Design & Production (FDP) of FDDI, Kolkata campus were taken on industrial visit at Mallcom India Ltd., located in Kolkata Leather Complex, Kolkata. The students of 2nd year and 3rd year who were accompanied by Mr. Kailash Chandra, Faculty and Mr. Ashok Biswas, Demonstrator, FDDI saw the process and technology involved in manufacturing of safety shoes. Mallcom India Ltd., is a modern safety shoe factory equipped with latest shoe machineries for manufacturing of safety shoes. Established in 1983, it is a prominent Personal Protective Equipment (PPE) brand in India. Mr. Kallol Mazumdar, Manager Quality Control & Production, Mallcom India Ltd., explained to the students about the functioning of various departments, their machineries, including their quality nuances. He also explained about the PDC department, software used and testing laboratory facilities. He also briefed about DESMA injection moulding machines.

HON'BLE PRIME MINISTER, **MR. NARENDRA MODI** ADDRESSES THE NAVMATDATA AND VIKSIT BHARAT

On the 25th January 2024, on National Voters Day, the Hon'ble Prime Minister of India, Mr. Narendra Modi addressed students from various educational institutes across India at 11:00 A.M. All FDDI campuses across India arranged for large screens in the auditorium/digital lab, where the PM's address to the youth was attended by the students of FDDI. The Hon'ble Prime Minister, Mr. Narendra Modi in his address said, "The age between 18 to 25 shapes the life of a youth as they witness dynamic changes in their lives". He added that along with these changes they also become a part of various responsibilities and during this Amrit Kaal, strengthening the democratic process of India is also the responsibility of India's youth. He said, "The next 25 years are crucial for both India and its youth. It is the responsibility of the youth to transform India into a Viksit Bharat by 2047." Speaking on the abilities of youth, Mr. Modi said that this is the right time and the youth of India are envisaging big targets and achieving them. For the same, he said, "The role of youth is important to meet the various renewable energy targets including zero emission based Indian Railways by 2030 and India's NetZero emissions by 2070".

Indian youth also must pioneer electric mobility and 100% rail electrification, he added. Hailing Indian youth, Mr. Modi said, "Indian youth possess tradition and talent along with inspiration and innovation. He said that the people of India look up to its youth to achieve the impossible. For the same, the government has only aided this developmental process by providing the much-needed enrichment in terms of reforms and infrastructure", added Mr. Modi.

On the occasion of National Voters Day, the Hon'ble Prime Minister of India, Mr. Narendra Modi took a proactive step in connecting with the youth of India, recognizing the pivotal role they play in shaping the nation's future. The interaction aimed to foster a sense of civic responsibility and to encourage active participation in the democratic process. In a dynamic and engaging session, Prime Minister Modi addressed a diverse group of young individuals, highlighting the importance of their role in the democratic framework. The event focused on instilling a sense of pride in exercising one's right to vote and understanding the significance of responsible citizenship. During the interaction, Prime Minister Modi shared insights into the democratic values that underpin the nation and the importance of youth involvement in the electoral process. He emphasized the power of the vote in bringing about positive change and shaping the destiny of the country. Overall, Prime Minister Modi's engagement with the youth on National Voters Day aimed to inspire a sense of active citizenship and encourage the younger generation to participate enthusiastically in the democratic process. The event likely served as a platform for fostering a stronger connection between the government and the youth, reinforcing the idea that their voices and votes are crucial in building a vibrant and progressive India. FDDI students were happy that Mr. Modi was trying to reach out to them which was an unique attempt to motivate the youth.

75TH **REPUBLIC** DAY CELEBRATION

IN FDDI CAMPUSES WITH PATRIOTIC FERVOUR AND ENTHUSIASM



The 75th Republic Day was celebrated with patriotic fervour and enthusiasm at FDDI Kolkata campus on 26th January 2024 by unfurling the 'National Flag' followed by the 'National Anthem'. It was the day on which we became a sovereign democratic republic country and the Constitution of our country came into force. Republic Day celebration is the moment to remember the coming of the Constitution of India into effect in a full-edged manner which is the real building block of our country having the ideals of equality, justice, liberty & fraternity. Republic Day inspires us to remain devoted to the Constitution of India. 26th January is a very special day as the whole country celebrates India's Republic Day with pride remembering our great freedom fighters who have laid their life for our freedom.

FAREWELL

“Goodbyes are not forever, are not the end; it simply means I’ll miss you until we meet again.”

Farewells mark the end of one chapter and the beginning of another. On 1st April 2024, Monday, FDDI Kolkata bid farewell to Mr. Abhijit Ray, HOD of fashion design department. He has been the main pillar of this institution since its foundation, which is almost 13.5 years in various capacities such as Head Of Department, Leather Goods And Accessories Design; Human Resource Development; Head Of Department, Fashion Design; and Centre Incharge of FDDI, Kolkata campus . He has always given his best in everything that he was entrusted with. He was equally popular among higher officials as well as his team members because of his endearing and approachable nature. No one ever hesitated to enter his room. He was always available for anyone who needed his help and was always open to new ideas. To everyone he guided, he was a motivation and a role model. His leadership and guidance have shaped the FDDI Kolkata team in so many ways. Mr. Abhijit Ray joined FDDI Kolkata in the year 2010 with 28 years of experience in teaching in Leather Goods designing & Fashion Designing. Before joining FDDI he was at Entrepreneurship Development Institute of India, Ahmedabad as a Subject Matter Expert. His Design Development intervention in Santiniketan, West Bengal was recognized as the “TURNING POINT” of the Cluster in 2009. Mr. Abhijit Ray Represented UNIDO and FREYA under Government of India and Government of Italy as Head of the Project conducted Design and Skill development Program, under “CLUSTER DEVELOPMENT PROJECT” of MICRO SMALL & MEDIUM ENTERPRISE (MSME) at Santiniketan- West Bengal with foreign design experts - (2008 - 2009). He has conducted the project under JMDC at West Bengal, Assam, Goa and Visakhapatnam. He passed out from Govt. College of Art & Craft under Calcutta University in 1991 with First class First position. He is trained from ARS Sutoria, Milan and Cordwainers College, London the world- class course for leather goods design (1997-1998), supported by NLDP and UNIDO Project. He has trained from ASSOMAC, Italy. He was deployed at the Ethiopia project as International Consultant from 2011 to 2019 as a leather goods expert. His teaching method was appreciated by the Leather Industry development Institute (LIDI), Ethiopia.



alumni alumni alumni alumni alumni **alumni** alumni alumni



As I sit down to pen down my reflections as an alumnus of FDDI, I'm filled with nostalgia and gratitude for the transformative journey that began within those campus walls. My career path has been varied, and filled with meaningful experiences and encounters. Notable sessions from draping, illustrations, and insights into the fashion industry to the most prestigious fashion show ignited my passion for challenging roles that pushed me beyond my limits. Currently, being an Academic Associate of Classic Institute of Apparel Technology, Jordan I look up to each step I took in FDDI which has been a lesson in resilience and determination. The essence of my college experience extends far beyond academic pursuits. The late-night study sessions, the thrill of Semester Juries, and the moments of self-discovery have left an indelible mark on me. To all current and future students at FDDI, I advise embracing new opportunities, finding mentors who inspire, and persevering through challenges. Remember, success comes from the lessons learned on the journey, not just reaching the end goal. Ms. Sneha Adatia 2018 - 2022 batch FD Department

-Ms. Sneha Adatia 2018 - 2022 batch FD Department

mni alumni alum
ni alumni alumni
mni alumni alum
ni alumni alumni
mni alumni alum
ni alumni alumni
mni alumni alum
ni alumni alumni
mni alumni
ni alumni al
mni alumni



-Ms. Jaya Kumari , 2018 - 2022 batch FD Department

From loafers to cardigans and polo shirts with suspenders, grandpacore, a new trend encapsulating comfort and retro aesthetic is gaining popularity among Gen Z

POOJA DAS



Deepika Padukone

WHETHER it's the oversized loose sweatshirts, chic cardigans or tweed blazers, it's never too late to embrace the cosy and timeless elements of your grandparents' wardrobes. Blending comfort with a retro aesthetic, grandpacore is a trend that is making waves with its slight touch of nostalgia. The trend encourages the adoption of items you'd typically picture a grandpa wearing, transforming them into stylish, gender-neutral ensembles.

"It's about finding joy in comfort above all else", as Varsha Singhal, a freelance celebrity stylist and influencer in the city, put it. "Think retro streetwear, chic cardigans, sweater vests, vintage loafers, slouchy sweaters, tweed blazers and chunky sneakers. The key to embracing this style is the confidence that comfortable clothes bring. Paired with confidence, you can't go wrong with subtle rings, quirky socks, and stylish shoes," says Singhal, who suggests that building a grandpacore wardrobe involves wearing clothes multiple times. "Trying different combinations and exploring your preferred styles will foster a deeper connection with your wardrobe, boosting confidence along the way," she adds.

While the trend is all about comfort, there's also an element of retro styling involved. "There's a hint of nostalgia in the trend but at the same time not forgetting that being comfortable is a key priori-

Turning to grandpa's wardrobe



Kareena Kapoor Khan

ty," says stylist Manogya Chaudhary. The trend also promotes adapting to second-hand clothes and thrift shopping. "The pro tip would be to not discard any old clothing that is in good condition and most importantly search the last row of your grandpa's wardrobe!" shares Chaudhary.

Jaya Kumari, a personal stylist, observes that grandpacore is particularly popular among the younger generation. "You won't find this trend among people who are in their 30s or 40s. This trend is being followed by people who are younger than 26 and 27. You can see young-



Harry Styles

Hailey Bieber

sters doing it around Church Street by incorporating certain elements of the trend like oversized cardigans." The trend, Kumari says, is about incorporating the warmth and homely

feeling even when you are dressed up. "This style also promotes body positivity with clothes that do not essentially highlight curves but still make people feel good about themselves," she says.

While talking about the colours for the trend, Kumari says that the trend mostly incorporates earthy tones. "Mostly colours which we wear in winter, like mustard yellow, earthy tones like forest green and a lot of browns. But people are also incorporating other colours by using subtle accents like red," she adds.

Gazal Kharbanda, a sportswear and knitwear designer agrees that unlike the 'quiet luxury' trend which promoted only the core dull colours, grandpacore is about 'using retro colours including colours like yellow, orange, and green, but nothing too in your face.' She further adds, "After Covid, athleisure became big and then there was an eventual evolution to this trend which includes knits that are not generic or mass produced knits."

Kharbanda believes that the trend shows a mindset shift to find a space where one could reconnect with their roots, saying, "From the perspective of a designer, I feel that grandpacore stems from the fact that we have reached an era where we are almost at the peak of being modern with the evolution of AI, etc. In every decade, when a generation reaches its peak, its reaction is to go back to the roots. Grandpacore is trying to encapsulate that. We aren't slowing down and we really need to be like we used to so dressing in clothes like that makes us feel grounded and connected to our roots."

nce celebrity
encer in the
Think retro
c cardigans,
intage loafers,
s, tweed blaz-
sneakers. The
g this style is
at comfortable
ired with con-
n't go wrong
, quirky socks,
s," says Sing-
s that building
wardrobe in-
clothes multi-
/ing different
and exploring
styles will fos-
nnection with
obe, boosting
long the way."

e trend is all
fort, there's
ment of retro
involved.
hint of nostal-
e trend but at
time not for-
at being com-
s a key priori-



Kareena Kapoor Khan

ty," says stylist Manogya Chaudhary. The trend also promotes adapting to second-hand clothes and thrift shopping. "The pro tip would be to not discard any old clothing that is in good condition and most importantly search the last row of your grandpa's wardrobe!" shares Chaudhary.

Jaya Kumari, a personal stylist, observes that grandpacore is particularly popular among the younger generation. "You won't find this trend among people who are in their 30s or 40s. This trend is being followed by people who are younger than 26 and 27. You can see young-



Hailey Bi

sters doing it around Ch Street by incorporating ce elements of the trend like sized cardigans." The ti Kumari says, is about inc rating the warmth and ho

buzz

buzz

buzz

buzz

buzz

buzz

buzz

buzz

fashion buzz




BY: ADITI KRISHNA / FD 22

buzz

buzz

buzz

- 1) Legendary style icon Iris Apfel has passed away at 102 Iris Apfel, the White House textile veteran turned saucer-spectacled centenarian style icon, died on Friday at her home in Palm Beach, Florida. Iris Apfel (August 29, 1921 – March 1, 2024) was an American businesswoman, interior designer, and fashion designer, known for her flamboyant style, outspoken personality and oversized eyeglasses. Apfel had a career in textiles, including a contract with the White House that spanned nine presidencies. A classic Apfel look would, for instance, pair a feather boa with strands of chunky beads, bangles and a jacket decorated with Native American beadwork. Apfel was once asked to define her attitude to life in just three words. “Only one trip,” she said. Iris Apfel's influence will continue to resonate in the world of fashion and beyond for years to come.
- 2) Serena Williams Launches Makeup Line Tennis legend Serena Williams is the latest celebrity to become a beauty entrepreneur. Her brand Wyn Beauty will be making its debut via Ulta Beauty on April 7 in 685 physical stores and online. The initial lineup, including a collection of 10 lip, complexion and eye products, will also be available on the brand's DTC site. Throughout my career, I was always searching for makeup that looked good after hours on the court, mixing products myself and creating my own formulas while traveling the world,” said Williams in a statement. The brand was launched via a joint venture with personal care and beauty company Good Glamm Group, an India-based company with portfolio brands including MyGlamm.



3) H&M's New CEO Takes Cue From Zara With Faster Fashion Strategy The new boss of Hennes & Mauritz AB said the fast-fashion chain is focused on driving profit and sales by getting the newest fashions into stores as quickly as possible. Following the example set by its biggest rival, Inditex SA-owned Zara, the Swedish retailer is looking to move more of its production to places like Turkey and Mexico to bring it closer to key markets in Europe and the US, said Daniel Erver after H&M posted better-than-expected profit in the first quarter. H&M also continues to face criticism over the group's fast-fashion business model and its environmental impact, could summon the power needed to bring about changes at the firm.

4) Sephora To Withdraw From Korea In a statement posted on Sephora Korea's social media accounts, the company said it would gradually terminate all its operations, including its app, online store and physical stores. Sephora launched in Korea in 2019 with a flagship in the upscale Gangnam District in south Seoul. It currently has five stores in Korea, having shut down two stores in the last two years, per local press.

5) Which are the best fashion schools in the world according to CEO World? Business news publication CEO World pre-selects the best international business schools every year. It also publishes a ranking of the world's best fashion schools. The top 4 schools ranked by CEO world for 2024 includes three American institutions: Parsons, FIT, and the Antoinette Westphal College of Media Arts & Design in fourth place.

1. I am a state in India that highly produces mulberry silk. Name me.
2. What percentage of total global greenhouse gas emissions are produced by the fashion industry?
3. I am a tennis icon, also I unveiled my latest venture, Wyn Beauty, a makeup line. Who am I?
4. I am a British luxury brand that has a logo featuring an equestrian knight and the Latin word 'Prorsum'. Which brand am I?
5. The famous designer Gaurav Gupta has featured me in his, The Bride Side Couture, season 3. Who am I?
6. Fashion retailer H&M was founded in which European country?
7. What does the French phrase 'prêt à porter' mean?
8. What is Coco Chanel's real first name?
9. In the 1990s which supermodel famously fell over on the catwalk while wearing a pair of Vivienne Westwood shoes?
10. I am a Bangalore-based D2C brand that scaled up in 2024; and has emerged as a formidable competitor to fashion giants like H&M and Zara.



BY:ADITI KRISHNA / FD 22

BULLETIN QUIZ

1 / Karnataka 2 / 4% 3 / Serena Williams 4 / Burberry 5 / Samantha 6 / Sweden 7 / Ready to Wear 8 / Gabrielle 9 / Naomi Campbell 10 / Snitch by Siddharth Durgawala

ANSWERS:

student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works
student works



JYOTI SHAW/ FD 20

article
article
article

SUCCESS

In the tapestry of life, success is a nuanced masterpiece, each thread woven from the fabric of individual experiences and perspectives. Through the lens of my journey, I have come to redefine success as a multifaceted gem that gleams not just in professional achievements but in the convoluted interplay of various life dimensions. Success, often depicted as the pinnacle of professional achievements, is a multi-layered journey that transcends the confines of career milestones. In a world that tends to measure success by external accolades, we ought to put our intrinsic motivation above that of others because it gives us some sort of strength for self-control in situations and steers our abilities to respond in different situations of our lives. It is crucial to embrace a more holistic perspective that encompasses the diverse facets of life. However, success extends far beyond the professional realm. It is an intricate dance that requires adept management of various life elements. Also, we must live in the present rather than the past or the future. By doing so, you can not only conserve energy but also channel it towards bettering yourself. Imagine success not only as a towering career but as a wall-hanging interlaced with threads of clear thinking, emotional resilience, and the ability to navigate life's undulating terrain. True success, in my view, hinges on maintaining balance across the spectrum of life. It is the art of harmonizing relationships, accepting the challenges, limitations, and availability of different sources of resources, adhering to routines, nurturing health, indulging in pleasure, and fostering personal development. This holistic approach contends that genuine success transcends individual heights of achievement, requiring delicate equilibrium and perfect synchronization across diverse domains. At the heart of success lies a profound understanding of one's purpose. This clarity serves as a guiding light, illuminating the path through challenges and setbacks. It transforms goals into intentional pursuits, piloting the journey of life with purpose and mindfulness. Thus, we must ensure our private victories before winning our public victories. Since the outside world can only witness the final result and not the individual steps of our journey, cognitive prowess and effective problem-solving extend beyond the confines of professional realms, shaping a successful life in its entirety. Therefore, your relationship with yourself is more significant than anything else. And, in this paradigm, success embraces the ability to revel in one's own company. Regulating emotions, controlling sleep patterns, and nurturing a healthy lifestyle are not just components; they are integral facets of a successful life. True success radiates from within, resonating with a profound sense of well-being. Success has been observed in many ways and is inseparable from the nurturing that we receive from our environments, so it is also important to consider the relationships that you build with family, society, and community, maintain the heritage of our social values, and align with our cultural roots. Moreover, feeling at ease in our surroundings and embracing cultural customs add layers of richness to the concept of success.

Conclusion:

In embracing a holistic perspective on success, I advocate for a nuanced and deliberate approach. Success is not a singular destination or stop but an ongoing journey, where every step and every thread contributes to the intricate mosaic of a well-rounded and fulfilling life. It is through this comprehensive lens that one can truly be recognized as successful in the myriad facets of their existence.

Explore Your Creative Journey at FDDI Kolkata!



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.

ADMISSION PROCESS:

Ready to embark on your design journey? Scan here for a first-hand experience.



SCAN ME

WHY CHOOSE FDDI KOKATA?

- **Cutting-edge Facilities:** Explore well-equipped labs and studios.
- **Industry-Relevant Curriculum:** Learn from seasoned professionals.
- **Successful Placements:** Join a network of accomplished alumni.
- **Creative Campus Culture:** Immerse yourself in a culture of innovation.

Bachelor of Design (B. Des- 4 years)

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

PAN INDIA 12 CAMPUSES

- | | | |
|-------------|--------------|--------------|
| • Noida | • Fursatganj | • Chennai |
| • Kolkata | • Rohtak | • Guna |
| • Hyderabad | • Ankleshwar | • Patna |
| • Jodhpur | • Chandigarh | • Chhindwara |



Visit Our Website: www.fddiindia.com
 Mail us: kolkatacampus@fddiindia.com

APPLY NOW

LLPD-9654154733, FD-9416996393, FDP-9007222113

Explore opportunities with top brands: Our alumni are leading the way as product designers, fashion experts, and ui/ux designers in these prestigious companies.