



# THE IMAGINATION BOOK



**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagination

[jdinstitute.com](http://jdinstitute.com)



## **FROM CALICO AND TORAI SUTRA TO STREETGEIST AND NEW YORK POP**

Our students take little-known art forms and create collections inspired by them

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For centuries, some art forms occupied the spotlight while some others have remained hidden in the footnotes of history. This year, we asked our students to find under-appreciated art forms and give them the voice they deserve. Every collection you see in the following pages takes a little-known art form and offers a visionary, wear-able collection inspired by it. So if you're looking for the most inspired and most inspiring crop of young designers in India, look no further. They are all here in The Book of Imagination and Untold Stories.

### **THE BOOK OF IMAGINATION**

The Book of Imagination is published every year by JD. It presents the best, most avant-garde thinking in the industry, as envisioned by the students of JD.



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For over 25 years, JD Institute of Fashion Technology has led the way in molding young imaginations for successful careers in the world of fashion. Across fashion, interiors, jewellery, fashion photography and make-up artistry, we have groomed over 20,000 graduates to succeed in the marketplace.

Time and again, students express doubts about their inadequate talents to thrive in the tough and exciting world of fashion. And I tell them the same thing: Don't worry about skills. Skills can be learnt. But you have an untold story inside you that is waiting to be expressed and shared with the world. This story is hidden inside your imagination. And we are here to help you unearth it. All you need is the ability to draw a straight line, a curious mind, and the willingness to work very, very hard.

While some of us are lucky to be able to tell our story, many of us are not. This year we asked our students to find and celebrate UNTOLD STORIES in our culture: the artists and the art forms that lie in the margins of history, and that never get their due. The results of our students' explorations are in this book, and each of them is a masterpiece. I hope these ideas inspire you too. And I wish each of these students the very best of luck as they prepare to write their success story.

A handwritten signature in blue ink, which appears to read 'Dalal'.

**Mr. Chandraakant Dalal**

President





## **ABOUT JD**

Since 1988, JD Institute of Fashion Technology has been moulding the finest minds in fashion and design. Our global curriculum, world-class facilities, inspiring faculty and strong industry network have made it possible for thousands of aspiring designers to realize their dreams across a variety of courses.

## **JDIDS: MAKING WORLD-CLASS FASHION EDUCATION ACCESSIBLE**

In 2015, we launched JD International Design School (JDIDS). We launched JDIDS to bridge the gap between students who aspired for a global fashion education degree, and international schools that were inaccessible and unaffordable. JDIDS, in collaboration with Koifea, Italy's leading design school, is a move to bring world-class fashion education to people in India. It is also India's first design school to provide a rigorous haute couture program.

## **JD COURSE HIGHLIGHTS**

We are Asia's first institute to offer the entire spectrum of courses pertaining to almost every requirement in the world of fashion.

BSc in Fashion & Apparel Design and Interior Design & Decoration (Affiliated to Bangalore University)

### **OTHER DIPLOMA COURSES:**

Fashion Design, Interior Design, Jewellery Design, Fashion Photography, Make-Up, Hair Styling and Event Management

## **JDIDS COURSE HIGHLIGHTS**

JDIDS offers experienced designers a chance to take their craft to an international standard, and beginners a chance to make their career abroad.

International diploma in fashion, design & management, Fine jewellery design, Haute couture collection design and development, Haute couture and luxury tailoring, Pattern making for evening gown construction, Fashion drawing for fashion design and advanced illustration techniques, Fashion entrepreneurship, JD folio: design and development of fashion portfolio, 30 days to fame, Event management, International diploma in photography



## POWERFUL INDUSTRY NETWORK

JD has been building a strong and deep industry network for over 25 years. From garment labels and export houses to fashion photographers and celebrities, we have long-standing relationships with every important stakeholder in the industry, and we build bridges between our students and them for mutual advantages.

## FACULTY WHO'S THE BEST IN WHAT THEY DO

Our heads of department are well-trained, experienced and inspiring. From teaching our students new concepts to facilitating their thought process during a complex collection creation, our faculty are always enabling and always hands-on.

## WHY JD?

For years students, parents, industry partners and the whole community of value creators in the fashion industry have put their trust in JD for a variety of reasons:

1. Our curriculum is robust and practical - our students hit the ground running when they join recruiters
2. Our facilities are modern and inspiring - we have all the latest tools and technologies to help students take their imagination to the next level
3. Our faculty are from the finest ranks in the industry and we constantly train them to do better
4. Our partner programs help students experience the industry and the world in ways that are mind-expanding and productive
5. Our deep network means we are able to constantly able to strengthen the connect between market needs and student skill sets
6. Our alumni are deeply connected with the industry and are skilled to work as per the requirements set by the market and industry
7. We also have powerful collaborations with international bodies such as KOEFIA (Italy), National Design Institute (Moscow) and partnership with CUMULUS

## JD ANNUAL DESIGN AWARDS 2016

UNTOLD STORIES was our theme for 2016. The theme inspired our students to discover and celebrate untold stories in the art world. The end result was a stunning array of uniquely conceived and designed costumes and creations, lauded by judges, loved by the audience, and recognized by industry luminaries at a star-studded event.



JD Group



JDADA Day 1 Students



JDADA Day 2 Students



JDADA - Interior and photography



Photography exhibition



Interior exhibition





## OUR CORE COURSES ARE AFFILIATED TO BANGALORE UNIVERSITY

Bangalore University was established in 1964 to include higher learning institutions in Bangalore, Kolar and Tumkur. Today it is one of Asia's largest universities. Recognized by the University Grant Commission, the University was first accredited in 2002 by the NAAC with a five-star rating and then re-accredited in 2008 with an A grade. Bangalore University was ranked #13 in the 2010 India Today-Nielsen survey of top 50 Indian universities. The University is structured into six faculties: Arts, Science, Commerce & Management, Education, Law and Engineering. It has 43 Post Graduate departments, 1 Post Graduate center at Kolar, 3 University colleges, 771 affiliated colleges and several other higher learning centers. The University also offers 50 Post Graduate courses and Employment Oriented Diploma and Certificate Courses. Recently, the University has also launched Five-Year Integrated Courses in Biological Sciences, Social Sciences, Earth and Atmospheric Sciences and Business Studies.

Under B.Sc. Fashion & Apparel Design Stream, 17 Colleges are affiliated and more than 885 students are Graduating every academic Year. New UG Course B.Sc. in Interior Design & Decoration is commenced from the academic year 2015-16 and 02 colleges are affiliated with 80 students as intake.

**JD Institute of Fashion Technology's core courses B. Sc. in Fashion & Apparel Design and Interior Design & Decoration are affiliated to Bangalore University. This lends credibility to the curriculum and market worth to the graduates.**

### GOVERNING COUNCIL



**Dr. Arun Kumar H.R.**

Dr. Arun Kumar's experience in the textile industry includes companies like Birla Synthesis and Tyralon. Currently he is the MD of Karnataka State Coir Co-operative Federation Ltd and is driving research in coir and other fibres. He also has 12 years of rich experience in the teaching field, implemented several schemes to improve the lives of weavers, and has presented papers in international conferences.



**Tejaswini AnanthKumar**

Tejaswini has worn many hats. She has worked as an engineering lecturer, contributed to the Light Combat Aircraft project as a scientist, and is currently a consultant to SLN Technologies. She is also the Chairperson of the Adamyia Chetana Smt Girija Shastri Memorial Trust that drives projects to impact the nourishment, learning and health of thousands of under privileged children.









# UNTOLD STORIES

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Everyone knows the stories behind fabled works of art, like the Sistine Chapel and the Taj Mahal. But what about the countless works of art created by people no one hears about? These artists and artisans work in history's shadows. They never get their due. But that's going to change this year, as the students of JD use their imagination to breathe life into the lost stories of these artists. Every artist has a story to tell. Sometimes, it's up to another person to bring their story into the light. JD presents Untold Stories, the theme for the 2016 JD Annual Design Awards.



## NEW YORK POP

"New York Pop", is a collection inspired by artist Sounder Rajan who is fascinated by pop art style. His art work comprises of images of iconic figures combined with bold and vibrant colours. The collection is designed for New York streetwear. Cotton polyester blend and Cotton lycra blend are the fabrics used for the collection. The colour palette comprises of country squire, crispy gold, honourable blue, and white. The high street, stylish and spunky spring summer collection titled "NEW YORK POP" is presented by Manisha Prasad from B.sc 2013 batch.



Manisha Prasad









## LICORNE

Pallavi is known for an interesting printmaking technique called aquatint printmaking. It is done through etching, where the print is first made on paper and then transferred to a zinc plate that is heated to get the desired print. The menswear collection "LICORNE" is a representation of Pallavi's ability to use her sketching talents to create aquatint prints. Dominated by black and white colours with subtle use of cool grey and Monaco blue, the collection features Moretti fabric shirts and twill weave polyester trousers. The unicorn has been used as a motif.



Sonal M Jain  
B.Sc 2013 batch





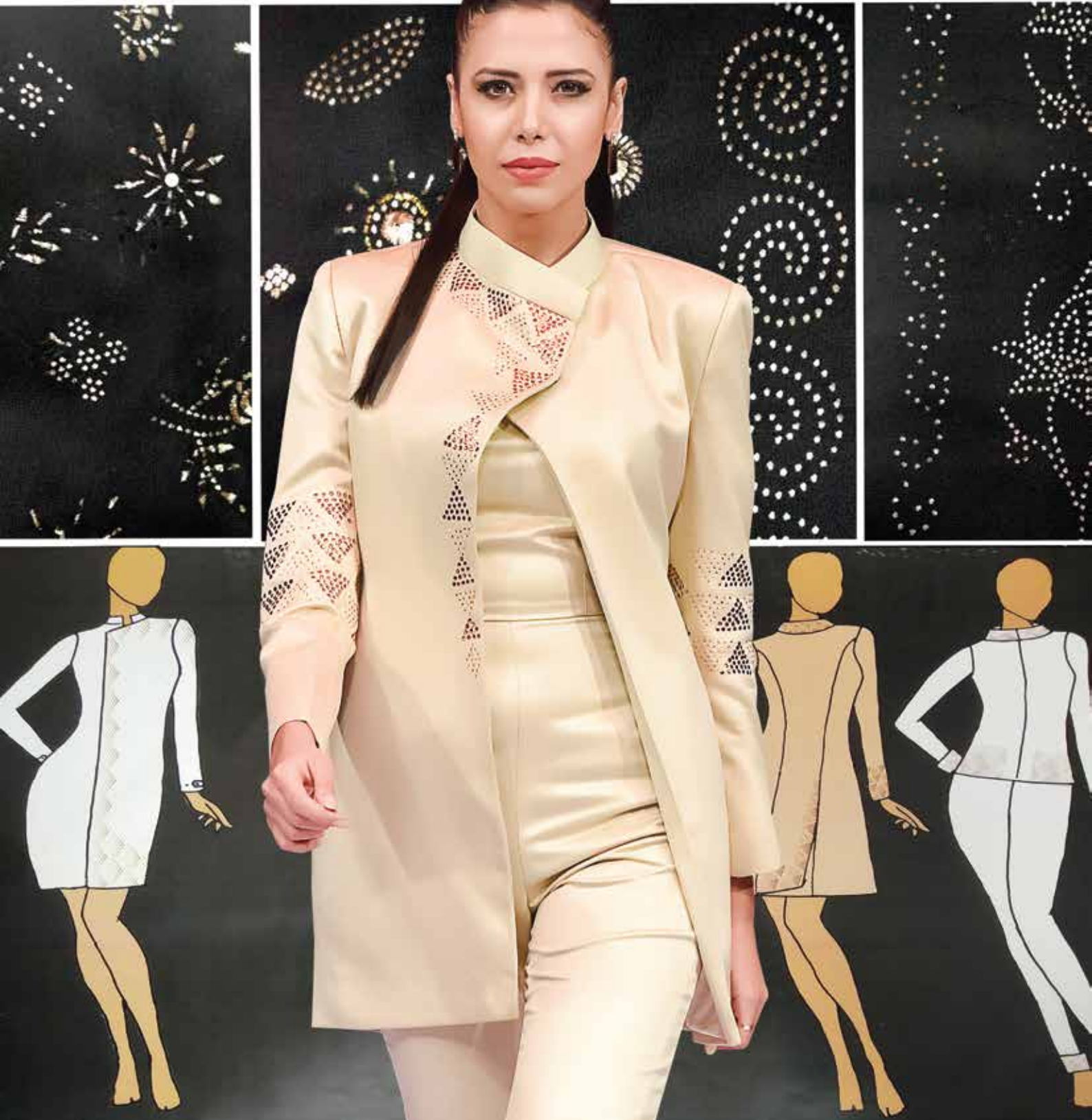


## OPUS ANGLICANUM

“Opus Anglicanum” is a collection for the modern woman who defines elegance with a hint of opulence. The untold story revolves around an artisan named Firoz who has been working on the infamous “Mukeish Badla” form of embroidery for 16 years. The dying art form owes its roots to Lucknow and is most commonly known for its dot patterns. The collection will leave you mesmerized with its glamour, perfectly suitable for evening wear. The satin ivory fabric, Lachka, is used in shades of blonde, quicksilver and high reflective white to add an aura of elegance.



V. Dharani  
B.Sc 2013 batch







## TORAI SUTRA

A master of several art forms, Koil Pitchai Prabhakar is known for his paintings that are reminiscent of the ones in the ancient temples of Tamil Nadu. His paintings are interpretations of Indian culture. Inspired by the works of Prabhakar's work, "Torai Sutra" is designed for stylish urban youngsters. The collection makes use of an interesting combination of soft knits and stretchable woven fabrics in colours of grey, khaki, ivory and black. The artist's paintings used as prints is the highpoint.



Shreeja Sharma  
B.Sc 2013 batch









## DANDALION DREAMS

“Dandalion Dreams” takes inspiration from the traditional woven wraparound fabric called dakmanda belonging to the Garo tribes of Northeast India. The fabric is handwoven by the ladies and assembles thousands of yarns onto the weaving loom after which the motifs are inserted one thread at a time. Using fabrics like heavy cotton and satin, and colours such as morning glory, reclining green, haute pink and lotus flower, the collection offers H silhouette dresses with empire draft and yoke bodice, empire princess line jackets, and panelled flare dress.



Apriliana Marak  
B.Sc 2013 batch









## STREETGEIST

"Streetgeist", a high street fashion collection for women, draws its inspiration from the works of Cedric Misquith. He is inspired by leather art and his work extends to mural paintings, leather carvings and personalized handbags. This collection explores the stories of real people and their alter lives. The idea is to explore the professional and personal life, struggles and hardships, and let people know we have artists of such stature. The collection offers a range of long, loose straight fitted capes, dresses, crops, pants, asymmetrical skirts and platforms made of wool, suede and georgette in shades of black, grey and brown. It effortlessly sets the street style tone for Autumn-Winter.



Kajal D Jain  
B.Sc 2013 batch









## KOKONEOS KOKOBIJIL

The collection takes its inspiration from the raw and aesthetic appeal of coconut shells. The artist Chabula P More uses dried coconut shells and cuts them into a variety of shapes to create different kinds of patterns and motifs. Keeping sustainability under consideration, the entire coconut shell is used by the artist in an innovative way. Bleached denim and sodium wash fabric is used. Seaworthy is the colour palette, that compliments the collection. Narrow pants, waist coats, dresses and tops are the key pieces of this collection.



Harshitha A  
B.Sc 2013 batch









## ELAMINOUS

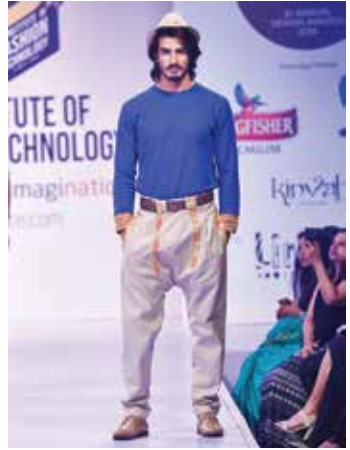
"A man who never finds the need to go on holiday is a man who loves his work". Amsterdam-born Robert Geesink, an artist in Hampi, epitomizes this statement. Geesink's paintings are inspired by the Lambani women. While the Lambani dressing is becoming non-existent, he believes his paintings will continue to depict the Lambani lifestyle. The collection, "Elaminous", is an interpretation of the paintings of Geesink. Unlike conventional Lambani motifs, the motifs on the outfits have been rendered using foam print technique. The menswear follows a simple colour palette in shades of green, yellow and blue, and caters to the 21st century young adult.



Jyothi, Anisha, Varsha & Aditi  
June Diploma Batch









## OPUN MOHN

Nagaland, a prominent weaving state, is known for a fabric called "Naga Shawls". The shawls are a symbol of a rich weaving culture and heritage. Unlike contemporary fabrics, these shawls are small naturally dyed hand-woven fabrics that need to be sewn together to create garments. The tiny intricate embroideries on these fabrics are created using porcupine needles. Inspired by the work of the weavers Toshi and Yibeni, the collection "Opun Mohn", makes use of this fabric, balanced with subtle use of corduroy to create an evening wear collection designed for the Auckland woman.



Pratheeksha, Khushbu,  
Eyingbeni & Kabi  
February 2015 Batch









# CALICO

The collection is inspired by artist Sindhu Jois, who is a creator of brilliant pieces of art and can transform any given material into unique creations. Titled 'Calico', the student designers have taken cat motifs as their inspiration from the artist's work. Cats have fascinated humankind throughout civilizations. Sindhu Jois's cats inked in Indian Ink are playful and curious. The collection also focuses on how we are a parody crafted by media-born perceptions. The collection includes a wide range of key pieces like coats, cape, shift dress, skirts, shorts, crop tops, trousers and culottes and a colour story that includes off whites, samoan sun and blue depths.



Arpita Goliya, Nafiya monis, & Sejal Gulechha  
August 2015 Batch







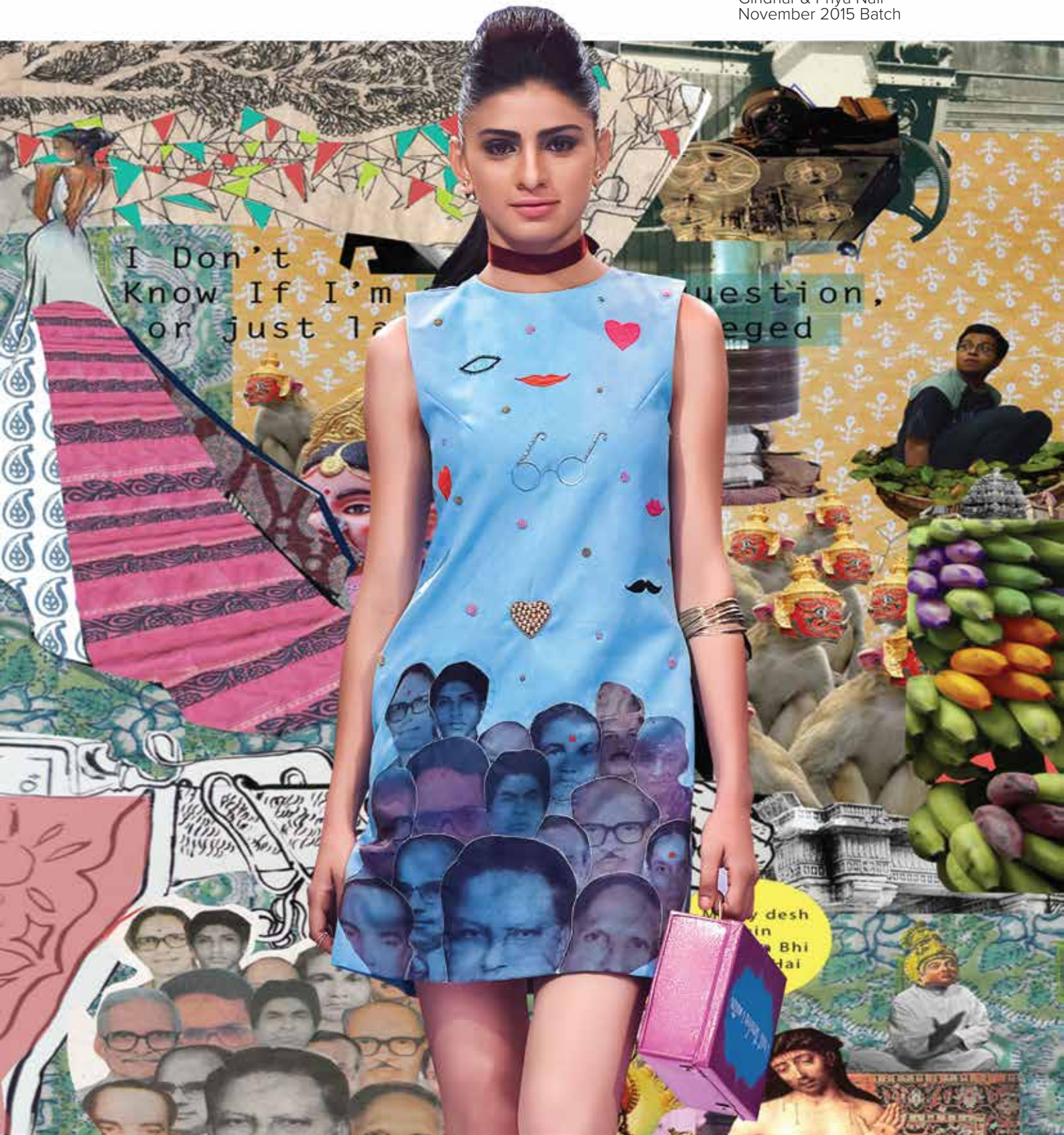


## INHERITED

The artist, Anand Shenoy, is fascinated by society's gender roles. Using a pastel colour palette, modern machine embroidery, bead work and simple cuts, "Inherited" is a fun exploration of Anand's work. Taking inspiration from the 70s disco look, the collection is made predominantly of polyester and organza to enhance the aesthetics and the key pieces include los bass roll neck shift dress, loose tuxedo printed dress with overlap wrap, strapless loose printed dress, baggy t-shirt dress with elbow sleeves, bishop sleeves with cuffs on a sheath dress with straight peplums, and sheath dress with cape sleeves.



Mrudula Gowda, Medha Giridhar & Priya Nair  
November 2015 Batch









# KHANAZ

Khanaz is a handwoven fabric made with pure cotton thread and silk yarn by traditional weavers. In spite of stiff competition from power looms, the artist Adappa Veerabhadrappa Murthy still handweaves which inspired the collection, Khanaz. Silk and cotton fabrics have been used in a limited colour palette of orange and green yellow, as the artists uses very minimal colours.



Suma, Nandini & Pooja  
April 2015 Batch







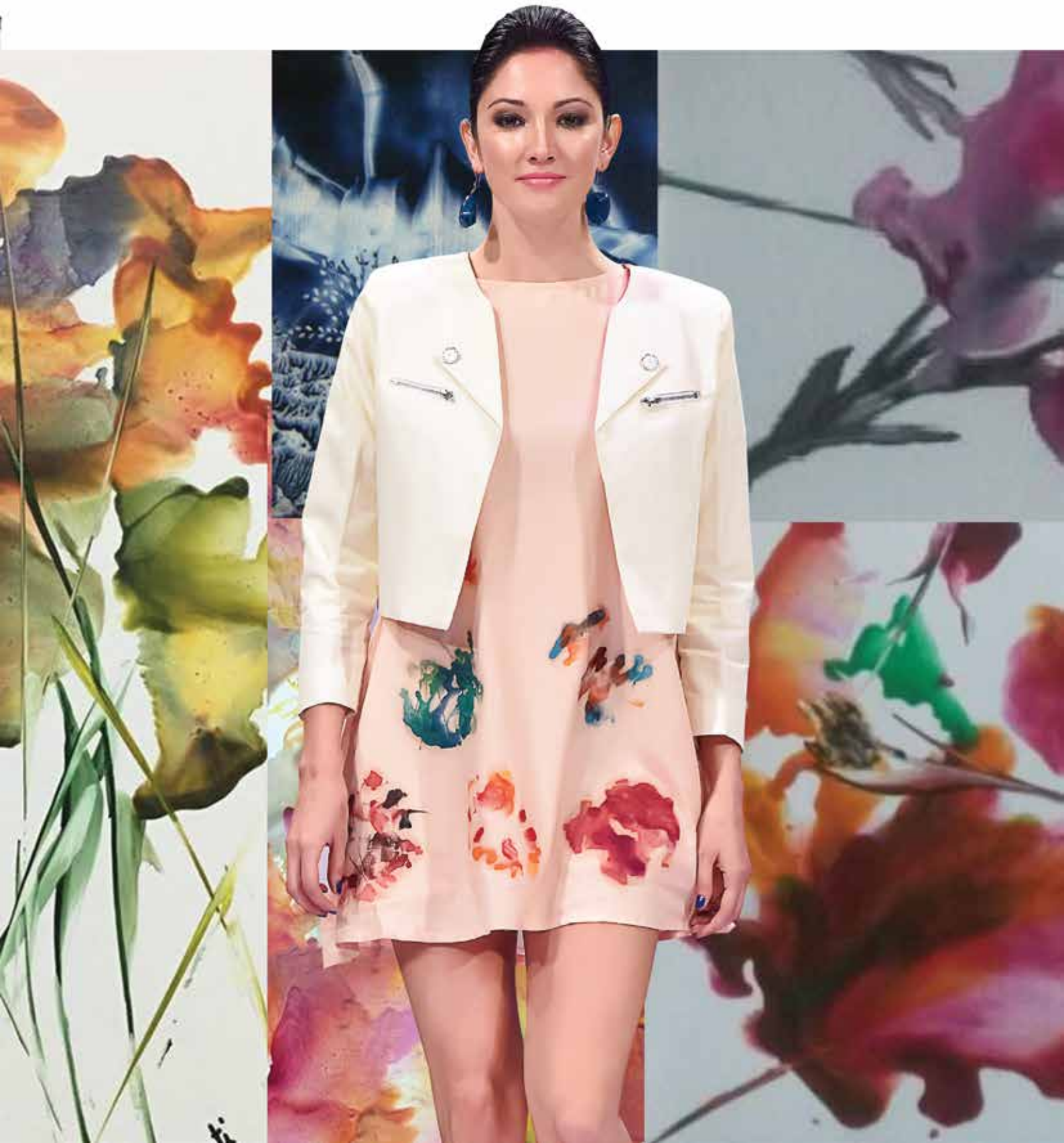


## ENCAUSTIC

Self-taught in Encaustic Art, Arati Bedekar creates art work inspired by nature. The several textures she creates uses this technique on the fabrics. To give a soft and rough texture to the range, viscose and terricot have been used, accompanied by colours like Naturel, Baked Clay, and Sumptuous Peach and the key pieces include trench coats, crop tops, tunics, jackets, skirts, overcoats and sleeveless tops. The spring/summer collection "ENCAUSTIC" is designed for the fashion conscious woman.



Kavya & H.pooja  
November 2015 Diploma  
Batch.









## SMOULDER

Balaji is a multi-talented artist specializing in oil painting, glass painting, mural painting, and sculpting. He is also known for his miniature paintings on bottle caps. The designs of the collection "Smoulder" are inspired by his artwork. Multiple layers of burnt fabric, hot textiles and CFC ball embellishments are the highpoints of this range. Made of Banaras organza, silk organza and poly satin in colours of brainstorm bronze, downing sand and silver embellishments, the range has been designed for the women from Amsterdam.



Bindu, Jeal Mardia, Megha & Raksha  
July 2015 Batch.









## MY HAMLET

Titled 'My Hamlet', the collection takes its inspiration from the appliqué work of an artist named Kanha Sarao from Orissa. The appliqué patch work on the garments depicts the story of the artist's village. Nature, surroundings and people of the hamlet form the core narrative of the collection. While cotton captures the simplicity, colours such as blue, pink, red, yellow, green and off-white portray the vibrant landscape of an ideal village life. A-line skirts and crop tops are the key pieces of this Spring Summer collection.



Trupti, Shalini, Saida & Sonal  
July 2016 Batch of  
Jayanagar.









## NEEDED EMOTIONS

Inspiration leads to creativity and creativity leads to magical art work. Artist Nitin Muralidharan is an inspiration to many. While working as a painting instructor, Nitin took inspiration from his mother's knitting skills and translated them into unique painting work using knitting needles. His expertise in painting emotions of human faces is quite an intriguing experience in itself. Working with layers of colours he magically blends them using a knitting needle to produce his art work. Smooth texture, chemically dyed colours, UV and rubber printing captures the intricacy and beauty of the artist's work.



Dinesh Kumar & Soumali Debnath  
Weekend 2015 Batch.









## AMALGAMATION

MBA graduate Chaitra Vinay's interest in art and craft stems from her artist-photographer husband. Chaitra, now experiments with cocoons to create accessories and home décor products. Her eco-friendly art is the inspiration for the collection "Amalgamation" designed for the women in Vancouver. In order to amalgamate natural and artificial elements, the range uses organza, a manmade fabric, inspired from the art that uses source of silk-cocoon as a medium. Bunglow beige, Tricorn Black and Whites are used to highlight the embellishments and give them a bold and classy look.



Ganesh, Bhavya, Sapna  
& Mounitha  
July 2015 Diploma Batch









## LABISA

Fashion accessories, though an important element of every person's outfit, are seen only as products, and not a masterpiece of an artist. Diana Aron from Bangalore is known for making abstract design accessories out of simple materials like feathers, cotton, salt, Indian ink, just to name a few. This young artist is the inspiration for the collection, "Labisa", meaning 'to wear'. Predominantly white, the collection also uses subtle hints of colour from the art work. With digital prints used as a patchwork to arouse curiosity, the resort wear collection is designed for the Moroccan women.



Afreen, Gaurav, Janani & Samuel









## ROYAL PRAYER

Artist Afzal Miyan Karchobwale hails from a line of hand-embroidery artists whose zardosi work has graced the Nizams of Hyderabad. The artist preserves the expertise of this age-old art form and caters to an upper class clientele. The collection "Royal Prayer" takes its inspiration from the golden zardosi embroidery that the artist is famous for. The evening wear collection designed for the American and European expats in the Middle East is made of black and champagne gold dyed blended silk fabrics detailed with gold glazed silver zardosi inspired by the Sheikh Zayd Mosque in Abu Dhabi.



Arpitha, Ashnit, Divya  
& Simran  
Diploma Batch-May









## DE LE TERRE

Bamboo craft has thrived in our country from time immemorial. Giving this conventional handicraft a gentle twist is what artist, K.B. Sukumaran, does. Sukumaran is known for creating mosaic-like pieces made from small cut pieces of bamboo. Inspired by the work of this artist is “De Le Terre”, a collection that reflects the style of an elite Parisian woman who visits museums, art exhibits and is actively into philanthropy. Comprising of separates and long jackets, the collection is made from viscose cotton embellished using bamboo, crochet and completed with laser cuts. The earthy colour palette is balanced by the colourful couching details.



Anisha, Annu & Shariqa  
Diploma Batch-July









## GLAZE

The collection "Glaze" is an attempt to explore unconventional glass fabric with contemporary weaving style. The inspiration comes from V. Ashwatha Narayana, a traditional weaver. Using glass fabrics, the collection emphasises on symmetry with single pleats in the middle of each garment. Over layered, the silhouettes are semi structured and straight and include a colour palette from Almond oil and Baby Blue to Cloud Pink, and White.



Krupa Karia, Sukrutha V. Sai  
& Surekha Malviya  
2014 October Batch









## ZINGARA

Inspired by Bohemian gypsy life, 'Zingara' lets you breathe and feel free. It is based on the work of artist Marissa Miranda whose products are not just handmade but are an amalgamation of century-old crafts and modern design aesthetics. The collection is a combination of upcycling of metals like soda and beer cans and traditional embroidery. The metal cans are cut into different shapes and sizes, secured by colourful threads into beautiful patterns. Short, mid-thigh length silhouettes, dresses, rompers, shorts, shrugs and jackets covered in attractive embroidery and colorful tassels are some elements of this collection which is designed for the New York fashionistas.



Komal Samdariya  
B.Sc Batch









## CRINKLE STROKE

The collection "Crinkle Stroke" takes its inspiration from the works of artist Gandhi. After several years of experiments with different media, the artist recognized that abstract painting is his forte. The artist's abstract paintings have a 3D look and this has been emulated in prints that start and diminish to a point where it's no more seen and merges to the base. Asymmetric cuts have been used in the range that follows a cool and neutral palette comprising of colours picnic, respite, silverpointe, different gold, tricorn black and dressy rose.



Sushmita  
B.Sc Batch







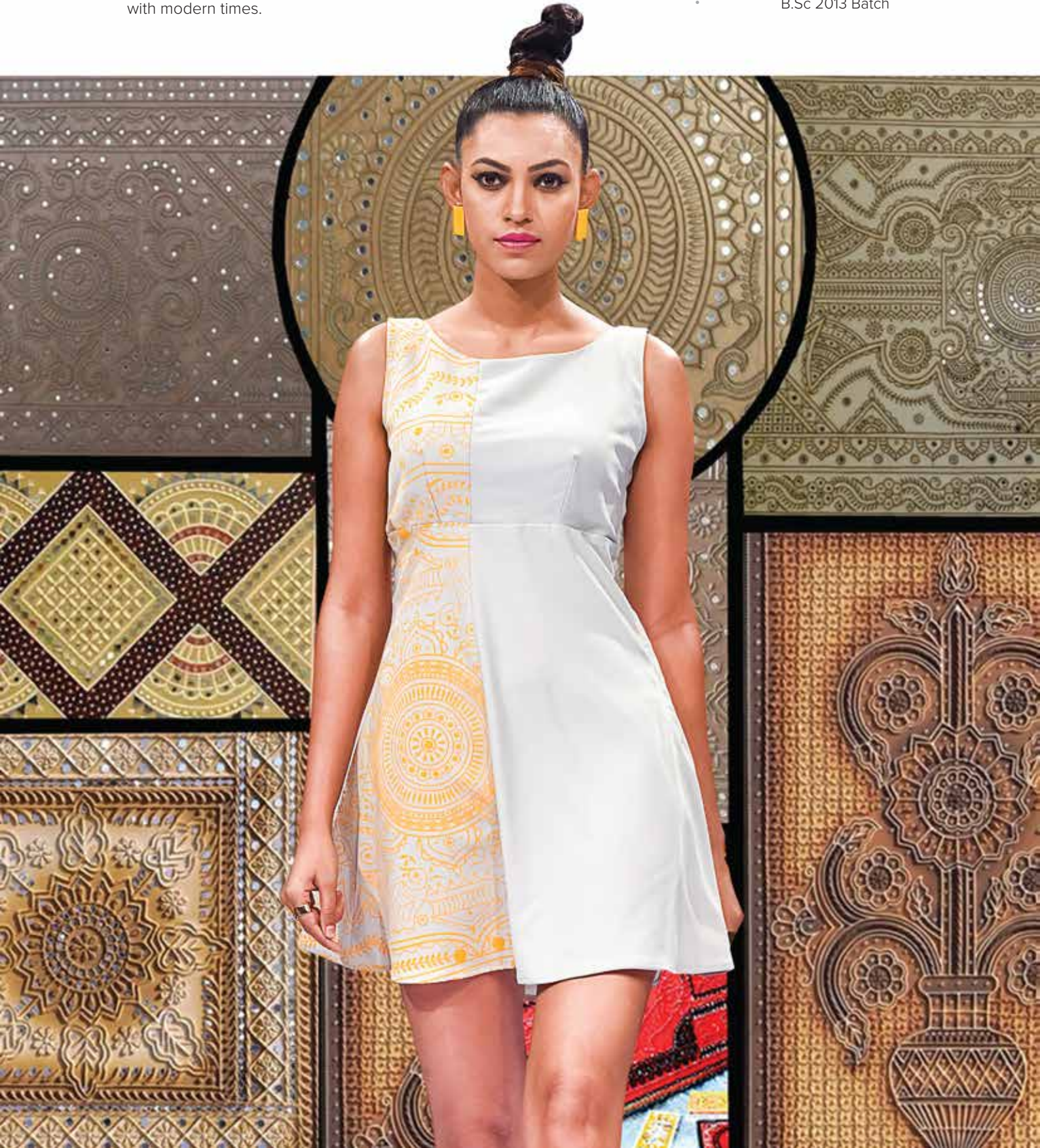


## DIVULGE

Artist Hetal Foflia Padia is known for creating beautiful murals inspired by the rich embroidery motifs of Gujarat. Known as Lippan Kaam, the murals are an age-old mud and mirror craft. Hetal's mural works however are contemporary and is the inspiration for the collection "Divulge". Following a colour palette of garden sage and link grey, the range comprises of high neckline dresses detailed with prints inspired by the motifs in shades of gusto gold and Caribbean coral. The motifs and dyeing techniques capture the essence of ancient Indian heritage while still being consistent with modern times.



Richa N Doshi  
B.Sc 2013 Batch









## MARIONETA

The inspiration lies behind the ancient puppet art form from Andhra Pradesh. It's a technique applied on goat leather with a perforated effect. Vibrant colour combinations and god-inspired motifs are the key elements of this art form. The collection is inspired by the works of Srinivasulu. Designed and best suited for the Spanish market, the collection comprises of key pieces made of cotton wool blend and suede leather with colours like peach blossom, tangerine, lucent yellow and green olives to project the urban street style.



Manogna Gollapudi  
B.sc 2013 Batch







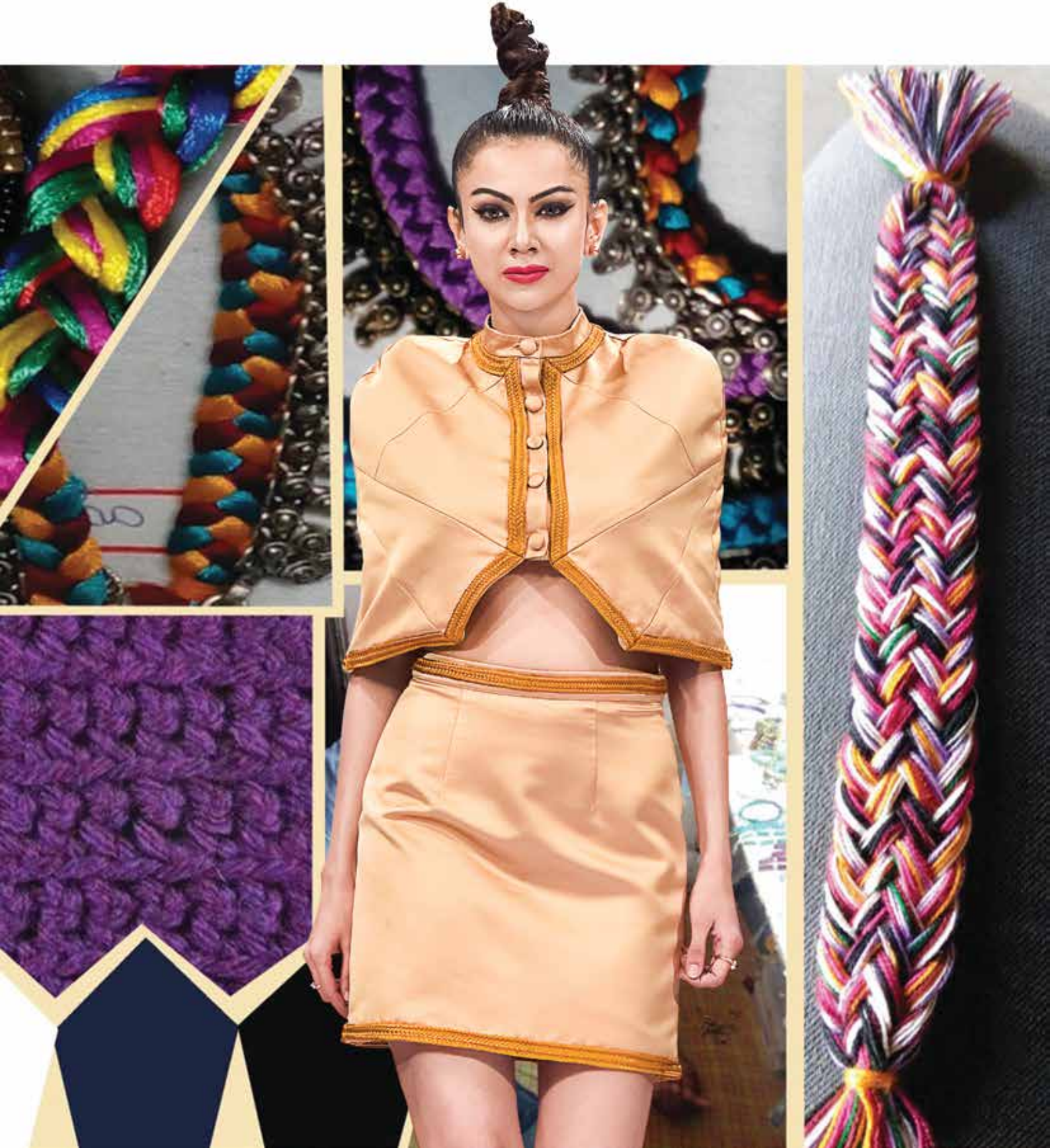


## CLASIIC LUXOTTICA

“Clasiic Luxottica” takes its inspiration from the art form called patwa. Sushil Patwa is the artisan from Rajasthan who works on macramé work, also known as patwa. The collection offers an array of jackets, knee length dresses, capes and skirts made of rich, satin fabric to provide lustre. Polyester is used for macramé work to add an additional detail of embellishments. The colour palette is subtle and warm with colours such as beige, lark and sunlight, which adds sophistication to the collection designed for women who love luxury.



Reshmi. S  
B.Sc 2013 Batch









## VOGEL

In a world where power loom is taking over the garment industry, Haider is one of the few weavers still making an attempt to keep the handloom sector alive. The weaver tries to keep up with the modern demands of the market while still trying to retain the traditional touch of handlooms. "Vogel" is inspired by the work of Haider that incorporates elements from handloom into the collection. Tussar silk pieces feature subtle bird motifs while the colour palette of royal blue, steel blue, black and grey enhances the essence of the collection.



Mansi Saraf  
B.Sc Batch







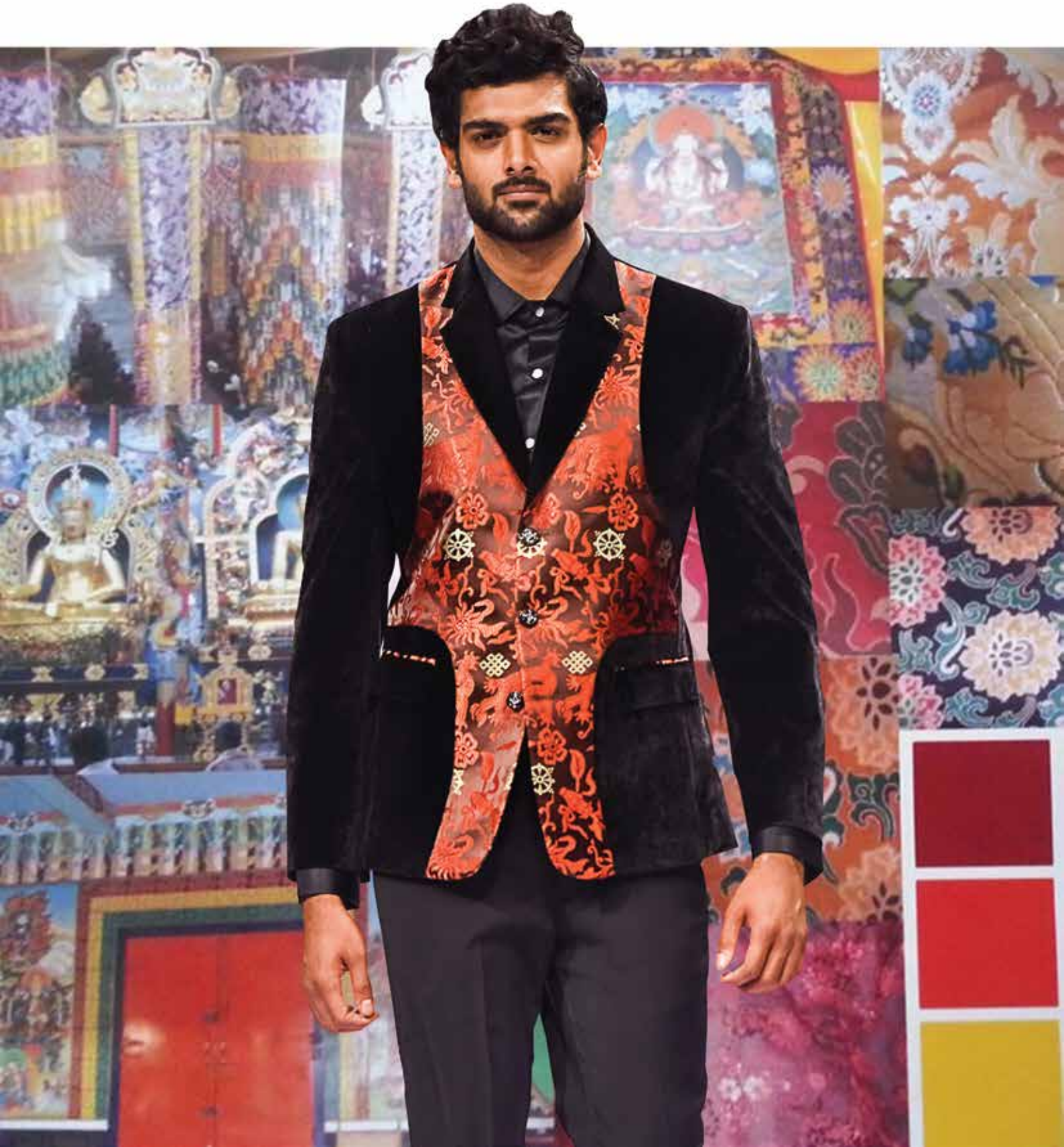


## THANGKA

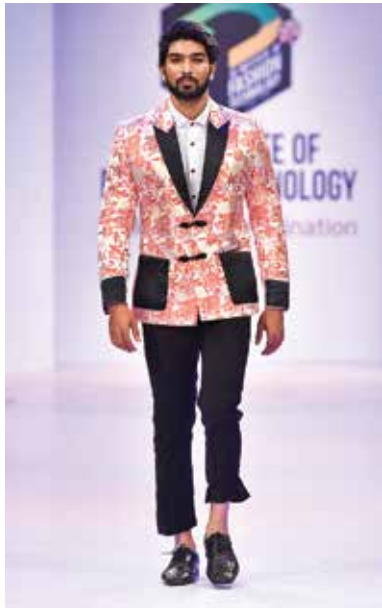
Thangka art is famous among the Tibetan tribe of the same name. Inspired by the exteriors of the Buddhist monastery that boasts of the art work, the collection "THANGKA" has been created. Embroidery and textured prints captures the intricate beauty of the art work, where brocade depicts the richness of the monastery. Hues of red and blue merges with motifs such as dragon, peace wheel, samthok leaf thereby enhancing the overall feel of the inspiration.



Temsukaba Imchen  
B.Sc 2013 Batch









## KRITHAKAYAA

“Chuttipani”, the Kathakali makeup art form does not gain as much attention as the dance form. The make-up artist called “chuttikaran”, works with paint, paper and rice flour to create a recognisable visual identity and blow life into the character of the performer. Artist Ram Mohan is known for his “chuttipani”. The collection “Krithakaya” takes inspiration from the work of this artist. The resort wear collection attempts to mould an otherwise fluid fabric like crepe into a semi-structured silhouette. Bright white dominates the collection while spectra yellow and green are employed to break the monotony.



Mithra, Nita, Reshma  
& Sindhu  
February 2015 Batch









## DOODLED STREET

Although doodling is a common art form today, artist Shanto Antony's doodling has a different perspective altogether. His art is inspired by the average human being who he believes are heroes in their own way. Titled "Doodled Streets", the collection is the designers' interpretation of the artist's works. Made of doobby and twill lycra in colours of autumn such as rust, mahogany and wheat, the range is designed for the fashion forward woman who loves to experiment.



Sameya Kousar, Kalyani Mati,  
Neha Jha & Preethi Ashika  
July 2015 Batch









## UBIQUITOUS

Typography has become a part of our daily life. The collection "Ubiquitous" takes inspiration from the typography art of artist Nagaprasad. The artist combines the art form with the concept of insects through which the alphabets are presented. The fabric story of calendared polyester and poly-cotton blend is about typographic precision and execution. The Spring Summer collection designed for the modest young Italian woman comprises of jumpsuits, blouses and trousers in conventional colours of beige and white. The graphic prints of the typography are the highlight of the collection.



Farheen, Shwetha  
& Shwetha  
June Diploma Batch









## SISSOR ME

Artist Bhanu is known for creating textured embellishments out of acrylic paints. The embellishments are created by applying acrylic paint on OHP sheets, letting them dry overnight and later cutting out geometrical shapes to create motifs. These embellishments have been used as detailing for the resort wear collection titled, "SCISSOR ME". Jackets made of flannel and satin organza shift dresses in colours of tea chest, real red and major blue form the core of the range.



Sneha, Masuma  
& Ishwarya  
July 2015 Batch









## KURUMBA

Kurumbas are primitive tribe residents of Nilgiri Hills. Known for their graceful yet edgy Kurumba paintings, flat rectangular human forms mark the art genre. Artist Krishnan Kitan is the inspiration behind this Spring Summer Women's Wear collection titled "Kurumba". Pink, Grey and Off White are the colours used for the range while a carefully chosen fabric story of satin and summer cotton completes the collection.



Ambika, Mythili & Rubikaa  
June 2015 Diploma Batch







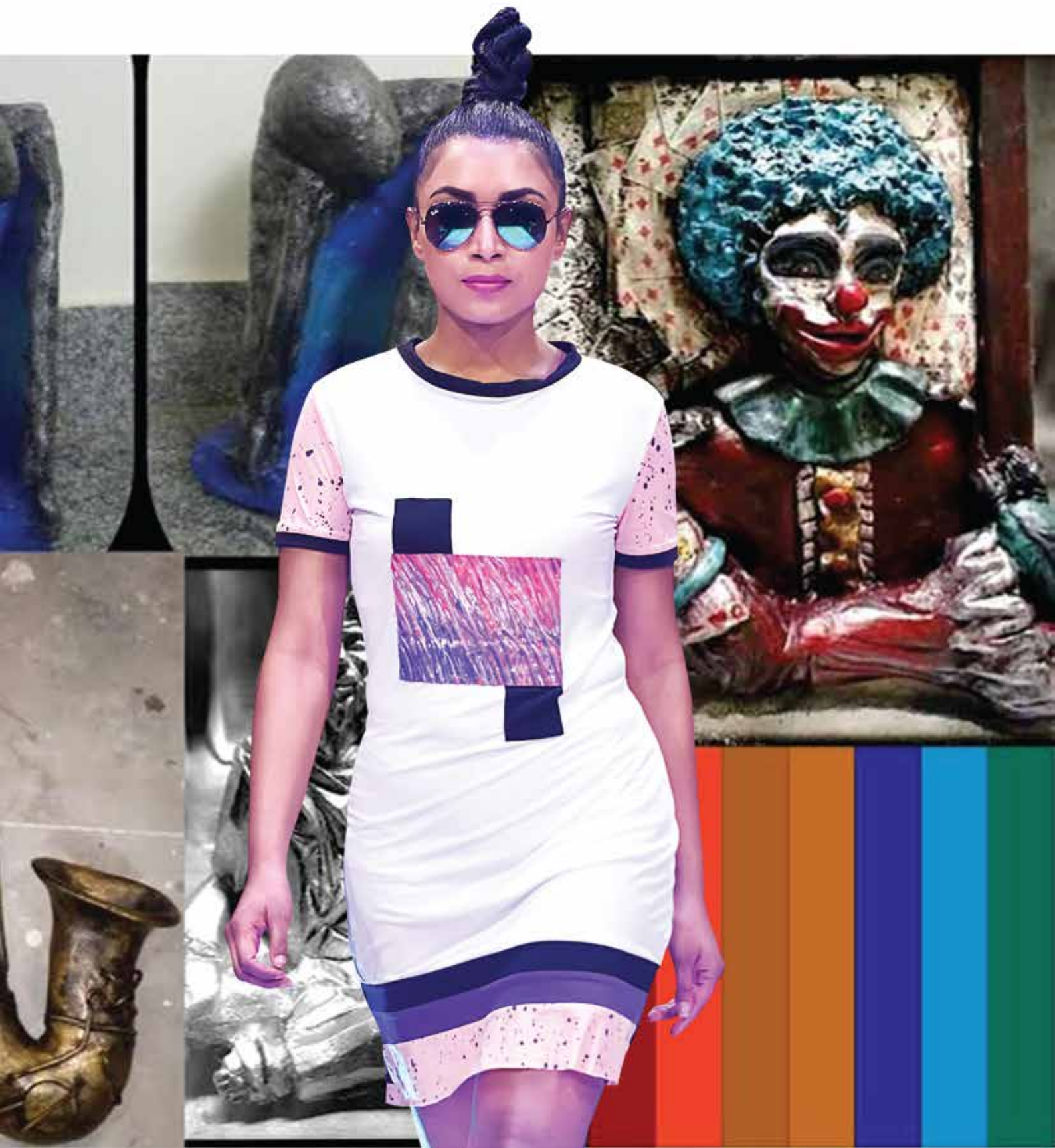


## MAKE A MOVE

Sculptures and paintings are the main forte of artist Vijay Christopher, whose fascination for fiber glass art “happened by accident”. The collection titled “Make a move” inspired by his art work is a sportswear collection designed for women. To provide a sporty look, the range has been made out of knits. With a simple colour palette of purple, pink and white and key pieces like halter dresses, crop tops and joggers, the collection is designed for the modern woman who is always on the go.



Meghaa Vandana  
& Aishwarya Gunjal  
November 2015 Diploma Batch







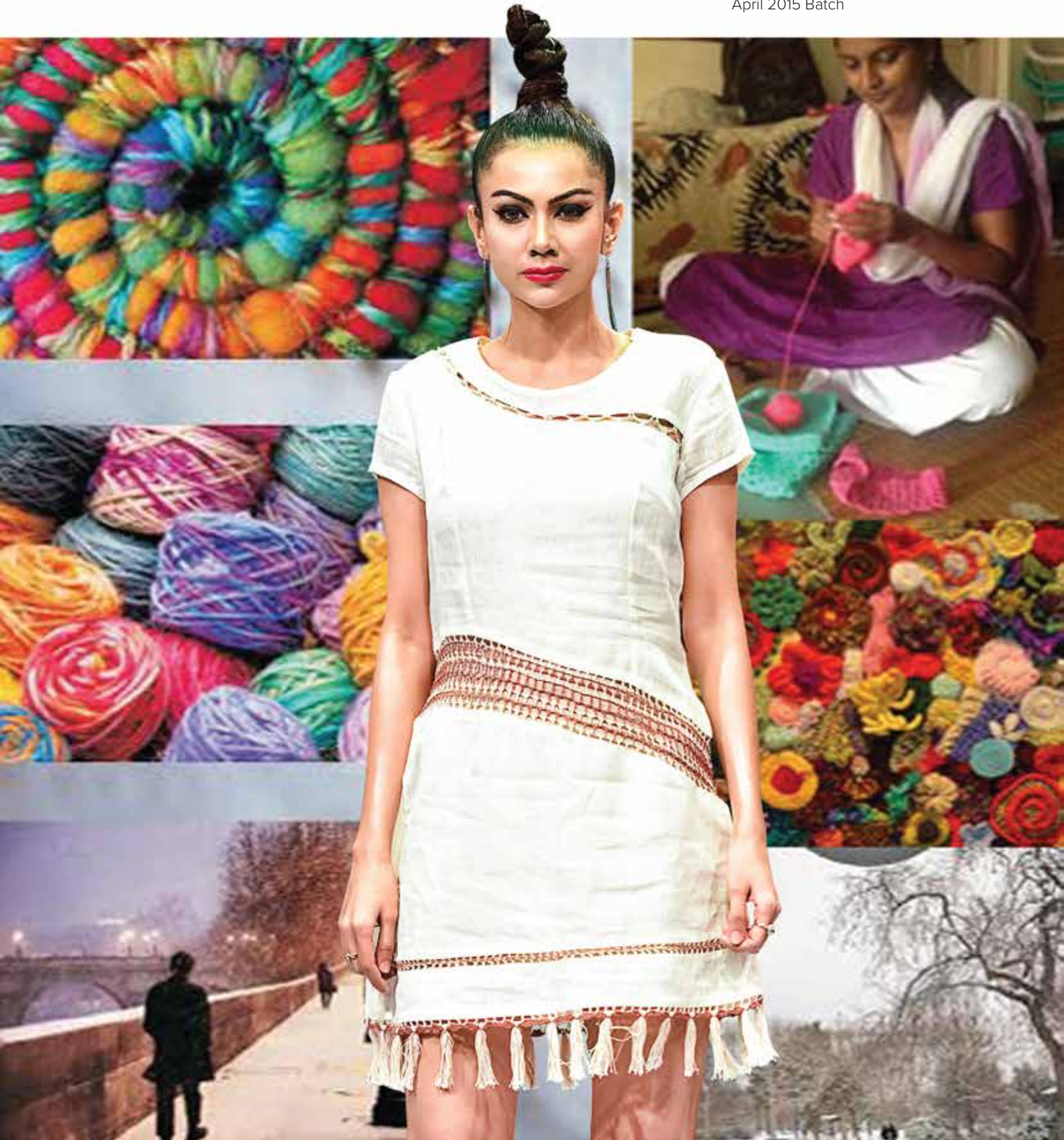


## THE HOOK

The collection is inspired by artist Merlin Anish who started a small business of crochet work from her home to support her husband financially. Derived from French and meaning 'small hook', Crochet is an art of creating fabric by interlocking loops of yarn or thread using crochet hook. Crochet work was brought to India by Macrae from Scotland. Indian women took to crochet quickly, mostly to create prayer rugs and Islamic caps. In a colour palette of cream, white and brown, the straight cut, intricate single piece resort wear collection is an ideal choice for the free spirited woman of today.



Saleem Jan, Ashwini. S  
& Vaishnavi  
April 2015 Batch









## SHRISHTI

The collection takes inspiration from the Kerala mural artwork of artist K.R BABU. Titled "Shrishti", the designers have incorporated fabrics such as raw silk and blended silk to enhance the richness of the ethnic look. Mural art forms are beautifully imitated onto the garments by applying sublimation print. The Smart Ethnic Women's wear collection follows an earthy colour palette like yellow from ochre, Indian red from soil, Green from leaf, Blue from copper, Sulphate Black from kari.



Arpitha. R, Archana Pandey,  
Jemy Issac & Mune Gowda C  
6<sup>th</sup> Batch 2015, Yelahanka  
Branch







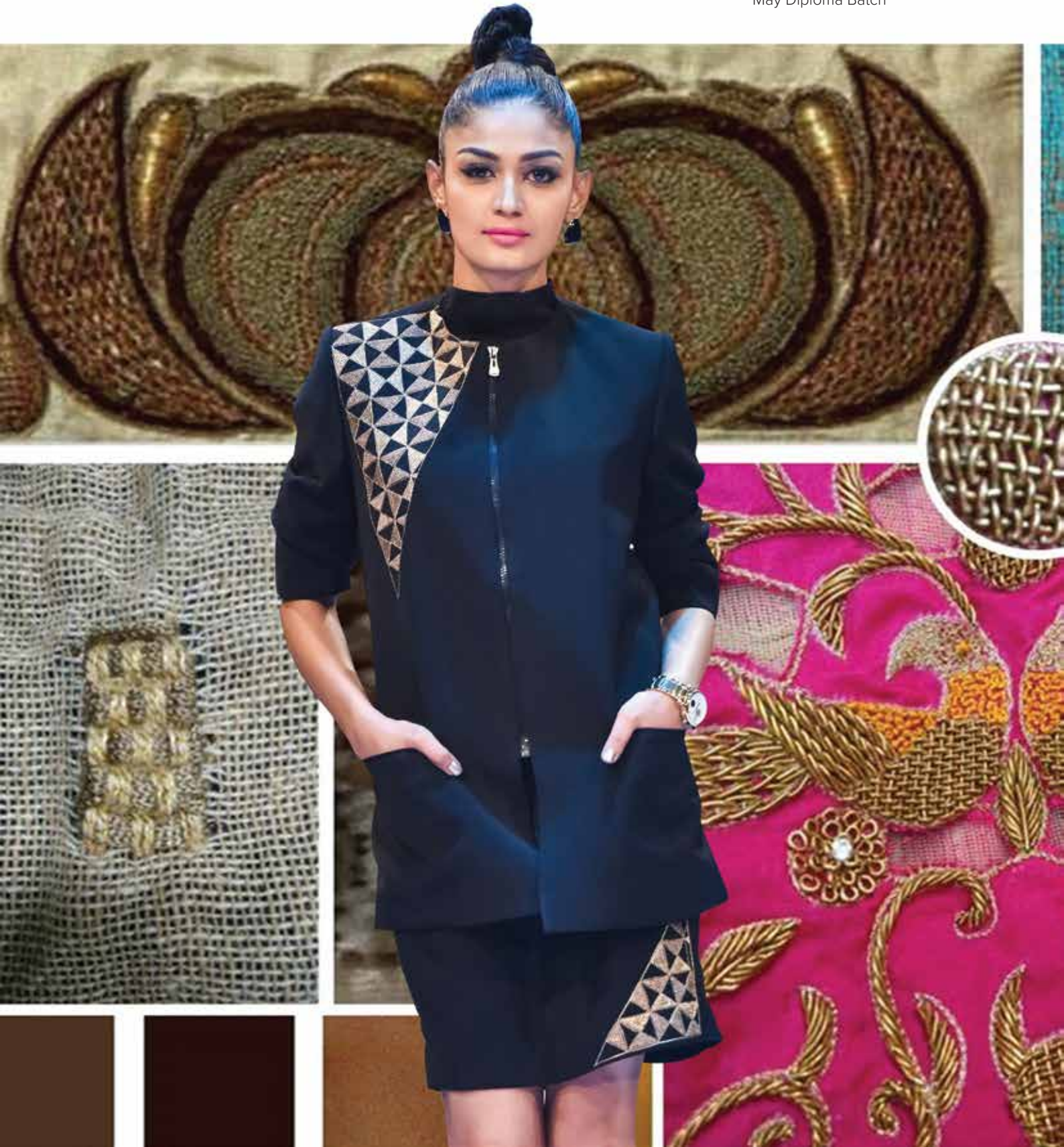


## WOVEN DREAMS

Artist Mohammed Arshad Ali has been working in the field of hand embroidery for over 25 years. He is known for some of the finest zari, lace and moti works. Ali is however, very popular for a lesser known metallic bronze-copper embroidery popular among his Middle East clientele, used on black outfits called Fareesha. The embroidery is done using zari string and threads to create a chain like effect covering the base fabric making it dense. The evening wear collection made of black polynosic fabric and georgette makes use of this rare embroidery in geometric motifs for the middle-eastern women.



Akhila, Ritika, Shikha & Janvi  
May Diploma Batch









## AIKYA

Homemaker Sheetal combines jewellery and embroidery to create a unique and gorgeous art work known as Jewellery patchwork. The Jewellery motifs are made with core metal and embroidery is done using various bright colours of anchor threads. The needlework that involves both jewellery motifs and embroidery is the inspiration behind "Aikya". Made of felt fabric the evening wear collection is designed for the new age women in a colour story of green and maroon.



Bhavya Muppalla  
& Payal Marlecha  
June Diploma 2015 Batch









## OUVRE

The theme of the collection takes its inspiration from the paper collage art of multi-talented artist Vithuse Temi from Nagaland. The paper art signifies the everyday lifestyle of the Nagas. Made from plain weave jute blended fabric which has a coarse texture the fall winter collection is designed for the women in San Francisco and in colors of maroon, beige and black. 'Ouvre' is a specially crafted collection for the woman who loves adventure.



Niwedita Burnwal,  
Vimhakhonuo Esther  
& Murali Krishna P  
July 2015 Weekend Batch









## AUROUS

Combining modern illustrations with traditional “Tanjore and Mysore Style” art is what sets apart artist Bhavana from the rest. Her art work is the inspiration for “Aurous”, an evening wear collection for women. To add elegance to the art work, polyester viscose satin fabric is used. The fabric has a plain smooth texture where gold is used as the primary element with off-white and black supporting it. The offering includes gold foil printing inserted in several panels.



Manasa Rallapalli, Shraddha Dhabalpur, Shruthi Yadav & Vidhya Ravor  
November 2015 Batch









## SAKAN ATO

Archana Thimmaraju is a painter and sculptor who uses fish as the consistent theme for all her work. Her abstract fish paintings portray varied emotions like happiness, sadness, anger, etc. The smart day wear autumn winter collection titled "Sakan Ato" is designed for working class women that take its inspiration from abstract fish painting. Moulding interlock knit fabric into a sculpted and structured silhouette, the colour story ranges from beige and pale yellow to shades of black.



Sonia H Bohra & Vaisakhi U S  
2015 Weekend Batch







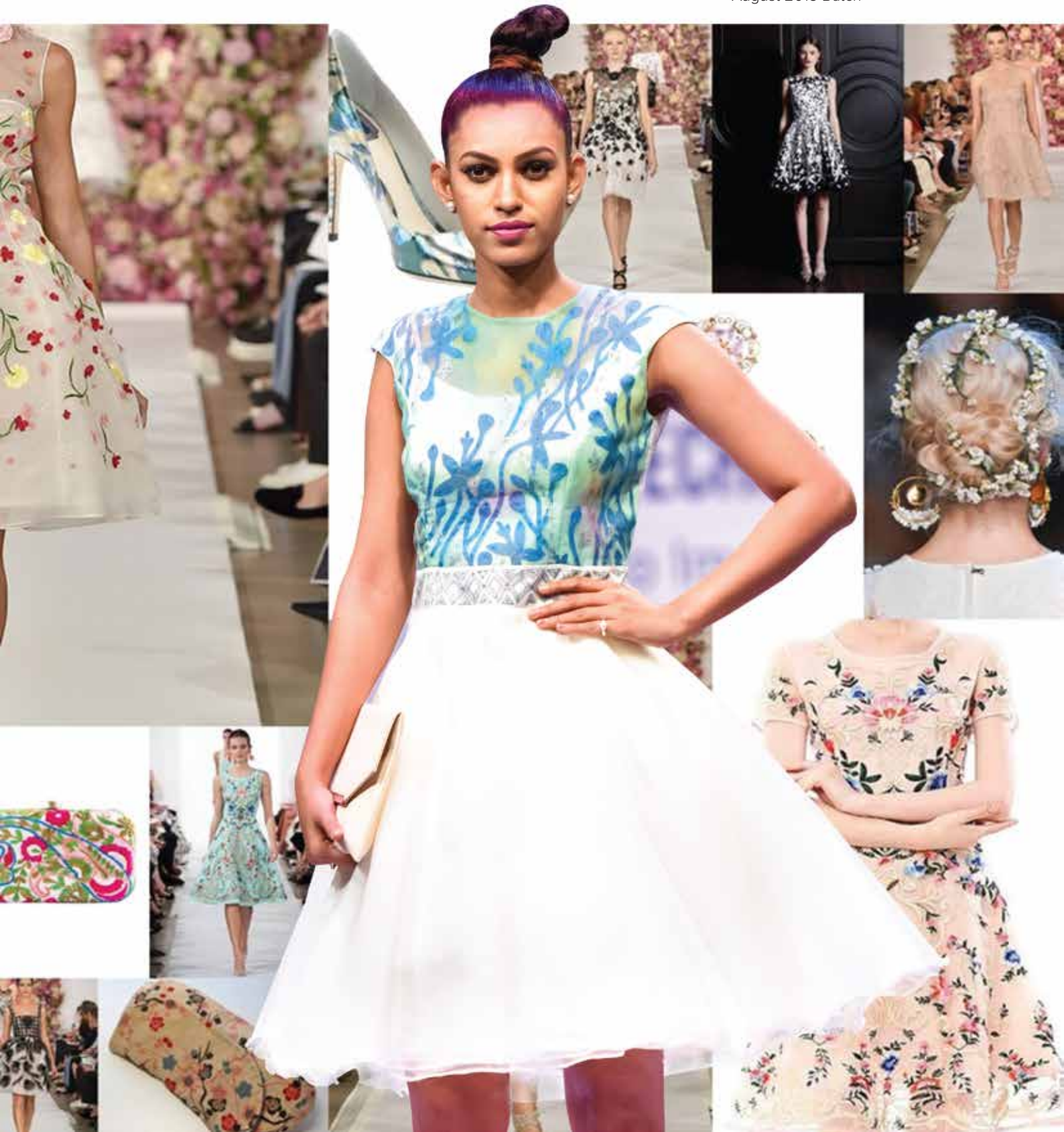


## IN BLOOM

"In Bloom" is inspired by the work of the artist Abdullah Baig. The inspiration is taken from his coloured paper printing creation and sandwiching of fabrics, a fusion of patch work skill and paper fabric printing. The collection uses fabrics net and crepe for the layering of garments in a colour palette of serenity, off-white, and pistachio green; the highpoint of the collection being the abstract floral appliqués and sheer patchworks.



Shubham, Samantha  
& Juweriya  
August 2015 Batch



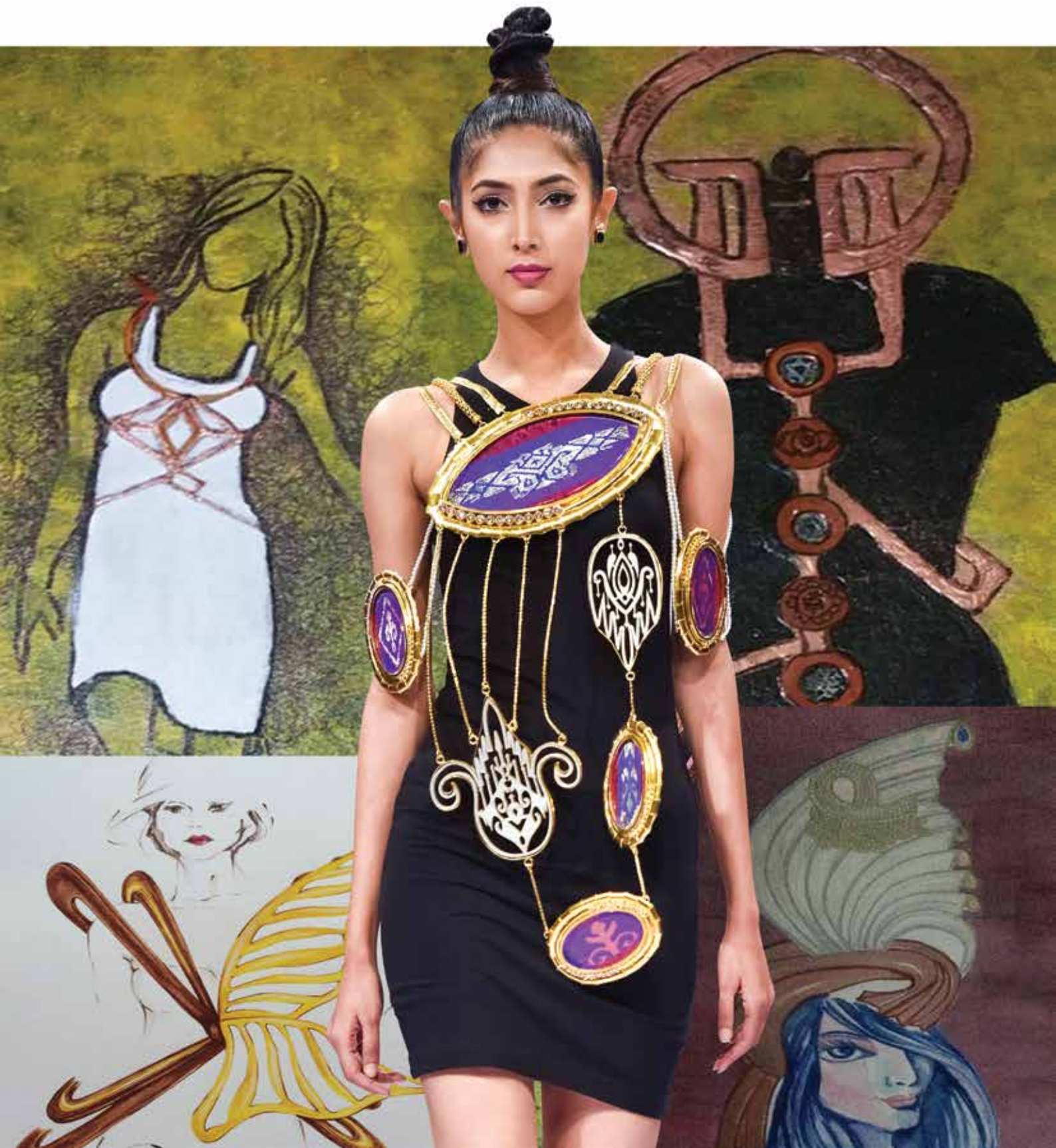






## JEWELLERY SEQUENCE

Indian jewelry comprises of numerous larger than life pieces, dynamic and structured jewellery which adorns and accentuates every part of the body from head to toe. The team of designers married this fact with international Haute Couture trends to create 'Jewelry Sequence', a collection inspired by the untold stories of artists amalgamated with haute couture trends. This results in new and unrestricted jewelry pieces that involve the canvas comprising the entire body. The two main categories include head gear that will feature head, forehead, ears, neck and shoulders and torso gear that will feature the frontal part of the body, waist and the back.







Susan Miriam Paul, S Komal Jain, Rupali Sarkar, Jhansi Pavan Kumar, Swati BK, Grisha Jain, Komal Nagdeo, Meghana J & Ruthika P







# **UNTOLD STORIES**

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**Interior Design**



# LA-ELEGANCIA

Himachal boasts a rare art form called Nakashi (Relief Work/Wood Carvings) of great beauty. Village homes and temples have carvings on doors, windows, and balcony panels. Artists like Shri Hansrajji does his best to preserve this dying art form.

The major inspiration for the collection was derived from the presence of organic forms in the art resulting in amorphous styles of our design. Also, we have been inspired by famous interior architects like the late Zaha Hadid and Karim Rashid and companies like Cadence Architect in Bangalore. The idea was to design a retail space for a luxury brand that's exclusive. The collection is called 'Nakashi' which cues what is intricate in nature and the designers have tried to capture this through a minimalistic design. The dying art form, the untold story, manifests in the iconic building that is designed to sell an exclusive product for Vertu Mobiles. Materials used include ferro concrete and dark cement flooring. The texture includes amorphous and organic shapes.



Mehul Bhandari & Sunandane Sen  
B.Sc 2nd year 4th Semester

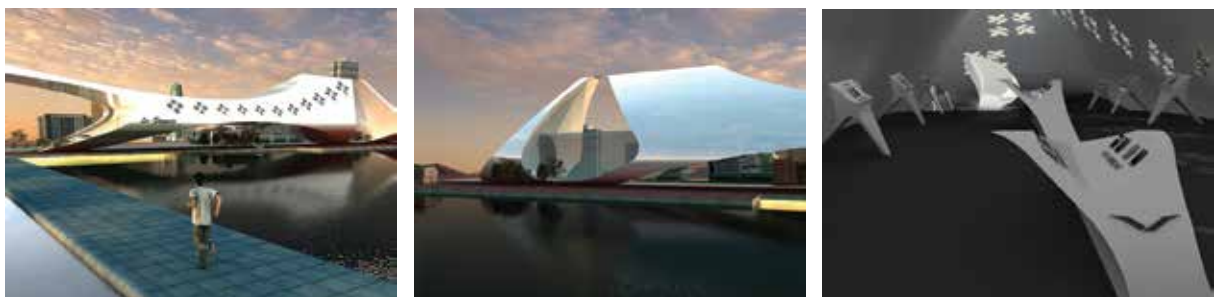
Mood Board



Artist and his work



Renders





# EXCLUSIVE DIAMOND STORE

The exclusive diamond store is an interiors display by 2nd year batch of B. Sc., Interior Design. The artist, Vikram, a jewellery designer, specializes in antique jewellery and tried to fuse north and south designs, inspired by the many angles of a diamond. The artist uses various kinds of diamonds with different forms and colours, in his products. Exteriors and interiors merge, as in a diamond. This work is being done for a jewellery client who wants to extend his folio into diamonds in order to create new, unique products. His store is called Azzaro, which means 'thousands in one'. White and transparent acrylic and and transparent glass are used as materials to evoke the pristine beauty of diamonds. Textures, surface details, shapes and other details are angular, along with white LED lights for a glossy finish.



Manisha Jeram & Varsha Surana  
B.Sc 2nd year Interior Design

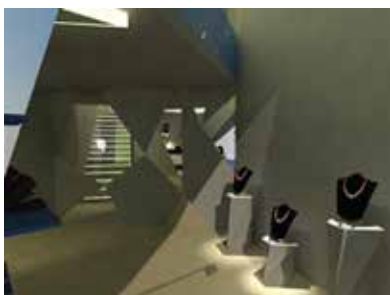
Mood Board



Artist and his work



Renders





# GULF AL-AHADHDHIA

The Gulf-al-Ahadhdhia project is inspired by the work of Suresh, an artist who who creates brilliant art across many categories: paintings, sculpture, light fixtures, and mannequins. Using waste materials like sewage pipes and tyres, he creates each piece alone, from welding and carving to packing of the final art piece. Our project is inspired by his mannequins. In spite of him not being from the industry, his mannequin proportions are sculpted to perfection. We have incorporated his mannequins and curvilinear shapes in our design, and also in a retail store for shoes, where the mannequins are the vantage point of the store. We have used materials like 12 mm toughened glass, 12 mm solid acrylic, 1 inch thick MDF, moulded plastic, fibre and ferro concrete. Amorphous spaces, curvilinear shapes and smooth finishes comprise the texture and other details.



Karishma Gandhi &  
Shikha Nahar  
B.Sc 2014

Mood Board



Artist and his work



Renders





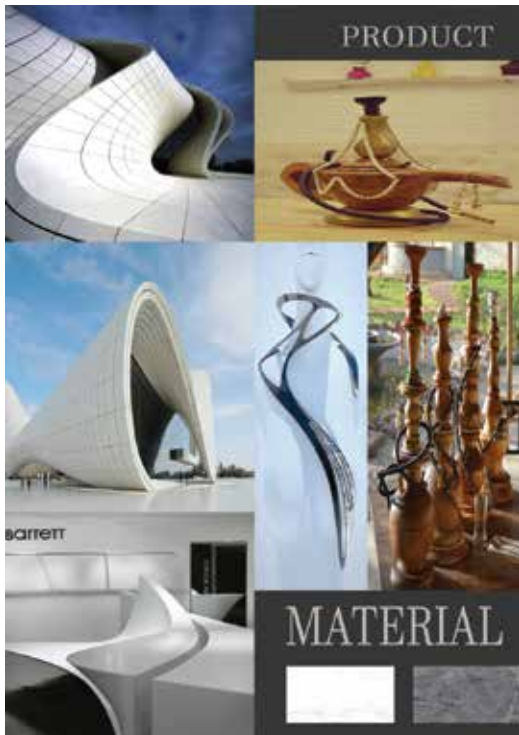
## WOOD BERRY (SHOP DISPLAYING WORK IN WOOD BY THE ARTIST)

Wood Berry is a project involving shop displays featuring work in wood by the artist. It is inspired by the work of Syed Owaizwas whose philosophy is, "When they cut one tree, they plant eleven more." This is what inspired us to work on our space. One of the major elements we noticed in his work was usage of fluidic shapes in the products. We incorporated it in our building shape; we decided to make a space where the artist can display his work and also gain business. We also applied the same in the interiors of the store. We were inspired by the late Zaha Hadid, a famous interior designer and architect. We have used the shapes in the display props for products. In show room interiors, the shapes are even more fluidic and display costly products that give exclusivity to the store. Materials used include marble and granite, with white, gray and wood as display products. The textures and surface details involve fluid shapes, wooden texture and marble.



Amith jain &  
Syed Shoukath  
B.Sc 4th semester 2nd year

Mood Board



Artist and his work



Renders





# NATURALEZA ART GALLERY

The Naturaleza art gallery is inspired by the work of Haricharan Das, an artisan from Tripura. His passion is blending creativity and functionality using bamboo and wood. He carves tribal stories on the stem and roots of bamboo. His works include bamboo used on pillars, wall paneling, 3D wall paneling, and bamboo lamps. These tribal carvings done on roots and stems of bamboo are our inspiration. Materials explored include sand stone for exterior wall, coral stone for interior flooring, and marble for exterior wall for facade wall. Abstract structures made of bamboo fill the textures, details and shapes.



Deekshitha C S &  
Sneha Sharma  
B.Sc Interior Design 2015-16

Mood Board



Artist and his work



Renders





# NOTHING

“Nothing” is inspired by Arun Desai, a paper engineer. He has been working with paper for thirty years. He used to watch his mother sew and embroider fabric. Inspired, he worked with newspapers to make small toys. His training in mathematics lends precision to this work that includes 2D figures, pop-ups, models and sculpture. The work that inspired us was the recreation of the Venetian mask on paper for the Venetian Carnival. We have tried to incorporate the mask directly and indirectly. The mask is used to hide the social status and identity of the wearer. Like the artist, we have also worked dominantly with paper. We have used the paper filigree as a design element. We have also used the paper mask directly by plastering it directly on the partition wall. Materials used include paper, wood, and leather. Texture and surface details involve paper mache for display units, filigrees for frames, and leather in seating. The client, an Italian, wants to open the store in Florence where he intends to sell masquerade heels. The entire store is to be inspired by the Venetian Carnival and the masks.



Pragna Priya & Diksha Jain  
B.Sc Interior Design 2nd year

Mood Board



Artist and his work



Renders





# CRES'AMINE

Our inspiration is Deepti, a passionate sculptor who enjoys experimenting with new materials and techniques to create works with a story. Inspired by her work, our structure is designed in a way that replicates sculpture as a whole. The design follows the deconstructive method of architecture, which involves fragmenting the surface. It's more of an abstract structure with irregular patterns and shapes, to create a more sculpted look. The surfaces are mostly treated with either completely or partially reflecting surface to give the space a feel of spaciousness as it's a small space. Materials used include metal frames for support with solid acrylic finish, fiber reinforced plastic for display units, ply for the reception tables and display frames, and black slate for flooring. Her clients will be women as it is for a feminine accessories store.



Samar Hussain & Catherine David  
B.Sc Interior Design 2nd year

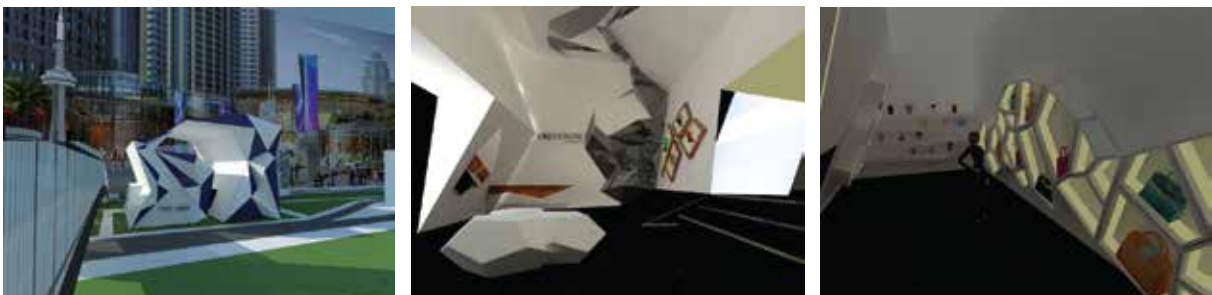
Mood Board



Artist and his work



Renders





# RUSTIC ROOTS

Nainika Nagesh is a young sculptor from Bangalore. Sculpture is her passion. If she can dream, she can sculpt it. She works mostly in stone and metal and this is why I envisioned a men's store: rough, raw, and rustic. All the quintessential masculine qualities. The primary inspiration was her work, The Weaver's Nest that's made of aluminum wire tangled randomly. Materials used included ferro concrete, wooden flooring and furniture, and aluminium wires. The texture and surface details feature designs like helmets placed in the middle of a race track.



Eliza Maria Joseph  
B.Sc Interior  
Design 2014

Mood Board



Artist



Renders





# 3 D

The art I was inspired by is Pankaj Moghe, an artist who works with various art mediums. His specialty is 3D painting, Tiffany glass works and metal mural. Unsatisfied with his paintings of nature, he experimented with transforming them into 3D pieces with real stones and clay.

I have combined his work with my passion for soothing, minimalist spaces. There is minimal furniture and few, tasteful displays in an optimal mix versus other, more busy art galleries. minimalism. Materials used were brick masonry for exterior constructions, RCC slabs for mezzanine and ceiling, vitrified flooring and solid acrylic stairs and reception desk. This is used in a square shaped plan with a smooth finish. The client is an artist who wishes to sell his work as 3D paintings and Tiffany glass works.



Namrata Sunil Kumar  
B.Sc Interior  
Design 3rd year.

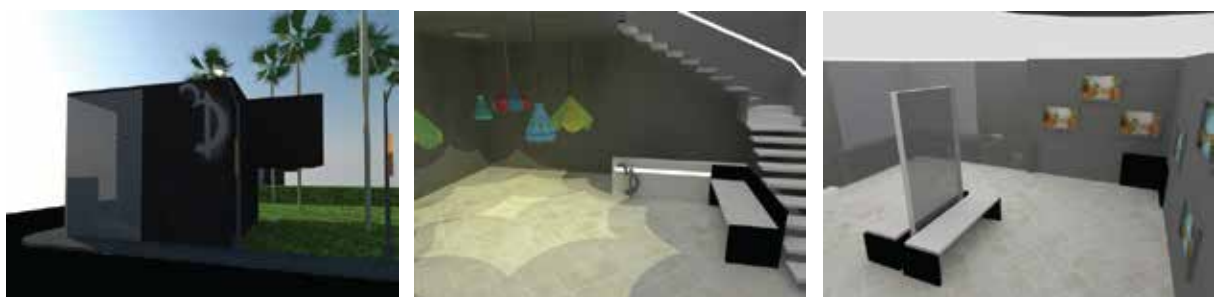
## Mood Board



## Artist



## Renders





# FALLEN

Umar Makthiyar is a painter by profession who specializes in conceptual art and abstract paintings. His shows are called Imagination of Images. Despite his talent, he makes a very small fortune, has no studio, and works with his art pieces and supplies stored in a tiny one- bedroom apartment. But his passion is to make affordable art and inspire people to stick to their passions. 'Fallen' is a collection inspired by his unpublished work. It is about the damage our dysfunctional society has caused on nature, and the effects of that damage on life. The composition of the paintings holds towering structures and massive elements from which people seem to be falling off. Colours are completely stripped to take away any sense of cheer and life. The only medium he has used is Indian Ink as opposed to paint. Our interpretation of the theme takes into account its massive scale and steep descent, combining nature and concrete. Materials used include concrete, glass, wood hickory and cebil, aluminum and steel. Textures and surface details include exposed concrete, light wooden texture, and matte neutral colours. The client is a renowned artist.



Linda RoslyIn & Vinay Bhargav  
Advance Diploma 2015

Mood Board



Artist



Renders



## RESIDENCE (LIVING & DINING)

This work is inspired by the creations of Hanumanth Rao who is an artist from Kondapalli, Krishna district, a village near Vijayawada in the Indian state of Andhra Pradesh. He practices an art form that, despite royal patronage in olden days, is currently in decline owing to a lack of profits, time taken to produce toys, the growing influence of western art and lack of interest in younger generations to pursue this art form. This is an untold story that needs to come alive in interiors. Materials used is soft wood and jute. Textures and shape details include jute texture and exposed wall textures.

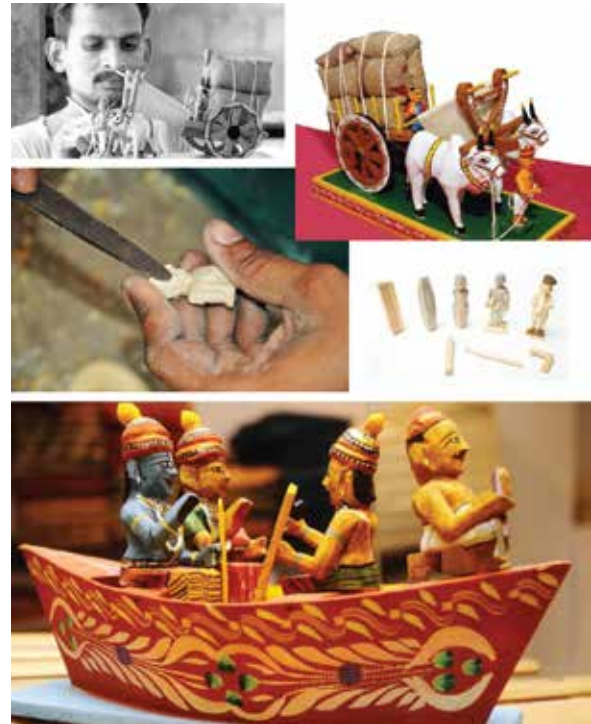


Rahul Jain &  
Muhammed Raees  
Advance Diploma in  
Interior Design (1st year)

Mood Board



Artist



Renders





# METALLIC HOUSE

Srinivas, the artist who inspired this creation, took up fabric painting full-time after he was unable to complete his 10th grade. His interest and ability made it a natural choice for him. His speciality is glass painting. His passion is to create paintings on wine glasses and sell them all around the world. The interiors idea we had was, similarly, inspired by a very unique lamp shade. The question that provoked us was, "Why not a circular home?" The glass lamp became our inspiration, the basis for a home that was unique and yet simple. Materials used include aluminium for the outer structure, RCC slab for mezzanine and ceiling, white marble for the floor and neutral colours for the interiors. The walls sport a stucco finish. The client is a glass artist.



B.Lalita Singh, Vikshitha R Jain & Akshata D Guttedar  
Advance Diploma in Interior Design (1st year)

Mood Board



Artist and his work



Renders



# TREE HOUSE

Our inspiration is Kari, a tribal farmer, who has built 14 tree houses in Masinagudi. He learnt the trade from his ancestors who built tree houses inside forests to be safe from wild animals. Today it is a popular tourist location where travellers come to relax in the tree houses. Our tree house is inspired by Kari's creations, uses his techniques, and also rests on the premise that more and more people are looking at forests as an escape from the noise and clutter of cities. Materials used were bamboo, teak wood, clear glass, and metal. Textures used can involve natural wood, and structures evolving from a tree and taking support from it. The client is a nature lover who likes to stay close to nature.

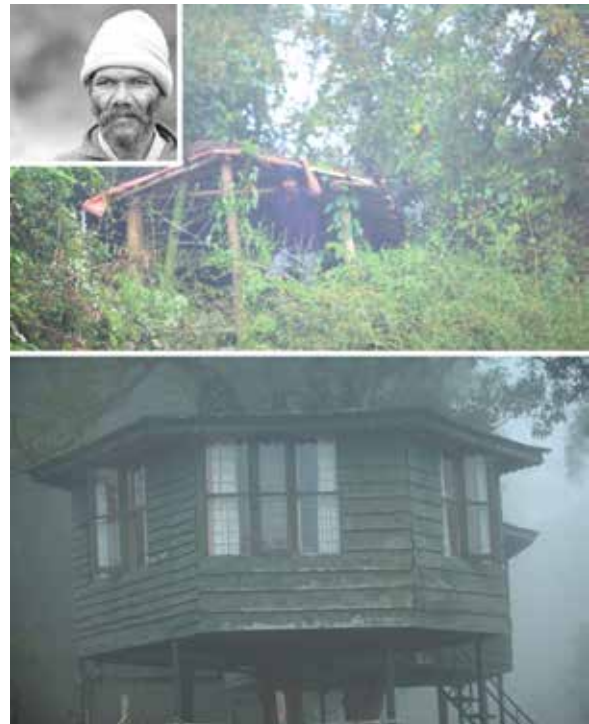


Sambath Kumar & Akshata D Guttadar  
Advance Diploma in Interior Design (1st year)

Mood Board



Artist and his work



## ARTISTIC TALENTS



Renders





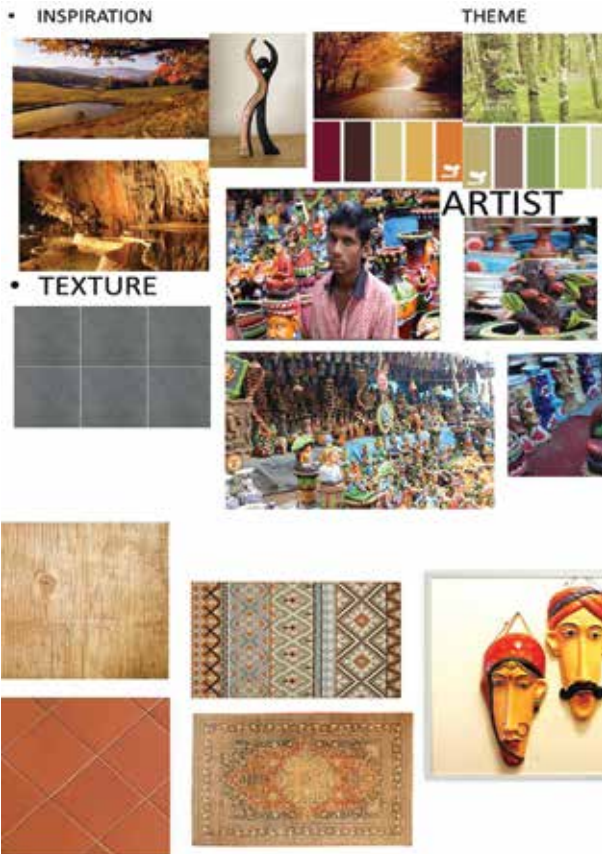
# CRUDE HOUSE

The artist, Kailash Kumar Rathode, was born into a family that follows a tradition of working with terracotta. Since his parents could not afford to send him to school, he started working on terracotta early. He was very passionate about the craft and quickly became competent in terracotta art forms. Our work around living and dining spaces is inspired by his forms and his earthy colours. Just like his work, we have tried to create an unrefined, soothing feeling with the materials and forms. The result is Crude House, inspired both by nature and the artist. Modern furniture meets earthy materials like natural kota stones, veneer, concrete, fabric, plants and glass. Textures are soft for flooring, smooth for sitting and hard for walls. The client wishes for his home to evoke nature. The living and dining spaces designed, as a result, evoke a tribal aesthetic.

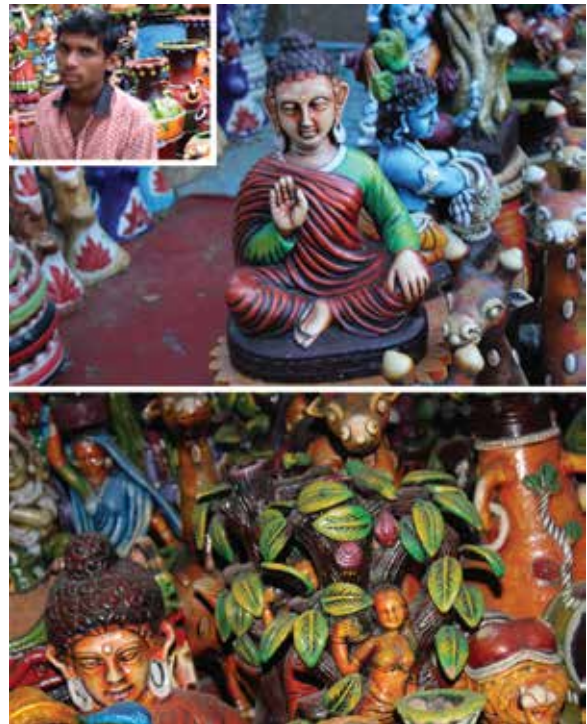


Shreya Chopra & Shravani Koppram  
Advance Diploma in Interior Design 1 year

## Mood Board



## Artist and his work



## Renders



# INFINITY TABLE

Our inspiration was Ali, a carpenter working in this field for 22 years. His specialty is pooja rooms, crafted doors, and regular doors with 20 ft height as well as windows. His vision is to make a product for the contemporary times with a touch of classical carpentry. Apart from this artist's work, the inspiration also derived from outer space. There are infinite stars in the galaxy and the idea was to create a light-related product that gives the feeling of infinity depth using a concept called the infinity mirror. Materials used were MDF board, glass, mirror, LED lights and paints. Smooth textures complement rectangular shapes with glass in the center table. The work is for a client who needed a kind of fusion work for their centre table.



Lakshman Kumar & Tarun Kumar  
Diploma in Interior Design 2015

Mood Board



Artist work



Renders





## PUBLIC INSTALLATION

Mahaveer Singh, a marble nakkashi artist, travelled all the way from Rajasthan to Bangalore in order to find a way to keep this art alive. It is his belief that his art form is not just an expression of culture but that of the soul. The materials used were solid acrylic, ACP sheets, and strip lighting. The artwork has been incorporated into the public installation that consists completely of the nakkashi artwork. The idea was to play with curves and hence there is a curve in the side profile to provide a sensuous nature to the installation. The client is seeking to use these pieces in a variety of spaces like malls, hotel lobbies and reception areas, as a piece of art.



Navyatha Kumar  
& Preksha Bhandawat  
Diploma in  
Interior Design 2015 - 16

### Artist work



### Renders



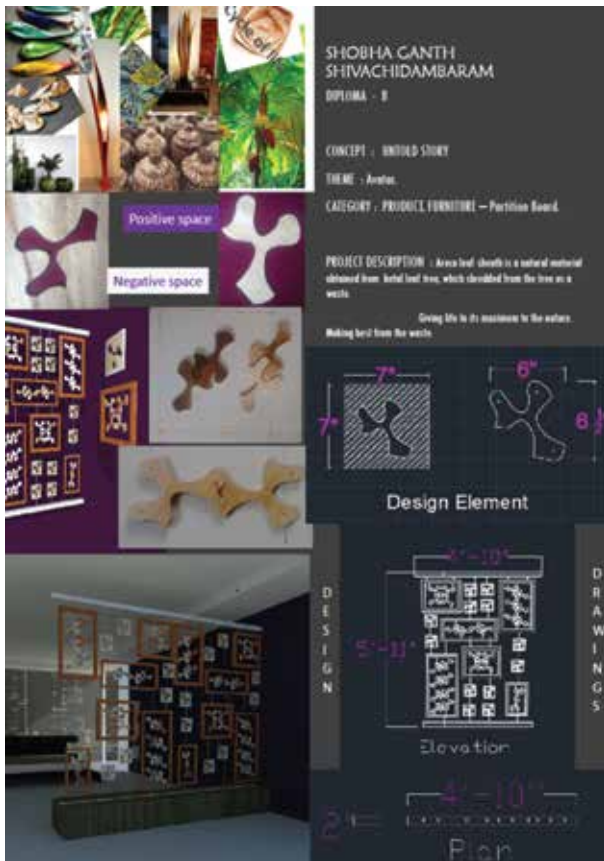
# AVATAR

Prashanth, a betel leaf plate maker from Tumkur, Karnataka is the artist who inspired us. When he began his work, his family ignored him because they didn't think he could do much with a betel nut sheath. But he worked hard to sustain himself. However he still many dreams to fulfill with his art. He wishes to use betel leaf in a functional, chemical-free way. The added inspiration is nature that gives us many inspiring things to learn about the circle of life, like how a fallen areca leaf gets transformed into various forms and turns into manure for plants. Materials used include areca leaf sheath, wood, aluminum, and metal wires. Groovy, striped textures have been used on curvilinear shapes. The intended clients are residential and commercial spaces.



Shobha Ganth & Sivachidambaram  
Diploma in Interior Design 2015

Mood Board



Artist and his work



Renders





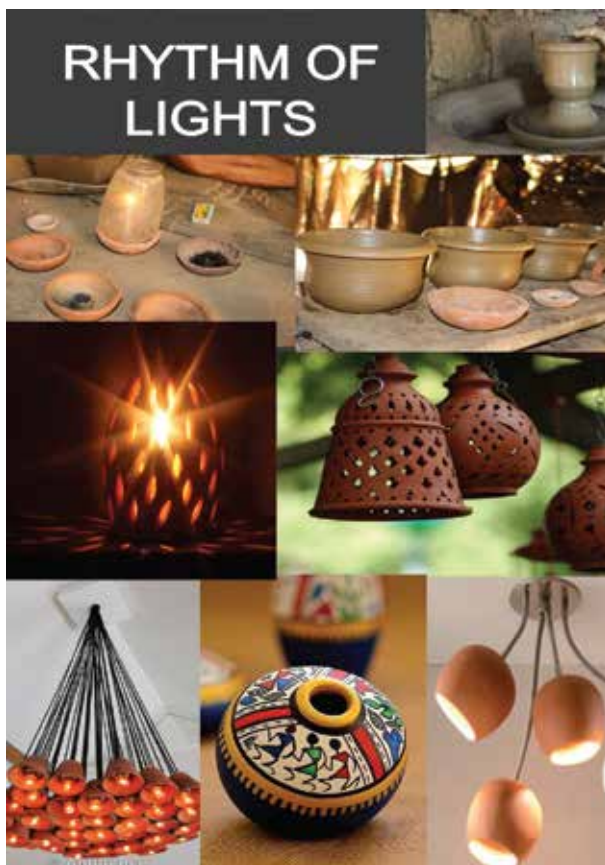
# RHYTHM OF LIGHTS

Basavaraj Khumbar, a skilled potter, makes art out of terra cotta for a living. It takes him around 3 weeks to develop a terracotta product. Fond of experimentation, he made a candle holder. Our work is inspired by it, by the idea of using clay as the main material, and by the idea of lighting. The stand collects the melted wax and makes the candle to burn for longer. It is economical, can be used in various different places, and can be re-used. Exuding warm light, the product is a type of chandelier which lets the user place a candle on it. Aesthetical and functional, it has an earthy touch. Materials used include clay, jute rope and metal chains. It is a terracotta product with an almost smooth finish. A layer of oil base paint has been painted on the surface. It is a conical terracotta product with perforations and the lights seeps through it. It is for ceilings. The product can be used in residential areas and outdoor themed restaurants.



Shreelakshmi & Falak  
Diploma in Interior Design 2016

Mood Board



Artist and his work



Product picture



Renders



# FUSION PUZZLES

Our untold story features an artist called Sorubaraja, a handicrafts artist from Trichy located in Tamil Nadu. Amongst the artist's works, we were drawn to the fish jigsaw puzzle. It inspired us as it functioned both as puzzle and storage. We tried to incorporate this art work with another puzzle called 'The Tangram' which is a Chinese puzzle consisting of seven geometrical pieces. Then we tried to incorporate this concept into our category of 'Art oriented furniture'. Our product is a low-rise coffee/dining table with inset tangram-jigsaw puzzle. We were inspired to make this product in order to create a unique dining experience which would keep the diners engaged and also enhance the overall feel of the room. We intend to analyse and understand the possibilities of extending the idea to varied applications and sectors in the future. Materials used include Burma teak, marine plywood, and wood grain laminate. The product has smooth surfaces with angular shapes and can be used in restaurants and cafes.



Samprith & Aishwarya  
Diploma in  
Interior Design 2015

## Mood Board



## Renders





## FUSION OF COLORS

Shagufa Naaz received her degree in Business Management but soon discovered the 9 to 5 drill wasn't for her. So she quit and began to pursue fine arts. She has participated in two annual Chitra Santhes and believes art is an expression of the soul. The artist derives her inspiration from the abundant beauty of nature and incorporates it in her work using vibrant colours. She is also intrigued by the intricacy of Indian prints and mandala art, which she fuses in her work. Materials she uses are Burma teak, enamels, acrylics and ink. The design on the table has both styles of art. She has also used the floral stippling impressions on the sides and the intricacy of mandala on the table top. The choice of colours used has also been taken from nature and surroundings. The product can be used in a variety of spaces, such as living rooms, bedrooms, porticos and cafes as a statement piece.



Shagufa Naaz & Poojitha  
Diploma in  
Interior Design 2015-16

Mood Board



Artist



Products



## TWISTED TAIL

Our creation is based on the work of an artist called Rammana from Tennali, Andhra Pradesh. He does artworks for point-of-purchase, brass models, sculpture and recycle products. Each model takes around 3 months. The primary inspiration came from the 'Make in India' logo. It's made of scrap items. Recycling saves energy and space. When we recycle, no extraction is required for mining or gathering raw materials which reduces our need for energy to produce things we use in daily life. The materials used for this creation involve scrap iron, steel and glass. The design of the table has carvings on the surface. As it is scrap iron, the texture looks raw. The client is using the product for bars and restaurants. It is even suited for garden areas as a coffee table.



Gautham V S & Pratik Kawad  
Diploma in  
Interior Design 2015-16

### Artist and his work



### Renders





# THREADS OF REFLECTIONS

Devi Bai is a 65-year old lady of the Lambani community, nomads who are descendants of the Roman gypsies. Her specialty is Lambani Embroidery, a traditional art used to create their vibrant attire. Lambani embroidery is an amalgamation of 14 stitches and 13 colors. Mirror work is a unique feature. Traditionally, Devi Bai used the Lambani embroidery to embellish their own attire and as gifts for daughters on their weddings. Due to changes in demand, the artist is unable to carry forward the tradition. But she is happy to have been able to keep the art form alive by incorporating it into other innovative forms. Using Lambani as inspiration, we have created a work using tiny mirrors on the fabric using vibrant threads. Materials used include khadi and jute for a natural texture, and mirrors for embellishment. The product takes an oval form to create the Lambani appeal.



Shilpa Shirbur  
Diploma in  
Interior Design 2015-16

Mood board



Artist



Products



# BEST OUT OF WASTE

A fabricator since twenty years, the artist's passion is converting scrap into art using his skills in his factory. He has the ability to play with metals using welding, and can incorporate them into his design easily. We were inspired when we visited National Art Gallery and saw pieces of metal art. We wanted to recreate something using that concept, and incorporate those ideas into our product. In other words, it is the best out of the waste but with the unique feature that it goes with anything as long as it is comfortable, simple and functional. This rustic look enhances the power of its beauty. Materials used include scrap and the texture is hard with circular shapes.



Vivek Nag K N  
& Shashank G S  
Diploma  
D section 2015-16

Artist and his work



Renders and product picture





# LUMINOUS

Joseph Vadakel established his coir industry in Goa in 1967. He switched to teaching but his heart was always in coir work. His industry thrives in Goa, a beautiful state, blessed with fabulous beaches. Our design is inspired by sculptures emitting lights that we've seen at a beach festival in Goa. We have seen different materials wrapped around the sculptures in different forms and shapes of curvilinear lines which has made us think differently for our product and inspired us to also use cubes in our product. Materials used include coconut yarn, LED lights, and metal stands. Textures are coarse. Details include interesting combinations like four cubes welded together on a metal stand. We have rapped coconut yarn in its natural form around the cubes and have provided it with warm lights. The product can be used for homes and commercial spaces.



Dalenie Lobo & Allison Sequeira  
Diploma  
D section 2015-16

Mood board



Artist and his work



Renders and product picture



# LAMP SHADE

The artist Deepika Dorai's main philosophy is of earth sensitivity, which is all about protecting mother earth from destruction. Her main intention is to minimize consumption of resources while maximizing hand work. We got inspired from the game, Jenga, and tried to incorporate a similar concept in our creation. Just like in the game, blocks are stacked one above the other to build a tower, we have given also created wooden blocks that go round the cylinder from bottom to the top. Taking the concept of earth sensitivity into consideration, we used materials that were discarded and lying in scrap like acrylic cylinders, MDF blocks, and 14 W LED lights. We used 12 mm MDF blocks with a smooth texture on the top, and rough on the edges, and also blocks of rectangular and square shaped 4 inch diameter acrylic cylinders. The potential client is someone who would seek to make products out of waste.



Naman Jain & Riya Jain  
Diploma  
D section 2015-16

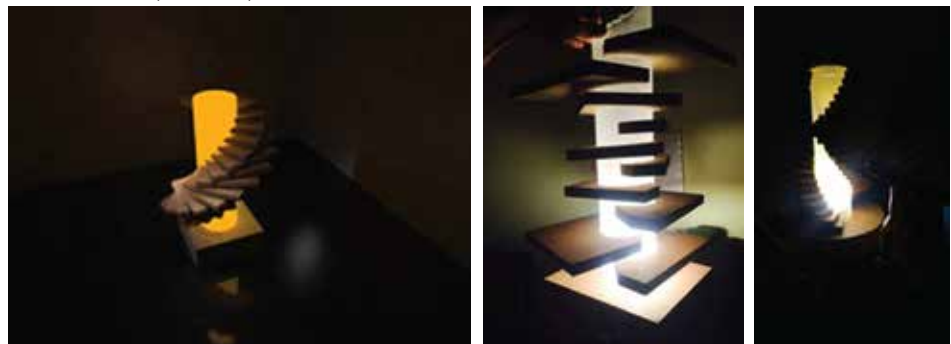
Mood board



Artist and his work



Renders and product picture





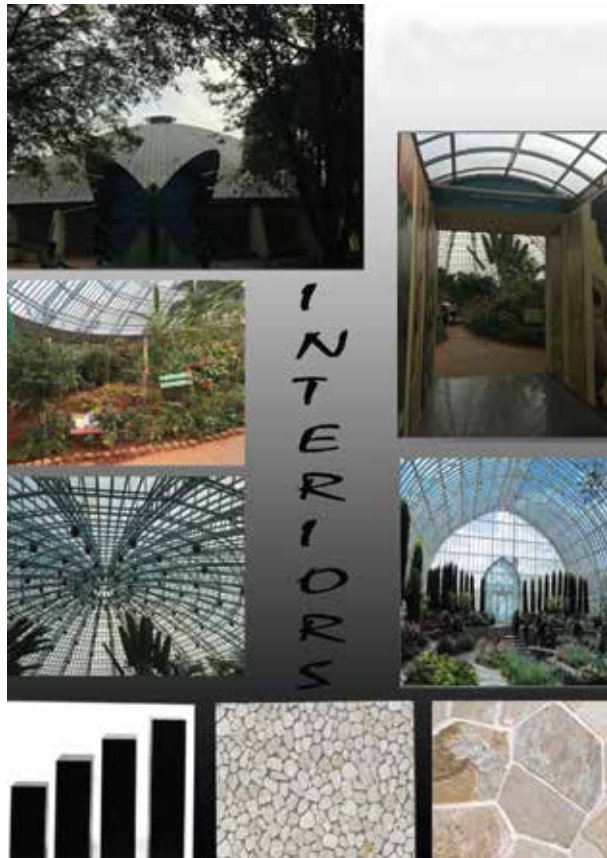
# PIETRA DURA

The artist, Venkatarama Bhatt, is an Udupi-based sculptor, well known for his work on religious idols. The key inspiration we drew from the artist is from his attempt at combining traditional and modern styles to make something new. When we started to design our retail space, we used this idea and it evolved into natural landscaping in the area with sculpture on display and the lobby sporting a contemporary look. Materials used include travertine marble in the exterior wall, transparent glass for the window display area, translucent glass for the roof, a reception table made of onyx, and for the pathway, pebble stone flooring. The textures and shapes are reminiscent of fishes and leaves. The intended client is someone nature-oriented and with contemporary taste.



Meghana S  
& Meghana Bharadwaj  
B.S.C 2nd year 4th semester

Mood board



Artist and his work



Renders and model pictures



# ARREDAMENTO

The artist, Bhurvender Lal, is from Uttar Pradesh and is a seasoned carpenter and craftsman. With his ingenuity, he used something as simple as wooden shavings to make flooring tiles. Our ideas are based on the same principles. We have envisioned a future designer store where the furniture is made from scrap and unattended commodities. It undergoes a transformation to useful designer furniture that ranges from upholstery, chassis, and basic structure. Materials used are wood, stone, bricks and marble. The intended audience is high profile clients.



Preetham Narasipuram  
& Sidsharth Magaji  
B.S.C 2nd year 4th semester

Mood board



Artist and his work



Renders and model pictures






## L'ENVIE (DESIRE)

The artist has been working for 28 years and is a firm believer in innovation. Attracted to nature, he creates art out of everything he sees. He has worked on canvas, paper, wood, compressed board, mud, and chinks. He is inspired by the immense beauty of nature and the human body. For the present project, I take inspiration from nature's creations. Materials used include patti, white cement and Plaster Of Paris. The creation has a smooth texture, with embossed surfaces, and also includes sculpture.



Tejaswini Desai  
& Souvik Debnath  
August 2015





**Our alumni are blazing their  
own trail in the industry.**





## Amit Sharma Batch of 2009

Fashion as they say is a statement and if that's true, he is the man who is all about making a statement of his own. In his own words, he is constantly trying to find words in fabrics, expressions in colour and attitude in trends, cuts and designs. Amit believes to express is to rejoice. He finds his expression in silhouette, cuts, fabrics and mysterious colours of the universe.

His fashion fuelled journey started at JD Institute of Fashion Technology, Bangalore, his alma mater. With a brief stint at some of the well known fashion design houses and corporate groups, Amit Sharma decided to swim with globally renowned designer, Sanchita Ajjampur. He is currently appointed as a retail manager at Sanfab - Sanchita's private label company that works as a creative consultant for Lanvin, Etro, Marni and other European luxury brands.

Amit's success is the result of his conscious effort to direct his creative energies to the best use. With his years of learning at JD, and creative urge in the forefront, Amit plunged into high-end luxury fashion sales & marketing. He soon found his ground there. With numerous prestigious Fashion weeks, national and international retail distributions, brand campaigns, advertising campaigns, brand endorsements and Bollywood celebrity styling to his credit, Amit has many feathers in his cap. He says he finds strength in words of appreciation and in beautiful figures adorning his work.



## Amita Sharma Batch of 2000

Coming from an Air force background, Amita caught the flying bug at a young age. As a child she worked on flower decorations, pottery and stuffed toys, which she would then sell at exhibitions conducted by Air force women's association. As a travelling child of an Air Force officer, her immense exposure to new places, cultures, arts, designs, people and their ways of life, added a fuel to her creative quest.

No wonder, these elements come alive in her creations too.

After studying fashion designing at the JD Institute of Fashion Technology, Bangalore, she worked with a fashion boutique, and then quit after a year to launch her own label 'Amcouture'.

Praised for easy silhouette and clean design lines, her label resonates with the women of today. "The effort is to bring the "unexpected everyday" to my collections", she says. Each creation is special and radiates a unique spirit that celebrates countless facets of a modern woman. Her pieces are comfortable and mirror contemporary trends, yet magically merge into a seamless fusion of culture. And, the credit for this goes to her years as a travelling child and all the cultural exposure.



## Ashok Y Alam Batch of 2006

Ashok is currently appointed as head designer for men's wear for an export house, handling European brands. Worked for various well known brands like Spring Field-Spain, Striyah-Poland, H&M, Tommy Hilfiger, Pepe London, Mustang-Germany, Teddy Smith-France and ZARA, just to name a few.

He calls himself 'denimised'. Why? His forte is handling denim fabric. He worked with Arvind denim division for 3.5 years, catering to the European market. And, he soaked himself in the art & science of understanding denim fabrics and wash techniques.

Ashok is not a follower as he strongly believes he has his own path to follow. If possible, he wants others to walk on his path. And, that's the reason why he chose the field of fashion. He says he always wanted to be a creator and not a follower. Now, that's a powerful statement!



## Ashok Maanay Batch of 1996

"If fashion were a song, color would be the beat." A quote that completely stands true to Ashok Maanay's work. The talented designer's first love affair was with vibrant beats of colours, its infinite possibilities. As an artist he enjoyed every bit of colours, he used them in his paintings. And, as time passed by, Ashok started understood the magic of colours in fabrics.

With this fanciful insight into colours, he started

designing, realized the richness of fabrics and played with it along with all types of embroidery (handwork) and embellishments. His parents and grandparents tremendously inspired him by their choice of wardrobe. Especially, during the royal weddings which he very often attended. He learnt the nuances of designing from JD, Bangalore.

Ashok's work is highly applauded all around, in Bangalore, Hyderabad, Cochin, and Delhi, just to name a few. Choreographer and actor Rahul Dev Shetty is one of his biggest fans. He also participated in "New Delhi International Fashion Week" and won the best designer award, much to the amazement of his co-designers from all over the world.

Indian royalty, rich heritage and its vibrant hues envelopes and rejuvenates his mind. His collection envisions portraying the tapestry of Indian cultures. The tapestry which is a collage of creativity spread across the states of our country, each with its own distinct flavour of embellishment.

Ashok Maanay is one visionary designer who proudly embraces the opulent culture and heritage of our nation.



## Bharathi Sairam Batch of 2009

She grew up in family business of textiles. Naturally, yarns are in her DNA and designing in her genes. Her curiosity and an unrelenting pursuit to uncover the mysticism that lies beneath the woven threads brought her to JD, Bangalore.

Bharathi Sairam owns a label named R ATTA, a joint venture with her two friends Sumana Shivkumar & Vibha Sharath. 'R' is a short form of OUR, 'ATTA' in

Sanskrit means an 'ATTIC'. Her label focuses on PRET, Trousseau, Couture and Bags.

Her designs reflect modern opulence with timeless elegance. It accentuates femininity with the use of rich colors & fabrics, giving them that special edge. She is a firm believer of fusing comfort with quality & innovation with implementation.

Bharti's design skills have graced many exhibitions and events. Times Asia Wedding Fair 2014, Sunday soul Santhe and Aaryotsav, just to name a few.

Here is this young girl who is putting her DNA into the right direction.



## Huda Khan Batch of 2009

A designer with a noble purpose. An entrepreneur with a high dosage of creative aspiration. Meet Huda Khan, someone who makes our planet a better place to live in. How? By her environment friendly design vision and philosophy. Yes, she up cycles products. She gives a new purpose to an existing product. And, the product is worth more in its new form, both, aesthetically and monetarily. This way she contributes to the environment too, promoting reuse over discard-

ing. Huda studied at the JD Institute of Fashion Technology, Bangalore, where she also won 'The Most Innovative Collection Award' and 'The Best Design Collection Award.' We are not surprised!!! Post JD, in 2011, the entrepreneur in her co-started a company called 'The Fool That Designs'.

Later in 2013, she ventured into creative décor and started a company called 'Crackerjack'.

Ms. Khan's event décor work is widely appreciated. She has worked for some of the best events in the country. 'Decor for Kingfisher Village' at the 44th IFFI awards, 'Décor for Berserk' which is a 3-day residential art conference for children and the décor for Sunday soul santé December 2013, just to name a few.

She calls herself an aspiring entrepreneur and driven by passion of sustainability. And, we completely agree!





keeps



## Nabilla Rizwan Batch of 2005

Nabilla's love for fashion has been with her since she was a little girl. As a child, she was quite a diva. She would always dress up like an actress. And not only that, Nabilla channelled her inner creativity by getting her outfits stitched like them too.

Her early love of fashion and style landed her in the fashion industry. Mood of the collection is what

her excited. Her work is a marriage between traditional craftsmanship like gotta and block printing with contemporary cuts and patterns. Vintage yet modern, her design translates into comfort.

And, with this, the diva in her is raring to go. She will soon launch a label of her own. Are you all set to get 'divafied'?



and



## Pooja Bagaria Batch of 2009

"I think there is beauty in everything. What 'normal' people would perceive as ugly, I can usually see something of beauty in it". It is this powerful quote by Alexander McQueen that became Pooja's mantra in the world of fashion.

As a child she was constantly busy creating, destroying and inventing new objects, designs, styles

patterns. She took up fashion designing as a secondary course at JD, Bangalore while pursuing her Bachelor of Business Management. A life changing decision that powered her creativity.

Today, Pooja owns a fashion label" POOJA BAGARIA" shortened to PB, in Kathmandu, Nepal. In addition to selling her products from couple of high end retail outlets, she has her own design studio where the entire creative magic takes place. The brand 'PB' specializes in western wear for women. Her forte being customization, there's something in store for everyone to pick. Pooja's designs are a skillful play of colors, silhouettes and texture with sharp tailoring and sexy femininity yet reflecting minimalism.

From being a part of the prestigious fashion shows of Nepal and Bollywood singers to being invited on a television style show, Pooja has already built up an impressive track record. And, all this in such a short period of time!



## Neal Royan Batch of 1996

Coming from a family where mom is a teacher and dad an engineer, Neal was under lot of pressure to take up engineering. But, as they say, a creative itch cannot be ignored for too long. Not the one to succumb to pressure, he successfully convinced his parents that his true calling lies in the creative world. And, with this unrelenting passion for creativity, Neal came to JD,

Bangalore to pursue a career in fashion & clothing. Since then there was no looking back.

He started a small business with a friend Russell. They bought export surplus fabrics off the street. And, designed and tailored waistcoats along with hand painted shirts and women's hair bands. All these sewn by a tailor that made uniform for the Army school kids. They sold these products at school and college fairs, and yes, it was a big hit. From Madhu Sapre to Sushmita Sen, he has worked with some of the biggest names in the industry.

Today Neal is working with Gokaldas Images as a Vice President-Marketing. Prior to this, he was employed by a well known name in Bangalore, Munish Hinduja, who owns one of India's most recognised garment export companies. He is closely associated with the Denim industry. For ten years he worked with a 2 Million Euro house. He was responsible for creating new products and eventually business. In his own words, the colour of indigo and the nature of this living fabric energise him. His contribution to the denim business is widely appreciated and applauded.

Being associated with a number of well known international brands, Neal is looking at starting his own denim brand some day. And, we are sure his relentless passion for the industry combined with strong determination will help him achieve this very soon.



## Neeraj Joseph Batch of 1998

Neeraj credits JD with his evolution from fashion designing to event management. JD, Bangalore is where he recognized that his creativity was multi-faceted. While doing freelance fashion designing post JD, a friend asked for creative help for one of his events and he ended up handling the whole event. That's when he realized handling events was his true calling. Creative, passionate and a workaholic, his

firm, Indivibe.com, approaches events with the vision of creating social clubbing communities. The platform also serves as an advertising platform for event organizers, nightclubs and brands. Neeraj's firm handles events like 'Final Wave,' the closing parties of Goa held every May since 2008. 'An event is like a well prepared dish. Each ingredient is equally important and if you compromise on any one ingredient, you're in for trouble. It helps to be passionate about what you're creating.' We couldn't agree more!



## Nagashree Ramchandra Batch of 2008

Her relationship with fashion is not because of the glamour associated with it, but because of the attitude to adapt to the creative and the weirdest changes. She says it is her outlook that makes her crazy about her chosen field. In fact so crazy that she quit her B com course after 2 years of passing out and joined fashion designing course at the JD, Bangalore.

Nagashree is employed with Arvind Lifestyles, a dream company for any fashion student. She works as a retail merchandiser, taking care of the real time inventory and the profit curve. Prior to Arvind, she had stints with Fabindia and Tesco, one of the world's largest retailers. From E-commerce, stock ordering/management, sales analysis and sales forecasting to inter warehouse transfers, Nagashree has done it all.

And, when she is not in the board room analysing the profit curve, Nagashree pushes her boundaries to explore her own creative curve. Yes, she has done reality shows too. Multi-faceted Nagashree was called as the costume stylist and judge for a reality show on Suvarna News 24/7.

By displaying these multiple facets of her personality, she truly stands out because of her ever-ready attitude to adapt to the creative changes.



## Prashant Chikodi Batch of 1996

"Life is like a novel with the ends ripped off. The definition of what I am is yet to be read or written, one page at a time". Prashant's journey into the world of fashion photography started back in the days when he studied fashion designing.

He used to attend fashion shows and capture the ramps and the visage of friends. Photography was a hobby then. He had done a multimedia course and

photoshop was his forte. Photographers approached him to get the pictures edited by him. Photography, which was a hobby till then, became a resilient passion.

Convincing his parents of this new found desire was a struggle. And, he lost. But this didn't deter him. There was nothing to begin with, not even a camera or a lens. Nonetheless, he went ahead to fulfil his dream, equipped with his ambition and strong will. He can still recall the days, when he was completely broke. But he kept going in- spite of all the roadblocks. For him, making do with the limited resources at hand remains the most challenging and exciting part.

Naturalistic, purist, and a little high key. This is how he describes his photography. For him, creativity has no end, only beginnings. And, with this spirit he ventures ahead, experimenting, setting new milestones, and above all leaving new benchmarks.





## Roshni Hegde Batch of 2000

A science graduate who specialised in microbiology. And now, a fashion designer. She was about to pursue higher studies in science. But destiny had something else in store for her. It was her keen interest in clothes that changed her career path.

Her designs feature interesting pattern work, simple

yet defined lines and intricate embroidery work with a

magical essence of ethnicity. Roshni is associated with Deepam silks for last 12 years. Her design aesthetics has led her to the education and aviation world too. She has designed uniform for Deccan International School, run by owners of prestigious Deccan Herald and also uniforms for an aviation school in Cochin. And, as if all this was not enough, she was also invited to speak on AIR on clothes and featured on Udaya TV recently sharing her expertise.

One thing is for sure, Roshni has perfectly mastered the 'science' of Fashion!



## Sithara Kudige Batch of 2005

Post her fashion designing course at the JD Institute of Fashion Technology, Bangalore, Sithara jumped straight into work at a production house. As a part of the production team, she also worked as the in-house stylist for various ad campaigns and TV commercials. This was just the beginning of a wonderful journey. Later, as a freelance stylist, she

worked with some of

the renowned production houses and photographers from Bangalore, Mumbai, Chennai and Delhi. Atul Kasbekar, Senthil Kumar, Swapan Parek, Radha Krishna, Rafiq Syed, Saurabh Dua, Amit Sharma, Suresh Natarajan to name a few. An experience that played a key role in her success.

This led her to launch her own design studio and label, creating bespoke clothing for clients. The label "Sithara Kudige", provides clients with specialised services like personal styling, bridal trousseau styling, besides creating one-of-a-kind clothing for them.

As a stylist, she has worked with an impressive list of brands like Kingfisher (UB Group), Lifestyle (The Landmark Group), Future Group, The Collective (Madura Garments & Lifestyle), other Madura Garments brands like Allen Solly & Van Huesen, Bhima, Deepam, Malabar Gold, Tanishq, Sakhi, Kalanikethan, Dove to name a few, opportunities that one can only dream of.

She believes fashion is a medium through which she is constantly evolving as an individual – professionally as well as personally.



## Smitha PM Batch of 2009

At 15, she decided to pursue fashion. Eventually after her 12th she ended up at JD, Bangalore, where she also won the "Best Designer" award at the JD Annual Design Awards.

As a child, Smitha loved arts, especially fashion and music. A fashion observer and obsessed with the new, she has innate respect for creativity and innovation. She is a designer, stylist, fashion consultant, artist, and an interior decorator with many feathers in her cap.

Her design celebrates the unpredictable nature of the world we live in, versatile but quirky, avant-garde, dramatic and Goth. She also has an experimental streak. This can be seen in her unique cuts, patterns and details. And, harmony of color is an important element in her designs.

For this young designer, creating her visions and turning them into reality excites her the most.



## Sooraj Chawla Batch of 2000

Hailing from a business family, he graduated in business management. But Sooraj was adamant in fulfilling his underlying dream of being a part of the creatively driven fashion world. He came to JD Institute of Fashion Technology, Bangalore and after that there was no looking back for him. His label is an amalgamation of beautiful colour, story and rich

silhouettes, mix and match of unique prints, fabrics and signature embellishments. Contemporary yet traditional, the Sooraj Chawla label has an element of mischievous mystery.

He started small; selling through private exhibitions, but 13 years into the business, the label retails out of a flagship store in Bangalore, as well as catering to the international market across USA, Canada, Dubai and London. Not only that, he has also forayed into the fashion e-commerce space by setting up his online store ([www.studiochawla.com](http://www.studiochawla.com)).

From designing for various stores under their labels to Kannada film industry and leading advertising agencies, the designer has got his business of fashion right.



## Soumya Perakatt Batch of 1998

Soumya hails from God's own country, Kerala, moved to Bangalore in the year 1994 to study at JD Institute of Fashion Technology, is currently lives in Chicago. Quite a globe trotter! Fashion has been always there inside her, a passion, starting from her late childhood.

Now she owns a label named "DESI Diva" by Soumya in Chicago. Her designs feature simple lines and cuts yet elegant, playing around with

unique fabric and colour story. Prior to moving to Chicago, she had a business in Bangalore under the name of "SnS Designs", catering to men's and women's clothing. Now the business is managed by her brother.

The entrepreneur in her has a future vision to expand her business. She is looking forward to tie-ups with some of the leading American brands to create "Indian clothing counters" in branded stores. The girl is all set to prove that the fashion world has no boundaries.



## Vinita Berry Batch of 2009

She worked in the investment banking sector for 3 years, but her true calling was rooted in the world of fashion. Vinita decided to follow her muse. With a strong desire to develop a better insight of the industry, she decided to invest her time studying design at JD Institute of Fashion Technology, Bangalore. Indeed, a courageous leap into the fashion industry. She made a bold choice few years back, and

it paid off. Today she owns a successful label "Le Couturier by Vinita Berry", retailing out of her store in Bangalore and a couple of multi-designer stores in Goa. She is also a regular face in many of the exhibitions held all over the country. And now, encouraged by overwhelming positive response, Vinita is ready to expand her presence in the domestic and international market.

The designer effortlessly marries modern western cuts and elements into the aesthetics of Indian wear. The blend of muted and neutral tones with a sudden pop of colour is sophisticated yet dramatically playful. Expert Texturing techniques, shells, exquisite beads and intricate embroidery - all create an amazing visual effect.

Vinita defines herself as compassionate, elegant, observant, opinionated and independent. And, her design story is a true reflection of her individual personality – classic yet contemporary.





## Akanksha Jain Batch of 2007

Even as a kid she would turn classic accessories on their head and make a dull outfit stand out. That was the clue to the profession she would pick up for herself. That of a fashion stylist. But she wasn't in any hurry. While her batchmates were lining up to work in export houses and burning the midnight oil to put together their own label, Akanksha decided to hone her skills further as an intern to the renowned fashion designer Gaurav Gupta. She soon picked up the knack of sizzling up an outfit with old world glamour and modern sophistication. Now as the fashion stylist of the fashion magazine FNL she writes about the latest trends, the latest look and styling beauty products. And readers take her word as the gospel truth.



## Aiman Chunawala Batch of 1999

A designer with the heart of gold. An angel with a measuring tape in hand. A messiah on the highway of fashion. Aiman Chunawala has carved her own path to moksh. A diploma in Fashion Designing from JD Institute in 1999-2000 and a degree in Sociology from Sophiya College: the mould that sculpted the person she is today. An active member of NSS, she works across many NGOs, teaches in blind schools and is an honorary faculty at various institutes. Feminine, delicate and enchanting.

That's her style. And her creations are open-heartedly welcomed at exhibition cum sales all over India. Like the ones organized by The Shaila Group at the Taj President and Archana Group at the World Trade Center. If the line Fashion Buzz has mesmerized you season after season, you now have the opportunity to thank the creator. You guessed it right, Chunawala owns Fashion Buzz.



## Anchal Gulati Batch of 1996

Sip aperitifs in the lavishly done living room or flip a hardbound romantic classic in your bedroom. The décor will set the mood. Especially if the décor has Anchal's Midas touch. From roomy rooms to warm ambience. What is demanded by the patron is supplied by her. Only after it has been refined, done up and mish-mashed. For that perfect look. Currently she heads the décor division of Studio Us Design and is décor columnist in HT City, the all glam supplement of Hindustan Times.



## Biswajit Batch of 2003

Frame composition, light, expression and colours, Biswajit's photographs have them all. Each photo seems to have been meticulously painted by a master craftsman over years. They appear just perfect with no element missing. No wonder this dude quit a high profile corporate job to pursue his passion. For the last two years, he has been working on children's profile and portraits. His masterpieces will be soon put up at an exhibition. The event, art connoisseurs have been waiting for.



## Nitika Seth Batch of 2000

Trust a young girl to initiate the intense statement a news channel conveys. Leaving her bohemian attitude behind, bringing forth the subtleness of her character that wasn't due for another 20 years. But then, that's professionalism and that's the knack of understanding your patron and its needs. Nitika Seth has been instrumental in creating a new brand image for Zee News and Zee Business. The 'classy' classic look. Her short stint at Zee Sports was creatively satisfying for her. She styled legends like Kapil Dev and Arun Lal. Currently her expertise is infusing the seriousness and credibility into upcoming news channels like India News and News 24. She is a precious possession for the news channels as she fluidly mixes pastels and cool summery colours with the serious browns and beiges. Bringing alive the drab news bulletins.



## **Falguni and Shane** Batch of 1992

The duo that can lit up the ramp with the sheer brilliance of their collection. A collection that's dramatic, sultry and not for the faint-hearted. At fashion weeks that mushroomed from one, to two and then to three, this designer duo are amongst the only few to get constant global attention. Their international appeal is such that if you go globe trotting, you are sure to walk into designer stores and find a Falguni & Shane displayed in full glory. That's if you are the types who visit Spain, St. Tropez, Greece, Miami, London, Hongkong and Istanbul.

Shane and Falguni are today predicted to be the designers to watch out for in the coming years. Starting out with a purely prêt collection, they now offer a prêt line, diffusion line and couture collection, including a men's line as well. All in a span of three years. They have wowed the connoisseurs with innovative blends of fabric, abstract cuts and rich embellishments. Their cult following comes from the cosmopolitan chic who appreciate creative use of opulence. Dramatically designed drapes, sleekly styled silhouettes and an infusion of eastern elements together with majestically reinvented motifs give their collection a completely unique nuance. A husband and wife duo, their every collection seems to be truly born out of love for the craft.



## **Jaswinder Gardner** Batch of 1994

Some are dramatic in the way they are. Your first brush with them and you know they are not the one to be easily appeased. She wants it all. And in her style. The year Jaswinder Gardner completed her course at JD Institute of Fashion Technology, she was adjudged as the Outstanding Student of the Year. And that was just a promo of the times to come. Soon she was winning all the awards and laurels. And what a journey it was from the Promising Designer award to the Outstanding Designer award. Atta Gal! Conservative, ethnic, urban, futuristic, she has designed it all. And to lay eyes on her creation, you need not walk into a store. It's there on the big screen, small screen, any possible screen.

From Antara Mali in Road to Sunil Dutt in Munnabhai MBBS. From the star-cast of Krrish to Jassi's look in Jassi Jaisi Koi Nahin, to styling of the main characters in KumKum. Her creative splashes are everywhere to see. And that's not where the story ends. This spunky girl has acted in many ad films herself. Didn't we say, this girl is not easily appeased.



## **Gaurav Chabra** Batch of 1997

Few stories in real life turn out the way fairy tales do. With the right amount of drama, surprises and glamour sprinkled in. Gaurav Chabra has lived one such life. Let's rewind to where it all started. Financial conditions at home drew him to take up work while he was still in college. It might have seemed the end of the world for a kid. But as luck would have it, he landed a job where he had to sketch for designers. He soon fell in love with his work. Putting in extra hours and most often adding value to the designers' pieces of work. Thankfully, people in those days were a secure lot. And obviously his talent was out there for everybody to see and appreciate!

He soon got the opportunity to work with Diwan Sons. His sensibilities and craft started redefining the fashion protocol. Especially how men used to dress up for their weddings. Suddenly embroidered sherwanis burst out to capture all the limelight at the big fat Indian weddings. And when you pick a Gaurav creation for your wedding, you can be sure that no one else has it. For one design of thread work adorns just one sherwani. A marriage for a life time, here too.

At the Siyaram Designer Award Function in 1997, Gaurav bagged 3 of the 7 awards. Quite a feat for a rookie. Today his sherwanis are displayed in the spotlight at all major retail outlets under the brand name 'Ohm'.

No fairytale can end without the princess, can it? Rashmi Chabra, a designer by profession is also his strongest supporter. Designing partner, his emotional anchor, most hard-to-please critic and a true friend. And together they make a perfect picture. The happily-ever-after kinds.



## **Ronjoy Gogoi** Batch of 2001

He was once about to land a white collar job, but thank God the interviewer saw that Ronjoy fitted elsewhere. After his photography course at JD Institute of Fashion Technology, his journey has been nothing but a kickass adventure. Ronjoy looks back nostalgically, "No two days have been the same. I got completely blown away by making things look completely different than what the whole world perceived them to be like. I have been on a different trip altogether." The magnificent images here stand testimony to that.





## Maheka Mirpuri Batch of 1996

What does a diva want? Not really a brainer here, it's an easy one. An ensemble that's no less than an exclamation mark. A look that's pulsating with life. That's exactly the brief Maheka Mirpuri draws for herself every time she sits in front of the drawing board. There was a time when dresses in vogue were the ones that would make you camouflage in a cocktail party. You know, the LBD types. But Mirpuri wasn't the one to follow dictates. Her collection bursts forth in a riot of colours ranging from emerald greens to electric blues and from plums to oranges. Earthy tones like creams, beiges and browns are made to blossom

amongst vibrant hues. Her collections reveal a naughty and saucy feminine side. At the same time, it's the most recommended drape for the red carpet. So it's not really a surprise that her designs sparkle the cocktail circuits from Mumbai, Delhi to Dubai and London. And the cr me-de-la-cr me of Bollywood pick her up with eyes shut. For Mirpuri, fashion is a m lange of everything she is passionate about. An exhilarating way of propagating her experiences, enthusiasm and reverie to others.



## Rocky S Batch of 1990

What every walk-in closet can't do without is a Rocky S. So much so that Rocky S today is not just a brand name. It's a school of thought. It's an institution.

Ask any fashionista and she will cross her heart and tell you that no one can match the sharp tailoring, the water-like drape and the sheer attitude of a Rocky S that sends shutter bugs into a frenzy on the red carpet. He is also the man who single handedly changed the way Bollywood dresses today. If we may say so, he started the sartorial renaissance of the

Indian Film Industry. And the outcome we see today is surely taking the country by storm. Release after release. It redefines what the country should be wearing. That's a very powerful position to be in. Rocky S was always the prodigy JD Institute believed in. When he passed out in 1990 he took up a humble job of a designer at Roopam. A warm up session for him. For soon he had the best of Bollywood playing his muse, from Rekha, Manisha Koirala, Raveena Tandon to Akshay Kumar and Shilpa Shetty. And soon his designer store was jazzed up for choosy celebrities to indulge in. A Rocky S creation today gets automatically classified as a timeless must have. That's quite a lot to rock about.



## Sanjith Batch of 1996

JD Institute of Fashion Technology was the stepping stone for Sanjith. To feed his urge to learn more, he went on to study fashion and designing at the University of Arts London and State University of New York. Today he is the founder and creative director of 42nd78. It is a Delhi based design consultancy with over 14 years of international experience in bringing mind-blowing concepts into reality. Having worked in New York and London for almost a decade, his thoughts speak

the universal language of design. Sanjith seamlessly blends together several practices to create a unique and distinctive style. Some of his clients include Steven Spielberg, Ralph Lauren and Jennifer Lopez.



## Satish Sikha Batch of 1994

Satish Sikha was born to spin the colour wheel and pick at random. But in his randomness lies method. Contradictory colours become soothing, gulping the flow of the drape. His mad play with colours is not just limited to the family of woven. His unconventional designs have become all the more edgy with embellishments of real precious stones like rubies, emeralds and diamonds. So much so that it has become his signature style.

Trained in mathematics, he soon calculated that a brighter future lay for him in dressing up people. After joining JD Institute of Fashion Technology, he just became surer. No wonder he was dressing up the Miss Universe contestants in 1994 and 1995.

And soon fussy Bollywood celebrities started trusting him to dazzle them at staid social dos. An entrepreneur that he is, he defied convention and promoted student designers in the most eye-ball seeking ways. He did everything that was not expected in those years. Right from using pythons to creating artificial rains. Another creation of his that has become a piece of art is the range of gowns for brides. Co-designed with his partner Tsufa Bijelic, whom he met at the International Academy of Design, these gowns are not for the coy and shy breed. Rather it's for brides who are out there, in your face, commanding all your attention. And appreciation. For a bride who can't help but steal the show.



## Sarika Jain Batch of 2004

Like so many of us, she was confused as a young woman, but finally found her destiny. How else would you define her journey? She graduated in commerce. Finished her MBA in finance with top honours. Then trained to be an actor at Ashok Kumar Acting Academy. After all these detours, she came to JD Institute of Fashion Technology. Here she found her true calling. So much so that within a year of graduating from JD, her first collection was ready for launch. Dainty, elegant and dreamy, the collection was predominant with embroidery motifs of Lucknawi and Kashmiri style. And to top it was the mixing of kachha and processed resham for thread work. Hand-picked international models sashayed down the ramp in her collection. By industry norms, it was quite a first. Since the designs were truly Indian in soul.



## Smit Raj Gyanani Batch of 2007

Smit Raj Gyanani is a label started in the year 2008. Before joining JD Institute of Fashion Technology, he was pursuing engineering, which he discontinued to follow his dream to become a fashion designer.

At JD he won the 'Presidential Award' for his final collection at the JD Annual Design Awards in 2006, since then there has been no looking back for him. He started his professional career with styling, which gradually evolved with time into making clothes.

The design label 'SMIT' by Smit Raj Gyanani caters to both menswear and women wear. The Label basically focuses on prêt line and moves towards House Couture. He focuses on cuts and details. And, also loves to play with colours and fabrics and has a very minimal use of embroideries and embellishments to keep the beauty and elegance of the clothes.



## Somesh Chakraborty Batch of 2007

Jewel toned eyes and plum lips. A look that goes best with his range of clothes. Because he designs for the modern woman. One who enjoys a bold, contemporary look. And picks up attires that redefine her wardrobe. He bagged the Most Outstanding Designer Award in 2006 and started assisting Sagar Mehra of Parampara fame. He spear-headed towards success when he launched his own label Livana in partnership with Mayur Rastogi, the Director of Roop Sarees.

Over the years Livana has enraptured the divas with Indian bridal wear and fusion wear. Study by Janak in Delhi and The Designer Studio in Mumbai showcase their brand Livana in its full glory.



## Tosham Acharya Batch of 2009

Tosham is not just a designer, he is a photographer, writer, actor, director, set designer, costume designer...phew! And he excels in all his roles. One of the short films he has acted in has won many international awards. And it is no surprise that the feature film for which he is busy shooting as a lead, will be a hit too. To quote him verbatim, "whatever design I learnt at JD has left a deep impact on my mind and will continue to influence my work in the years to come, in the field of costume design, theatre and direction."



## Vidhi Singh Batch of 2003

Trendsetters invent themselves. Every moment. When you start getting acquainted to their craft, they go out and surprise you with a new facet of their personality. Vidhi Singh learnt her fundamentals at JD Institute of Fashion Technology. Then she went ahead and honed her skills at Oxford. Now at Figure Clothing, UK, Vidhi Singh conceptualizes the new collection of high street brands like Miss Selfridges, Top Shop, Zara, McKay's and ASOS. One look at her collection and you know why she is the custodian of global brands.





## Urvashi Kaur Batch of 1995

Class just stands out. It doesn't need a band of musicians to draw attention towards it. It's just there for you to look at again and again. For class can't get beaten by time, never has. Urvashi Kaur is a brand to reckon with in the world of luxurious prêt and couture ensemble for women. Her debut collection at Lakme Fashion Week 08 was hailed as contemporary in one breath, and classy in the other. That's a rare balance to achieve, and rarer to do an encore. Connoisseurs say her

collection reminds them of a string of pearls. Classy and evergreen. Born in a family of artists and writers, a natural bent towards anything creative was foreseen. But the artist in her was further honed by the exposure traveling got her. Being the daughter of Chief of Army Staff, she stayed in different parts of the country, letting her sensibilities absorb from different cultures. And the outcome today is for everyone to see.



## Yuvraj Nagpal Batch of 2002

Yuvraj Nagpal, took his first step into the fashion industry at a tender age of 16. At the age of 18, he launched his first studio - 'Yuvraj' at Lado Sarai.

He gives the credit for his success to JD Institute of Fashion Technology, where he learnt the finer skills of the job. His exceptional Indo-western collection in tones of flaming greens, pinks, whites and blues look delightful with the matching accessories like heels and bags. Whether a traditional Lucknowi kurta-pajama, dhoti or the cocktail wear shirts and trousers with embedded stonework, or the lehengas, cholis, blouses, sarees and ponchos, each one of his outfit is distinct in design.

His designs suit the wardrobe of every class of the society and he makes sure that they cater to the age from 17 to 70.



## Deepak Vijay Batch of 2013

As a child Deepak was extremely passionate towards art, painting and technology. That passion shaped his present, the person that he is today. Hailing from a business family, there was absolutely no connection to art. However, his family supported him to go ahead and fulfil his creative dreams. Realising his true calling, he took up fine arts post his 2nd P.U., which eventually lead to a Masters in Visual Arts. However, his

insatiable thirst for knowledge continued. After his Masters, Deepak discovered his unquenchable desire to learn photography. Without any prior experience in the field, he joined JD Institute of Fashion Technology, Bangalore, to learn the art and science of photography. Today, he is a successful and versatile professional photographer, who has worked on various projects, ranging from fashion and corporate shoots to wedding.

He thanks JD Institute of Fashion Technology for all the support and the opportunities created that helped him to fulfil his creative goal. He profoundly praises his mentor, Mr. Kishore Ramachandra, whom he thanks for inspiring his creativity and being a constant source of encouragement.



## Rashmi Batch of 2014

"I started off with a dream to design exquisite jewelry, but had no clue as to how to go about it. Searched around and met the wonderful people at JD Institute of Fashion Technology and things changed from that moment.

I liked the relaxed atmosphere at the institute, interactions with co-students, faculty, staff and the exposure given to me, which enabled me to reach where I am today.

A big thanks to 'Bhuvana' for introducing me to this magical world of designing, for guiding me, encouraging me when things were difficult and teaching me the crucial points of jewelry design.

Today, I'm with the 18 Carat Design Studio at Ganjam Bangalore as jewelry designer. Using the techniques learnt at JD institute of Fashion Technology and the teachings at Ganjam, I have created many new, contemporary and classic jewelry pieces. Most of the designs were appreciated by me seniors and the greatest pleasure was to see my creations come to life and displayed at the Ganjam showroom. This makes the entire journey, the effort, the struggle and process all worth it. Once again, a big thanks to all at JD Institute of Fashion Technology."



## Hemanth Murthy Batch of 2014

Creative, daydreamer, calm, friendly and trustworthy, yes, this is how he defines himself. For Hemanth photography is a spiritually creative experience, a medium that helps him to connect with people and their real self, a therapeutic experience where all his worries and stress melts away, a process through which he is able to express his individuality. An extrovert, he loves people. His creativity charges up being around people. He has always appreciated the beauty and complexity of human minds and their

multiple layers. Hemanth started taking pictures four years ago, and the first thing he started doing was photographing people around him, discovering them. He was so obsessed with photographing people that he carried a camera with him everywhere, capturing images of everybody around him—friends, family and strangers.

He has vast expertise in photographic principles, especially in black and white. With his imaginative and out of the box critical thinking approach, combined with intensive training and skills acquired at the JD Institute of Fashion Technology, Bangalore, Hemanth has worked on a variety of projects, ranging from fashion and products to weddings and portfolios.



## Debayan Sinha (Ryan) Batch of 2013

Photographer Debayan Sinha, popularly known as Ryan hails from the picturesque North Eastern state of Tripura. He came to Bangalore in the year 2007 to pursue his bachelor in commerce, followed by a course in graphic designing. But his true calling was in photography. Ryan enrolled for a course in photography at JD Institute of Fashion Technology and since then there has been no looking back.

He credited JD Institute of Fashion Technology, Bangalore and his mentor Mr. Kishore Ramachandra for his professional success. Ryan on Kishore Ramachandra: "Getting

an opportunity to get trained under Kishore sir, was one of the milestone moments in my life. I fall short of words to describe his strong experience on the subject, his practical and theoretical teaching methodology and the value that it has contributed towards my photography. He is a fantastic mentor who is always approachable, and his greatest strength is offering us very constructive feedback. He has an innate ability to combine the creative and the business aspect of photography, something we all need to learn before getting into the competitive environment".

A perfectionist, Ryan has specialised in different genres of photography, which includes promotional shoots, portraits, model portfolio, commercial and fashion photography.



## Sanjith Seetharam Batch of 2014

After Bachelors in Commerce and a Diploma in Interior and Architecture, Sanjith pursued a course in fashion photography from JD Institute of Fashion Technology. Inspired by the beauty and mysterious charm of nature photography, he started his journey into the world of photography. According to him, at JD his curiosity about photography was answered by blending teachings that were highly practical, process oriented and technical, while inculcating an aesthetic insight of what

intrigues or attracts one to the power of an image. He has been ever thankful to his mentor Mr. Kishore Ramachandra, at the JD Institute of Fashion Technology, Bangalore, for his individual advice, constructive feedbacks and mentoring, that helped him to build upon his strengths as a professional photographer.

Currently Sanjith is engaged with multiple projects; including working as a camera & post-production artist for India's well know E-commerce company catalogue partners for Flipkart, and as a still photographer for an untitled Kannada movie. Till date he has completed around 35 photography projects for some of the finest brands such as Milton, Prestige, Hawkins, S.C Handicrafts and Pigeon, just to name a few. He has also worked with multiple clients ranging from jewellery and footwear to architecture and industrial products.





## Akhila Dixit Batch of 2012

A post graduate in Advertising and Marketing but art has always been a huge influence on her life. Colours, textures, prints have allured her and helped her actualizing the designs in her head. She started her Design career as a student at JD Institute and then assisted designer Nimirta Lalwani for a while. Creation has always been a part of her life and this is what she loves about fashion the most. She followed her passion to carve something of her own and started her own label "Little Ideas" with a friend. Her designs consist of clothing and accessories. She started off with eco friendly tetrapack clutches

and bags. She is into blogging and styling as well and would like to describe herself as a passionate, determined and free spirited person. Her design aesthetics revolve around simplicity, elegance and comfort and credits JD Institute for giving her a strong foundation and helping her bring out the best in herself. She hopes to see 'Little Ideas' become a household name across the country someday.



## Dinesh Raj Batch of 1999

Fashion design, styling, fashion choreography, make-over artist... he does it all. He does model portfolios with complete makeover, for new fresh faces and upcoming actresses. "I discovered myself as a designer when I was in high school itself when I was asked how to dress up for functions for friends and high school events," he says. "In 1999, after graduating from JD fashion Technology Bangalore, I stepped into the fashion industry for the first time I knew I was at the right place." Since then, there has been no looking back with shows for MNC's and corporates like DELL, IBM, Patini etc. He has also specialized in wedding bridal collection and western wear. To add to his credit, he has done major

fashion shows with Javad Habeeb (hair stylist), Prasara Bharathi for khadi (DD Channel), for Karavali Food Festival and Calcio Swiss watches in Mangalore. He has also done various beauty contests and multiple fashion shows in prestigious colleges like Baldwins Boys College Bangalore and Bishop Cottons Womens' Christian College Bangalore. He assisted a contestant for Mrs. Asia International that was conducted in Pune this year. He has completed design for films as well: Kannada (Santhosha), Telugu (Naloo Vasantha Ragam), Tamil (Vanathil Oru Devathe and Evein Chirangivi), and is currently working on an upcoming Tamil movie( Karupu Addugal).



## Sowmya Batch of 2009

'Encouraging us to be more independent and the freedom to think and act on our own. This, I would say, is the best thing I felt about JD. Here, our interests were given priority. The point is to do what we like and to give our best to it.

Over the past ten years, my area of expertise is Visual Communication (Visual merchandising). This job arrived accidentally, as soon as I completed my Diploma in fashion Designing. I began as an Executive, Visual merchandiser at Weekender because the profile was interesting, didn't take too much time for me to adapt, and offered me a satisfying feeling. Today I am working for Samsung as a Manager & have worked with

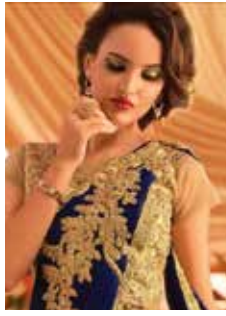
companies like Arvind Brands (Flying Machine), Madura Garments (Van Heusen), Future group (Bangalore central & Big Bazaar) & Mahindra Retail (Mom & me). Today being an achiever with extensive & successful experience in the visual merchandising industry with large multi channel retail fashion chains, I'm seeking challenging roles in the area of retail management, store management & customer experience. I strongly believe in always forging ahead and taking others along with you!"

Unlike other MBA/ Engineer graduates, I liked crayons & HB pencils, must say I loved all of my fashion design classes because I knew that was what I wanted to do and all those classes helped me to build my skills... overall it was a great experience at JD & proud to be a "JDIAN."



## Kavyashree Gangadhar Batch of 2014

Kavyashree was always a promising student at JD. Dedication and perseverance were always her stronghold, which led her to win the 'Award for Best Design Collection' at the JD Annual Awards of 2014. Post her graduation, she worked for 3 months at the Gokaldas Exports, and then started styling and designing for clients privately. Her designs reflect timeless elegance and is particularly inspired by the Oriental and vintage influences of art. She is now about to launch her new brand Ikhaayeni, which will specialize in an Indo-Western range of clothing.



## Namrata Harjani Batch of 2013

"There has always been something different about Namrata!", exclaim most of her faculty members. Known for her spunk and vivaciousness, Namrata acquired and finetuned her knowledge of fashion design at JD Institute of Fashion Technology. Post her studies, she immediately started getting opportunities to style celebrities like Shivika Gupta for various events, and is now designing costumes for movie and daily soap actors under her brand 'Closet Aurora.' "The road in this journey of mine is a learning experience each day," she says, reminiscing how her teachers at JD Institute have been instrumental in helping her grow as a designer and entrepreneur.



## Pooja Ostwal Batch of 2013

Pooja Ostwal completed her fashion designing from JD in the year 2013. She likes travelling, exploring and experimenting. This very love for experimentation has led her to partner with a friend and launch her own fashion and accessories label 'Little Ideas.' "My idea of fashion is that it should be classy and unique. I believe everyone should add their unique touch to their dressing style which will add a personal touch to their whole attire." The reason to launch a brand like Little Ideas came primarily from her personal needs for fashion which was to create something affordable, chic and wearable. "JD gave us the right platform to build our

knowledge of fashion and has guided us through different genres of fashion. We thank JD in supporting us and we hope this small scale venture becomes one of the known brands soon."



## Shylaja N Batch of 2013

"JD Institute of Fashion Technology is arguably one of the best fashion institutes in India and I am a proud alumni. I strongly vouch that the institute perfectly balances training and academics. The course content is well laid out and pragmatic. This institute has acted as a stimulant to expand my cerebral horizons in fashion designing. I highly recommend JD Institute as it lays strong foundation and equips an individual to enter into the world of fashion designing and technology.

I currently work as an assistant to a world renowned fashion designer and my learnings from JD do come in handy. If you are learning fashion at JD then you are in safe hands. I wish the students all the best. Learn, think, live and breathe fashion. Happy learning!"



## Pragnya Hebbale Batch of 2015

Pragnya was always sketching and drawing in school "I used to always put my thoughts in form of a sketch on papers, so later when I gave a serious thought to this, that's when jewellery designing happened to me." Diamonds are her passion, and this is the reason why Pragnya loves to make them the hero of her designs. Her brand Kyra has already received great appreciation from her clients and the people in the industry. Meeting new people, exchanging creative thoughts, getting to learn new things every single day, playing with colourful gemstones is what she loves about her profession "My journey at JD Institute was absolutely amazing and proved to be a great platform for budding designers like me! My faculty made me believe that nothing is impossible, helped me in brushing up my skills and moulded me into being a professional."





## Thirtha Uthappa Batch of 2014

Creating and designing jewellery has always been an interest and a passion, which she channelized into her jewellery brand called 'Samaara Jewellery' ([www.samaarajewellery.com](http://www.samaarajewellery.com)) Being an IT professional and management consultant for close to 11 years, it took her a while to realize her true calling which was creating and designing jewellery. As part of this journey she reached out to JD Institute to learn the aspects around jewellery designing. She believes the institute and

the faculty members provided her with just the right knowledge she needed to complete her overall portfolio as a jewellery conceptualizer. The 6 months at JD helped her to understand all aspects around designing jewellery which always come handy in her career.

Through Samaara Jewellery she creates personalized and customized jewellery in gold and diamonds.



## Vaibhavi Reddy Batch of 2014

"I was always anxious to be a part of this industry and really didn't know if I had it in me to be a jewellery designer," reminisces Vaibhavi, who is now working as a jewellery designer in the leading French jewellery company Marcel Robbez Masson. Post her course at JD Institute, she received this wonderful opportunity to work with the well known designer, Sunita Shekhawat from Jaipur. Here, under the mindful training of her mentor, she learnt the finer techniques of creating Indian jewelry. And now, at Marcel, she has had to develop her skills to create modern pieces of jewelry which cater to the international market. She says, "At JD Institute, I learned techniques that I will use over a

lifetime to improve my designs. It was a great experience and I'm glad I took this course." We, at JD Institute, are extremely proud of her achievements.



## Ekta Makwana Batch of 2013

Ekta recounts the day when she was standing in a queue, to submit her filled application form for medical studies, but something within her was stopping her from submitting the form. The choice was hers; either submit the form and study medicine and become a doctor or listen to her heart and pursue her creative journey. She chose to listen to her heart, and tore off the application form and walked out of the medical college, to fulfil her creative dreams.

When in doubt, she has always relied on the silence of her heart and creative spark of her mind. Indefatigable, capable, generous and patient is how she describes herself as

a person. She strongly believes that JD Institute of Fashion Technology, Bangalore had added a new meaning to her life, and a shape to her dreams. Today she looks at herself as a young, confident girl, who is genuinely happy with herself, steadily marching towards achieving her desired goal.

Currently, she is working in Tagos Design Innovations Pvt. Ltd as an Associate Fashion Curator, and has worked on multiple projects in styling, visual merchandising, costume designing and blogging.



## Lekha Sanwal Batch of 2013

On being asked, what defines her the best, she said, "Simple and complicated, as weird and interesting as it sounds but this defines me the best". Now, that is indeed an interesting contrast, and that is what makes her life lot more exciting.

Unlike other kids who doodle or scribble in the last pages of notebook when they are in school, Lekha used to draw Croquis and design garments. That in itself was a process of self realisation for her, the field that she was made for and sparked her journey to the creative world.

A fashion Stylist, fashion writer, image consultant and a wardrobe stylist, the liberty of experimenting with an idea and communicating the possibilities of fashion electrifies her the most. For her JD Institute of Fashion Technology, Bangalore was a liberating experience that gave her an opportunity to add wings to her dreams, a place where she learnt to hear and respect her own opinions.



## **Madhurya Sathyanath** Batch of 2013

From a very young age Madhurya was drawn towards the fashion and glamour industry. She had been intrigued with design, colours and wanted to work in a creative field like design. Ambitious and self motivated, she strongly believes JD Institute of Fashion Technology gave her a platform to showcase her talent and opened doors for great opportunities. Currently, she is working in the Visual Merchandising department of one of the most loved women's brand "ONLY", where she takes care of both the windows and in-store displays, and has been adjudged the star top seller of the store. An observer and obsessed with the new, she has an innate respect for creativity and innovation. She is a people's person, and connects with people through her work visually. As a visual merchandiser, she exactly knows how to be creative in a ommerce driven market.

She loves to observe how people react to her display and the way it visually stimulates them. A visual-intellectual, she believes imagination is the first glimpse of reality. And above all, she loves Fashion.



## **Varsha Sampath** Batch of 2013

"There are no shortcuts in life. Each and every step or decision that you take is entirely yours. I practice what I preach. You are accountable for your happiness, your success and your life entirely. Love what you do and do what you love", Varsha said of her philosophy towards life. We are convinced; the girl with her razor sharp clarity of mind is surely on the right track. The idea of integrating technology with fashion excites her the most. Currently, she is working at a start-up called Tagos Design Innovations Pvt. Ltd, India as the Associate Fashion Curator.

Fashion has been a part of her life since the very beginning and down the road, she realised writing was her true calling. With teachers and mentors that appreciated and critiqued her work, Varsha decided to follow her

creative streak right when she was given my first review. During her under grad, she was appointed Editor for the in house fashion magazine, which gave her an exposure as to what the duty entails. This went on to inspire her to come up with her own blog about fashion. During the blog writing, she was approached by various fashion portals for guest blogs, freelance and editing. Varsha was also the fashion editor for an e-magazine called 'The Mumbai Musings'. She has been an active fashion writer for some of the finest fashion websites in the country like 'Giasaysthat' and 'Fashionlady', for which she wrote articles on fashion, clothing and beauty.

A voracious reader, she is confident about herself, her work and her language, which is the foundation for her field of work today. Bold, whimsical, unpredictable, spontaneous and well informed, is how she defines herself. For her, JD institute of Fashion Technology has been an eye opener; a place where one is just not taught subjects or fashion, but they prepare the next generation for the cut throat world out there.



## **Ayesha Naveed** Batch of 2013

Confident, accommodative, determined, quick learner and diligence are the traits that define her. With over two and a half years of experience in garment Industry spanning technical and processing to customer relation management, Ayesha Naveed has worked as a marketing merchandiser in Gokaldas Exports exploring the buying sector in & around the world. Prior to joining Gokaldas she was working as a visual merchandiser with the world of Titan.

She believes, JD Institute of Fashion Technology was a life changing experience for her, personally and professionally. Armed with the experimental, observational and traditional visual know-how of the industry, she is working on launching her own retail outlet.



## **Dhanya** Batch of 2013

She joined the in-house brands, Home Center & Lifestyle of the prestigious Landmark Group, a multinational conglomerate, involved in retailing of apparel, footwear, consumer electronics, cosmetics and beauty products, home improvements and baby products. With her sheer hard work and a strong will to succeed, within four months she was promoted as a Visual Merchandiser. Now, that was quite a feat. Based out of Landmark's corporate office, she was assigned with the responsibility of conceptualising window display for the group's stores all across India.

She was actively involved in the opening of three stores in Mohali, Pune and Qatar. Dhanya has an impressive list of experience in styling, marketing, retail buying and more. A strong visual communicator, Dhanya's creative and structured approach has been the winning formula for her and the organisation that she works for.





## Parinitha Vijay Batch of 2014

Parinitha has been working as a freelance beauty and makeup artist since January, 2015 and now has launched her own company of makeup professionals under her name. Always known for her dedication and hardwork, Parinitha exclaims "I would like to thank JD Institute of Fashion Technology and especially Leila Ma'am for everything. They have instilled the confidence in me to start my own business." Parinitha is now highly acclaimed amongst the industry professionals for her work and creative vision and is currently working on a number of soap opera projects for the Telugu film industry.



## Rini Rego Batch of 2014

Rini P Rego a versatile professional in her own right, a graduate in Journalism from Christ University, Bangalore, she entered into the field of hospitality, sales and marketing and rapidly rose to head Poster Publicity south (outdoor advertising arm of Group M) one of India's largest advertising firms.

She is also an entrepreneur who along with her husband the popular MC/Game host/entertainer- Mark Rego set up one of Bangalore's most popular restaurant Peppa Zzing, which is soon to be a multi outlet chain across the country.

Mrs Rego's forte and passion, however, lie in her unique talent of Fashion Designing, an art that she has practiced and perfected for well over a decade. Rini has designed and created Designer outfits for a multitude of fashionistas and celebrities across the city. Her distinct style, choice of fabrics, bold yet fashionable designs, eye for detail but more importantly "think differently" creations have won her the admiration of her clients. In Rini's words "I like to design clothes that are stylish, chic, different, fashionable... yet wearable and comfortable and not just used for walking the ramp."

And for all you guys out there who thought that fashion was only for women... say Hello to Rini P Rego, she is your answer to good, stylish, comfortable, classy yet affordable dressing and for you gals she is your answer for a haute, couture, ensemble on the best of International lines at the most affordable price in Indian rupees.

Rini is also an accomplished Professional Makeup Artist who has trained under the watchful eye of perhaps one of India's most respected and well known Makeup Artist, Leila Sharma through JD Institute, one of the most reputed fashion and Design Institutes in the country, she has immense experience in doing makeup for various weddings, Photo shoots, Fashion Events and Online retail portals.

What sets Rini apart in her Make up assignments is that she thinks differently and out of the box and never hesitates to try something new and bold, and keeps the basic aesthetics in mind.

Rini P Rego is unique and only does personal designing work/ Make up assignments, and can be contacted at mail2rini@gmail.com, 9742578988/9880215123.



## Abhijeet Batch of 2010

An internship that showcased his work on the runway of fashion. Under the young and talented fashion designer Prashant Verma, Abhijeet learnt everything about texture, ornamentation and rock engravings. Impressed with his dedication and diligence, Abhijeet was favoured to the post of assistant designer by Suneet Verma. This kid is roaring to go far.



## Abhijeet Thakur Batch of 2005

The man behind the winning couple of Nach Baliye, Abhijeet Thakur styled the look of Sachin and Supriya. Soon after college, Abhijeet started working with Globus. In no time he was pursuing his dreams of styling stars in Bollywood movies and serials. He is a prodigy to look out for.



## **Beenu** Batch of 2000

A designer with a degree in Philosophy. That would give the bohemian, the classy, the uber-cool and the flamboyant so much to celebrate about. So hold on ladies, Beenu is here. The philosopher designer who believes that none is as articulate as the colour of your clothes. She effortlessly brings together embroidery-kissed bright colours. Lets them cohabit. And the result is for all to see. Flaunting kaftans and flowing kurtis. Pick up a Beenu and be sure to make your appearance a glamorous sighting.



## **S.T. Benjamin** Batch of 2007

The dude walked around campus in spiked hair and drain pipe jeans. He had a sense of style which was much ahead of its time. As if he had a crystal ball beside his bed where he foresaw future trends. His collections still raise eyebrows, and people take time to absorb his sartorial style.



## **Jigar** Batch of 2010

From growing up in Ahmedabad to taking on tinsel town, Jigar has come a long way. After learning hands-on as an apprentice to Yuvraj Siddharth Nagpal and Jatin Verma, Jigar built himself a rock-solid foundation. Thereafter he has styled the costumes for stars in many movies and advertisements. Today, he is successfully making his mark as a trend-setting stylist.



## **Kinjal Galia & Neha Poddar** Batch of 2005

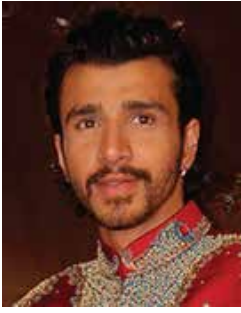
Two spunky girls took the film industry by storm. Their styling of stars in the chic movie Mission Istanbul was more talked about than the storyline. The clothes gave the characters a certain dignified oomph and attitude, when the dialogues didn't. The sharp suits, the choice of colours, the accessories, did it all... said it all. This duo certainly made it much easier for the DOP to attain the desired look.



## **Kunal Mehra** Batch of 2009

As a rookie fresh out of college, he assisted the renowned designer Pratima Pandey in putting together her collection for Wills India Lifestyle Fashion Week 09. To get a knack of the international fashion industry he started working with Haus Mode, a NOIDA based buying house. His experience there has been truly enriching. Currently he is learning the ropes under the tutelage of Manish Malhotra.





**Bhanu Mehta**  
Batch of 2008

A fashion designer and a stylist, Bhanu has worked with export houses, boutiques, local brands and personal clients. The challenge of the fast paced environment excites him. His expertise ranges from managing exhibitions and store collections to conceptualising designs and styling.



**Gunjan Gupta**  
Batch of 2005

The lens is her best friend. And you will know why when you look at the photographs. Each pic tells a story... a human story. A story that's sensitive, poetic and poignant. And gives life to things that are still. Her work was featured in Fuji Super Six in 2007. It was surely an achievement, and she has re-lived that moment in many of her solo exhibitions. For Gunjan photography is a learning process and a beautiful journey. It's a passion that gives her immense joy and satisfaction. It's a way of expressing her sensibilities.



**Jasleen Kochhar & Jenjum Gadi**  
Batch of 2004

KOGA is the collaboration of two aspiring designers, Jasleen Kochhar and Jenjum Gadi. KOGA lends a new look to embroidery as it combines various old age techniques to create classy western looks. Any exponent in thread-work will tell you this isn't as easy as it sounds. The duo puts in careful thought in every design, no wonder KOGA apparels are worn effortlessly by the metropolitan women.



**Raghav**  
Batch of 2007

BLOT is his entrepreneurship effort. And some of the company's recent work includes space design and interaction/experience design projects for Red Bull, Maxim and The Park Hotels group. Raghav studied to be an Interior Designer but as the gods played it, he is today an Electronic Music Producer, a Percussionist and a Vocalist. He has made people around the globe tap their foot and shake a leg which includes the IPL parties.



**Ritu Sahay**  
Batch of 2010

As a student, she put together a collection which was adjudged as 'The Most Commercially Viable Collection' at 'The Annual Design Awards.' Currently she is working with Arvind Lifestyle Brands Ltd as a Visual Merchandiser. Taking care of product displays and staff coaching at all the company's stores across India. It's a lot of responsibility on her dainty shoulders.



## **Christina Maria Joseph** Batch of 2016

Christina Maria Joseph completed her Masters in Fashion Communication from JD Institute of fashion technology, Bangalore and is currently working as a fashion content writer with abof.com - All about fashion, a fashion online website by Aditya Birla. Her job profile involves writing content for the products, their description, style tips, fabric quality and other technical aspects which is displayed on the website. It also includes other activities, where the look books are created for the site as well as analyzing and understanding customer's needs and aspirations. In addition she delves into writing content for the facebook page and whats hot page for abof.



## **Deepa Kalro** Batch of 2013

After completing her Masters in Marketing and communications, Deepa started her career by working for a digital marketing agency, where she primarily handled lifestyle brands. After which her life has been no short of a roller coaster ride, working with ace designer Ritu Beri, learning designing at JD Institute of Fashion Technology and of course starting her own Fashion Rental Studio, The Dress Bank.

The Dress Bank enables people to have that piece of clothing they have looked at in the magazines and lusted over thinking, that one day they will also own it. With TDB, one doesn't have to wait for that one day, one can have a designer outfit for just 1/10th of the price, and this way a person can wear a different piece at every occasion.

She further adds that her parents are her 1st influence; her fashionista mother has been a style inspiration and her father who has a clothing showroom for the past 36years, has rubbed off his expertise on her. Clothes & Fashion is all I have known, all my life.

On being asked about JD, Deepa says, "I always wanted to be in the fashion industry; however it was only after I joined JD institute that I had the courage to let go of my stable corporate job, only to discover the exciting journey waiting ahead. Oh and it wasn't easy at all, It took a lot of hard work and dedication, after-all fashion is a massive subject to cover, but I was lucky enough to have some really amazing mentors, who were patient and willing to help us whenever we goofed up."



## **Iba Mallai** Batch of 2014

Iba Mallai, is a fashion enthusiast who is constantly enamored by the exquisite colors, tradition and art forms. This immense inspiration urges her to constantly dream about fabric and silhouettes. Fashion to her is not only about wearing trendy clothes but also wearing responsibility in the heart. Responsibility to preserve our heritage, and basic ethics of sustainability

Her label "KINIHO" is an amalgamation of heritage and trending fashion with sustainable ethics. Focusing on high trending fashion with an attempt to hold on to tradition by seamlessly blending traditional crafts such as hand-woven and block printed fabrics. Promoting Eco-Fashion, the label uses only naturally dyed

block printed and hand-woven fabric, mainly concentrating on naturally dyed yarn and hand woven ERI Silk fabrics of Khasi Tribe, Meghalaya. KINIHO practices socially responsible methods of production and deliver impeccable ensemble for its ethical customer.



## **Syed Anees** Batch of 2014

Syed Anees studies diploma in fashion design from JD Institute, Bangalore. He entered the industry as a stylist, working with some of the well known photographers, celebrities, designers, models and choreographers. His job involves interpreting fashion, creating stories and applying theory and history of fashion into his work. At present he assists renowned choreographer Rahul Dev Shetty





## **Varsha Abhay** Batch of 2015

Varsha Abhay has completed her masters in fashion communication from JD Institute of fashion technology and currently works as a features writer for a fashion and lifestyle magazine, JFW-Just for Women. As a member of Undergrad- Editorial Team, she began to bend towards the world of writing in fashion during the initial years of college. And the spark has turned into wildfire by now. She has been a fashion blogger since college days so trend forecasting, trend mapping, from the e commerce, video commerce to now, a print magazine, she has ventured into all probable likings of fashion and communication. Fashion updates, interviewing popular faces, reviewing style, Varsha has her hands full and has absolutely drowned herself into the world of journalism. Apart from that, her inquisitive mind, an unbiased freedom to comment and the love for news keeps her going in the industry.

On being asked about her journey with JD, she adds, " JD has been an amazing learning experience; the two years of my life have been extremely memorable and has helped deeply in becoming what I am today. I have a long way to go but the journey has totally begun from the classrooms of JD."



## **Supriya Gupta** Batch of 2016

Supriya has completed her M.Sc. in fashion communication and is currently working at KG Apparels as a designer and a senior merchandiser. She delves into women's wear and evening wear. The export house is currently working for Myntra, Fabindia, Imara(By Shraddha Kapoor), and more.



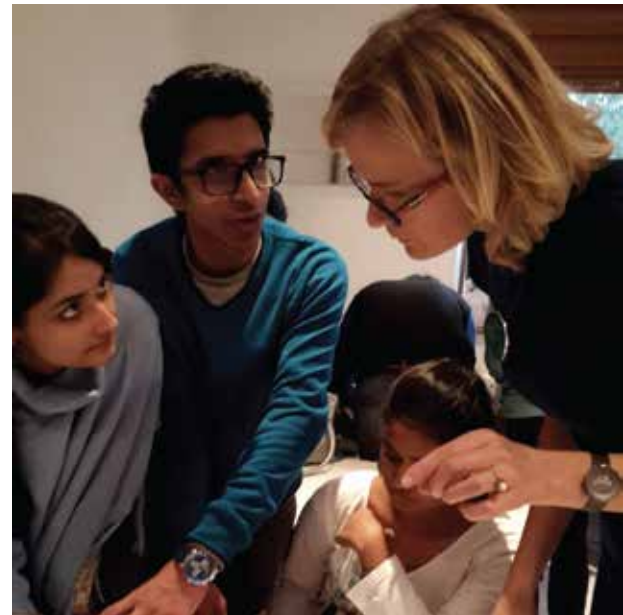
**Educational tour in  
London & Europe**




Blazing a trail is hardly new for JD. In 1988 JD became the first privately-driven institute in fashion education in the country. Years later, we became the first Indian design school to open a campus in London. Our campus in London always proves to be a stellar last mile in your journey towards becoming citizens of Imagination. Here's how:

Firstly, London has one of Europe's largest artistic communities who have, over the years, led the way in music, art and of course, fashion. Damien Hirst, Stella McCartney, Alexander McQueen, The Chapman Brothers, Chris Ofili, Ozwald Boateng and John Galliano are just some of the top-notch designers from London. Secondly, by setting you up in London for your last semester, we expose you to the highest benchmarks in the industry while you're still in college. This will inspire you to dream even bigger and understand what it really means to be a citizen of Imagination. You will join a residential, on-campus program during which you will complete two projects as part of an internship exercise. Excellent instructors await you with a meticulously planned agenda. As part of your work, you will visit some of the world's rarest museums such as V&A, National Museum and the Fashion and Textile Museum.

Interior design students in particular have a whole new world of ideas waiting to be discovered. London is home to some of the world's most famous architectural marvels and institutions. You also will get a chance to interact with architects and complete a specialized project. Furthermore, the Royal Institute of British Architects ([www.riba.org](http://www.riba.org)) and the Royal Institute of Chartered Surveyors ([www.rics.org](http://www.rics.org)) promote professional development through lectures, exhibitions and events.







**Student activities &  
Student Privileges**



When you are at JD, you apply your imagination to extracurricular activities as well. Gear up for regular theme fashion events and dance challenges. But we believe in making learning as much fun as anything else. So you can look forward to industrial tours, exhibitions, conferences and excursions. And there will be once-in-a-lifetime opportunities as well. Imagine getting to work backstage with renowned designers during their shows. Imagine participating in Fashion Weeks. At JD there's never a dull moment. From animal rights shows and industrial exhibitions to lingerie shows and concept parties, there's always something to challenge your imagination and keep your spirits up.









## Participation in Events

Studying at JD goes beyond the four walls of the institute. From being institutional partners at the Wills India Fashion Week to designing at the Indian Super Model Contest, we are always providing opportunities that groom our students into seasoned professionals with an insight and acumen into the real world. The institute ensures that students participate in fashion shows, exhibitions, trade expositions and industry conferences. Industrial training is a must before you graduate. All JD students are invited to a host of competitions:

Triumph Inspirational Awards

Winning design (Bike) at the Burn Curate, an initiative by Coca Cola Youth fest at the Russian cultural centre

Fashion competition at OGTC Seminar, Okhla Garment and Textile Cluster Association

Let's design, Cotton Council of India

Mizwan Fashion Show for the welfare of villages adopted by Kaifi Azmi

New Designer Fashion Grand Prix

Durian Society Interior Awards

Jass Jaipur, Swarnanjali by World Gold Council, a design contest by Dee Beers.



### e-Library:

We have a comprehensive library with books, magazines, journals and other literature on the fashion world. There's also access to the global fashion and design scene through wgan.com (Worth Global StyleNetwork) which is the world's largest fashion news and research portal.

### Labs:

The labs at JD are fully equipped and state-of-the-art. In today's fashion world, technology - as dominant as it is - must always serve creativity. Not the other way round. We understand that and provide you with training in relevant technology that can bring your imagination to life.







**Creating great outcomes  
with like-minded partners**

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**International Collaborations**







JD understands the new, inter-dependent global economy very well. That's why we are always seeking like-minded strategic partners with whom we can further and expand our creative vision for students. Two such powerful collaborations are our partnerships with KOEFIA, Italy and National Design Institute, Moscow.

KOEFIA is one of Italy's leading design and fashion institutes. It has a world-class curriculum, smart faculty, state-of-the-art facilities and a leading edge haute couture education. JD partners with KOEFIA on JD International Design School. The goal of JDIDS is to make world-class fashion education accessible in India, for both Indians and people from abroad. The KOEFIA partnership fulfils this goal with its international curriculum, networks, and sensibility.

National Design School, Moscow, is another institute we partner with. NDS teaches students to solve complex design challenges relying on common sense. It also inspires students to create new products and to consistently work at making them better. Our collaboration with NDS has opened many new doors for us and our students into the wider design, fashion and business community in Europe.







## JD takes placements and recruiting to the next level with Creative Careers

For years we connected students to the industry with our well-developed, far reaching network. Now we raise the game. Creative Careers, a new JD initiative, is an online platform that helps students and employers find each other. Started in 2016, this is a first of its kind platform in the design and creative industry – a platform that is dedicated to connecting designers and employers. Students can browse jobs, know more about employers, and get career guidance. Employers, on the other hand, can browse student profiles, create a compelling company page, and build a talent pipeline.

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The site can be accessed at [jdinstitute.com/careers](http://jdinstitute.com/careers).

### Benefits for employers

- Find the right talent for your company
- Interact with people before you hire them
- Be online, the place where things happen!
- Build a talent pipeline online
- Fulfil requirements faster

**Creative careers**  
Powered by JD Institute of Fashion Technology



**Archive  
Interior Design**



## Visit to Architectural Lighting Concepts (ALC), Bangalore



Light is much more than a means of seeing in the dark. Light is a tool that can be used to enhance architecture and the elements within it. As interior designing students, Diploma 'A' entering into project phase of their curriculum a visit to a contemporary lighting solutions was incorporated. Students were introduced to various lighting solutions based on concepts and not just regular lighting.

## Visit to the Bangalore Museum and Bangalore Palace



The students were given a briefing on the history of civilizations and its relevance in the understanding and evolution of architecture and interiors of spaces. The visit helped them to know the richness and contribution of Indus civilization and how India went through different art periods under different Kings.

Bangalore Palace had lot of things that students could relate to like colour combinations, motifs and patterns and wood work etc. For many it was a first time visit and they seemed thrilled about it. The idea remained same as to develop the observational skills and relate it directly to their subjects especially as these places directly relate to the inside of the building. towards the end of the trip, it was the students who were showing the faculties things that they were noticing and this was very satisfying moment.



## Project: Application of principles of design - Dining table Layout by Rohini Priyadarshi



Understanding of 'Principles and Elements of Design' and simultaneous implementation by the students for a small demo of the layout of Dining Table.

The class was divided into four groups with each of them having a group leader to co-ordinate the work.

- The students were briefed on mood boards and each of the groups were asked to make one, having details of the theme they choose to follow.

- Collect different items required for the layout available at home avoiding any extra expenditure. (Cutlery, crockery, tablecloth, place mats etc.) A flower decoration or greens in any form were essential for the layout.

- Since the students have put just a month or so in this course, not much was expected but they were asked to implement their basic understanding of principles and elements in coordination with design aspect.
- A general layout along with color combination and a theme.
- Working within limited options and the spirit of team work.
- To divide the work among students and get a united result. To help them speak and express their design ideas in front of audience.
- All the faculties were asked to come and judge the tables, this helped the students to remain open to feedback both negative and positive and improvise in future.

## Visit to the Emporium and Central cottage industry

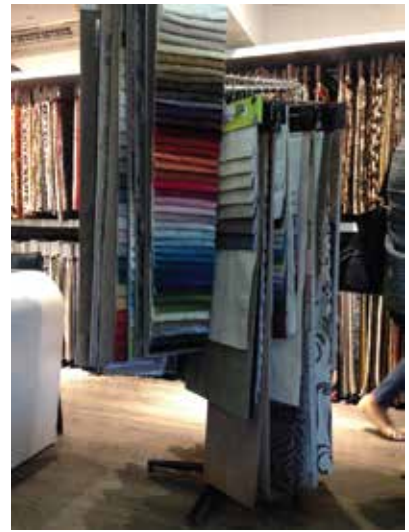


The students were taken to these shops to have a first-hand experience of art and handicraft work. The whole idea was to increase the observation power and apply them to their designs and ideas, thus making a bond between contemporary and vintage. Fortunately, we came across a kind carpet seller who explained the making of carpets and showed a variety to the students leaving them in awe.

An educational trip helping the students to understand and appreciate art.



## Floating walls



Furnishing is yet another major aspect of Interior Design. Students visited floating walls store and learned about window treatments & furnishing. They were exposed to different types of curtains, curtains rods, louvers, carpets, upholstery and various kinds of fabrics used.



# Hettich



Hardware plays a major role in interior design solutions. Hettich is a renowned German brand in hardware sector. We had a presentation by their representative for our students in the campus followed by visit to the showroom. Students were exposed to variety of hardware solutions for wardrobe, kitchen & storage units in a wider perspective.



## Mood boards



Mood boards were introduced to the students of Diploma B at an early stage and they were asked to develop it individually based on an imaginary themes. The inputs were very positive and this also helped them to develop their verbal skills.

## Products based on General Principles and Elements of Design



In the mid way of the above topic, the students were asked to use different color combinations and apply it on day to day used objects. They covered notebooks with strips of colored paper following a color scheme, some of them used layering of different objects inside a jar, file covers and few recycled objects. The idea was to apply color themes and combinations.



## Euro Glass factory visit



Glass is one of the important material being used for modern day interiors and always been a designer's choice .It is very much essential for interior designers to know the various varieties of decorative glasses and their manufacturing process to design and adopt them at various situations. A visit to a decorative glass manufacturing unit exposes the students to get first hand information about the decorative art glasses. With this in mind the students are taken for a visit to a decorative glass factory.

## NGMA visit



Sketching being an integral part of the foundation study for the first year students, the advance diploma were given an opportunity to visit National gallery of modern art, Bangalore. It was an organised guided tour for our students by the NGMA people and our faculties. Situated in the serene ambience dotted with magnificent trees, beautiful display of paintings and art works which are a major part of the gallery. Students were asked to make sketches by using their perspective skills.



## Campus interview for Diploma 'A' - March 2015 Batch



Campus interview by Design Quote



Campus interview by Noah Interiors



### Internship details

As part of their curriculum the Interior Design one year diploma students are required to undergo an internship programme for 2 months, JD had organised 3 campus interviews at the Brigade road College Campus.

The 1st campus interview was conducted on 4th January 2016 by NOAH Interiors. The interview was conducted by a panel of 3 designers, 7 students attended and 5 students were selected.

The 2nd campus interview was conducted on 16th January 2016 by Designer Sunitha from TIAH Interiors. A total of 6 students attended the interview and 3 students were selected.

The 3rd campus interview was conducted on 1st March 2016 by Designer Shamees from Design Quote. 3 students attended, all were selected and were also offered a good package for their internship. As a result all the students have been placed in renowned Design Firms successfully.

## Case study to Mantri Mall - Diploma 'A' & BSC



Students from diploma A and Bsc were taken to mantri mall for a case study as a part of their design process in retail design. Students were given a overview of the management by the staff specially arranged for our students.

Mall security, activities, safety, store design and management was briefly discussed, followed by an interactive session of questions and answers.

Students were allowed to go visit any store and get their desired inputs to further proceed in design. Overall, students had an amazing outdoor experience of learning.



## Case study to Restuarant Euphoria - Diploma 'A' & BSC



As a part of our designing process, a case study to Euphoria on Bannerghatta road was organised on 9th of February 2016. Case study helped in learning, observing to grasp better ideas and knowledge.

Students learnt the use of minimal materials and the style portrayed was fluid. This gave students an idea to experiment in terms of shape and make bold choices as to continue the same design element throughout, the facade as well as the interiors. Euphoria got students inspired with its attractive facade.

## NGMA visit for Diploma 'D' - August 2015 Batch



Sketching being an integral part of the foundation study for students, diploma were given an opportunity to visit National gallery of modern art, Bangalore. It was an organised guided tour for our students by the NGMA people and our faculties. Situated in the serene ambience dotted with magnificent trees, beautiful display of paintings and art works which are a major part of the gallery. Students were asked to make sketches by using their perspective skills.

During the visit they got the opportunity to meet the renowned artist K.S. Radhakrishnan known for his bronze sculpture works.



## Republic Day celebration from ID department - 2016



The Interior Design Department of JD Institute of Fashion Technology, Brigade road, celebrated Republic Day on the 23rd January 2016 as TIRANGA '16.

The title TIRANGA '16 for the event was decided by the students. The Indian National Flag along with the diversity of our Indian Culture and Art was an inspiration for the title and for the competitions organised. The students took great interest in preparing the posters and organising the event to make it a success.

Three different types of competitions were organised- Face Painting, Tattoo Painting and Creative Writing. A total of 15 groups participated and showcased their creative talents in all the above 3 competitions held.

The 1st three best groups were rewarded as overall winners and three different groups were rewarded as winners from each category.

## Hettich visit and Presentation by Diploma B and Diploma C



Hardware plays a major role in interior design solutions. Hettich is a renowned German brand in hardware sector. We had a presentation by their representative for our students in the campus followed by visit to the showroom. Students were exposed to variety of hardware solutions for wardrobe, kitchen & storage units in a wider perspective.



## Visit to Balaji Plywood by Diploma B



## Visit to Glass factory by Diploma B and Diploma C



Glass is one of the important material-being used for modern day interiors and always been a designer's choice .It is very much essential for interior designers to know the various varieties of decorative glasses and their manufacturing process to design and adopt them at various situations. A visit to a decorative glass manufacturing unit exposes the students to get first hand information about the decorative art glasses. With this in mind the students are taken for a visit to Euro glass factory.

## Visit to Wood Nation by Diploma B and Diploma C



Under material survey for diploma students, a one day visit to Wood Nation was organised. Introduction to the material Wood, which is largely used in interior's today. Our students were shown all the various materials present in the showroom, along with an explanation on its usage in day to day life. Showroom had an extended factory space for processing various ply's, for which students were given live demonstrations of the same. Overall it was very intense learning experience for our students.



## Visit to Floating Walls by Diploma B



Furnishing is yet another major aspect of Interior Design. Students visited floating walls store and learned about window treatments & furnishing. They were exposed to different types of curtains, curtains rods, louvers, carpets, upholstery and various kinds of fabrics used.





**Archive  
Fashion Design**



# Bangalore Fashion Week - Installation - January 2015



The students of Bsc 2013 batch did an installation for the Bangalore fashion week at the Sheraton. The concept of the installation was to convey a timeline of fashion through its major milestones. The installation utilized the art of origami to create a stunning visual transition from black and white to color. The installation was named "back to imagination".

## Material expo-Installation - February 2015



The institute exhibited an installation at the International Material expo conducted in Bangalore. The installation depicted the amalgamation between the two flagship departments of the institute.



## Women's Day celebrations - March 2015



The faculty and student fraternity joined hands to celebrate women's day. The event was marked by the visit of Mr. Chandrakanth Dalal, the founder of JD Institute. The students performed cultural activities, theme dressing and panel discussion to celebrate the event.

## KTPO Textile fair - April 2015



The institute exhibited an installation at the KTPO - Textile fair, Bangalore based on the theme of seasons of fashion. The installation saw drapes of fabric creating stunning looks to complement the two seasons of fashion industry. The students from the institute visited the fair to gain an access to the latest developments in the textile industry.



# External Jury - JD Annual Design Awards 2015 - May 2015



The participant designers of the JD Annual design Awards was evaluated by the external jury from eminent members of the fashion industry. The one day event saw students being grilled by the jury members to evaluate their skills and creativity of the collection.

## Artisanal Couture project - June 2015



The BSc 2013 batch students were given an opportunity to display a collection, created by the amalgamation of unconventional materials from beyond the traditional realm of fashion to create Artisanal couture by following the skill and workmanship of a couture creation. The collection was showcased at the JD Annual design awards 2015.



## Release of the college magazine - July 2015



JD Annual Design Awards 2015 saw the unveiling of the college online magazine-NUWE. The magazine was conceptualized by the final year postgraduate students of the Fashion communication to bring together the unique talents of the students within the community to create a real life platform. The magazine was designed according to the industry standards and claims to be the country's first online college fashion magazine. [www.nuwemagazine.com](http://www.nuwemagazine.com)

## Onam Celebrations - August 2015



The students and staff celebrated the festival of Onam by dressing up in the traditional attires and conducting activities.

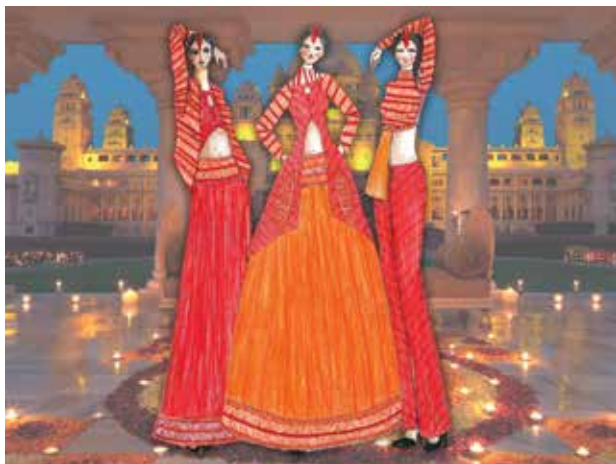


## Campus placement - August 2015



Students attended a campus placement interview offered by RSJ Apparels Bangalore. The company recruited students to areas like merchandising and quality control.

## Vogue Honours 2015 – August 2015



The students participated in the 2015 edition of the vogue honours design competition conducted by vogue India. The theme of the competition was to develop a collection based on -'cool India'. A total of 50 plus participants brought out the best in them to compete.



## Fresher's Party - September 2015



The seniors welcomed the new batch of design aspirants after a month long interaction in the campus by hosting the event which saw cultural performances by the seniors and juniors from across the departments. The colourful event was a perfect moment for the students to blend in with day of food, music and dance.

# Legacy School-Workshop - October 2015



The Legacy School, Bangalore invited a team of design faculties to conduct a workshop for their high school students. The team executed the workshop with activities like t-shirt design, Upcycling and craft classes. The workshop also served as a career guidance opportunity for those students who wanted to pursue a career in design.



## UB City installation - November 2015



The institute in collaboration with sublime galleria, UB City executed an installation at the gallery to coincide with the exhibition of painting by the artist Sujatha Singh from New Delhi. The installation was named the 'Time Warp' reflecting the artist theme of cycle rickshaw pullers. The installation was exhibited for a total duration of 21 days.

## Unveiling the Theme - JDADA 2016 - December 2015



The theme for the JD Annual design awards 2016 was held at the rotary club, Bangalore. The theme 'Untold Stories' was revealed in front of a 450 strong student community from across the departments by the Managing trustee Mr. Nealesh Dalal and followed by an interaction session conducted by the respective department heads.



## JD'S GESTURE FOR THE WOMEN IN OUR LIVES

A commitment to support social causes lies at the heart of JD. Celebrating the essence of 'Pinktober', JD has actively participated in breast cancer awareness campaigns across India. The campaign was also propagated at India Fashion Week, London. In association with HCG (Healthcare Global Enterprises Ltd), a breast cancer awareness workshop was organized in Bangalore. The event was attended by Dr. Nalini Rao, a radiation oncologist, who enlightened the students on the causes and detection of breast cancer. Ms. Farida Rizwan, a counselor and psychotherapist by profession and a breast cancer survivor, also shared insights about her journey. Through the campaign, JD hopes to educate women to be more self-aware and men to be more alert and accommodative towards the needs of the women in their life.





## JD STUDENTS GIVE TO SOCIETY

In the month of October, to coincide with Pinktober awareness month, JD students volunteered to donate blood. Many students gathered at the Brigade Road branch to participate in this campaign. A social media component was also conducted in order to raise awareness among the public about the importance of blood donation.





## UNVEILING FUTURE ORIGINS

The theme for 2017 is FUTURE ORIGINS. It is our most ambitious and exciting theme thus far. Future Origins is inspired by the very real problems and opportunities facing mankind today and the impact it has in the world of fashion and design. Mankind has overused its natural resources. Power-hungry corporations and banks have made us reach the edge of disaster. It is now the turn of today's youth to reverse our fortunes and create the origins of a new future – a future that can be founded on the three crucial planks of innovation, sustainability and ethical business.



## ACADEMIC TEAM



### **R.C. Dalal**

R.C. Dalal serves as the Executive Director of JD Educational Trust. Having been established in 1988, JD Institute of Fashion Technology is recognized as one of the pioneer and major art and design institute in India. With the aim of taking fashion to another level, Mr. R.C. Dalal along with his father Mr. Chandrakant Dalal, President of JD Educational Trust, made JD Institute's foray into the Mumbai market. R.C. Dalal's dedication and zeal led to the expansion of JD Institute of Fashion Technology to about 30 plus centers spanning across Mumbai, Delhi, Bangalore, Guwahati, Dibrugarh, Gwalior, Jabalpur, Visakhapatnam, Kanpur, Lucknow, Jaipur, Varanasi, Pathankot, Jammu and Meerut. Mr. Dalal has always had a progressive outlook and has always taken a keen interest in promoting the art, craft and culture of India. He has cultivated a symbiotic relationship with the National and International design fraternity. This provides young jediiians an optimum exposure to the real world of design by taking assignments with choicest of brands, participating in selected shows, exhibitions and competitions, while pursuing their education. Under Mr. Dalal's supervision, JD has been organizing exhibitions, fashion shows and other likewise fruitful events, to provide students an opportunity to showcase their designs and receive an exposure to design world. Even with 30 centers all over India, Mr. Dalal is still a teacher by heart and never leaves an opportunity to be with new talents and to encourage them to create and innovate.



### **Nealesh Dalal**

Since 1991, Nealesh Dalal, Managing Trustee of JD Educational Trust, has been driven by a strong belief in the power of 'Imagination'. Through his work since then, he has made immense contributions in the field of Art and Design education in the country. His systematic approach involves the integration of design, innovation, communication, technology, style and market intelligence. He is also a frequent commentator on fashion and design and lends his expertise to various events in the industry. He is also a mentor to the students and grooms them. "We would like to see our students make the best of higher quality of learning and gain access to cutting edge technologies in the field of design education", says Nealesh. His creative leadership has contributed to making JD Institute of Fashion Technology, a pioneering art and design school in India, thus setting the benchmark in academic standard and for being pivotal in creating an educational system that recognizes, nurtures and promotes talent.



### **Yogesh Dalal**





## **Pramod Adhikari**

JD Institute of Fashion Technology gives due recognition to the idea of strong industry interface in today's global market. This manifests in our choice of mentors. Pramod Adhikari is an eminent member and a mentor for JD Institute of Fashion Technology. He represents the dynamic industry. Pramod has worked with various apparel and fashion houses. A NIFT alumnus, he served as a Category Head at Madura Garments, Group Design Manager at Madura Garments, Design & Product Manager, Consultant & Partner at Oorja Trading, to name a few. He is one of the most sought after consultants in the manufacturing and product development industry. Currently he is the Co Founder & Principal Consultant at Ideaworx Associates and also serves as the Principal Business Consultant at Trendzsporting Company.



## **Zulfiker Ali**

Zulfiker Ali is the Head of Design in the Fashion Design department of JD Institute of Fashion Technology. Zulfi graduated from NIFT and has 10 years of work experience in academics and industry. He has specialised in illustration, foundation art, design process, draping, portfolio development, recycle art, fashion psychology and forecasting. He has participated in various projects, including conceptualising a new range of products and design with coir board of India and mentoring a collection for India international Men's Fashion Week. As a HOD he is constantly searching for innovative directions while mentoring and guiding the next generation designers in their design projects, in addition to planning and designing the academic module in tandem with the needs and demands of the fashion business.



## **Sandra Sequeira**

Sandra Sequeira completed her Masters in Social Work (Medical and Psychiatric, Family and Child Welfare and Counseling) from School of Social Work, Roshinilaya, Mangalore. She has also attained a Diploma in Public Communication and Fund Raising from Murray Culshaw Consulting (sponsored by Ford Foundation). With an experience of 5 years in Dalit Microfinance Federations as Regional Training Coordinator and 2 years as national fundraiser for National Campaign on Dalit Human Rights, she has been instrumental in giving new dimension to societal responsibilities based on humanitarian grounds. She ventured into the creative field of Art and Design for the last 10 years and has significantly contributed to art and design education system in terms of management and marketing. Her specialization lies in developing interpersonal relationships, team and leadership management, strategic and risk management, business development plans and establishing industry connect. She is currently working as the Marketing Director with JD Institute of Fashion Technology.



## **Leila Sharma**

Leila Sharma is HOD, Makeup Artistry at JD Institute of Fashion Technology. An alumna of the prestigious Roberta Mehan School of Beauty in the United Kingdom, she is a qualified international beautician and holds an ITEC diploma. She also trained under the internationally acclaimed makeup specialist Linda Meridith in London and holds a diploma in screen, stage, film and fashion makeup. Leila has worked with most of the leading photographers of India, including Prabuddha Das Gupta, Tarun Khiwal, Sudhir Ramchandra, Rafiq Sayed, Atul Kasbekar, Radhakrishnan and Darren Centofanti. She is a stylist for print and TV commercials and has worked extensively with brands like Titan, Lakme, Britannia and Samsung. She has worked with top Bollywood stars like Deepika Padukone, John Abraham and Priyanka Chopra. Leila is the recipient of the Kingfisher Award for Excellence in Makeup in the year 2000.



## **Anusha Shivashankar**

Anusha Shivashankar is the Marketing Manager at JD Institute of Fashion Technology. She is instrumental in administering and networking with industries to explore career opportunities for the students. She has successfully completed her Bachelors in Art, Diploma in Fashion Design and Boutique Management, Diploma in Digital Marketing and Masters in Business Administration. She has industry experience of 8 years and has worked for Gokaldas Exports as a Merchandiser, Kabadi Shankar Sa and Sons as a Senior Merchandiser, Indian Institute of Fashion Technology as Centre Manager and Faculty. Her expertise lies in Team Management, Operations Management, Integrated Marketing Communication, Strategic Management, Relation Management, and Market Research.



### **Kishore Ramachandra**

Kishore Ramachandra graduated from MES College with a Bachelor 's degree in science. Currently he is the HOD, photography department. He trained and worked as an Associate Photographer with Sudhir Ramachandran, a very well known and widely acclaimed photographer. His career graph spans over 17 years during which he has worked with coveted clients like Toyota Motor Corp, Nikon Japan Inc, Neumann Kaffee group Germany, TVS Motors, Andritz Metals Australia, Titan, Westar & HMT, ING, Haworth, Stanley, Schwarzkopf as well as editorial clients like the Society, Bloomberg. He photographed the Duchess of York Sarah Ferguson for a French tabloid as well. He has also captured company profiles for Biocon, Honda and has done photo shoots for DAKS London.



### **Shri. Babu Rajendra Prasad R**

Shri. Babu Rajendra Prasad R completed M.Sc in Apparel Technology & Management from Bangalore University, Central College, Benaguru in 2004. He has 8 years of experience in Academics in the areas of Research & Teaching, 4 years of experience in Garment Designing, Production Management and providing software solution by Gerber CAD software and 1 year of experience in Garment Production Management. He is also the Chief Superintend of UG Examination, Bangalore University; Member, Board of Governing Council, The Bangalore Social & Educational Institute of Management Studies; Former Member, Board of Studies (BOS) PG & UG course, Karnataka State Open University, Mysuru and Former Member, Board of Examiners (BOE) PG & UG course, Karnataka State Women University, Vijayapura. He has been awarded Silver Medal from The Institute of Engineers (India) for designing machine for rural dyeing industry. He has published 3 study materials for MBA in Fashion & Retail Management course and 5 study materials for B.Sc in Fashion Technology & Management course. Currently, he is associated with JD Institute of Fashion Technology, Bengaluru as the Principal affiliated to Bangalore University.



### **Madhavi Abhyankar**

Madhavi Abhyankar is a university ranker in Bachelors of Architecture and has 12 years of experience, which includes 4 years in teaching and 8 years in handling independent projects. Her range of work includes housing projects, interior planning, urban design plans, residential and commercial architecture, face lifting projects, campus planning and architecture. Apart from teaching, her expertise lies in business development, conceptual planning, technical interfacing and site management. She is currently the Head of the Department, Interior Design with JD institute of Fashion Technology.



### **Anusuya Suresh**

Anusuya Suresh holds a Masters degree in Fashion Communication. She has nearly 10 years of experience in teaching, and her specialisation includes pattern making, garment construction, draping, knitting, embroidery and quality control. With her strong teaching background and expertise in understanding the student psyche, she is able to inspire students by re-vamping the academics on a regular basis and making a big difference in their personal and professional lives. She is currently working as the HOD, Fashion Design - JD Institute of Fashion Technology, Bangalore University.



### **Surbhi Gupta**

Surbhi Gupta is a Jewellery Design graduate from Pearl Academy of Fashion, Jaipur with more than 5 years of experience in organized as well as unorganized sector of jewelry. . A certified diamond grader from the International Gemeological Institute, she started her career as an intern in Tanishq and later on worked with Delhi based jewelry designer Tarun Jain. She has also worked with Silver Jewelry export house like ACPL & SOPL and has been a part of few international Jewelry shows such as Bangkok Gem & Jewelry Fair and Hong Kong gem & jewelry Fair. She brings her industry expertise and incorporates best practices in her teaching methodologies, as the HOD – Jewellery Design with JD Institute of Fashion Technology.



## QUESTIONNAIRE

NAME : \_\_\_\_\_  
ORGANIZATION : \_\_\_\_\_  
DEPARTMENT : \_\_\_\_\_  
DESIGNATION : \_\_\_\_\_  
EXPERIENCE : \_\_\_\_\_  
EDUCATIONAL QUALIFICATION : \_\_\_\_\_  
ADDRESS : \_\_\_\_\_  
TEL-NO : \_\_\_\_\_  
E-MAIL ID : \_\_\_\_\_

Following are the questions to understand how JD Institute of Fashion Technology and your organization can mutually benefit from the mentioned parameters :

1. Would you like to collaborate with us in terms of the various activities conducted by us in tangents related to fashion and interior department?
  - Yes
  - No
2. Would you like to be a part of our Board of Advisories in terms of contributing to our curriculum with valuable inputs?
  - Yes
  - No
3. Would you like to provide us with resource personnel for subject matter and specialized workshops?
  - Yes
  - No
4. How would you be able to provide our students with placement opportunities?
  - Give them an internship
  - Get them involved in activities and then selecting them
  - Proper recruitment procedure
5. How can we help you conduct CSR activities in your organization?
  - Provide you with volunteers to conduct activities
  - Provide you with a proposal plan on how to execute your activities
  - Collaborative efforts for brand building for the same
6. What is your idea about our involvement in regard to performing need analysis for your organization?
  - Developing a training module based on the grey areas in your organization
  - Corporate training programs
  - Various skill development training programs
  - End to end solutions
7. Would you need assistance from our students to carry out Research & Development activities for your organization?
  - Yes
  - No
8. How could we associate with your organization in terms of sponsorship for our events?
  - Brand association
  - Monetary association
  - Direct involvement
  - Any other recommendation. List, if any
9. How can you associate with us in terms of providing a platform for purchase of our designer's merchandise?
  - Selecting merchandise displayed during fashion shows and exhibits
  - Getting it customized from our student designers as per your needs
10. Provide us with valuable feedback and input on what assistance can be provided by us in terms of associations and collaborations to establish a mutually beneficial relationship.

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**CONTACT: SANDRA SEQUEIRA**

Ph : +91 9901999904

No 79, 2nd Cross, Near Shezan Hotel, Lavelle Road, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560001





## TESTIMONIALS



### **Company: Archana Sarda**

#### **Shagufa Naaz: Batch 2016 Diploma in Interior Design**

Shagufa has been working with us since October 2016 as an intern. Impressed by her performance, we plan to have her continue with us as a full-fledged designer in the near future. Her knowledge about design, furnishings and color palettes is immense. It's been great working with her.

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### **Goutham: Batch 2016 Diploma in Interior Design**

Goutham has been interning with us since October 2016. His communication skills with the workers are excellent and his work on site is commendable. Furthermore, his technical knowledge in design software is very good. We feel JD has instructed him well and groomed him into a complete designer.

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### **Ashmitha R.S: Batch 2016 Diploma in Interior Design**

Ashmitha has been working with us since August 2016. She is very dedicated and hard working. Eager to learn new concepts in design, she grasps new design software with ease. She is also a good trainer and coaches her colleagues well. Her immense knowledge in the technical aspects of design is very useful. We feel she has a great future in design. Thank you JD for training her so well!

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### **Company: TIAH The Interiors and Art House**

#### **Ankita**

Ankita joined our firm for an internship programme in Interior Designing a couple of months ago. Ankita will soon continue working with us as a designer in the coming months. Creative, hardworking and with the right attitude towards work, she is delivering her projects successfully. JD has trained her well. As a result of this, and her skill in software like Auto cad and Google sketch up, she managed to hit the ground running and has quickly become a part of TIAH. Her confidence has inspired us to hand over a complete project to her which she has done well. All thanks to JD institute!

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### **Pragna Hebbale: Diploma in Jewellery Design**

Pragna Hebbale graduated from JD Institute of Fashion Technology in the year 2015. She's a degree holder in Jewellery Designing. Pragna imbibed the basic technical know-how and different procedures of fine jewellery making. She even inculcated the concept of Gemology and Diamond Grading. This was the beginning in shaping her foundation to establish herself as an entrepreneur. She established her brand identity – 'Arva', which commenced in June- 2015. She's an accomplished manufacturer and a jeweler who understands her customers' psyche and works in accordance with their design and customization.



## JD INSTITUTE OF FASHION TECHNOLOGY

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[jdinstitute.com](http://jdinstitute.com)

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### Bangalore Centre:

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