

# STYLE @ '21

AUTUMN/WINTER



RAHUL MISHRA AW'20

ASFDT MUM | ISSUE NO. 13 | December 2021

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# FROM THE Director's Desk



**DR. BHAWANA CHANANA**  
DIRECTOR

Seasonal trends come and go, but certain creations are forever. Fall 2021 fashion trends were presented mostly as virtual collections and showcased timeless, spirited pieces that encourage dressing up, going out, and feeling the joy. And for shopaholics, there is no greater joy than walking into our favorite stores and feeling the rush of a new collection on the shelves. That's a reason enough to invest in a happy new wardrobe!!

The vibrancy of fall's best pieces, like Prada's patterned bodysuit, Alexander McQueen's blooming biker jacket, and Versace's itty-bitty minis, have a worldwide appeal, too, as evidenced by Vogue's first global spread. That means your new Wales Bonner and Celine shearling jacket will look as good from Paris to Shanghai to New York.

StyleQ was born as a fashion magazine of ASFDT to promote research and publication virtues of our students. It has focused on trend forecasting and reporting the most relevant and recent fashion events of the industry and our campus. Thanks to the synergy between the faculty and students, Style Q has blossomed into AUM's most-creative fashion and style magazine. The fact that designers can make us fall in love with clothes over and over again is a testament to their artistic brilliance. Every new season can seem overwhelming, with trends, images and must-have pronouncements. And yet there is something—that stops you in your tracks and becomes your best-buy.

# NOTE FROM THE Editor



**LUBAINA SURURY**  
CHIEF EDITOR

As we embark upon new beginnings with 'the new normal', we have created a stunning & musing magazine to celebrate the same. We have made constant efforts, along with our team, to materialize our concepts, design & ideas creatively. Rejuvenating this issue of StyleQ with a Trend & Colour Forecast for the Fall-winter 2021, a sneak peek into happenings of ASFDT as well as Design Hub and articles about innovation, acknowledging insight on fashion & other creative fields and shedding light on new age trends and technology has been germane to our theme.

The future of fashion is now! With completely changed ways of collection displays, virtual shows and styling criteria, sustainability, durability & keeping up with what's on trend are at its core. After the long haul of coming up with fresh and creative ideas and designs, we were nurtured under the skilled and watchful eye of our very helpful faculty moderators *Ms. Rashmi Thakur & Ms. Shalini Mohanty*. We would also like to extend our gratitude to *Prof. Dr. Bhawana Chanana* for guiding us with her vision that brought this magazine to success. We have learned, innovated & grown in the process.

We hope you love reading and sharing the magazine as much as we loved creating it. Enjoy the read!

December brings new opportunities and hopes for new beginnings, and so does this Autumn/Winter issue. We hope that this edition will help you gain a futuristic insight on fashion and fashion industry. We have made sure that this magazine will inspire and help you capture a cutting edge vision.

This edition of StyleQ'21 is not only an integration of our immense efforts and hard work but also the product of our synchronized creativity and concepts. This issue is a collective achievement of ASFDT Editorial Club, our teachers and mentors and all the students of ASFDT. We hope you will appreciate our work as much as you enjoy it!



# Editorial Team

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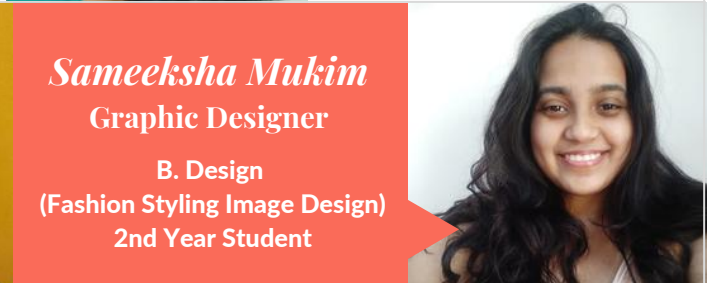
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# NYFW Color Trends 2022

This is the spring/summer 2022 collection. Some of the designers showcased their designs which includes Adeam , Moschino,Herve Leger , Carolina Herrera , Peter Do ,Prabal Gurung ,Proenza Shouler , PatBo, Alejandra Alonso Rojas , Badgley Mischka , Gabriel Hearst ,Cinq à Sept ,Proenza Schouler , Wolk Morais, Ulla Johnson, Maryam Nassir Zadeh ,Veronica Beard ,Sergio Hudson , and Nicole Miller

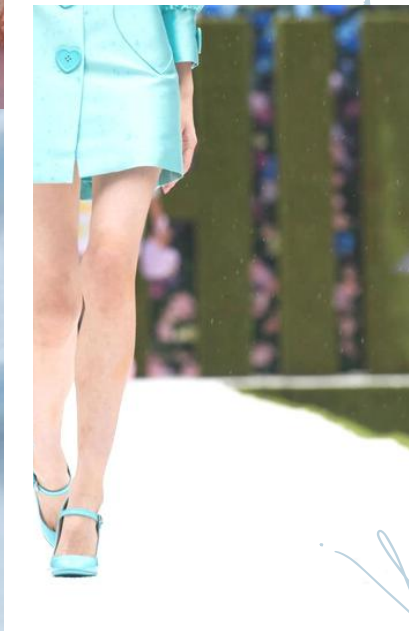
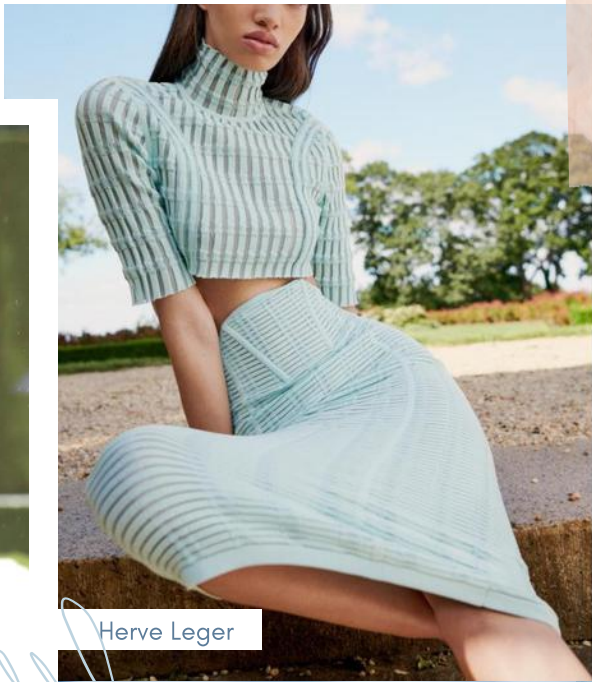






# Spun Sugar

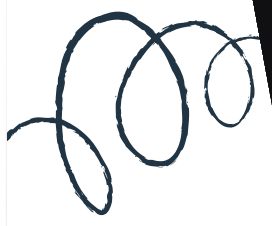
Spun Sugar is a light and fluffy sweetened pastel. The color was a part of collection by several designers at the NYFW including *Moschino*, *Adeam*, *Herve Leger* and more. It is a subtle shade of blue, near to the shade of winterspace.







#203443



Alejandra Alonso Rojas



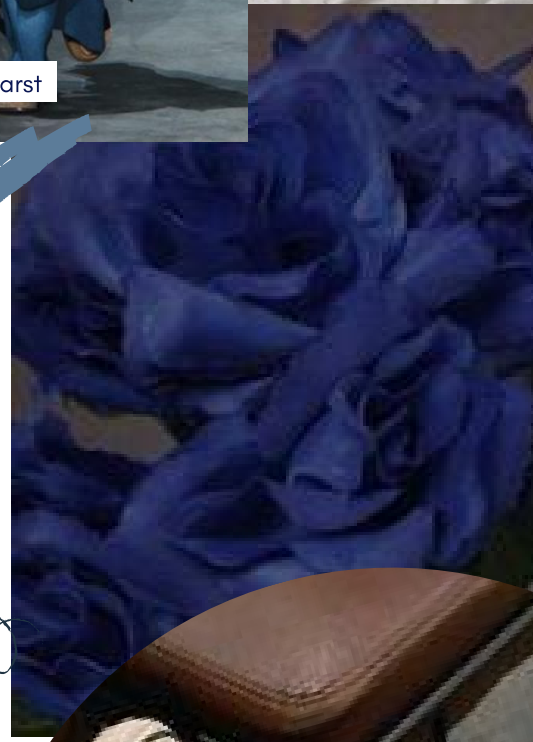
Gabriela Hearst

# Harbor Blue

Our desire for a secure haven is reflected in Harbor Blue.



Ulla Johnson





Wolk



#6A758B

# Glacier Lake

Glacier Lake is calming and refreshing, and it exudes peace and tranquilly.



Wolk Morais



Prabal Gurung





*M.M.*



Moschino



#EDB63F



Cinq à Sept

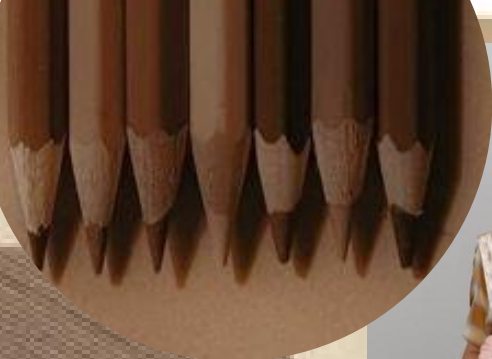
# Daffodil

The bright daffodil brings you images of a spring garden. Daffodil is a pastel yellow that is a more calming variation of the colour yellow. A tiny quantity of yellow will be put into a white foundation to obtain it. Marie Antoinette, known for her use of light, pastel colours throughout her houses and clothes, preferred creamy warm colours.



Proenza Schouler





#AC7652

# Coco Mocha

The spirit is warmed with a delicious Coca Mocha. This board includes collections from *Gabriela Hearst*, *Maryam Nassir Zadeh* and *Veronica Beard*. Its a subtle mute shade and perfectly compliments the season.



Veronica Beard



Gabriela Hearst

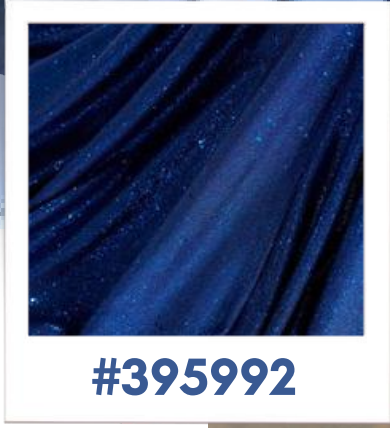




Gabriel Hearst



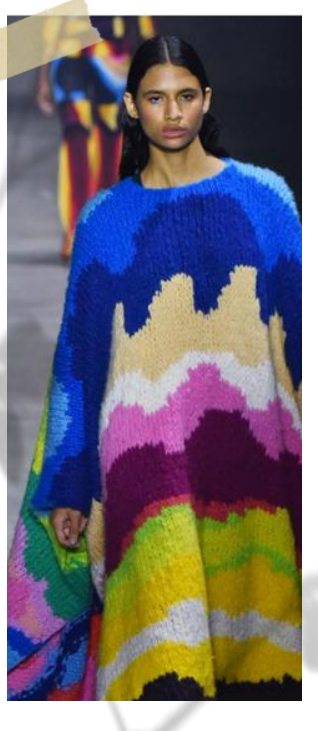
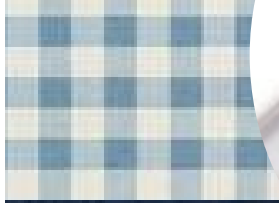
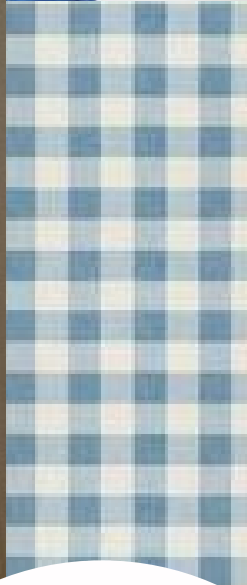
Badgley Mischka



#395992



Alejandra Alonso Rojas



# Sky Diver

A skydiver inspires us to achieve new heights. The sea is represented by the skydiver, who is linked to freedom, the ocean, inspiration, and depth. This colour helps you feel confident and safe right away. The Skydiver is likely to have a big influence in the basics and activewear categories.





Carolina Herrera



#E9C7D9



Moschino

# Gossamer Pink

Powdery and soft Gossamer Pink has a delicate and airy feel about it. The collections featured here are from labels Moschino, Carolina Herrera & Peter Do. The color is soft, feminine and makes a statement at the same time.



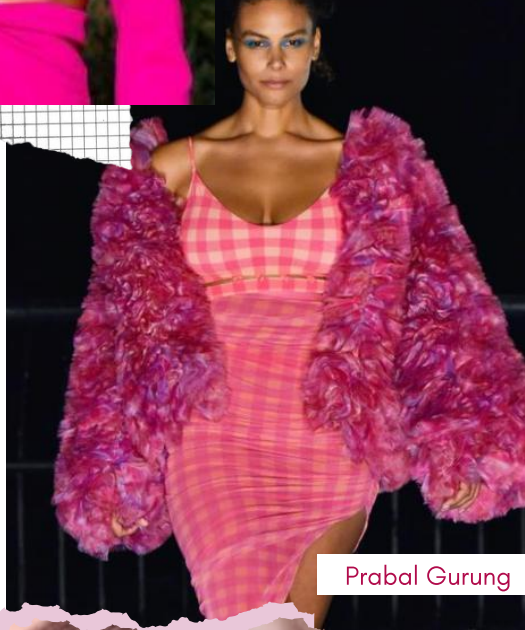
Peter Do







PatBo



Prabal Gurung

# Innuendo

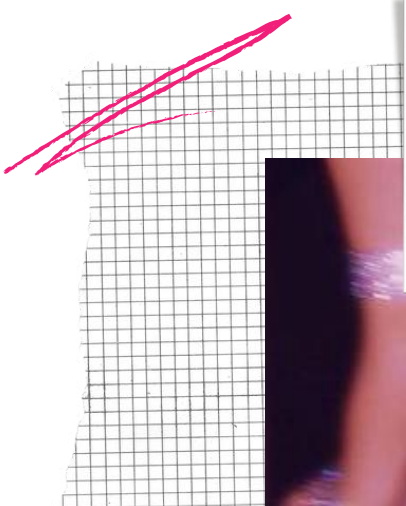
Love, charm, luxury, beauty, femininity, and strength are all linked with the innuendo. Its smell is well-known, and it's utilized in perfumery and aromatherapy. Innuendo is set to take over the fashion industry in the near future.



#F21F7A



Proenza Schouler







Carolina Herrera



#C51C28



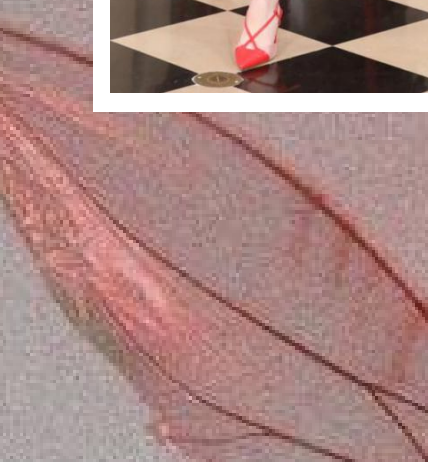
Sergio Hudson

# Poincianna

Poincianna is a dominating hot red that makes a striking statement.



Nicole Miller





# Events & Happenings at ASFDT

Amity School of Fashion Design & Technology organized a stunning selection of webinars, workshops and competitions for its students. Imagination and curiosity were the guiding factors to motivate all who participated.

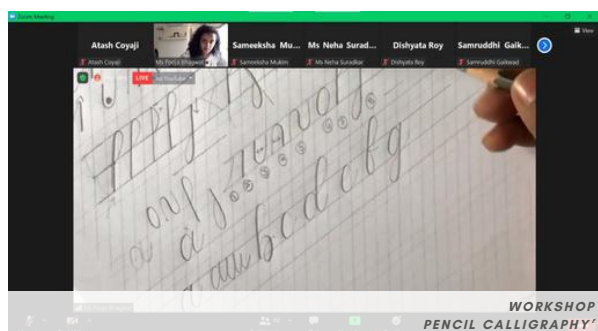


## WEBINARS

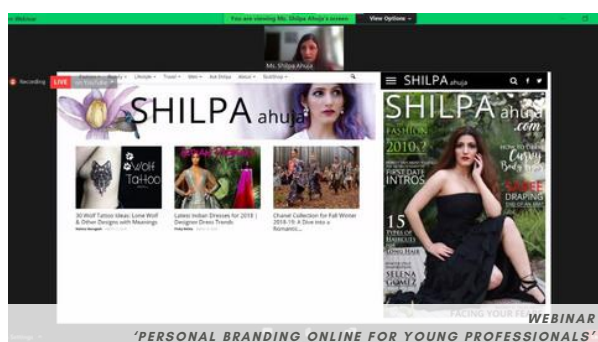
'*World Fashion Day: Beyond Wearable - Fashion and Textiles*' was the inaugural webinar for this half of the year with Mr. Manish Daga - Managing Director, Cotton Guru and Mr. Viral Desia, CEO, Zenitex as the session experts. It was seen how sustainability has taken over the entire population and has given a new perspective on environmental concerns. Mr. Daga elaborated upon how he has helped farmers cultivate their goals into reality. The webinar ended with students catechising questions over their interest on sustainability.



The following webinar was on '*Latest in Weaving Technology*' with Mr. Prakash Arun Khude: Professor, MLV Textile & Engineering College Bhilwara, as the guest speaker. The expert commenced the webinar by sharing basic information about textiles and statistics of the textile industry. He gave a brief history on weaving looms followed by an explanation of how weaving technology has evolved in the last few years its effect on weaving production rates, Technical Textiles and their uses in non-aesthetic purposes, the process of making these textiles and their use in the Fashion Industry today.



The second webinar of the season was on '*Personal Branding Online for Young Professionals*' with the guest speaker being Miss Shilpa Ahuja: the founder-entrepreneur of Shilpa Ahuja Digital Media. From curating past work to unique selling propositions (USPs), observing competition to communicating brand values, she took us through a plethora of considerations for personal branding. After listening to these insightful thoughts, the students learned



how well-established personal branding distinguishes one from one's competitors.

The third webinar series was a week-long Quality Improvement Programme on '**Digital Innovation: Design Communication and Business Solution**' with a variety of session experts. This QIP covered a range of different design tools and software technology. It enabled participants to get a hands-on experience of the latest Immersive Technologies used in Fashion Design, Retail Business, Digital Illustration, Mobile Photography, Virtual Reality and UX/UI. Eight sessions were conducted with a range from Digital Adoption & Retail Technology – Business Digital Transformation - 360 Degree Online Route to Market, E-commerce, Omni Channel, CRM, Logistics, VR/ AR / Virtual imagery in class. How technology is bridging the gap between offline and online. Tools and tricks of editing images and files were also elaborated upon.

## WORKSHOPS

The first interesting workshop was on '**Toda Embroidery**'. Held on National Handloom Day, this workshop was conducted by Ms. Sheela P. – SHALOM SHG who introduced the audience to this wonderful tribal craft of the Toda community of the Nilgiris in Tamil Nadu. After a splendid introduction to this embroidery form and understanding the significance of the red-and-black colour scheme, a demonstration of the embroidery was carried out by Vishnumaya M.V. The audience got to try their hand at this craft themselves.

Miss Pooja Bhagwat, founder of Ink n Bliss Calligraphy and Design Studio, was on the panel for the second workshop as the session expert on '**Pencil Calligraphy**'. Through the workshop, the audience learned the basics of calligraphy using only a pencil. Strokes became letters, letters became words, words became quotes.

The last workshop was on '**Indigenous Natural Dyeing Materials and Techniques**' for which the session expert was Miss Rajashree Bhargav: a researcher and textile person. Step by step, she took us through the stages of natural dyeing. All the participants left her workshop with piqued interests for dyeing and beautiful swatches of dyed fabrics.

With the high participation rates and the interest seen, it will be no surprise if the students continue to enjoy the intellectually stimulating activities brought about by Amity University. Innovation is always welcomed.



WORKSHOP -  
TODA EMBROIDARY



WORKSHOP -  
PENCIL CALLIGRAPHY

WORK BY -  
HUMPY ADEPU, SEM 3



WORKSHOP -  
PEINDIGENOUS NATURAL DYEING  
MATERIALS AND TECHNIQUE

WORK BY -  
ADITI HARDAHA, SEM 3



# Neon & Trend Endurance

BY **SIDDHARTH BHARADWAJ**  
B.DESIGN (FASHION COMMUNICATION)

Fashion month is akin to looking into a crystal ball. It shows us what we will be wearing in six months, giving us a glimpse into our futures. It was clear that the industry's fascination with reviving 1980s trends isn't going away anytime soon. The current obsession is **neon**.

Fluorescent clothing and accessories have been seen on the runways of numerous designers in recent years, including *Gucci*, *Versace*, and *Prada*, that it's an unsurprising trend that has made its way to the high street. The season's most popular colour palette is all about fluorescents. Companies have embraced neon in clothes, footwear, and accessories, and the results have been overwhelmingly positive.



Neon lights have been frequently linked with parties, the arts, subculture, and omnipresent shop signage since the 1990s. When streets were aglow between 1920 and 1960, and neons marked a business's products and services, anything from apparel in department stores to louche nightclubs in back alleyways, they were at their pinnacle of popularity.

However, neon and vivid colours are making a comeback in 2022, especially in *sportswear, accessories, outerwear, cosmetics, and the digital environment*. Neon colours have spawned a new fad in beauty, fostering creativity and independence among **Gen Z**, who are more comfortable expressing themselves via vividly coloured hair and fun cosmetics. According to a report

BOSS SPRING'20 READY TO WEAR  
JEREMY SCOTT SS'19



published this week by Nikkei Asia, men's cosmetics expenditure in Japan has grown by 20% each month this year. This summer, neon manicures were popular, giving colourful highlights as an alternative to wearing them.

Neons have long had a safety role in *activewear*, such as reflecting lights and making one visible in the dark, but they are now also making a stylish statement. Kanye West's Gap partnership debuted with an electric blue neon puffer jacket, which was highly anticipated. Outdoor apparel collections have been enlivened by luminous colours; there's no need to blend in with nature when you may go all out.

The thing about neons is that they make you pay attention to them. Whether it's to alert customers to potential danger or to entice them into new gaming realms. Consumers are **"hungry for products and experiences that bring extravagance to every day,"** according to *fashion forecaster WGSN*. They are **"moving away from the neutrals, that comforted them through global lockdowns, to the unambiguous bright, that feed into themes of unapologetic exhilaration and radical self-expression."**

Last season, the power of colour was exploited as an antidote to the bleakest of years, resulting in a move to bright. Editor's spring show analysis revealed intense blues at *Kenzo and Longchamp* and *vivid neon pink and green suits at Balmain*. Highlighter colours were also seen at *Mark Fast and Sportsmax*, as well as on *Chanel logos*. *Ricostru and Harlem's Fashion Row* favored all-over citrus, while *Tom Ford and Prada* favoured jewel tones. It appears that the future will be vibrant and colourful, which includes lasting through the seasons will be an unchallenging journey for neon, giving it a comeback in this new decade as more and more appeal grows in the industry.





# The New Normal

BY SUBHRA MISHRA  
B.DESIGN (FASHION STYLING & IMAGE DESIGN)





'The new normal' obviously hit the nerve of effects and lifestyle changes amid and post-pandemic. Covid-19 has altered our lives in ways we could not possibly imagine in the past decade. When we thought we would be witnessing flying cars and futuristic fashion, we admired the view from our living room windows and thought about getting back to our routine.

However, the *post-pandemic era* is all about change and wide-open possibilities. While recognizing the failures to learn lessons from past disease outbreaks where similar themes have emerged, we strike a note of optimism. After being locked down for so long, there is a need for something *fresh, engaging, and adventurous*. **Fast-moving trends have altered our lives.** We now know that there are other ways of working instead of being stuck in a cubicle farm for 10 hours a day. One could work remotely. Remote work has become a big success story thanks to Zoom and other internet video services. There was no need to go to work or fly across the globe, wasting time that could have been spent with family and loved ones instead. The pandemic has affected different industries differently. With massive economies in debt and crisis, markets getting crashed and other possible factors, every industry suffered, and so did fashion in our time.

The pandemic has blown a multibillion-dollar hole in the fabric of the fashion industry. It put an end to runway displays and drove companies to exhibit their items digitally instead. According to some, *the fashion week format*, which has been in use since the 1940s, *maybe significantly rethought*. Others predict that *Asia's enormous power increases will stabilize*. Many businesses are searching for methods to be more *environmentally friendly to appeal to a younger demographic*.

The fashion industry has benefitted even after this because designers have remained positive and devised innovative strategies to keep their businesses afloat. **From wardrobe changes to inventory management to online fashion displays, the fashion industry has changed dramatically.** Has become far less reliant on traditional advertising sources such as fashion magazines. They now create their *online channels, circumventing the glossies*, to get their designs out. When customers shop on the internet, they will have different expectations from their shopping experiences. If remote work becomes more common for more employees, people will, for instance, buy more casual and comfortable clothing.



*Merchandising and supply chains* will need to be adjusted. Changes in company processes will be required to accommodate the new normal. While there has already been a tendency toward higher efficiency, there will be a greater emphasis on quicker procedures to support a more **customer-centric, faster-paced organization**. Enterprise systems will need to become more straightforward and more flexible.

Besides that, with most people staying indoors, the fashion retail business is jumping on the **internet bandwagon** and reconsidering how to connect with their clients. They provide unrivalled internet purchasing opportunities. **Masks, which are a must, in any case, are now considered a fashion statement.** Designer masks have saturated the market, and the general public has embraced them.

Masks have replaced smiles, but they have also introduced various colours, styles, and pictures to the face, ranging from formal to haute couture. *Classic T-shirts, shirts, tops, and skirts, paired with pyjamas, Bermudas, khakis, and loose pants* to be comfortable beneath the table, are what is making their way into everyone's wardrobe for the **perfect work from home style**. *Basic blazers* complete the semi-formal work-from-home ensemble.

The pandemic has significantly impacted the retail and fashion industries, resulting in *odd operational and fashion trends*. Because the COVID-19 effect is seemingly here to stay for a long time, these patterns will only become more powerful and exciting in the months ahead.

We live in an era of rapid change & extreme dynamism. We must seize this chance and dedicate ourselves to self-growth. Because of this pandemic, our collective attitude has changed to be more receptive to new options and opportunities so that we might use them for good. We do not know how long this transition period will endure, **better make the most of it while we still can.**

Taking risks today might drastically alter the course of our careers and lives. According to Mark Twain, **a cat who steps on a hot stove will never do it again, but it will also never step on a cold one.** Let us hope that our present journey across a scorching stove has taught us proper lessons.



# The Fashion Edifice

Design, Fashion & Architecture On A Platter

**HUMPY ADEPU**

B.DESIGN (FASHION DESIGN)

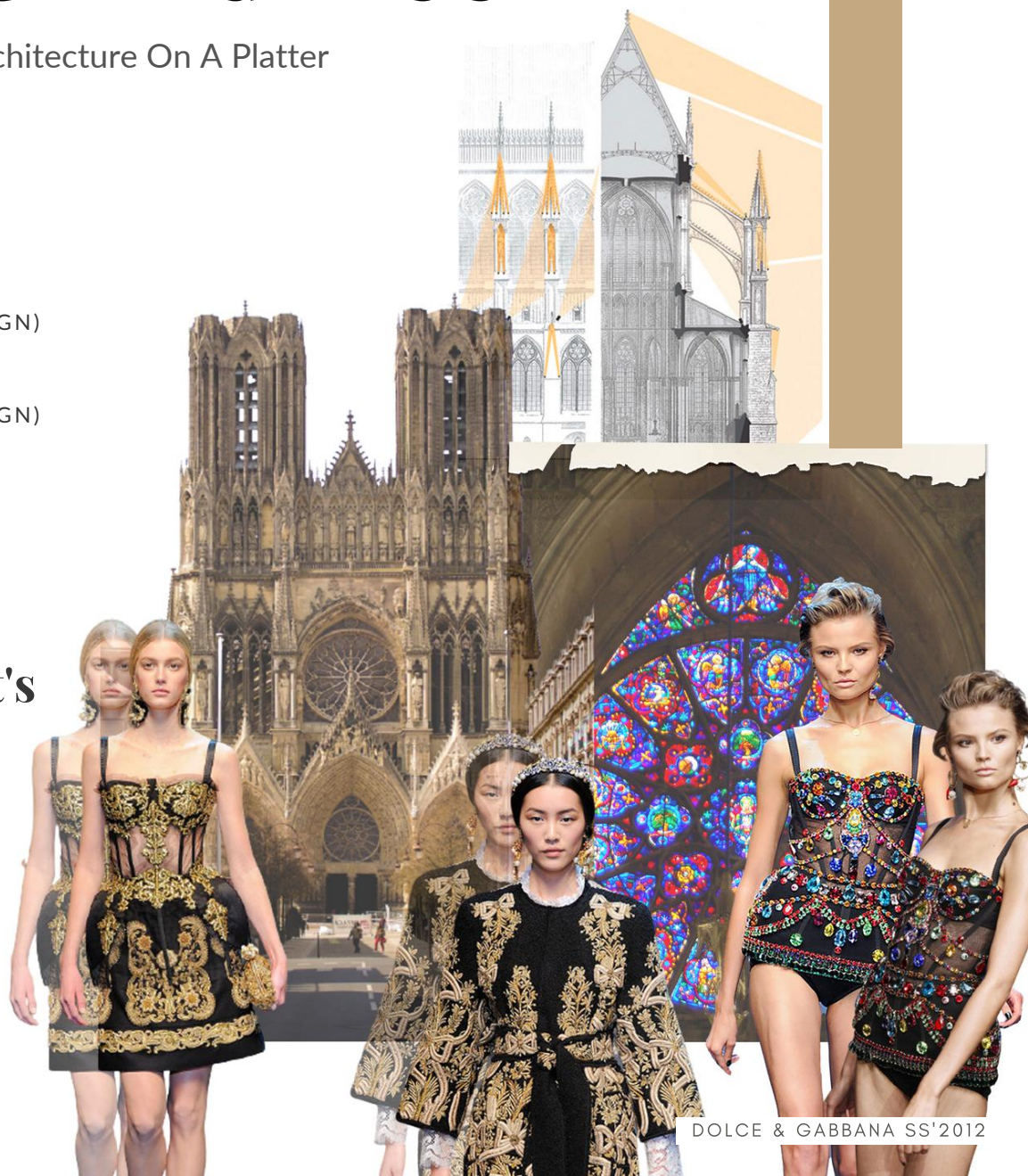
**SAKASHI SHARMA**

B.DESIGN (FASHION DESIGN)

**"Fashion is architecture, it's a question of proportions,"**

*Coco Chanel*

Fashion can take inspiration from literally anything, from a piece of art to a murky world.





Well, Architecture is not only building Lego as a kid but giving that structure a definition. In the same way, when High Fashion takes inspiration from Architecture, it totally means that the designer is putting up their efforts in making that constructive into wearable art. Fashion and Architecture might be two distinct art forms, but when these two collide, a fantastic concept emerges. Not all fashion designers have Vogue experience; few giants like *Pierre Balmain* and *Gianfranco Ferré* are architects by background & henceforth the saying, **"Dressmaking is the Architectural Movement"**.

Fashion inspired by architecture might have exact proportions and stooping angles to being flowy with a valuable theme. Various fashion designers have been fascinated by sophisticated structures. Fabrics are usually modified with creasing, pleating to build up the final illusion they expected. While all of this is one perspective, few designers keep up this ideation as a gesture of appreciation to the known architects. For instance, *Dolce & Gabbana S/S 2012* was inspired by *Cathedral Notre-Dame de Reims, France*. ***There's the engineering that enters in each. An architect needs to figure out how to make the construct stand on its own. After that, a fashion designer must build garments to fit the human body.***



There are many similarities in the process, but there is a split at some point, with one continuing all the way to the end and the other taking a step back and relying on others to bring that vision to reality. There is always a *parallel in both Fashion and Architecture*, making it a much easier task to accomplish the final feature.

*Not only dressmaking but jewelry and shoemaking is also highly influenced by architecture is standing out as a fashion statement.* Architecture, like Fashion, communicates an individual or society's style and identity in everyday things. In this case, it's clothes and structures. The conceptualization and design process and the construction and functionality of the art piece share similarities with architecture and Fashion.

**"Fashion is architecture, it's a question of proportions,"** stated the great *Coco Chanel*. To strike the correct balance between originality and functionality in each design, architects must consider proportions and volumes. The pre-eminent contributor of architecture and Fashion was *Zaha Hadid*, an architect who passed away on March 16, 2016, joining hands with the most prominent names in the fashion industry over the years, giving eight notable futuristic fashion collaborations.

Concluding that, both of these are achievable as both worlds feature aesthetics in common, and both universes are valued, influenced, and fostered. They both have the same ambition, in any case, and on the work table: **to build beauty.**



**"You do not take  
a photograph;  
you make it,"**

*Ansel Adams, American Photographer.*



Fashion can take inspiration from literally anything, from a piece of fabric to a landscape. Visuals are one of the most potent ways to amuse a human. Even the best models, photographers and equipment cannot change the fact that there can never be satisfying visuals or images without a unifying, central concept in place for a shoot.





While using fashion photography to promote a brand, the key is communicating the brand's message. The whole point of this is to develop an exciting idea that prompts great images & outcomes. Fashion photography helps to create brand awareness and build a unique personality. *Catalogues and editorials* offer the brands the unique opportunity to connect with their audience relatively quickly than actual shows. Designs and collections from runways around the globe reach a wider audience through online visuals. Thus instant feedback is one of the biggest boons to consider when using photographs as a tool to build a brand image

**Fashion photography helps to capture and communicate the best parts of a brand story in its entirety through one's perspective.**

It is easier to publish a portfolio of fashion photographs that feature the brand story and development than host and manage an event or fashion show every time there is a change.

Photography is a more straightforward method to collaborate and build a *robust online community*. Fashion shows help showcase a new design and a fertile ground that raises and nourishes recent trends, which are often captured and highlighted by the profusion of photographers who request these events. Posting these images online helps keep the fans and clients abreast of these constantly changing trends.

There is no right or wrong way to put the brand message in visuals. Good photography can laser right through a viewers' mind delivering the exact message through the depiction. Lousy photography can confuse a mind into thinking long and hard about a message one is trying to show. ***One good photograph can do a lot more to build a brand & tell a story than a thousand words.***

# Recapturing Brands

Fashion Photography & Brand Identity

**BY MUSKAN GUPTA**

B. DESIGN (FASHION DESIGN)

It's one of the most profound ways to promote a business and one of the quickest to deliver a message. A good photograph is the best form of investment in advertising. These captures show the outfits in natural movement and give them the best conditions to be shown off.

Through the use of *style, colour, story, & emotion*, a customer can associate individually with the message the brand conveys. For instance, one can look at a Givenchy footwear image and tell that it is Givenchy because they built up a solid and identifiable brand image via visuals.

It is the best way to pin one's target market to see that they are on the same page and can identify with what one is selling – *not only the products themselves but the lifestyle that one's brand is offering*. By promoting the right message via good photographs, the brand can gain an edge over its competitors.

# Window Displays Are 'Windows'

BY BATCH OF 2024

**KEITH VAZ**

B.DESIGN (FASHION COMMUNICATION)

**PRAVARA KANEKAR**

B.DESIGN (FASHION COMMUNICATION)

**AKASH SURYA**

B.DESIGN (FASHION COMMUNICATION)

**SAMRUDDHI GAYKWAD**

B.DESIGN (FASHION COMMUNICATION)

Brands in today's world have to be creative and have to come up with different marketing strategies to attract more customers.

**Visual merchandising** is what brands use to lure us to their showrooms and stores. Visual merchandising was created in the mid-1800s and now is essential for a brands marketing strategy.





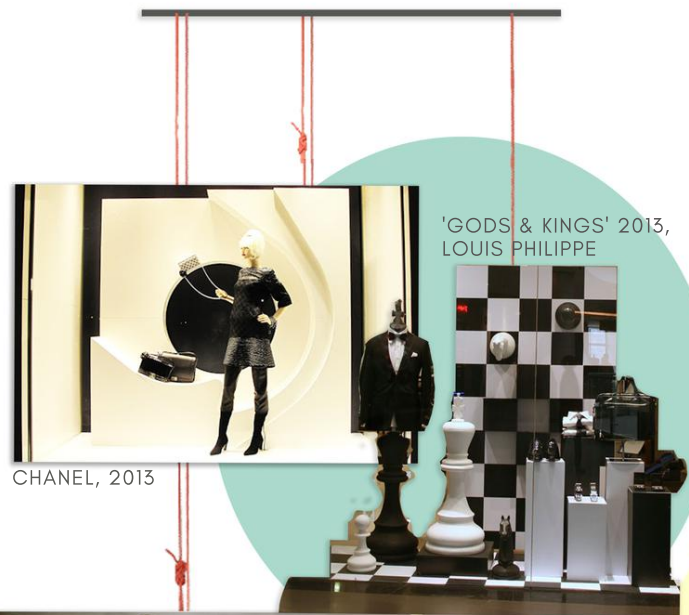
Post pandemic, visual merchandising methods have changed. Now brands are coming up with innovative ways of showcasing their collections.

How does a brand stand out among the countless options available at a customer's fingertips in today's world? The answer to this question has been changing from time to time, with brands coming up with new and more exciting ways of marketing their products. Brands today use marketing techniques of all sorts – *commercials, posters or even social media* but when it comes down to shopping in a physical space, **visual merchandising has been the key.**

Everything is manipulated from floor plan to the lighting to make the displays eye-catching and attract more customers to the store. Soft joyful music is played in stores to uplift a customer's mood and encourage them to buy more. Certain scents are used in the stores, which are very pleasant. This is what VM does – *engage a customer emotionally.*

With VM starting in London in mid-1800s, retail stores began to pay attention to their displays and what they showcase. This changed the retail game forever, and eventually, **fashion brands started using visual merchandising using mannequins for window displays to show customers how their products look on a person.** Here are a few good examples of visual merchandising used by some brands.

Now that the world is facing a global pandemic, merchandising methods have changed a lot, with most of the shopping being done *online and the retail shops being closed.* As a select few shops reopen, it is now that window shopping will be at peak as people are more concerned about their health amid social distancing norms.



CHANEL, 2013

'GODS & KINGS' 2013,  
LOUIS PHILIPPE



UNDERCOVER X NIKE REACT ELEMENT 87', 2013

Brands are adopting smarter and safer methods of shopping for customers. Some brands like *Zara and Lacoste* have started using **QR codes** to give further information about their products to customers who are willing to follow the rules of *social distancing.*

With the Covid-19 outbreak forcing firms to develop more innovative marketing and merchandising tactics, it will be interesting to see what they do once the pandemic is over. Visual merchandising will only grow in the years ahead. From window displays to website covers **everything is photographed or created with the agenda of fascinating the buyer with a mere glance.**

That is window displays are – a window into a brand's creativity and the ability to do the same thing differently, and that makes all the difference in the sales!

# What's Seen Is Sold

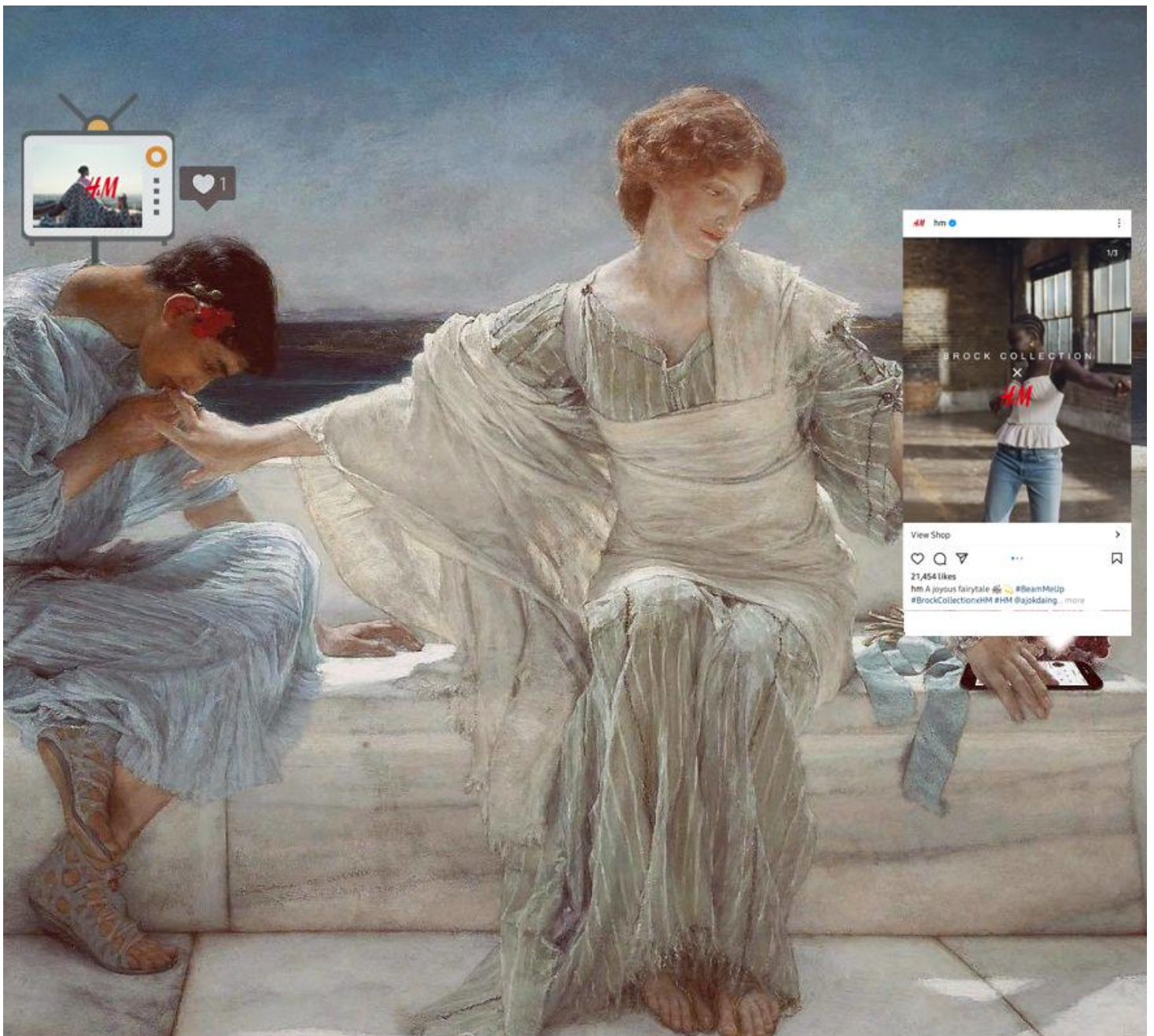
BY SAMEEKSHA MUKIM

B.DESIGN (FASHION STYLING IMAGE DESIGN)

HUMPY ADEPU

B.DESIGN (FASHION DESIGN)

“Recommendation is the new marketing”





Fashion and mellow blogs have vastly developed over time. Businesses are reacting to their publicity by involving bloggers in social media advertising strategies. Sending free samples to trendy bloggers makes the product an online discussion. As a result, blogs are in far reaching trial for audiences, a contest that leads to **E-buzzing**. As defined by the new wave, the power of fashion bloggers has a convincing sway on the customers with the aid of a *techie-master plan*. Fashion could also be a quick industry that is tied to the most critical sectors in the business. Fashion might mirror trends in *socioeconomic, legal, and cultural factors*. It expresses times and represents the spirit of the age.

With so much competition, switching up the designs, trends, and materials is vital. *Fashion magazines, which post pictures of designers, stars, and models displaying the latest styles, are tools for shaping trends*. However, an increase in people is turning to technology for fashion advice, ideas, and directions. Fashion blogs inspired 41 consumer trends in 2015, but 23% of shoppers said they made specific purchases on the actual market rather than looking on the internet. It is currently in vogue to create a link between a fad and positively affecting people to buy items, which boosts the power of fashion bloggers on customers. **People value fashion bloggers are more trusted than mainstream marketers, and they believe in design bloggers just as much as anyone**. They need the ability to develop and break patterns or the independence of formal bodies. Owing to the quick flow of facts on social media, the digital age has assisted beauty gurus in sharing their craze within the marketplace soon.

As a result, the group of local blog-based bloggers who have moved to visual blogging on Instagram has fallen. The transition to Instagram may be a good move because it is a part of how people approach ideas.ven though the two divisions were interested in totally different

audiences, a clear link between the Instagram division and web blogs drive buyers.

*Instagram bloggers only role is to provide a transparent tie of fashion trends that clients should follow.*

On the other hand, blog-based posts have a more substantial level of more substance because their contents allow high access to a specific item or concept. Fashion bloggers shape customers' dress styles, which creates a social acceptance ethic. This code reveals the hot trends and the kinds that aren't worth following.

Contrary to fashionistas, wholly dependent on public opinion, fashion bloggers can set and reject trends with no social participation. The code also creates a layer usage model in which the blogger's influence controls whether the commercial audience takes or denies some fashion trends. Besides selling to the broader public, the new generation of bloggers focuses on promoting fashion bloggers. They understand bloggers make up the bulk of their following. The impact of fashion blogs on customers has been a cause of conflict for many stylish bloggers in the past, who'd had their readers question the trends they set and their wins. There are still a few shady fashion bloggers. The **World Health Organization** will not disclose the source of information on their blogs to create a brand. These false bloggers continue to work with a complete, just like some sponsors do for several brands for the money rather than the quality of products. When trying to influence buyers, avoid reading sponsored posts or reading dishonest comments.

**Nevertheless, embrace honest bloggers for your aesthetic and refresh your closet.** When trying to convince people, avoid reading a *paid promotion or viewing fake comments*. Instead, rely on reputable bloggers for your style and **to keep your apparel new and worthy**.

# Re-Dimensioning Fabrics

**NITHYASHREE KRISHNAN**  
B.DESIGN (FASHION DESIGN)

**ANSHIKA SHARMA**  
B.DESIGN (FASHION STYLING IMAGE DESIGN)

We live in an age witnessing what many call the **Third Industrial Revolution: 3D printing**, more professionally called *additive manufacturing*. This has the potential to move us away from the era of mass production and bring us to a new reality of customizable, one-off production. 3D printing is the broader term for *tool-less manufacturing methods*, which enables manufacturing of components from 3D model data, usually *layer upon layer*, instead of conventional manufacturing methodologies.





This term is also used generically as a synonym for rapid prototyping. The scope of 3D printing is endless; from instruments and toys to robots and mechanical parts, there's almost no limit to what a 3D printer can create.

Architects and scientists have been using 3D printing to create models for decades, but it's beginning to show even more potential. From 3D printed buildings to 3D printed hearing aids, this technology could be revolutionary for various industries. Fashion is no exception. Designers started to experiment with 3D printing around 2010. It is already being used to create new types of art and fashion. It enables designers to produce complicated, even impossible designs to manufacture, which inevitably fuels creativity and innovation. It allows creation in technique, and material and ideas can materialize within minutes, contrary to the traditional manufacturing process. If designers fail with 3D printing, they can quickly try again.

Fabrics that can be measured in three dimensions instead of two sizes are known as 3D fabrics. 3D fabric is being used to make spacesuits, and other research is being conducted with this fabric.

It is used in lightweight construction, such as the reinforced sector of automobile engineering and aeronautics; pipeline construction; soccer shin guards, skydiving equipment, and high-speed water sports. The fabric is described as a single fabric system arranged in yarn that appears to be folded into three interwoven layers. It is mainly made up of a solid framework and many layers. 3D woven fabrics are utilized in various industries, including construction, automotive, ballistics, and carbon fiber.

Prosthetic veins, arteries, orthopedics tubes, scalp-folding, artificial joints and organs, and other technologies are used to treat patients. This fabric is expected to significantly impact athletic wear, and you may be wearing self-cooling apparel made of it soon. 3D printing will also provide better distribution.

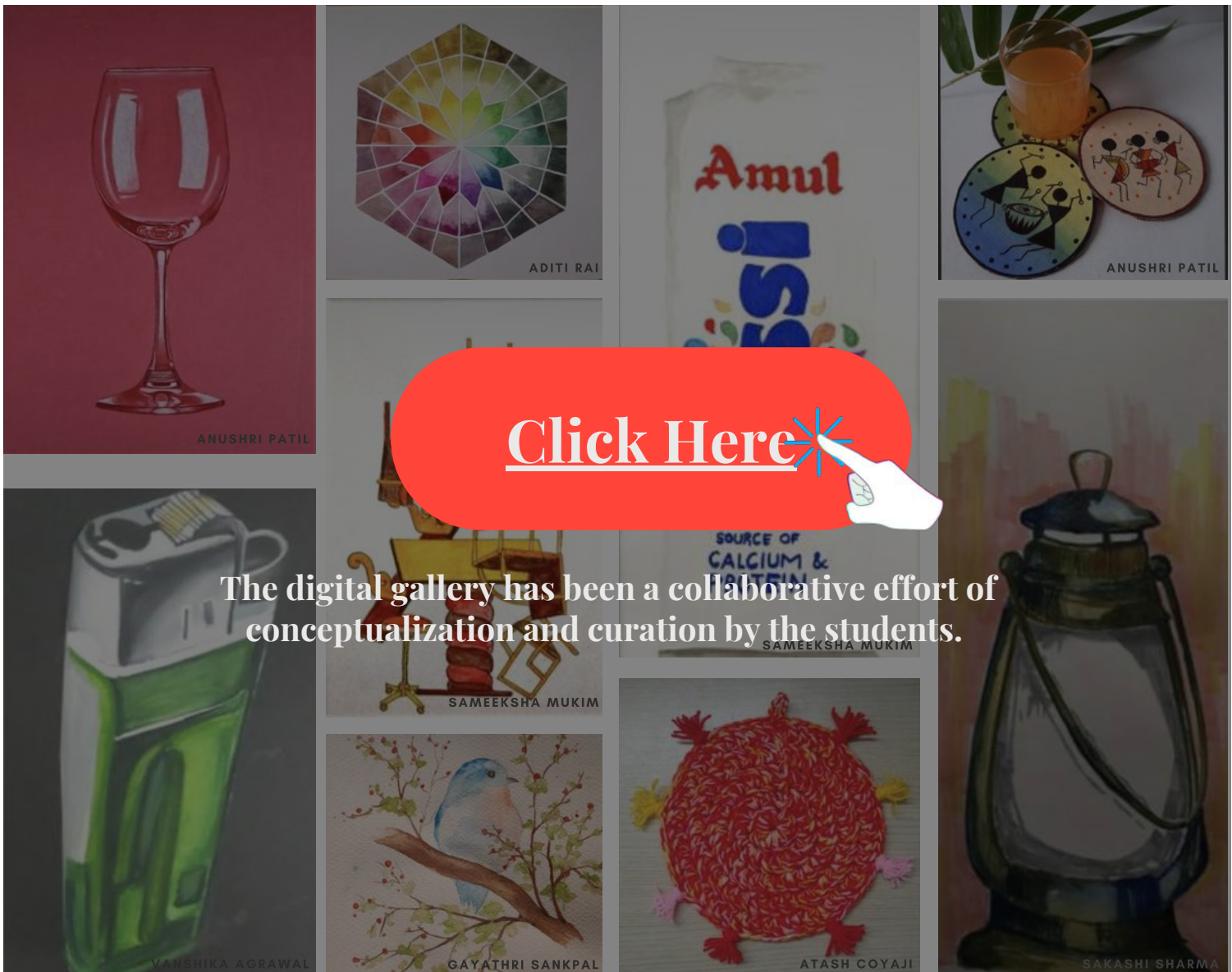
When it comes to shopping, instead of going to retail stores and jostling with others, a buyer can just buy the design online and have it printed on a 3D printer. However, 3D printing also causes controversial discussions concerning subjects like copyright and protection of intellectual property rights. There will always be counterfeiters and copycats seeking to make money from the success of others. They need the design and a 3D printer, and they can wreak havoc in the market.



# Students' Achievements

BY ATASH COYAJI  
B.DESIGN (TEXTILE PRODUCT DESIGN)

## Virtual Art Exhibition



In July, 2021, Amity University 1st year students held a presentation of their best artworks done in Mrs. Vandana Deshmukh's classes. These were of Visualisation and Representation as well as Design Geometry. With the encouragement of Dr. Bhawana Chanana, this presentation turned out to be a spectacular success! Mrs. Vandana Deshmukh sat for long hours with some students of Semester 2, and they managed to compile an enormous presentation of their classmates' best works.



All faculty and students were excited to start viewing and discussing the presentation that afternoon. After introductions and greetings, we got right into it. It was wonderful to see the students' beautiful works as well as their improvement during the course of this year.

A silver lining of this pandemic has been the freedom students get for expressing their own creativity as opposed to doing exactly as the teacher expects in the physical classroom. This led to distinctive artworks being created in contrast to standardised creations. The students had lively interactions with Mrs. Vandana and Dr. Bhawana while they discussed their artworks. While the teacher may have considered some particular works of students to be their best works, it was interesting to see how certain students prided other pieces of their work. The very variety of the topics covered was astounding. **Object Drawing, 3D Design, Traditional Art, Still Life, Logo Design** and so on were all done by the students. But for Mrs. Vandana exposing us to all these creative outlets, the students would probably never have tried out their hands at these.

The session concluded with the Film Reviews of some students during which they observed the usage of colour, costume and sets in a clip of a film.

The cherries on the top were the *Visualisation and Representation Art Exhibition* as well as the *Virtual Visual Art Annual Exhibition* presented via two links. These links took the viewer to the two virtual art galleries in which the students' artworks were displayed.

### *The Virtual Gallery*

[Click here to take a tour!](#)

The students who put these together certainly put in a lot of hard work under the brilliant guidance of faculty members *Mrs. Vandana Deshmukh and Ms. Rashmi Thakur*. The faculty were stunned with the quality and the variety of the students' artworks.

## Entrepreneurship & Innovation as Career Opportunity - Webinar



A fascinating workshop on **Entrepreneurship and Innovation as a Career Opportunity** was held this year. The workshop focussed on how to initiate a start-up as well as budgeting and investing concerns for the same. Following that, business functions and marketing strategies of an entrepreneur were elucidated upon. Furthermore, activities were held during which students designed creative models within a time frame. They were then evaluated on the basis of these models.

**We had four winners from ASFDT! Miss Shivani Dabholkar, Miss Shivangi Chauhan, Miss Sholoni Ariya and Miss Kalyani Walsetwar** were the extraordinary students to have achieved third, fourth, fifth and sixth positions respectively.

# ASFDT's DesignHub Initiative



**"Ideas don't just happen,  
They need to be bred, fed & executed correctly."**



To encourage the spirit of innovation and research among students and promote collaborative initiatives with industry and institutions of excellence, ASFDT has introduced its long awaited initiative of **The Design Hub - A Peer space for budding designers.**

The Design Hub has been envisaged with a view to recognize, showcase, and promote nationally the best ideas and implementations of fashion & design. This initiative will also help inculcate values of equity, teamwork, environment-friendliness and transparency.

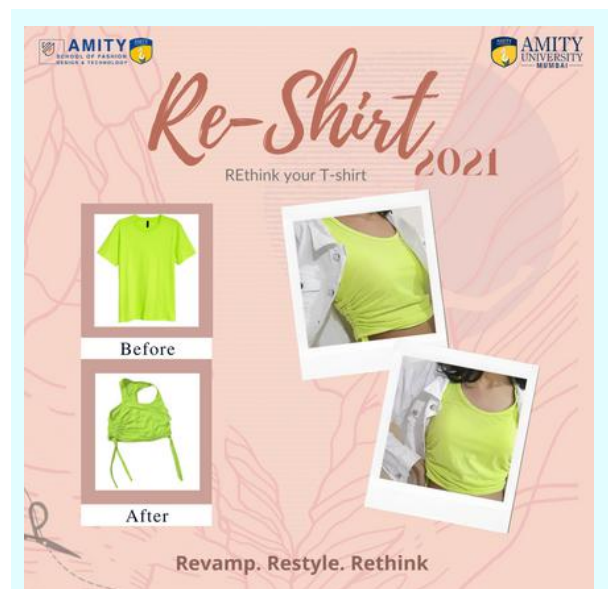
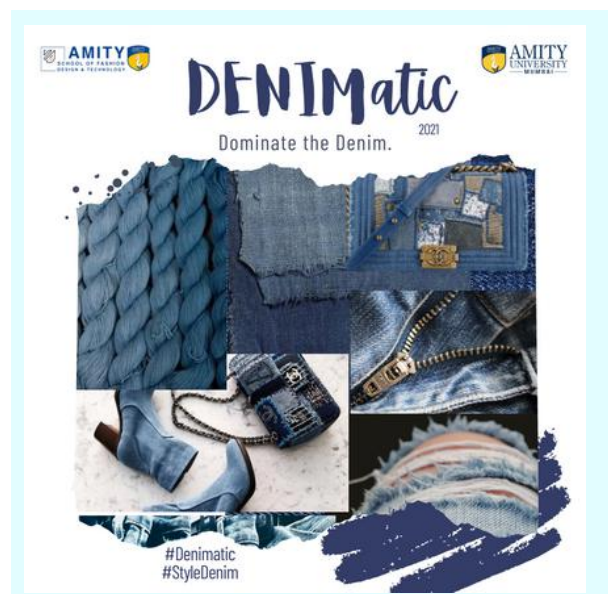
There's great promise in the fashion industry in India. Its growth is fuelling demand for professionals who can think originally and innovatively about fashion and create sustainable and trendy designs. ASFDT's Design Hub will give students the scope to learn, conceptualize, network and create original designs and concepts. The initiative is structured to facilitate learning in an innovative and practical mode. It brings in fashion & design understanding from Concept to Ramp.

Being given a kick start in July of 2021, The Design Hub has organized a few competitions for students from all universities to participate. The theme for this year is **Beyond Wearable- Future of Circular Fashion**, an enigmatic topic that generates excitement and unleashes imagination and creativity. Amity School of Fashion Design & Technology (ASFDT), Mumbai endeavours to nurture professionals who are competent and determined to excel in the field of design, fashion & textile. ASFDT wants to focus on creating globally competitive graduates for the garment industry through a strong emphasis on holistic education and training, high-quality research, industrial linkages and social responsibility initiatives.

Exploring under the same theme, the first ever contest by Amity's Design Hub was **DENIMatic 2021 - Dominate the Denim.** It was about styling one denim garment in three different ways. The contest showed a remarkable reach, had around 60 participants from multiple universities and received much praise for its ideation and execution.

This eventful half of the year concluded with the **ReShirt 2021** contest. It was all about recreating and reconstructing participants' old t-shirts into something entirely new. The sole aim of this exercise was to create new and trendy pieces while producing zero waste. ReShirt was a pan-India Inter-University event managed by the ASFDT & Design Hub team. It got an excellent rate of participation with over more than 40 responses with utterly creative t-shirt reconstructing ideas.

The Design Hub plans on hosting and managing more such events ahead encouraging wider reach and participation, fuelling creativity and budding designers of the future.





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# StyleQ Audiocast

A Fashion Podcast by ASFDT Mumbai



**StyleQ Audiocast** is the first ever fashion Podcast by Amity School of Fashion Design & Technology Mumbai and entirely ideated, written & produced at Amity University Mumbai.

**StyleQ Audiocast** is all about fashion! It provide insights on new innovations and tech in the fashion industry, the hazards that need to be addressed, creations that are worth the praise, major happenings at ASFDT and anything and everything that's fashion. It is a combined effort of extraordinary and supportive faculty and creative and hardworking students.

With continuous support from our director, *Prof. Dr. Bhawana Chanana* and experienced guidance & mentoring from *Asst. Prof. Miss Shalini Mohanty*, and countless working hours from the team, the first episode of StyleQ Audiocast is online. There's much more to explore and many more episodes to come.

Stay tuned!

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# Stay tuned



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