# IMAGINATION

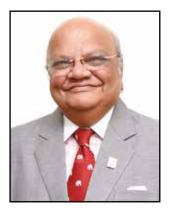
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JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination jdinstitute.com



# Welcome to Imagination



Rtn. Chandraakant Dalal 04.12.1946 - 07.07.2017 Founder

### CHANGE BEGINS WITH ONE MAN'S DREAM

For three decades, JD Institute of Fashion Technology has been a change agent in the education space and in society. The exciting story began with Mr. Chandraakant Dalal. A true visionary in Fashion Design and Lifestyle Education, he, along with his sons, started JD Institute in Mumbai in 1988. Thus began the story of molding young imaginations for successful careers in the world of fashion. Across fashion, interiors, jewellery, fashion photography, and make-up artistry, his leadership enabled over 20,000 students to succeed in the marketplace.

Time and again, students expressed doubts about their inadequate skills to thrive in the tough and exciting world of fashion. Mr. Chandraakant Dalal told them the same thing: Don't worry about skills. Skills can be learnt. First embrace the desire to change the status-quo with bold, new ideas. The seeds for this change are 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. And, of course, to be the change.

This vision and encouragement enabled students, the brand and everyone involved to grow from strength to strength, and to never settle for mediocrity. Mr. Chandraakant Dalal is no more but his stewardship and his passion to create a change in youth, society and industry lives on inside us all. We dedicate this edition of the Imagination Book and its theme of CHANGE to his enduring legacy.



Shri. R. C. Dalal 20.02.1968 - 13.10.2017 Founder and Executive Director

#### **JOURNEY OF A CHANGE MAKER**

#### "Wake Your Dreams" - RC DALAL

RC Dalal was an iconic pioneer in fashion and art education who aimed to take the story to the next level. In 1988 in Mumbai, he, along with his father Chandrakant Dalal and his brothers Nealesh Dalal and Yogesh Dalal, started JD. His passion and dedication led to the expansion of the institute to 36 different cities in India. His legacy will be carried forward by Rupal Dalal, the new Executive Director, and Harsh Dalal, Director of Operations.

He was also a co-founder of Indian Film Festival Worldwide (IFFW), an organization that expands the global influence of Indian cinema. Major achievements include India Film Festival Russia (IFFR), India Film Festival Vietnam (IFFV), Bollywood Festival Norway, Bollywood Film Festival Russia, and India Film Festival Poland, and Indian Panorama at the Moscow International Film Festival.

Taking India to the global stage was his dream. Under his aegis, JD students showcased their work abroad. He was instrumental in turning Hauz Khas Village into an upscale marketplace for art connoisseurs. For his work in promoting art, he was awarded the Bhikhuram Jain award. His vision of taking JD global was realised when JD participated at the Bollywood Festival Norway as the Fashion Partner.

He committed himself to many CSR activities and was the honorary spokesperson at Consortium of Women Entrepreneurs of India. Recently, he was also awarded "The Hero to Animals Award" by Poorva Joshipura, Vice President of International Affairs, PETA UK for his contribution to animal-friendly fashion.

His passion and his dedication made him consort for India Fashion Week, London along with Manny Singh in 2015. To honour RC Dalal, a special 'RC DALAL MEMORIAL AWARD' was established to recognize top designer talent during India Fashion Week, London.

A true visionary and people developer, RC Dalal successfully created a capable and diverse student population. They will evolve into productive citizens of the world of art and design. His void can't be filled. And it will be no easy task to continue his amazing work. But most of all, his immense passion to bring change will inspire generations to come.

## THE YEAR WE EMBRACED CHANGE

There's an old quote. "The only thing constant is change." Nowhere is that more true than in the world we live in today. Everything is changing - how we live, work, think, use technology, make friends and take care of ourselves. In this changing world with new priorities and values, design must also undergo a change if it is to be relevant. This year, we inspired our students to embrace change in their vision. While staying true to the three pillars that guide all our work - innovation, ethics, and sustainability - they broke the mould and thought about completely new ideas and executions. The result? A year of spectacularly ground-breaking collections. And a lot of magic. The future is changing. Our students are riding the wave.



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.



### FROM THE DESK OF THE MANAGING TRUSTEE

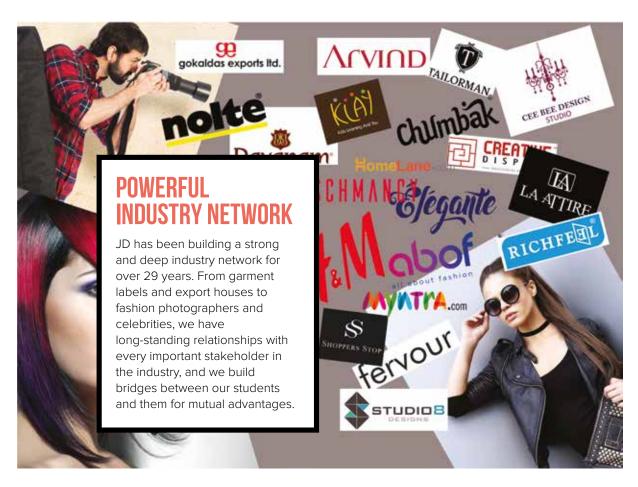
The world has changed. And every day, it is changing faster. New technologies, trends, ideas and business models are always flooding the market and creating disruption. In an environment like this, how can fashion and design stay relevant? We believe it is possible through real, deep change. That's what we inspired our students to do this year.

Do you remember the first time you had a really new and radical idea? Or that time when you took a risk with a presentation or a meeting and ended up doing something crazy but amazing? You would remember the feeling of nervousness. Am I doing the right thing? Well, when we embark on REAL CHANGE, we feel those things. They are our signposts, telling us that what we are imagining in our heads is truly great and something worth pursuing. That's what our students did this year.

They dug deep, searched their souls, racked their brains and did what scared them, what motivated them, what compelled them to do their absolute, nagging, limit-pushing best. And the results are here for us to see. Page after page, you will see some of the most creative, innovative work in design, and all underscored by a love of people and regard for the environment.

At JD Institute we have one goal: to constantly inspire our students to turn their most unique imagination into success and authenticity. With CHANGE, we have gone one step further down this road and unlocked something powerful and lasting in our students. It was the philosophy that guided everything we did for a year, and it has brought out the best in us all. I hope you enjoy the results. And I thank you for being a patient, generous champion of JD.





### FACULTY THAT'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 cutting-edge and global our students hit the ground running in new jobs.
- 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 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 have powerful global collaborations with KOEFIA (Italy), National Design Institute (Moscow) and Cumulus.
- 8. JD institute of Fashion Technology are members of internationally acclaimed prestigious bodies and associations like Cumulus, Indo Italian Chamber of Commerce and Industry, Indo French Chamber of Commerce and Industry, the Council of EU Chambers of Commerce in India, and Education Quality Accreditation Commission.





Leading Change

**AFFILIATION** 

**ACCREDITATION** 

FEATURED SCHOOL









\* Only at Brigade Campus, Bangalore

#### **COLLABORATIVE PROJECTS**

A c c a d e m i a
Internazionale
d'Alta Moda e
d'Arte del Costume
KOEFIA



**Ual** london college of fashion

INDIA FASHION WEEK LONDON

#### **GLOBAL ASSOCIATIONS AND MEMBERS**









#### **SOFTWARE PARTNERS**









#### 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 Univerity 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 2 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

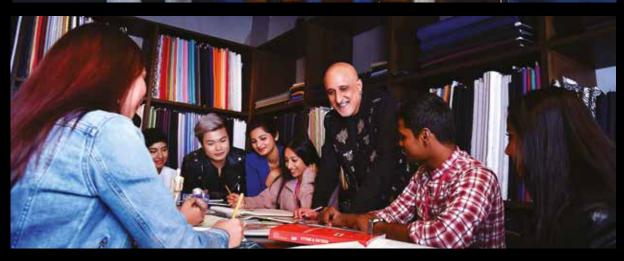
Tejaswini has worn many hats.
She has worked as an engineering lecturer, contributed to the Light Combat Aircraft project as a scientist, and is currently a consultant to SLN Technologies. She is also the Chairperson of the Adamya Chetana Smt Girija Shastry Memorial Trust that drives projects to impact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

# MEET OUR NEW MENTOR: MANOVIRAJ KHOSLA

JD Institute of Fashion Technology is always seeking visionary, experienced mentors who can share their expertise with students and help us take imagination to the next level. In line with this strategy, we recently managed to get Manoviraj Khosla on board as our new mentor. Manoviraj Khosla has been a pioneer in the field of fashion in Bangalore since the earlier nineties. His brand is synonymous with elegance, style, sophistication and trendiness. He has constantly innovated to create a unique niche for himself in the realm of fashion. Now, he takes on the exciting role of JD mentor. As the JD mentor, he will bring to bear his deep experience in fashion, consumer insight, and retail. He will guide students to translate their unique imagination into a sustainable, profitable, competitive business. And he will act as a vital bridge between the students' vision and the realities and needs of the marketplace. JD is very excited to have him on board. We we wish him all the best and look forward to an exciting partnership.







# JD ANNUAL DESIGN AWARDS 2018





Leading Change



# **CHANGE HOW PEOPLE THINK AND LIVE.**

'Change' is the theme for this year's JD Annual Design Awards, the dazzling annual showcase of our students' best work where we feature radical new ideas in fashion design, interior design, jewellery design and photography.

# DEPARTMENT OF FASHION DESIGN BANGALORE























































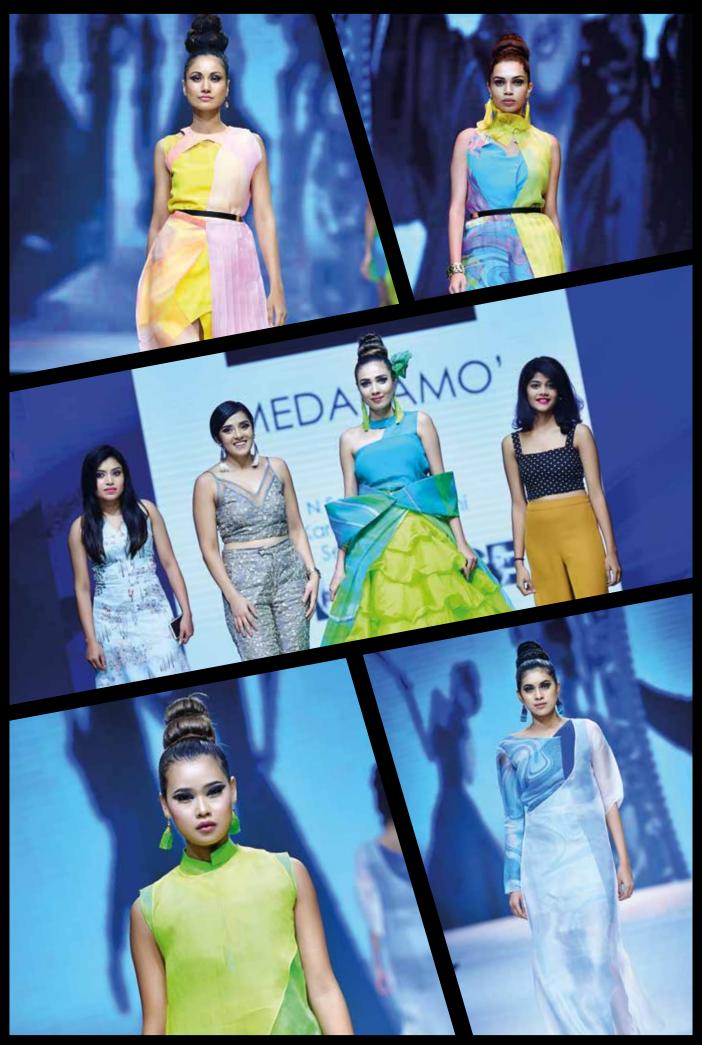






















































































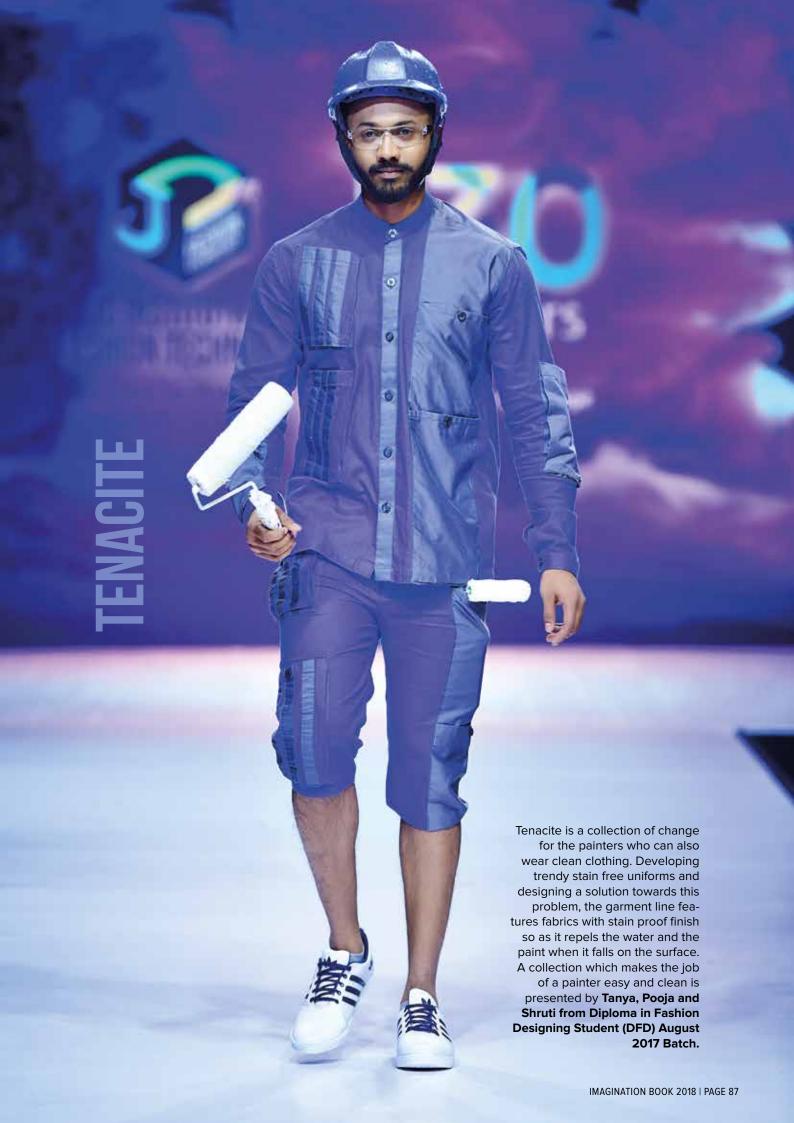






















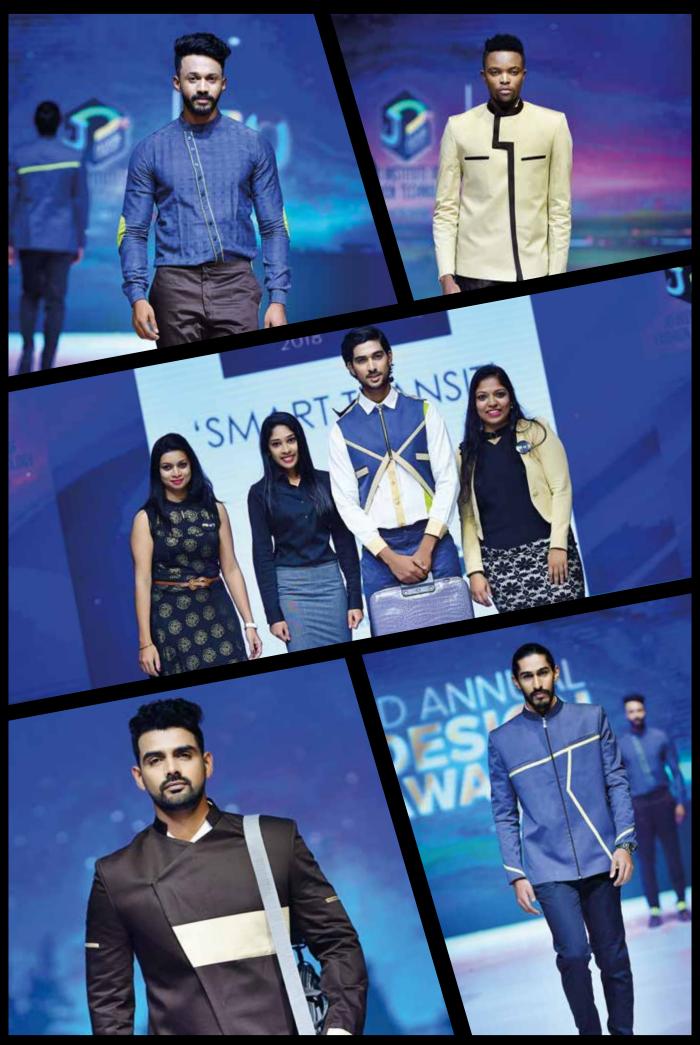








































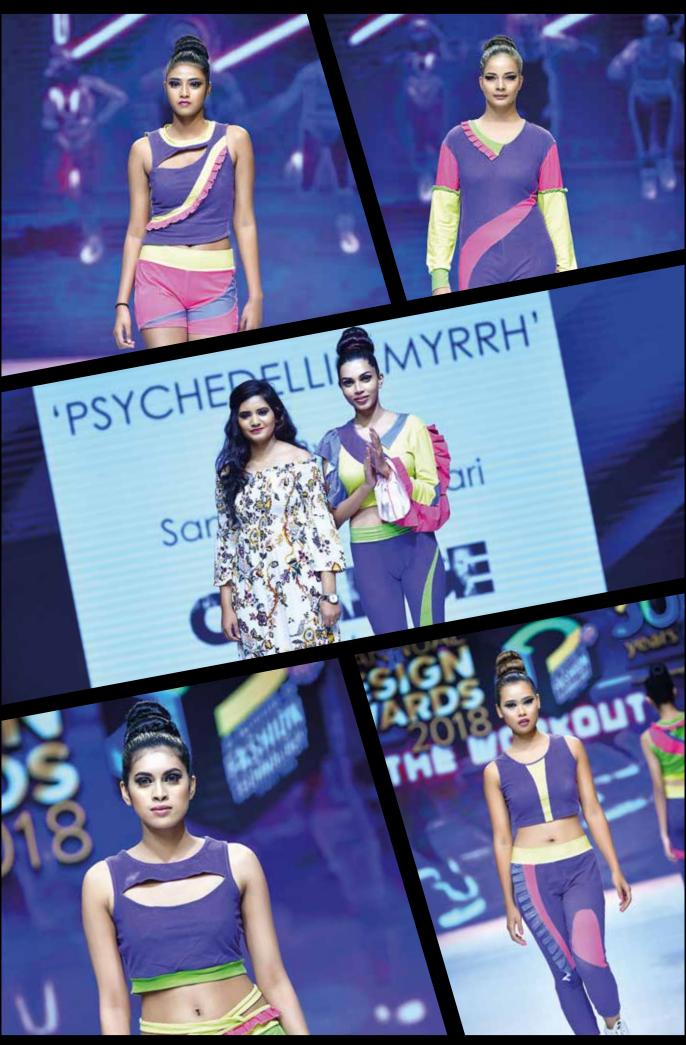
















# JD ANNUAL DESIGNAWARDS 2018



### **CHANGE HOW PEOPLE THINK AND LIVE.**

'Change' is the theme for this year's JD Annual Design Awards, the dazzling annual showcase of our students' best work where we feature radical new ideas in fashion design, interior design, jewellery design and photography.

## DEPARTMENT OF INTERIOR DESIGN BANGALORE







ood Board Rende



Indoor farms are the next step in the evolution of agriculture. The ability to grow any crop indoors needs combined expertise of climate control and crop science. The designers have conceptualised a space - an empty terrace plan converted into restaurant and indoor farming area. It enables creation and sustenance of plants. Additionally it allows crops to reach higher yields with optimal nutritional value. In this space, greens grow three times quicker than in a traditional garden. Organic, energy efficient and eco-friendly, this is an economically viable idea, especially for restaurant owners who want their own indoor farm so they can feature it on the menu. Presented by: Aman Jalan



MOST INNOVATIVE PROJECT: AGRICULTURAL RESTAURANT









Mood Board Render







MOST CREATIVE PROJECT: SOCIAL SPACE

Social space is a physical centre or a gathering spot where one can meet and interact. Inspired by the veranda and biomimicry design, the place is designed to add a meaning to people's life and lifestyle. It is an approach that seeks sustainable solutions to human challenges by emulating nature's time tested patterns and strategies. The space comprises of a café, boutique, book club and a terrace garden with an aim to nurture mind, body, community and earth. The façade of the building has a grill and grasses between each grill. It is considered that green walls improve the insulation properties of building and reduces the air pollutants such as Fine Dust and Carbon dioxide. Presented by: Sakshi S





Mood Board



Renders

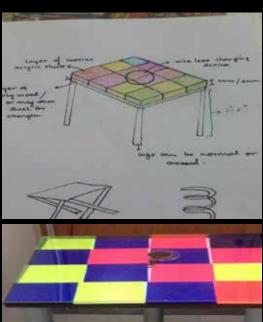


The goal is to help patients develop emotional, social, vocational and intellectual skills. This space comprises of mix reality that floats between the real and virtual worlds to produce new environment and visualization where the patient can interact. The centre is constructed with aeroponics, less harsh bulbs, Tesla solar roof and less water consumption techniques. With an aim to provide soothing experience to the addicts, designers have come up with the concept of providing occupational therapy, spa, community interaction and counselling. Fast growing and renewable materials: Bamboo, recycled rubber are used in constructing the space. Non-toxic recycled materials and recycled glass and ceramic tiles are used to make the wall panels and floors of the centre. The project is eco-friendly as well with peace and tranquillity. Presented by: Rahul Jain



**BEST DESIGN PROJECT:** DRUG REHABILITATION CENTRE







Mood Board Renders



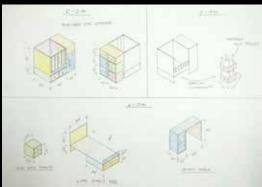




**BEST EXECUTED PRODUCT:** ARIN

Arin is a multipurpose side table on the underlying concept of providing multiple uses from a single service, product or activity. In concordance with the theme, the designer's pre-eminent ideas satisfy the requirement individually or simultaneously. Inspired by the sunset colours and geometric shapes, this side table doubles as an ambient lighting, a bookshelf and a wireless phone charger. With the ever-increasing usage of phone and the lack of relaxation, this product satisfies the needs of the consumer. Recycled and eco-friendly materials are used such as Acrylic glass, certified plywood, stainless steel and led lights that consume less energy compared to others. In today's scenario, this multi-purpose side table is accessible in cafes with lounge/sofa seating, bookstores, waiting for areas and homes. Presented by: Harshitha Rajagopal, Kritika Kalyanpur and Nitish Chawla

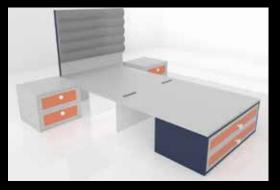






Mood Board Renders





A child undergoes a lot of change over the years – physically, mentally and emotionally. To match up with this change, the designers have come up with a single product - VIBGYOR. It is compact, multi-functional, convertible furniture that grows physically as well as aesthetically with the child. With an aim to solve the space crunch issue and eliminating the need to buy new things, this furniture serves an infant to a teenager. The product is designed with several functionalities - infant crib, storage, toy trolley, mini-bed, study table, single full bed and side tables. The beauty of this product is it can be used and reused with different purpose each time which makes it eco-friendly as well as sustainable. Environment-friendly materials such as plywood and laminates are used in the process. Presented by: Akshitha V Jain, Avani Shah, Nivrithi Gupta

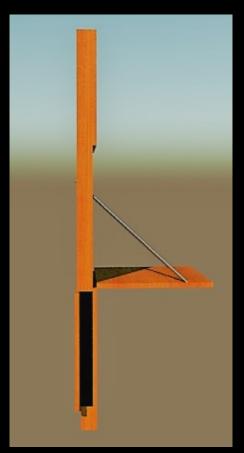


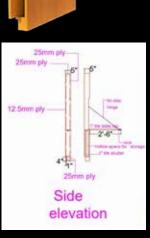
**MOST INNOVATIVE PRODUCT: VIBGYOR** 

# **IULTIPURPOSE DOOR**









Mood Board Renders



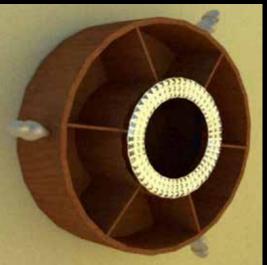
**MOST IMAGINATIVE PRODUCT: MULTIPURPOSE DOOR** 

The product Multifunctional door is designed with a vision to solve the space crunch issue. With the increase in the demand for a multipurpose product, this door is designed with the same concept. The beauty behind this product is that it can be used as a table as well as a foldable chair. This door can be used as a study unit in houses, offices, co-working spaces etc. As for the usage one has to just pull down a section of a door making it a table and the storage can be used for keeping books pen stand etc and pull out the chair from the side storage and the door has changed into a study unit. It helps in space planning and saving money. Presented by: **Diksha, Neha Kumari Payal Jain** 









Bibliotheque is a solution to the physically challenged people, who love to read but are tied up with their own physical limitations. Usually, a bookshelf is wall mounted and is hard to reach for the people in a wheelchair. Considering this aspect, the designers have come up with a rotating bookshelf. It is a dual purpose product with eco-friendly and durable materials. Flexi, Veneer and mirror are used for the product and to make it look attractive. Stainless steel handles are used for the product to rotate as per the convenience. This affordable and eco-friendly product is presented by Sujata Kadwe, Amy Cherian, Yadu Ravindran



**BEST SOCIAL IMPACT PRODUCT:** BIBLIOTHEQUE









**SPECIAL JURY AWARD: JIGSAW** 

Buying a multifunctional furniture is a smart choice in today's time. Considering the space crunch issue at few places, the designers have come up with a multipurpose product – JIGSAW. Inspired by the love for puzzles and blocks games, the furniture is built with the same flexible interlocking system. The product can be used as a rug and later converted into an ottoman. No hard wares are used in the product which makes the product flexible and movable. Commercial plywood, PU thermocol and chenille fabric are used to create this innovative product. This furniture is user-friendly as well as sustainable. Presented by: Bindu.r, Natasha.a.vinay, Sanjay. T. S





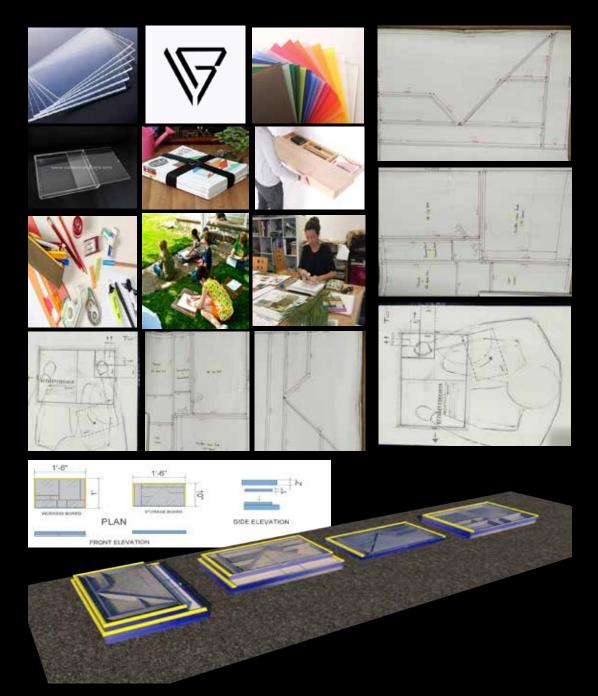




Emergence is a multipurpose, multifaceted product to satisfy the basic needs of space utilization. Inspired by the carton box, the design is flat at first and can be converted into a coffee and a study table. It is designed in such a way that it is simple, stylish and compact which makes it easy for the users to have more spacious areas. The purpose of this product is to utilize the space to its maximum. A workspace is provided with three different pieces of furniture in one. This affordable and eco-friendly product is presented by **Prachi Jain**, **Shlokha Dasa, Swaroop G Raj** 



**BEST PRODUCT OF THE YEAR: EMERGENCE** 





MOST CREATIVE PRODUCT: VIBRANT BOARD

Architects & Artists. The compact size with storage space & its functionality brings in the change in design. It is a drafting board with multiple storage space. This space helps the users to get the materials easily and arrange it accordingly. Keeping sustainability and feasibility aspect in mind, the designers have used acrylic instead of wood, so as to reduce the weight of the product. The board can be carried for outdoor sketching as well, as it is light in weight. A customized bag is provided along with the board to make the travel easy for the users. Presented by: Aishwarya .S. S, Mithila A. G. Sarda











In the hurly-burly of one's routine, people tend to forget their dreams and desires. Especially with the growing technology and computers, kids have lost the touch of communication skills and are into video games. To bring a change in this and channelizing one's creativity, the designer has come up with a space design 'The Craft Adventure'. This space has a combination of activities for all age groups to spend their weekend or free time as a family under one roof. A hobby club is designed under this roof, which involves activities and crafts that gifts physical, mental-emotional health to an individual. Lyptus, walnut wood, tempered glass, wrought iron, bamboo, Ashwood are used in constructing this design space. Presented by: Vikshitha.R









Shopping is not just about buying goods and services. It is about getting out and connecting with the communities. To make this possible for the disabled people, the designer has come up with a conceptual supermarket space, where they can go shopping independently without being a burden. A solution is provided both physically as well as digitally along with technical information for the people to be safe and connected. Independent access to premises, goods and services will be giving a delight in their shopping experience. This design space includes Ferris wheel concept, walkways with a surface indicator, accessible path and circulation space. Presented by: **Bijeta Kharel** 

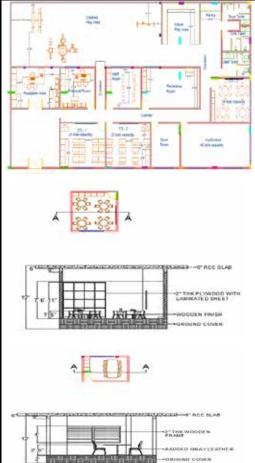


Women are a vulnerable segment of the population who face many challenges such as poverty, homelessness and physical limitations with motherhood. Being an important part of the community, the designer has come up with a space design 'A home for women' with an aim to serve women, single mothers and orphans. Inspired by the story of Izzy, this organization is a home for women who are disowned by the society and establishes their value and confidence. This space is a place where they can work and sell products for their livelihood. A terrace vegetable plantation is given for them to grow their own vegetables and sell. A place where they can exercise, study and have a social gathering. Presented by: **Akshata D.G** 



















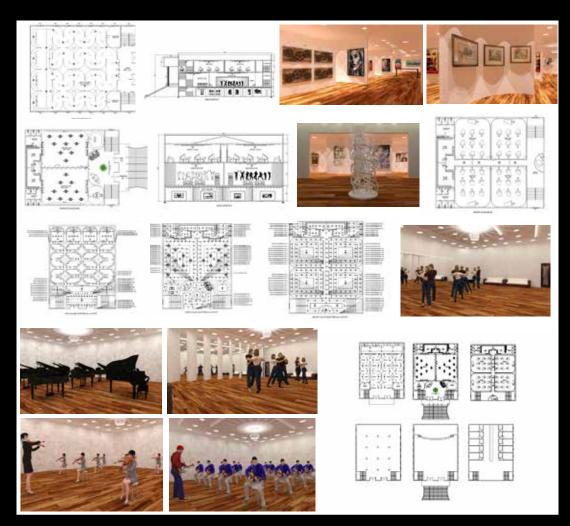


Learning is a crucial phase in everyone's life. One develops thinking, attitude and behaviour accordingly. Kids adapt to things easily. To shape their future bright, it is important to make their base strong. Considering this, the designers have come up with a conceptual space 'Kindergarten' which focuses on building a perfect learning environment for the kids. The material Bioglass used is 100% post-consumer recycled which is heated and compressed for creating solid-surfacing slabs. Lego Brik tile is applied on the walls, door with an intention of using multiple times. The concept 'Kids Castle is not just sustainable and eco-friendly but also innovative. This space encourages learning, skills and development. Presented by: **Shravani KV** 





Madrasat Khadira is a cultural centre. An initiative to encourage, support and develop a social growth by working upon nurturing the creativity of children and developing their interpersonal and communication skills. It is a giant architectural piece spreading the importance of each culture and civilization. Inspired by sacred geometry and vernacular architecture, this space is an essential foundation for creating a balanced future. In Madrasat Khadira, the green school initiative states "Four pillars of green school" i.e strive to be toxic free, green and healthy space, teach learn and engage, which offers early guidance on defining environmental sustainability in schools. A place where there will be only peace, harmony and oneness. Eco-friendly materials are used such as gravel stone, mud plaster, wood, glass, stainless steel for building this design space. Presented by: **Sambath Kumar** 

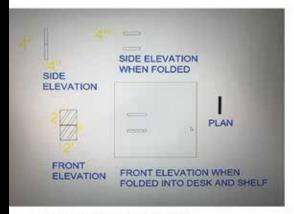






Maison de la emanation is a conceptual space designed with a vision to convert a conventional centre into Music, Art and a Dance one. Inspired by a telecast show MAD, the idea allows one to experience a different and unusual style of art. The idea behind this design space is freedom of expression where even a person with Alzheimer or an autistic person can express the way they want. It provides freedom to express thoughts, emotions, and develop imagination and creativity. Series of activities will be performed which will help the children to become responsive, critical and appreciative. A place to have self-worth, identification and confidence. Materials such as plywood, oak veneer, gypsum board are used to build this design space. Presented by: **Darshan G** 

#### **AUTOCAD DRAWINGS**



#### PROTOTYPE IMAGES





3D RENDERED IMAGE

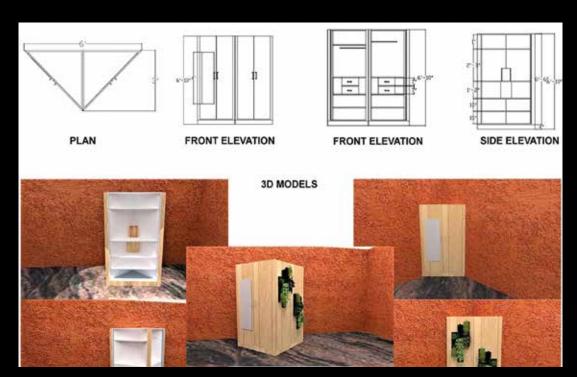








Portrait Desk is three in one furniture. This era captivates portable products. The designers have focused on bringing up an innovative product which is initially a Canvas portrait and later converts into a shelf and a desk with storage. This kind of multipurpose product makes it innovative and convenient for the user as it can be kept as a portrait painting that turns out into laptop desk and shelf. For the people who are art lovers don't need to think twice for spending as the product serves all purposes. This multipurpose product can be used in various places such as offices homes and cafeteria etc. By using recycled WPC boards and sustainable materials, the product becomes eco-friendly to use. Presented by **NANDINI.G and DIVYA REDDY** 





Compact Wardrobe is an attempt to bring a change in the mindset of the people regarding the structure of the wardrobe. Inspired by the form of the triangle, the wardrobe is advanced with a corner space to have a maximum utility space and storage. With a mission to curb air pollution, vertical gardening is provided to purify and deliver fresh air. Solving the problem of space constraint, this piece is multi-functional. Distinctive from the market, the designers have tried to bring in all the features in one: Triangular shape, hidden storage and vertical gardening. Plywood, metal, mirror and indoor plants are used to make the product ethical and environmentally friendly. Presented by: Jayashree J, Devaraj S and Shalini R





Organising and maintaining a bookshelf can be a challenging task especially when heavier books are involved. To avoid the hassle, designers have come up with an innovative solution through a magnetic press button mechanism, which makes arranging books effortless.

Materials used to build this innovative case are MDF boards and reused solid wood. The springs used were also recycled from other damaged products. The other materials are magnets (to push the book out) and wheels (for the plank to roll out).

Presented by: Rosanne Rochelle, Pooja G, Nupur D Jain.

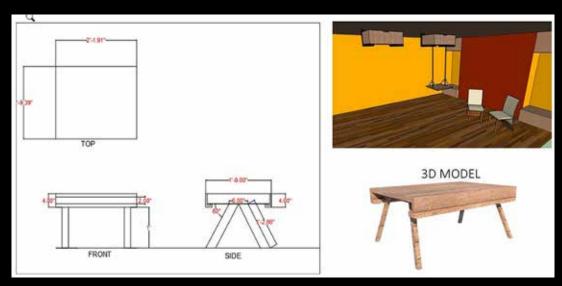
### Antique Magic table design (dining table/coffee table)







'The Antique magic table' is designed to create an innovative and convenient dining which has a magical storage space. This idea popped out from the "Aladdin's magical lamp" and the working of product is inspired from the "tic-tac ball pen". With this inspiration, designers have brought in the change to the old designed dinning tables. A pull up magical drawer is introduced. This drawer is provided at the centre of the table top and will come upward just by one touch. The problem of getting up between dinner for salt, pepper and napkins is solved with this design. As this magical drawer stores all the side items which are needed for the dinner. The table becomes more convenient for the family members and using furniture in multiple ways makes it creative and cost effective. Presented by: **Khushboo and Vishnu.** 





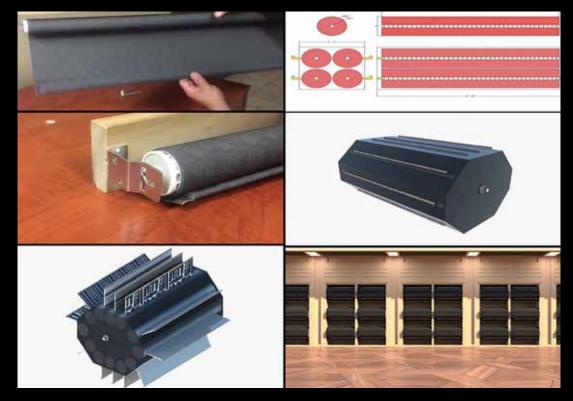
Vam's Design is a multipurpose product inspired by the idea of space constraints. The designers have shaped the product in an interesting manner, that it can be used as a false ceiling, a swing and a coffee table as well. This piece is extremely compact, unconventional and convenient. With a multipurpose characteristic, the design comes with three different uses: Firstly, it can be converted into a swing and used in the backyard, where kids can have their own playtime despite their parents being busy. Secondly, the product can be transformed into a coffee or a food table which makes it easily accessible. The last is that it can act as a false ceiling, when not being used. The idea is to use the product at right time with no hesitation and in fewer budgets. Plywood, motorized machine and a nylon rope is used to make it successful, eco-friendly and sustainable at the same time. Presented by: **Amrutha, Mansi and vignesh** 





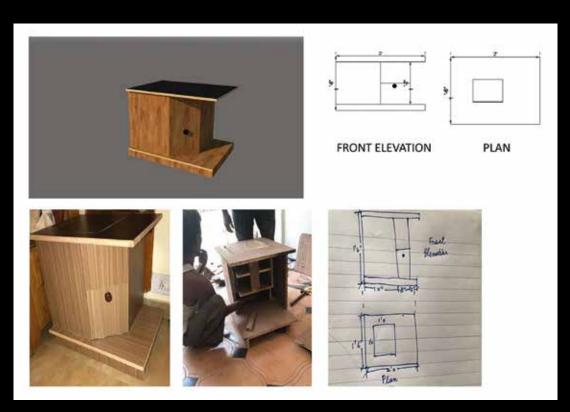
The need and necessity of space management which is the crucial base of most of our life and the trade-off we face with it, has made it necessary for more innovations which help us utilise our space and furniture efficiently. The product 'Teslely' is a good example of using a furniture more efficiently and helps resolve the space problem in most of the households. It's a set of 2 chairs and a table, which can be converted to a sofa/day bed and a single bed depending on the comfort of the consumer. The name itself suggests that one can have tea, sleep and lie down, with the same piece of furniture. Materials used to build Teslely are 12 mm plywood, 3"foam, thermal, 1" foam, nails, gum, pins, bush and neem wood.

Presented by: Reema Khan, Baladwish .N, Ankitha.U.N



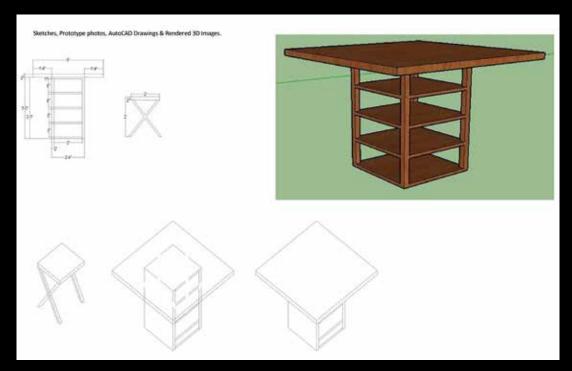


This product is basically meant for a retail shop for fabric displaying. From ages, we have seen people folding fabrics in a retail shop. In order to avoid time consumption as well as workmanship, the designers have come up with an idea of a product which involves a measuring tape mechanism roller in which fabrics (sarees, upholstery, dress materials) are enclosed. The rollers are fixed to a hexagonal box which has ball bearing mechanism fixed to both the sides so that the entire set (product) rotates for easy accessibility. On each side of the hexagonal box, there is an opening through which fabrics are pulled out. The mechanism is the inspiration taken from measuring tape as well as roller blinds. Materials used are plywood, acrylic and measuring tape mechanism. Presented by: **Selva Naresh, Selva Ranjith, Surabhi O.S** 



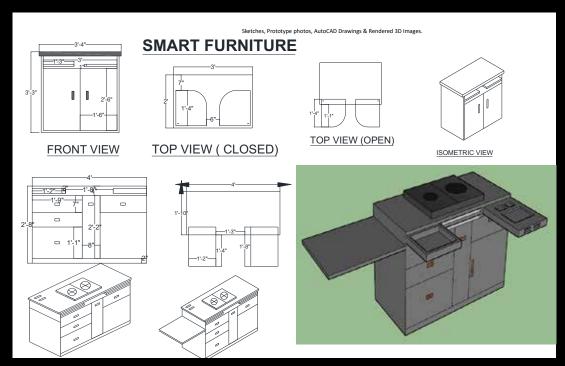


The Emerger is a kitchen corner solution, which is designed for convenient storage and ambience, ease of cleaning and maximum utilisation of dead space. It is a unit of shelves that escalated out of the corner platform in the Kitchen, with the help of a hydraulic system. The designers were inspired from class store visit to Hettich, where their design solutions were motivating enough to create something unique out of the research and learning. Materials used are Plywood, Laminate, Nails, Heat-x glue, hinges and tracks, knob, manual hydraulic pump. The aim was to achieve an aesthetically pleasing, futuristic, modern and practical kitchen set-up in which the corners are efficiently utilised. Presented by: Sabrina Lobo, Prerna Pandey and Pragati Sharma



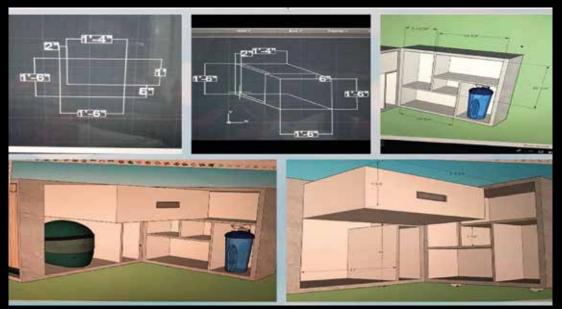


Folding dining table and folding stool are designed to save space and easily usable furniture. As dining table requires a lot of space so it is inspired by folding paper to save space in the interiors of the house. The product can be used as a table and as well as a folding stool. It is an easy to use furniture without taking too much space. 12mm plywood is used in this unique collection which makes it eco-friendly. Presented by **Aashima Sood, Shreya Saraogi, Tejaswini K.N.** 



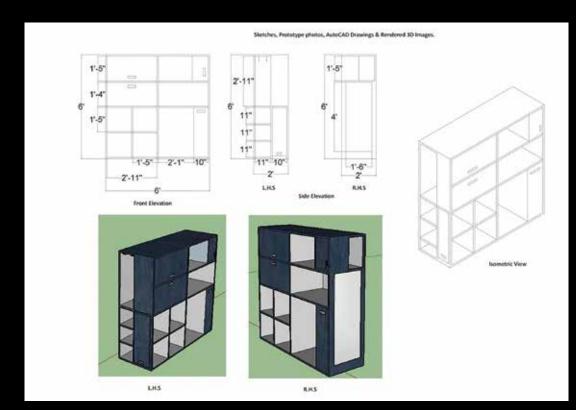


The product Smart Furniture is a modular kitchen that has been designed to utilize less space, have a natural look and serve utility for all. It is simple and compact, which can fit even in a small area or an apartment. The product is made with all necessary and required features which can be removed and attached later. Targeting the bachelors and the people living in small spaces, this product consists of five different types of trolley baskets which has the capacity of keeping the kitchen utensils separately. To create more area in the furniture two slides on either side are also provided. These sliders or trays can be used for various purposes such as chopping and keeping spices. The frame is made using 18mm MDF and finished with 1mm laminate. Telescope channels are used to give support to the trolley basket. A modular kitchen using less space and with lightweight is presented by **Abhishek Anurag, Amruth Nayaks and Kiran Patel** 



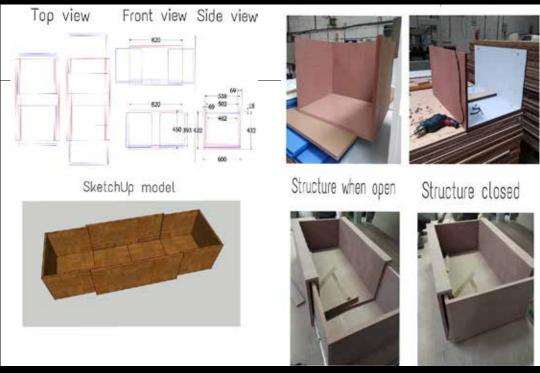


Foyer4u is a Contemporary style, the focus is to provide space for everyday product. It is a multi-storage product, where items which are carried out while going to office or market can be placed in the entrance of a home or as per an individual requirement. This product is made in such a way that a person can sit on it comfortably and keep things like helmet, keys, wallets, watches, cooling glasses, carry bags, socks, gloves, etc. The change is the ottoman is no more just a sitting place, it has been changed into a multi-storage ottoman. MDF board, hinges, bushes, duco paints these materials are used in the product. This makes the collection sustainable as well as eco-friendly. **The collection is presented by Ayesha Ahmedulla Khan, Afra Tabassum Touheed, Pooja jain.** 





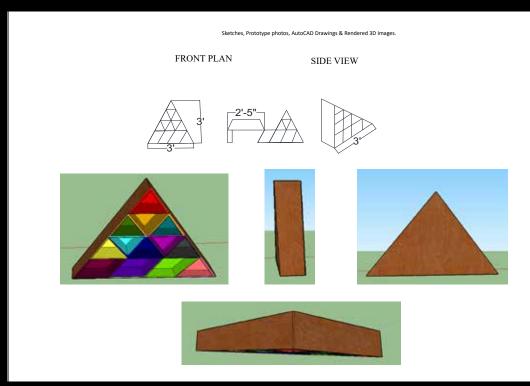
Bachelors are known to face problems with organising their wardrobes; Designers have recognised this problem and have come up with innovative design solutions to efficiently manage space. This wardrobe is a multifunctional set-up in a single unit which can accommodate clothes, a working area, a small refrigerator, bottle pull-out, a small locker and an iron table.12mm plywood with the laminate finish (1mm), telescopic channels, a Mirror, SS handles have been utilised in the making of this product. Presented b: **Praveen Kumar H, Mahendra Kumar, Sahana B.A** 





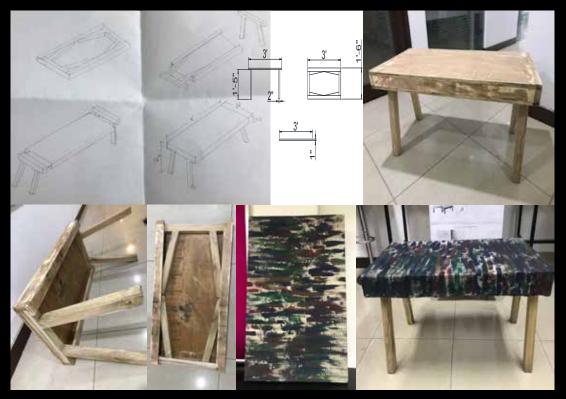
Most of the middle-class clients face a problem, when they desire to have a bathtub but refrain from it because of the space constrictions. Designers have used this as an opportunity to come up with a unique solution, which is a product that can be adjusted from a bathtub to a shower tray through adjustable mechanisms. This design enables clients to have a bathtub even when they do not have space for the conventional ones. The skeleton of the product is made up of BWP Plywood. Corian Material was used for finishing the product. Rubber beading or silica strips are inserted to prevent the leakage of water and washers for the height adjustment.

Presented by: Divya singh.J.Mokhasi, Swathi Murali, Mithali Jain





Keeping multifunctional furniture is a smart choice in today's time. The product POLYHEDRONS is a shoe rack which is mainly designed considering the space constraints issue in mind. The product consists of triangle shape racks, seating and storage area which is portable and can be fitted behind the door. Inspired by the form of a pyramid, the rack is also designed with the same aspect. This modular furniture can be used in residences as well as in commercial places. The furniture is compact, movable and can be converted for seating requirement when required and folded back after the use. This saves money and is convenient for bachelors. Presented by: **Shubha, Ramya and Harshitha** 





The essence of this product lies in the diversity and multi-functionality, as it can be a painting which can be hung on the wall or it can be put to use as a table. The painting is wall mounted on one side, when hung on the wall it acts like a canvas art. To convert the painting to a table, all are required to take out the legs and place it on the floor. The canvas painting is placed in a way that it becomes the top of the table. The materials used to build this aesthetically pleasing product are Ghana wood, plywood and canvas fabric. Presented by: **Kruthi, Likitha, Kavya** 

# JD ANNUAL DESIGN AWARDS 2018





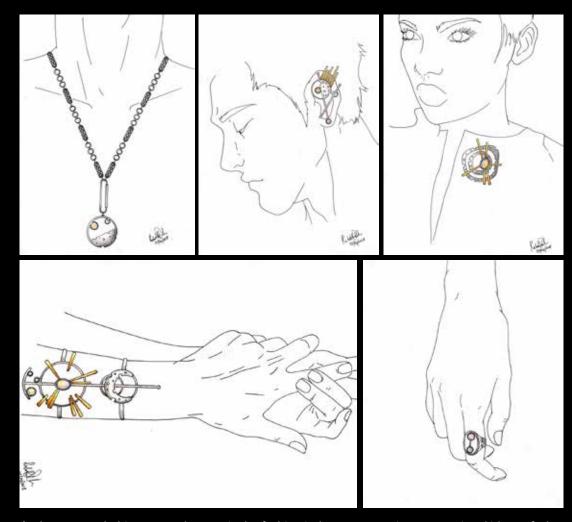
Leading Change



#### **CHANGE HOW PEOPLE THINK AND LIVE.**

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### DEPARTMENT OF JEWELLERY DESIGN BANGALORE

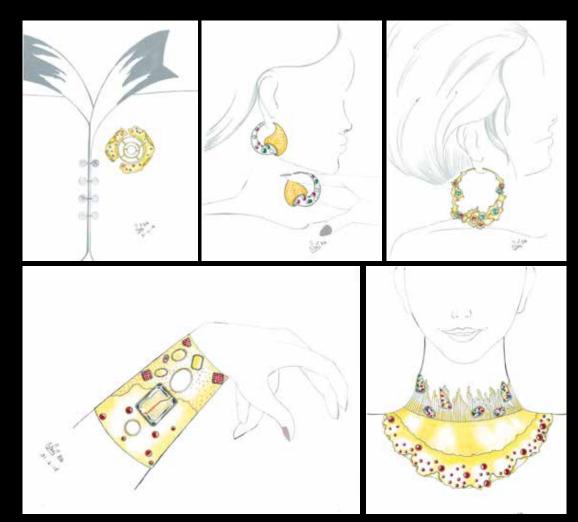


Androgynous clothing created waves in the fashion industry, countering conventional ideas of what constitutes men's and women's fashion. This year, the gender-bending aesthetic enters the jewellery territory to give a new vision to it. This gender blurring has prompted the designer to come up with a jewellery line that breaks the stereotype barrier and designs for the people who fall outside traditional norms or who choose not to label their identities. To be more inclusive and promote acceptance, this collection has been designed keeping in mind the "people" and not gender. Inspired by galaxies, the pieces are crafted in pure silver with Ethiopian opal gemstones which include detail and colour that have a universal appeal. From one-of-a-kind ear cuffs to quirky rings, these designs reflect the bold style of it. Planets, galaxy swirls, gold plated shooting stars, iridescent opals, shimmery rainbow colours are used in the collection to celebrate individuality and self-expression. Presented by: **Rakshitha Deviah** 



BEST EXECUTED COLLECTION





Broken but Beautiful is an exquisite series of jewellery that celebrates the beauty of nature and meets the sustainable needs of it. Inspired by the coral reefs and underwater textures, this collection reuses the broken gemstones which are crafted into an alluring jewel piece. Resin and the famous Japanese technique 'Kintsugi' are used for rejoining. The technique is a 15th-century oriental master craft dedicated to focus one's attention on hidden beauty and power. The designer has used a silver sheet between the rectangle smoky quartz which is later polished with gold on top to make it look similar like Kintsugi. Presented by: **Samanvitha B.G** 



MOST INNOVATIVE COLLECTION









Tredative, a dramatic collection which signifies the change in the traditional south Indian jewellery by not disturbing the beliefs and concept that have been there in the minds of the consumers. Drawing inspiration from the peacock, lotus and Indian goddesses that are followed and accepted in the tradition, this collection is built on the same with more of positive and negative spacing. The idea behind it is to rework on the same motives but with a different view. Different types of stringing and crystal beads are experimented to add a colour and a modernistic touch to it. The change is to make the exaggerated pieces in lightweight which can be highlighted on the wearer easily. A true collection for the brides or for the people attending the wedding. Presented by: **Santhosh Raj T R.** 



**BEST RETAIL COLLECTION** 





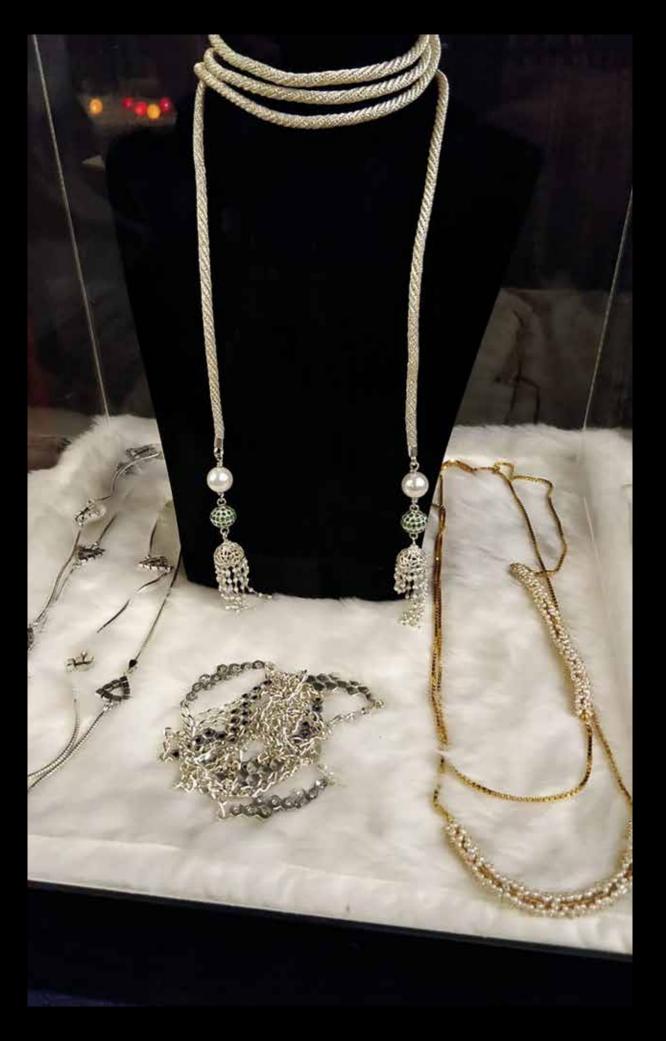




Seven is an exclusive piece of jewellery designed keeping the cost-effective factor in mind. The designer's primary motive is to introduce the 'Lariats' which is not very common in the Indian market. Not just for western plains, the collection brings the lariat necklace which is the new statement necklace. Inspired by the idea of scarves and how it can be worn with different types, this jewellery line brings in the concept of wearing one piece in several types. The collection comprises five necklaces which are made up of pure silver, gold and a mix of both. It experiments with synthetic stones and metals which is an excellent and eco-friendly alternative to the natural ones. Snake chains, box chains and hollow chains have been incorporated into the pieces, to add a variety to the collection. Presented by Akshitha Sunil











Vacation, an exquisite and exotic jewellery line, is a perfect blend of the classic Pelicans motif and Visionary designs. Inspired by the cool ocean breezes and soft sandy beaches, the collection leaves one dreaming of sailing, walking the beach and watching the waves roll. This ocean inspired collection features the bird - Pelicans. They are the large water birds which can be found through most of South Australia except the arid west and north. It is designed with a motive to serve multipurpose jewellery in a less budget. These jewel pieces are re-imagined and customized in such a way that it can be worn as a ring and a pendant both. The beauty of this line is that one doesn't need to spend a lot on gold every time. The shank part of the ring remains the same and the wearer can just invest on the jewels or the diamond which can be adjusted on the top of it. Polished in rose gold and white gold, the collection gives variety to the consumer without breaking a bank. A collection for the younger market that works well with lighter ready to wear pieces which are easy to carry and travel. Presented by: Ishaan Panchal





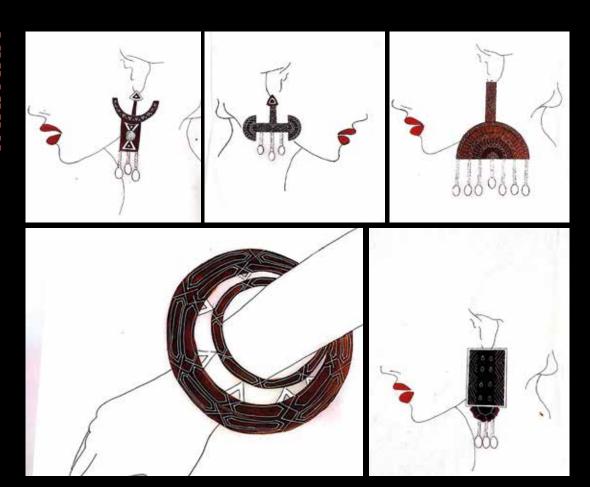




Textile techniques are traditionally worked with fibres such as cotton and silk. With an outlook to incorporate the same technique in jewellery, the designer has come up with a collection – Weaved. It was the designer who was intrigued by the idea of upliftment of Indian craft and techniques. Drawing inspiration from the geometric shapes and forms, the collection is made up with the plain weaving technique. The main idea behind this jewellery line is to add a contemporary flair to the designs. With a base metal in silver, polished in yellow and white gold, these jewel pieces are light to weight that strives for a minimalistic design. Presented by: **Kezyia** 







Tarjara is an exclusive jewellery line designed using two inspirations. With an inclination towards the rich art and heritage of Rajasthan and the Banjara tribe of Rajasthan, this creation is designed with an outlook to give a new direction to the pieces. The world is losing the touch from its roots, culture and the tribes have always contributed towards creative and innovative jewellery. In respect for their upliftment, this jewellery collection brings back the value to it. Inspired by the Tarkashi technique, where the art is done on wooden boxes, these handicraft pieces are done on the Indian rosewood (Sheesham) using the Banjara motifs. As an ode to the environment, the designer has incorporated upcycled anklets, ghunghroos and chains to make the statement pieces. This collection is completely environment-friendly and sustainable. Presented by **Komal Khandelwal** 



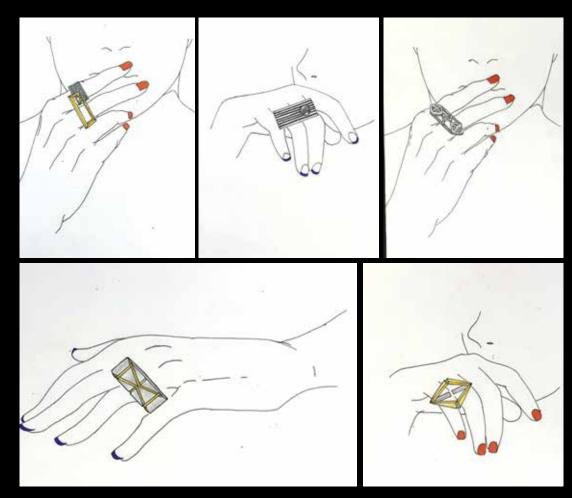




Renaissance is an exclusive collection which tries to fuse the Renaissance period with the old traditional designs. Inspired from the art, architecture and clothing of this historical period which dates to 14th till 17th century, the designer tries to bring in metamorphosis to the pearl jewellery. The idea behind this is to cater historical ornaments which can be worn by today's women. Pearls, ruby and emerald gemstones are fused into the traditional pieces to give a new vision to the design. Silver being the base metal, these geometrical pieces are polished in yellow and white gold. A collection true for the young girls who like to experiment with the pearls. Presented by **Sangeetha Venkatesh** 

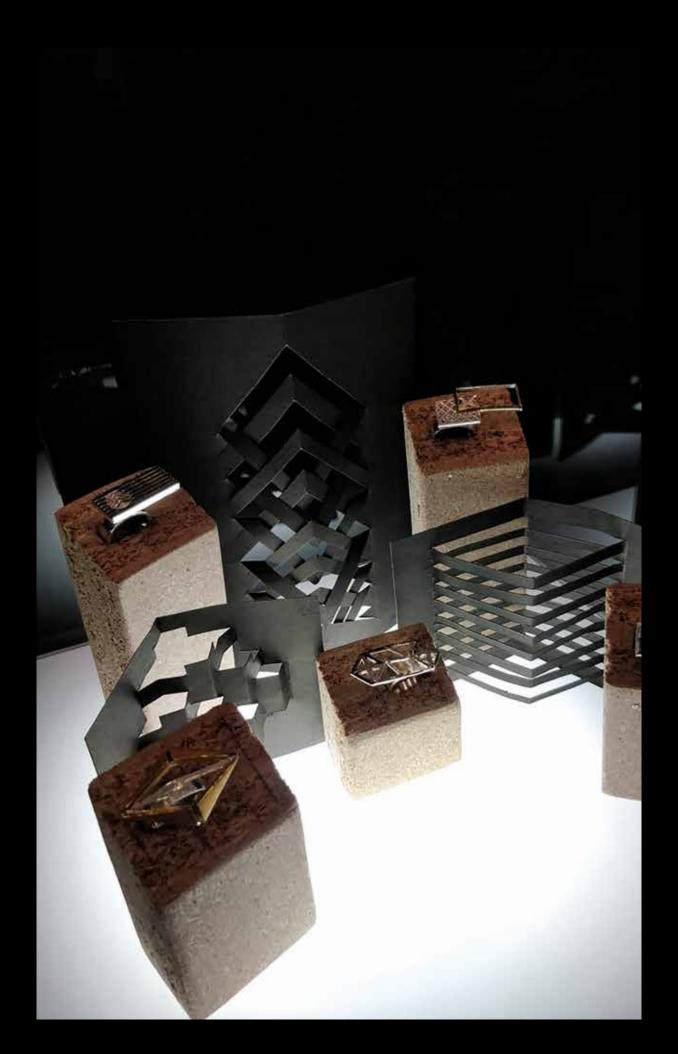






The aesthetic quality of a product is integral to its usefulness. Keeping this in mind the designer has come up with an alluring and enchanting collection 'Size shifting'. The aim of this jewellery line is to serve a product which is comfortable, stylish yet worth filling the consumer's need. This entire collection comprises rings with a similar design, metal and feel. It is the one design that prevails among all the pieces. Inspired by Kirigami, the collection plays with the style of paper art having positive, negative spaces and geometric structures. These rings have 13 to 18 of size adjustment movements, with its top view inspired by Kirigami itself. A user-friendly and an affordable collection for the consumers who are inclined towards the rings. Presented by: Saniya Almas Khan







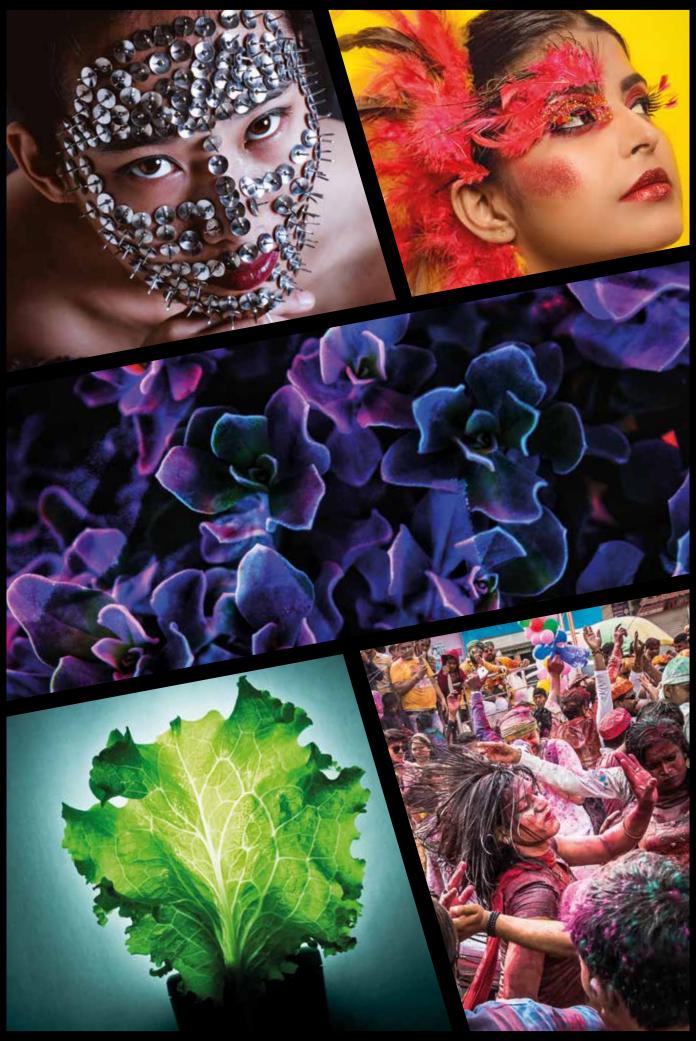
# JD ANNUAL DESIGNAWARDS 2018

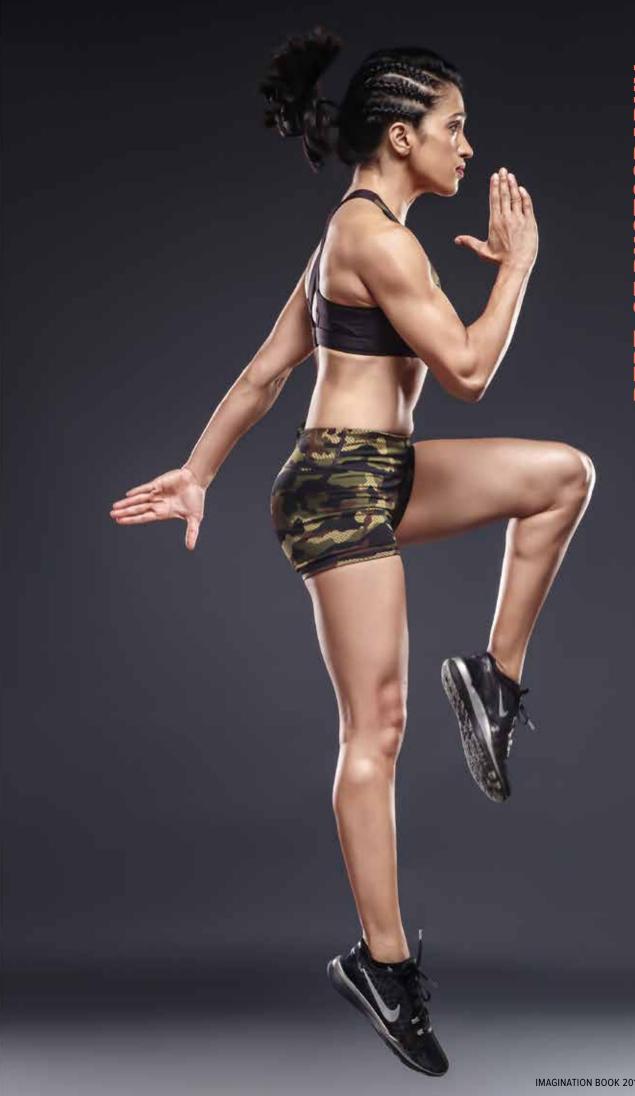


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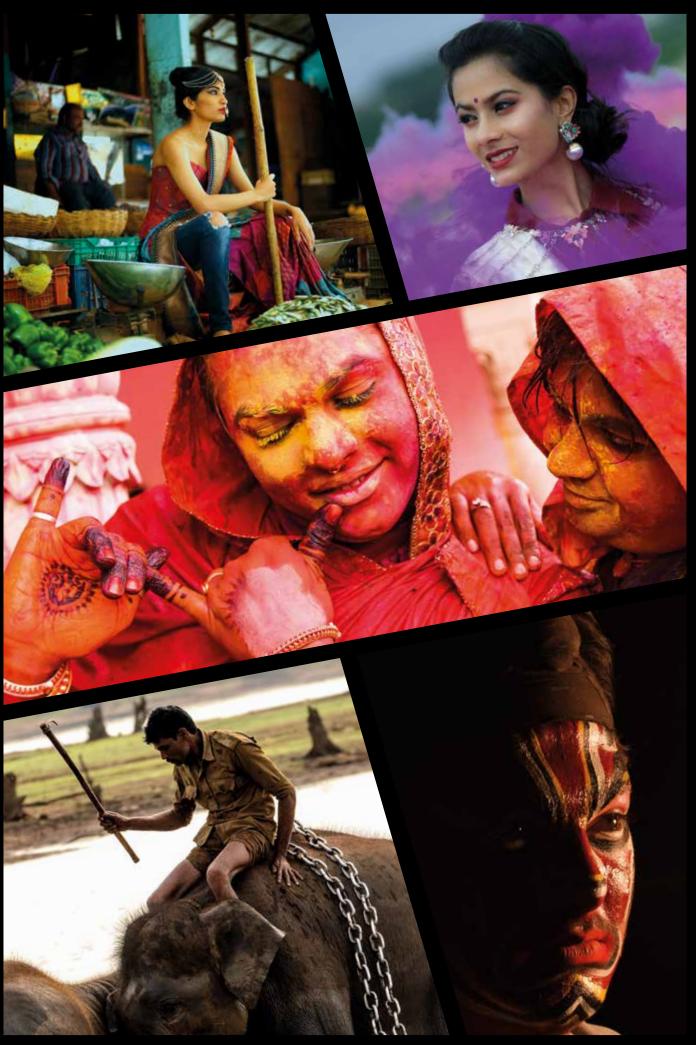
## DEPARTMENT OF PHOTOGRAPHY BANGALORE





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# JD ANNUAL DESIGNAWARDS 2018



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## DEPARTMENT OF FASHION DESIGN COCHIN









































## JD ANNUAL DESIGN AWARDS 2018





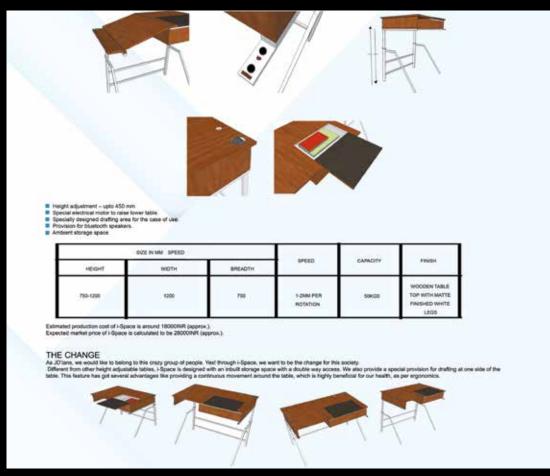
Leading **Change** 



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## DEPARTMENT OF INTERIOR DESIGN COCHIN





i-Space is the best way to turn any office into an active workspace. This is a compact and well planned office table. It has an ideal height adjustment system and is ergonomically fit and healthy for all. Through i-Space we aim to provide cleanliness for the space were we work at, so that we can access the area in a more organized manner as well as to create a perfect mood to work in. Hereby, we can increase the net productivity of a particular person or a company as a whole. Different from other height adjustable tables available in market, i-Space is designed with an inbuilt storage space with a double way access. We also provide a special provision for drafting or for some similar kind on work, at one side of the table. This feature has got several advantages like providing a continuous movement around the table, which is highly beneficial for our health, as per ergonomic studies.

. Presented b: Greeshma Monica P E , Reshma Thulasi , Ananthulal S from Interior Design Batch

### **Obout**

With today's busy schedules it's difficult to find the time to get the exercise we need. Sitting all day increases our risk for obesity and purposes to set risk for back pain, poor posture, leg cramps, tense muscles and sheer boredom.

The PlayCycle makes it easy to get safe and effective exercise without secrificing your valuable time, that too by powering a cooler and generating your own electricity.

### Why PlayCycle?

As ergonomic as your desk or char may be, sitting produces back pains, headaches, and listlessness. You become less productive. Doctors recommends at least 30 minutes of moderate activity five days a week. Yet most of us don't approach this level of activity. The word exercise comes from the Latin exercere, meaning to keep busy or at work.

These days, it seems like everyone is working more hours and using the old "no-time-to-exercise" excuse more than ever. But what if you could actually work out at work? After all, doctors say any amount of exercise helps, the benefits are cumulative.

PlayCycle addresses all of these issues and more; PlayCycle is a tabletop. PlayCycle is an exercise machine. PlayCycle is an evaporative air cooler. PlayCycle is an electric generator.

PlayCycle is not just good for health but also for environment by generating clean energy.

### Case Study

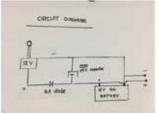
### Research

Based on a survey by Indian Council of Medical Research - India Diabetes (ICMR-INDIAB), only 29,2% men and 23% women are pursuing a healthy lifestyle in urban India. Such high inactivity levels can be greatly improved by bringing about newer forms of exercise that can be easily incorporated into their current lifestyle, such as Planchole.

### Design & Specification











These days it seems like everyone is working more hours and using the old "no-time-to-exercise" excuses more than ever. But what if you could actually work out at work at the most enthusiastic way which improves your health and consuming out energy. With todays busy schedules its difficult to find the time to get proper exercises we need. Sitting all day out increases our risk of obesity and puts us at risk for back pain,poor posture,leg cramps,tense muscles and sheer boredom. But playcycle makes it easy to get safe and effective exercise where table top attached to it provides simplest way of working in any manner where too by powering a cooler and generating your own electricity. As ergonomic as your desk or chair, sitting produces back pains ,headaches and listlessness. You become less productive. Doctors recommends at least 30 mins of moderate activity five days a week. Yet most of us don't approach this level of activity. The word exercise comes from the latin word meaning keep busy or at work. Only 29.2% men and 23% women are pursuing a healthy lifestyle in urban india. In such high inactivity levels can be greatly improved by bringing about newer forms of exercising tables and that can be easily incorporated into their current lifestyle through Playcycle. Presented b: Faisal

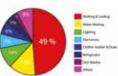


### EVOG LIVE COOL

Today, we are facing plethors of environment pollution. The technology and appliances that we use are also contributing to different kind of pollution and a huge amount of energy resources are also being depleted. Global warming has reached the peach height and as a result, the atmospheric heat is increasing directability. We are also experiencing a bot growth in air cooling technology, for example. Air coolers and Air Conditioners with plenty of features. However, an air of growth in air cooling technology, for example. Air coolers and Air Conditioners with plenty of features. However, an air of condition is not affordable for common man and Air coolers that to occupy a lot of space in an iddiel class household.

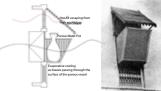
Considering these facts, EVOCI live Cool, an evaporative air cooling solution incorporated inside a furniture, set expenses the cooling and cooling the cooling of the

### IDENTIFIED PROBLEM





Muscatese Evaporative Cooling Window



muscatese evaporative counting window was a combination of a wooden screen and a porous ceramic vessel filled with water. The vessel was kept on the windows besides a wooden screen which restrict the vessel from getting into direc sun light and when the wind came in contact the surface of the vessel containing water, the

### Cooler made of Old Television

A continuous circulation of air through the water dripping membrane cools the air install it efficiently brings down the temperature by 3 to 5 degree Celsius.



This is a homemade air cooler incorporated inside a plastic container t can function in 12v power supply. The wall of the container is cut to fix cooling pads and also to allow nward air flow.

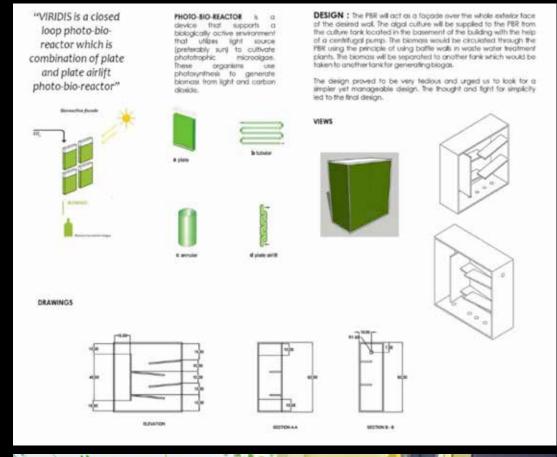
ward air liow. here is no separate water tank as the water is stored at the bottom of ie container and a water pump is fixed to circulate water through the solling pads, in order to make it wet.

### TYPES OF COOLING PADS AVAILABLE IN THE MARKET





Today, we are facing plethora of environment pollution. The technology and appliances that we use are also contributing to different kind of pollution and a huge amount of energy resources are also being depleted. Global warming has reached the peak height and as a result, the atmospheric heat is increasing drastically. We are also experiencing a lot of growth in air cooling technology, for example: - Air coolers and Air Conditioners with plenty of features. However, an air conditioner is not affordable for common man and Air coolers tent to occupy a lot of space. Considering these facts, EVOG Live Cool; an evaporative air cooling solution incorporated inside a furniture unit, is designed to cool a space efficiently without consuming space, meeting the utility requirements of both Air cooler as well as a centre table\ Living room table. Presented b: Devika Achary ,Rahul K Uday , Kishin Antony **Interior Design Batch** 





Viridis is an alternative façade solution. It has been designed to allow maximum natural light into the building and to reduce the heat flow into the building. Its design facilitates easy installation. The customers act like a medium to let the green algae flourish in the façade which doubles up as an algae culture tank. On expiration of the panels, a personnel from the company will be replacing the panel with a fresh culture tank a.k.a façade. The collected algae is then converted into biomass after undergoing a series of processing. The biomass is given out to bio fertilizer industry, bio fuel industry etc. A part of the revenue earned by the company by distributing biomass is given back to the customers of the façade. Also, viridis as a façade can help the buildings reduce their hvac requirements to a certain extent and look green as well. Presented b: Sarah Paul Ayyampilly, Sreelakshmi D



## OUT-OF-THE-CLASSROOM EXPERIENCES-BANGALORE





Technology is changing every facet of our lives, from decision-making and travel to health and identity. Today's industry also demands new-age skills like Artificial Intelligence, Design Thinking, Machine Learning, and Big Data. So the partnership between Adobe and JD is significant. Adobe Technology is crucial for the companies that face challenges in every intersection between content and applications. JD, as one of the pioneers in providing quality art and design education in India, is a strong platform to start Adobe Creative Technology Academy. It is a skilling initiative for students across educational institutes in line with the Skill India and Digital India mission.

### The highlights of the program are:

- · Integration of digital tools in curriculum
- Practical training in digital tools
- Faculty development session
- Guest lectures for students by industry digital experts
- Access to Adobe Education Exchange and Creative Technologies



An environment of experimentation and innovation abounds while students are prepping for the JD Annual Design Awards. Our endeavour is not only to train them but to also expose them to international experts. The 2018 Design Awards was preceded by an inspirational talk for Fashion Design and Jewellery Design students by Adrien Yakimov Roberts, the Director of Education at Accademia Costume and Moda, Rome. He was in India to visit top design schools and invite final year students for a Rome scholarship. JD hosted him in our Brigade Road campus where he inspired our design students on the aesthetics of design.

### Highlights of the session

- Tips on structured learning and self-critiquing
- The importance of life-long learning
- Guidance to fashion students on becoming a luxury designer
- Guidance to jewellery students on the major role accessories play
- Individual talks and evaluations of work for the upcoming awards





**VISIT OF ADRIEN YAKIMOV ROBERTS** 

### JD STUDENTS CREATE WALL ART FOR NAMMA BENGALURU

JD always encourages its students to seize opportunities that showcase innovation and creativity. Recently, our students from all departments (Fashion Design, Interior Design, and Jewellery Design) created wall art to celebrate the essence and importance of the city Bangalore. A city is made beautiful by its people, its environment and the positive energy all around. Bangalore is one such vibrant city where people from all communities live harmoniously in a creative, cosmopolitan culture. The students created wall art on the empty walls of the street to capture the unique spirit of the city. The art depicts notions of of diverse ethnicities, passions and professions. Led by the mentors from our Fashion Department, the students translated their thoughts, experiences and memories of the city into striking, original art.









Students of the B.Sc Fashion Design programme let their creativity flow in making 3D art installations for their orientation programme. Taking their inspiration from narrative Renaissance art, students executed a complex project where they had to create a 3D display that depicts a message. The project involved ideating for and conceptualizing an installation with recyclable materials. The intention behind this was to use resources effectively and think about a sustainable future.

The installation featured themes like women empowerment through a section that showed the hard life of a model and another that reflected the "me too" movement. Another theme was the origin of fashion in India. Through a combination of research, sourcing and execution students experienced the spectrum of design, understood art appreciation and it all culminated in an installation.







Interior Design Course students were exposed to the world of paints as an integral part of their module conducted by JD Institute of Fashion Technology in association with Asian Paints. The idea was to educate students on how to think of the interior in totality, and how to harmonize theme and style through well-considered use of colour. To make students understand the role of colours in interior spaces, a seminar was organized at JD Institute of Fashion Technology in association with Asian Paints. Ajay Subramanian and Shivam from the design team of Asian Paints covered wide range of topics related to paints like painting processes, different types of wall coverings, types and composition of paints, surface evaluation and preparation, different designs and textures in paints etc. In addition to this, students learnt how to interact with clients and suggest the right products to them.







IAN PAINTS AT JD INSTITUTE: A SEMINAR ON COLOUR THEORY







The Be Nice campaign kick started during the 72nd Independence Day. The idea was the freedom to work, love and enjoy life, comes with the duty to 'be nice' to others, society at large, and even to ourselves. One of the issues the campaign wanted to tackle was the lack of patience that compels people to break traffic rules, lose their temper, hurry through life, and neglect family and friends. We 'like' heart-warming videos on social media but don't apply them in real life. The Be Nice campaign inspired people to be better citizens in small ways by giving equality and respect to all human beings at all times. An array of celebrities were part of the cause from Krishna Bhat, Principal District and Session Judge, Bengaluru and V K Prakash, Director, and National Award winner. The messages included going 'outside of ourselves' to be nice to cops, garbage collectors, all professions, all religions, each gender, the under-privileged, co-workers and animals.



We at JD always believe that "prevention is better than cure". Keeping health as a priority, a breast cancer awareness talk was organized for the students and faculty members in association with 'MyClinicare'. Victoria Rani, an outreach co coordinator for Myclinicare Bangalore, along with Ashwini and Malini enlightened listeners with their informational and inspirational talk. The session was led by Victoria who shared her experiences working with a breast cancer survivor. The key message was that breast cancer is curable if detected early. So the facilitators shared risk factors, and highlighted the role of testing, and even self-examination in early detection. The talk ended with a thorough knowledge and understanding of breast cancer care. Such healthcare and medical related talks help our students look after themselves and live a healthy life.









Senior leaders from C Krishniah Chetty and Sons conducted a talk session for jewellery diploma students, preparing them for the know-how and technical challenges faced in the jewellery world. They taught that apart from crafting skills, designers must know current trends and logistics. There was an interactive session with renowned people from the industry, including Rajendran S, Head of Marketing & Sales and Amit Pandya, Jewellery Stylist from C Krishniah Chetty and Sons, Bangalore. The talks inspired students to be new-age thinkers as they tackled government regulations, the economy, and the gold market. They were also given an insight into the changing landscape of the jewellery market locally and internationally. The talk ended with Amit Pandya who guided the students on balance and proportion in styling a jewel piece along with other elements. Such educational sessions enable our students to be different.









JD supported one of the biggest clothes swap events in Bangalore, promoting sustainable and slow fashion in the industry. It was led by Dhawal Mane, GFX Ambassador for Bangalore. Clothes swap is a popular way to save the environment without compromising on style. JD students volunteered at the event. Participating in events like these enables our students as future designers to fight against fashion pollution. The students did well. Dhawal Mane said, "All students from JD Institute of Fashion technology who participated in Bangalore's largest clothes swap event were diligent and hard working. I hope with an early exposure to such alternative, upcoming models of clothing consumption, these students will shape a newer, better and more sustainable apparel Industry when they graduate". As an institute, we believe in providing for the future as it is said that 20% of the water pollution is caused by textile processing. It's time for designers to start taking responsibility.





Our fashion design diploma students, Batch of April 2018, turned their vivid imagination of draping into a reality by designing and converting beautiful muslin drapes. Draping is an important part of design that lends fluidity, fall, and folds. Muslin helps resolve any design and fitting issues for draping before cutting the pattern in real fabric. Choosing the type of muslin is important to drape the fabric. At JD, we conduct workshops to do fashion draping, as a prerequisite to mastering fashion design. The students started at the beginning of the process, by taping the dummy and quickly moved to draping the mannequin to create bodices and different skirt styles. They explored various flows and styles, giving an avante garde look. It was a very valuable and engaging experience in turning imagination into reality.







The senior students organized a grand fresher's day event for the new batch of design aspirants at Bombay Adda Lounge, Bangalore. The budding students from fashion, jewellery and interior design arrived in style in the retro theme. The idea was to strengthen the bond with juniors and get them to interact with the faculty and college. The seniors organized a variety of entertainment programmes from retro dancing to fashion showcase. The highlight was the 'Mr and Miss Fresher contest' that saw a bevy of students showcasing their talent and setting the stage on fire. Later , there was a cake cutting ceremony and Nealesh Dalal (managing trustee) acknowledged the young creative aspirants and lauded the seniors for the effort they put in to organize the bash.









In an exciting and illuminating session, guest speaker Zohara Moorthy covered various facets of the Jewellery Industry for our Diploma in Jewellery Design Batch 2018. A multitalented Jewellery Designer and an NID graduate, she has worked with brands like World Gold Council, Swarovski, Hugo Boss, Raghvendra Rathore and Viren Bhagat. The purpose of the lecture was to enable students to understand the way people approach jewellery design. Students learnt a lot about the entire concept of Jewellery Designing, including Design, Merchandising, Manufacturing, Product Development, Gemstones and Diamonds, Marketing, CAD, Curation, and Blogging. They also performed a small activity which helped them think out of the box and build a sense of design and passion for the profession. Student Riya Jain shared her experience, "Overall it was a very productive and a helpful session for us and we gained a lot of industry insight from this lecture."



Every year, the placement cell of JD Institute of Fashion Technology successfully organizes various placement drives, internship drives and workshops for students and alumni. Global fast fashion retailer H&M was at JD to talk about the brand, sustainability and to also hire students from our fashion design and fashion communication courses. It began with members of the company briefing students on the aesthetics of the brand along with an idea of the posts they would be hired for. The brand's sustainability tactics inspired students with their collection for the 'Change' theme that works on similar lines. This was followed by a group discussion and a formal interview where students were tested on their knowledge and skills. It was a successful recruitment with some students being chosen for the applied post. We wish them all the very best in their endeavours.









As part of the curriculum we expose interior design students to various types of materials that are used in construction and design. In the visit to Hindustan Marble & Granite, the students received a lot of knowledge about texture, longevity and aesthetics of stone, and where they can be used and how. They also understood the various options available in the market and how to use them. Crucial factors like budget, place of utilization, and the characteristics and specifications of the stone itself play a key role in decision making. Students were also exposed to the range of the store's finished marble and granite covering every hue and grain pattern displayed in their spacious showrooms. They understood the diverse selection, the colours, the types of finish, and the implications of all this for interior design. Most of all, they understood how integrating stone into design helps maintain the bond between man and nature, promotes eco-friendly design, and is sustainable.







JD was in the limelight when it declared Best Learning for Fashion Design in India at the Indian Education Awards 2018. The awards, held at Delhi on Feb 14-15, 2018, are given to trail blazers in the education sector. This was a consecutive win for JD. The award was received by Harsh Dalal, Director of Operations, Institute of Fashion Technology, Delhi, and Zulfiker Ali, Academic Head - South, JD Institute of Fashion Technology, Bangalore on behalf of all JD centers, India. The award was a testament to the fact that JD goes through a comprehensive task of making a curriculum that is on par with global standards. It includes intense training on the required skills for fashion, interior and jewllery design and various other disciplines. As an educational trust, our aim is to serve society by nurturing the young, unique imagination, and to give it a platform to learn, grow and stand alongside the best in the world.





An educational tour was arranged for the 1-year Diploma of Interior Design Students of to Ayika Sofa Factory. The idea was to introduce students to various materials (plywood, foam, elastic and springs), the techniques used in manufacturing sofas across price ranges, and the different machines used to shape the wood for making different kinds of furniture. Ayika Sofa Factory has 5 factories that are separated depending on the price range and quality of techniques and materials used to manufacture them. The students visited two of the five factories; one ranging from INR 20,000 to INR 25,000 and another factory that manufactures only sofas above INR 40,000. Naman from the brand explained the price ranges, the material specialties (recycled MDF board made of cow-dung & sugarcane fiber) and their signature sofa legs manufactured in Channapatna. The factory visit was very informative for the students. Visits like these help them understand the options and plan their work and budgets. Besides, it also helps them generate ideas on innovative and sustainable products for the marketplace, a key pillar in our work for the last three years and many more to come.









We arranged an advanced workshop with Nikon Training Centre to give our Photography diploma students exposure to various aspects of portrait photography. The workshop was a theoretical as well as an out-of-classroom experience for them to turn into successful image makers. The advanced workshop covered all aspects of portrait photography as well as the technicalities that are crucial to creating a beautiful portrait. They learnt about the various aspects of lighting (natural as well as artificial) and also the use of small flash. As one of India's top design schools, our aim with workshop was to encourage photographers to use flash in everyday portraiture and understand how "good light" can affect the quality of imagery. It was a great learning session for the students as it combined theoretical and practical elements in guiding them to approach portraits with a live model.



Students of Diploma in Interior design (2018 Batch) visited The Social and Easy Tiger, as a part of their Industrial Visit. JD Institute of Fashion Technology, take students for industrial workshops and visits as part of interior design course curriculum, to build their professional skills, stronger resume preparing JEDIIENS for design industry. At Easy Tiger, they were exposed to creative ways of designing spaces with different materials. At Social they understood different ways of designing a space using different materials. The idea was to help them understand design from the point of view of different materials. Now they can easily identify the materials used in such spaces, and they also understand the effects of lighting (natural and artificial) used in interior spaces.







An industrial visit was organised for Interior Design course students at NITCO and PC Mallappa. The purpose of this visit was to expose students to first-hand information about the design elements of the industry, outside the classroom agenda. Witnessing each brand individually - NITCO, a premium tile manufacturer and PC Mallappa, synonymous with high-end bath ware – the students were able to grasp the importance of material selection and its application in each design. They saw that being a designer means having expertise to factor materials, function, mood and textures. With the help of this visit, students received extensive knowledge on elements and principles of designs, implementation of materials, and also the effects of lighting used in each place. They were also able to compare the look and feel of each design space as well. As one of the top interior design institutes in Bangalore, it is our aim to provide students first-hand information regarding the functioning of the industry and prepare them accordingly.







TERIOR DESIGN STUDENTS VISIT NITCO AND PC MALLAPPA

They say open your eyes and look around, because you don't know when inspiration strikes you. Our jewellery design course ensures students get inspiration from experts. In Feb 2018, Meghna Bag Dass, entrepreneur, jewellery design consultant and owner of MBD Creations did a workshop on Jewellery Design Process Conceptualization, sharing 10 years of experience. The session covered many topics: the significance of inspiration and the role of one's surroundings in triggering creativity, moving beyond inspiration to assess the feasibility of the idea, incorporating trends, taking into account customer needs, and more. Later students had to apply this in an activity. The session then moved into conceptualization, including need of SCAMPER and why it is used to redefine and finalize design. Meghana said, "It was a different experience with the JD students where even I got to learn something. They were eager to learn and understand the design process." The students in turn had an informative, useful session. Exposure to industry experts this way ensures students keep tabs on industry requirements and fine-tune their skills to take the lead when they hit the market.











The Jaquar Group, one of the leading companies in bath fittings, addressed interior design students on sanitary ware and lighting solutions. This was a useful session because Jaquar has been an industy leader for decades and is currently reinventing itself to provide new solutions to customers. So they had plenty to teach students in terms of industry changes and interior design ideas. The students were briefed on how to make a bathroom more pleasing aesthetically, technically and experientially without compromising on the quality. Students also got a chance to visit their orientation center which provides demo models of their products such as showers, faucets, freestanding bathtubs, etc. This provided students with a hands-on opportunity to understand product functionality. The talk concluded with a display of some of their best products and a Q&A session. Students left the seminar with new enthusiasm for the field and many ideas to implement in their work and folio.

Recently, our jewellery design students exhibited initial design sketches along with prototypes to show their understanding of the elements and principles of design. The idea was to deepen their understanding of the foundations. The display reflected sustainable jewellery as the students showcased their creativity and unique ideas by using scrap materials like left over threads, waste fabrics, stones, mirrors etc. It was fascinating to see how each student approached the brief and developed their own jewelry range.

All the attendees appreciated the hard work put in by the students and their mentors Surbhi Gupta, and Pramod Adhikari (official JD mentor) were also present at the exhibition to witness the creativity of the students and to share inputs.











A career as a jewellery designer enables you to combine your creative talent along with business skills. Recently the jewellery department students had a pep talk by Pragya, entrepreneur and curator of Arvaa, a jewellery brand. They learnt about marketing skills, smart investments and possible careers after the course. Known for elegant, customized jewellery, the brand was the apt choice to enlighten students on the role of vision and communication. Students learnt that irrespective of whether they work for a brand or for themselves, they must learn to craft a vision and communicate their designs persuasively. In line with this, Pragya educated them about the importance of marketing strategies, smart investment tactics and billing information. The talk also highlighted the importance of maintaining a relationship with retailers, customers and karigars. Pragya also reviewed some of the student projects and the practical concluded with know-how and tips one could use in order to become a successful jewellery designer.

When it comes to Halloween costumes, nobody wants to be stuck with an old white bed sheet with two holes cut into it to resemble a ghost. JD inspired make-up artistry students to think beyond through a special effect make-up demo session in collaboration with a well-known brand, Kryolan, that's also run by an alumnus! A Berlin-based brand known for their cutting edge products and technology, it is the only make-up brand that views makeup as a science and handles extensive global production of professional makeup for film, TV and theatre. Shiny, a professional trainee, exposed students to special effects and prosthetic make-up application techniques. The session covered many aspects starting from the reasons for using an effect, pros and cons, hands-on exposure on prosthetics make-up, skin types, body colour illustration palette, and products used for the make-up. An exciting and interactive ambience was created in the classroom as students saw wonders unfolding before their eyes. It got even more exciting when they discovered the secrets of make-up behind creating such iconic characters such as Voldemort in the Harry Porter movies. The talk concluded with Shiny offering a few tips for students looking for career opportunities in special makeup.











Nolte, one of the world's leading kitchen experts, gave a talk at JD for the interior design students, on the latest trends and technologies in making a kitchen set-up. One of the major challenges an interior designer will face is decorating the space to give it a comfortable and productive environment. Nolte was able to address that well. Founded in 1923, the company has expanded all over the world and are present in 15 Indian cities. The talk at JD involved many guests from Nolte India including Alok Duggal (Director, India), Parul Gupta (Principal Designer, India) and our alumni Sneha Sharma and Meghana Bharadwaj (Design Consultants). After the guests were welcomed, they proceeded with an interactive session where Alok and Parul spoke about trends in modular kitchens, materials used, importance of anthropometry in designing kitchens, and how every unit has to be custom-made as per client requirements. To enliven the session, they asked the tallest and shortest people from the audience to share the comforts & discomforts they face in everyday life due to anthropometric differences. Later, they presented a few case studies and also drove a Q&A session to enable students to ask doubts and learn more. The students received an enlightening window into the craft and the industry challenges.

JD attended an exuberant evening that saw the interaction between kitchen and interior architecture at Nolte Studio. Organized as a collaboration between IIID and Nolte, it featured an amazing mix of food lovers, interior designers, and architects. The evening started with a history about the evolution of the kitchen. There was an interactive session with architect Sandeep Khosla and chef Manu Chandra around the future of kitchens which saw some crazy ideas and expectations being placed high on artificial intelligence for cooking. AR Khosla spoke about interactive kitchens. He envisioned a future where your smart watch calculates the energy expended daily exercises and sends the analytics to the cooking range. The cooking range then advises a diet based on the day's calories and sends the information to the fridge to process, culminating in a list of ingredients, and having the same ordered online. Other topics discussed were kitchen communities to save money and time and improve human connection and latest cooking gadgets to become more efficient. JD's Interior Design faculty shared inputs on the emotional quotient of kitchens; how a future kitchen might recognise our facial expressions and change ambience, music, light and setting. The session ended with a tour of Nolte Studio





JD Institute of Fashion Technology in association with Kautilya Entrepreneurship and Management Institute (KEMI) conducted a free workshop in Fashion and Lifestyle Entrepreneurship.

Kautilya Entrepreneurship and Management Institute (KEMI), Jain University, is one of the leading universities located in Bangalore, known for nurturing entrepreneurship among students. They have incubated many innovation ventures with their own unique model.

Addressing the need for the Design entrepreneur, JD Institute introduced a new program – Diploma in Fashion and Lifestyle Entrepreneurship in collaboration with Jain University for those aspirants who have the willingness, capacity, and a leader quality to run their own business.

The objective of this workshop was to deliver a framework and knowledge to these students regarding the course and nurture entrepreneurship skills in them.

The workshop was led by Ms Lipi who shared her own experience while starting her first restaurant in India.

Prof. Arun Bhattacharyya explained how KEMI connects with other funding and helps new comers to start up their business.

The workshop delivered hands-on experience to nurture entrepreneurship skills in students and provided orientation on how to conceive an idea and execute it.





The Institute of Indian Interior Designers (IIID) is the country's premier body of Interior Designers formed in the year 1972 to establish good professional and fair trade practices among the community. JD became an institutional member with IIID. The objective is to conduct workshops, seminars, and programmes for the benefits of students. Moreover, students will be eligible to apply for various scholarships which IIID offers every year. Most of all, the partnership will enable students to realize the roles, responsibilities, and methodologies that evolve according to people's social, economic, and political culture. The association will give them unparalleled access to affiliated interior designers, guest speakers, and seminars. With strong alliances like these, the course promises to offer intensive opportunities to students. The event took place on 11th October 2018 at Good Shepherd's auditorium under the presence of top dignitaries from IIID and JD. Designer Prataph Vasant Jadhav (president, IIID), Shyamala Prabhu (Chairperson, Bangalore Chapter) and Gayatri Shetty addressed our students for the same.





Taking our 'BE Nice' campaign forward, this Diwali the students and teachers visited NGOs in Bangalore such as Need Base India and Samarthanam Trust and taught them various fun craft skills. It was an enriching experience for the students and it also brought a much needed ray of hope in the lives of the less privileged. 'Spark a Smile' was a collaborative effort to share happiness, skills and the joy of laughter with all those people who are so often forgotten. It enabled the underprivileged people develop skills so they can earn a regular income. After grasping these skills, the people in the NGO created various products such as hand-painted papers, colorful wall hangings, vegetable printed cards and sustainable diyas. Students showed them how to work with recycled materials. Later the products were sold in the market. Kudos to the combined effort of our curators and their mentors.







Bengaluru by design is a festival that celebrates creativity, explores innovation and creates awareness on the power of Design in India. JD Institute of Fashion Technology was happy and proud to be a part of Bengaluru by Design 2018 happened from 29th September till 6th October. The entire week was dedicated to industry engagements, mind-blowing installations, workshops, panel discussions, and design conference. Creative minds from the city, fashion houses, brands, and designers were a part of the fest. As a part of the festival, our students showcased their collections in the form of an installation that largely spoke about reuse, recycle and sustainable fashion. Their installation attracted a lot many industry experts and professionals. Renowned designer's Rahul Mishra, Manoviraj Khosla Bandeep Singh (Famous Photographer) and Gautam Vazirani many others (Curator of Lakme Fashion Week) appreciated and applauded our designers for their work and ideas.







The photography students attended a SONY workshop about trending mirror-less technology, an upcoming innovation in photography. Photography has undergone many transformations and change is still going on. The workshop was organized by Sony on the significance of innovation in the technology and future of photography development. Students pursuing their photography diploma were able to learn more about Alpha-7RMK3 & Alpha-7SMK3. New inventions and ideas using the Sony camera were also covered under this workshop. These are part of the third generation of the top-line 35 mm full-frame sensor-based pro camera, featuring major performance improvements combined with super-high resolution. Students were also briefed about upcoming inventions by Sony and their key features. This talk gave them an insight about the latest technologies and how is it important to be updated with it. The workshop is part of our strategic initiative to keep students informed about latest industry developments so they stay relevant and excited.



Interior design students were exposed to a talk session by brands Fenesta and Perego at JD Institute in Bangalore. This interactive session gave our students a broader perspective on products and the new upcoming technologies. The event was a creative collaboration between JD and Studio 772, a design studio based in Koramangala that organized an interactive learning session for the interior design course students with these brands. The idea was to go beyond book and classroom knowledge and understand nuances of the industry. Students received deep insight into UPVC doors, windows and their different types of floorings. They were able to appreciate the fact that an interior designer should be well versed with existing products and brands. The FENESTA team gave the students some inspiring talks on their key feature, the Vetto Glass, an unbreakable glass that awed the students and enabled them to figure out how to use these products. The team from PERGO, known for their cutting-edge products, helped the students understand the various aspects





Fashion design students showcased their textile artwork through a wide range of products. The display grabbed the attention of all the attendees and was appreciated by their mentors. Sui Dhaaga, the exhibition which illustrated the story of the needle and thread, was an opportunity for the students to represent home décor in a variety of creative and colorful pieces. The idea of the exhibition is to show how important and useful the needle and thread is to create an amazing design. Students, mentored by Shafaq Siddiqui, came up with different ideas and executed a wide range of products. Inspired by the movie where stars Varun Dhawan and Anushka Sharma portray the story of a weaver, students came up with varied products based on different methods of textile processes. The display consisted of a clock made on an embroidery hoop by Deeksha and Sonal, wall art by Pregnya, hand embroidered curtains by Sreenidhi, pillow covers and bedspreads lined with tassels by Reshma and Bhavana, embroidered lamp shades by Sudharshini, a wall frame by Hemavathi, cushion and bolsters embellished with felt fabric by Kusbhu, Arpitha, Harshitha, Surabhi and Shobha, decorative plates by Akash, and a vibrant dining table set with chair covers by Sushma and Alka. All the attendees marveled at the hard work by the students. Nealesh Dalal (Managing Trustee), Sandra D'Souza (Director, South), Payal Dalal, (Executive Director, (Mumbai) and Pramod Adhikari (Mentor) were also present to appreciate the creativity of the students and congratulate their mentor Shafaq Siddiqui for making this conceptual exhibition a success.







IThe Indian fashion industry is poised to grow from 200 crores to 1000 crores in the next 5-10 years. This creates many opportunities for fashion designers. Thousands of young designers graduate in fashion each year across the country. Many would like to be entrepreneurs. The biggest challenges they face are funding, networking and design in itself. 6 Degree caters to the needs of these newbies by offering a networking and mentoring platform. It is India's first fashion talent company. Its aim is to find talented people, and give them the required support and networking to enable them to showcase their creative collections to a wider audience. Nikhil Hegde, the founder, addressed our Fashion students by introducing what the company is all about as well as sharing insights of how a collection is to be built and showcased. Students were able to get insights from the firm's partnership with Lakme Fashion Week where the brand has been mentoring next-gen designers to build and showcase their collection for multi-designer stores across the country to kick start their careers.





Students prepping for the JD Annual Design Awards in 2018 were all set to break barriers through combining fashion with innovation and sustainability. An informative talk session by the brand UNIQLO was organized on the significance of creating a sustainable solution for an innovative future. UNIQLO is a leading global Japanese retailer. Their clothes are simple, essential, yet universal, enabling the wearers to express their individualistic style. The talk revolved around how to look to the future, and also the concept of life wear; creating a design that anyone, irrespective of income, age, and social status, can wear. They explained that a design must be meaningful and should solve a purpose. Students were also trained in the importance of recycling. Lu Junsheng from Uniqlo addressed our students on their new concept of 'Airism' that focuses on comfort and conditioning technology. This smart base layer copes with all sorts of conditions under outfits and automatically adjusts to provide comfort. Being aware of such cutting-edge ideas expands our students' knowledge and helps them get innovative and out-of-the-box.



Stress is a part of the modern work world. If managed poorly, it can lead to chronic anxiety and depression. JD understands the importance of early identification and intervention. Every student in any field of study goes through various breakdowns in different forms due to stress. So the students of fashion, interior and jewellery design and the fashion communication course attended the stress management session conducted by Sahai Organization. Founded in 2002, Sahai is committed to helping fight rising suicide cases in Bangalore. Their wonderful counselors help people in emotional distress. The chief speaker for the day was Aban Madan, a specialist in handling emotional distress and depression with 33 years of experience. The main topics of interaction were stress and depression and how to tackle them. One of the main reasons for stress is sleep deprivation; another focus was the difference between hardship and stress and the importance of organizing life as per values and priorities which leads to less stress. Students were also told depression is nothing to be ashamed of. All that matters is timely help. There are many people ready to help. Early intervention can reduce the problem and pave the way for a balanced life. The session helped many students to vent out their queries which Aban patiently answered. The day ended with some food for thought: depression and stress can be tackled and the only person who can help you tackle is yourself, so be proactive and get help.





Every year we churn out lot of designers and Quancious was at the campus to spread awareness on saving water. It is said that it takes about 3 years of drinking water or 2500 litres to make a shirt and 6813 litres to make a pant. Quancious was there was to inform the future designers that there are ways in which we can make clothes without using a drop of water. Quancious conducted a textile workshop to educate students in their design collection and expose them to an array of materials they could use to save water. Quancious has blended customization and sustainability in a way that doesn't make you just look good but do good as well. They educated students on using sustainable fabrics like bamboo, tercel, organic cotton, silk and many others with a reduced carbon footprint when compared to conventional fabrics. From procuring organic and eco-friendly fabrics to printing them, Quancious inspired students on the importance of being an eco-friendly, water-positive brand and the possibility of using waterless printing technology and biodegradable inks to help create trends the 'Quancious' way. Students realized it is time to start thinking about the future through fabrics that are eco-friendly, sustainable, and pose less of a threat to humanity. The session empowered students with ways to be creative and eco-friendly at the same time.





5th September was a day of fun and frolic day at JD. Students put their best foot forward and organized various cultural events and fun games for the faculty that made the day memorable. We believe a good teacher-student relationship is important to unlock learning, creativity and growth. The afternoon started with the students showing their gratitude to the teachers. It was a colorful program with cultural events as well as some fun filled games for the teachers. The active participation of both teachers and students left the campus buzzing with life. Along with it, students also prepared handmade cards a week in advance as a token of love and distributed them to the faculty and staff of the college. The celebration did not end at the campus and our energy spread across the Bangalore sky as our teachers let out their inner child with balloons. The efforts of the students were appreciated by all the faculty members.



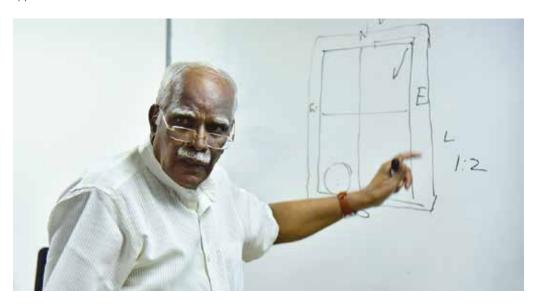


JD Institute of Fashion Technology won the 'Leaders in Education Award' for 2018. The award was presented by Lord Swaraj Paul, Chairman of Caparo Group Ltd, London at the UK Asian Business Awards 2018. This was a successive achievement for JD Institute of Fashion Technology, India. The award was received by Nealesh Dalal, Managing Trustee and Rupal Dalal, Executive Director of JD Educational Trust, India. The awards are an initiative by World Consulting Research Corporation (WCRC International), the global leaders in brand equity research and awards. The UK Asia Business Awards and Conclave 2018 also featured the global business and investors' conclave, along with keynote speeches and panel discussions with iconic brands. The event was attended by top global CEOs, media houses, corporate houses, bureaucrats, politicians and celebrities from various countries. The award is a testament to the fact that our curriculum is equal to global fashion schools and that the institute ensures students receive extra-curricular exposure through fashion shows, exhibitions, trade expositions, and industry conferences.





JD WINS 'LEADERS IN EDUCATION AWARD' AT UK ASIAN BUSINESS AWARDS JD Institute of Fashion Technology invited Jyodhisham, a well-known astrology service in Bangalore to impart the knowledge of Vaastu Shastra in Interior Design. A.P Velayudhan suggested effective and functional changes in the interiors that can create an impact on the successful living of people. Interior Designers have the ability to create functional and aesthetic interiors according to the wishes of the space owners. But these beautifully crafted spaces can have a negative impact if not designed according to the principles of Vaastu. Therefore a comprehensive use of Vaastu while designing any interior space is important. Jyodhisham is one of the best Vaastu consultants backed by decades of research and practice. He combines Astrology, Palmistry and Numerology in a scientific approach. He taught that planning interiors according to one's tastes and styles doesn't always give peace and fulfillment. One needs to understand the origins of vaastu, misconceptions of vaastu, scientific reasons behind vaastu and application of colours and weight distribution in space. He also explained how to design space according to the psychological impact of a person. The students were also familiarized Feng Shui. The session was enlightening and gave them practical knowledge to appease clients in the Indian context.



Our constant endeavour at JD Institute of Fashion Technology is to expand the spectrum of imagination for our students and help them broaden their horizon in their own respective backgrounds. To take this ideology forward, the students of the Jewellery Design Department were taken for a store visit to Aakran, the jewellery boutique, known for high end and exquisite jewellery. Karan Kumar, the owner and designer of the boutique addressed our Jewellery Design course students about the craft and the jewel pieces. Students got to see:

- Antique jewellery, temple jewellery and rudraksha haar
- Elegant rings, a beautiful 'U' shaped peacock ring and an emerald detachable ring.
- Few gemstones in their purest form, like Burmese Ruby ring, pink sapphire bangle, an Emerald ring also a 'D' shaped diamond necklace.







The Visual Merchandising students exhibited miniature window displays of their respective chosen brand as part of a learning module. It was a chance for them to learn the art of creating, developing and executing merchandise based on a particular brand image. In today's world, visual merchandising plays a major role in keeping the brand's image in the eyes of the consumer. Window displays are a key part of that. The project gave students practical knowledge of store layout, brand image, elements of visual communication, and also strategies of the retail market. Their displays showcased diversity through apparel, women's athletic shoes, and denim. After research and store visits, the students used their vivid imagination to infuse props for the chosen brand and later converted it into a window display for brands like Global Desi, Nike Airmax, Nivritha and Levis. All the attendees appreciated the hard work put in by the students. Nealesh Dalal (Managing Trustee) and Pramod Adhikari (Mentor at JD Institute) were present to encourage their creativity.







JD in association with Bangalore Design Week conducted a wardrobe styling workshop for students and aspiring stylists mentored by in-house stylist, Sidhanta Das. The students and participants were guided on different dynamics of personal styling, wardrobe editing, styling techniques, personal shopping and the art of clustering. The session also involved a detailed discussion on the multiple facets of fashion styling and how it is essential into the industry these days. Apart from this, they also had a one-on-one session with the faculty, understanding different body types, face analysis, personal coloring etc. By the end of the workshop, students were supposed to create looks, minimal and exaggerated, keeping in mind the color theories and elements and principles of design. They co-ordinated various patterns, solids, textures, fabrics, and silhouettes to create beautiful looks and styles. They also explored various props and accessories during the process of styling these dummies to elaborate the looks.



#### My journey in JD

I started with make-up artistry with Leila Sharma, who was absolutely inspirational and motivated me to improvise and do better. So was my mentor, Suma Satish, in the Fashion Design course. I am also grateful to Shristi Jaiswal, Faculty (Department of Fashion) who tirelessly mentored me for MDA.

Inspiration for the MDA 2017-18 collection

The theme for MDA 2017-18 was Craftivism. Derived from Craft and Activism, it's about using handcrafted arts in fashion to publicize social awareness messages. My designs created awareness about racism. They were based on High Street Fashion, kept in mind style and comfort for the viewer, and blended the aesthetic aspects of design with ancient Ebru art techniques from the Middle East.

#### Experience at MAX Awards

It felt like a dream to be in the Max designer awards final. Right from submission of designs, to selection and then preparation to the finals and participation has all been an exciting journey and incredible learning experience for me. My confidence has boosted multifold. I realized to be a good designer means going beyond the classroom and learning from real-world experiences and continuous research. It was exciting to be with renowned designers like Rina Dhaka and Ashish Soni. I am also extremely thankful to all the management and faculty members from JD Bangalore and Delhi who gave me tremendous support throughout the competition.

The feeling of being in the top 15

To be honest, it was unbelievable even though I was quite confident that my designs were creative and worthy enough to be selected. Besides, it was an amazing feeling when our effort and hard work yielded successful results.

What's next?

I aspire to learn more from real-world fashion designers by probably working with them as an intern for a while after course completion. I would like to enhance my experience by designing contemporary fashion garments that are affordable to all social classes and also compete in more fashion shows. I have always aspired to become a fashion designer encouraging sustainable and ethical fashion because I truly desire to do everything I can, to try and create changes that will make the world a better place for all.









To mark the 72nd anniversary of India freedom on Aug 15, 2017, JD conducted a grand celebration. The celebration began with flag hoisting by Nealesh Dalal, Managing Trustee of JD Educational Trust accompanied by Sandra Agnes Sequeria, Director South and Babu Rajendra Prasad, Principal, JD Institute, followed by students singing the anthem. Students took to the stage and energized the crowd with dance, a skit on gender biases, speeches, spot painting, and elocution. Every year JD does a year-long CSR initiative and this year our CSR campaign, "Be Nice", kick-started on August 15th. The aim is to spread a message to all on the importance of being nice to self, others, and the environment.



The Fashion Design students recently visited Subadra Textiles to see the facility and experience a complete process of textile and garment manufacturing. Muthuraj, the spinning master, was kind enough to give our students and their mentor Rincy, a tour of the assembly line – right from the fabric reception area to sequence of processes and fabric cutting. Understanding a fabric's properties is highly important as it helps designers make sensible choices that complement their design. The students had the opportunity to witness spinning, weaving, knitting and chemical processing of different yarns. They also saw sewing, embroidery and finishing workshops for each garment production.





A TEXTILE TOUR FOR JEDIIIANS | SUBADRA TEXTILES PVT. LTD

JD students were hired as interns for a month for the Blackberry trade show. Sneha from the fashion design course narrates her experience. "It was really an honour to be part of Blackberrys Autumn Winter trade show 2018. This was our first internship. We were nervous but eventually it turned out to be a memorable experience. We learnt about marketing and to handle customers with patience and joy. We learnt how to present our product to the clients. We got to learn about fabrics, its structure, wash, finish. Blackberrys gave us a target to motivate us to perform extra and were rewarded with incentives like "Star of the day". We acknowledge Blackberrys and JD for providing us with a platform to learn."





The students from the Diploma in Fashion Design Batch-July 2017 tried their hand at fabric manipulation on their path towards an exploration of different draping techniques with muslin and poplin. After studying the basics of draping, students were assigned a dynamic challenge to come up with one commercial and avant-garde garment. The collection was themed "STARDUST BALL" as each student had draped a garment for a celebrity, keeping the celebrity's body type and personality in mind. They experimented with techniques like dart manipulation, origami, ruffles, cowls and pleat variations. The aim was to make students understand the importance of body measurements, the fluidity of fabrics and the curvature of the form. It was a great learning and enjoyable process for our Fashion design course students.







To instruct our students in the art and science of design principles, students of the Interior Department were assigned a dynamic, challenging project to create an installation and wallpaper based on an individual theme. The project involved ideating for and conceptualizing an installation with the design theory. One corner featured a beautiful tribal installation "woyengi" followed by eye-catching design school "Callistus". To the left students showcased beautiful wallpapers and art for a Mexican restaurant, Acting School, Amusement park etc. whereas in the opposite corner students showcased huge installations for a Japanese food place, seafood restaurants etc. In this process, the students were exposed to heavy research, ideation, sourcing, and prototype. It was a great learning experience for them and indeed their understanding of concept was reflected in their work.









In tune with international standards, fashion design students were exposed to Zeven, a brand that produces sports apparel, shoes and accessories for both men and women. The brand is an official sponsor for RCB. Our students collaborated with Zeven on a panel discussion to understand how to combine innovation and sustainability in sportswear. The discussion covered manufacturing of a product, material attributes and its life cycle. Students learned about the production process and the details about the brand. The activity ended with great enthusiasm and interaction as students got to know the product information and also the personality of the brand. Talking to such brands and communicating with them helps our students to shape their designs better and connect with the people.









FASHION DEPARTMENT STUDENTS IN CONVERSATION WITH ZEVEN- AN INDIAN SPORTSWEAR BRAND

Aspiring interior designers of JD Institute were introduced to Hettich, the manufacturers of interior fittings by Mr.Reddy on 5th of October 2018, to enhance and give a new dimension to the learning of interior designing. 'Trends in furniture design' is the main focus of Hettich. The types of furniture are ergonomic and are designed to meet the individual tastes and requirements. The furniture assembly is so simple that it doesn't need an expert to install it. It can be installed easily by the customers itself. This excellent quality has led to the success of the company which is now working with a turnover of 1.3B USD. Learning about Hettich, the award-winning company was an added advantage to the interior designing students which helped them to learn more about the application of technology in interior design and how to make the products more user-friendly. It also gave them an insight into the new trends and the comfort requirements of the people. All in all, it was a great learning session for the students to ignite the young, innovative and enquiring mind.







On 22nd November 2018, JD Institute of Fashion Technology organised an exhibition in which students of Post Graduate Diploma in Interior and Spatial Design showcased their integrated term project. The students were briefed to study the works of a global architect, get inspired by it and create a product or space based on the architect's existing designs. Each team strived to give their best. On the day of the exhibition, participants came up with beautiful installations, bar tables, cafes, temples and creative spaces. Students from various departments visited the exhibition and curiously listened as the participants explained about their creations. Our Managing Trustee, Nealesh Dalal, and Pramod Adhikari (mentor at JD Institute) too were present at the exhibition and appreciated the hard work put in by these postgraduate students.







JD celebrated International Yoga Day on the premises. Students attended an early morning session organized under the guidance of Piyali Majumder, yoga practitioner, gold medallist and an instructor at JW Marriott. She interacted with the students about the benefits of health and well-being. While all the other exercises take care of one's physical condition, Yoga helps one to control mind and body and tackles health conditions too. Understanding these aspects gave a boost to our students to start looking after themselves. Students learnt postures like 'Dhyana' that alleviates negativity and helps to discipline the mind. Other postures they learnt were Tadasana, Pada- Hastana, Bhadrasana, Shravasana etc. The session left the students charged and enriched. We at JD believe in the role of physical and mental health in contributing towards wellness and success.







A three weeks internship project is an integral part of the Fashion Designing Course at JD Institute of Fashion Technology, Bangalore. I received a good experience of doing a live project with a well-known company. The industry training gave me a chance to apply classroom knowledge, learn trends, and understand work ethics. As part of the visual merchandising team, I learnt entrance display, section display and mannequin styling. I was also exposed to concepts like spacing, folding, colour coding, colour blocking, usage of props etc. We also got an opportunity to change and arrange the sections for different brands of ladies wear like Biba, W, Haute Curry, STOP and Only. The whole exercise was very exciting and challenging as it gave a completely new dimension to my learning. I also learnt how to create several graphics for seasonal sales that included ease board, discount board etc. It was a vigorous, exciting learning experience.









A healthy, fit mind and body enables one to think and execute better. That's why the management decided to conduct JD Sports Day to divert their minds. Scheduled from 8th to 10th February 2018, it featured indoor and outdoor activities. The first day started with carrom, chess and table tennis, where students and teachers actively participated. The events continued till evening, energizing all. The second day featured kho-kho, volleyball, basketball, kabbadi, 100 and 400 metres racing, shotput and discus throw. The third day of the sports meet had the most awaited event: the cricket match between students of Interior design course, Fashion design course, Jewellery design course, Fashion Communications course. It was the enthusiasm and excitement of the students with the cooperation of the management, teachers and staff that made the day a success.



Students of BSc in Interior design and who are pursuing Diploma in Interior design and decoration in JD Institute of Fashion Technology were taken on a site visit to Bhartiya City on 6th of July, 2018. Bhartiya City is a mixed-use development project modelled on the mini-city concept. The project consists of various elements – apartment towers, an IT park, a mall, gardens & recreational spaces, and a hotel. The students had the opportunity to: 1) study a wide range of apartment configurations – studio, 2BHK, 3BHK, and duplex, 2) understand space planning and interior design principles used in the design of model apartments, 3) understand the elements of anthropometry – spacing between elements, sizes of elements used, 4) study the effect of lighting (natural and artificial) used in the interiors of the model apartments, and 5) compare the strategies used in designing small spaces vs. large spaces. Students were encouraged to measure spaces, compare materials & finishes, and discuss alternative methods of designing spaces. Later, the students were tasked with redesigning the interiors of a studio apartment as part of their Anthropometry & Ergonomics final project.



With the domestic apparel industry expected to double its growth in the next 5 years, trade shows play a key role in meeting the ever-demanding sourcing needs of the fashion value chain. JD participated in the Fabrics & Accessories Trade Show 2018. The event has a proven track record of bringing the best suppliers from India and overseas. The 2018 edition of the F&A Show was held on 9th, 10th, & 11th March 2018 at KTPO Trade Centre, Bangalore. A large number of exhibitors showcased a wide range of products and services. JD was invited to create a Trend Pavilion. Extensive research was done by the faculty members to decode the fashion forecast trends for Spring Summer and Autumn Winter 2018 – 19. The trends were forecasted in terms of upcoming colours for the season, silhouettes, design directions, fabrics, trims and accessories, make-up & beauty. All these trends were put up in a collage that was appreciated by designers, buyers and fashion experts who visited the trade show.







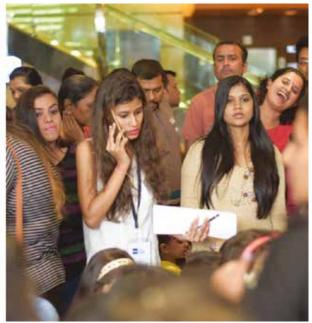
JD Institute of Fashion Technology truly believes in sustainability and innovation. We are delighted to announce are students' achievement of receiving government recognition for developing a new fabric during the JD Annual Design Awards 2017. The students had developed this sample by using a combination of Banana and Bamboo Yarn at Weavers Service Centre, Bangalore. They had used these natural fibers along with natural dyes and had created a beautiful collection (named ECOSCENT) out of it during the Fashion Awards. Congratulations to the students and faculties who supported them for their remarkable achievement.





The best way to understand a job is learning on the job. So, when our students got an opportunity to volunteer for Kids Fashion Week, they grabbed it. The second edition of Bangalore's most spectacular Kids Fashion Runway took place on Jan 20 at MSR Hotel Yelahanka, organized by Fog Fashion Studio. The aim is to promote international and national brands of kids wear in India. Brands like Kair, Tommy Hilfiger and Meenu showcased their collections that were well received by the audience. The show was a major success and a great platform for JD students to showcase their skills. JEDIIIAN Yashasvi Jadwani said, "It was the first time we got an opportunity to work for a Kids Fashion Show and it was indeed a pleasant experience, especially grooming and styling the kids for the event. While working for the event, we learnt that fashion has a very wide reach and holds a lot of importance in the kids' sector as well where various brands are launching their own collections. I am grateful to JD for giving us this exposure."





JD participated in the Fleakend Market on 21st Jan 2018 at RBNMS Ground, Ulsoor. This is the first edition of the Fleakend market in Bangalore where the theme was to support women empowerment. Students put up a stall to showcase their creative skills in fashion, jewellery, interiors and make-up. The stall focused on crafted jewellery along with contemporary fashion and interiors with the terrarium. The products and services offered in the stall eco-friendly and made ethically. The students learnt a lot in terms of how products were sold, and the organizers along with the visitors applauded them for their efforts. JD Student Neha from the Fashion Design batch, said: "A platform like this at an early stage will not just allow us to showcase our skills but make us see and explore other products and widen our creativity level." Suma, Faculty, Fashion explained that participation in markets like this helps the students not just with creativity but also with entrepreneurship skills which are a must-have in today's world. JD believes in creating awareness on the importance of sustainable products through these crowd-friendly exhibitions.





JEDIIIANS AT THE FLEAKEND MARKET "SUPPORTING WOMEN EMPOWERMENT"

Nikon has unveiled its full-frame mirrorless cameras for all the photography enthusiasts and professionals. It was an honour for JD Institute of Fashion Technology to be the only recognized institution to be invited at this exclusive launch at JW Marriott, Bangalore. The idea was to enable aspiring fashion photographers to constantly update their knowledge of latest developments in the field. Our students had the opportunity to meet Mr Sajan Kumar (Managing Director), Mr Jitender Chugh (Vice President), Mr Hitushi Murata (General Manager) and Mr Radhakrishnan (Nikon Pro). Mr Radhakrishnan enlightened the audience regarding the new invention and shared his experiences with Nikon. The launch encapsulated various key features of the latest camera – Nikon mirrorless Z7 and Z6 full – frame. In addition, students also learnt how these cameras are beneficial for video making and capturing. After the session, students were exposed to hands-on experience with these cameras where they could experiment with their functions in detail. Such opportunities help our students grow in their respective fields.



JD students participated in the 19th edition of Bangalore Fashion Week to showcase the Indian fashion industry to the world. The event took place on 4th and 5th August at Oterra Hotel Bangalore. Elegant and stylish, it featured leading and budding designers. The two-day fashion extravaganza was an amalgamation of diversity and creativity in the form of the finest bridal collections. Fashion bloggers, trendsetters, industry specialists and followers were a part of this glamorous event. Eminent designers such as Kumar Guru Mishra, Abhi Singh, Robert Naorem, Poonam Soni and Samant Chauhan presented their collections. The students from actively participated as the crew members. They were part of the official PR team where they dealt with the designers and the media. The organizers praised our students for their diligence and ingenuity. This exposure helped students understand the management and media process behind a big fashion event.







## JEDIIIANS GO GREEN THIS GANESH CHATURTH CLAY WORKSHOP AT JD INSTITUTE

On the occasion of Ganesh Chaturthi, JD Institute of Fashion Technology organized an eco-friendly Ganesh idol making workshop at its campus on 11th September 2018. The students from all departments – Fashion Design, Interior Design, and Jewellery Design - took a step towards a greener earth by making clay Ganeshas. Since preserving the ecological balance and sustainability is a long-standing value for us, our students created eco-friendly statues and veered away from the harmful effects of Plaster of Paris statues. Around 150 Ganeshas were made during the workshop. Apart from that, the students from Fashion Design Batch decorated the Ganesha idol and conducted a small pooja at the campus for everyone. It was a fun and insightful activity for the students where they learnt to create something eco-friendly, outside of the classroom environment.







The talent show held at JD Institute of Fashion Technology, Bangalore on 3rd February 2018 was astounding. Our students displayed their amazing talents for hours in a variety of formats: dance, music, singing, and speaking. It started with the lighting of the lamp by the jury comprising of Ms Leila Sharma (Head of Makeup Artistry), Ms Anusha (Marketing Manager), Mr Babu Rajendra Prasadh. R (Principal, JD Institute of Fashion Technology), Mr Kishor Ramachandra (Head of Photography) Mr Zulfi Ali (Academic Head, South). The first event was a classical dance by our student from BSC in Fashion Design, a perfect way to start the cultural festival, which was followed by a song in three different languages by Priyanka our student from BSC Interior Design. What followed was an array of energetic events including Karnataka yakshagna, a traditional form of dance which combines dialogues, expressions, makeup and costumes. This was followed by stupendous performances by students in dance and drama. It's not every day you get to see faculty joining students. There were spending faculty performances by Ms Ritu and Ms Shristi. Through events like these JD nurtures not just design talent but creative talent in general, that builds the all-round personality of the students.



### UNDERSTANDING HOW TO PLAN A SPACE AT THE NATIONAL GALLERY OF MODERN AR

The Diploma in Interior Design Students visited the National Gallery of Modern Art, Bengaluru. This gracious heritage building is a beautiful mansion which has been refurbished into an art gallery. It showcases Indian art and paintings by Raja Ravi Verma, Amrita Shergil, Rabindranath Tagore and a large number of modern and contemporary artists. The purpose of the visit was to enable students to understand design considerations while planning a space. They also learnt about the history of modern art. The students critically analysed the space and got a better understanding of the proportion, circulation path, and lighting applied in each space. Now our Interior Design students can effectively emphasize the regions and do landscaping for the serenity of space. JD Institute of Fashion Technology takes students for industrial visits and outdoor study as a part of their curriculum, to build their skills and prepare them for the design industry. This visit allowed our Interior Design program students to challenge and explore their individual critical thinking capabilities and adapt the same to their designs.





World Day of Social Justice is annually observed on 20th February. It focuses on solving social-economic issues like unemployment, poverty and exclusion. The theme for this year is Workers on the move: The quest for social justice. JD got the opportunity to do an educational visit to the city civil court. Students were briefed on court protocols and then divided into groups to visit the courtroom and be part of a hearing. Most of the students were in awe of the passion they saw in the lawyers fighting the cases in the court. It was a direct experience for the students to witness the court proceedings. The students left the courtrooms wanting to see the insight of India Constitution by Justice Krishna Bhatt, Principal District Judge. He not only told us about the constitution but also gave us an overview of the rights and duties we have as a citizen which made us realize as to how India went from an underdeveloped country to a developing country. Later that day, the students had a discussion session with the Principal District Judge, Krishna Bhat, where students could ask their questions. The educational visit helped students get an insight into the Indian Constitution and have a better understanding of the subject. These kinds of talk sessions help students understand important areas like human rights, poverty, and unemployment and make them think of how they can give back to society.









EDIIIANS OBSERVE WORLD DAY OF SOCIAL JUSTICE

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Students from the make-up artistry department got a unique chance to understand career opportunities in special effects make-up artistry by interacting with Kryolan. A career in special effects make-up artistry is exciting for students with an imaginative urge. The session at Kryolan was led by Ms Shiny and Mr Sachin, the professional trainees from Kryolan who educated our students about face art and prosthetic makeup application techniques. The demo was a quick mix of beauty with prosthetic makeup. Before starting the session, students were briefed about the type of makeup, the reasons for its usage and its pros and cons, giving them in-depth knowledge about the art. They were also given a checklist of the required materials and the do's and don'ts of its application procedures. Apart from just the bridal makeup and regular grooming classes, students got to know how to add beauty makeup with face art and special effects. Such makeup demonstration helps them to plan their conceptual and editorial shoots in the future and have an array of scope in films and theatrical performances.





The NASSCOM Design Summit was held at the JW Marriott, Bangalore. The theme was Transcending into the Future of Design: Inclusive, Immersive, and Intelligent. Students and faculty of JD attended this interactive summit which was held on September 26th. This conference featured renowned Interior Designers, artists, and industrialists who shared the best of the industry practices with the audience. The underlying theme was building a resilient design ecosystem with a cross-disciplinary approach, and how design can connect four seemingly discrete elements – the government, start-ups, industry and academia. A series of talks, workshops and panel discussions were arranged, and the list of keynote speakers included a stellar cast of the brightest design minds from all over the world. It covered various topics like 'universal design: empathizing with the masses, future of workspaces, continuous innovation, inclusive design, democratization and augmentation'. In addition, the panel discussions threw light on disruptive technologies and how is it important to align it with designing thinking to act as a catalyst for new user experiences.



# JD PUTS UP AN INSTALLATION AT PHOENIX MARKET ( TO PROMOTE SUSTAINABILITY

In recognition of Indian culture, JD students created an art installation to share knowledge of sustainable textile art and natural dyeing practices in our holistic culture. The idea of the art installation was not to make it visually attractive but to showcase how sustainable work can offset damages caused by the textile industry. The rise of "fast fashion" has made the global textile and apparel industry one of the most resource-intensive industries in the world – resulting in toxic pollution, unethical labour practices and mounting waste. JD aspires to share ideas and work that can bring more sustainability and ethics into fashion. To this effect, the installation emphasized upon the harm caused by synthetic dyeing. The art of making natural dyes is one of the oldest known to human. India's expertise in natural and vegetable dyes dates back to ancient times. Drawing from this rich history, JD students visualized and executed a viable, sustainable product and they inspired the viewers to wake up and start thinking about the future by adopting more sustainable, eco-friendly and ethical products and processes in the world of fashion.





It was an exciting day when Saad Khan, a filmmaker, and previously assistant director to Ashutosh Gowariker, visited the JD Institute of Fashion Technology, Brigade Campus. Saad Khan was in town for the promotion of his new movie "Humble Politician Nagaraj" and joined the students to have a healthy interaction on skills required to sustain in today's world. Saad Khan who is an engineer left his mechanical engineering career and joined the Tisch School of the Arts, New York University to pursue his passion for cinema. He took our students through a humorous talk session to convey his three points of the talk session i.e. Patience, Respect and Listen. He inspired students to adopt a patient attitude in a world that expects quick reactions, to embrace respect which is a long-lost quality in today's world, and to adopt the quality of listening, so we can understand each other better and grow together and contribute to the country. Talks like these inspire our students to identify and embrace the right value system to thrive in today's busy world, and create happiness not just for themselves but for others as well.







QUALITIES TO POSSESS IN TODAY'S WORLD: A SESSION WITH SAAD KHAN













JD Institute of Fashion Technology recently organized an informative and interactive talk session for the Jewellery Department with Anjana George (Director, Design Head at JUEL - World Jewellery). JUEL is a brand initiated by Chemmanur jewellers. Carrying forward the same philosophy of Chemmanur, the brand captures the trends of today and creates intricate pieces. Anjana George is a certified gemmologist and diamond grader from Gemological Institute of India. She has valuable expertise and is in the business for many years. She educated students about the key benefits of the jewellery market and what roles a designer has to play in order to become successful in the industry. She also spoke about the importance of the manufacturing process and how it works. She emphasized upon the role of precision and attention to detail for successful jewellery design. Later, the talk session led to a small activity. The students of the fine jewellery course were exposed to multiple designs and jewels and learnt how to discover product USP and clientele. The session continued with the importance of having knowledge about diamond grading as it qualifies one to be genuine and trusted. The session ended with career advice and opportunities which was quite fruitful for our students.

### TALK SESSION WITH JUEL BRAND: JEWELLERY DEPARTMENT

Sanitary and flooring are an integral part of the Interior Design curriculum. To give students industry insight, we invited RAK Ceramics for a session. Headquartered in the Emirate of Ras Al Khamiah, the brand has the largest factory in Andhra Pradesh which strategically focuses on four sectors: tiles, bath ware, porcelain tableware, and faucets. Edward Dayal Kumar, the area regional manager for sanitary ware with an experience of 15 years, touched upon the manufacturing process and technical specifications of sanitary ware. Students learned about the manufacturing process and technical specification of ceramic tiles. With this talk session, the students understood key concepts like different water absorption capacities apart from other concepts like rectification, polishing, and testing for breaking strength, water absorption, moisture expansion, scratching and tenacity. Empowered by this knowledge, the students had an opportunity to use these products in upcoming projects.









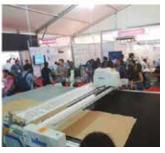


A good jewellery designer needs to know how to interpret forecasts and trends. A clear understanding of colours of the season and other forecast elements helps them plan, design and execute their products more efficiently. To enhance student knowledge, JD invited Mini Gautam, a prodigy and product of NIFT, who has a thriving career in Charms Day Jewellery as Manager for Products. She spoke to students about the jewellery trends of 2018. Mini focused on three points for the workshop: the importance of understanding a forecast, the need of an impressive portfolio, and tips to run a business. She explained how forecasting helps students understand future consumer needs and create unique products for clients. The next step, building an impressive folio, plays a major role in market entry. In a great folio, a student's unique imagination is on display and viewers understand how the designer fuses their knowledge of trends with their own original vision. The last point, running a business, involves knowing the market and then using imagination and patience and resilience to make one's niche. The workshop also covered aspects of fashion blogging and ended with a Q&A. Our student Akshita Jain said, "The session was very helpful as it gave us a clear idea about the role of forecast in fashion."

The Fashion Design batch along with faculty visited Garment Technology Expo 2018 held at Dr. Prabhakar Kore Convention Centre in Peenya. It is one of the largest exhibitions committed to latest apparel technology, digital printing and garment accessories. Apparel manufacturers and marketing companies attend every year. Students got to see work by some of the eminent garment manufacturers from around the world: Mehala, PFAFF, Bullmer, Siruba, Juki, Brother, Birdy, Impress Apparel, Loko Global, Yamato, Ricoma, IIGM, Ramsons, Kansai, and Alpine. The students got an opportunity to see and understand the functions of the latest industrial machinery. They also came across various machinery like collar & cuff pressing machine, automatic embroidery machines, cutting machines, round knife & straight knife, fabric spreader, automatic cutter, over lock machines, thread winder and buttonhole machines. They also got a chance to see the functioning of screen printing, denim studs attachment, knitted collar making, quality control instruments, heat transfer printing method, digital printing, sublimation printing, multi-head automatic embroidery machine, quilting machine and fully automatic sleeve-placket setter. The event empowered students with in-depth understanding of the industry technologies.









"TheStyle.World" is a one-stop media channel that covers Fashion, Food, Lifestyle and travel. As the name says, its all about fashion and urban news. The platform gives latest updates on fashion trends, exotic places, must try food, style hacks, weekend getaways, fashion shows, city events, travel tips, how-tos and much more. In short all the amazing places and news which nobody knew about them, will be unravelled on "TheStyle.World".

Initiated by JD Institute of Fashion Technology, the platform is created for the benefit of Fashion Communication and Fashion Business Management students. Since Fashion Blogging has become an important form of media, this platform encourages our students to cover events, do interviews and create buzz for the readers. Through this, they can share their ideas, views, news, content, and individuality.

Our mission and vision is to create transparency, original content and give an opportunity to our communication and fashion business management students a gist of the glamour world.



World Mother Language day is observed on 21st February every year from 2000. The main aim of this day is to promote multilingualism, create awareness on cultural diversity and protect the mother languages. JD Institute of Fashion technology observed the International Language day in the JD Institute Brigade campus. The Institute had students from all backgrounds to show their state traditions and culture. These kinds of activities help the students not just to understand the culture and traditions of another state but also gives them a new experience understanding their fellow JEDIIIANS. Students from Fashion Design course, Interior Design Course, Jewellery Design course and Fashion Communications course joined hands to observe the day.

Our Interior Design course student Parvathy Ramachandran stated that Language is a major part of the curriculum for the students as India is a country with a rich and varied heritage. Our students put up various acts like a skit and a humorous twist to commercials of various products. The highlight of the program was a game conducted for the faculty members which required them to perform small fun tasks. These kinds of days help everyone rekindle their affiliation to the mother language.





Jediiians believe design can bring a change in everyone's lives. This Diwali teachers and students of JD Institute of Fashion Technology, Bangalore initiated 'Spark a Smile', a collaborative effort to share happiness, skills and the joy of laughter with all those people who are so often forgotten. Taking our 'BE NICE' campaign forward, the project aimed to give these underprivileged people an opportunity to develop skills which helped them earn a regular income. The students visited various NGOs in Bangalore such as Need Base India, Vidyaranya, Sri Akkamahadevi Seva Samaja and Samarthanam Trust for Disabled People and taught them some simple and fun craft skills. After grasping these skills, the people in the NGOs created various products such as hand-painted papers, colourful wall hangings, vegetable printed cards and sustainable diyas. Jediiians chose to work with the recycled materials to show that creativity does not need too many resources. These products were created with one eye on design and one on sustainability. Later the products were sold in the market to the consumers and various other departments in the college which was given back to those people. It was an enriching experience for jediiians to bring a light of hope and smile on the less privileged people's lives. Kudos to the combined effort of our curators and their mentors.









#### OUT-OF-THE-CLASSROOM EXPERIENCES-COCHIN

"Architecture is a visual art, and the buildings speak for themselves" -Julia Morgan

Architectural photography is the photographing of buildings and similar structures that are both aesthetically pleasing and accurate representations of their subjects.

Everyone has a camera. Everyone knows how to point and click, and yes, for selfies and fun memories these photos are just fine, but for business, probably not. In order to represent business in a way that customers, clients and other professionals will respect and to get them interested in what is to be sold — it makes sense to use a professional architectural photographer to create high quality, striking photographs that truly represent the brand.

Interior Designing students of JD Institute of Fashion Technology were taken to Mattancherry for an outdoor workshop on 'Architectural Photography'. The workshop was taken by Mr. Vivek Subramanian, our photography department mentor.

The workshop gave students brief idea on importance of architecture and street photography, advantages of available light by day, or at night, aesthetics of landscaping surrounding a building and its importance to the overall composition of a photograph, necessity to communicate the harmony of a building with its environment, camera basis and settings.











Best Fashion Event Maker Award – Jd Institute of Fashion

Technology Cochin Best Fashion School – Gold Souk Fashion Week

"Be fearless in the pursuit of what sets your soul on fire" is a mantra followed by all Jediiians.

JD Institute of Fashion Technology moulds the creative professionals to be fearless and determined to achieve the best. Recently a star-studded event called Gold Souk Fashion Week 2018 was held in Cochin powered by Espanio Events. The students of JD got opportunity to do the back stage coordination for this spectacular event.

The event witnessed glamour on the ramp and recognized JD Institute of Fashion Technology, Cochin as the Best Fashion School. We are ecstatic and extremely elated with the "Best Fashion Event Maker" Award. Apart from delivering world class curriculum and industry exposure, the students of JD Cochin have been actively involved with the fashion events in Kerala and applauded for their work. We aim to leave a footprint in all parts of Kerala and achieve more such milestones in our journey.

The Jediiians at THE ART KARAT JEWELRY SHOW based on THE PADMAVATHI COLLECTION held on 31st July 2018 at Taj Gateway Hotel, Cochin. The Art Karat group of companies was founded by Kamal and Asha Modi in 1986 who was a trained gemologist has been felicitated with various awards for her talents

JD Institute makes such arrangements that allow each and every student to explore and understand the concepts in designing, deriving inspirations and we also make necessary steps to bring out the bets in them.

THE ART KARAT JEWELRY SHOW exhibiting their unique and exclusive THE PADMAVATHI COLLECTION was an impeccable bonus to our students making them capable of thinking new and innovative ideas.

The design consisted of both simple and complex antique designs both in silver and gold with diamonds, pearls, precious and semi precious gemstones in them. There was also another side of the jewelry show exhibiting the fusion jewelry, a fusion of old with new. History merging with the present.

The visit has been a great experience to all the students with the wide range of jewelry and regarding the different techniques, settings, designs, different gemstones, the fine and extraordinary craftsmanship, etc.











Biodiversity starts in distinct past and it points toward the future. So let's strive together for a better future.

Students were asked to create posters that can create awareness on current environmental issues and importance of safeguarding biodiversity.

Face painting was also done on the same theme.

Jdians came up with creative posters and face painting expressing their vivid ideas on biodiversity.



A workshop on Fashion Entrepreneurship and Marketting was conducted today for students of Fashion Design Department.Ms. Priyanka Mohan ,who works as the Store Manager for Hamleys, Cochin was invited as a Guest Speaker for the occasion.

The workshop gave students insight on entrepreneurial competencies required for a fashion entrepreneur, about potential customers and organization plan.

She covered various facets of Entreprenuership, fashion marketting and retailing and students had a very interactive and informative session with her. The workshop aimed to develop the entrepreneurial qualities to prepare the mindset for starting up their own business.





Gemstones are one of the important factor in the Jewelry these days, so gemology and jewelry designing go hand in hand. Gaining knowledge on the field of gemology will be of great use while designing Jewelry.

JD jewelry designing students attended two days workshop on Gemology conducted by Mr. Vishnu Prasad K, an young entrepreneur, graduate gemologist from GIA on 28th and 29th September 2018 We always make sure our students are exposed to all the fields in the Jewelry Industry.

Students got a great exposure to world of gemstone and were amazed to have a closer look of each stone and its inclusions & blemishes, cut, facets, etc. using the 10X loop.

The class was very informative and got a brief idea

about different stones (both precious and semi precious) its qualifications factors and its physical properties like transparency, color, luster etc

On the second day, the workshop highlighted on the physical properties of gemstones: optical phenomena (Asterism, Chatoyancy, Adularescence, Aventurescence, Labradurescence, iridescence, opalescence, play of color, color change effect, orient), even highlighted on the origin and family of different stones. Also explained the difference between Natural, Synthetic & Imitation stones. Some of the rare precious and semi precious stones are also explained in detail.

This workshop helped our students in improving their knowledge and molding themselves for the better future.





" I think fashion is a lot of fun. I love clothes. More than fashion or brand labels, I love design. I love the thought that people put into clothes. I love when clothes make cultural statements and I think personal style is really cool. I also freely recognize that fashion should be a hobby." -ANNE HATHAWAY.

A wardrobe stylist, also fashion stylist, is a consultant who selects the clothing for published editorial features, print or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures. Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer/director, hair stylist, and makeup artist to put together a particular look or theme for the specific project. A wardrobe stylist can also be referred to as a fashion stylist, fashion editor, or celebrity stylist. According to one view, "Stylists are the people who push each celebrity to make the best dressed list," and assist with editorial photo shoots.

We had an opportunity to style random people at CENTRE SQUARE MALL, Kochi. The Central clothing line set up a random pop-up space for us students to style people according to their tastes and likes. We were allowed to choose from the accessory and shoe sections suited for the clothing chosen.













"Time is shortening. But every day that I challenge this cancer and survive is a victory for me." -Ingrid Bergman

Cancer is a group of diseases involving abnormal cell growth with the potential to invade or spread to other parts of the body. These contrast with benign tumors, which do not spread to other parts of the body.

This time we at JD took a Cancer Awareness campaign at General Hospital, Kochi. Students and faculty together gave an awareness about cancer and regarding the ways one cancer survivor can lead a normal life with draping techniques and accessories.

They were taught how one can use a scarf in various ways to drape or adorn their head. The major concern was their hair loss which could be covered with the scarfs.

Students also taught the cancer survivors to make various accessories. They also gave them an idea of how to make paper bags.

Last but not the least, lets all join hands and help the cancer survivors lead a normal life.

Fashion students of JD institute of fashion technology where taken for Industrial Visit to SKL EXPORTS ,Tirupur,one of the leading garment exporting firm in Tamil Nadu.

Senior merchandising manager gave our students detailed explanation on working of the factory and merchandising. Samples of different types of fabrics and techniques used were shown and explained.

The process explanation started from CAD. The CAD software, pattern plotter and pattern cutter was explained using a demo. The students were also taken to their sampling unit, where they saw different types of sewing machines and footers used for different purposes.

They also got opportunity to know about printing facility, where the manager explained the making of screens in software and also showed us the process of developing the screens. A demo was given on how the print is transferred on to the fabric. A detailed explanation was given on the various lab tests done to assure the quality of the print and fabric.

The production was explained by showing us the different types of greige fabric available in the factory. The method of identifying defects in the fabric stage was explained using a demo. Automatic fabric layering and cutting was explained using a demo.













Jd institute of fashion technology, the backstage partners for the most spectacular show directed by Rahul Dev Shetty and Lovele Prabhu.

Kochi International fashion week was an amazing platform for our students to interact with well- known designers from different parts of India

Jdians got opportunity toassist famous designers and they coordinated the backstage well.

Designer Sanjana Jone's silver shimmery collection was a real feast to the eyes. The pure cotton casual wear collection in pink, blue and green by Red Sister Blue was a dyed range with stylish silhouettes.

Day 2, portrayed the collection by Hari Anand, well-known designer. He showcased his collection named, "Inside the Atlier" portraying his usual style of minimalism along with elements from the daily life of a designer.

Jules Idi Amin from Chennai portrayed her beach wear collection named "Wicked in Eden" showcasing resort wear with floral prints in vibrant shades.

On the next day, Alka Hari, portrayed her "Poetry of Youth", a casual wear line in linens and cottons made of simple yet elegant silhouettes in pretty pastels.

The Jewelry Designing Students were able to attend and be a part of The Kerala Gem and Jewelry Show (KGJS) held at Adlux International Convention and exhibition center victoriously.

The show was hoisted by the top jewellers in Kerala inviting the top design and ornament makers from whole over the nation. Our students stood by the side being a part of the show and gaining the knowledge of practical manufacturing, designing, casting, and even enamel painting on the ornaments. Our students got to talk and discuss with the experts in respective fields about their doubts and thus firming their grip on the field they are into. They also got a very good exposure to most modern and technique sensitive equipments used in designing for various techniques and the most modern designs.

It was been a great platform to build their contacts and to meet different people from the jewelry industry. Not only just jewelry, but also got to learn the mining process, workshop tools, workshop machines, machines used in jewelry, casting, dying, enameling etc.













From shimmer and sparkle to quirky and minimalist, Kochi witnessed South India's Biggest bridal fashion week.

JD Institute of Fashion Technology , Cochin had the immense privilage to be part of the Back stage co ordination team which gave the students the opportunity to showcase their talents as effective co ordinators.

m4marry.com wedding week was organized by m4marry.com, the premier matrimonial portal in Kerala. The three-day fashion extravaganza, from September 14 - 16, 2018 was conducted at Le Meridien, Maradu, Kochi.

The wedding week incorporated three legends of designers to push the proverbial envelope and take the eclectic textile heritage of India forward through their intelligent silhouettes, in keeping with the new trends in bridal wear fashion.

Tarun Tahiliani, Anju Modi and Gaurav Gupta showcased their ingenuity through their trends in bridal wear, from which we could see the spirit of India encapsulated through the prism of a contemporary lexicon in bridal wear.

m4marry.com along with the sponsor Kalyan Jewellers, in association with Ambika Pillai brought life to the unparalleled fashion platform.

The students of JD institute of fashion technology had an interactive workshop session—with Ms.Sunitha Ramachandra, from Quancious Bangalore about organic digital printing and eco-friendly fabrics.

QUANCIOUS is an apparel brand that customize apparels and home decor with over 25,000 prints while ensuring appositive environmental footprint.

The workshop gave students knowledge about importance of sustainable fabrics that include bamboo,tencel,organic cotton,silk ,lenzing viscose,recycled polyester ,lenzing modaland many more with reduced carbon,energy and pollution impact.

Ms. Sunitha also explained about the waterless printing technology and biodegradable inks and samples were also shown.







Fashion photography workshop for JDians by Reji Bhaskar .

Reji Bhaskar is a renowned fashion photographer, who has won 5 photography state awards. The students got a clear insight on importance of fashion photography, portfolio shoot, styling and indoor lighting.



VOLITH DAY

Interior Designing students of JD Institute of Fashion Technology visited 'Vanitha Veedu Exhibition, 2018', one of the largest exhibition for interiors, architecture and construction, held at Jawaharlal Nehru International Stadium, Kaloor on October. The Vanitha Real Estate Magazine and the Indian Institute of Architecture, Kochi Centre showcased in the show.

Students could experience the difference in design, its details, materials, and the various elements of interior designing. Students got ideas about making interior spaces functional, safe, and beautiful by determining space requirements and selecting decorative items, such as colours, lighting, and materials.

Interior designers work closely with architects, civil engineers, mechanical engineers, and construction laborers and helpers to determine how interior spaces will function, look, and be furnished. Interior designers should also be exposed to the construction field since it has a great connection each other. Our students got an opportunity to get to know them all under the same roof. Apart from exhibion, seminars, competitions and other arrangements were held.





In connection with Youth day, JD students had an interactive session with Young Entrepreneur Mr.Vishnu Prasadh K, Gemologist.He is a young entrepreneur and aspiring Jewellery designer .He owns Sumangali Jewellers, Pebbles (gemstone online store)Auora Events(event management company).

The session was very informative and inspirational which gave our budding designers a crystal clear view about the current market and the challenges. He also gave students idea about current market trends and entrepreneurial challenges.



"The green concepts and techniques in the building sector can help address national concerns like water efficiency, energy efficiency, reduction in fossil fuel use, handling of consumer waste and conserving natural resources"

-Indian Green Building Council

Green interior design is all about sustainability. Green interior design on the other hand is primarily ethical. It's about having good air quality both indoors and outdoors, making the environments in which we work, live, study and play healthier and more comfortable and conserving all of our natural resources.

Three primary rating systems in India are GRIHA, IGBC and BEE. Students get to know about the green interior which was extremely different from the concepts they had and it was the inevitable part of interior designing.

Seminar on "GREEN INTERIORS" were conducted by Mrs. Deepa Ganesh, green building consultant, GTCS Kochi, for Interior Designing students of JD Institute of Fashion Tehnology.







"Furniture is not that different from clothing.Plywood adds more warmth to modern decor and also softens the overall impression",says Minna Jones[interior stylist and designer].

Seminar on PLYWOOD conducted by Mr.Augustine, GreenPly for interior designing students. Students came to know about the different varities in Plywood and its specifications. The samples were also shown to the students.



## MASTER THE ART OF STYLING. WITH THE MUSIC OF THE BEATLES IN THE BACKGROUND.

Our collaboration with London College of Fashion adds a global perspective to styling

## **ABOUT LCF**

London College of Fashion (LCF) has been nurturing creative talent for over a century. They believe in using fashion to drive economic and social transformation. The college is a complete fashion ecosystem where the past is studied to build a sustainable future. Their offer students the knowledge, skills and opportunities to develop inventive, assertive ideas that challenge social and political agendas and - above all - the freedom to put those ideas into practice. With courses from fashion design to business to curating, over 70 UG and PG degrees, and 165 short courses, LCF students are groomed to be collaborators with the ability to constantly reinvent the fashion industry.



### **ABOUT THE PROGRAM**

For budding stylists keen to take their first steps in this popular fashion career path, this fashion media styling course looks at the variety of media styling options available to you, and the day-to-day working life of a stylist. You will learn how and where to find inspiration, creating two complete looks that you will shoot on the last day together with a professional photographer, model and hair and make up artist...

#### HIGHLIGHTS OF THE COURSE

- · Basic introduction on styling
- History
- · Commercial and Editorial Styling
- Shoot Styling

"London College of Fashion are delighted to be supporting JD Institutes students in gaining international experience. We have the wonderful resource of London for them to enjoy as well as access to some of the best fashion tutors in the world. That combined with the passion and enthusiasm of the JD Institute students will ensure they gain a lot from their London experience and help them with their ambitions to be relevant, in the competitive global fashion industry".

Barbara Bell, Head of Short Courses, London College of Fashion-University of London



"A beautiful experience which made me a very independent person and gave me a complete insight of styling."

- Tanya Rathi



"A great experience exploring the streets of London and the history and the dynamics of the styling industry in the UK. We got hands-on experience in commercial and editorial styling. We also did a photo shoot at Cherry Boom Studio."

- Syeda Shaista



"Brimming with positivity, LCF taught us to enjoy the styling process. An eye-opener about what fashion can do. The course with our mentor Kerry taught us about the little things that make it big. A life-altering experience.

- Tazneen



"Kerry Panaggio was such an inspiring teacher. Even though she has worked for the best she was very approachable. The course helped us explore and discover our personal style, the key ingredient in building a career in styling."

- Nazneen



"The campus is filled with positive energy and exuberance that taught me so many hidden qualities about design and myself. The mentors where friendly and nice. LCF nurtures you in a way that makes you excel in real time. I am blessed to be a part of this journey. Thanks to JD for making a dream come true."

- Urmeela P Reddy

## JDIDS STUDENT'S TRYST WITH ITALY





## Rendezvous with Ambassador Anil Wadhwa at Embassy Of India, Rome

The haute couture designers of JD International Design School received the opportunity to display their ensembles at the Embassy of India in Rome. Ambassador Anil Wadhwa interacted with the students to understand their concepts and appreciated their work. The students' aim highlight 'Make in India' was recognized.

## Valentino Clemente Ludovico Garavani – Father of Couture

The students of JD International Design School also got the chance to experience the grandeur of Valentino Atelier in Rome. The Head PR and Resource Personnel introduced the students to high end craftsmanship. The students got to witness the skilled artisans at work in the same school that has inspired such iconic women as Jacqueline Kennedy, Princess Diana, Audrey Hepburn and Julia Roberts.

## Students of JDIDS At Accademia Koefia – Creative Journey

JD International Design School's collaboration with ACCADEMIA INTERNAZIONALE D'ALTA MODA E D'ARTE DEL COSTUME KOEFIA, one of Italy's oldest fashion design schools, allowed a seamless integration of global best practices in Indian art & design education. Students underwent 30 days of intensive learning of Italian haute couture in Italy. The course aims at training the students to master Haute Couture.

This global synergy between the institutions will culminate in Indian design that has a truly global sensibility while also retaining Indian roots.











## QUESS CORP: AN INDUSTRY-DRIVEN PROJECT FOR JEDIIIANS

JD Institute believes in giving the right kind of platform for its students to interact with the corporate world. Recently, Quess Corp a multinational facility management company did a real design project with the students of JD Institute of Fashion Technology. In this project, students were able to understand the design not just aesthetically but also from a functional point of view.

The ultimate aim of this platform was to help students grow and make them industry ready. Quess Corp is India's leading business service provider. Headquartered in Bangalore, the company has a pan India presence and serves across five segments: industrials, facility management, people services, technology solutions, and internet business.

Our Students were proactively involved in the designing activity at Avon and Terrier (Quess Corp Companies). They had to redesign Utility Wear for the workers based on categories such as Medical, Hospitality, and Corporate. In this project, students applied their design thinking skills of identifying a problem and supported it with thorough research. They went through the entire process of brainstorming, idea generation, and design development and created minimalistic, durable yet smart uniforms for each of the categories. After completing the project, the students ran through a quality check and a feedback survey.

Jediiian Prachi Jain stated, "It was indeed a great opportunity to work on this real-time project. This exposure has definitely broadened our horizon and the ability to work in a team. With this, I would also like to thank our mentors, Zulfi Ali, Sakshi Rathore, Shrishti Jaiswal, Pavithra Basilica and the entire JD community for providing this wonderful industry exposure and guiding us throughout".



## UNVEILING 'CURATOR' AS THE THEME FOR 2019

The designer of the future must also be a curator. An expert in their field, and with the passion and the ability to curate their beliefs, audience needs, innovations, ethics, the richness of the past and the promise of the future. This is how world-changing ideas, as opposed to trends, are born. This year we are motivating students of JD Institute of Fashion Technology to go beyond 'cool' and 'likes' and become passionate experts and managers by truly immersing themselves in the broader world of their idea to create a brilliantly curated collection.





#### JD ANNUAL DESIGN AWARDS 2019







## JEDIIIANS SOARING HIGH ON GLOBAL PLATFORM: IGFS COLOMBO 2018



The skills and talents of our students go beyond the confines of the four walls of the classroom. Recently, the students of the Fashion Department showcased their collection at an international platform called IGFS 2018. The event was connected to sustainability and innovation. It was indeed a proud moment for JD Institute of Fashion Technology to see their students soaring high.

International Graduate Fashion Spectacle (IGFS) is a platform that calls fashion graduates from all around the world and celebrates design. The event focuses on exchanging ideas and hence encourages young designers to build partnerships and contacts. Well-known design schools from India, Bangladesh, Hungary, Paris, Berlin, and Colombo participate in this prestigious event. It is 'a dream come true' for any aspirant designer to represent their country on an international platform.

Apart from walking down the ramp, Jediiians engaged themselves with the day to day activities and created a rapport with the industry professionals. Mr. Philip, one of the jury members and the French cultural ambassador, appreciated our students' thought process and ideas. The students also got a chance to witness Artist Daco wall paint and were taken for a factory visit where the merchandise of well-known brands such as Nike, Adidas, Victoria's Secret and Lulu Lemon are created.

Jediian Ayushi Kothari stated, "IGFS has been one of the most beautiful and overwhelming experiences of my life. Taking center stage and presenting the collection in front of different embassies, textile experts and industrialists was a great opportunity."







## JEDIIIANS SHINE AT INDIA BEACH FASHION WEEK

JD students successfully showcased their collections at India Beach Fashion Week Season 6 held at Goa Marriott. Partnering with India Beach Fashion Week was a great platform for students to not just present their ideas and skills, but also build vital industry networks. With its 6th edition, India Beach Fashion Week has emerged as a global fashion platform to present the latest designs across Beach, Cruise, and Resort wear. Designers from all over India such as Anupama Dayal, Ken Ferns, Asif Merchant, Pria Kataria Puri, Gabriella Demetriades, Ripci Bhatia, Marks and Spencer, and the Como collective were a part of this prestigious event.

The event was not only a platform for famous designers but also for aspiring and established designers to exchange ideas on sustainable, innovative design. JD students showcased garments on the lines of innovation and sustainability. They worked around recyclable, re-adjustable garments and featured collections made out of tea bags, leftover fabrics, and even ones with chips inserted. Apart from showcasing their talent, Jediiians also got an opportunity to witness experimental displays by global brands and be part of the networking events. A delegation of students and faculty members from the JD Bangalore centre accompanied these designers. All in all, the show gave our students a glimpse of how fashion events of this scale are envisioned, managed and conducted in the industry. For over 30 years, JD has established itself as a cradle of fashion talent. Now, it is all set to bring its strong creative legacy to beautiful Goa.







## **JEDIIIANS AT BANGALORE TIMES FASHION WEEK 2018**

Bangalore Times Fashion Week is one of India's leading premiere Fashion events. By bringing together industry professionals, retail buyers, trendsetters and spectators, it is a dream destination for every aspiring designer. JD joined hands with Bangalore Times Fashion Week as their educational partner. Our students from the fashion department got an opportunity to showcase their designer collections on the lines of sustainability and innovation. Keeping the core values forward and committed to bringing a change in the fashion industry, the designers showcased their collection which included garments made out of tea bags to interchangeable and size adjustable ones. This is just one of the many ways in which JD provides life-changing opportunities to its students by empowering them to showcase their skills in the presence of designers like Manoviraj Khosla, Gauri Naninika, Rocky S, and Wendell Rodricks.







































## JD'S HOBNOB

JD has a deep and dynamic network with the industry. From high-profile designers and artists to fashion trendsetters and Bollywood icons, JD has nurtured many creative relationships and associations that have expanded the horizons of students and increased the brand profile. When students study with JD, they belong to a brand that's well-connected!























Caroline Rush CEO of the British Fashion Council with Nealesh Dalal at London Fashion week Festival 2018



Aditi Toley - Head of Marketing, India - Lee Jeans - VF Corporation with Nealesh Dalal at Times Fashion week 2018



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.

The site can be accessed at 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







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LATHA PUTTANNA



















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LA ATTIRE







LUXURY













































#### Rashika Madikar

It was a great experience and I feel proud to say that I am a post graduate in fashion communication from JD institute. The fashion communication course was designed with various categories such as graphics, fashion psychology, styling, journalism, brand management, visual merchandise, design thinking and many more. It all helped me to groom my personality in becoming what I am today. Various workshops, projects and surveys gave us hands-on experience of the fashion industry. JD Institute gave us an opportunity to work in styling different shoots and this boosted my confidence as an aspiring stylist. I interned at Urban Studio for 4 months as a fashion stylist and this helped me improve my styling skills. Currently I am working at Powerweave studio as a fashion stylist. JD always supported and encouraged me to explore my creative side and be unique. I am thankful to be a part of the JD family.





#### **Aastha Chhiroliya**

Stepping into JD was the best decision of my career. There is so much to learn and experience in this industry, that we often find ourselves juggling between events interacting with industry people and getting mentored for the real world by our mentors at JD. The institute has been of great help in shaping me as a designer and enhancing my personal and technical skills. The special guidance of mentors and the collective hard work by all students inspired me to mature into a true professional. Life at JD involves so much fun learning that goes beyond textbooks.

#### Khyati Chandak

I had a very good experience at JD. The teachers were very experienced, inspiring and supportive. We had an opportunity to showcase our garments in the JD design awards. The amount of experience and learning we get while doing this course is massive. Thanks to JD's guidance, I am currently working in H&M as a sales advisor. I got in through campus placement. Working at H&M is just a wonderful experience and people get to know a lot about sales and customer insights and market happenings.



#### Anusha KG

I feel it's an amazing institute and I loved the journey I experienced there for a year. I would definitely recommend this brand to anyone interested in pursuing a career in fashion.





#### Shruthi KS

I must say that JD Institute of Fashion Technology is a wonderful college for individuals with a creative mind-set. Thanks to my dedicated and well- rounded teachers. Each of them had a unique personality and an interactive teaching strategy. The social life at JD Institute of Fashion Technology was also unforgettable. Thanks to JD I am currently doing my internship at Aparna Exclusive Design Studio. Here I am able to blend creative and technical skills to create varieties of clothes. I am putting into practice the things I learnt like sketching, creating original products, and staying tuned to industry happenings to forecast future trends.

#### Moonmi Talukdar

My decision to be a part of JD Institute of Fashion Technology, Bangalore, was one of the best decisions I ever made. It is one of the best fashion design institutes of India, with the best and most inspiring teachers, all of whom have great subject knowledge and are very much interactive with the students. My course duration was of one year, but I felt like I got much more. Moreover, the institute provides a very good platform for the students to showcase their hidden talents other than academics. It organizes many events like Sports Day, Cultural Day, and Ethnic day. Every year in the JD awards, students showcase their best collection on the ramp according to the theme. And for me, this was an unforgettable experience. Our collection was called 'Ubuntu' and we won in the best ethical collection category. Campus placements are also offered to the students. Overall, the exposure that a student gets here is a blessing.



#### Anjali Boggarapu

It's a wonderful experience being a student in JD. They showed the practical way of approaching fashion designing. In a short-term course I've learnt almost everything that is needed. That helped me a lot during my internship.





#### Chandana M A

My journey with JD Institute was worthwhile and amazing. The brand has played a major role in shaping me as a designer. And I must say the friendly, talented, and inspiring teachers were always there to help us out, give us chances to explore and experience things. On the whole, it was totally worth being a part of the JD family. I started my own designer studio a year back with powerful knowledge and inspiration that I gained at JD.

#### Lovna

JD is a great college that offers a lot of resources to their students. The energy of creativity and the student displays of art throughout the campus really encourage you to go out and display your craft. If you are interested in the fashion industry, this is a great school for that.





#### Akash Chekkera

I started my journey in JD with zero knowledge of fashion. As days went by, I became a part of the JD family, with the understanding that I was capable of turning my passion in design into a profession. The teachers were my backbone throughout the course. They motivated me through thick and thin. JD truly made me believe 'impossible is possible'. And the JD awards show was the biggest opportunity I ever got to prove myself and to showcase my creativity. Thanks to JD's guidance and exposure, I am part of the VOI family. We explore new concepts in denim from fiber to yarn, and concept to construction. And moreover they understand my strength and motivations. Overall I would like to thank JD for the opportunities it gave me and for the great life experience.

#### Divya S Nair

JD is the ideal place to learn about fashion because of the best faculty they provide for us. The best part is that in a short time frame, they managed to teach us everything a fashion designer needs for their career. I now work in  $TC^2$ . It does 3D modeling of costumes for men and women. It is the world's first and largest 3D body manufacturer serving domains like fashion, fitness and medical industries. We bring full solutions to our customers from 3D body scanners, consultancy, training, installation services, maintenance & support, sizing information and specialized software to our targeted vertical markets. I was enabled to hit the ground running here because of the great learning experience at JD.





#### **Sugam Thapa**

I graduated from JD institute of Fashion Technology with a Post Graduate Diploma in Fashion Communication. And I recently concluded my internship program with Prasad Bidapa Associates, where I got exposure to various facets of fashion and got to work with some of the renowned people from the industry. I got to work on various types of projects, which gave me an exposure to many job roles in the fashion industry. It was a very satisfying and educative internship program. I am really grateful to the institute and the teachers for helping us develop our creativity and skills and preparing us for our journey. Now I am ready to enter the industry as a professional and explore my creativity.

#### **Stelly Thomas**

I experienced an exciting range of concepts and facets while also managing to a complete study of fashion as a whole. The institute does not miss out to give students the knowledge they have to truly own the fashion domain they enter. They provide a wide selection of skills and exposures. The faculty is always there for the students which is a big help as they enable us to learn so much more beyond the syllabus itself! The JD awards show is just a wow experience. As a student, being a part of the award show and participating and winning was a once-in-a- lifetime experience. I am glad that I completed my course in JD Institute. A big thank you to everyone for everything!



#### Santhosh Raj T R

I am very happy to say that I completed my diploma in Jewellery designing from JD Institute of Fashion technology. I am a proud student of this college and currently I am doing my internship in one of the reputed shops called Lalitha Jewellery Mart in Mysore. I am happy with the knowledge I received. I am motivated and empowered now to start my own shop where I can launch a designer catalogue of my own, all thanks to the teachers who taught me many things in the learning process. I am grateful for getting a good platform during JD Annual Awards to showcase my talents. I am happy with both the theoretical and practical knowledge I got from JD Institute of Fashion Technology. The brand is truly helping people who want to achieve something on their own with their own innate talents. I am happy to be one of the members of the JD family.





#### Simran Goel

It gives me a great pleasure to say that I did my diploma in jewellery design from JD Institute of Fashion Technology. I am a proud alumnus. Currently, I am pursuing my internship at Zurie as a jewellery designer. I am thankful to JD Institute of Fashion Technology because they enabled my transition from a student to a confident professional who creates innovative designs in jewellery as her full-time job. At Zurie, I am being exposed to many facets of the retail industry, including design, distribution, and marketing. JD always provided me with resources and the proper learning environment to explore my creativity and I am thankful to be a part of the JD family.

#### Satish Gowda

I did my one-year diploma course in JD. It was an amazing journey throughout and I learnt a lot. I had many opportunities to showcase my talents. Thank you to every faculty member who helped me during my journey and complete the course successfully! I'm currently working in the Best Seller family for the past year as a Senior Fashion Consultant. I am getting to dabble in many things from visual merchandising to fashion styling. And it's a very good platform for freshers to learn.



#### Jahnavi G Moovala

I studied engineering and started a regular 9 to 5 job. But I wasn't happy. I always knew I had a creative streak. I didn't know to translate it. Then I stumbled on a world of inspiration, innovation and creativity in the form of JD. My career took a turn. Be it learning about design or creating new designs, it was an exciting journey. My HOD, Surbhi ma'am, supported us along the way. My education here not only built the strong foundation in jewellery making but opened news doors and opportunities with highly experienced jewellery designers. As a result I have launched my own brand today called "NiJa - The Candid Jewellery". In Sanskrit, it means "inborn." I create personalized gold and precious jewellery where every piece tells a unique story. Along with this, I'm also the Teaching Head for the 6-month diploma course in Jewellery designing at Arvaa Academy. Thanks to JD, I believe "If you follow your passion, it's no longer a job" is true indeed.





#### Rakshitha Deviah

Apart from being a well structured professional program that integrates knowledge of design, gemology and manufacturing, the course has given me access to the inner workings of the industry and covered aspects that form an integral part of a jewellery designer's career. The institute fosters a culture of originality and creativity and the faculty were always on top of getting my never-ending questions answered!

#### Samanvita Gnanesh

One year in JD institute of fashion technology has given me an all round experience of what is to be expected in the real world of jewelry design. The institution helped us with a well structured course, supportive teachers and exposure to people from the industry. It was a major career change for me, from a management job to become a jewelry designer, but a few months into this course gave me the confidence to pursue my passion further. We were trained in tools such as Rhino, Corel draw and photoshop which are an essential part of the design industry along with the practical aspects. Thanks to JD institute for giving me an opportunity to make my passion into a career choice.



#### **Pramod KP**

"Photography for me started as a hobby which eventually turned into my passion and showed the path for my future. It has led me into a world of creativity and artistry. Having an ambition to do a Masters in Visual Arts, the world of photography has shown me a new dimension. JD institute has helped me get closer to my dream by showing the minute nuances of the art of photography and lighting and seeing things differently. I would like to thank Mr. Kishore Sir for this great support and guidance in this regard."



#### Harini Soumya

"Fashion photography course at JD is a great platform for budding photographers. Along with photography, we were also given insights into the fashion industry plus make-up workshops were also conducted. The collaboration between the photography, the make up and the fashion communication department for the photo shoots was a great opportunity to meet new people and work as a team.

Kishore Sir, you are a great mentor. I joined the class as an amateur and you have groomed me to be a sound professional. Thank you for the great skills and knowledge you've imparted. It was a wonderful learning experience."

#### Safa Mansabdar

"JDIDS is one of the finest schools in Bangalore to learn and earn a diploma in fine jewelry designing. The exposure provided by the institute is one of the best in the industry, with our experienced and knowledgeable faculty members and also allowing us to practically implement our thoughts and ideas. Overall, JD sets up its students to tackle the real life by preparing us in the best possible way. My time at JD was wonderful and I really cherished it."





#### Jahnavi G Moovala

"I had a great time at JD International Design School. JD has wonderful faculties in all departments and they are very cooperative and the campus environment is very positive.

I completed my International Diploma in Fine Jewelry Designing here. Our teacher was very knowledgeable and encouraging. Surbhi always pushed me to do my best in designing throughout my course. My journey with JD made me realize how I can fulfill my dream of having a successful career as a Jewelry Designer. It was an absolute pleasure to be a part of the JD family."

#### **Lalith Sankar**

"Getting into photography was the easiest choice for me. A lot of my childhood days went by watching my dad taking pictures which gradually turned out to be teaching sessions for me. I have spent a lot of my college years learning about photography and trying to grasp the engineering behind it and started taking it seriously post my graduation. It was only after I joined Myntra that I was exposed to the whole process of photography, shoots and lighting and that I decided to take it professionally. JD Institute helped me realize my dream. I have had the opportunity to learn from Kishore Ramachandra who has been a great mentor and guided me through out. Now I'm a successful graduate from JD Institute who is into freelance work."





#### **Amrita Chatterjee Roy**

"With so many options to learn make-up, I am glad I chose JD institute and Leila Sharma to learn from. Had it not happened, I wouldn't be what I am today. It is one thing to be an excellent MUA and another to be a wonderful teacher. She is the right mix of both. Her 20+ years of experience truly enriched us. We learnt from her practical life experiences in make-up. This gave the course a deeper dimension, going beyond just theories and processes. She is able to bring out the best in each individual. The best part is the infrastructure that JD has set up. It's not just make-up. It also features courses like fashion communication and photography. So you get to learn from multiple related disciplines. No other institute provides that set up. So I am thankful to JD for being such an extraordinary place and for this great platform for us to learn this art."

#### Irfath Fazila

"This institute is a place where every department coordinates with each other and upholds itself to collectiveness. The faculty no doubt is by far the best. I like the smile on their faces whenever any student approaches them. When it comes to my mentor Ms. Leila ma'am, she is the best mentor ever, a person who makes us feel that we have the capacity to do everything. She built our confidence to tackle the work and to ensure perfection in our work so that we turn out to be 'professionals.' Last but not the least, a heartfelt "thank you" to Kishore sir who gave us the knowledge of make-up through the the camera which got me interested me in photography as well, a totally new experience. Love and respect for JD institute."



#### Anamika Jaisinghani

At JD, I learnt not only a lot about fashion and the industry, but I also learnt to grow as a person, take responsibility and face all challenges life throws at you. The faculty help you get stronger, make the right decisions, and go the extra mile. JD gave me the ability to show my true potential to the jury members during our evaluation for JDADA 2017. It was during this time that Varun Ranga, Creative Director of Kudugudu, offered me the opportunity to work with him. I am currently working as a Design Assistant for his brand. It's exciting to apply JD learnings in practical situations.

I consider myself really lucky to have been a part of the JD family, and I'm proud to call myself a Jediiian."





#### Farheen Azeez

"I was from a commerce background. I never thought I would make it in fashion. JD moulded me into the designer I am today. Though my course was for just 1 year, the institute made my experience and memories remarkable and it will stay with me forever. People say "Education is useful only if you are hired post your certification" because that's when you know if spending time in that school/college was worth it. Having said that, post my certification, I got a job in Koskii (Leading Bridal Retail Store) as a Designer and Visual Merchandiser. All thanks to my faculty who were there whenever I needed their support. It has been a crazy and memorable experience at JD which can never be forgotten."

#### Pooja Bedi

"It gives me immense pleasure to say that I did my graduation in Fashion and Apparel from JD institute of Fashion Technology. My time at JD was a great learning experience with amazing guidance received from faculties. Our teachers gave us complete freedom to execute our thoughts and ideas. They uplift the morale. There put no limits on our imagination. I will always cherish the time spent at JD and carry forward all the knowledge I have received. I feel blessed to be part of the JD family."



## **INDUSTRY REVIEWS**

#### Ambika Thandavan (from the industry)

"It was a pleasure interacting with the Jewellery design students as a jury member and evaluating their work. They demonstrated enthusiasm and creativity. Their projects were thoughtfully designed to explore creative potential while keeping in mind practical aspects of the industry like understanding manufacturing techniques and developing concepts for specific design briefs. JD institute is successful in weaving fashion and jewellery to provide students with a cohesive understanding of current trends and technology. Keep up the good work!"

Ambika is an internationally qualified jewellery designer, product developer and management professional with a passion for developing innovative products. She has over 8 years of work experience in the luxury jewellery industry in India, Hong Kong, Dubai and UK.





#### Sachin Mailcontractor (from the industry)

"I am privileged to extend Nolte India's support to Nealesh Dalalji and the entire JD team. They have supplied the best talent for our line of business from the vast pool of talent available with them. Our interactions with the JD Bangalore team members and especially with Reena Uppal, have been useful in filling the gaps in our growing workforce for the design and creative department. Our experience with students of JD Institute has been exceptional. We find that the JD team is doing a fabulous job in nurturing the innate but hidden qualities of aspiring designers to face the challenges of corporate world. We strongly recommend this Institute to all parents who want to see their children achieving realistic goals in Design and Fashion."



#### **Sudhir Ramachandran (from the industry)**

Sudhir Ramachandran is an advertising, fashion and people photographer. He has shot award-winning campaigns and helped build successful brands in India and abroad. He was Ambassador to the World Council of Professional Photographers for 8 years. He developed the significance of Compression Curve in digital colour photography. His images have been published in more than 21 publications.

"I am happy to see JD building creative leaders of tomorrow, especially in design-thinking in photography. Your concept makes learners think and design their imagery around a purpose. This kind of design-thinking is what 21st century art and commerce desperately needs."



# OUR ALUMNI ARE BLAZING THEIR OWN TRAIL IN THE INDUSTRY





#### 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).

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 leadingAmerican 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.





#### **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 crème-de-la-crème of Bollywood pick her up with eyes shut. For Mirpuri, fashion is a mélange 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 Chakraborthy 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. Haling 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 jewelery 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, Hemanath 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.



#### 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.



#### **Iba Mallai** Batch of 2014

Iba Mallai, is a fashion enthusiast enamored by exquisite colors, traditions and art forms. She dreams in fabrics and silhouettes. Fashion to her is not only about wearing trendy clothes but also about being responsible towards preserving our heritage and creating sustainable communities. Her label "KINIHO" is an amalgamation of heritage and trending fashion with sustainability and ethics.

Promoting Eco-Fashion, the label uses naturally dyed block printed and hand-woven fabric, with a focus on naturally dyed yarn and hand woven ERI Silk fabrics of Khasi Tribe, Meghalaya. KINIHO practices socially responsible methods of production, all while delivering an impeccable ensemble for the 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 and currently works as a feature writer for a fashion and lifestyle magazine, JFW - Just for Women. She has been a fashion blogger since college days and is no stranger to trend forecasting.

Her work involves fashion updates, interviewing popular faces, and reviewing style. Her curious mind, her passion for unbiased freedom to comment, and the love for fashion, keeps her going in the industry. On JD she says, "JD has been an amazing learning experience that has helped me become what I am today. I have a long way to go but the journey began in the classrooms of JD."



Tanvil Walia
Batch of 2016

Tanvil is making interesting forays into art direction for television and other media. She worked as an Art Assistant for an Indie movie produced by Saregama. She has also worked as an Art Director for in-house shoots of Tata Sky Beauty channel and as an Art Assistant for Himalaya TVC. She is currently working on a music video for a You Tube singer as an Art Director.





#### 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 rapidly rose to head Poster Publicity (outdoor advertising arm of Group M) one of India's largest advertising firms. She is also an entrepreneur who along with her husband, popular entertainer, Mark Rego, set up one of Bangalore's most popular restaurants, Peppa Zzing, which is soon to be a multi outlet chain across the country. Rini's real passion lies in Fashion Design. She has created designer outfits for fashionistas and celebrities across the city. Her distinctive style, fabric choices, bold, fashionable designs, eye for detail and her capacity to 'think different' have won her the admiration of clients. In her own words, "I like to design clothes that are stylish and

different but wearable and comfortable." Rini is also an accomplished make-up artist who has trained under India's most respected make-up artist, Leila Sharma, through JD Institute. What sets Rini apart in her make-up assignments is her ability to try something new, bold ideas. Rini P Rego undertakes only projects. She can be contacted at mail2rini@gmail.com, 9742578988/9880215123.





# **Deepa Kalro**Batch of 2013

After completing her Masters in Marketing and communications, Deepa started working for a digital marketing agency where she handled lifestyle brands. After that she worked for ace designer Ritu Beri, studied at JD and started her own Fashion Rental Studio, The Dress Bank.

The Dress Bank enables people to own a piece of cherished clothing for a day. No more waiting for that one fine day. For just 1/10th of the price, a person can wear a different piece at every occasion. She says her parents are her #1 influence; her fashionista mother and her fashion entrepreneur father. On JD, she says, "I always wanted to be in the fashion industry. But it was only after I joined JD that I had the courage to let go of my stable corporate job and discover the exciting journey waiting ahead. It wasn't easy. It took a lot of hard work and dedication but I was lucky enough to have really amazing mentors at JD who were patient and willing to help us whenever we goofed up."



**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.





## 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 opportnitites to syle 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 istitute 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, thats 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 ) 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 recieved this wonderful opportunity to work with the well known designer, Sunita Shekhawat from Jaipur. Here, under the mindul 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.



#### **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 Kochar & 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.



#### **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.





#### 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.





#### 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 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

keeps 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'?





#### 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

and 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.





#### 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!





#### 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!

## JURY MEMBERS | INTERIOR



#### **Neelam Manjunath**

Neelam Manjunath is an architect and planner with 28 years of experience in the field. She is the Founder and Managing Trustee of CGMT (Centre for Green Building Materials and Technology) and has won the prestigious Sir M Vishwesvaraya Prize (2005) for innovative use of green bamboo. Her passion for sustainable architecture reflects in her work.



#### Yogeshwar Kulkarni

A graduate from the University of Pune, Yogeshwar Kulkarni is a registered architect with COA. He comes with a rich mix of Master Planning, Residential, Commercial, and Aviation experience. Currently, he is the Principal Architect at KGD Architecture and handles various Institutional, Hospitality, and Residential Projects.



#### Reena Bapat

Reena Bapat is the Founder and Creative Director at Reena Bapat Design Associates. She has worked as a Hospitality Designer at WATG and Wimberly Interiors and has a wealth of experience in this field. She has worked on many projects and has several professional practices.

## JURY MEMBERS | JEWELLERY



#### Meghana Das

Winner of several Indian and International Design Awards, Meghana Das has worked with Swarovski in Paris and has also worked on the Swarovski Spring-Summer India Collection 2017. Currently, she is a Design Consultant and Founder at MBD Creations. She is a perfect blend of creativity, energy, and communication.



#### **Ambika Thandavan**

Ambika Thandavan is an internationally qualified Jewellery Designer, product developer, and management professional. She is currently the Design Manager at Ganjam Nagappa and Sons Pvt. Ltd. With a strong foundation in design and inherent passion for creating innovative products, Ambika has created high-value bespoke pieces, corporate souvenirs, and limited editions.



#### **Deepti Sudhindra**

Deepti Sudhindra is a well-known Jewellery Designer. She is the Founder and Creative Director at the Jewellery Project. She is known for her intrinsically Indian jewellery craft with a global aesthetic. Working close to nature, she adheres to the philosophy of sustainability and embraces simplicity.

## JURY MEMBERS | FASHION



#### **Anu Shyamsundar**

Anu is a Design Graduate from NIFT Delhi and currently the Business Director and Partner at House of Three. She has an inspiring career path in retail and brand management. Her ability to communicate with people has led to collaborations in various segments culminating in innovative product offerings – both created and curated.



#### **Aditi Toley**

An alumnus of IIM-A and MICA along with two postgraduate qualifications in MBA and Integrated Marketing Solutions, Aditi has in-depth experience in the fields of marketing, brand strategy, planning, and advertising. Currently, she is the Marketing Head for Lee Jeans, India.



#### Varun Ranga

Varun Ranga is a Fashion Designer and an Artist. He has worked as a former designer with brands like Louis Philippe, Aditya Birla Nuvo, Reid & Taylor, and has deep skills in trend analysis, product design, textiles, and branding. Currently, he is the founder and creative director of KUDUGUDU, a clothing label featuring a curation of handpicked artisan techniques.



#### Manish Saksena

Manish Saksena has a wealth of experience in Fashion. From leading the growth and expansion of the iconic brand Tommy Hilfiger in India, he has made a mark in the industry. Manish has worked in different genres and areas with Madhura Garments as creative director, with Landmark group as head of buying, and successfully launched his label, W.



#### Shankarshan Majhi

One of the fashion industry's leading designers, thinkers, and commentators, Shankarshan Majhi is a Senior Manager at Myntra Designs Pvt Ltd. He also works as a consultant with various start-ups and emerging brands.

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#### **Ankit Sharma**

Ankit Sharma is a leading Fashion Designer and curator of Ankii, a brand based in Bangalore. His experience with innovative designs has given him the flexibility to work with different backgrounds, markets, and businesses. He has extensive knowledge of design and vendor management.

## **MANAGEMENT TEAM**

#### **BANGALORE - CORPORATE CENTRE**



#### Nealesh Dalal

Since 1991, Nealesh Dalal, 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. In 2002, he became the Managing Trustee of JD Educational Trust. 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.



#### Sandra Agnes

Sandra Agnes is a holder of Master degree 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 15 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, Franchise business development plans and establishing industry connect. She is currently working as the Director, South with JD Institute of Fashion Technology.



#### Pramod Adhikari

Retail Professional with an experience of 19 years in Branded Fashion Industry. A NIFT Delhi alumnus in design and merchandise planning. He has served some of the leading branded fashion houses of India. Aditya Birla Fashion, Future Lifestyle, Celebrity Fashions, Myntra Fashion and more forms his portfolio of clients. Currently a Principal Consultant & Founder of Ideaworx Associates - A Buying house providing merchandising and supply chain solutions. As an entrepreneur he is associated with few Start Ups in Fashion & Retail, founding members of Charmboard - a technology driven marketing platform. One of the founder of sportswear brand I'MORPH. As a mentor of JD Institute of Fashion Technology, he is creating a smooth interface between education and industry.



#### Babu Rajendra Prasadh R

Babu Rajendra Prasadh R studied Apparel Technology & Management from Bangalore University. His vast, diverse experience spans Academics in Research & Teaching and also industry experience in Garment Design, Production Management, working with Gerber CAD software, and Garment Production Management. He is also the Chief Superintendent of UG Examination, Bangalore University and Member, Board of Governing Council, Educational Institute of Management Studies and serves as educational consultant for fashion and commerce colleges. He has published reference books for MBA, Fashion and Retail Management, and BSc Fashion Technology, his research work was published in 3 national conferences. He won the silver medal from The Institute of Engineers (India) for designing a machine for the rural dyeing industry. He has published 3 study materials for MBA in Fashion & Retail Management and 5 study materials for B.Sc in Fashion Technology & Management course. His rich experience makes him our able Principal, affiliated to Bangalore University.



#### **Suma Satish**

Suma Satish is our Academics- in- Charge, JD South. She has completed her Post Graduate Diploma in Fashion Design & Boutique Management. She comes with 8 years of Industry experience and 6 years of academic experience. Her specialization includes Design, Fashion Thinking, Illustrations, Fabric Manipulation and Ornamentation. She incorporates best practices to ensure compliance with educational standards, and college and and student performance. She coordinates between all JD South centres and manages academics, final projects, course content, and overall functioning. In addition, she has also been mentoring and guiding students in their design projects and is in charge of the execution for the JD Annual Design Awards, South.



#### Dr. Anusuya Suresh

Dr. Anusuya K received an Honorary degree of Doctor of letters(D.Litt) from University of Asia and holds a Masters degree in Fashion Communication. She has nearly 13 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.



#### Sonia S

Sonia is an Assistant Professor in the Interior Design department. Her go-to quote when she needs motivation is from 'The Fountainhead' by Ayn Rand: Men hate passion, any great passion. Henry Cameron made a mistake: he loved his work. That was why he fought. That was why he lost. Passion, she believes, is what helps us outlast challenges. She has always been passionate about sharing her knowledge with people. That's why she became a lecturer and also strengthened her communication skills. She is also passionate about her areas of specialization: sustainability, commercial project design, furniture design, architectural model making, landscaping, and software skills like SketchUp, V-Ray, AutoCAD, and Photoshop. She believes a good teacher should also be a passionate, lifelong learner in order to inspire students. Before teaching, Sonia worked in a design firm to gain practical knowledge about the market. This greatly helps her in preparing students for the professional world of interior design. Sonia has completed a Bachelor in Interior Design course from SRM University, Chennai.



#### Surbhi Gupta

Surbhi Gupta is a Jewellery Design graduate from Pearl Academy of Fashion, Jaipur, and have more than 6 years of experience in organized as well as the unorganized sector of jewellery and 3 years of experience in the education sector. A certified diamond and colored stone grader from GIA, 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.



#### **Zohara Moorthy**

Zohara Moorthy is an alumnus of Istituto Marangoni, Milan and the National Institute of Design, Ahmedabad. With over a decade of experience, Zohara's approach to design has always been maverick and her work exemplifies path breaking trends in the luxe markets she has set her sights on. Based in Bangalore, she is a creative consultant with expertise that spans across varied design verticals; from jewellery and accessories, to visual communication, content development, visual merchandising and curation. She has worked with reputed brands, both domestic and international, such as, the World Gold Council, Hugo Boss, Ermenegildo Zegna, Swarovski, McCann Health, The Wedding Filmer and Raghavendra Rathore among many others. Currently she handles Department of Graphic Design and works as a guest faculty for Jewellery Design with JD Institute of Fashion Technology.



#### 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.



#### Kishor Thairani

Kishore Thairani graduated from Christ Bangalore with a Bachelor's degree in science. He is a certified Make-up Artist, specializing in Bride, Glamour, Movie, Theatre, and High-End Fashion. Currently, he is the HOD for Make-up and Hair Training at JD Institute of Fashion Technology. He was trained under Tony & Guy Singapore for Hairdressing and went to London for his Make-up course in Mac. Kishore has worked as a celebrity make-up artist for movies such as Jodha Akbar, Dhoom 2 and Ram Leela. He has also worked on several print and TV ads. His experience includes Lakme Fashion Week and Hyderabad Fashion Week. His finished repertoire includes 956 fashion shows till date. He is also associated with CavinKare as their overseas technical director.

### **COURSES AVAILABLE IN BANGALORE**

BSC IN INTERIOR DESIGN & DECORATION - 3 YEARS (Bangalore University) BSC IN FASHION & APPAREL DESIGN - 3 YEARS (Bangalore University) UNDERGRADUATE DIPLOMA IN FASHION DESIGN- 3 YEARS UNDERGRADUATE DIPLOMA IN INTERIOR DESIGN - 3 YEARS POST GRADUATE DIPLOMA / ADVANCED DIPLOMA IN FASHION COMMUNICATIONS - 2 YEARS PG DIPLOMA IN FASHION DESIGN AND MANAGEMENT (2 YEAR) PG DIPLOMA IN INTERIOR & SPATIAL DESIGN (2YEAR) POST GRADUATE DIPLOMA / DIPLOMA IN FASHION DESIGN - 1 YEAR POST GRADUATE DIPLOMA / DIPLOMA IN INTERIOR DESIGN - 1 YEAR POST GRADUATE DIPLOMA / DIPLOMA IN FINE JEWELLERY - 1 YEAR POST GRADUATE DIPLOMA / DIPLOMA IN FASHION BUSINESS MANAGEMENT - 1 YEAR DIPLOMA IN FASHION DESIGN (WEEKEND) - 1 YEAR DIPLOMA IN INTERIOR DESIGN (WEEKEND) - 1 YEAR DIPLOMA IN GRAPHIC DESIGNING - 1 YEAR DIPLOMA IN VISUAL MERCHANDISING - 6 MONTHS DIPLOMA IN JEWELLERY CAD - 5 MONTHS DIPLOMA IN FASHION & LIFESTYLE ENTREPRENEURSHIP - 4 MONTHS DIPLOMA IN FASHION PHOTOGRAPHY - 3 MONTHS DIPLOMA IN MAKE UP ARTISTRY - 6 WEEKS

#### **NEW DELHI - CORPORATE CENTRE**



#### Rupal Dalal

Rupal Dalal serves as the Director of JD Institute of Fashion Technology. She is responsible for developing curriculum, academic systems, pedagogic growth, quality, and overall supervision of departments. She is the Chairperson of the Board of Examinations, Kuvempu University. Her passion and goal is using education and design to contribute to the nation's future. She has been instrumental in influencing the modern field of fashion studies and in raising awareness of the cultural significance of fashion. She is keen on developing Indian fashion retail and sustainable practices in fashion development including craft cluster development. She is also an active social citizen and has been part of activities such as World Elders Day, Spastic Society, Indian Cancer Society, JAGO and CWEI. She also promotes animal welfare by celebrating Vegetarian Day. She was awarded the Smt. Sushila Agarwal Memorial Award for exemplary services to senior citizens by arranging fashion shows every year. Under her supervision, JD students participated in Indian Cancer Society's annual event 'Rise Against Cancer.' Her motto - It doesn't matter how slow you are, as long as you don't stop walking or dreaming.



#### Harsh Dalal

As the Director, he spearheads the expansion in India and abroad. Under his vision, the company has expanded and grown immensely. Despite his goal of global openness, Mr Harsh Dalal truly believes in educating the young Indians on futuristic fashion and trends. He passionately believes that the Indian design Industry has the potential to challenge and succeed in the highly competitive global market if it is able to infuse the latest technology with creativity and original content creation. Mr Harsh Dalal seeks to engage students in the key deliverables identified and advanced guided navigation for the London Research Programme in collaboration with the University of Arts London. Born to be a true leader, Mr Dalal is all set to carry forward the legacy of his father in the design industry.



#### Ms. Akshra Dalal

A post graduate in luxury brand management from Regents University, London, Ms. Akshra Dalal is a versatile combination of the corporate trainer, curriculum developer and an academic adviser for JD Institute of Fashion Technology, India She has driven multiple programs and has championed pedagogy enhancement and student learning initiatives with a keen focus on global fashion. Amongst many unique initiatives, Ms. Dalal had organized an editorial shoot with Jediiians for one of the leading magazines in London – Wedding Asia, which sets a new benchmark for the International Wedding Industry. She has been playing an active part in the expansion of the Academy overseas and further mentors Jediiians enrolled under the JD Global Programme.





#### Yogesh Dalal

Yogesh Dalal, a visionary in the true sense, is known for his remarkable spirit and an ability to consistently extract excellence from each and every student. His innovative ideal and professional ethics make him stand out of crowd, giving him a very valuable position in the industry of fashion. Having a very positive outlook towards every new introductions in the fashion industry and experimenting with all possibilities is what Mr. Yogesh Dalal is very well known for.



#### Payal Dalal

A post graduate in Fashion Communication from Kuvempu University, Karnataka, Ms Payal M is a corporate trainer, curriculum and academic developer, associated with the Maharashtra State Board of Vocational Education and JD Institute of Fashion Technology. In her education career of 20 years she mentored and led around 750 student designers with a deep understanding of the psychology behind design to create effective garment collections which will bring about a change in the society. She encourages students to rethink and design using simple and sustainable reuse and recycle strategies which is the promising force of the future fashion. She has dedicated her life to educate, inspire, empower and support the youth to create a better tomorrow.

# JD IS CONSTANTLY EXPANDING ITS FOLIO OF COURSES TO MEET NEW INDUSTRY DEMANDS

We are in the process of designing and offering the following courses that will meet new, significant needs in the market place.













**DIGITAL MARKETING - FASHION AND INTERIOR** 

# **QUESTIONNAIRE**

NΑ	ME :
ЭR	GANIZATION :
	PARTMENT :
	SIGNATION:
	PERIENCE :
	UCATIONAL QUALIFICATION:
	DRESS :
	MAIL ID :
-ol	lowing are the questions to understand how JD Institute of Fashion Technology and your organization can mutually nefit from the mentioned parameters :
l. o	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. O O	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. O	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
5. 0 0	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. O	Would you need assistance from our students to carry out Research & Development activities for your organization? Yes No
3.	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
). )	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
О.	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.

#### **CONTACT: SANDRA AGNES**

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

# **LET YOUR IMAGINATION UNFOLD**







#### Corporate centre: Bangalore

No 79, 2nd Cross, Lavelle Road, Bangalore - 560 001 t: +91 80 2227 9927 m: +91 99019 99903 e: jdfashion@jdindia.com

#### Corporate centre: Mumbai

Hemu Arcade, Opp. Vile Parle Station West Mumbai — 400 056

t: +91 22 2615 4949 e: mumbai@jdindia.com

#### Corporate centre: Delhi

39, Daryacha Building, Hauz Khas Village New Delhi – 110 016

t: +9111 - 2696 0821 e: delhi@jdindia.com

#### Campus: Brigade Road

No 18, Edward House Brigade Road Bangalore-560 001

t : +91 80 2559 4142 e : bangalore@jdindia.com

#### Campus: R T Nagar

389/1, 2nd Floor, 1st Cross Judges Colony, RT Nagar Bangalore – 560 032

m: +9198450 45053 e: rtnagar@jdindia.com

#### Campus: Cochin

1st floor, Congress House Building Hospital Road Marine Drive Cochin – 682 011

m: +91 97396 65640 e: cochin@jdindia.com

#### Campus: Goa

Mushtifund Saunstha, Near Mahalaxmi Temple Dada Vaidya Road Panjim Goa - 403 001

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#### Campus: Punjagutta

Sapphire Square, H.No. 6-3-885/7 Thakur Mansion Line Above Khazana Jewellers Punjagutta, Somajiguda cirlce Hyderabad - 500082

m: +91 79991 79994 e: punjagutta@jdindia.com

#### Campus: Begumpet

Door No. 1-11-251/A 1st Floor, Jayalakshmi Towers Above ICICI Bank, Begumpet Hyderabad - 500016

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#### Campus: Vijayawada

K K Towers, Door No. 40-1-52D Fourth Floor, Acharya Ranga Nagar, M G Road Vijayawada – 520010 m:+91 7995555508 m:+91 7995555510 e:vijayawada@jdindia.com

\*For other centres India in please visit our website: https://www.jdinstitute.com/centres/

Education Division of JD Educational Trust



# **CHANGE HOW PEOPLE THINK AND LIVE.**

'Change' is the theme for this year's JD Annual Design Awards, the dazzling annual showcase of our students' best work where we feature radical new ideas in fashion design, interior design, jewellery design and photography.





Leading Change