



THE

# IMAGINATION

BOOK-2019



*Since*  
**1988**

---

Leading **Change**

**Welcome to**  
Imagination



# Our Visionaries



“I believe that students need a little imagination and the willingness to work hard to convert imagination into success. The father of advertising, David Ogilvy, scrounged around as an apprentice chef and a door-to-door salesman before he entered advertising. The rest, as they say, is history. So don't worry about skills, they can be developed. Instead, develop and articulate your imagination which is your unique way of looking at the world. That is your single best gift, and work hard at mastering your craft so you can make your imagination come alive. Today, the design industry is more fragmented and competitive than ever but that also means it is ripe for bold and imaginative ideas that leave a mark on the industry. Many Indian designers are doing that. All you need is a confident imagination and the training to harness that imagination to gain tangible results”. – A Message from our President

A true Visionary in Fashion and Lifestyle Education who started the Journey of JD Institute of Fashion Technology in Mumbai, in 1988 keeping the seed of imagination in mind. His vision, leadership, and encouragement enabled over 20,000 students to succeed in the market place. His passion and stewardship to create a change in the ideas, society and industry live inside in us all.

**Rtn. Chandraakant Dalal**

04.12.1946 - 07.07.2017

Founder



An Iconic and People Developer, R.C Dalal was a pioneer in Fashion and Art Education who took this journey to the next level. His gamut of knowledge and experience helped JD Institute of Fashion Technology to be one of the top institutes in fashion technology. His interest lay in promoting the art, craft, and culture of India on the international platform. Under his aegis, JD Institute organized numerous exhibitions, fashion shows, and other networking events to promote their talent and designs to the industry world.

R.C Dalal's dream of JD being recognized at the Global level, translated into reality. One of the major milestones was the participation of JD Institute at Bollywood Festival Norway as the fashion partner. Apart from academics, he also committed himself to many CSR activities. He was awarded "The Hero to Animals" by Poorva Joshipura, vice president of International Affairs, PETA, UK for his contribution to animal-friendly fashion.

His love for Fashion and his aim to take his country to new heights made him consort for India Fashion Week, London along with Mr. Manny Singh in the year 2015. To honor Mr. RC Dalal for all his efforts, contribution, association and dedication for supporting India Fashion Week, and taking it to new heights, the "RC DALAL MEMORIAL AWARD" was instituted to confer the top designer talent at the India Fashion Week, November 2017.

**Shri. R. C. Dalal**

20.02.1968 - 13.10.2017

Founder and Executive Director

# WITNESS AND EXPERIENCE THE ROLE OF A CURATOR TOWARDS ART AND DESIGN !

Being a Curator is a responsibility to expand ideas into thoughtful exhibition. Being a Curator is having the power to connect ideas, people, and creativity, and find a way to develop a language between them that is universal. Being a Curator is about facilitating art and design to portray beauty and truth. We consistently urge everyone related to JD Institute to embody the role of a curator and bring a uniquely different approach of envisaging connections between imagination, ideas, and creativity. Donning the role of a curator empowers one to be innovative, creative, passionate and dedicated towards any undertaking.

This is precisely why JD Institute of Fashion integrated and upheld the ideology of being a curator for the year 2019, and according to us, it is the best attitude to embrace and move forward to another eventful decade. Come and be a part of curating a new and exciting world with JD Institute.



## 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.





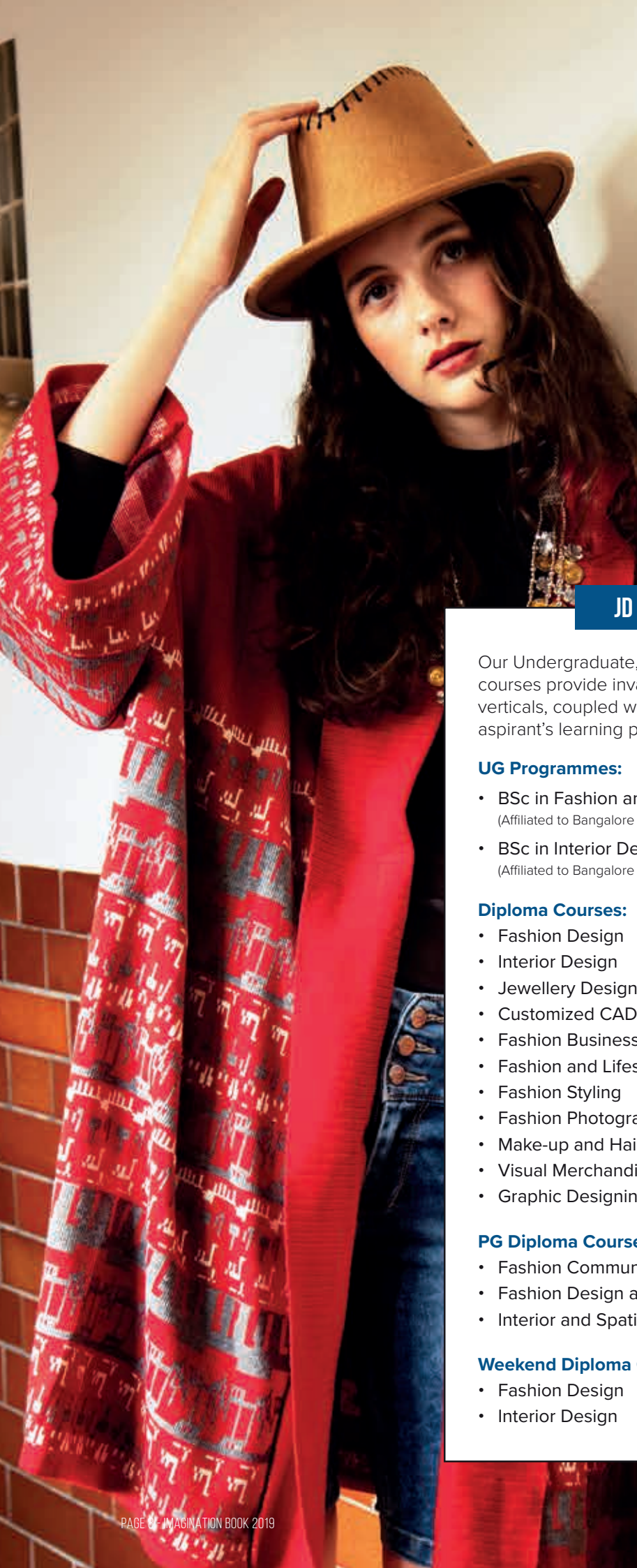
## FROM THE DESK OF THE MANAGING TRUSTEE NEALESH DALAL

We are standing at the advent of a new decade with a revitalized vigour to attain each and every goal that we set our eyes on. The last decade saw the rise of a collective consciousness towards eliminating the evils caused to our environmental, societal, and economic stability. JD Institute were one of the many organizations who were on board with the word go to realize United Nations' vision of sustainable development by the year 2030. To that effect, I'm proud to announce, on behalf of the whole JD family, that we are going in full throttle with our own movement, the # UNDO movement, that aims to harmonize the three core elements environmental protection, economic growth, and social reformation to achieve the goal of sustainable development by the end of this decade.

Unwavering grit and unrivalled passion are the qualities that makes JD Institute stand out in this rigorous and demanding world of Art, Design, and Management. We at JD Institute have always strived to provide the best educational curriculum to mould young talented minds to enhance the future of the world of art and design. The

contributions of our resolute and persevering faculty have shaped our students in to a force to reckon with in today's fashion industry both, nationally and internationally. To add to our legacy of more than 30 years, JD Institute have international affiliations with various prestigious design bodies and institutions across the globe to facilitate the growth and success of our students.

It has been my pride and honour in continuing to serve an institution that embodies the values of integrity, imagination, and innovation, above all. Being a part of this establishment that has stood its ground for 32 years against all the challenges and hurdles is immensely rewarding and gratifying. Throughout the journey of heralding JD Institute of Fashion Technology, I have received unparalleled support from a great team that I work with. Everyone who is involved with JD takes up the onus of leading this institution towards greater heights, and I would like to take this moment to reflect upon and whole-heartedly thank everyone for their monumental trust and dedication that has shaped JD Institute as one of India's premier Fashion and Design institutes.



## ABOUT JD

Empowering creative minds since 1988, JD Institute of Fashion Technology, the premier institute of Art, Design, and Management has been a catalyst for the success of the students across creative industries. Committed to bring innovation along with the state-of-the-art facilities, global curriculum, and industry network, the institute is certified as a great place to study

## JD COURSE HIGHLIGHTS

Our Undergraduate, Graduate, Diploma and weekend courses provide invaluable knowledge across multiple verticals, coupled with a host of facilities to augment the aspirant's learning process.

### UG Programmes:

- BSc in Fashion and Apparel design  
(Affiliated to Bangalore and Goa University) \*Bangalore and Goa Campus\*
- BSc in Interior Design and Decoration  
(Affiliated to Bangalore and Goa University) \*Bangalore and Goa Campus\*

### Diploma Courses:

- Fashion Design
- Interior Design
- Jewellery Design
- Customized CAD in Jewellery
- Fashion Business Management
- Fashion and Lifestyle Entrepreneurship
- Fashion Styling
- Fashion Photography
- Make-up and Hair-style Artistry
- Visual Merchandising
- Graphic Designing

### PG Diploma Courses

- Fashion Communication
- Fashion Design and Business Management
- Interior and Spatial Design

### Weekend Diploma Courses:

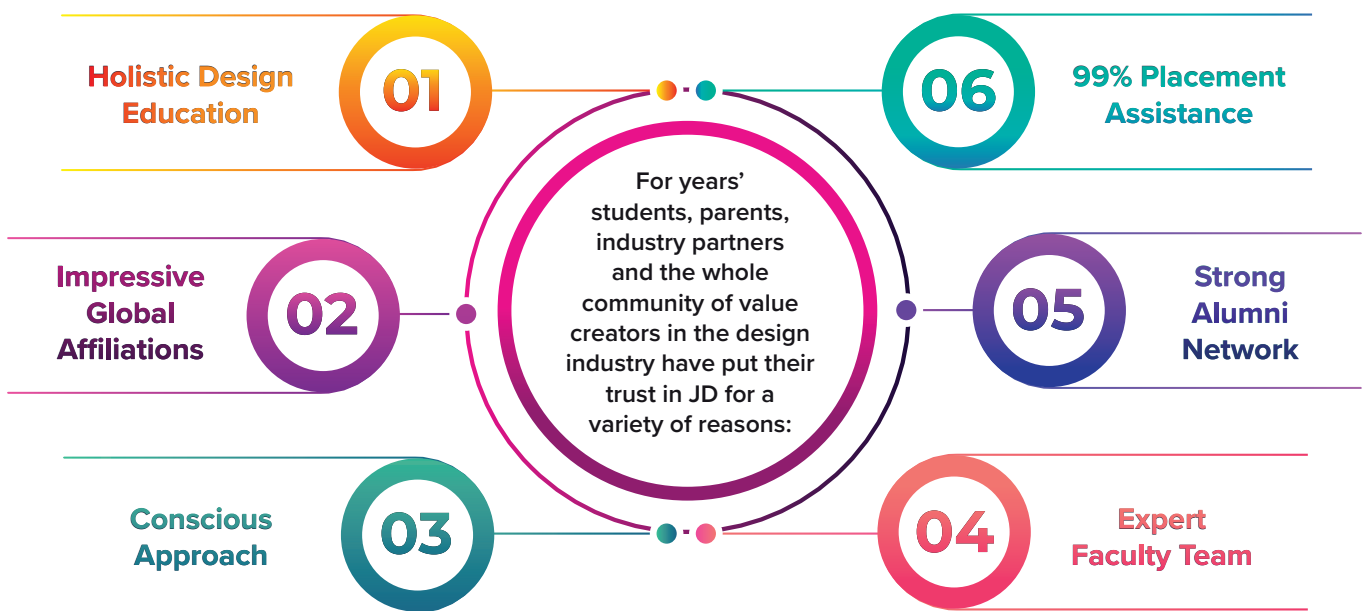
- Fashion Design
- Interior Design



## POWERFUL INDUSTRY NETWORK

JD is a pioneer in Art and Design education with a strong and deep industry network for over 30+ years. Our reputation of preparing 'Industry ready' professionals has been recognized by leading fashion, retail and design brands, which has helped in establishing a healthy placement track record of over 95 percent.

## WHY JD ?





**I DON'T  
SETTLE  
I DESIGN  
THE  
FUTURE**





**JD INSTITUTE OF FASHION TECHNOLOGY**

Welcome to **Imagination**

[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**

Leading **Change**

**AFFILIATION**

**ACCREDITATION**



\* Only at Brigade Campus, Bangalore & Goa Campus

**COLLABORATIVE PROJECTS**

Accademia Internazionale d'Alta Moda e d'Arte del Costume

KOEFIA



**ual:** london college of fashion

**Georgian**

Canada

**INDIA FASHION WEEK LONDON**

**GLOBAL ASSOCIATIONS AND MEMBERS**



**SOFTWARE PARTNERS**



**Medini**

Training, Certification & Academic Partner





Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF FASHION**  
BANGALORE





Anila Wilson

Presents


# EXODUS

Exodus 34.10-16 is a line of avant-garde garments and has been inspired by Judaism and their beliefs in the after-life. Jews believe that, after one dies, their body decomposes and God will re-compose the body and place within it one's immortal soul, and that person will stand before God in judgement. The belief of decompose and re-compose has been represented through the incorporation of hydroponic textile which supports plant life while promoting water conservation.

Presented by Designer **Anila Wilson**, the collection has used bio-based textiles that help in the efficient use of water, care for the environment and the future of our planet.



JD ANNUAL DESIGN AWARDS 2019 CURATOR



BEST EXPERIMENTAL COLLECTION IN NON-WEARABLE CATEGORY



JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Presents

# CYNEFIN

Cynefin is where nature around you feels right and welcoming. The collection draws inspiration from Terraforming, a hypothetical process of modifying the biosphere of a planet like Mars to resemble that of planet Earth, to make it habitable for humans. A la Total Recall!

Disha Sethia

Designer **Disha Sethia** has created a range of Indo-Western collection, which is made up of 100% organic fabric, composed of pure mulberry silk and linen yarn and pure silver zari with organic raw banana fibre.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**INNOVATIVE PRET WEAR  
COLLECTION**

**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Prachi Jain

Presents

# CORDELIA

Cordelia means daughter of the sea and highlights the plight of our rivers that have been abused due to the discharge of litter by humans and industries alike. The inspiration for the designer's collection is the river Hooghly which links Howrah and Kolkata, once considered the nectar of India. The water of the river Hooghly has now become poisonous, due to various human activities, dumping of harmful industrial and plastic wastes.

Designer **Prachi Jain**, through her collection is advocating up-cycling of plastic waste by replicating sequins out of them.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST SUSTAINABLE COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---	---	---





Pragati Vernekar



Monisha Amarnath

Presents

# THE UNWINDING TIME

Unwinding Time means Undoing Time and the allegory of time has been used to talk about age appropriate fashion and the need to break stereotypes. The collection is a line of unconventional wear with a formal touch.

The purpose of Designers **Monisha Amarnath** and **Pragati Vernekar**'s collection is to showcase that "Age has no limit".



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



UNIQUE COLLECTION

  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Kajal S.P.



Suhani S

Presents

# NIRVANA

Nirvana means a place of happiness and peace. The collection has been inspired by Mandala art and paper cut work. Mandala is a spiritual symbol that is a reminder of one's direct relation to the universe. On the other hand, the technique of paper cutting involves the creation of unique paper patterns. Layering paper can create depth and shadow.

Designers **Suhani S** and **Kajal S.P.**'s experimental collection has been infused with the flower motif inspired by the lotus mandala.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**INNOVATIVE PRET WEAR  
COLLECTION**

**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Alka Jain

Presents

# FEMINA BELLATOR

Femina Bellator means female warrior. The collection has been inspired by the hand painted chinkotep band which is white in colour found on the Tsungkotepsu shawl of the AO community of Nagaland. The shawl was initially worn only by male warriors and represented their status symbol. Over a course of time women also started wearing the shawl.

Designer **Alka Jain** created a collection for working women and believes that every woman is a warrior.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST EXECUTION COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---	---	---





**Nirmala Kumari M**



**Neha Kumari**

**Presents**

# ISIPHO

Isipho means gift and is inspired by the beadwork found on the African Fali dolls. The handmade dolls derive its name from the Fali tribe concentrated mostly in Northern Cameroon. The doll in the Fali tribe symbolizes commitment between betrothed couples and their future child. They are ideally handed down from one generation to the other.

Designers **Nirmala Kumari M** and **Neha Kumari** have created their garments taking inspiration from the colourful patterns and textures created by the beads on the collection.



**JD ANNUAL  
DESIGN  
AWARDS  
2019  
CURATOR**



**SPECIAL JURY AWARD**

**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Priyanka Abhishek



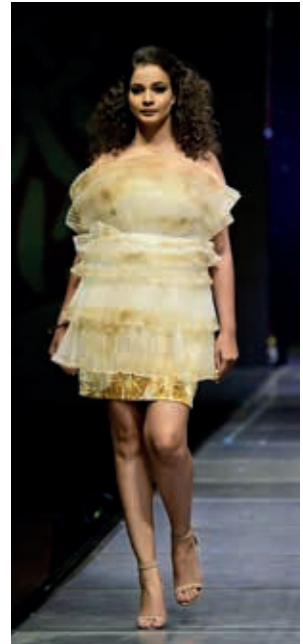
Heena Jain

Presents

# RUSSELL

Russell has been inspired by fossilized ammonite shells. The name of the collection is an amalgamation of "rust+shell". Over a period of time the fossils went through external transformation due to environmental changes. This stage of evolution of the fossils has been captured through the rust dyeing technique.

Presented by Designers **Heena Jain** and **Priyanka Abhishek**, the collection is sustainable as they have used organic fabrics and rusted metals to dye their fabrics instead of using chemical dyes.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST PRET WEAR COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Maheen Khan



Sanjana Harihar

Presents

# KARMA

Karma means 'action', 'work', 'act' or 'deed'. It refers to the cause and effect principle, wherein past actions derive if the effects would be beneficial or harmful. The collection is inspired by the endless knot symbol of karma acquired by the knitting technique on the garments of the collection.

The hand knitted garments by Designers **Maheen Khan** and **Sanjana Harihar** do not include seams and is a symbolic representation of being devoid of a start or an end.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST DESIGN COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Tazeen Jan Mohammed



Presents

# QUERENCIA

“Querencia” in Spanish means, a place from which one’s strength is drawn. The collection has been inspired by mental health, specifically anxiety. It encourages people to acknowledge, express, and embrace themselves. Alternate forms of therapy are usually used as a coping mechanism wherein acrylic paints are poured on canvas or paper to create interesting visually organic motifs.

Designer **Tazeen Jan Mohammed** through her collection has used fabric as a medium to represent the art. The purpose of her collection is to let individuals be their own authentic self!



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST PRET WEAR COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---	---	---







**Cherika M Jain**

**Presents**

# AUREOLE

Aureole has been inspired by the number 7 and the Seed of Life. Number 7 is known to be imperative in the role of sacred geometry and mirrors our chakras which correspond to our physical, emotional, psychological and spiritual well-being. The number 7 also represents the patterns of the creation of earth whereas, Seed of Life is believed to hold the consciousness of the Creator within the Circle. Circles are a part of the natural world – the shape of moon, flowers, fruits etc – the object is considered real and represents life. Designer **Cherika M Jain** has created an experimental collection wherein she has incorporated the 7 circles of similar sizes, in each garment through the method of draping and it was balanced using different colour textures and GSM of fabric.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST CRITIC AWARD</b></p>	 <p><b>JD INSTITUTE OF FASHION TECHNOLOGY</b> Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---------------------------------	--	---



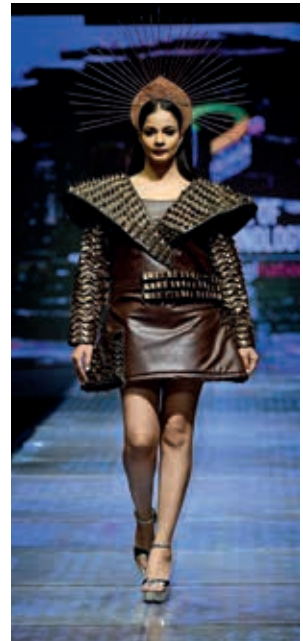
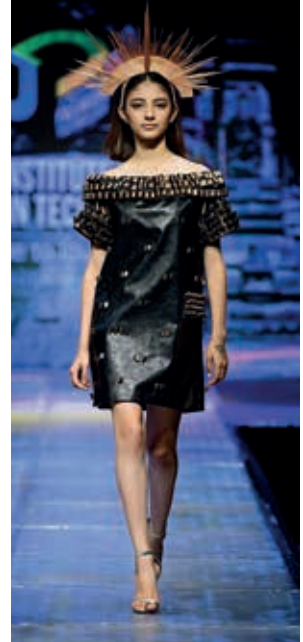




Pooja Malik S

Presents

# THE UNFOLD MYSTIQUE

The Unfold Mystique is inspired from the Chennakeshava Temple in Belur, a town in the Hassan district of Karnataka, which was built during the reign of the Hoysalas. Built during the 12th century, the temple is dedicated to the Hindu God, Vishnu and is known for its outstanding architecture, sculptures, inscription, iconography and history. Every inch of the temple is intricately carved with filigree work. Designer **Pooja Malik S** has used 3d Fabric manipulation techniques as surface ornamentation to represent the filigree work of the temple. The designer has used imitation leather to display the texture and feel of the temple.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST COLLECTION RUNNER UP</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---	---	---





Swathi Reddy



Purnima Yashankar

Presents

# ENTHRALL

When there is an overload of clothes in our collection we tend to discard the old ones which then end up in landfills. Keeping this in mind, designers **Purnima Yashankar** and **Swathi Reddy** have created Enthrall, a line of contemporary Indian capsule collection which can be mixed and matched to create a variety of outfits from fewer pieces. This in turn will not only empower women to spend less time getting dressed but will enable them to spend more time pursuing their passions. This new way of consuming and purchasing clothes which will not only help women save time and money, but more importantly, it will help save our planet.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



UNIQUE COLLECTION

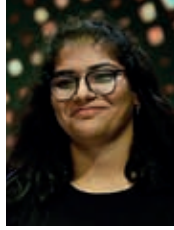
  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





Shobha M





Khushbu Bharti

Presents

# LAPIS LAZULI

Lapis Lazuli means blue stone and integrates the blue pottery of Jaipur and the technique used on Roman mosaics. Designers **Khushbu Bharti** and **Shobha M** have merged the broken blue pottery and the roman mosaic technique to create embellishments onto the garments. The designers have used sustainable fabrics like jute and linen blends along with mustard, indigo, golden and silver jute. They have given a new life to broken pottery scraps by incorporating blue pottery waste as embellishments on the garments.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>SPECIAL JURY AWARD</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	----------------------------------	---	---



Srinidhi B



Akash Sahu

Presents

# NISCAYA WHITES

Niscaya Whites has been inspired by nature and its elements that help stabilize mental and physical health. Designers **Akash Sahu** and **Srinidhi B** through their collection have curated the science associated with nature that epitomizes positivity and well-being. Scientifically, the human body is made up of positive and negative elements. Whereas, the earth is known to have a magnetic field and is a source of various metals that are known to stabilize these human body elements and in turn benefits the human health. Taking these aspects into account, the designers have incorporated copper and eco-friendly fabrics to construct visually appealing garments with health benefits.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**INNOVATIVE PRET WEAR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Sheroze Khan

Presents

# APOCALYPS

Apocalyps is inspired by post-apocalyptic time, a sub-genre of science fiction. In popular culture, the dawn of the apocalypse is showcased as the end of the world which will involve destruction of a catastrophic scale. Survival of the human race post apocalypse would result in the survival of the fittest. The survivors would have to rebuild from scratch through the scattered remains.

Keeping this in mind Designer **Sheroze Khan**, has created a utilitarian unisex clothing collection which borrows from the military and sporty style made out of industrial waste denim.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST DESIGN COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--------------------------------------	---	---



Prachi Praveen Jain



Presents

# BUREIKOU

Bureikou is peppered with a Japanese theme and is derived from the trend of drink-outings prevalent in Japan. The groups involved in these outings can speak, act and enjoy freely without the restriction of social status. The collection has been inspired by the Japanese Oribe ware pottery which is known for its asymmetrical and eccentric shapes.

Designer **Prachi Praveen Jain**, has incorporated the asymmetry of the pottery, motifs and colours found on oribe ware, along with the elements of nature from Japanese ink paintings on the garments. The collection has been created by upcycling left over pieces of twinkle organza fabric and satin sourced from the home décor units.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST CRITIC AWARD</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---------------------------------	---	---





Tejas N

Presents

# BIORAMAS

Bioramas means the collection of x-ray portraits of flora and fauna. The collection has been inspired by "X-ray Art" created by Dutch physicist Arie van't Riet. In the late 1990s, van't Riet, during a routine teaching programme, found that very thin objects could also be imaged using very low energy X-rays.

Designer **Tejas N** using the medium of x-ray art created a line of resort wear collection. The garments of the collection have been created using UV protective and recycled plastic.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST DESIGN COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--------------------------------------	---	---

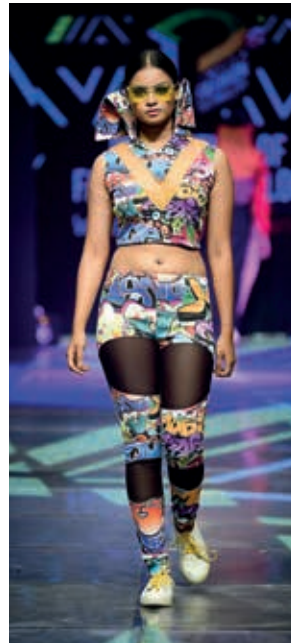
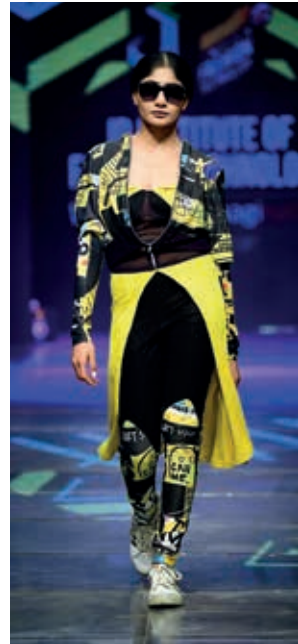
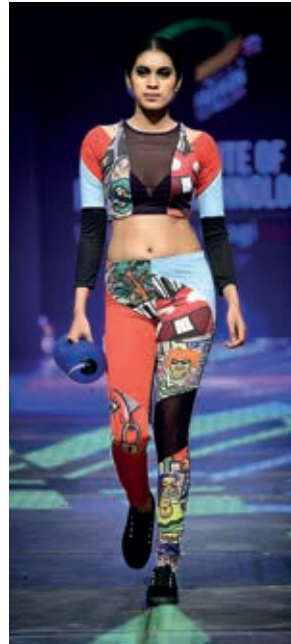




Vrinda Goyal

Presents

# KNOW NOISE

Know Noise has been inspired by the predicaments faced by individuals who suffer from hearing impairment. The designer drew visual inspiration from hip hop and graffiti art. Hip hop is an ironical connection to the loudness of music and the prevalence of hoods in their outfits enables to conceal the device. Keeping this in mind alongwith style, comfort and concealing the device, designer **Vrinda Goyal**, has combined technology and fashion. This has led to the creation of vibrant colorful collection of Athleisure wear which incorporates wearable technological solution. This enhances hearing through a hearing-aid like arm extension as well as omnidirectional noise cancelling. The embedded technology provides added value to the wearer.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>SPECIAL JURY AWARD</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	----------------------------------	---	---





Samrutha Devi

Presents

# KELAHIRAN

Kelahiran means birth and was inspired by the ultrasonic pattern created by the foetal heart beat and Aloe Vera (Agave). Whereas, the conceptualisation of the idea of Kelahiran, has been inspired by the cave paintings of Ajanta Ellora, the finest surviving examples of ancient Indian art.

Designer **Samrutha Devi** has created timeless pieces based on the premise of bringing our past to life by connecting it with the future. The fabric used to construct the garments was obtained from Aloe Vera plant (Agave) which is associated with birth and immortality. Whereas, the patterns on the fabric were implemented by using Ikat prints to represent the ultrasonic foetal heartbeat pattern.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>MOST INNOVATIVE COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--	---	---



Sujay Kumar

Presents

# LUMINISO

Luminiso means light, bright and clear which has been inspired by the properties of bioluminescence which are naturally found in marine life and insects. These creatures emit light to communicate and at times to attract prey, repel or deter predators. The glowing property of bioluminescence has been obtained in clothing through the availability of glow yarn and fibre optics. These garments have been worn on red carpet events like the MET gala and festivals. Designer **Sujay Kumar's** collection has incorporated green, blue and red LED lights to represent the bioluminescence property in the garments. The highlight of the collection is the installation of a chip in the garment that enabled the change in colours of the lights which are digitally controlled through mobile.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST EXPERIMENTAL COLLECTION  
IN NONWEARABLE CATEGORY**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Vijayalakshmi



Punit Kumar V

Presents

# RIGOUR-US

Rigour-US has been inspired by an elderly man named Krishnappa, who works in the outskirts of Bangalore. He uses his leg as a medium to create ropes, using the twisting technique with different kinds of materials. The collection is an artisanal tribute to the rigorous handwork involved in the making of handicrafts. Designers **Vijayalakshmi** and **Punit Kumar V** with the expertise of the elderly man have created a vintage collection made from discarded clothes using macramé knots. It also focuses on the expertise of the elderly man who created ropes with the use of only his leg and hands, rather than using any other tools.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST EXECUTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	------------------------------	---	---

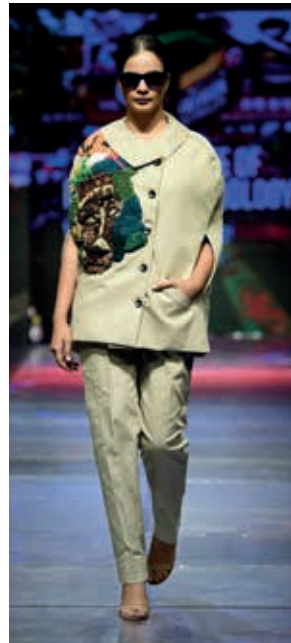




Karishma R Bhagat

Presents

# SUIT-ABLY CREATED

Suit-Ably Created means someone has the right qualities or thing for a particular purpose. It has been inspired by Chinese artist Du Kun, who is known to curate from Chinese architecture, rock music and rockstars. Du Kun, uses metaphors of religious aspects and contemporary societal criticism, as well as provoking contemplation upon the actions of humanity itself. Through his paintings he articulates the idea of freedom, democracy, critical thinking and courage to overthrow the past through the rock singers. Inspired by the artist, Designer **Karishma R Bhagat's**, created ready-to-wear experimental collection, which represents his actual art through the use of wooden buttons and hooking which was created using embroidery threads.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST EXPERIMENTAL COLLECTION IN NONWEARABLE CATEGORY</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--	---	---



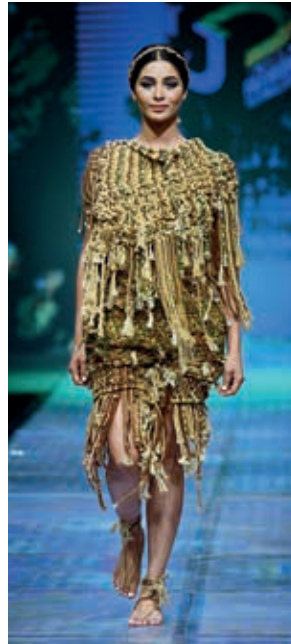


Rakhshitha H.L. Varshini M

Presents

# BARGAD – THE STRANGLER

Bargad - The Strangler has been inspired from the banyan tree and its tangled visible upside-down roots which are indistinguishable from the main trunk, when it touches the ground. This is one of the reasons why the banyan tree is also referred to as strangler. Keeping the aesthetic of the roots of the tree, Designer's **Rakhshitha H.L.** and **Varshini M** have created the garments which are made completely out of cotton ropes and are devoid of any fabrics and stitch lines. Though knotting and weaving techniques have been used in garments before, they have not been used to create whole garments.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST EXECUTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	------------------------------	---	---





Sindhu Kamal



Apurva Ravi

Presents

# PINTADO WOMANO

Pintado Womano, means hand painted and the amalgamation of woman+man. It is an antithesis to conventional power dressing which is devoid of bold colorful prints. In order to breathe new life into conventional corporate dressing, designers **Sindhu Kamal** and **Apurva Ravi** collaborated with "Aravani Art Project", an NGO aimed at providing livelihood to the transgender community through the medium of art. The designers through their collection have tried to portray the talent among the third gender which can be utilised by the Indian fashion and textile industry.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**UNIQUE COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Annapurna Goswami



Presents

# FLOWER CHILD

Flower Child is a resort wear line of pre-draped sarees incorporating different knitting techniques such as, macramé and crochet, inspired by Rococo art or “Late Baroque”. Rococo art was associated with grandeur, sensuous richness, drama, vitality, movement, tension and emotional exuberance. The collection represents a person who is a free soul, fun and happy go lucky.

Keeping the aspects of Rococo art in mind, designer **Annapurna Goswami** has created a collection that is a combination of pastel and bright colours. The collection of pre-draped is perfect for events such as beach weddings and parties.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST CRITIC AWARD</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---------------------------------	---	---



Nithisha Reddy



Manali Jain

Presents

# RUSHNYKA

Rushnyka in Ukrainian means ritual cloth and is believed to ward off evil. The collection is inspired by the pull thread embroidery of Poltova city in Ukraine and the basic cross stitch of Ukraine. Ukrainian embroidery is not limited to clothing and fabrics, it is also found on the 11th century frescos, miniatures alongwith decoration of homes and churches. The motifs and colours used for the embroidery denote different meanings. Designers **Manali Jain** and **Nithisha Reddy** have taken inspiration from ancient techniques to create modern silhouettes. They have practiced sustainability by using recycled jute and organza for their collection.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST PRET WEAR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Chaitra K



Seema Amrin

Presents

# BEAUTY OF LIFE

Beauty of Life, means don't just exist but live. It was inspired by the work of street artists Luis Seven Martins also known as L7M and Benjamin Shine. Street Art is a visual art created in public locations and was initially associated with graffiti and vandalism, whereas now the artists create street art to talk about social messages or just present the beauty of their art to the audience. Designers **Chaitra K.** and **Seema Amrin's** collection, explores street art through the medium of fashion, wherein they focused mainly on contemporary patterns, fabric and surface manipulation, embroidery and innovative techniques.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST EXPERIMENTAL COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--	---	---



Sneha S



Pooja K Jain

Presents

# RUDHIRAM

Rudhiram means blood or redness which is inspired by the fierceness and boldness of the inspiration they derived from the ritualistic dance form of Kerala called Theyyam. Designers **Sneha S** and **Pooja K Jain**'s collection is an indo-western menswear line designed for men who belong to the 50+ age group. Through their collection, the designers wanted to create a line for older men who tend to be averse to experiment with clothes especially when it comes to occasion wear.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST PRET WEAR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Simran R Utmani

Presents

# SELCOUTH

“Selcouth” means rare, familiar yet marvellous. The collection has been inspired by Agate Geodes which are colourful crystal formations that are found in the hollows of rocks. The formation of the crystals takes approximately 200 – 250 million years. The crystals are known to possess healing properties, calming effect, relieves stress and anxiety. Designer **Simran R Utmani** has created a range of evening wear that incorporated layering to create a visual representation of the geodes.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



**Bhavana  
Kamisetti**

**Presents**

# ROPAN

Ropan means healing, which is a line of Indian Contemporary collection, and was inspired by Reiki Self-Healing Music. Reiki originated in Japan and is a healing technique which is used for spiritual, physical, mental and emotional well-being. Whereas, music or sound therapy is known to treat various disorders such as stress, grief, depression and to diagnose mental health needs. One such example is Reiki music. Presented by Designer **Bhavana Kamisetti**, the collection is her interpretation of self-healing nature of Reiki music by using discarded fibres from textile spinning units and healing it by turning them into yarns for the collection through the roving technique.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



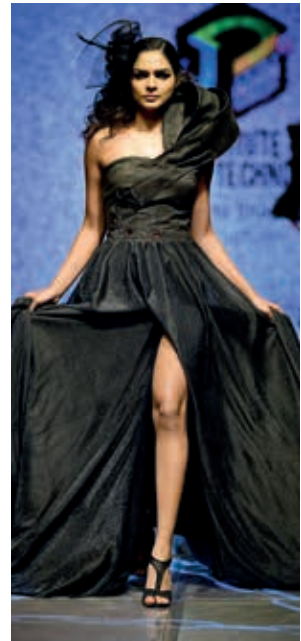


Archita E. Jain

Presents

# ABODE OF THE DEAD

Abode of the Dead is inspired by the River Phlegethon also known as the River of Fire or River of Boiling Blood in Greek mythology. It is known to be the only river that travels to the Underworld ruled by Hades. The place where this river leads is consumed by fire and is known to be the place where the most evil souls go to rest. It is considered the Seventh Circle of Hell that punished those who committed crimes of violence against their fellow men, murderers, oppressors etc. The depth at which each sinner must stand in the river is determined by the level of violence they caused in life. Taking inspiration from the river, designer **Archita E. Jain**, has created an Avant Garde collection which is symbolic of the grim afterlife and the evilness of the river.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Nisha Rani

Presents

# SUJANI

Sujani is an amalgamation of the words facilitating and birth. The name of the collection has been derived from its namesake Sujani a form of embroidery done on quilts found in Bihar. These quilts were gifted for new borns and were made out of old clothes.

Taking inspiration from the sustainable aspect of the art, designer, **Nisha Rani**, has created a line of kidswear that uses discarded fabric to create fairy tale characters for the garments. A lot of traditional art forms are dying in India and through the collection the designer has tried to present one of the ways to use it in modern clothes by maintaining its age old aesthetics.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Dikshita Hiran

Presents

# FUMACIOUS

Fumacious means “smoky” and has been inspired by Fumage Art which is a surrealist art technique. Artists who practise the art mostly use this technique to talk about life’s fragility and also raise awareness for global and environmental issues. The impressions are usually created on a piece of paper or canvas. Designer **Dikshita Hiran** has experimented with the technique of fumage on fabric to create abstract prints and patterns on the garments of her collection.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Purna Bohra

Presents

# NASADIYA SUKTA

Nasadiya Sukta means hymn of creation and has been influenced by Tikuli art form, which is also known as bindi. The art of bindi making is 800 years old and originated in Patna. Once upon a time adorned by Queens and Aristocrats, the art of making bindis declined with the introduction of industrialization. It was revived in 1954 by Chitracharya Padmashree Upendra Marathi who reintroduced the art of tikuli in the form of paintings inspired by his visits to Japan, whereas Shree Ashok Kumar Biswas along with his wife Shibani Biswas, developed it into a source of livelihood for women in Bihar. Designer **Purna Bohra** drew inspiration from the circular pattern of the bindi for her Ready-to-Wear collection. The revival of bindi making has not just provided livelihood but is also a source of women empowerment.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Asiri HR

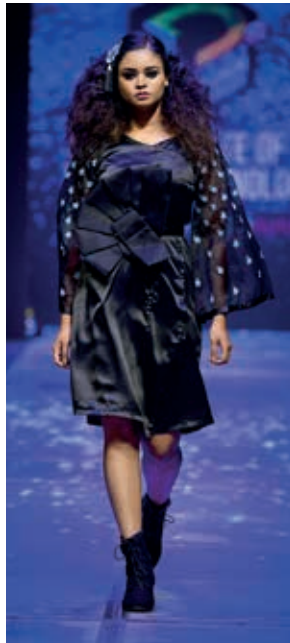
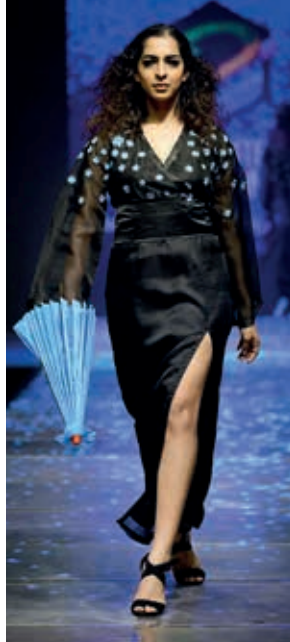


Asma Lalani

Presents

# HOTARU IKA

Hotaru Ika is the Japanese term for “firefly squid” found in the Toyama Bay in Japan. The firefly squids derive its name from their bioluminescence properties. Each year during spring the squid come to the shore to spawn. This phenomena not only attracts tourists but is also the time they are fished commercially, as they are known to be a delicacy in Japan. This activity is causing the squids to become endangered. Taking inspiration from them, Designers **Asma Lalani** and **Asiri HR**, have incorporated glowing eco-friendly blue threads to highlight the light that emits from the squids. They have also delved into Gods creations to bring awareness to these light emitting species of squids being endangered due to mans selfish needs.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Surabhi Mehta

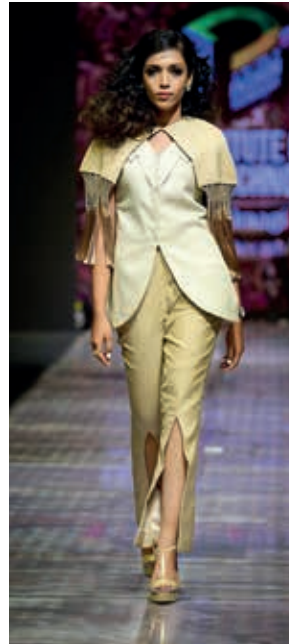
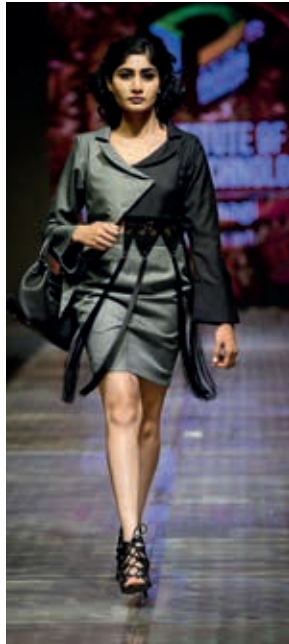


Harshitha Byrappa

Presents

# CAUGHT IN A KNOT

Caught in a Knot has been inspired by the Dilwara temple located at Mount Abu in Rajasthan. The macramé knot technique used to create the garments of the collection resembles the intricate marble carvings of the temple. The colours of the garments are derived from the colour palette from the stone of the temple. Designer **Surabhi Mehta** and **Harshitha Byrappa** have created a collection of classic timeless styles. They have tried to portray a reflection of the various barriers and stereotypes that the woman of today is breaking to achieve her dreams.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Yashica Ramesh



P Harshitha Reddy

Presents

# TRIBAL BEAT

Tribal Beat has been inspired by the horses of the Pithora art form which is a ritualistic practise of painting performed to thank God or to ask for a wish. This art is practised by the Rathva Adivasis from the Chhota Udaipur district in Gujarat. Pithora is a ritualistic practise of painting performed ideally done after consultation with the head priest of the tribe, to thank God or to ask for a wish. Among the many dying art forms, Pithora art is one of them. Designers **Yashica Ramesh** and **P Harshitha Reddy**'s through their collection want to enable the revival of the Pithora art form, to provide recognition and employment opportunities for the tribes.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Shimaila Tabasum



Smitha Praveen

Presents

# WIXARITARI

Wixaritari has been inspired by the yarn art along with the jewellery, motifs and silhouettes found on the garments of the Huichol or Wixaritari women. The designers have incorporated bright and intricate designs to represent the Huichol art. In order to create the garments of the collection they have used denim fabric as Mexico is also known as the denim hub of North America. The fabric used is recycled, thus making it sustainable. Designers **Shimaila Tabasum** and **Smitha Praveen**'s collection is a line of ethnic wear made out of denim with the elements of nature.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Anusha G Dath



Krishna Viswam

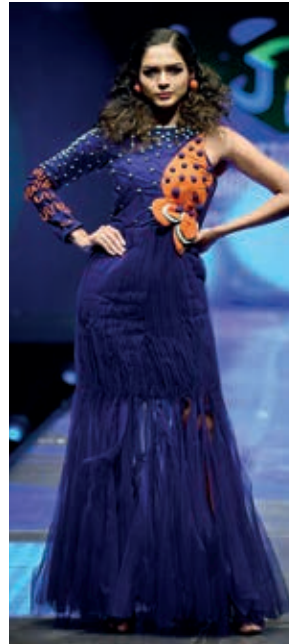


Shilpa K V

Presents

# AMPHIRITE

Amphirite drew inspiration from the sea goddess by the same name as the collection and as per Greek mythology, was the wife of Poseidon, God of Sea, Earthquakes and Horses. Though diminished by poets later, to a symbolic representation of the sea, she was once called "The Queen of the Sea". Designers **Krishna Viswam**, **Anusha G Dath** and **Shilpa K V**'s through their collection wanted to highlight the problems posed to the Great Barrier Reef due to various activities.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Thasleem Shaikh



Komal Roy

Presents

# COLOUR THERAPY

Colours have always been known to affect people's behaviour in different ways. Each colour plays a different role in offsetting a person's mood. Some have a calming effect, while others are known to stimulate both, mental and physical activity. They are also known to possess healing properties and is part of one of the alternative treatments called Colour Therapy which uses colour as a medium for healing. It has a set of principles to create harmonious colour and colour combinations for healing. Designers **Thasleem Shaikh** and **Komal Roy** through their collection Colour Therapy, have created a line of men's occasion wear influenced from the colours around us.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Shreya Agarwal



Harkiran Kaur

Presents

# WINTER IS HERE

Winter is Here is inspired by the current public favourite series, Game of Thrones. The show is a current rage and has a fan following all over the world and is an adaptation of George R. R. Martin's fantasy novel series. The premise of the show is a power struggle between seven kingdoms with zombies, magic, giants and children of the wild thrown in for good measure. It talks about value system and how they stand up for each other. It also portrays the social divide and how the main characters try to abolish it. Designers **Harkiran Kaur** and **Shreya Agarwal** through their collection recreated the beauty of the garments from the series.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Karthik R

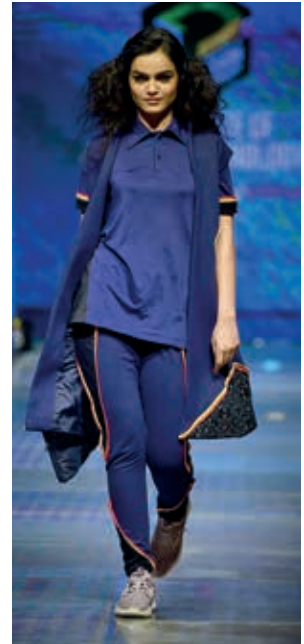


Pavan Kumar P

Presents

# MANOEUVRE

Manoeuvre has been inspired by the Kandyan dance form, native to the central hill region of Kandy in Sri Lanka. The dance is a ritual performance and is known to be a method of healing and has powerful foot skills, leaps and spins. To master the technique, serious students must learn 18 vannams, or basic dances which depict the behaviour and movement of animals. Designers **Karthik R** and **Pavan Kumar P** have created a line that combines power dressing with athleisure wear. The collection is meant for sports and travel enthusiasts who do not have to be burdened with additional work out wear.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Sneha Jain

Presents

# CHIMERA

Chimera means prismatic dream and the collection is a depiction of the characteristics of dreams inspired by kaleidoscope and is represented by using discarded CDs. The prismatic dream represents perception, which can be depicted in different ways by different individuals. The CDs are an allegory of the function of the brain that gets activated during a dream. The designers have used CDs to create tessellation patterns on the garments which are equivalent to the patterns created by the kaleidoscope. Through her collection designer **Sneha Jain** has tried to show one of the ways in which discarded CDs can be used instead of being burnt, as burning CDs releases toxic fumes into the air we breathe.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Khushi Prasad

Presents

# ERUDITE

Erudite means culture and draws inspiration from different colours and patterns of the Chhau Mask used to perform Chhau dance in the Purulia district of West Bengal. The garments of the collection have been created from industrial waste fabrics to represent the allegory of the extinction of the Chhau mask due to modernisation.

Designer **Khushi Prasad**, through her collection has tried to bring about awareness about reviving the art of making masks, to secure a better future for the artisans involved in it. She has also laid emphasis, to identify areas of wastage and taking effective steps to control and reduce it.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Sandra Ajay Kumar

Presents

# BELLAMIRA

Bellamira is derived from the Latin terms bella (means beautiful) and mira (means wondrous). The collection has been inspired by the fashion and aesthetic of pastel goth that originated on tumblr in late 2010. This trend entails taking the basic elements of dark goth style and mixing it with pastel colors. The collection is an experimental clothing line created by Designer **Sandra Ajay Kumar**. The collection incorporates recycled leather and metal scraps as embellishments for the garments. Using recycled leather helps to divert usable materials from landfills and reduces the demand for virgin leather production and chemical tanning.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change

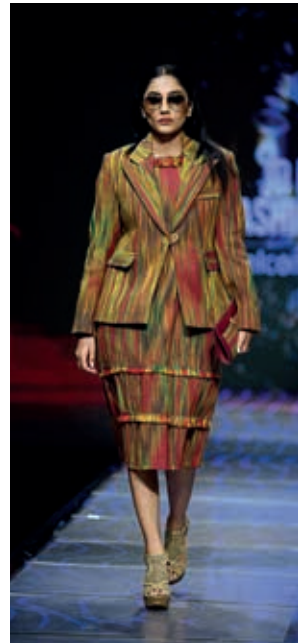


Divya Sunil

Presents

# CONSE-CREATE

Conse-Create is inspired by the sacred threads worn at the beginning of a religious ceremony. However, the threads are worn for a duration of 3 months and then discarded. Designer **Divya Sunil** has used these discarded threads and given them a new life by creating business casuals for her collection. The original colours of the thread, have been retained thus, showcasing the vibrancy of the yarn, while, maintaining the authenticity of the rituals. The threads have been woven by weavers who live in a remote village in Rajasthan. Through her collection the designer wants to solve 3 social aspects through the usage of these discarded holy threads: innovation of new fabric style, financially benefit the weavers and serve as a bridge for them to connect to the fashion industry.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Aishwarya Hemachandra

Presents

# NARAVASTRA

As per research, it is revealed, that it takes 1800 gallons of water to produce just one pair of jeans. On the other hand, banana plants require less water for its growth and could be a sustainable alternative for an eco-friendly choice. However, billion tonnes of banana plant stems are wasted every year. Designer **Aishwarya Hemachandra** has used banana fibres, as it consumes less water, has sturdy fibres and possesses bio-degradable property. It could soon pave way as a replacement of cotton. Growing banana plants could be the solution to the wastage of water resources and can cut down on water pollution caused due to dyeing of denim fabrics.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Jagdish K

Presents

# RYBIE LUSKI

Rybie Luski in Polish means fish scales and is a line of innovative women's evening wear collection wherein fish scales have been implemented in the design. Fish scales are usually discarded after selling the fish and is overlooked in its potential of being implemented in design. Ideally pearls and shells are the only forms of marine life that are found in clothes and accessories.

Hence, Designer **Jagdish K** through his collection has shown the possibility of using actual fish scales as an embellishment on the garments of the collection.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Nithu Jirawala

Presents

# DESI NAZRANA

Desi Nazrana means local and gift respectively. The collection was inspired by the annual Pushkar Mela held in the town of Pushkar in Rajasthan. The Mela is a livestock and cultural fair held in the town of Pushkar. It is considered to be one of India's largest fairs and is one of the major tourist attractions. Apart from the trading of livestock, it is an important pilgrimage season for Hindus to the Pushkar Lake.

Designer **Nithu Jirawala** through her street wear collection has captured the essence of the Pushkar Mela.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Puja Chavan



Katrie Ching

Presents

# PAITE

Paite are tribal people found in certain north-eastern states of India and taking inspiration from their traditional clothing made out of the puandum fabric, Designer **Katrie Ching** and **Puja Chavan** have created a line of casual wear inspired by the traditional Puandum fabric. The designers have used the traditional method of weaving. Though time consuming, it is highly sustainable. The weaving of this fabric is done predominantly by women and the earnings, they make out of it, help them to be financially independent.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Diana Philip



Anisha Tharika

Presents

# ZUHUR

Zuhur is inspired by the Mughal architecture which was intricate, opulent and an artistic marvel. Designers **Diana Philip** and **Anisha Tharika** have integrated the delicate craft of Chikankari to showcase the geometrical motifs found in Mughal architecture. The designers have used sources readily available in nature to create natural dyes for the fabrics of their collection from leftover flowers from florists and discarded flowers from places of worship. Through their collection they have not only tried to curate the delicate technique of chikankari but also advocated about recycling and reusing discarded flowers in making fabric dyes.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Preeti Deshpande



Pooja Agrawal

## Presents

# INCONTROVERTIBLE – MERRINESS

Incontrovertible – Merriness has been inspired by the Swastika symbol which is a religious symbol of divinity and spirituality in Indian religions. Swastika in Sanskrit means conducive to well-being or auspicious. In order to create the symbol, designers **Preeti Deshpande** and **Pooja Agrawal** have incorporated the vertical and horizontal lines along with dots and curves in the collection by using the pleating technique. The garments of the collection have been created using natural fabrics like jute and pure cotton along with acrylic.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Rajul Shailee



Sarika R

Presents

# CURIO DE IRIS

Curio de Iris is the integration of light and shadow through cutouts in the garments, which is a metaphor for the essence of the #MeToo movement. The designers have used the art forms of mime and Sanjhi to create a symbolic representation of light and shadow to advocate about the ray of hope at the end of darkness. Designers **Rajul Shailee** and **Sarika R** through their collection have highlighted the arts and crafts of India that are slowly fading away, as the artists no longer want to practice them due to low sustenance. The designers through their collection have created a platform for the revival of these dying traditional art forms in India in an innovative way.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Deeksha M Jain

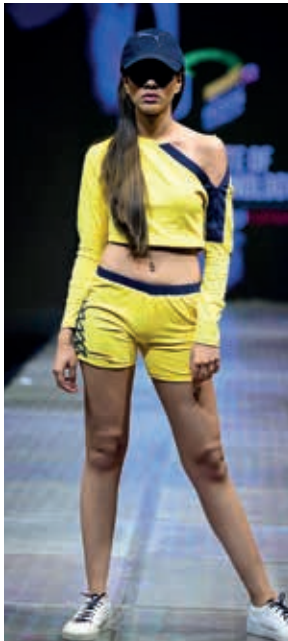
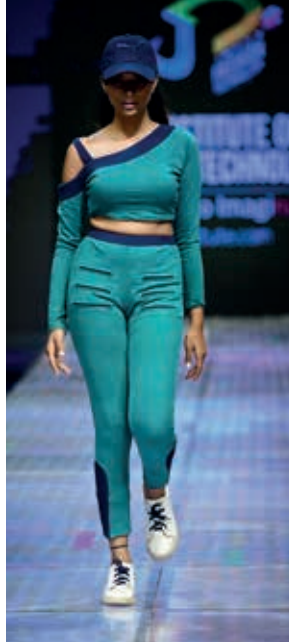
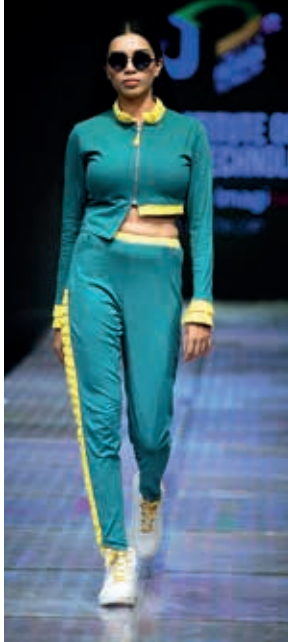


Sonal R

Presents

# REVITALIZED SPORTEES

When cotton materials are dumped in landfills it takes anywhere between 1 – 5 months to disintegrate. Dumping in landfills causes hazardous emissions that contribute to global warming. Hence, in order to conserve water and save the environment, it is advisable to upcycle as it extends the life of the clothing and helps to reduce consumption of water, waste and carbon foot prints by around 20-30%. Designers **Deeksha M Jain** and **Sonal R**'s collection - Revitalized Sportees draws inspiration from bright colours and shapes present in nature. The collection is a line of sporty casuals created by upcycling old t-shirts and t-shirt dresses by giving them a new lease of life.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Shilpa Parmesh



Amrutha Loli

Presents

# IN THE DEEP SHADOWS

In the Deep Shadows, has been inspired by verse 22 of Geetanjali by Rabindranath Tagore and the shadow art work. The central premise of the inspiration was that, there is a ray of hope in moments of darkness. Verse 22 of Geetanjali can be deciphered as God takes care of every one and embraces one and all. One does not need to fear or hesitate to enter his doors. Whereas, in shadow art 2D shadows are cast by a 3D sculpture to create artistic effect. Light plays an important part in casting the shadows. Designers **Amrutha Loli** and **Shilpa Parmesh** have interpreted these elements in their ready-to-wear collection by incorporating black and white colours to represent darkness and light respectively.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Sudharshini Isaac

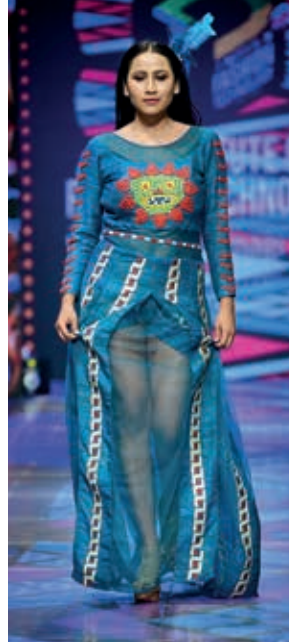


Hemavathi R

Presents

# NEBRAYAN

Nebrayan draws its inspiration from the Nebra Sky Disc and its similarities with the method used by the Mayans to build the pyramid of El Castillo in Chichén Itzá. A prominent feature of the Nebra Sky Disc, are the Pleiades also known as the 7 stars which were also important to the Mayan civilization who built their pyramids aligned with the Pleiades. Hence, the inspiration for the collection was drawn from El-Castillo, a pyramid at the Chichén Itzá, in the Mexican state of Yucatán dedicated to the flying "Feathered Serpent" known as 'Kukulkan' the King. Drawing inspiration from the pyramids, the Designers **Hemavathi R** and **Sudharshini Isaac** have used wooden buttons for the main motifs of the kings and feathered serpents.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Presents

# ATHLENTRIC

Athleentric is derived from the word Athleisure and Eccentric and is a line of Athleisure wear created using thermochromic pigments. The collection was inspired by the colour changing mugs that changed its colours when hot liquid was poured in the mug.

Niveen Bali

Designer **Niveen Bali** has created a line of athleisure wear to provide a visual tool to indicate the change in body temperature post workout. This is a prime example of products becoming smarter due to the use of smart materials which are also known as intelligent or responsive materials. These can be significantly changed in a controlled fashion by external stimuli, such as stress, temperature,



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Payal Borana

Presents

# DORE CHIQUE

Doré Chiqueé means golden elegance and has been inspired by Gustav Klimt, one of the most prominent members of the Vienna Secession movement. Klimt's symbolist style is an amalgamation of the Art Nouveau and Arts and Crafts movement that rejected the conservative art scene that existed in Vienna. One common theme of both symbolist and Art Nouveau painters of the period was the stylized depiction of women. Klimt's depiction of sensual and beautiful women personified the creation of life. As his painting style developed so did his use of materials. He began incorporating golden leaf in his work marking the "Golden Phase" of his most successful career. Taking inspiration from the painter, Designer **Payal Borana** has created a formal wear collection which bears an overall artsy chic look. It incorporates the motifs inspired from the painters Golden Phase.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





**Manasa Mysore**



**Bindhu Reddy**

**Presents**

# NORDIC CREDESCENCE

“Nordic Credence” was inspired by the Norse art from the Viking era and portrays their arts and beliefs. Viking art is also commonly known as Norse Art which is a widely accepted term of art in Scandinavian, Norsemen and Viking settlements. During this period art featured prominently in Nordic culture and everyday objects too were decorated. The Vikings introduced ceramics, distinct dress style with a variety of patterns and ornaments. They were also fond of jewellery. Designers **Bindhu Reddy** and **Manasa Mysore** have interpreted the garments of their collection to showcase what the Vikings would wear if they existed in today's times.



**JD ANNUAL DESIGN AWARDS 2019 CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
www.jdinstitute.edu.in

Since **1988**  
Leading Change



Ramanna M

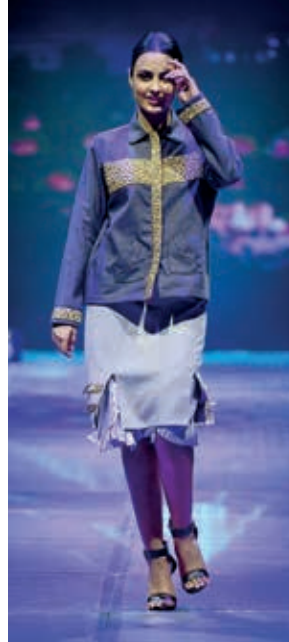


Payal Verma

Presents

# ENCORE MAGNIFIQUE

Encore Magnifique is derived from the word encore which means repeat and the popular phrase of the 20s - cest magnifique which means, thats wonderful. The collection is an ode to the glorious period of the roaring twenties. The 1920s was a period of modernization, economic prosperity, social and political change, technological advancements and the youthful euphoria post World War I. Since the women grew independent, they did not just enjoy financial freedom, but also enjoyed the freedom to dress in a more modern and casual manner. The influence, of the 1920s era was reflected in designers **Ramanna M** and **Payal Verma**'s collection which has pure twill and tweed wool, to replicate the easy flow and movement in the collection.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Shruthi R



Twinkle N Zala



Priyanka Jain

Presents

# TIMELESS CLASSICS

Timeless Classics has been influenced by the Mughal architecture of five different monuments – Bulund Darwaza, Humayun’s tomb, Jodhabai’s palace, Agra Fort and Taj Mahal, which belong to five different time periods. The colour white is dominant in the collection inspired by the Taj Mahal. The motifs on the garments have been entirely done by hand. Fabrics used for the collection were silk and imitation suede. Designer’s **Twinkle N. Zala, Priyanka Jain** and **Shruthi R** have used the influences of heritage to create a collection to revive the past.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF INTERIOR**  
BANGALORE





# Presents

## AUDITORIUM

Designer **Akshita V Mehta's** conceptual space is an **Auditorium** which focuses on several new features.

**Akshita V Mehta**

The word auditorium is taken from the Latin word *audītorius*. Auditoriums are the place which allows the audience to watch performances, movies and more. But in India, auditoriums are lacking many facilities and this inspired our designer Akshita V Mehta to come up with this exciting conceptual space - auditorium which has stood out from the rest of the auditoriums because of its amazing facilities.

There are plenty of auditoriums out there in the world but the auditorium designed by Akshita V Mehta for Shivamogga – Karnataka stood out because of the facilities and the materials which were used to build it. It has plenty of special features including Lobby, Cafeteria, Library, Green rooms, Electrical room, A.V room, Storage, Backstage, Stage, Seating area, Toilets for men and women, Baby care rooms, Wheelchair access, and VIP seating. The main materials used to build the conceptual area were marble, cork flooring, wooden flooring, and vitrified tiles.

### SYNOPSIS

This reflected in the idea of designing an auditorium by eliminating all the flaws and making the space more functional. Another major reason for designing this space is that I have a greater scope of work to do in this project through this project I may improve my knowledge and look ahead of thinking more more projects of the same kind.

### INTRODUCTION

An auditorium is a room built to enable an audience to hear and watch performances of various such as the theatre. An orchestra space is known as an orchestra pit. It is important that the place also improve. There is only one auditorium in Shivamogga which is a 35 year old building with interior. It has many flaws, plastic chairs, flooring slipped off, no proper acoustics, very small AV room, no wheelchair access and proper hanging trims and wall panels. Besides there are a lot more flaws in the ground auditorium, there are an entire set of going architectural elements, to be providing enough rise on the seating of each row which would allow the person's head in the front row and not providing enough slope height for better view.

### RESEARCH

**ACOUSTICS**  
When in an auditorium, several areas of the listener both directly from the sound source, and through reflections from the ceiling, walls, and the floor, and the reflection of the sound wave must arrive at the listener in no more than 50 milliseconds after the direct sound.  
If it does arrive within 50 milliseconds then there will not be a problem and the voice will be dampened and soft.  
Soundproofing an auditorium can be obtained using wall and ceiling panels.  
Challenges faced in our sound proofing product which provides a great deal of help in absorbing the reflected sound waves to bring out a balance among the live and dead spots in the room.

### RESEARCH

**RULE OF THUMB TO DESIGN AN AUDITORIUM**  
\*Oblique-shaped rooms provide for strong early lateral reflections. Even more important for music, but quite helpful for speech as well.  
\*Reflections above from a ceiling often provide early reflections, and therefore should be made acoustically hard (reflective).  
\*The back walls of an auditorium have a risk of providing late reflections – both to the audience and to the stage. Providing acoustic absorption at such locations is usually helpful.  
\*This could be in the form of fabric panels, slatted wood finish, acoustic plaster or even acoustic drywall.  
\*The audience seats and the audience themselves are usually the biggest acoustic absorbers in the room. The use of the right amount of acoustic absorption in the seats can serve as a great way to achieve the acoustic goals of the space.

### RESEARCH

**SEATING**  
\*There are two basic types of seating arrangements in auditorium.  
1 Multiple - aisle.  
2 Continuous.  
\*An average seating space required per person is 7.5 sq ft.  
\*The width of each chair may vary from 12" to 22" depending on the manufacturer.  
\*Allow spacing or back to back seating of seats is also very important in developing a comfortable, accessible and safe auditorium seating layout.  
\*This spacing provides minimal clearance between a seated person's knees and the back of the chair in the most forward row. At the same time, it will ensure that a seated person can reach a person another person to get to the theatre.  
\*As you increase the row spacing to 30" - seating comfort is dramatically improved and passage along a row of seated persons is accomplished with less disruption.  
\*2 to 3 wheelchair spaces must be provided for every 100 wheelchair people.

### RESEARCH

**SOUND INSULATION MATERIALS**  
\*Acoustic plaster - a plaster which includes granulated insulation material with cement.  
\*Compressed air or wood fiber board, perforated or unperforated.  
\*Wood particle board.  
\*Composite wood panel.  
\*Mineral/Glass wool quilts and mats.  
\*Acoustic foam.  
\*Composite units of perforated and hardboard backed by mineral fiber board.  
\*Composite units of perforated and hardboard backed by mineral fiber board.  
\*Special absorbers constructed of hardboard, book ply, etc. backed by air.

### RESEARCH

**SERVICES**  
\*Stage lighting.  
\*Light control.  
\*Curtain system - motorized and vertical system.  
\*Covers.  
\*Stage and exit route.  
\*Parking.  
\*Curtain.  
\*Stage fire protection.  
\*Spectators.  
\*Fire and life safety systems.  
\*Stage ventilation.

### RESEARCH

**CONCEPT**  
\*An outline representing or bounding the shape or form of something.  
\*A line or area that joins points of equal height or depth, in a way that shows high and low areas of land.  
\*Contour lines are curved, straight or a mixture of both.  
\*Contour lines are used to determine elevations and are lines on a map that are produced from connecting points of equal elevation (elevation in height in feet, or meters, above sea level).  
\*Topographic maps show contour lines for land and sea level, which are both for land and sea level effect depending on how it is used.  
**CONCEPT STATEMENT - CONSIDER WITH THE CONSIDERATION STATEMENT**  
\*Representing the acoustical opportunities of the

### RESEARCH

**BEHAVIOURAL LANCES**  
\*Target Group  
\*People like students, teachers, professionals, business owners, officers, artists, etc.  
\*Size and Age group  
\*Everyone is allowed irrespective of the age group and sex.  
\*No specific dress code.

### RESEARCH

**WHERE WHY WHO?**  
\*It is located in the center of the town.  
\*It is located in an urban public space like shopping, activities, recreation or recreation, DND complex, science field, etc.  
\*I chose this space as a part of my thesis in the interest of making a modern space by improving materials, seating, mechanics, acoustics, sound, etc.  
\*This arena is designed for the schools, colleges and public for their private functions to be held and to even designed for the government meetings and events.

### RESEARCH

**CASE STUDY**  
Name of the Auditorium - KUMBU RANGAMANDIRA  
Address - Chavara Road, near Tank Mahala, Shivamogga-51  
Year of Establishment - 1984  
Auditorium accommodation - 850 person.  
Show times - 10:00AM - 10:00PM.  
Weekly holidays - Sunday holiday  
Services of Kumbura Rangamandira  
- Government Offices.  
- Wheelchair Access.  
- Green Room.  
- AV Room.  
- Stage.  
- Back Stage.

### RESEARCH

**LITERATURE STUDY**  
Name of the Auditorium - M - AUDITORIUM  
Location - Mumbai, Maharashtra, India  
Architects - Rajesh Studios Architecture  
Area - 400 sq ft.  
Year of Establishment - 2014  
Amphitheatre accommodation - 300 seats.  
\*A combined volume rendered in wood faced acoustic board acts to engage sound in a way that it carries from the stage, right to the back of the auditorium without perceptible drop in intensity. Contouring creates a sculpted feel on the ceiling and the walls and an interesting sense of space inside.  
\*The sculptural quality is made to complemented by grey and orange auditorium chairs laid out in an abstract 'V' echoing the client's logo. Stretched fabric forms within contours are backlit with dimmable LED lights, controlling over scenes and thus engage with the patterns in an interesting way for the moments leading up to the actual show. This project exemplifies our process in which designs addressed to a wide set of first principles and key factors of consideration without presupposing an aesthetic sensibility.

## JD ANNUAL DESIGN AWARDS 2019

### CURATOR

## JURY AWARD

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988

Leading Change

PAGE 76 - IMAGINATION BOOK 2019



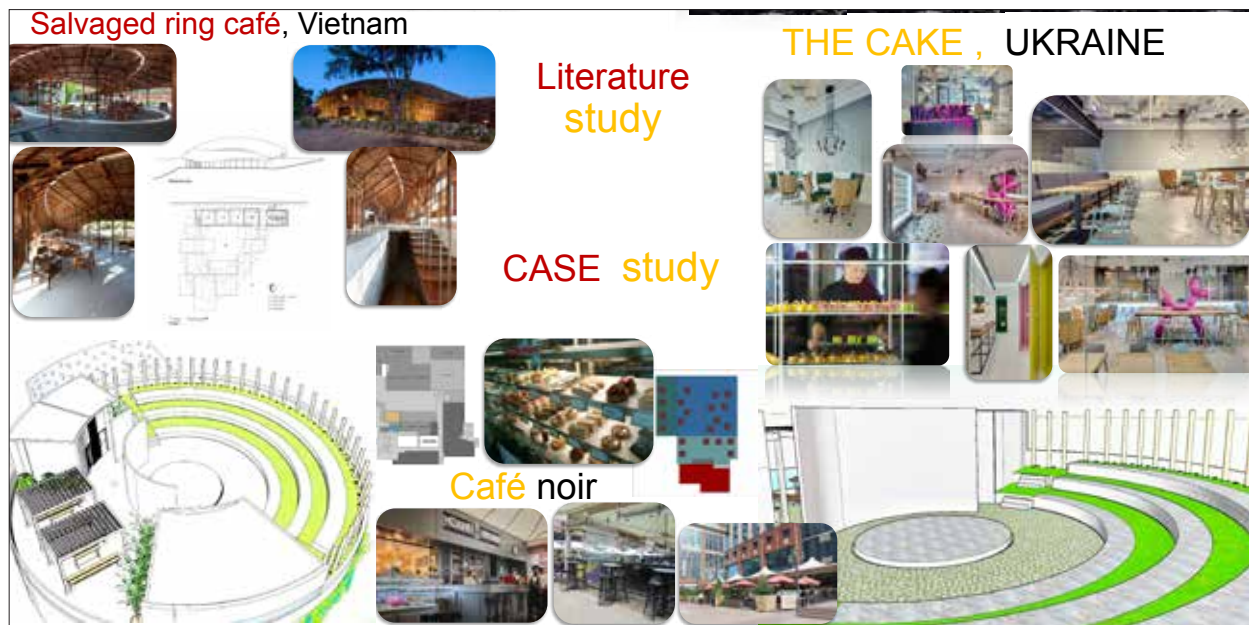
Jaideep Prakash

Presents

# BALANCE – RESTO CAFÉ

Designer **Jaideep's** conceptual space called **BALANCE** is a **Restrocafe** inspired by the Yin Yang Model. Ying Yang is one of the dominant and complex philosophies of the Chinese culture. It implies the concept of duality constituting to form a whole. According to this theory, everything in the universe consists of two forces that are opposing, but are complementary at the same time. The interaction of these two Feng Shui forces creates the essence of life around us. Hence there is no better way to represent harmony than Ying Yang.

In reference to this concept, designer Jaydeep's space is a circular space which is equally divided into two halves. In this space, the Yin is the right side which signifies inactivity and darkness. Hence, washrooms are on the right side. The designer has made this side Dark by incorporating dark tone materials with minimal lighting; whereas the Yang is on the left side which signifies brightness and activity. On this side, the Designer has used tables and chairs with light colour. This side of the space also includes Kitchen and staircase as it is the most active place in a restaurant. The Materials used to construct this space are Black marble, white oak, pendant light, cove light, grey vitrified, leather, artificial turf grass, and natural stones. The innovative aspect of this project is the structure, and how each floor has a focal point of its own.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
CURATOR



PROJECT OF THE YEAR

  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





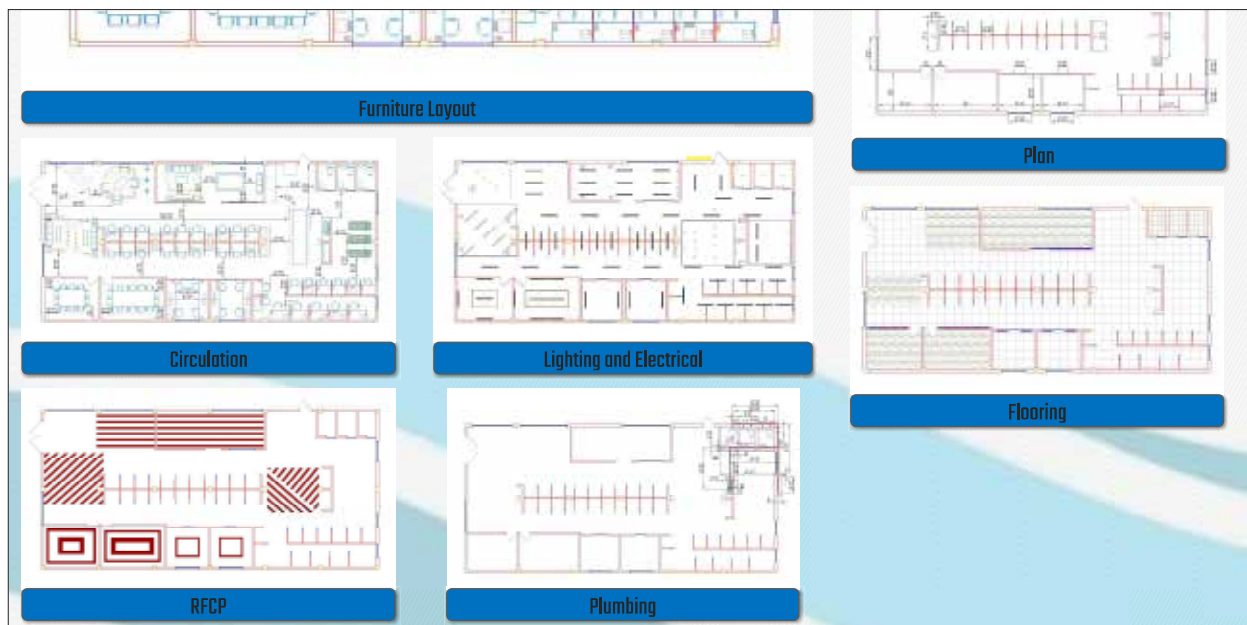
Renjen Pavithran

Presents

# WORKAHOLICS – CO WORKING SPACE

Designer **Renjen Pavithran**'s conceptual space is called Workaholics which is designed as a co-working space. Co-working spaces always have been a cost-efficient way of working. But the concept of sharing your space with a handful of strangers are always been scary. But the importance of these open spaces and its relation to productivity has been recognized by the multinational giants including Google and Facebook from a long time. This concept inspired our designer Renjen Pavithran to come up with this co-working space called Workaholics.

Renjen Pavithran's conceptual space aims to achieve a creative space where one can crack open a book and get lost in a good story, aided by the smell of freshly brewed coffee, and a very flamboyant yet peaceful environment to work. This conceptual space is designed over an area of 3116 square metres, and it has been divided smartly into different categories of spaces. The furniture that is designed in-house helps one calm down and work comfortably. Each workspace can be converted into a more private cabin/desk, if required. The design of the partition is one of a kind and would be a suitable answer to real-world requirements. This space has been designed keeping an ethical value, and it also helps the people in sharing these values with the world around. The two most innovative elements in this project are the partitions between the workspaces and the relaxing beach style chairs that helps one immerse themselves into a completely different vibe or feeling.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

BEST THESIS AWARD

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Presents

# WORLD OF BIKES – BIKE SHOWROOM

Rohan. R. P

Designer **Rohan. R. P's** conceptual space is a Showroom which is inspired by the Scandinavian and industrial designs. The two-wheeler biking industry in India always had a rich history behind. From a few handful models to the second largest two-wheeler producer in the world, India has grown rapidly since the liberalization in 1991 by Dr, Manmohan Singh. This inspired our designer Rohan R P to come up with an exciting space for the biking industry in India called World of Bikes.

The designer Rohan R P's curation 'biking industry in India' designed according to the biking industries with a fusion of Scandinavian and industrial designs. 'World of Bikers' will provide access to motorbike accessories like safety equipment's, helmets, jackets, exhaust, gloves, saddlebags, etc. It also provides the opportunity for the customers to modify or customize bikes which enables the performance and look according to Indian standards. Main objectives of the showroom are the efficient usage of space, Easy cleaning and maintenance and a playful approach with lights. The material which is used for the showroom is wooden flooring, with brick wall cladding.

**History about motorcycle**

Motorcycle, often called a bike, motorbike, or trike, is a two- or three-wheeled motor vehicle. Motorcycle design varies greatly to suit a range of different purposes: run-of-the-road, touring, off-road, racing, police, utility, and delivery. Motorcycles are used for recreation, long-distance touring, mail and newspaper delivery, and for police and military applications. Motorcycles are also used for pleasure riding, often for touring or commuting. Dual-sport motorcycles can be used for both on-road and off-road riding. Motorcycles are used for recreation, long-distance touring, mail and newspaper delivery, and for police and military applications. Motorcycles are also used for pleasure riding, often for touring or commuting. Dual-sport motorcycles can be used for both on-road and off-road riding.

**HISTORY OF SAFETY**

Originally, motorcycle helmets were adapted from hard hats used in the construction industry. The first motorcycle helmet was made of leather and was used by the British Army in the 1910s. The first motorcycle helmet was made of leather and was used by the British Army in the 1910s. The first motorcycle helmet was made of leather and was used by the British Army in the 1910s.

**PERFORMANCE OF LIGHTING**

Lighting is a critical component of a motorcycle's design. It is used to illuminate the road ahead, to signal other vehicles, and to provide visibility in low-light conditions. The design of a motorcycle's lighting system is a key factor in its overall performance and safety.

**Types of Lighting:**

- Headlight
- Tail light
- Turn signals
- Side lights
- License plate light
- Footwell lights
- Instrument cluster lights
- Brake lights
- Indicator lights
- Emergency flashers
- Anti-lock braking system (ABS) lights
- Stability control lights
- Engine failure warning lights
- Oil pressure warning lights
- Water temperature warning lights
- Low oil pressure warning lights
- Low fuel warning lights
- Low battery warning lights
- Low tire pressure warning lights
- Low brake fluid warning lights
- Low coolant warning lights
- Low oil level warning lights
- Low water level warning lights
- Low air filter warning lights
- Low oil pressure warning lights
- Low water temperature warning lights
- Low oil pressure warning lights
- Low water temperature warning lights
- Low oil pressure warning lights
- Low water temperature warning lights

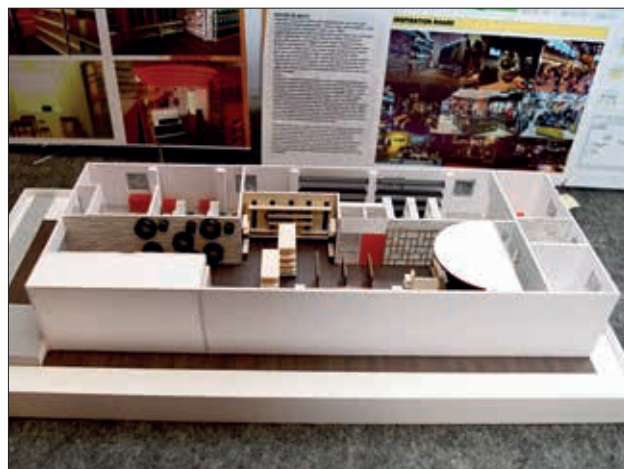
**DESIGN STANDARDS FOR HEADLIGHTS, SIGNALS, AND LIGHTS**

Headlights, signals, and lights are essential components of a motorcycle's design. They are used to illuminate the road ahead, to signal other vehicles, and to provide visibility in low-light conditions. The design of a motorcycle's lighting system is a key factor in its overall performance and safety.

**Types of Lighting: Fixtures**

- Headlight
- Tail light
- Turn signals
- Side lights
- License plate light
- Footwell lights
- Instrument cluster lights
- Brake lights
- Indicator lights
- Emergency flashers
- Anti-lock braking system (ABS) lights
- Stability control lights
- Engine failure warning lights
- Oil pressure warning lights
- Water temperature warning lights
- Low oil pressure warning lights
- Low fuel warning lights
- Low battery warning lights
- Low tire pressure warning lights
- Low brake fluid warning lights
- Low coolant warning lights
- Low oil level warning lights
- Low water level warning lights
- Low air filter warning lights
- Low oil pressure warning lights
- Low water temperature warning lights
- Low oil pressure warning lights
- Low water temperature warning lights

**INSPIRATION BOARD**



**JD ANNUAL DESIGN AWARDS 2019**

**CURATOR**

**JURY AWARD**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
www.jdinstitute.edu.in

Since **1988**

Leading Change





**Ayesha Praveen**

# Presents LIBRARY

The conceptual space designed by **Ayesha Praveen** is a contemporary library that focuses on the art of comfort reading and curates reading conventions. This sustainable library is wheelchair friendly and run by solar panels, rainwater storage, and a collection of recyclable and renewable resources. The usage of space improves the land by providing a troupe of books for the public. This Library Space was designed to bring back the habits of reading to the youth and to carry forward the idea to future generations. This space also provides comfort through different seating arrangements and easy access to books through mechanical bookshelves. It is designed in a way that people from various categories like, tall and short people, and people in wheelchairs, can access the books with ease. The design follows a contemporary interior structure that is made according to the preferences of the young generation.

This space is built with using cork, rubber floor, double glazed windows, acoustical wall panels and fabric ceiling panels for better acoustics.

**INTRODUCTION**  
A library is a space that contains a collection of records of information which are made accessible to a defined community for reference or borrowing. Bangalore has many libraries, most of which are built many years ago. Bangalore does not have a contemporary library which does not attract the young generation into reading and following from books than the work's readily available through internet.

All this brought an urge to design a contemporary library with comfort being the main objective so as to bring the reading habit and to attract the young generation into reading more books and preserve the habit of books by passing it into the future generations.

The site being located in the heart of the city, it becomes an excellent spot for a library that can be easily accessed by many, especially the youth. The site is located just six (6) kilometers (6 km) from the city center.

**THEME - 'CURATOR'**  
Library meaning - CURATOR - a keeper or custodian of a museum or other collection.

**RESEARCH MAP**  
A flowchart showing the relationship between 'CONCEPT', 'DESIGN', 'SUSTAINABLE', 'FUNCTIONAL', 'ACCESSIBLE', and 'COMFORT'. 'CONCEPT' leads to 'DESIGN', which leads to 'SUSTAINABLE', 'FUNCTIONAL', and 'ACCESSIBLE'. 'DESIGN' also leads to 'COMFORT'. 'SUSTAINABLE' leads to 'FUNCTIONAL' and 'ACCESSIBLE'. 'FUNCTIONAL' leads to 'ACCESSIBLE'. 'ACCESSIBLE' leads to 'COMFORT'.

**CONCEPT BOARD**  
CONCEPT - Art of Comfort Reading  
TO ACHIEVE - Contemporary Library 'Curator' Theme - the atmosphere, 'empowering old school'.

**LITERATURE STUDY**  
Name of the Library - Target  
Ethical Library - Target  
China - Target  
Mumbai - Target  
Target Urban Planning and Design

**SITE DETAILS**  
LOCATION - 17 P. Chennarayana, Bashe, Rd, Jayanagar, Bangalore.  
TYPE - Public Library  
SITE AREA - 28,217 sq.ft.  
TOTAL - 100,000 sq.ft. (12,500 sq.m.)  
NO. OF SEATING - 1000



**JD ANNUAL  
DESIGN  
AWARDS  
2019  
CURATOR**

**BEST CURATED SPACE AWARD**

**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change



Vishal SV

Presents

# RESTOBAR

Renaissance architecture is a facet of the European architecture dating to the period between the early 15th and the early 17th centuries. The architecture demonstrates a conscious revival and development of certain elements of the ancient Greeks and Romans. It tends to feature planar classicism. The primary features of this type of architecture were facades, columns and pilasters, arches, vaults, domes etc.

It is believed that architecture of India is rooted in its history, culture and religion. Among a number of architectural styles and traditions, the Hindu temple architecture and Indo-Islamic architecture are the best known. The Mughal architecture is a perfect example of it. It is an amalgamation of Persian, Turkish and Indian architecture. An example of this is the Agra fort, Jama Masjid and Taj Mahal.

The designer **Vishal SV** has curated both the type of architecture and incorporated its elements in the columns, wall partitions, parquet walls, false ceilings and roof tops. Apart from the regular restobars which already exist, this space provides all the facilities together. It has a fine dining area with separate vegetarian and non-vegetarian counters, along with a Bar Counter and a rooftop lounge. Materials used for this design space are marble, granite, metal, wood, leather, concrete flooring and vitrified tiles.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
CURATOR



**BEST CONCEPT OF THE YEAR**

JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





G. Kartikeyan

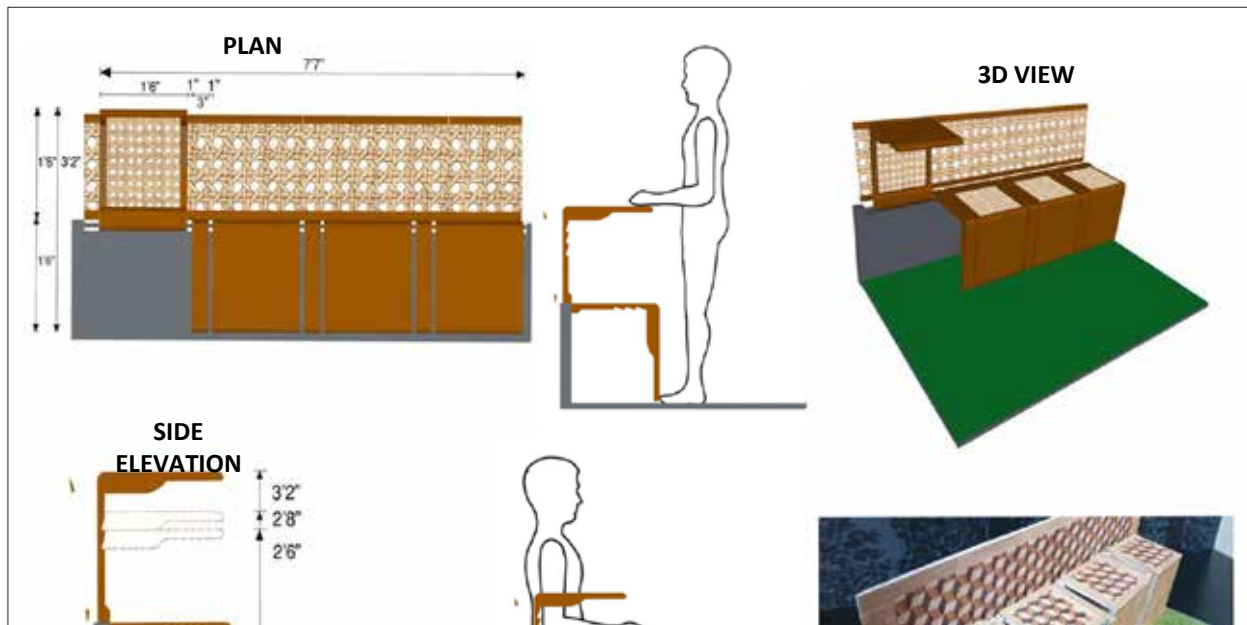


R.J. Dhevapriya

## Presents

# BAMBUSA – BENCH

Designers **G. Kartikeyan** and **R.J. Dhevapriya**'s product "Bambusa" is inspired by the oldest Bamboo Weaving craft of India. In non-classroom areas of Colleges and Universities, there is a lack of proper benches or seats to accommodate the various needs of students. Nowadays, with the advancement of the education system, students need to carry their laptop that requires proper seating facility along with necessary electrical fittings and fixtures. G. Kartikeyan and R.J. Dhevapriya have used this as an opportunity and have created a Multi-functional seater called "Bambusa." The Designers through their product have curated 'Maniche Kaam'- one of the bamboo weaving handicrafts of India. It is believed that when Vasco Da Gama entered India via Calicut in 1492; he raided the seashore places and chanced upon Goa's abundant availability of Bamboo and other natural resources. He commenced exporting Bamboo in its raw form. Hence, the people of the Mahar community who had been weaving bamboo boats and fish storage baskets until then decided to weave furniture and export. The craft focuses on five varieties of weaving - plaiting, coiling, plait coiling, multidirectional weaving, and twining. Taking these aspects into account, the designers researched on the compressive and tensile strength of Bamboo and found that it's greater than that of steel. Thus the designers have combined bamboo weaving and bamboo blocks, and have designed a Multi-functional college seater.



**MOST SUSTAINABLE PRODUCT**





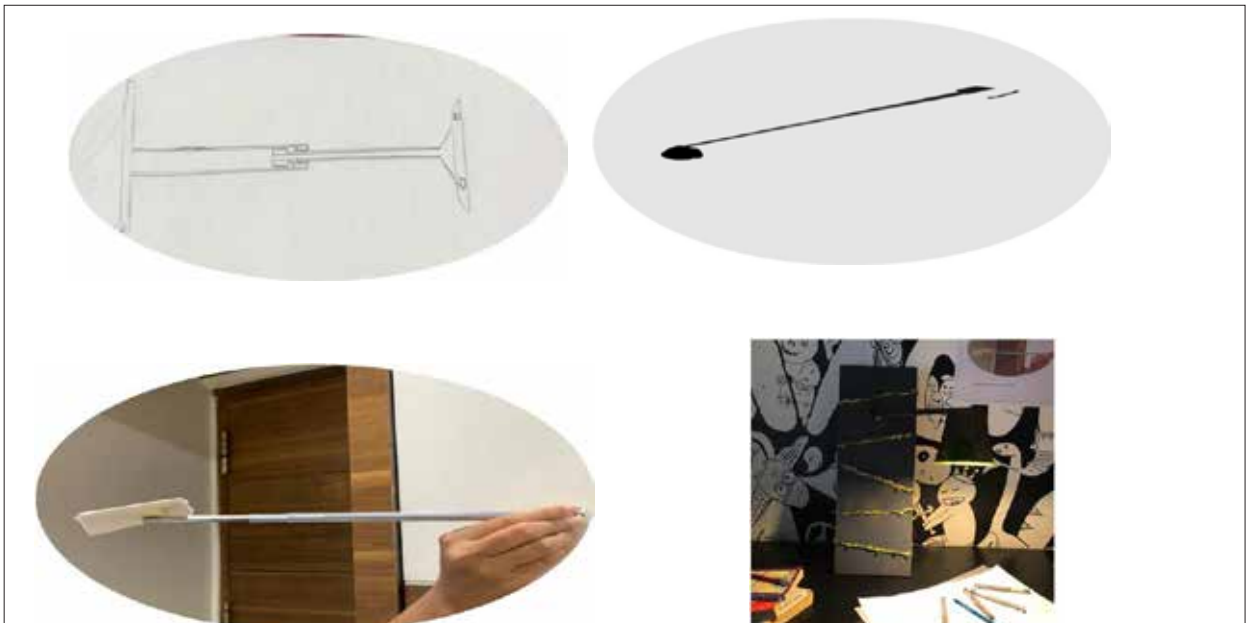
Presents

# EXTENDABLE LIGHT

Shiksha Bohra

Designer **Shiksha Bohra**'s product Extendable Light is inspired from the street lights. Street lights can be seen on a daily basis while travelling from one place to another. These unique lights are preventing accidents from ages. Street lights work as a key form of illumination for certain areas and the placement of street lights provide more illumination to a larger space of area.

The designer was inspired by street lights and designed an Extendable Street Light model that can be extended anytime depending on the choice of any user. This unique light model is made with Stainless steel extendable pole, LED light, Spiral wire, and a wooden plank which is to represent the wall. At the end of the long tube, hangs an LED light source, which helps everyone to view the surroundings better during night time, and it can be moved in any direction depending upon the space that needs to be illuminated. The product can be moved physically by using your own hand. One of the most important features of this product is the functionality and also the way the user can adjust the place of work and the room. Customers can change the height of the pole with respect to the size of a room or a workspace. The product can be moved from right to left, and can be extended between 1 feet to 3 feet. It can also be turned upwards so that it acts as an ambient light/accent source. (Lighting up the room/focusing on a particular wall or an object).



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JURY AWARD**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Sharath C

## Presents

# FORMICIGHTS - ANTHILL

The Designers **Sharath C** and **Sagar Kalburgi**'s product 'FORMICIGHTS' is a combination of Formicarium and Light. It is inspired by the Ant Colony/Hill. An Ant Colony or an Ant Hill is the basic unit around which ants organize their lifecycle. Usually, the term refers to the collection of workers, reproductive individuals, and brood that live together, cooperate and treat one another non-aggressively. They are eusocial and are very much like those found in other social Hymenoptera. The Designers have gathered information about the Ant Colony or an Ant Hill and have incorporated their lifestyle and design into their product which is a lighting fixture.



Sagar Kalburgi

Lighting can make or break the ambiance of a room or a space. It also adds a style quotient to any Interior Décor. Considering this, the designers have incorporated the basic structure of an Ant Hill and given an interesting form to it. One innovative feature of this product is that one can use acrylic sheets, timer delay circuits or beat sensor circuits to change the lights according to the ambiance or the mood of the surroundings. The product has a series of LED lights which are electricity-efficient and consumes less power compared to other lights. It can also be used as constant glowing lights or as flicker lights which adds to the beauty of the product. These lights are perfect for any commercial or residential spaces.

Name: Sagar M Kalburgi & Sharath C  
Group no: 181  
Product: Light Fixture  
Product name: Formicights  
Sequence preference: Innovation, Sustainability and Ethical.

**PRODUCT DESCRIPTION**  
In this ever evolving world of Technology and design, more often, people tend to change their home or work spaces along with new trending designs of product. Our product is a lighting fixture which can used in commercial spaces, office space and even at their homes.

**PRODUCT NAME**  
"FORMICIGHTS" which is a combination of Formicarium and Light.

**LEADERSHIP**  
As part the theme of JDADA 2019 La "CURATOR", we have gathered information about the Ant Colony or an Ant Hill and we have incorporated their lifestyle and design into a lighting fixture.

**PRIMARY ASPECT : INNOVATION**  
As lights are used in a daily basis to lighten up a daily space or even to decorate the space and make it more delightful. As we have incorporated the basic structure of the Ant Colony and thought of using it as decorative purpose light.

**SECONDARY ASPECT : SUSTAINABILITY**  
As derived from the basic aspects, wood can be used to make the basic structure and the egg laying blocks can be lit up using LED lights. These lights can be used to brighten up dark spaces and even as decorative purpose lights with ambient lighting effect.

**TERTIARY ASPECT : ETHICAL**  
In this modern era, all lights are hi technology oriented and has custom design. As Ants work in UNITY and follow certain standards. By mimicking it down to form a series of lights keeping in mind the natural structure.

**TARGET CUSTOMER**  
Our primary customers can be anyone who want to design or decorate their space, which can be commercial or even home purpose. These lights can even be used in indoor and outdoor spaces.

**FUNCTIONALITY**  
A good trait to even always the main aspect when it comes to light or designing. These Ant Colony structures are definitely hard working structures when it comes to visual art. This product has a series of LED lights which are electricity efficient and even consumes less power compared to other lights. The product can even be used as constant glowing lights or it can even be used as flickering lights which adds up more look to the product.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST LIGHTING PRODUCT**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change



G R Chandru Yogesh Raju

Presents

# IRON ORE TAILING BRICKS

Designers **Kiran Singh & G R Chandru Yogesh Raju**'s product 'Bricks' is designed to reduce the indoor temperature. Global warming is taking over the world and the temperature is increasing day by day. This leads to the usage of air conditioners which is harmful to the environment, and it adds to global warming. This inspired our designers to come up with the Iron Ore Tailing Brick to reduce the indoor temperature.



Kiran Singh

Kiran Singh & G R Chandru Yogesh Raju designed this product to reduce the indoor temperature by changing the materials used in the brick making. The designers replaced the high thermal conductivity material such as silica with low thermal conductivity material such like Iron ore tailings, retaining a tensile strength which is considerably like that offered by silica clay bricks. In addition, there are two variants of bricks made using the same base material. One of the bricks contains ground granulated blast furnace slag, and another waste material to serve the purpose of a binder. This brick was dried in room temperature, thereby eliminating the need for firing. This process has allowed the bricks to retain its properties and allowed the cost to be less than its predecessors.

JD ANNUAL DESIGN AWARDS 2019 CURATOR

BEST PRODUCT OF THE YEAR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Ruthika Jain



Reddy Siva Kumar



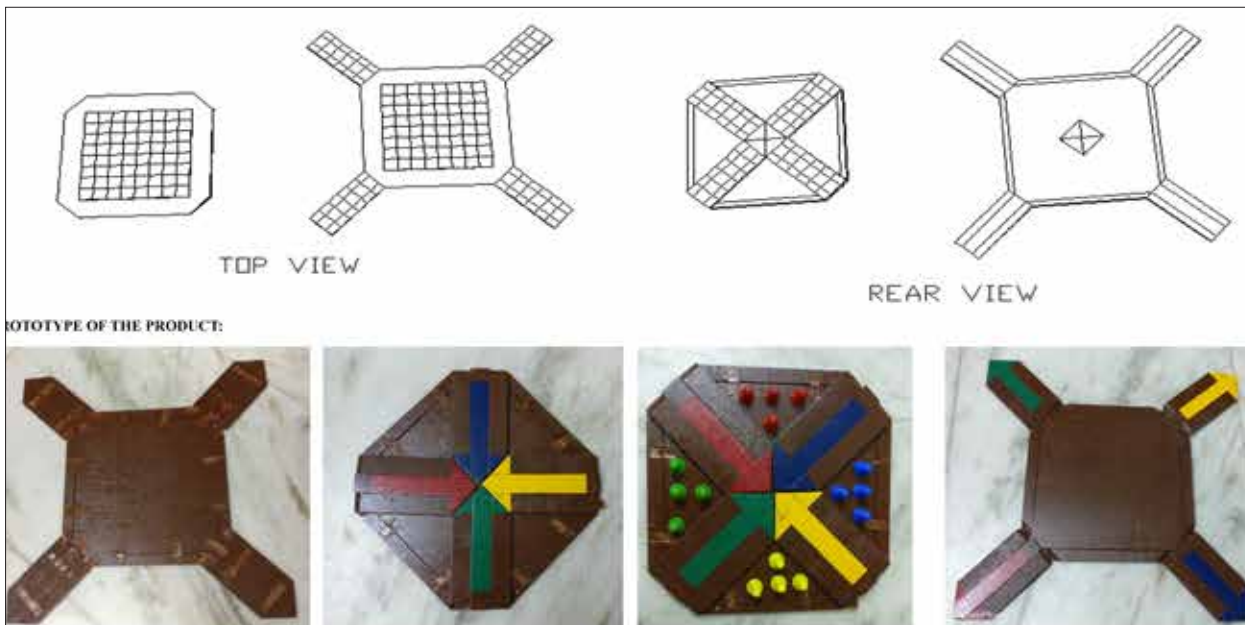
Vishal Jain

## Presents

# MENSAMQUE – GAME TABLE

Designers **Reddy Siva Kumar**, **Ruthika Jain**, and **Vishal Jain**'s product "Mensamque" is derived from the Latin terms Mensa (means table) and quod (means the).

Buying multifunctional furniture is a smart choice in today's time. Considering the space crunch issue at a few places, the designers have curated a multi-utility table. The product is inspired by Geometry which has been used as a basis for the construction of altars since the Vedic times. Hence, the product maintains a traditional aspect of this simple geometric shape. The designers have shaped the product in such a manner, that it can be moved or carried easily. The main focus of the table is its folding features. The designers have used 36 Hinges to give flexibility to the table which makes it easy to fold. Mensamque has two functions. Firstly, when the legs are folded (with the help of hinges) and reversed on the floor, it can be used to play a LUDO game. Secondly, when the table is made to stand on the floor, it can be used to play chess or can be used as a side table. The essence of this product lies in the diversity and multi-functionality. The materials used to build this aesthetically pleasing product are Pinewood and Hinges which is 100% recyclable and eco-friendly.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST EXECUTED PRODUCT**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Avni Agarwal

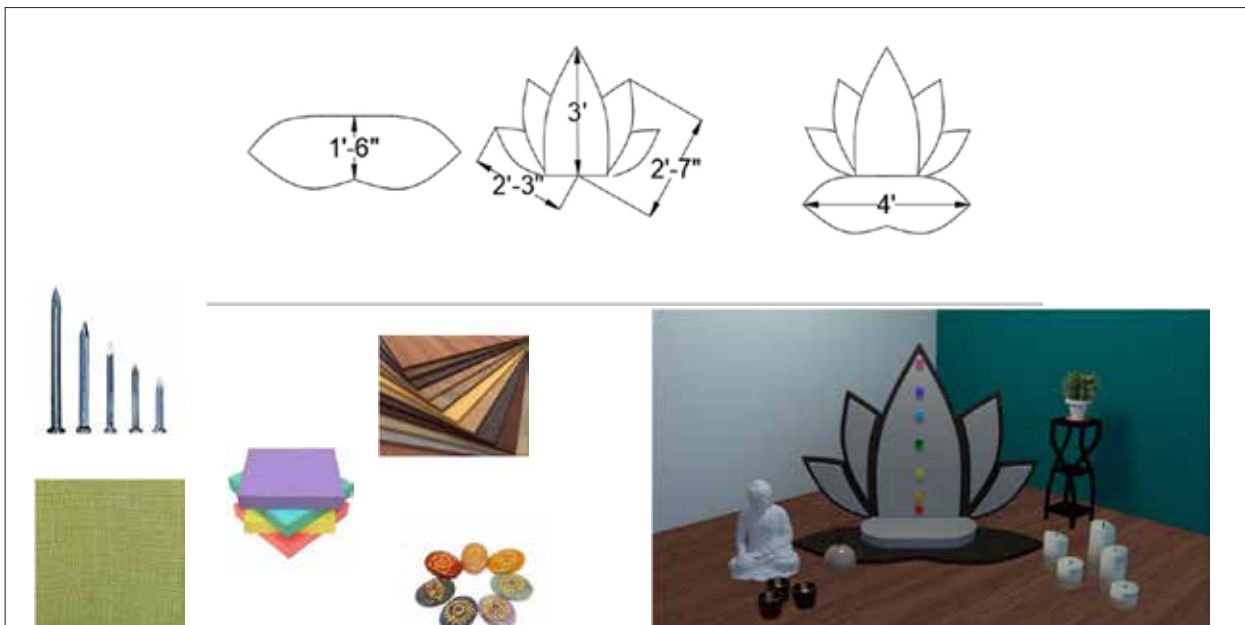


Bharati Sharma

## Presents

# ‘MECKRA’ – MEDITATION CHAIR

Designers **Avni Agarwal** and **Bharati Sharma**'s product 'MeCkra' resembles the Lotus flower. Padmasana or the Lotus Position is the most commonly used asana for meditation in Hindu, Jain and Buddhist cultures. Meditation is an ancient practice that aimed at reducing stress. It is often recognized as the path towards enlightenment and self-realisation. Comfortable seating and posture are one of the important things during meditation, and it requires alignment, relaxation and stillness. It is almost impossible to achieve the required level of concentration whilst meditating, if any one of the three factors is compromised. This inspired the designers to design a piece of furniture which will not only alleviate the discomforts associated with the mediation process but also provides additional benefits of Chakra Healing. The design named 'MeCkra' not only offers comfortable seating for longer duration, but also incorporates the ancient Vedic concept of Chakra Healing using Chakra stones. The 7 stones built in 'MeCkra' correspond to the 7 chakras or energy wheels/channels located along the spine of a human body. These are namely, Sahasrara (Crown), Ajna (Third eye), Vishuddha (Throat), Anahata (Heart), Manipura (Solar Plexus), Swadhisthana (Sacral) and Muladhara (Root). It is designed with a wider seating structure to support a crossed legged posture for longer durations. Additionally, the chakra stones located in the back help in opening the energy channels by increasing the blood flow to different energy centres in the body. It is foldable and easy to transport, it is made with eco-friendly plywood and jute fabric.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JURY AWARD**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





## Presents

# SHIATSU – CHAIR

Designers **Vignesh Ayappa** and **Vinay Ravindra**'s product "Shiatsu" is the solution to everyday stress and anxiety. In the hurly-burly of one's routine people tend to forget about themselves, that's where the role of acupressure comes in.

Vinay R



Vignesh  
Ayappa K B

Acupressure is an ancient healing art that uses the fingers or any blunted objects to press the key points and stimulate the body's natural self-curative abilities. Curating this traditional Chinese medicine (Acupressure), that has been practiced for centuries, the designers have come up with an innovative chair. This product provides the scope to understand the shape of the human body. The pressure points incorporated in the chair act on the body, resulting in keeping the body relaxed and healthy. One can read a book, watch television and can also take a power nap by sitting on this chair.

The designers were inspired by the Kathakali dance form. It is believed that Kathakali is the best way to relieve everyday stress since its emphasis on poses, expression, hand gestures, footwork, and body movements. Considering sustainability as a priority for the future, the designers have used materials such as Mild steel which is 100% recyclable and canvas made up of pure cotton and line.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST CURATED PRODUCT**



JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Vasanta Varshini

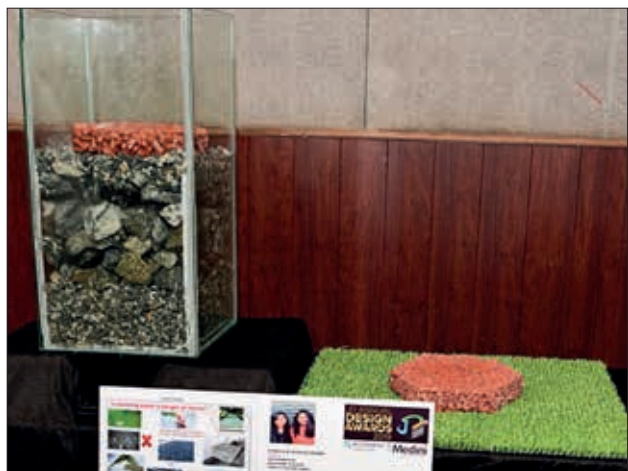
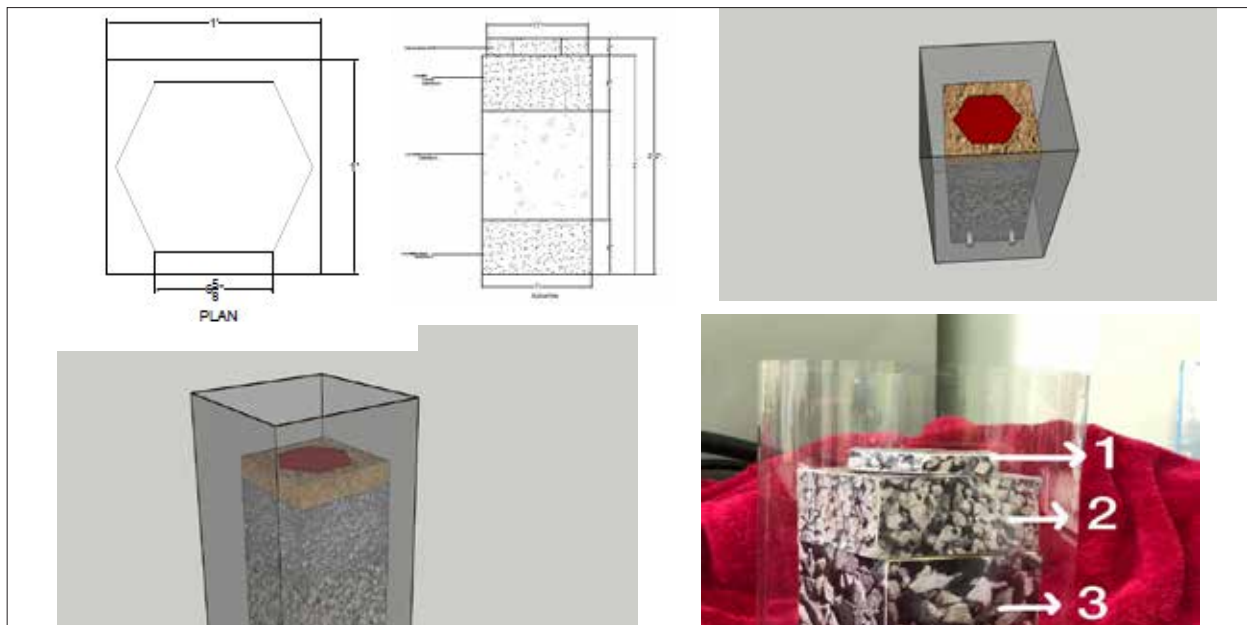


Athira V. G

## Presents

# THE GIANT SPONGE - CONCRETE BLOCK

Designers **Athira V. G** and **Vasanta Varshini** have analysed the fact that most of the buildings are covered with an air/waterproof building material. It obstructs the lack of air and water permeability in common concrete pavements, so that the rainwater stays filtered underground. Due to this, a large amount of water ends up falling on an impervious surface such as parking lots, driveways, sidewalks, and streets rather than soaking into the soil. This in turn cause health issues. The designers have given a simple solution to these problems and have come up with an innovative product called THE GIANT SPONGE. The product draws inspiration from Pervious Concrete. Pervious concrete, also known as porous concrete is a flatwork application that allows water to drain to the underlying soils. It is traditionally used in parking areas and pedestrian walkways and is an important application for sustainable construction. It was first seen in the 1800s in Europe and was used for various structural purposes. The Designers have worked on the same concept and have created tiles. They have carefully chosen the mixture contents with less amount of water to create a paste. The use of a sufficient amount of paste to coat and bind the aggregate particles together creates inter-connected voids in the product that drains the water quickly. This tile has a three-level structure with safe edge and finished layering. It can be used in the garden area or outside house/office spaces.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**MOST INNOVATIVE PRODUCT**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Shwetha R



Shravya N M

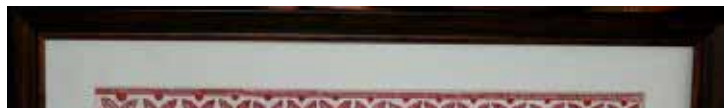
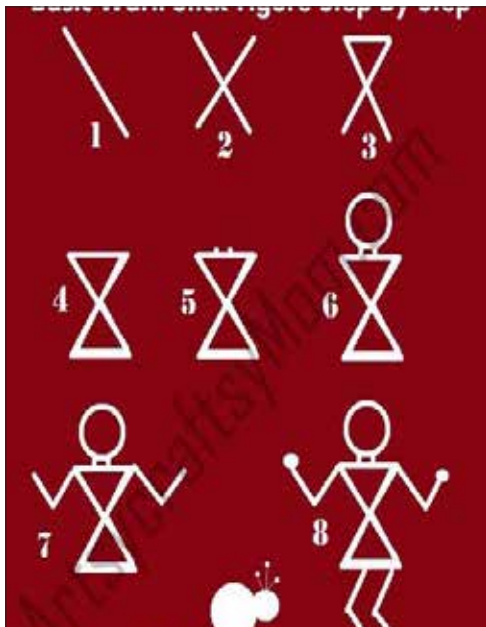
## Presents

# WARLI ALINA – WARLI ART

Designer **Shravya N M** and **Shwetha R**'s innovative design is inspired from Warli art.


Warli art is all about being environmentally conscious and finding joy in simple things of life. The Warli people lead fairly simple lives. They believe in harmony between man and nature, and these beliefs are reflected in their paintings. The designers concentrated on the dying arts of India. Art forms like these are finding it hard to survive in this digital age and this inspired our designers to come up with this WARLI ALINA.

They have mixed the idea of warli art with the lighting fixture and have created a beautiful product. The concept of innovation is developed via materials, process, and product technologies. They have tried to combine traditional and modern method in the product and targeted mainly on those customers who are very artistic. The fabrics used in this product are for aesthetic purpose. Warli Alina is made with sustainable and eco-friendly products including black acrylic sheets, laser cut acrylic sheets or Warli art, chromium plating for warli art and fabrics for Warli art.




**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**BEST CURATED LIGHTING PRODUCT**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Presents

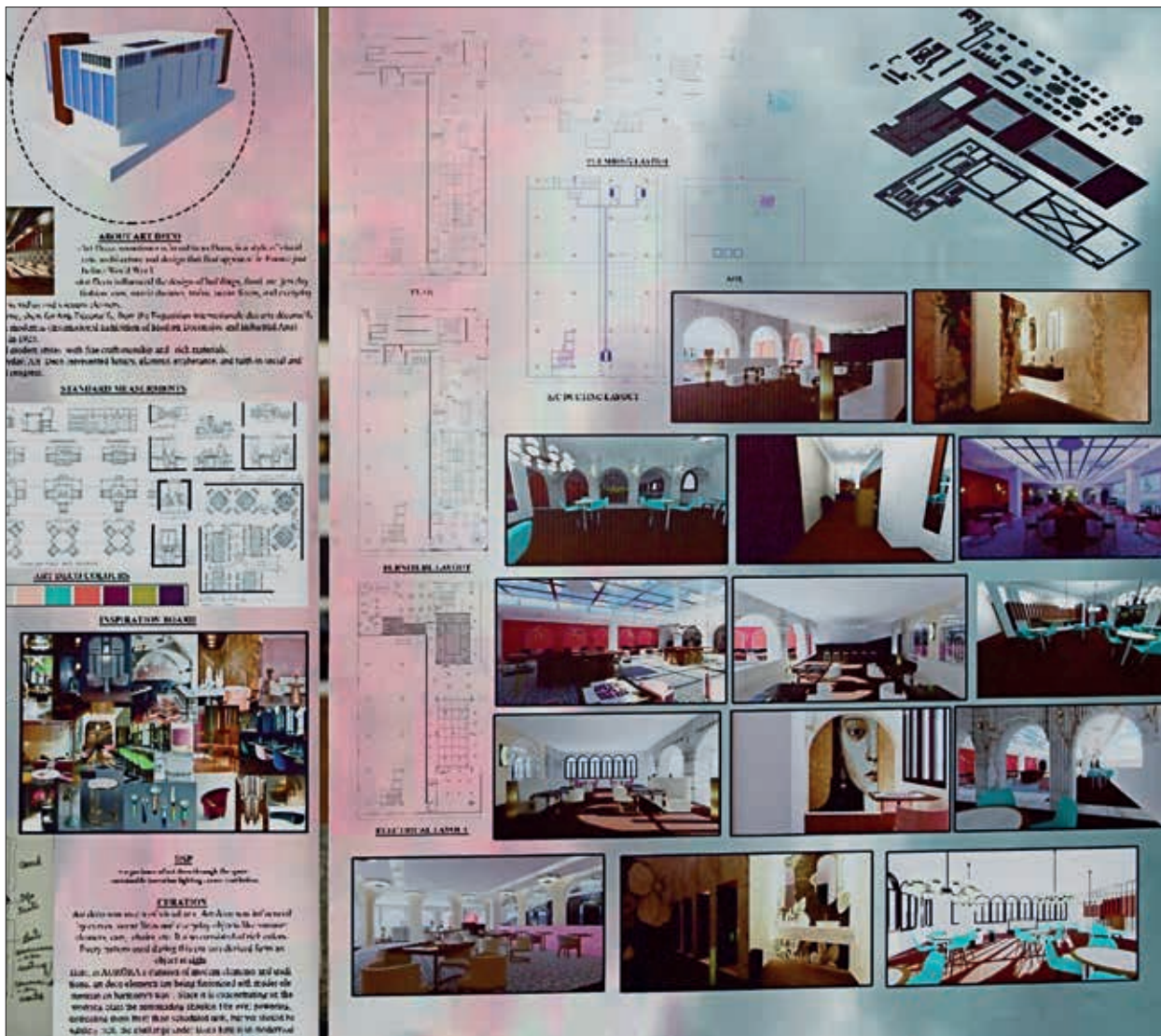
# AURORA

Designer **Niharika Naidu's** Conceptual Space 'AURORA' is a Fine Dining Space inspired by The Art Deco Style.

Niharika Naidu

Art Deco, also called Style modern is an ancient architectural style that dates back to 1920s. The style originated in Paris but has influenced architecture and culture as a whole. It was influenced by curves, ocean lines and everyday objects like vacuum cleaners, cars, chairs, etc. It is a combination of modernist styles with fine craftsmanship and rich colors.

Curating this ancient style, the designer's space 'Aurora' which is a fine dining space depicts the art deco but in a modernized way. The Designer has planned the space in such a way, that each division has a story of its own. It has a lot of windows which allows cross ventilation and letting in a huge amount of daylight. Each material used in the interior complements the other. There is a courtyard with a see-through sunroof giving people an exterior outlook without letting them expose to the harsh climatic conditions. The different pattern on the floor and wall keeps the customers attracted. Since this space is concentrated on working-class crowd, the designer has kept the vibe simple yet elegant. The Designer has used huge arches which act as a doorway for people to get into the different space.



**JD ANNUAL  
DESIGN  
AWARDS  
2019  
CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Richa Sanghavi

## Presents

# EUPHORIA

Designer **Richa Sanghavi**'s conceptual space 'EUPHORIA' is a recreation center. In the hurly-burly of one's routine, people tend to forget to live for themselves. Most of the people forget to ask themselves this question until they've actually had to face a health problem, and by that time it is too late. It is believed that Healthy and happiness are often linked to each other. A Happy soul is always a healthy soul. Considering this, the designer had researched about the emotion Euphoria which is an intense feeling of excitement and happiness. Certain natural awards and social activities, such as laughter, listening to music, dancing, embracing talent and socializing can induce Euphoria.

With an aim to achieve Euphoria, the designer's recreation space is completely designed to elevate the mood and sense of belongingness to a person. The place engages a person in a feeling of intense excitement and happiness by providing him/her a peaceful environment to engage in many activities. This space includes a library, gaming zone, fine dining, musical activities, etc. Not only this, but the space also provided a working environment for the people who wish to work peacefully without anyhustle. One interesting feature of the space is the furniture. It is based on block puzzle. One can fix it and remove it as per their requirements.



**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Presents

# RE NAO

Deepthi Jain

Designer **Deepthi Jain's** Conceptual Space 'RE-NAO' is a combination of two spaces. It is a café along with a nursery. The concept for this generated from the idea of Fusion. In modern days, we see fusion in dance forms, in designs, and in much more. It is a process of combining two or more distinct entities into a new whole.

Drawing inspiration from Fusion, the space is a combination of a social gathering and nature. The main aim behind this combination is to help people connect with nature and their true self. Due to constant involvement with social media, people tend to forget about themselves. So this project is an initiative towards a better place. As it is a combination of a cafe and a plant nursery, it is a sustainable space, a space where plants are taken care of and the art of bonsai making is done. This design space includes elements like hanging plant pendant lights, jute rope pendant light, cement tiles, vegan food, rainwater harvesting, recycled water for watering the plants, etc. The concept 'Re Nao' is just not sustainable and eco-friendly but also innovative.



**JD ANNUAL DESIGN AWARDS 2019**  
**CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
 Welcome to Imagination  
 www.jdinstitute.edu.in

Since **1988**  
 Leading Change





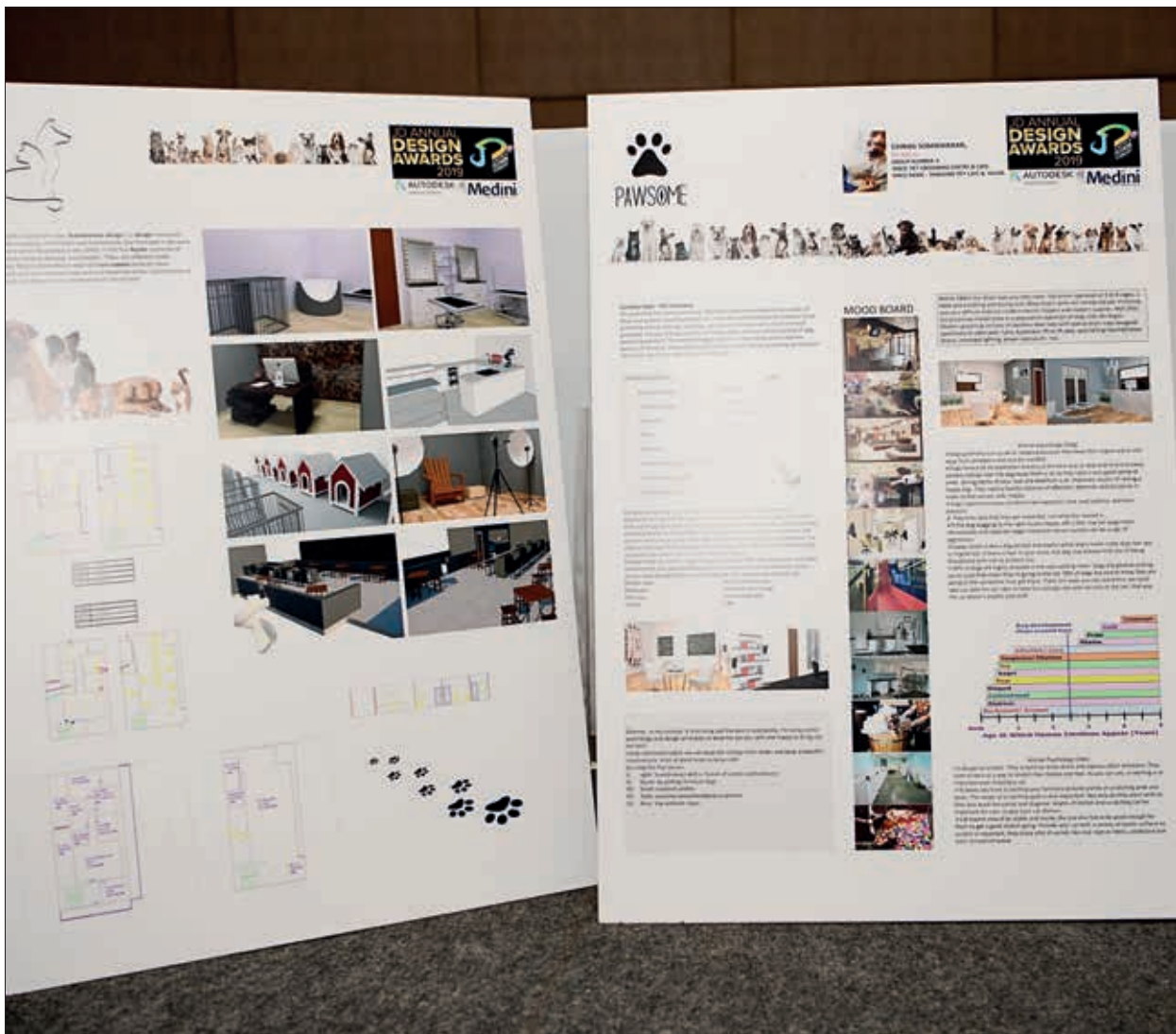
Chirag S

## Presents

# PET GROOMING & THERAPEUTIC CAFE

Designer **Chirag S**'s conceptual space is a Pet Grooming & Therapeutic Cafe which is inspired by ancient pet grooming parlours. Pet grooming has a rich history which takes us to centuries back where pets have lived comfortably in the castles of kings and queens. The Elizabethan era reveals the earliest evidence of pet grooming through the paintings which clearly shows the clean and well-groomed pets. The modern grooming centres are inspired by this concept and this attracted our designer Chirag to come up with this conceptual space called Pet Grooming & Therapeutic Cafe. Considering this, the designer designed a space that helps the pets as well as humans. The ground floor is dedicated to the pets which will be used to clean and groomed the pets. The first floor is to help the depressed people by the pet's charm. Space will consist of a number of therapeutic dogs which keep moving around the cafe so they can spend time with them and some finger food and deserts while at it. This will clam the 5 senses of humans and also the pastel colours used in the café will also make the persons feel calm and happy. Also, the lavender air spray and candles and the relaxing music, the touch of dogs and the taste of food will sooth the 5 senses of humans at the same time.

The conceptual space will be built with sustainable materials. The tables will be made with marbles and the flooring will have done with using hardwood and travertine tiles which is suitable for the grooming.





**Parvathy Ramachandran**

Presents

# PATHAYAPURA

Designer **Parvathy Ramachandran's** conceptual space called PATHAYAPURA is a Kerala Cuisine Restaurant.

Kerala is known for its palm-line beaches, backwaters, canals, spice plantation and weather. Apart from that, the place is also known for its beautiful architecture which is influenced by Dravidian and Indian Vedic science. Inspired by God's own country, this restaurant has been designed keeping in mind the traditional aspects and elements of the state. The Designer has used wood for the flooring and main dining area which keeps the essence of Kerala alive. Black Oxide is used for the kitchen and veranda which keeps the space cool. The restaurant is a pure replica of the state as the designers have used Mangalore tiles for the roof and have brought in the feel of the Kerala architecture. The sustainability factor of the design is the materials used and the overall conservation of energy. The Designer has sourced reclaimed timber for its tables and chairs.

One of the most standout features of this space design is the use of mist sprinklers around the veranda for the feel of the tropical weather for which Kerala is famous for. The idea of using all these elements of Kerala was to bring a look and feel of home for people who are away from the place and an authentic experience for others.



**JD ANNUAL DESIGN AWARDS 2019**  
**CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
 Welcome to Imagination  
 www.jdinstitute.edu.in

Since **1988**  
 Leading Change





Vidhi Jain

Presents

# RIWAAYAT

Riwaayat by **Vidhi Jain** is the name of the bespoke boutique which curate's ethnic couture exclusively for women. It also has a social space where small gigs can be conducted to increase user experience. The design combines both traditional and modern elements. Space will display the ethnic fashion with reusing the fabric to use them as a display around the space. Space uses upcycled fabric in a false ceiling. Space brings back the importance of Indian culture by combining the boutique with social space in order to increase user experience. Space also includes a photo shoot studio for the clients.

The conceptual space is made with marble for the luxurious vibe to space. The traditional wooden partitions and the eco-friendly cement tiles go along with the metal display racks and the velvet fabric to create a classy look.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



K R Sushmitha



Varshini Loganathan

## Presents

# 5 SENSE WALL PARTITION

Designer **Varshini Loganathan** and **K R Sushmitha**'s innovative design 5 Sense Wall Partition is based on the basic 5 sense of humans.

The 5 basic sense a human has is touch, sight, taste, sound and smell. These five sense plays an active role in a person's well-being. But unfortunately, this concept has been neglected in the design world. By designing this amazing product, the designers want everyone to have a better space that is aesthetically pleasing our senses.

The designers came up with an innovative wall design which will be able to help the mentally disabled patients to improve their health. The product is a wall partition which involves several elements to activate the 4 senses. The product contains colourful acrylic cubes which are movable, infusion of plants at the bottom of the wall partition like lavender or lemongrass, the inclusion of waterfall sound for sight, touch, smell and sound. The product can be customized according to client requirements. This product can be very useful for growing kids to help in their mental growth. The ideal height of the product will be 6 feet and the total width will be 4. There are few products in the market which activate one or senses but this product solely is enough for activating all the five together.



**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Rakshitha V

Presents

# AADUNIK CHAUPAL

Designer **Rakshitha V** and **Shreyas V S**' s innovative project AADUNIK CHAUPAL is inspired by the concept Chaupal. A chaupal is a place for a community in rural India. It is called as the hub of a community to share news, information, views and ideas. It can be a simple platform that is shaded by a large tree or a place to sit. This inspired our designers to come up with the idea which has features of chapuel and Lamppost for an outdoor public space.



Shreyas V S

The product has few basic necessities which are weather, shade, water dispensary, basic first aid kit and mobile charging point using a solar panel and maintaining the intended function of a lamp post. Our designers took inspiration for a huge tree for seating and weather shade. They also took BBMP lamp post inspiration for water dispenser, USB charger, first aid kit and solar light. The raw materials including Fiber Reinforced Polymer are cost-effective and recyclable materials. Solar energy is a renewable free source of energy that is sustainable and totally inexhaustible, it is abundantly available in nature. Steel is also a sustainable material because once it is made it can be used forever.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Kavya B S



Sharanya Srinivas

## Presents

# ACCORDIWAN

Designers **Kavya B S** and **Sharanya Srinivas**'s product is inspired from Diwan (Egyyption style sofa).

Diwans are one of a kind comfortable seating option which used since the Egyptian period. The Greeks and Romans also used them as a comfortable seating option and in China, Diwans were used over the traditional floor mats to honour the guests. Later it became the seating option in Chinese and Japanese homes. They provide similar comfort to a sofa without taking up much space. The various textures, colours and fabric inspired our designers to come up with this innovative idea.

The designers designed Accordiwan as a Diwan which can be converted into a single seater chair or into an ottoman. It occupies less space and it can be placed in any ideas such as PG, single apartments, studio apartments, residential buildings etc. It is multi-functional and space-saving furniture. Accordiwan provides a place to sit, lie back, study, relax, socialize and gives a very cosy inviting feel. It can be placed against a wall or it can stand alone or it can also provide a comfortable place on a terrace, balcony, and a porch. When you buy a single seater, Diwan and an ottoman separately it is more expensive than compared to buying a single product which provides the function of all the three products.



**JD ANNUAL DESIGN AWARDS 2019**  
**CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
 Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since **1988**  
 Leading Change





Neha Deliya

Presents

# ADJUSTABLE KITCHEN

Designer **Shiva Shankari Venkatesh** and **Neha Deliya's** product is inspired by adjustable tables.

It is hard for the old ladies to stand and work in the kitchen for a long time. But it doesn't mean that we can compromise on the taste also. Every grandma will have her own recipe which we all love. This attracted our designers and the concept of an Adjustable Kitchen was born with their hands.



Shiva Shankari Venkatesh

The designers designed the Adjustable Kitchen especially made for old ladies and handicapped people who won't be able to stand and cook for a long time. The product is inspired by the adjustable tables which are lightweight and sustainable. The product is made with eco-friendly materials including wheat straw plywood for kitchen countertops. The designers used hydraulic/ freestanding manual work lifts in their design. The product is user-friendly and easy to operate and also having the storage units which are quite flexible so that a person can utilize the whole kitchen countertop to its fullest. The product is made out of wheat straw plywood, stainless steel screws, hinges, work lifts which is both eco-friendly and sustainable at the same time.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Mathivaanan

## Presents

# ERFRISCHEND

Designers **Akhiljith** and **Mathivaanan**'s product 'Erfrischend' which means refreshing is an alternative to the traditional office chair.

With the increase of digital technology, sitting has become the most common posture in the workplace. Most desk workers spend a minimum of 9 hours a day sitting in front of a computer, which leaves very little opportunity for physical activity. A Prolonged posture can slow down the circulation of blood flow in the body. It loosens and weakens the muscles, hence leading to various health problems.



Akhiljith

The Designers have curated the history of office chairs and the problem caused by it and has come up with an innovative solution. They have made a chair with an inbuilt acupressure system which relaxes the neck, back, shoulder, and arms of the employee who is sitting on it. It is specifically designed to support the human body, including considerations like posture, comfort, and health. The Designers have tried to retain the same look like the regular office chair and has attached a massager at the foot end and where the neck rests. The Materials used to create this product are Natural Latex foam, vibration motor and spongy neck rest.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





Saranya Srinivasan



Manasa Chole

## Presents

# BEE-HIVE

Designer **Manasa Chole** and **Saranya Srinivasan**'s product Bee-Hive is inspired by hexagon patterns of honeycomb and BEE-HIVE.

Nature is the source of all beautiful art and craft. From simple designs to complicated ones, nature always showed the perfection in all of it. The magnificent hexagon pattern of honeycomb is one of it and this inspired our designers to come up with this multi-utility object which can act as a storage unit/display unit as well as a modular light.

We have seen a lot of hexagon product which is used as a display unit. But one of them serves as a light come storage system. The designers put their thought into it and executed this amazing design. BEE-HIVE is made with sustainable materials like pine wood and LED lights. The product integrity arises from the nature of the products and creating it as the art makes our product ethical. The hexagon modular light is designed in the way that the blocks can be re-arranged as per the user's desire. The blocks are attached with magnets which connect and transfer electricity to other blocks and can light up automatically when it comes in contact with the main block with the power source. This modular light will be suitable for any place such as commercial and residential spaces.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Amitha Rajesh



Roomana Saleem

## Presents

# CHANNAPATNA LIGHTING FIXTURE

Designers **Roomana Saleem** and **Amitha Rajesh**'s product 'Channapatna Lighting Fixture' draws inspiration from Channapatna handicrafts.

Channapatna is a small town between Mysore and Bangalore that is devoted to the art of toy-making. It is an old tradition and handicraft that has survived generations. These toys are made at the lacquer turneries and are in vibrant colours. For nearly two centuries, Ivory wood (Aale Mara) was the main wood used in the making of these toys. They are created by carving, sculpting and lacquering the wood. With an initiative to empower small scale industries and promote the cultural heritage Of Karnataka, the designers have curated the oldest art form and have designed a lighting fixture inspired by it. The product is essentially a combination of lights and handicrafts that also serves as a timepiece. The timepiece, which is at the centre, is encompassed by lights. The Designers have interestingly used the handicraft around the clock, serving as the design of the product. Considering the urge for the Multi utility usage, this product is a fine example of it. It can be used as a wall clock or in the interior as a lighting fixture at the same moment.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Vaibhavi

## Presents

# CHROME LIGHTS

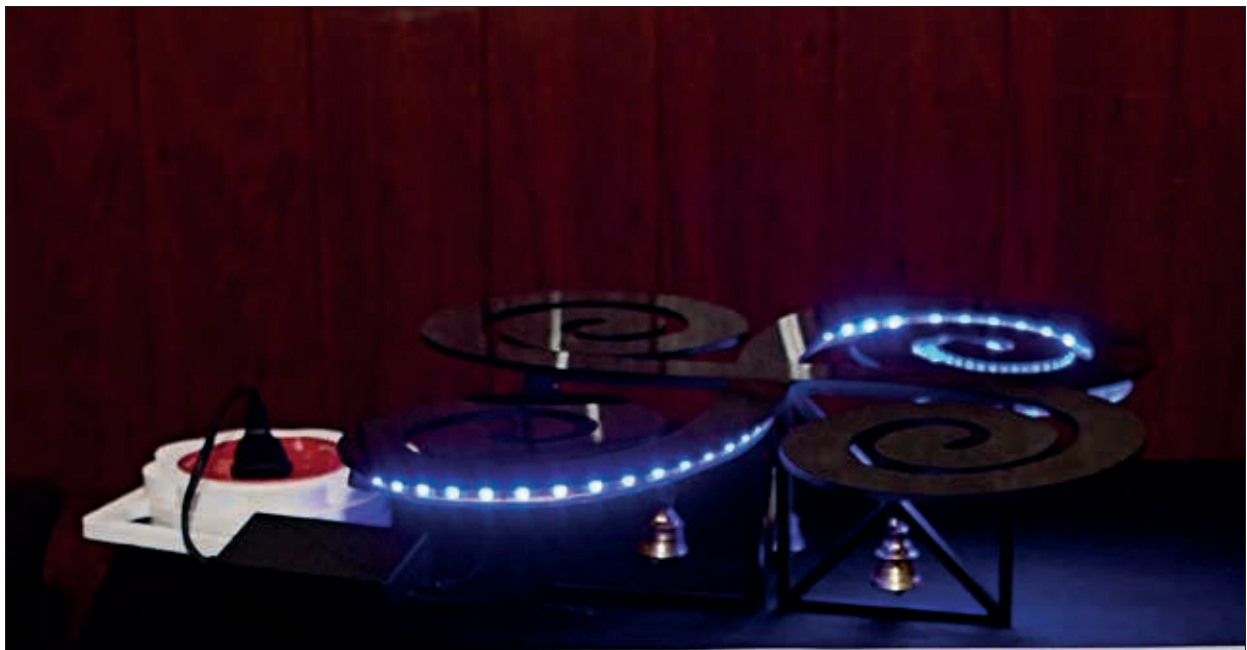
Designer **Vaibhavi** and **Shruthi**'s product is inspired by Chromotherapy.

Colour therapy is known from ancient times but very few people are aware of its importance. Colour therapy follows a certain order of seven colours same as a rainbow which is traditionally performed on crystal beds. The designer's aim is to make it available to larger crowds at the comfort of your house instead of going to the centre every time. Colour therapy mainly focuses on health.



Shruthi

The designers designed the product inspired by using the symbol for health. The Product is sustainable and the designers are introducing chromotherapy by using acrylic material and led strip lights with each colour changing at a regular time interval that is electricity efficient and not harmful. The concept of innovation is developed to connect a material, process, and product technologies. With increased demand in the busy and stressful life of many around us the designer's aim was to reach this product out to as many people from homeowners, youngsters and working professionals. The product is made with black acrylic sheets, laser cut acrylic sheets for rune symbol and led strip lights.



**JD ANNUAL DESIGN AWARDS 2019**  
 AUTODESK Learning Partner | Med

**SHRUTHI KRISHNA MURTHY & GARLAPATI SRI VAIBHAVA LIKITHA,**  
 DID JAN'19  
 GROUP NUMBER: 176  
 GROUP NAME: The Odds and Ends  
 PRODUCT: CHROME LIGHTS

**CURATION TOPIC – CHROMOTHERAPY**  
 Chromo – means, colour & pathy is the technique of treatment.  
 Colour therapy is an entirely non-invasive holistic treatment which aims to bring balance to

**JD ANNUAL DESIGN AWARDS 2019 CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
 Welcome to Imagination  
 www.jdinstitute.edu.in

Since **1988**  
 Leading Change



Ashika C A

## Presents

# COMPACT TABLE WITH SEATER

Designers **Ashika C A** and **Jayanthi E**'s product is designed as a Compact Table with Seater.

Ropes have been made from coconut fiber since ancient times in India and it doesn't affect nature also. It is manufactured using less material such as gum and it is sustainable and disposable which also makes it recyclable or decomposable. Coco fiber or COIR typically used in mats, broom, sacking and much more. COIR also got excellent water holding quality so this uses to create some irrigation systems also. This inspired our designers to come up with this innovative product, the Compact Table with Seater.



Jayanthi E

Designers collected information about sustainable materials including HEMP, bamboo and coir board, the materials which won't affect nature. They designed a portable Compact table with a seating area including storage with using these materials. The product is a compactable table which doesn't consume more living space also. The product is made using sustainable eco-friendly materials such as coir ply board, hinges, wheels, channels and handles. The user-friendly product is suitable for all the age groups but the product is most suitable for students, working professionals, computer centers, tutorials and other residential areas.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Dhananjaya Gowda



Rashmika

Presents

# COMPRESSING MOVABLE WALL

Designer **Rashmika S** and **Dhananjaya Gowda**'s product Compressing Movable Wall is a one-step solution for the individuals who face space issues and still loves to have their own privacy.

Inspired by the Scandinavian design, the designers have created the product in similar looking prints, patterns and color palette. Taking inspiration and good qualities from the both the (mechanism) technique – Modern and traditional, the designers have curated this product interestingly which is easy to move and sustainable at the same point. The materials used for this product are plywood (eco-friendly and durable), C-type hinges and laminated sheets.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Presents

## DIVISOR QUE CONNECTA

Designers **Preethi Jain** and **Prerana Dhariwal**'s product DIVISOR QUE CONNECTA is inspired by the game Connect Four.

Prerana  
Dhariwal



Preethi Jain

It is designed for the employees who spend most of the time at work and get disconnected with each other. To give a break and a sense of motivation amongst each other, the designer created this movable divider which can be played as a game. It has a two-player connection wherein the first player chooses a colour and then take turns dropping one coloured disc from the top into a seven-column, six-row vertically suspended grid. The key material that is used to make this product are acrylic sheets and sticky notepad which can be used to attach important notes without the use of adhesive. To sooth the environment and one's mood, the designers have given a pastel palette that resembles energy, loyalty, intelligence and confidence which is a must in the office environment. The divider can be used as product to give partition between spaces and also can act as an interactive medium.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Jeslin Elizabeth



Pearly Ann R

## Presents

# FLYING KEYS

Designer **Jeslin Elizabeth** and **Pearly Ann R**'s product FLYING KEYS is inspired by music.

Piano and Detachable lights are two entirely different concepts. Combining these two elements and coming up with an innovative idea is something extraordinary. But our designers managed to make it possible.

The designers designed the product in such a way that the black keys consist of the power source which charges the light source placed in the white keys. The white keys are detachable and can be used as an individual segment. Hence, they can be used as carry-away lights.

The material used for the casing of the white key is white acrylic sheets and plywood at the base, whereas the black keys are made from plywood. The size of the keys can be varied according to the requirements and the number of keys can also be increased or decreased. The circuit provided consists of a charging board (TP 4056) of 3.75V, a voltage booster (XL 6009) in order to boost the voltage to 12V, a 18650 battery of 3.75V, an ON/OFF switch and connecting wires. The light source provided is a white colour LED strip which requires 12V to operate. The batteries can be recharged when connected to the main power supply which takes around 3 hours of time.



**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Yashaswini Narappalli

## Presents

# GAMING COFFEE TABLE

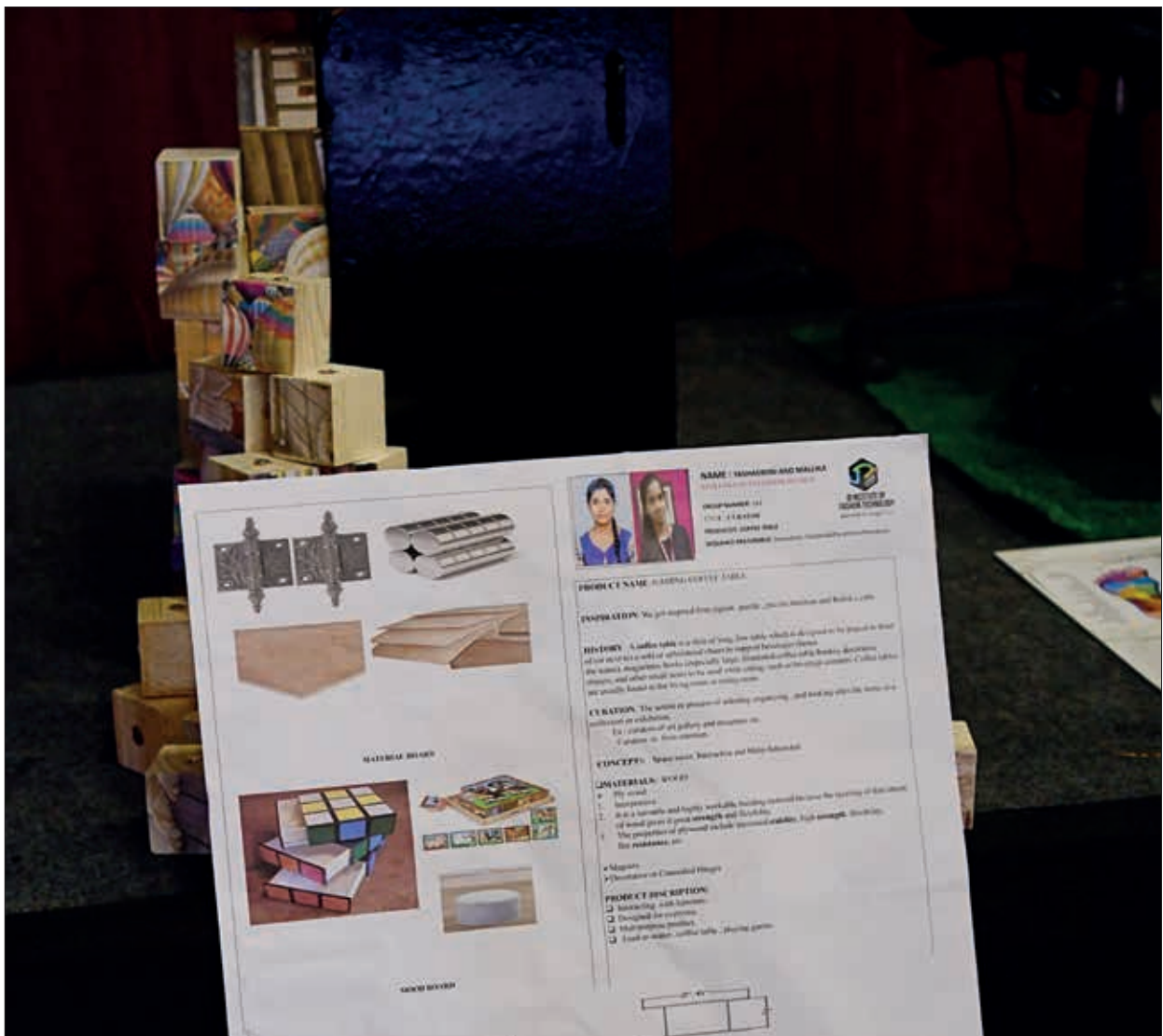
The designer **Mallika S** and **Yashaswini Narappalli**'s product the Interactive puzzle table is inspired by the ordinary coffee table.

Coffee tables are very common furniture which is used world widely. But it only serves one purpose and this leads our designers to come up with a coffee table which can be also used as an entertainment unit and a storage unit.



Mallika S

The designers designed a simple and effective design which can be used as a stool and as well as a centre table/ coffee table, side table also. The product is made with waterproof and fire resistant materials which will give the product much more durability. The product has a small storage space which can be used to play puzzles for making the users spare time much more entertaining. The cubes can be removed from its place and it can be placed anywhere due to magnets or magnetic sheet given to it. The product has great strength and it is heavy also. The product is made with plywood, hinges, magnetic sheets, iron sheet, lamination and inkjet papers.







Muheenuddheen Nufail

Presents

# GOLDEN DROPS

Designer **Muheenuddheen Nufail** product is inspired by geometric shapes and wine rack.

The wine rack is a perfect example of different shapes or the combination of geometric shape and classy look. The different shapes and different materials make the wine rack a beautiful piece of art as well as a convenient storage system. This inspired our designer Muheenuddheen Nufail to come up with the innovative design called GOLDEN DROPS.

The product can be used as a display unit at the wineries and bar counters at the hotels.

Golden drops consist of three hollow cubes placed one over the other. The cubes are made of cast iron of .75inch thick. The cubes are placed on a plywood base. The product also consists of 5A choke and LED strips which are placed within the edges of the cube. The wine bottles are placed within the hollow cube. In order to hold the weight of the bottle, it is made up of cast iron. The size of the cubes can be varied according to the standard sizes of the bottles used.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Keerthi P

## Presents

# GOND ART LIGHTING PRODUCT

Designer **Keerthi P, Manikandan C** and **Adarsh's** product is inspired by Gond Art.

GOND ART is one of the dying Arts of India which is a handmade folk and tribal painting art that is practised by one of the largest tribes in India – the Gond. Gond people are predominantly from Madhya Pradesh, but also can be found in pockets of Andhra Pradesh, Maharashtra, Chattisgarh, and Odisha. The work of Gond artists is rooted from their folk tales and culture, and thus story-telling is a strong element of every painting also. This inspired our designers to come up with the idea of Gond Art Lighting Product.



Adarsh

Our designers came up with the idea of the lighting product which is mainly intended to serve both as the decorative purpose and as well as the night lamp also. A nightlight is a small light fixture, which is placed on the side table, usually made of electrical, and wood placed for comfort or convenience in dark areas or areas that may become dark at certain times, such as at night or in an emergency. Small long-burning candles serving a similar function are referred to as “tea lights’. The product is made with sustainable materials such as plywood, bulb-shaped glasses, paint, wires for connection and LED bulbs.



Manikandan C

<b>WOOD WORK</b>		<p><b>ADARSH P NAMBIAR, MANIKANDAN &amp; KEERTHI</b>  <b>DID JAN'19</b>  <b>GROUP NUMBER: 173</b>  <b>GROUP NAME: GOND ART</b>  <b>PRODUCT: LIGHTING</b></p>
		<p style="text-align: center;"><b><u>PROJECT DESCR</u></b></p> <p>The lighting product is ma  decorative purpose and as nig  GOND ART is one of the dy  Gond is Hand made in Ind</p>







Saranya Pasupuleti



Bhavani

## Presents

# GREEN MOSAIC GARDEN

The designer **Saranya Pasupuleti** and **Bhavani**'s product the Green Mosaic Garden is inspired by the idea of having an outdoor cafe.

Living in a city which is highly polluted, the idea of having an outdoor café doesn't work. The customers faces breathing issues and don't opt for such places. This inspired our designers to come up with a partition wall and air-purifier which uses purifying plants instead of artificial purifiers. Partition walls are generally made up of wood, fabrics and glasses. But, replacing the fabrics with purifying plants is an innovative idea brought-in by our designers.

The product is a partition screen with an umbrella. It consists of 2 wings which are connected with hinges, and when both the wings are closed it can be used as partition screen. When one of the wings is lifted up it acts as like sun protection. What makes it unique is the mesh with air plants on it which makes it look Natural and Pleasant. Air plants are from Tillandsia family which is a genus found around 650 species of evergreen, perennial flowering plants in the family Bromeliaceae. The material used in making this product are sustainable and eco-friendly. As the product will kept outdoors, the designers have kept it water resistant and is less susceptible to swelling.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Presents

# HIGHWAY PIND

The product "Highway Pind" is the visual aesthetic of the cargo trucks of Pakistan and the idea that surround their use. Having been inspired by the "Truck Art" led the designers **Indupriya Nair** and **Sonel Samanta** to do in-depth research about its emergence and art form. They have curated Pakistan's most cacophonous art form and have used it in their product.

Sonel Samanta



The Truck art is a well-recognized form of regional decoration in South Asia, mostly with Pakistani and Indian trucks featuring floral patterns and calligraphy in bright colours. These paintings are often coupled with the lines of poetry, common phrases that represent the truck driver's identity or regional background. Images embodied on these trucks include landscapes, mythical creatures, national heroes or celebrities.

To spread awareness of this art form, the designers have designed a Bar Counter which looks like a Cargo truck in traditional Pakistani style, giving a modern twist and adding a new function to it. The product serves well for themed restaurants and pubs. This counter can be used as a mobile food cart or as a kiosk in any public place or shopping mall.

Indupriya Nair

The Designers have used Plywood as their base material which is purely sustainable and certified under FSC. They had also resourced rejected fabrics, tyres, metals to style the product.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinsstitute.edu.in

Since 1988  
Leading Change





Sakshi Ramrakhiani



Megha Chauhan

## Presents

# BEGUILE CUBES

Designers **Megha Chauhan** and **Sakshi Ramrakhiani**'s product 'BEGUILE CUBE' is inspired by the interlocking puzzle and the traditional games.

Traditional games are not just leisure games. They are designed in such a way that one can develop skills like logical thinking, building strategy, basic calculations, concentration, aiming and much more. They act as learning aids and strengthen one's sensory and motor skills. It is due to the modern tools and technologies that have brought an end to the usage of these games. In recent years, video games and smartphones have become the center of attraction for teens worldwide.

Considering this, the designers came up with an innovative product called the Beguile Cubes. It is an interactive unit which can be used as a partition or as a wall unit. The product comprises of multiple cubes with the dimension of 1 cubic foot. Each of the cubes has different traditional games along with storage space. They are lightweight and easy to remove and fix to the frame. The Cubes can also be used as a lower seating or as a coffee table when pulled out and placed on the ground.

The base and frame of the product are made up of OSB (Oriented Stranded Board) which is more sustainable than normal plywood.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Ritesh Jain



Pavan Makhija

## Presents

# KITCHEN CABINET STAIRS/STOOL

Designers **Ritesh Jain** and **Pavan Makhija**'s product is designed for a comfortable kitchen.

With the cost of living Skyrocketing in cities like Bangalore, Mumbai, Delhi and more the need for Space saving furniture designs is now greater than ever. It is not uncommon to have a small space in the city that you live in. Utilizing furniture that gives you a greater amount of floor space can help you make sure that you remain comfortable even in a studio or loft size apartment or in our product's case – Kitchen. Having said that people in this age live in small places, it does not mean that the living quality, comfort and space is necessarily compromised.

The product of the designer's choice is a Movable and Foldable kitchen stool/stair. The primary objective of this product is to access higher cabinets in the kitchen easily. This product is like a normal lower cabinet door in the kitchen. Once the cabinet door is opened the stairs fold out on either side. The product also moves along the kitchen counter in order to access the other cabinets. The kitchen counter has a 4inch projection under which there will be a channel along which the product moves. The product can easily be folded back and closed like a normal cabinet door when not in use. This helps in saving space in the kitchen. The product is made with plywood, hinges roller and a track.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Deepesh



Esha

## Presents

# KUTCHODAYA

The designer **Deepesh** and **Esha's** product the KUTCHODAYA is inspired by KUTCH.

Kutch literally means something which intermittently becomes wet and dry. Rann of Kutch is a notable mud architecture, a medley of craft traditions which is eminently colourful and culturally rich at the same time. When it comes to Rannostav, the festival of Kutch, shows the colourful rich tradition of music, dance and the beauty of Rann also. The signature effect of the small mirrors seen over the geometrical shaped design in Raan inspired our designers to come up with this product.

The concept which the designers came up with includes the clubbing of all the elements and speciality of kutch together into one. The product is a geometrical (hexagon) shaped side table and a tent placed above it which will be lowered with Kutchi embroidery cloth and will have hanging lights in the tent. It will be an extraordinary culmination of tradition and innovation. The magic of Kutchi artwork interwoven with modern utility truly art inspired masterpiece deriving its structural ideas from the geometrical fundamentals of the Kutchi artwork. The product is made with mirrors, plywood, fevicol, inch tape, scale, velcro, cloth, nails painted, polish.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Leena Reddy



Pavana



Arathy Raj

## Presents

# LAP

Designers **Leena Reddy, Arathy Raj** and **Pavana Shree's** product LAP is inspired by Concertina (Musical Instruments).

Concertina is a musical instrument and has a collapsible mechanism. It makes the movement of any furniture easy, thus making it convenient for people to handle and use it. In today's time, we live in a world where we face space constraint issues and require sensibly curated furniture's and things around us that help us in using them sensibly. Thus, curating a bed that collapses with the help of concertina, which was the main inspiration for our designers to come up with this product.

The design comprises of two subtypes which are ECO DESIGN and the SCANDINAVIAN DESIGN. The idea of making an Eco-design product is self-explanatory and the Scandinavian design comprises of designs patterns, prints and colour pallet which look eclectic and appealing at the same time. The material used in this furniture are durable as well as eco-friendly. The material used is a "Re-used Plywood" which is the base material. The designers have used continuous brass hinges to hold together the parts and for the ease of the movement.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Mahesh V S

## Presents

# LEVITATION TABLE LAMP

Designers **Mahesh** and **Ranjeetha Kumari** 's product is inspired from candle light dinner and electro magnetic levitation.

Candlelight dinner and the electromagnetic levitation are two entirely different concepts. But combining these two concepts and making the third one out of it was a challenge. This product, the levitating table lamp for restaurants and residential areas can replace the candles and lamp shades.



Ranjeetha Kumari P

The designers took the inspiration of shape, form in and around us. The product is made keeping in mind fair wage, maintain a safe working environment, responsibly produced with the protection of the environment, made in India for future city and smart city planning. The Magnetic levitation, maglev, or magnetic suspension is a method by which an object is suspended with no support other than the magnetic field. Magnetic force is used to counteract the effects and any other accelerations. Magnetic materials and systems are able to attract or press each other apart or together with a force dependent on the magnetic field and the area of the magnets. Essentially all types of magnets have been used to generate lift for magnetic levitation; permanent magnets, electromagnets, ferromagnetism, diamagnetism, superconducting magnets and magnetism due to induced currents in conductors.



**JD ANNUAL DESIGN AWARDS 2019**  
**CURATOR**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
 Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since **1988**  
 Leading Change



**Chandni Gandhi**



**Sanket Rathod**

## Presents

# LUMOS

Designer **Chandni Gandhi** and **Sanket Rathod**'s product LUMOS is inspired by Lego Walls.

Lego walls are the colourful interlocking plastic bricks accompanied by mini-figures and various other parts. Lego pieces can be assembled and connected in many ways to construct many objects including vehicles, buildings and robots. The interesting part of lego is that anything constructed by it can be taken apart again and the pieces can be reused to make new things.

Our designers tried and succeeded in making a Harry Potter themed wall art which can also be used as a night lamp. The product shows the importance of modern plus traditional look which combines and produce an artistic look to the product. This elegant looking product is made with legos, led lights, mini dolls (Harry Potter), and PUC plywood. The low-density lights and the reusable lights are the sustainable element of the product.



**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Presents

## MULTIPURPOSE SPACE SAVING FURNITURE

The need and necessity of space management is the crucial base of most of the people's lives, and the trade-off which everyone faces has made it necessary for the designers **Mohammed Ansif** and **Syed Younus** to come up with innovations.

**Mohammed Ansif**



**Syed Younus**

The product 'Multi-purpose space saving furniture' is a good example of using furniture more efficiently. The designers have designed the product in such a unique way that it can expand or shrink depending on needs, serving two purposes at once, or can transform seamlessly from one function to another. This product can be served as a two-seater sofa or an L shape or as a double bed. Apart from this one can also use this as a storage space with a side table. It is a perfect combination of versatility, function, and style.

Drawing inspiration from the modern and flexible lifestyle in today's world, this furniture is sustainable and eco-friendly. It is made up of compressed wood. Compressed wood is usually a product made of recyclable materials which include small pieces of wood, sawdust, wood shavings, etc. The other materials used are memory foam and upcycled jute and velvet.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Poorna shekar



Sai Prabha

## Presents

# MYSTERY VOLUMES

Designers **Sai Prabha** and **Poorna Shekhar**'s product "Mystery Volumes" is drawn from the rich heritage of India.

Shedding light upon the social system, which existed during the Mughal Period, a journey to Fatehpur Sikri reveals about the Mughal intricacies. However, nothing is reflected about Diwan-E-Aam. Roughly translated, it is the corridor for a public audience in which Emperor Akbar interacted with his subjects on one to one basis. Taking a trip to the rich heritage Fatehpur Sikri, the designers noticed the treasury is hidden in the walls of that chamber and curated a safety box inspired by Diwan-E-Aam.

The Designers have shaped the product in such a manner that it looks like a wall sconce with lights on both sides. The box can be expanded up to two feet in total along lengthwise. The need and necessity of space management which is a crucial base of most of our lives have made the designer lead to innovations. Mystery Volume is one such example. This product can be used to store jewelry, cash or anything valuable also can be used as a bar light after the expansion. The Designers have also given some interesting mechanism features such as the box has a sliding facility and can be hanged on the wall. One more great feature of this product is in order to unlock, the product needs to be tilted in a 45-degree angle, hence assuring 100% safety to the user.



**JD ANNUAL  
DESIGN  
AWARDS  
2019**

**CURATOR**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Lochan S

## Presents

# ODAYAKA

Designer **Chirayu** and **Lochan**'s innovative product ODAYAKA is inspired by the ripple effect. The beautiful effect gives a calm and soothing illusion.

Ripple effect is something which is fascinating. The water expanding when an object is dropped into it, an effect from an initial state can be followed outwards incrementally. The beautiful ripple effect inspired the designers to come up with this exciting accent light design.



Chirayu R

The designers designed an accent lighting which can be used as a wall fixture and can be used in spaced like wall or ceiling installation at reception areas, restaurants, lounge areas, convention centers which will create a calming effect to the entire space. The product is made with LED lights which can be remotely operated and colours in a flow which can be changed depending upon the client needs and how they want it to be. The other raw materials including bamboo, plywood, LED strips, IR controller is eco-friendly and sustainable.





Shruthi M



Yashmitha Jain

## Presents

# SIX IN ONE REVOLVING FURNITURE

We as a civilization are prone to multitasking so why the furniture should lag behind? Designers **Yashmitha** and **Shruthi**'s product 'SIX IN ONE REVOLVING FURNITURE' is inspired by GLINSKI'S hexagonal shape chess board. Over the years a number of variants have been proposed for boards featuring hexagonal shape. The most popular of this is Hexagonal Chess which was invented by Wladyslaw Glinksi of Poland in the year 1936. With 91 Hexagons this game became dominant in hexagonal variant in Eastern Europe. It is played on vertically oriented regular hexagonal board with sides 6 cells long, and having three colors (light, dark and mid-tone). The game has appeared into decline since the death of its inventor in 1990. Taking forward the inspiration, the designers have designed a multifaceted product. It is Six in one furniture which acts as a cupboard, a dressing table, dining, a storage space, a shoe rack or as a mini library. The furniture is easy to carry, move and can be placed in one corner of the room. Designers have used Pivot in the middle which makes the furniture flexible. With the current thrust on a sustainable future, the designers made the product from the Neem Plywood instead of the normal one. It is considered to be environmental and eco-friendly.

Through their product, they have not tried to curate the Glinksi's invention but also the idea of solving the space crunch issue. The ideal size of this furniture is 5' long and 1'6" wide with a depth of 2' to store anything.







Rama R Udaseen



Rakshitha M

## Presents

# TRANQUILLA

Designer **Rakshitha** and **Rama**'s product TRANQUILLA is a pool side lounge chair with chromotherapeutic effects. Inspired by the various art forms such as the Mandala art and stained-glass designs which we mostly see on the windows of the churches, the same concept has been taken by the designers for the chair. Here the designer has not only curated an old-looking lounge chairs which we normally see at the pools but have also curated three styles of art – Stained glass, Mandala effect and the chromotherapy. The designers have combined all the elements interestingly and has given a subtle and classy look to the product. This avoids the direct sunlight hitting the users and when the sunlight passes through the stained glass, it will help the person to feel calmer and maintain peace within himself/herself. The product is made with luna wood, toughen gass and tansparent enamels. The product itself looks lively with the sunrays flzlling through the stained glass and the colour will give the users a rejuvenation feeling.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Akshatha KM

## Presents

# TWO-WAY ACCESSIBLE BOOK SHELF

Designers **Arzoo** and **Akshatha's** product Two-Way Accessible Book Shelf is inspired by Sikkim's Tibetan Prayer Wheel.

Tibetan Prayer Wheel is used to accumulate wisdom and merit (good karma) and to purify negativities (bad karma). The practitioners spin the prayer wheel slowly in a clockwise direction, and recites the mantra Om Mani Padme Hum. They visualize pure white light rays emanating out from the spinning prayer wheel. It is believed the pure light originates from the millions of mantras inside the prayer wheel and goes out to the practitioners with a purifying, healing, and illuminating effect. This inspired our designers to come up with the idea of a Two-Way Accessible Book Shelf.



Arzoo Deva

This partition wall is an inspiration from the Sikkim's Tibetan prayer wheel. The shelf has 3 rotating wheels/shelves, where the 1st and 3rd has space to keep books and the middle one is for multi-purpose use. The height of each shelf is 4', length and breadth are of 1'. At every 1' interval, there's a shelf. The customers who the product is targeted are of age group 16 and above. Since it's a bookshelf it can be placed in a huge living room to partition it from the drawing room, library, cafes, Offices.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Milana S

## Presents

# VEGA FLIES

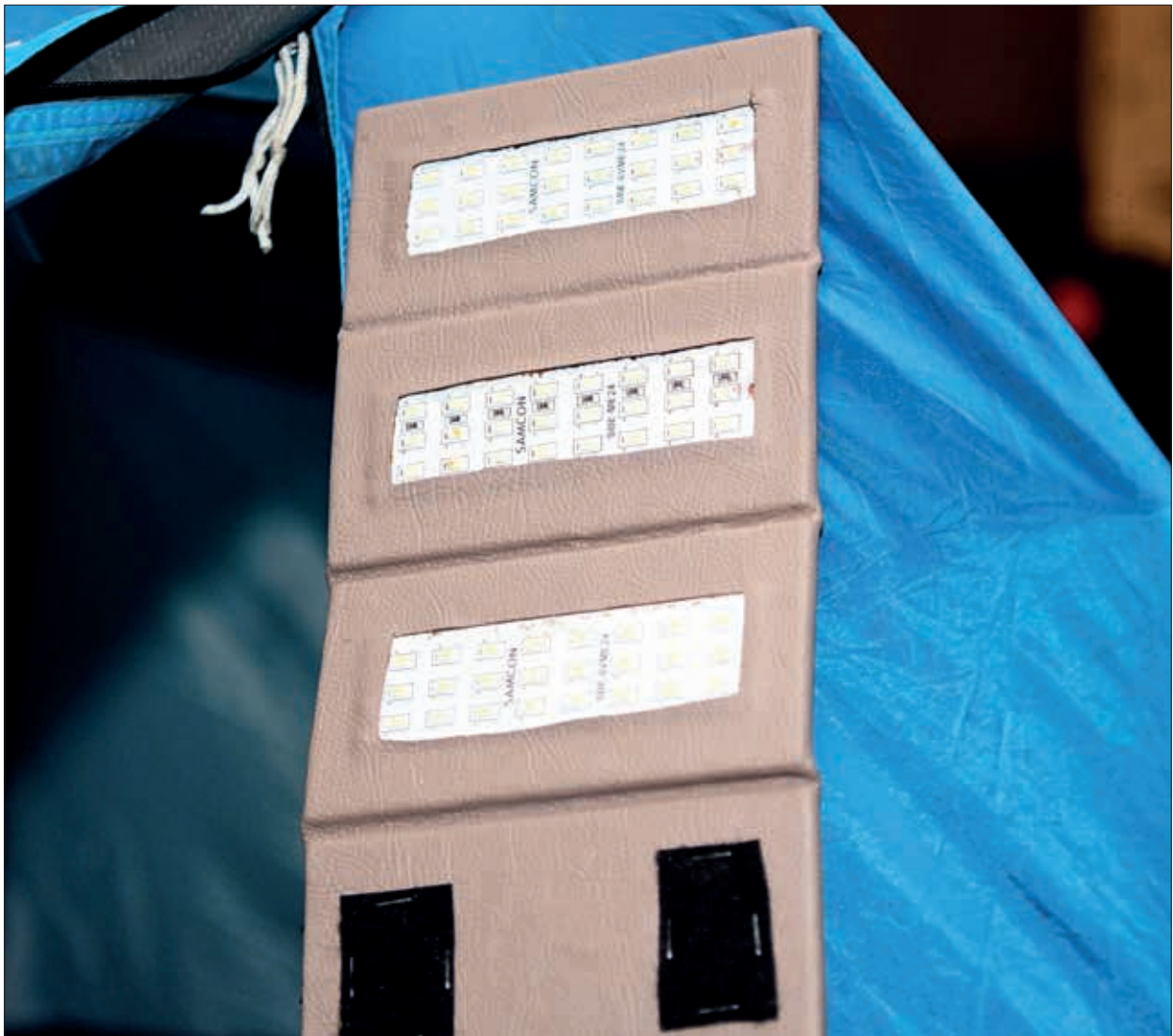
Designer **Milana** and **Sanjayaraj**'s product is inspired by geometric shapes and wine rack.

Trekking is the most exciting activity which most of the people are interested to do. But putting ourselves in the shoes of a trekker, it is easy to imagine how inconvenient it could be to place a light without an appropriate fixture. Hence, a non-fixture light that clings on to the surface of the camp would be the best solution. This inspired our designers to come up with this exciting product called VEGA FILES.



Sanjayaraj H S

The designers have combined the idea of a monitor lizard clinging to the wall, with the lamps that are used for trekking/camping. Lamps available now are generally hooked somewhere or let to lay on floor which is not very comfortable/ aesthetic pleasing. The solution that they have come up with here, is a weightless foldable light product that clings to the wall with an option of keeping it on the ground as well. The product is ethically curated from our topic and developed over time abiding by our JDADA concept which makes our product ethically fit. The designers have also used a dynamo as an optional charging. Solar charging is also given as the user's option.





Mukil M



Kalaiarasan

## Presents

# WITERRA

Designers **Kalaiarasan** and **Mukil**'s innovative Product is inspired by Terracotta work in Tamil Nadu.

Terracotta, taken from Latin Tera Cotta or baked earth, is the art of creating glazed or unglazed porous earthenware figurines and materials baked under 1000 degree temperature. The art has been in existence for thousands of years and is an integral part of Indian culture and heritage. The terracotta art in Tamil Nadu is famous for its 6 meter high horses. This horse is believed to be the companion of Ayyanar; a Tamil God. These figures are prepared by mixing sand and clay and are considered shrines of Ayyanar. Art forms of these are hard to survive in this generation and this inspired our designers to come up with WITERRA – Terracotta Wine Holder.

Terracotta wine holders already exist in the market but here the designers have given a new dimension to the product. It is a multi-purpose product. One can use it as a single block or can arrange one above another as a partition wall. It can also be used as wall cladding which maintains the room temperature. When fixed onto the wall Witerrra can also be used as a light fixture which can be used in bars. The designers have used only Terracotta which makes the product strong, non-toxic, bio-degradable and sustainable.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF JEWELLERY**  
BANGALORE



Massoumeh Mokhtari

## Presents

# PARS TREASURE

Designer **Massoumeh Mokhtari's** jewellery - line Pars Treasure has been inspired by the Achaemenid Empire, Persian miniature art, and a fabled Iranian love story. The relationship of harmony between its components brings originality, to the collection and the approach to its design, gives it a modern outlook. The three components have been combined together to form Pars Treasure. The Achaemenid Empire has been used as the frame, whereas the miniature painting and the love story are placed inside the frame. Most of the pieces are big in size because in the Achaemenid empire architecture, jewellery pieces and most of the art piece were huge. Hence, the pieces of the collection are big in size to show the elegance and victory of the empire. In some jewellery pieces enameling has been used to suit the combination and inspirations. The collection has been created using turquoise, which has its origin in Iran; malachite and lapis lazuli have been incorporated in the collection to match the colours of the paintings of the Empire.

The collection takes influence from the three prominent elements of the past traditions of Persia, to create modern pieces, in order to appeal to the generation of today.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST DESIGN COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--------------------------------------	---	---





Shashank Soni

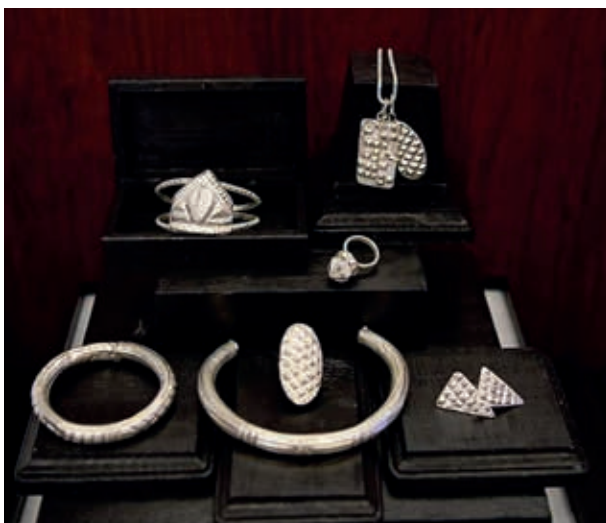
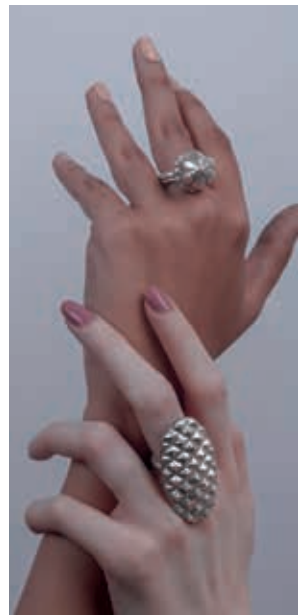
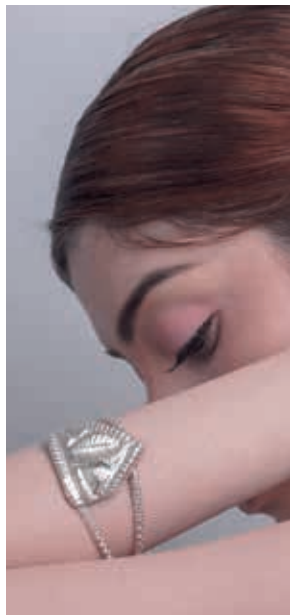
Presents



# QABILA

Designer **Shashank Soni's** collection, Qabila has been inspired from the Kalamkaari technique in Chhattisgarh which is an old embossing technique, presently. Used only by a couple of artisans. The technique which has been limited to the creation of only bangles, anklets and hasli's has been curated by the designer keeping the old traditional designs in mind.

The pieces produced by adopting this technique were made from thick silver sheets and are heavy. An image of a 'Paijan' (Round Silver Anklet) was first traced to determine the size of some squares of the pattern which was calculated on the average of 3.8x3.8 mm to 4x4 mm. A pattern was shaped with the measured squares. The designer then determined the size of the products for the collection.

The designer created a total of five pieces for the collection - two rings, which is a challenge for the karigaras as they had never made them using this technique. Apart from the rings the other four pieces of the collection were; a bangle, a hasli/chocker, and a necklace. These jewellery pieces are not just worn for fashion in Chhattisgarh, but also because they affect a particular nerve in the area they are worn on, because of its weight.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST CURATED COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---------------------------------------	---	---



Presents

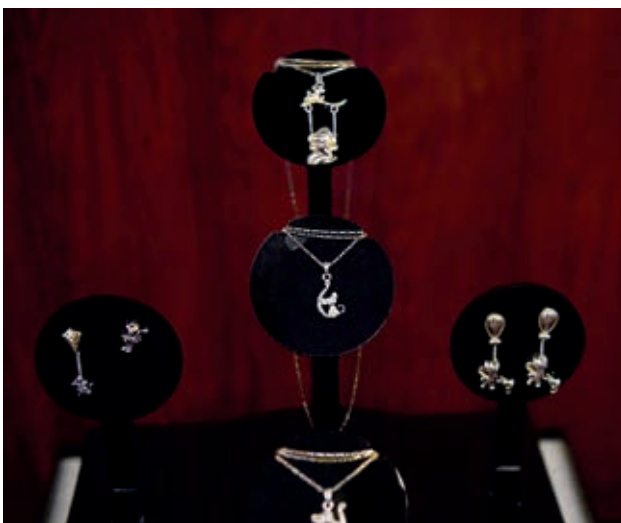
# YAZAS



Yazas means beauty and is a jewellery collection designed for kids by **Hima Mohan**. The collection includes pendants and earrings. Each piece is crafted with care and has been designed keeping the playful and mischievous nature of kids in mind.

Hima Mohan T

As children increasingly gravitate towards fun styles across a multitude of items such as charm bracelets, earrings, rings and pendants, it's clear that the market for kids' jewellery is cementing a sturdy position within the industry.

'Yazas' illustrates the stories of Panchatantra through jewellery. Panchatantra is an ancient Indian collection of interrelated animal fables. It is a series which deploys metaphor of anthropomorphized animals with human virtues and vices. Here, Yazas displays the values taught in Panchatantra through the heart-crafted jewellery. The fables tell us the need for considering, understanding and helping others. It also reminds one about the value of friendship and mutual help. Each piece portrays the essence of values like friendship, empathy, sympathy etc. which are important to be imbibed in kids.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST RETAIL COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--------------------------------------	---	---





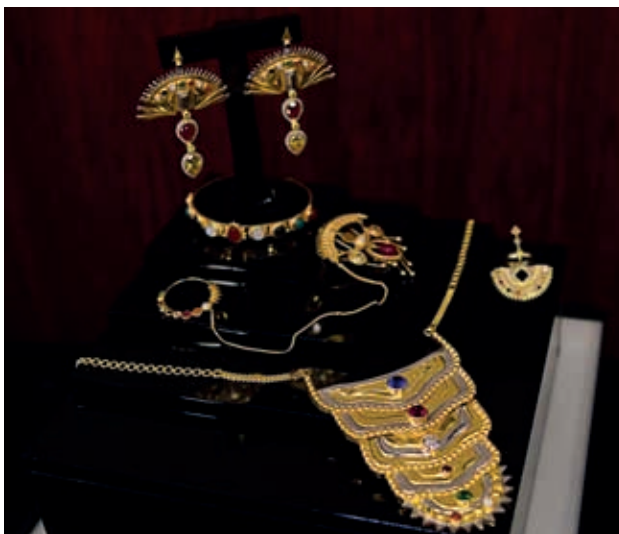
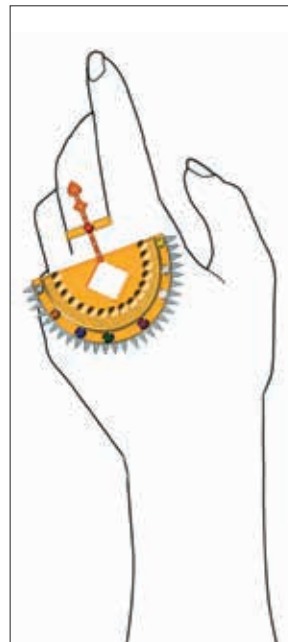
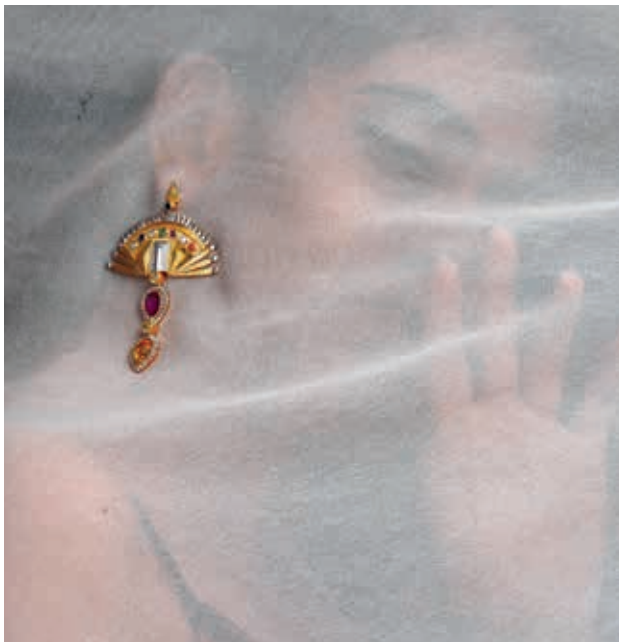
Presents

# CHARM OF BENGAL

Charm of Bengal by **Shivangi Dokania** is inspired by the masks and headgears used for the “Chhau dance” in Purulia district of West Bengal.

**Shivangi Dokania**

Just like the colourful vibrancy of the dance form and its costumes, the collection features the colourful Navratan gemstones, which are a combination of nine precious stones that are representative of the Planets, the Sun and the Moon. These gemstones comprise of diamond, ruby, emerald, yellow sapphire, garnet, blue sapphire, pearls, cat’s eye and coral. Each of the gemstone is linked with a planet –Ruby for Sun, Pearl for Moon, Red Coral for Mars, Emerald for Mercury, Yellow Sapphire for Jupiter, Diamond for Venus, Blue Sapphire for Saturn, Hessonite for Lunar North Node (Rahu) and Cat’s Eye for Lunar South Node (Ketu). When these stones are worn together they create a positive impact for all wearers. This history, along with the functionality of the gemstones is gaining popularity and is being cast in stylish fine jewellery pieces. The collection is a beautiful amalgamation of both, culture as well as functionality, perfect to depict this dance form.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Presents

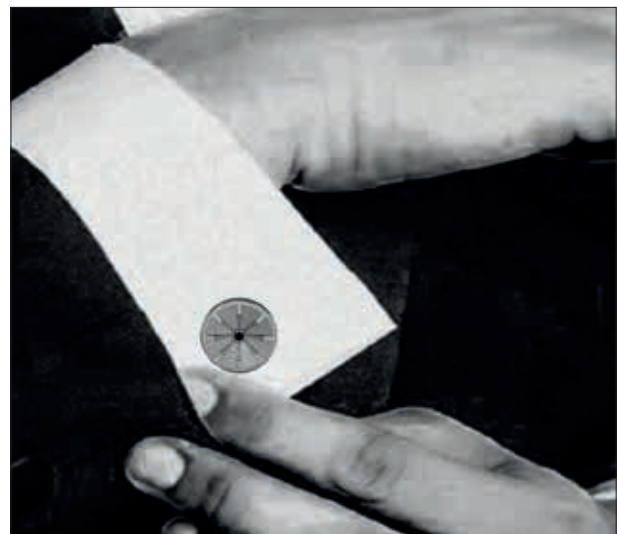
# RANZ

Ranz is a range of elegant men's formal wear luxury jewellery collection by **Ranjan K**. The collection is manufactured in high quality sterling silver infused with precious metals, stones, and enamels.

Ranjan K

A lot of jewellery companies in India provide collections for both women and men, however the focus is mainly on women's collections. Hence, the designer created a luxury collection for men, who love adorning themselves with jewellery. The collection consists of three unique pairs of cufflinks, one of a kind collar pin and lapel pin. The entire collection is designed by the features representing the products of the luxury car brand. The collection has been created using silver metal, zircon and black onyx stones. Since the symbol of MercedesBenz is always represented in white metal and keeping this in mind, silver has been used to create the collection.

Black onyx and Cubic Zirconia stones are used as they both give a unique and exquisite black and white look to the products.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Since  
**1988**  
Leading Change

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF PHOTOGRAPHY**  
BANGALORE  
CAPTURED MOMENTS, CURATED VISIONS



Student: Srimat Suman Sahoo



Student: Harikrishna



Student: Harikrishna



Student: Bibin Bob



Student: Meghan Mayur



Student: Harshita Sahu



Student: Harshita Sahu



Student: Srimat Suman Sahoo

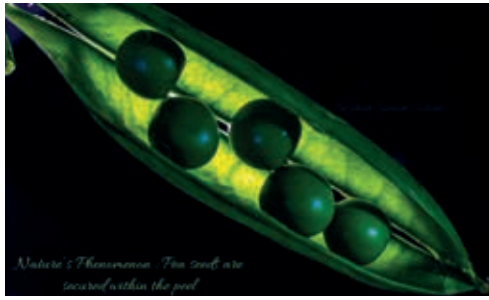




Student: Srimat Suman Sahoo



Student: Nikita Popat



Student: Srimat Suman Sahoo



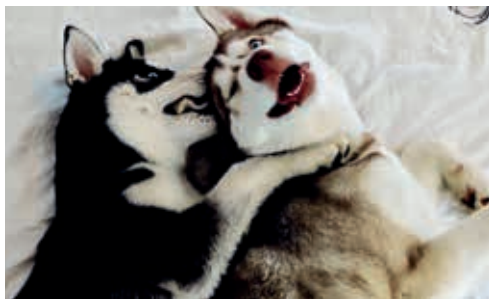
Student: Harikrishna



Student: Haady VG



Student: Keshav Naidu



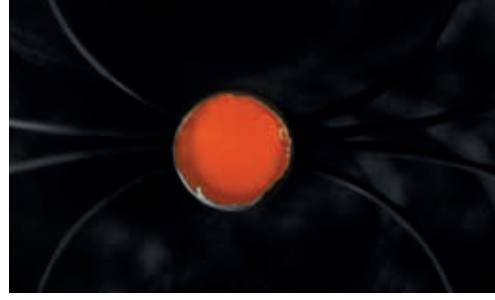
Student: Shoha Sirdesai



Student: Rajesh V



Student: Harshita Sahu



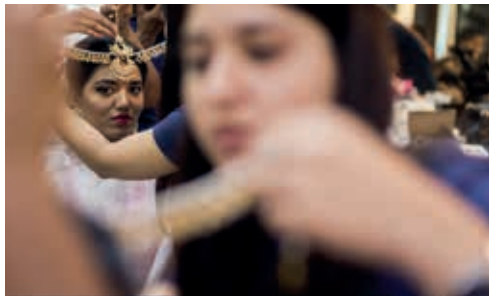
Student: Haady VG



Student: Harshita Sahu



Student: Raghunandan Jhavar



Student: Aravind Kumar



Student: Srimat Suman Sahoo

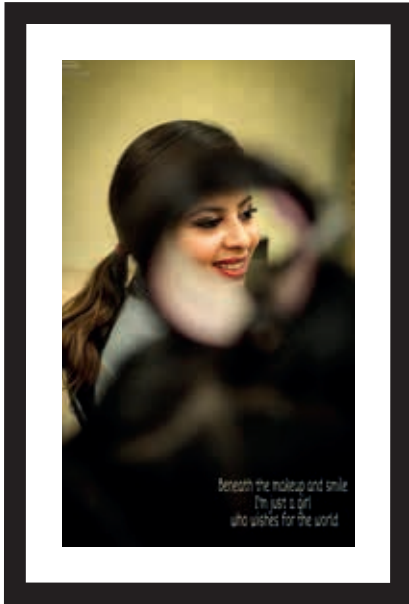


Student: Srimat Suman Sahoo

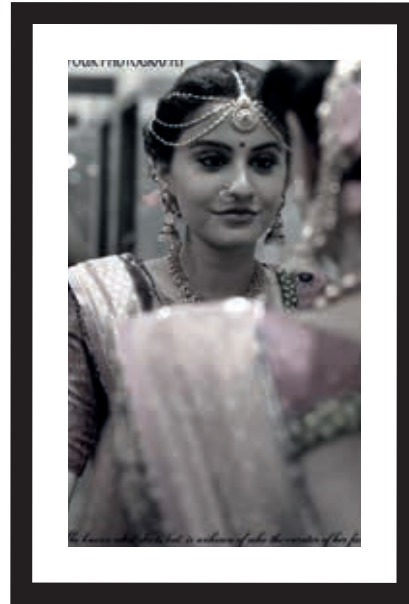


Student: Harshita Sahu





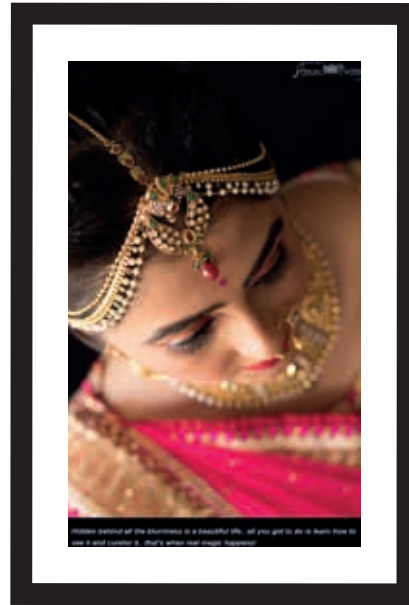
Student: Mohammed Sanal



Student: Haady VG



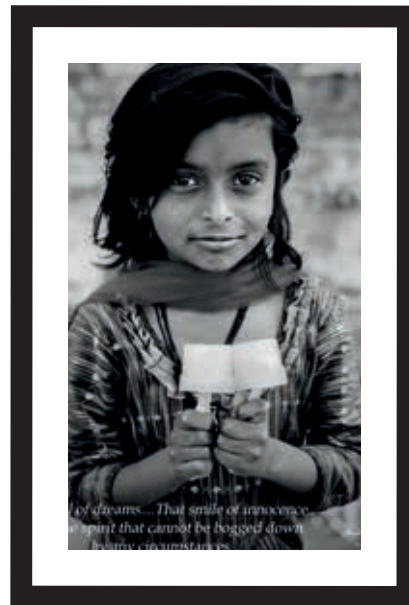
Student: Sumayya Saqeb



Student: Aravind Kumar



Student: Bibin Bob



Student: Harshita S



Student: Mohammed Sanal



Student: Manjesh BL



Student: Praveen Y



Student: Hari K



Student: Harikrishna



Student: Atrayee Ghosh





Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF FASHION**  
COCHIN



Maria Sinoj

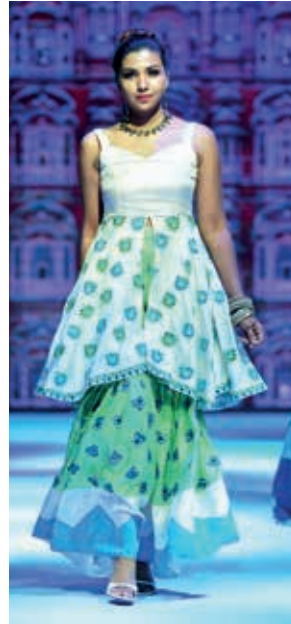


Honey V Antony

Presents

# BANITHANI

The collection named Banithani designed by **Honey V Antony** and **Maria Sinoj** is a line of contemporary Indian wear inspired by City Palace, Four Gates and Sheesh Mahal in Jaipur. The silhouettes of the collection are a blend of Indo-European styles reflecting the architecture of the City Palace. This was achieved by the blending of sheesha or mirror work, and aari work with block printing. The motifs and colours incorporated in their collection have been influenced by the Four Gates. The fabric used was raw silk, and the flared and V-shaped borders found on the garment represent the Leheriya effect similar to the paintings on the arches of the gates.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST RETAIL COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Amala Reji



Sruthy Saju

Presents

# FOXY KYRA

Designers **Amala Reji** and **Sruthy Saju**'s collection, Foxy Kyra means sexually attractive woman and is a line of resort wear inspired by a bird called Trogon. The designers have incorporated colours like red, blue, yellow and green associated with the colorful feather pattern possessed by the Trogons. The bird is used as an allegory of inner beauty which it hides with its dull features, which is reflected in the garments with metallic translucent fabric. The fabrics used for the collection are organza for outerwear and satin lycra for innerwear. The garments are multi-purpose in nature as it can be worn as resort wear and beach wear or as swim suits.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**SPECIAL JURY AWARD**

**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Aida Gabriel



Sooraja Biju

Presents

# GRANDHIKA

Designers **Aida Gabriel** and **Sooraja Biju**'s collection, Grandhika was inspired by the theme of Met Gala 2018 – Heavenly Bodies: Fashion and the Catholic Imagination. The designers have infused Indianization by incorporating Indian folk art Warli to showcase the life story of Jesus. The collection has drawn heavily from faith and folk art to create a range of indo-western wear. The fabric used for the garments were linen satin which is elegant and sophisticated. The garments have been created by using a variety of trims like zippers, hooks, buttons and leather straps along with other embellishments.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST IDEATED COLLECTION**

  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





Deva Durga D



Deepak Pavithran

Presents

# THE UNTOLD

Designers **Deepak Pavithran** and **Deva Durga**'s collection, The Untold has been inspired by the mystic knot, a Chinese decorative knot. The designs have been influenced by the interlocking and repeated patterns of the knot and the collection was a line of occasion wear. Chiffon and crepe have been used to create the garments as they are light weight and give the effect of uninterrupted fall. Red is used for mystic knots and it was the dominant colour in the collection. The mystic knot is represented by the use of two-toned red and grey to the colour palette of the collection. The designers through their collection have tried to gain insight by studying about the magnificent puzzle, the mystic knot.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**MOST CREATIVE COLLECTION**

  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change



Mirshana K. U

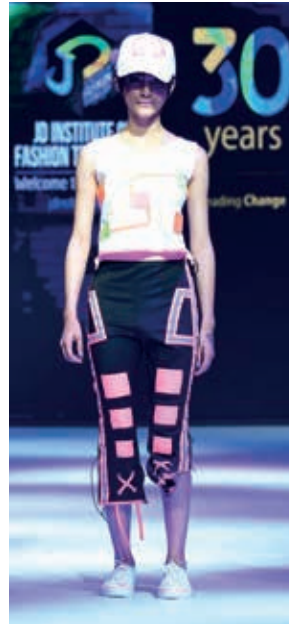


Nithin Prathap Chacko

Presents

# TETRA

Designers **Nithin Prathap Chacko** and **Mirshana K's** collection, Tetra was inspired by the Neon Tetra Fish, and it is a line of costumes created for dancers to achieve litheness in their movements with the right fit and fabric. Since, dance is associated with a lot of movements the fabric and fit of the garments need to be flexible to allow mobility without any constraints. In order to achieve this desired flexibility, the designers used lycra fin and lycra rib to create the garments. Piping and patch work was done using neon colour jersey fabrics. The neon elements in the garments were attained through neon tapes that helped create a dramatic effect under the blue UVA light.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**MOST CONTEMPORARY COLLECTION**

  
JD INSTITUTE OF  
FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since  
**1988**  
Leading Change





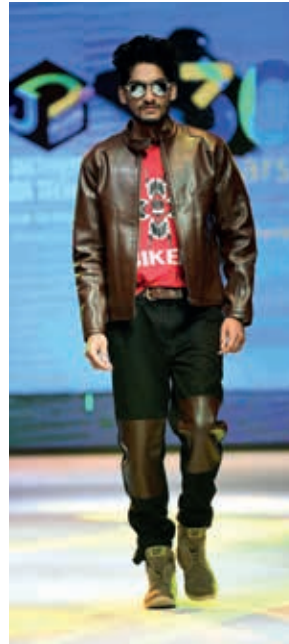
Vimaljith K J



Presents

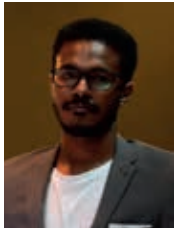
# CAVALEIROS

Designer **Vimaljith's** collection, Cavaleiros means rider and was inspired by Motorbikes. The designer has created a line of dual purpose riding jackets that include detachable safety pads, which when removed, act as casual jackets.

Riding jackets play a key role in keeping the riders safe during any accidents. The common colours associated with riding jackets are black and brown. The jackets are dual purpose which caters to style and safety. The designer created a range of affordable jackets by using rexine fabric which provides the classic look of a leather jacket and costs much less. The jackets have been fitted with additional paddings to ensure safety.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>SPECIAL JURY AWARD</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	----------------------------------	---	---



Joel Jacob Mathew



Rashida Janise C

Presents

# THE VEILED LADY

Designers **Joel Jacob Mathew** and **Rashida Janise**'s collection, The Veiled Lady, is a line of luxury resort wear collection, for the modern voyager and has been inspired by Dictyophora, a bamboo fungus. The collection exemplifies a premium lifestyle that delivers the experience of global travel. The line infuses wanderlust with easy sophistication, in elevated destination wear that can be worn anywhere. Linen Satin is a core fabric which feels luxurious and gorgeously soft to the touch. Premium pearls and beads provide a jewel-like accent. The collection intended for the epitome of the posh lady who loves luxury travel, and wearing sophistication.



JD ANNUAL DESIGN AWARDS 2019 CURATOR



BEST PRET - WEAR COLLECTION

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Ann Maria Jose



Anju Salim

Presents

# SCHASTAY

Designers **Anju Salim** and **Ann Maria Jose**'s collection, "Schastay" means happiness and is a line of casual wear inspired by, Saint Basil's Cathedral, located in Red Square, Moscow. The highlights of the Cathedral are the colours, onion domes, grapevine and floral geometric patterns of interior, which were focused to curate the collection. The outstanding feature of the collection are the sleeves, which are exaggerated puffs inspired from the colorful onion domes of the cathedral. The beautiful floral geometrical patterns found in interior as well as on the exterior walls were brought into the collection through print on print concept. Pure cotton poplin fabrics are used for the collection in order to ensure maximum comfort to the wearer.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST EXECUCUTED COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Aswathy V. V

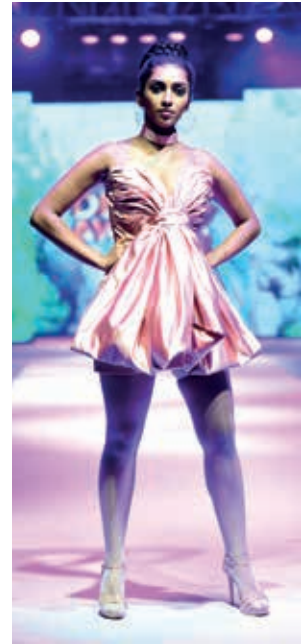


Joseph Laibin P

Presents

# QUINTESSENTIAL ALLURE

Designers **Joseph Laibin P.** and **Aswathy V. V.**'s collection, Quintessential Allure has been inspired by the Barbie Doll. The collection lays emphasis on exaggerated bow placements which was inspired from Holiday Barbie 2009. The designers have kept the elements of the Barbie Doll in mind and created mid-high length dresses in rose gold colour with exaggerated bows. The designs are inclusive and can be worn by plus sized customers. Silver grade was used for inner portion of the bow to balance the pink colour. Fabric used for the garments is silk satin, as satin material is common for the garments worn by Barbie dolls.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST CONCEPT**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Abhijith S.V



Anjumol K.V

Presents

# ANNIHILATOR

Designers **Abhijith S.V.** and **Anjumol K.V.**'s collection, Annihilator was inspired by the Aghoris, The Ascetic Shiva Sadhu. The collection is a line of experimental wear and represents their lifestyle, way of thinking, culture, rituals and hair. As the collection deals with the dark side of Aghoris, the colour palettes used are black, grey, brown, blue grey etc. Fabric manipulation techniques and dyeing was done with the use of rust and coffee to create smoky effect and textures of ashes. Knitting, braiding, macramé knots were used to create the patterns and textures of the deadlocked hair of the Aghoris, the rudraksha and other accessories.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>MOST EXPERIMENTAL COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--	---	---

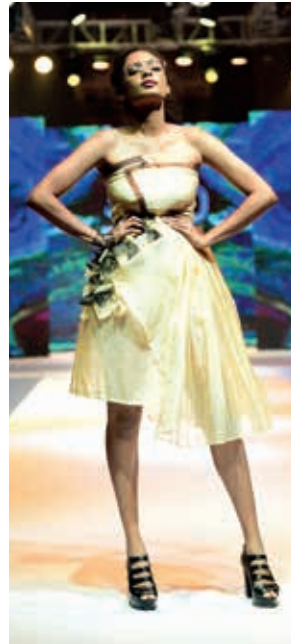


Merlin  
Abraham

Presents

# NACKTHEIT KUBISMUS

Designer **Merlin Abraham**'s collection, Nacktheit Kubismus in German stands for nudity in cubism and was inspired by the bacteria called kombucha. The collection is a line of experimental avant garde. The designer has used the survival medium of the bacteria in fashion technology. As the theme is based on nudity, the dried scoby attained from culturing and processing, was used in the garments. Since it is transparent in nature, it correlates to the nudity of the theme. But, the designer had to find an alternative method to give life to her inspiration through her garments and used kombucha tea to dye the fabric and it turned out permanent fabric colours. Kombucha is eco-friendly it does not cause any harm to humans and nature.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>MOST INNOVATIVE COLLECTION</b></p>	 <p>JD INSTITUTE OF <b>FASHION TECHNOLOGY</b> Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--	--	---





Shejim P

## Presents

# EDEN 88

Designer **Shejim P**'s collection, Eden 88, is derived by a species of rose. The collection was inspired by the paintings of Frans Mortelmans especially his rose flower paintings, and it is a line of men's occasion wear. The patterns and prints of the collection are derived from rose geometric pixilation painted by Frans Mortelmans. The geometric designs are a good example of the golden ratio which appears recurrently in beautiful things in nature, as well as in other things that are seen as beautiful. Knit and taffeta are fabrics of choice and gives more justification to the beauty of the print and thus resulting in its elegance. These fabrics are perfect solution for a night party wear and is body fitting which makes it comfortable for the wearer.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST DESIGN COLLECTION</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	--------------------------------------	---	---



Fasna Naisan

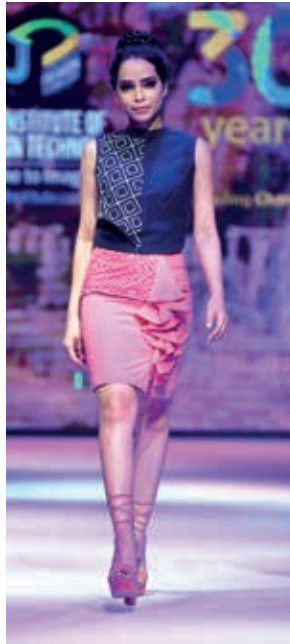


Sherin K. B.

Presents

# FORSA RECESSIONISTA

Forsa Recessionista is a collection designed by **Sherin K. B.** and **Fasna Naisan**. This collection is a line of budget-friendly womenswear inspired by the Vijayanagar Empire and its emphasis on women empowerment. The designers were influenced by the checks and stripes found on the outfits of the women worn in the Vijayanagar Empire. The collection features ruffles and flares inspired by the sarees worn during the time. Fabrics used for the garments were cotton – poly mix, which is ideal for wear and pocket friendly compared to pure cotton. The colours used for the collection were blue, pink and white.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





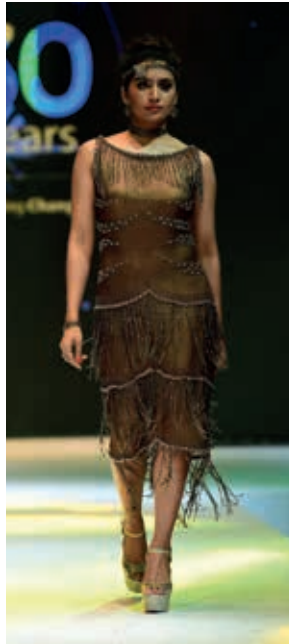
Presents

# THE FLAPPERS

Designer **Afnan**'s collection, The Flappers is a line of party inspired by the modern women during the Jazz Age of the 1920s. Flappers, means a young bird who is trying its wings for the first time.

Afnan

The 1920s, also referred to as the Roaring Twenties, was an important period for women liberation. The designer incorporated elements of the 1920s by creating body hugging silhouettes and bling for the party wear collection. The fabrics used during the time were silks, nets, silk blends and shimmery fabrics to add richness to the garment. Bobbed hairstyles, bold makeup and head accessories were popular in those times and were important elements to elevate the look.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change



Meera Siby

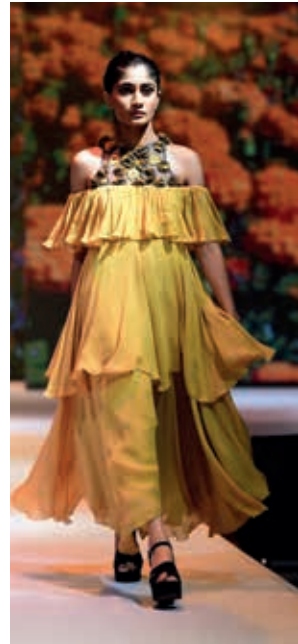


Rejna Ninan

Presents

# TEHOMEDRA

Designers **Meera Siby** and **Rejna Ninan**'s collection, Tehomedra is inspired from Calendula, The Indian Marigold. It is known to possess healing, anti-inflammatory, anti-viral properties. The designers dyed the fabrics of the collection with marigold due to its healing properties. The colour palette of the collection are in the shades of yellow, grey and black. Fabrics used for the collection are georgette and organza. Flares were added from the empire line to avoid pressure around the belly and provide comfort without compromising the glamour. Two of the six garments were designed to support breast feeding. The garments are multi-purpose and can be worn during pre and post pregnancy.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Nisha S



Shemi Mol

Presents

# QUAINTRELLE VIRAGO

Designers **Nisha S** and **Shemi Mol**'s collection, Quaintrelle Virago was inspired by Razia Sultan, the first woman ruler of the Delhi Sultanate. The designers created a line of Androgynous party wear, inspired by her strengths and exquisite beauty. Minute characteristic are added to the fabric through enhanced features like collars, pocket, pocket flaps, zippers and through embellishments of semi crystal stones and beads. The collection also featured loose fitted silhouettes like baggy trousers, boxed suits, shirts, flared and wrapped skirts etc. Fabrics used for the garments were brocade and raw silk with minimal embellishments.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Asha Kuttan Paniker

Presents

# AGHA

Designer **Asha Kuttan Paniker**'s collection Agha which means continuous tradition, drew its inspiration from Goa and its kunbi tribe. The designer has laid emphasis on the prints and patterns. The designer chose linen as the fabric for the collection as it gives a rich feel, and it is lighter, and more breathable. Whereas the jackets/blouses and tops which were created for the collection, were made of 100 % cotton. The designer created the garments keeping the essence of the checkered pattern that is associated with authentic kunbi sarees, as symmetric as possible. The designer also used copper coins as embellishments for the collection. The kunbi sarees are weaved in handloom and the designer through her collection, wanted to showcase this legacy by giving it a modern twist.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Neena Mithun

Presents

# MARIÉE EN CRISTAL

Designer **Neena Mithun**'s collection, Mariée en Cristal means "Crystal Bloom" and is a line of unconventional Christian bridal wear inspired from the Crystalline art of Rachel Lochhead. The monochromatic series of Crystalline art, influenced the designer to incorporate the white colour and the illuminating nature associated with the art. The designer incorporated western silhouettes like short dresses and jump suits instead of traditional long gowns. To match with the theme, she used high quality white satin, organza material and hand embroidery throughout the garments with white beads, crystals, pearls and cut beads which lends elegance to the garments. Through her collection the designer wanted to bring about a change in the mindset of the people, especially in Kerala to opt for customized bridal wear with a different look on their big day.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Druvi Shah



Aswathy Arun

Presents

# AGADA

Designers **Aswathy Arun** and **Druvi Shah**'s collection, Agada which means freedom from disease or state of being healthy is a line of active wear made of organic fabrics, inspired by yoga. The garments have been created using breathable fabric to achieve optimum comfort when practicing in them. The designers have incorporated gathering attained through fabric manipulation and loose fit silhouettes. Since, white is the preferred colour for yoga wear, the designers made it the base colour and added some beige and grey for making the garments more interesting. Natural fibers and natural dyes were used to create the garments.



JD ANNUAL DESIGN AWARDS 2019 CURATOR

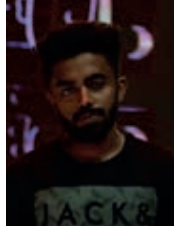
JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Sree Rakhi



Vishnu S

Presents

# NIRVITHARKA

Designers Vishnu S and Sree Rakhi's collection Nirvitharka means unchangeable and is a low cost experimental women's occasion wear. It was inspired by the simplicity and draping method of the attire worn by the Ancient Hindu Saints. The designers have created garments by incorporating the draping technique. The colours used for the garments were saffron which indicates sunrise and sunset; yellow for fire; ash for vibhuti or sacred ash made of burnt dried wood and is applied as three horizontal lines on the forehead to honour Shiva; brown for rudraksha, a seed used as prayer beads and maroon for monks. The garments have been created from 100% cotton fabric and dyeing has been used to create the ombre technique.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF INTERIOR**  
COCHIN





Alma Josh



Anagha Nair

Presents

# CLASS ROOM CHAIR FOR CP PATIENTS



Thejess Jose

Innovative sustainable ethical were the three concepts given to the designers, **Alma Josh, Anagha S Nair, Thejess Jose** along with the theme 'Curator'. The designers inculcated all the aspects with their design of a special chair that will be a great help to support the posture of specially-abled children, especially when they are in schools. The design focused mainly on maintaining the posture of CP students by adding detachable Neck supporter, waist and shoulder belt and air or water filled cushions are the other add on features. The chair has four wheel and a motor that ensures smooth movement. The motor is capable of carrying a weight of 100 kilograms, and it is also can move in all different directions (left, right, frontward, and backward movements).



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST INNOVATIVE PRODUCT</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	---------------------------------------	---	---



**Babitha Baby**

**Presents**

# MULTIPURPOSE FURNITURE

The designer **Babitha baby** worked on multipurpose furniture design which can be used on both, indoor and outdoor setting. To this effect, the designer curated a furniture that can be minimal to its extent and can be converted into - a normal coffee table, a bench, and a lounge chair. This was possible with the help of a light weight wood, as it can be easily transported and would only take few minutes to modify from one furniture feature to another due to a easily convertible base frame. The design has an element of the free flow movement of a snake, and it can expand or shrink depending on needs, serve two purposes at once, and transform seamlessly from one function to another.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST EXECUTED PRODUCT**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Sreelakshmi

Presents

# MYCELIUM LAMP SHADES

The concept that designer **Sreelakshmi** modelled her design was stop building, and start growing. The design is a Mycelium Lamp shades made simply out of mycelium - which is typically a fungus found under and above the earth soil in abundance, and organic waste. The lampshades are slightly cream-colored, which is developed by growing the mycelium over the substrate like sawdust for few weeks in a sterile environment and later torn apart and left to grow in moulds according to the needs. The mycelium re-grows within the mould by taking its shape. Later they are carefully removed and heated up at controlled temperature to kill the fungi. And the grown lampshade is ready to be installed. The mycelium acts a natural glue by binding it with saw dust. Thus being a best alternative to hazardous materials like plastics mycelium based products are more likely to use as they are completely safe.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>BEST DESIGN PRODUCT</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
---	---	-----------------------------------	--	---



Riya Raichel Abi

Presents

# NATURAL FLOORING TECHNIQUE

The Designer **Riya Raichel Abi** 's product Natural Flooring Technique is inspired from stone fruit floors in south Africa founded by ALLA LE ROUX, called peach pip flooring. Peach pip flooring consist of peach pips, silica sand, resin and urethane. This peach pits are packed by hand on to a glued surface and filled with a silica sand and resin mixture, then sealed by urethane. The sharp edges of the pips are sanded off to expose the red hue of the pips and give the floor a natural wood feeling-making it warm, therapeutic and comfortable to walk on with bare feet. The purpose of this product was to create a new flooring technique using natural materials to create a stone finish. The uneven surface of stone paths is commonly used for wellness as" reflexology paths", although one can get the same beneficial effects from any uneven stone surface. This types of flooring helps in lowering blood pressure, improving overall fitness and stimulates reflex points.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 CURATOR</p>		<p><b>BEST CONCEPT</b></p>	 <p>JD INSTITUTE OF FASHION TECHNOLOGY Welcome to Imagination www.jdinstitute.edu.in</p>	<p>Since <b>1988</b> Leading Change</p>
--	---	----------------------------	---	---





Since  
**1988**  
Leading **Change**

JD ANNUAL  
**DESIGN  
AWARDS**  
2019

# CURATOR

Curate how people imagine, innovate, and create

The theme for this year's JD Annual Design Awards is Curator. Indulge in a spectacle like never before with a myriad of artistic presentations and creative ideas curated by our students in the field of fashion design, interior design, jewelry design and photography.

**DEPARTMENT OF JEWELLERY**  
COCHIN



Presents

# COLLAGE THE COLORS

Anusree Ajith

The collection named 'Collage the colors' by **Anusree Ajith** is inspired by Gothic architecture, with the main focus of the design being the geometric shapes and colors as seen in the Rose windows of Gothic Churches. The colors used in this design are red, blue, green, purple, pink, yellow and orange. The base material used for this design is Silver and the colors were imbued through the process of enameling. This collection of ear-rings is designed for people who are brave and bold to try something unique and colorful.



JD ANNUAL  
**DESIGN AWARDS**  
2019  
**CURATOR**



**BEST DESIGN COLLECTION**

  
**JD INSTITUTE OF FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change





Theresa Mathew

Presents

# FOSSIL 'N' SILVER

The collection named 'Fossil n Silver' by Theresa Mathew is inspired with the Tower of Babylon and the Hanging Gardens. The design incorporates the beautiful curvy architecture of the Babylonian Tower and the fresh breath of greenery of the Hanging Garden. The materials used to infuse the greenery are resin, moss, and small-leafy plants. The metal used for the collection is oxidized silver to emulate the antiqueness of the design. Baguette shaped stones were used to balance the green inspired by the Hanging Garden and the white inspired by the tiles of the Babylonian Tower. To conclude, the design is an encapsulation of three concepts, namely green plants and resin depicting eternity, clear stone depicting purity, and oxidized silver for antiquity.



JD ANNUAL DESIGN AWARDS 2019 CURATOR



MOST INNOVATIVE COLLECTION



JD INSTITUTE OF FASHION TECHNOLOGY  
Welcome to Imagination  
www.jdinstitute.edu.in

Since 1988  
Leading Change





Najva Sajid

Presents

# THE REIGN

Designer **Najva Sajid**'s Jewellery line- 'The Reign' is inspired from the theme of coronation. This collection has taken its beauty from the grand palace, the art and architecture. The engraved motifs in the architecture was one of the main inspiration. These inspirations led the designer to create a royal collection concentrating mainly on brides and bridesmaids. The base material used is copper to bring that antique gold royal touch. Red fine stones are used over the collection to expose the richness. This collection has got a necklace, choker, hair accessories, rings and brooch. Combining every aspect of that true richness this collection has its own way of speaking royalty.



<p>JD ANNUAL <b>DESIGN AWARDS</b> 2019 <b>CURATOR</b></p>		<p><b>SPECIAL JURY AWARD</b></p>	 <p>JD INSTITUTE OF <b>FASHION TECHNOLOGY</b> Welcome to Imagination <a href="http://www.jdinstitute.edu.in">www.jdinstitute.edu.in</a></p>	<p>Since <b>1988</b> Leading Change</p>
---	---	----------------------------------	--	---





Jeffin T Rajan

Presents

# RUDRABHARANAM

'Rudrabharanam' a jewelry collection inspired by the designer **Jeffin T Rajan's** beloved god, Lord Shiva. Off all the emotions that characterize Lord Shiva, the designer went with the emotion of anger, which aptly symbolizes the god. The emotion of anger was infused in to the collection by the help of quality detailing. The designer tried to bring an aesthetic standard to his collection by using gold for the covering and used copper and silver for the base. The collection is created to be unisex in nature and targeted towards Men and Women between the ages of 20 and 50. The entire collection is done based on the punk style so as to increase the utility of the design as both, occasional wear and casual wear.



JD ANNUAL  
**DESIGN  
AWARDS**  
2019  
**CURATOR**

  
**JD INSTITUTE OF  
FASHION TECHNOLOGY**  
Welcome to Imagination  
[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Since  
**1988**  
Leading Change



# BEYOND CLASSROOM EXPERIENCES

## BANGALORE



**JD's GOT TALENT**



We all have unique talents that need the right platform. On Republic Day, we held our annual cultural event, JD's GOT TALENT, at Hotel Ajanta. Students from all departments participated enthusiastically. After the lamp-lighting, the show kickstarted with a classical dance performance and this was followed by a variety of other performances from music and art to dance, Rangoli and fireless cooking. One of the highlights of the day was a soulful performance by Harsh from the Fashion Department. The audience was bubbling with excitement and enthusiasm in anticipation of their peers taking to the stage. Amidst the buzz of the competition, the faculty were no less vibrant. They too shook a leg to cheers from the students who asked for more. The event was successful in terms of the range of talents demonstrated, and it was so popular that the management is keen on conducting more in the future.



We have been practising sustainability over the years now. Digital pattern making is a method that contributes to sustainability in the apparel industry. It is the future of apparel manufacturing. Recently, we enabled a Digital Patternmaking workshop for the fashion department students with Optitex. This is a 26-year-old software company delivering 2D and 3D CAD/CAM solutions to textile industries. They have gained a reputation for being the most innovative, user-friendly software on the market. Their software helps the designers to develop their own avatar editor and bring an end to end solution to their customers. Mr. Prabhat and Mr. Shreedhar from the team briefed our students about the software, its advantages and the ways to use it. By using it, students can convert the details of a design directly into a pattern in minutes. It can customize, cut design process time, and reduce costs. The students received hands-on experience with the software. It greatly helped the final year students to prep for the JD Annual Design Awards 2019.



**A SESSION ON DIGITAL PATTERN MAKING WITH OPTITEX  
FASHION DEPARTMENT**

**DESIGN THINKING WORKSHOP BY AN INDUSTRY EXPERT  
FASHION COMMUNICATION DEPARTMENT**



Design Thinking is a systematic approach that helps traditional thinkers develop innovative and customer-centric solutions. Recently the Fashion Communication batch had a week-long workshop on Design Thinking. Mr. Rajesh, alumni of NIFT Chennai, with a decade of experience in the industry, gave our students an entirely new perspective. The students were exposed to an extensive discussion of various case studies with an emphasis on product development. The whole idea behind this workshop was to make them understand how the industry works practically. This knowledge helped them to think from both the designer's and the customer's point of view, thus creating a human-centric appeal in the designs. At the end of the workshop, they were assigned to create a product prototype of their own. They came up with unique solutions that people usually face in their day-to-day life. On the day of the display, there was an interesting exhibit of ideas ranging from earphone holder pouches, detachable wardrobes, and innovative makeup products. Students added that this workshop was quite an informative one. Sharing inputs and expectations from the industry itself pushed them to think beyond just an academic context.

The students of the Fashion Communication department were exposed to a lecture on Fashion and Retail Management with Ms. Mamatha. Currently the Retail Manager at Tarang Arts, Ms. Mamtha has done her Masters in Fashion Management and interned with Van Heusen. Tarang arts is a store that deals with authentic handicrafts and products that depict the traditional craftworks of India. The purpose of the lecture was to spark a healthy discussion with students and make them understand the core aspects of Fashion and Retail Management. The students learned that fashion is not restricted only to clothing. Once the clothes are designed and manufactured, they need to be sold. That's where the role of the retail manager comes in. Ms. Mamatha highlighted the key retail store operations and how important it is to handle each segment. Through her presentation, she spoke about area management, product management, store layout and the impact of visual merchandising on sales. She also spoke about the branding and marketing aspects. "A good or a bad retail experience may affect your brand," she said. Apart from the technical details, Ms. Mamatha also shared her own experience in terms of how to choose the right career path. Since Retail Management is an integral part of Fashion Communication and Fashion Business Management course, the session was fruitful and informative.

**GUEST LECTURE IN FASHION & RETAIL MANAGEMENT**





**PRISM LIGHTS | STORE VISIT FOR INTERIOR DESIGN STUDENTS**



Lighting is one of the important aspects of interior design. It creates the mood of the place. Hence it is an important consideration. As a part of their Material Survey & Services module, the diploma interior design students visited Prism Lights on January 24th. Prism Lights is an exclusive brand providing the best lighting solutions which are suitable for any type of environment. The store has over two decades of experience in residential and commercial lighting and specializes in an exterior, residential, lobby, corridor and display lighting. During the visit, the students witnessed a variety of designs, different lightings, and fixtures. They came across a few facts such as how fixtures influence the lighting conditions, and also why residential lighting uses incandescent lamps. Residential lights often depend on movable fixtures that are plugged into outlets. The visit was an experience. Students grasped the look and feel of each type of lighting, such as spot light, underwater light, street light, cove light, strip light, pendant light, and chandeliers. Overall, the visit helped them understand lighting and its installation methods in detail.

On February 13th, Square Foot visited our Brigade Road campus to interact with the Interior Department students. Square Foot is one of India's most trusted wooden flooring companies operating since 1995. The company follows a vision of creating a perfect integrated flooring solution for their customers based on two principles: quality and innovation. They have rendered their services in many schools, hospitals, residential and commercial buildings. Ms. Rekha, Assistant Manager, gave a talk on flooring and all about the services and products that the brand offers. They offer a wide variety of flooring solutions starting from engineered wood to laminated floors and solid wood floors. They also have an interesting product termed FIRMFIT™. The qualities of this product captivated the imagination of the students. Ms. Rekha also explained in detail about flooring right from skirting to helping them understand differences between a T, end profile and reducer. At the end of the session, the students also got hands-on experience with their products and could witness their different samples and textures.

**TALK SESSION BY SQUARE FOOT | INTERIOR DEPARTMENT**

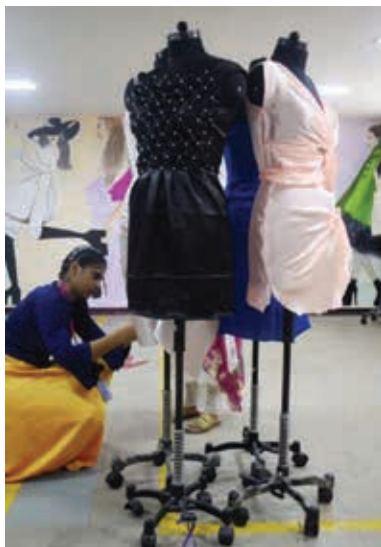


## WORKSHOP ON FASHION & LIFESTYLE ENTREPRENEURSHIP



JD Institute of Fashion Technology in association with Kautilya Entrepreneurship and Management Institute (KEMI) conducted a free workshop in Fashion and Lifestyle Entrepreneurship program for its existing students and alumni. KEMI, Jain University, is one of the leading universities in Bangalore, known for nurturing entrepreneurship among students. They have incubated many innovation ventures with their own unique model. Addressing the need for the fashion 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 leadership quality to run a business. The objective of the workshop was to deliver course knowledge and nurture entrepreneurship skills. The workshop was led by Ms. Lipi who shared her own experience starting the first restaurant in India to have a chef's table with 12 courses specialized in Indian cuisine. With this, she highlighted key entrepreneurial traits. The next speaker, Prof. Arun Bhattacharyya, explained how KEMI connects with other funding and helps newcomers start up their business. At the end of the 3-hour long workshop, the students were asked to do a survey to know if they had enough qualities to be an entrepreneur. The workshop delivered hands-on experience in entrepreneurship skills and provided pointers on how to conceive an idea, shape it, and arrive at an entrepreneurship plan.

One of the most important parts of fashion designing is draping. It is the art of wrapping fabric directly onto the dress form in three dimensions, a creative way for a designer to turn ideas into reality. Draping can also be a way to explore different ways to construct a garment. After the rigorous classroom training and sessions, on March 1st, 2019, students of the Advanced Diploma in Fashion Design batch turned their vivid imagination into reality and presented creative drapes through an exhibition themed Opera Astratta. Students took inspiration from exotic flora and fauna, different art forms, and travel places. Creativity abounded all afternoon in nooks and corners. One corner featured a look inspired by an animal's horns. Students played with layers and placed horns at the back to make it look fierce. Another section featured creative use of graffiti. Tattoos inspired a student to create an avant-garde garment with pleats and ruffles which was spray painted. From plain greige muslin fabric to colourful flowy satin fabrics, the garments presented a variety of shapes, silhouettes and details which were interesting and eye-catching and made the exhibition a success.



## THE ART OF FOLD DRAPING EXHIBITION BY FASHION DEPARTMENT



**FACTORY VISIT TO NIKHAAR JEWELS | JEWELLERY DEPT**

In tune with our mission to provide students with as much practical exposure as possible, we took the jewellery diploma students to Nikhaar Jewellery where they received an introduction to the jewellery manufacturing process. Nikhaar Jewellery, a brand which concentrates on exclusive and top-notch jewellery pieces, began in the year 2005. Located in Bangalore, over the years it has become one of the most preferred jewellery brands in Bangalore. The industry visit was an interactive session between the students and Mr. Abhishek from the brand. The students were introduced to different tools used during the manufacturing process. They understood the manufacturing process and the problems faced in execution from paper to the final product. They understood the importance of keeping the technical part in mind while creating the designs. For a successful product execution, it's very important that the karigars get the orthographic views of the designs with all the possible angles. Students were also shown the stone setting process in different jewellery pieces and the polishing process. After visiting the manufacturing unit, the students also got a chance to visit the store and see what kind of jewellery is in trend. Mr. Abhishek also showed them how jewellery photography is done and the importance of social media in building the brand.



On 28th of March 2019, Apparel Export Promotion Council (AEPC) organized a fashion forecast seminar in association with WGSN, under export promotion activities. AEPC invited Ms. Kim Mannino, Director of Trend and consultant from WGSN, UK to guide various people about the upcoming fashion trends of spring summer 2020 and autumn winter 2020. JD Institute of Fashion Technology along with its faculty members were invited to attend the session. During the presentation, Kim provided insights on current and upcoming trends, key shapes, silhouettes, textures, fabrics, materials, and colours for women's wear and men's wear. She mentioned about the three major themes of the year; Code Create, Empower Up and Design Emotion. The themes talk of the smart future in clothing, nature connectivity, activism, energy dressing, and time travel in fashion. The seminar was followed by an interactive session about trends. Our Faculty, Anushka Rana (Department of Fashion Design) said, "The experience of listening to such an influencer was one of a kind, and I'd would like to thank JD for giving this exposure ahead of its time."



**JD INSTITUTE AT FASHION FORECAST SEMINAR BY AEPC**

**TALK SESSION WITH GM MODULAR | INTERIOR DEPARTMENT**

JD Institute of Fashion Technology has metamorphosed into an industry leader that develops courses by understanding the needs of the entire industry spectrum. We ensure students go through rigorous industry activities to make learning more effective and engaging. Recently we organized a talk session for the Interior Department with GM Modular on 6th March 2019. The idea behind this session was to introduce the students to the electrical industry that incorporates innovative and imaginative products. GM Modular has always been at the forefront of home electrical solutions that has exceeded market requirements and expectations. It is the first company to introduce revolutionary products like new generation switches, Wi-Fi home automation, lighting and much more. The session was taken by Ms. Raghavi, CS Relationship Manager and Mr. Ashish Thuse, Karnataka State Head. The team spoke about many products including modular switches, Bluetooth music player, video door phone, MCB's and DB's, different types of LED lights, spotlights, industrial and downlights, cove lights, panel lights and mini spots for cabinets, tilt-able lights and showroom track lights, panels studded with Swarovski crystals, and wireless automation. Students were taught in depth about the physical features and working mechanism of each product. In the latter part of the session, they spoke about their experience centres where students could sense and experience the product.



International Mother Language day is celebrated every year to build awareness of the importance of language diversity and its preservation. JD celebrated this day on March 1st, 2019 at the Brigade Campus. Students from diverse cultures came together to celebrate the languages they speak. After the lighting of the lamp, students from across courses performed various classical and regional dances. They also put up activities like poetry and skits. The highlight of the event was the skit which depicted the Pulwama attack, paying homage to the martyrs. Faculty joined the celebration with shayaris and the jana pada song. The day ended with an interactive quiz and an energetic dance performance by the students of BSc in Fashion Design. Activities like these inspire our students to not just appreciate the culture and traditions of another state but also gives them the invaluable experience of better understanding their colleagues which, in turn, paves the way for more creative collaboration.



**JEDIANS CELEBRATED INTERNATIONAL MOTHER LANGUAGE DAY**



## 3D MINIATURE DISPLAY BY INTERIOR DEPARTMENT

The students of the Interior Design Programme let their creative juices flow in the creation of a miniature display on March 26, 2019. The idea was to put into practice the knowledge of space planning. Based on a brief to design for a government sector, they worked on design, costing, stability, finish, and the use of each product. Here are some of the ideas the teams came up with: 1) A two-sitting furniture for a government school that features a meta framework along with adjustable legs for students of different heights. 2) A reception desk and wall for a hospital that brought greenery so patients could feel healthy. 3) Replacing the grid system in government offices by creating an arrangement that also doubles up as a conference table and a storage unit. 4) A mobile kiosk that can be made from 10-seater vans and can be driven to flood-hit areas, concerts and political rallies to deliver food. 5) A library wheel for the disabled that prevents the books from falling when it is rotated. All products ere designed keeping in mind durability and cost effectiveness.



With an aim to go beyond academics, JD conducts various industrial visits to provide students with a practical perspective on the world of work. On February 20th, students of BSc in Fashion and Apparel Design went to Central Silk Board to understand how silk is made and woven into clothing. Central Silk Board is a statutory body constituted by an act of parliament in 1948 with the objective of promoting the growth and development of sericulture in the country. Headquartered in Bangalore, it functions under the administrative control of the Ministry of Textiles. One of the core activities of CSB is undertaking, assisting and encouraging scientific, technological and economic research in the silk sector. Our Principal Mr. Babu Rajendra Prasad accompanied our students for this visit. He explained to them about the life cycle of the silkworm and how silk is extracted from the cocoon. He also briefed them about different types of silk: muga silk, peduncle silk, eri silk, tassar silk, and mulberry silk. Later, the students were taken to the weaving division and shown how silk is woven and dyed. They saw many end products after weaving like dobby, tassar saree, etc. Whenever we talk about silk we think of a saree. But students learnt there's more, like hand-made soap made out of the gum part of silk (sericin), face masks, drinks, puppa oil, mirror embroidery on silk cloth, umbrella made up of silk, purses, door hangings made out of broken cocoon, and more. On the whole, it was an enlightening session for the students.



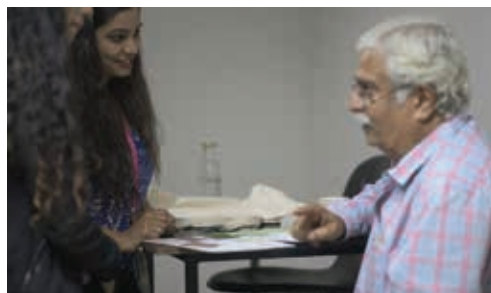
## SILK TOUR FOR FASHION DEPARTMENT STUDENTS AT CENTRAL SILK BOARD

**SONY PHOTOGRAPHY WORKSHOP FOR FASHION COMMUNICATION STUDENTS**

We maintain a strong industrial network to update students about technology advancements. With advanced technological features coming into play, it is high time tomorrow's photographers evolved the next generation of mirrorless cameras. Sony is the pioneer in the production of mirror-less cameras and has created a revolution in the field of visual art. They have been dominating the market the last 3 years with cameras like the A9, A7R III, and A7 III. The Sony A7 III was the best product of 2018 and was spearheaded sales of full-frame cameras worldwide the same year. The new generation of Sony cameras feature several ground-breaking features. The experts from Sony gave in-depth knowledge about how the camera functions in a totally different way from a conventional DSLR. The switch from manual performance to an entirely electronic phase was superbly narrated to the upcoming photographers. A live interactive demo was performed where the students were taught how to handle the mirrorless camera. On the whole the workshop inspired the students to expand their horizons.



Teaching students how to create sustainable fashion is one of our priorities. That's why it was great to have Anand Dharwar, textile engineer, on campus for a workshop. He runs an NGO called Grama Nirmana, that's been working for the past 30 years with rural women producing handwoven materials using natural fibres from banana, hibiscus, abaca, etc. He also experiments with organic hydroponics with various plants like buckwheat, black rice, brown top millets, veggies, etc. and cultivates indigo, cotton leaves, marigold for natural dyes. He enlightened the Fashion Design students with his knowledge of Lingo Cellulosic Fibres (hard fibres), fixers from plants, sources of natural dyes, and the process. The session helped the students comprehend the different plants from which strands of fibres can be separated. He brought few fabric and textile samples to give a hands-on experience to students and clarified their doubts.



**ANAND DHARWAR INSPIRES JD TO CREATE SUSTAINABLE FASHION**



**FUN AT APPAREL SOURCING WEEK**

Apparel Sourcing Week is one-of-a-kind platform that brings together various retailers and brands across India. It features industry experts and bodies. JD faculty were invited. Day 1 featured the Spring Summer 2020 Forecast by Fashion Snoops that predicted emerging trends. It also involved a discussion on the Future of Fashion Retail in India, a session on Digital Marketing and Trends in Consumer Behaviour by WGSN, an informative session on how to appeal to Gen Z. The day concluded with a discussion on Winning at E-Commerce. Day 2 kicked off with a session by Neetu Jotwani, VP, Sourcing & Product Development, Myntra. This was followed by discussions on Social Media Influencers. It concluded with a Fashion and Retail Quiz organized by WGSN that features 50 battling teams. JD faculty Niveditha V and Srishti Singhal claimed the 3rd prize. Niveditha shared her experience, "The event was a learning experience, allowing us to take home something new."



International Quality Awards, initiated by Brands Impact in association with World Quality Promotion Council, is a leading event that recognizes various companies, entrepreneurs and service providers in India for outstanding achievements in their respective fields. The event is designed to acknowledge experts who make a mark in the industry. After a successful event in Goa in 2016 Sushmitha Sen, IQA 2019 was back with its second edition in JW Marriott Juhu, Mumbai on March 15th. The event was graced by Kareena Kapoor Khan. JD Institute of Fashion Technology, Mumbai along with the Diploma in Fashion photography students were a part of this prestigious event. The students had the privilege to interact with the celebrity and capture her during the event. JD was acknowledged as a qualified institute serving Fashion Design, Interior Design & Hair and Make-up courses. The award was received by Yogesh Dalal (Trustee, Mumbai) and Nealesh Dalal (Trustee, Bangalore)



**JD INSTITUTE AT IQA 2019 ALONG WITH PHOTOGRAPHY DEPARTMENT**

## REFURBISH: MANNEQUIN STYLING BY FASHION COMMUNICATION

In May, students of Post Graduate Diploma in Fashion Communication showcased a mannequin styling exhibit as part of their Fashion Styling module. The exhibit was driven by themes and sought to capture the role of the visual medium in retail psychology. Some of the themes were: Egyptian here Chithkala and Meriam drew inspiration from the land of Pharaohs, with an emphasis on jewellery. The team used colours, adornments and accessories to capture the royalty of ancient Egypt. Egyptian cotton, gold, and silk were used to heighten the theme. Eroticism where Mini and Harshitha addressed social taboos around sexual desire, sensuality and romance, thus breaking the myth that eroticism and pornography are the same thing and triggering healthy conversations around the body. Casino by Ankita and Lisa was inspired by the flamboyance, showmanship and competitive aura of a casino. The team used poker chips and cards to heighten the impact. Autumn, by Shraddha and Pooja, featured dried twigs, leaves, flowers and threads to capture the spirit of change and renewal of the season. In The ugly side of everything, Prashanth showed the impact of waste on the environment. Considering the apparel industry contributes to wastage, the mannequin made a point by being styled entirely with plastic wrappers, soft drink cans and paper packets. Suprematism by Anannya and Anju drew inspiration from avant-garde Russian artist Kazimir Malevich and fashion designer Lazaro Perez's Black Wedding Gown from his 2019 collection. It seeks to capture the supremacy of pure feeling and freedom of expression and unconventional choices. This was a one-of-its-kind display and received praise; it was created under the mentorship of our in-house stylist, Sidhanata Das.



The Fashion Design and Business Management students showcased their stunning existing home furnishing brands SS20 collection for the ITP 2nd term project. The first set presented a stunning living room collection for Good Earth taking inspiration from the chinara leaves of Kashmir and the concepts of letting go and growth. The second group presented a dining room collection inspired by toda embroidery. The collection included a dining room with a stunning table cloth, table runner, table mat, napkin, curtain, and coaster. The third group presented a collection for the India Circus, applying ideas from the Mughals. The collection captured Nur Jahan's journey. The last group presented a collection inspired by Walt Disney where they presented a kid's bedroom collection including bed linen, wallpaper, curtains, floor cushions, a toy box and wall hangings. The group selected Toy Story as the inspiration. The students learned how to source fabrics, use techniques, and manage the colour combinations for upcoming seasons based on the customer requirements.

## STUDENTS OF FASHION DESIGN & BUSINESS MANAGEMENT GET CREATIVE WITH THEIR ITP PROJECT



## JEDIANS VISIT BANGALORE KNITS

We constantly strive to create a holistic education for students by giving them a practical experience of what they study in class. The visit to Bangalore Knits was such a case. Established in 1990 as a leading manufacturer and supplier of ready-mades it is one of the state's best sellers. The students visited all the departments of the factory, starting with the embroidery section. They got a chance to see all the embroidery that's done with the help of software. Quality Manager, Narendra explained in detail about patch works, motif designs, and logo embroidery. This was followed by an exploration of the garment construction section where the guide showed them each process in detail. The students observed how each of the processes is important, starting from choosing the fabric, to washing, cutting and quality control. They also came across the segment called "kanban"; the final cut bundles go to this area where it gets collected for specific departments so they are easy to locate. It is also known as a supermarket. Students also observed the process of stitching, testing for defects, rechecking, ironing and packing by brand. The visit helped bridge the gap between manufacturing theory and practice.



In keeping students updated with latest industry techniques the make-up batch was taken to understand airbrush make-up. This is liquid make-up combined with pressurized air. The technique is used for TV, weddings and other situations where the make-up has to be high-end. The session took place at Kryolan, a Berlin-based brand and perhaps the only company that views make-up as a science. The brand produces professional make-up for film, TV and theatre. The USP of the brand is that it makes its own make-up, unlike other brands, and has been serving the industry for over 70 years. In this session, students were introduced to a new tool kit – the air brush gun. They learned the important skills of setting up the equipment, the technique of how to use it, and the cleaning and general care behind it. Along with the demo session, they were also introduced to facts regarding the technique. It is important for a make-up artist to be well versed with the concept, idea and products they use. This seminar covered everything from general information to its application.



## UNDERSTANDING OF AIRBRUSH TECHNIQUE - DEPT. OF MUA

**JEDIANS VOLUNTEERED AT VIMORI!**

Vimor, a Heritage Handloom Foundation, is the brainchild of (Late) Mr. Chimy Nanjappa and her daughter Ms. Pavithra Muddaya. It was set up to promote the rich textile culture of the country and motivate the traditional handloom weavers to continue with their art. Vimor recently turned 45 and to mark this special occasion, a celebration was organized from 8th – 12th November 2019 at Bangalore International Centre, Domlur. The students of July batches of Postgraduate Diploma in Fashion Design and Business Management along with Diploma in Fashion Design from JD Institute of Fashion Technology, Bangalore received an opportunity to volunteer throughout the duration of the event. The event saw luminaries like traditional weaver and National Award winner, Ms. Banu Moorthy, and fashion expert, choreographer and advisory board member, Mr. Prasad Bidappa. The volunteer work by the students of PGFBFBM and DFD of JD Institute of Fashion Technology, Bangalore during celebratory five days event was met with appreciation from Mr. Bidapa and Ms. Muddaya.



Our college JD Institute of Fashion Technology, Bangalore invited International artist and designer Ms. Mariel Manuel to conduct a workshop for Fashion and Interior Design students from 11th – 15th November 2019. The purpose of the workshop was to learn, gain hands-on experience and work to create installations for Bengaluru By Design 2019. The first day of the workshop started with an orientation wherein Ms. Manuel introduced herself with her design journey and how she came up with this unique idea of being a conscious designer. She also showed some of her work to understand her design ideology. When work began, Ms. Manuel mixed the groups to incorporate both fashion design and interior design students. As the workshop progressed, we realized that though we use different mediums to express our vision, finally it all boils down to the way we utilize our strengths from our design backgrounds, to create something that provides a value system. Ms. Manuel encouraged us to think out of the box and was open to questions. She guided us throughout the course of the workshop with patience and was open to suggestions. We were glad to have been provided with such an opportunity and learn about the importance of every day and readily available materials we see in front of us and use it wisely. It was one of the best ways to showcase that design can be created with anything, without harming nature and polluting the environment. Each piece thrown can be converted into something of use and design is all about utilizing not wasting. It was an honour to look at our work at Bangalore International Centre and share space with artists from around the world. Also the opportunity to work alongside an international and experienced artist helped us understand design and materials from a whole different perspective.



**THE USE OF INTERIOR IN FASHION - AN INTERIOR STUDENT'S ACCOUNT**



**FASHION DESIGN STUDENTS CREATING WONDERS BY FOLDING AND PINNING THE FABRICS | DRAPING EXHIBITION**

The students of Diploma in Fashion Design, April 2019 batch under the guidance of their faculty Ms. Pavithra Basilica created a Draping Display as part of their Styling and Draping module. Through the display the students explored different techniques to understand the fall of the fabric and placement of pattern and design along with achieving the sketch of the actual garment. The technique of draping is a visual test that is pinned on a mannequin to identify the fall and look of the final garment. This medium enables the designer to determine if there are any flaws in the design or the fit before creating the pattern on the real fabric. Muslin is the fabric of choice for draping as it is inexpensive and can be used to create fabric manipulations to create different looks and designs. To understand the basic principles of draping, the students were assigned mannequins to create looks with muslin. They explored various manipulations on the fabrics such as pleats, flounces, gathers, ruffles, tucks, darts and smocking effect along with a couple of 3D floral elements and bows on the garments. The draping module enabled the students to understand the importance of draping for a look test in fashion and gave them a visual about how a design would look on a body shape.



A seminar was organized for the Diploma in Photography Batch and for the Fashion Communication students with Sony, one of the leading digital companies. The workshop was led by Mr. Sameer Ashraf, Asia Pacific photographer and Mentor at Sony, India. He is also a filmmaker, editor and photojournalist, and has worked with MTV, Barcroft Media, Discovery and National Geographic Networks. Sameer demonstrated how photography as an art and as a profession can turn into something exciting for students. He also shared some tips on how to evolve into a professional photographer. He emphasized the significance of innovation in technology and spoke about the future of photography. He introduced the full-frame sensor-based pro camera, the Sony a7R III and explained its performance and features. He also briefed students on the Sony a7SMK 3. Students aspiring to be tomorrow's photographers need to be up-to-date on new technologies. The workshop was a step forward in the right direction for them.



**WORKSHOP WITH SAMEER ASHRAF | DEPARTMENT OF PHOTOGRAPHY AND FASHION COMMUNICATION**

**INTERIOR DESIGN BATCH VISITS HINDUSTAN  
MARBLES AND GRANITES**

The students of the 2019 Diploma in Interior Design batch visited Hindustan Marbles and Granites in Bangalore. HMG creates unparalleled quality in processing, design, delivery and after-sales service of the finest natural stone. HMG not only focuses on crafting excellent products but also works towards creating impeccable buying experiences for its clients. It has an exclusive range of finished marble and granite. The visit enabled students to understand the process involved in creating the finished building material out of raw materials. The students understood different concepts involved in practical process that are put into action. They were able to understand the correlation of the thickness of the slab to the strength and durability of the stone. They were able to see how the blocks of stone are measured and cut into slabs by a large, state-of-the-art gang saw and how the slabs are then laid down and polished to give it an ethereal look and finish. This glimpse into the process helped them broaden their knowledge as interior designers. The visit also gave them an insight into market trends and gave them first-hand information from the experts.



Recently, the students of the Post Graduate Diploma in Fashion Design and Business Management had a seminar on Export House Operations by an industry expert, Ms Abhinita Mishra. A graduate in Fashion and Textile Design, Ms Abhinita works at one of the finest design houses called Si Fashion Galerie based in Dubai Design District. She enlightened the students with an analysis of the textile industry in India. The study shows that 55% of the apparel industry is imported by USA and Europe. She briefed the students on the various roles and responsibilities at an export house from the marketing team to the design team to the merchandising team and the finishing department. She also showed the students how some products are even made out of the leftover fabric and trims in their production unit and this gave the students a different idea of what a designer was capable of doing. The seminar was helpful for all the students who aspire to work in an export house. They were able to understand the role of a fashion designer in an export house and the steps to be taken to balance design and production cost.



**A SEMINAR ON EXPORT HOUSE OPERATIONS BY AN  
INDUSTRY EXPERT**



**JD VOLUNTEERS AT INDIA KIDS FASHION WEEK 2019**

India Kids Fashion Week 2019 returned with its seventh edition, on 14th July 2019 at the Lalit Ashok, Bangalore. It featured designers like Nischala Reddy Kids, Gulmohar Creations, Khyati Design Studio, Rainbowbird Couture and Sohum Creations. The showstoppers for the event were South Indian actresses Kamana Jethmalani and her daughter Vaishnavi Gowda. Children showcased their talents from walking the ramp, singing and dancing. The final event saw children strutting the ramp like seasoned models and sporting vivacious designs. Our students volunteered and also participated in rehearsals. On the final day, the students volunteered in various backstage activities that are vital for the smooth running of the show. The activities involved taking care of children, getting them ready, assisting designers, and more. The hands-on experience enabled the students to understand the various elements involved in organizing an event. Unlike adult models, children are more restless and anxious. The show involved keeping them engaged and tackling various curve balls. One of our students, Sanjana, said, "The best way to understand a job is to be at the Job. India Kids Fashion Week was one of a beautiful and energetic experience. We learnt how to deal with the choreography and back stage activities and understood how a large-scale event works. I would like to thank for giving us this wonderful opportunity".



The students of Diploma in Interior Design April 2019 Batch, set up a product display wherein they applied the elements and principles of design to create table settings. The first group named their collection Orchid Road, inspired by the famous shopping street in Singapore. In order to create the illusion of a single road, the students kept the tables side by side. The set up involved tea tables, dinner tables, all decorated with orchids and a white table runner that symbolised the road. The second group created Poppy Flowers that featured two dining sets and took inspiration from red poppy flowers. The first table featured placemats with big, hand-painted red flowers, and the second set up featured white plates and bowls with tiny red flowers keeping in mind the theme of the collection. Through this assignment the students were able to understand the design process involved in creating a table set-up with a theme and how to use the right decoration to create the mood and bring out the best in a setting.

**PRODUCT DISPLAY BY DIPLOMA IN INTERIOR DESIGN BATCH**

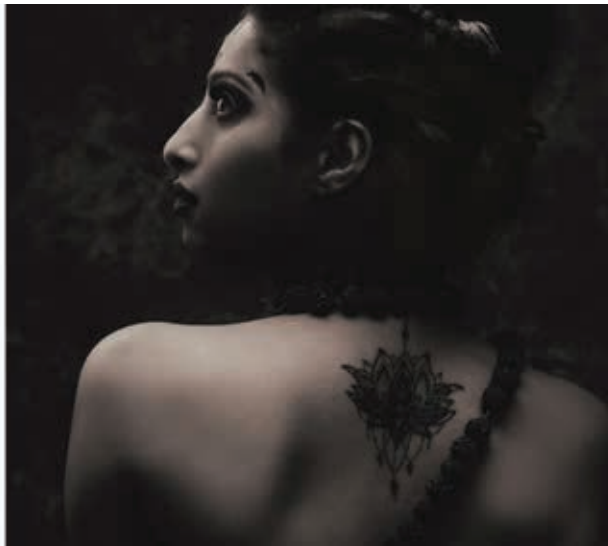
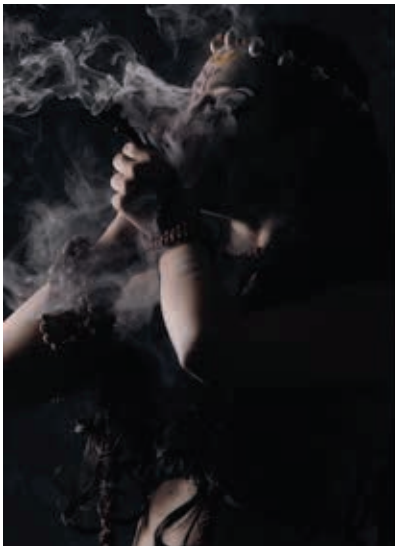


## CAMPUS RECRUITMENT BY TOMMY HILFIGER/CALVIN KLEIN

In Aug 2019, Tommy Hilfiger and Calvin Klein conducted a campus recruitment drive for the students from the Fashion Department. The brands shared the job profiles and skills needed. The students were then exposed to their brand journeys. Students were also shown a video where Tommy Hilfiger/Calvin Klein employees spoke about work culture. The recruitment process then commenced in two phases that included a group discussion and a one-on-one. 70 candidates participated. The purpose of the discussion was to gauge the communication skills and confidence of the students. Based on these criteria 35 students were shortlisted for the one on one round. From the 35 shortlisted candidates, the interviewers finally selected 9 students to be recruited. The interviewers were happy about the turn out and also with the students. They applauded the institute for imparting great knowledge to the students. We would like to wish the finalists all the very best as they embark on their new and exciting creative journey.



We conducted an editorial photoshoot on the theme "Aghori" with collaborating Post Graduate Diploma in Fashion Communication students and the Diploma in Photography students. The students took an active part in the photoshoot and learned different techniques of styling and photography. The successful editorial photoshoot acted as a platform for the students to teach them how to work with other fashion departments to make wonders. The theme portrayed those preachers who smear ash over their body and wear human bones of corpses with a pure heart, free of any hatred or fear. The photoshoot was to show the world the contemporary-modern-female Aghori, who enlighten their own life by believing the freedom of the earth through the eyes of Lord Shiva, through conceptual photography. By using the elements of Aghori, the students tried to implement how one would conclude themselves looking at the fierceness with a touch of composure in a female Aghori. The boldness, calmness and the sensualism were captured together in this theme of "The Priestess of Death".



## CREATIVITY VISUALLY CAPTURED | AN AMAL-GAMATION OF TWO DEPARTMENTS



## THE GREAT INDIAN FOOD FESTIVAL

Fashion goes beyond apparel, accessories and beauty and also includes lifestyle, travel, food and more. This is what inspired us to conduct a food fest for the first time. The Great Indian Food Festival was a celebration of the country's rich culture and culinary diversity, and was nothing less than a gastronomic treat where our in-house chefs from all the departments: Fashion Design, Interior Design and Jewellery Design had put up food stalls to showcase the best cuisine from their respective states to make us fall in love with India even more. The entire procedure started days' back where for the screening and audition, students presented 5 cuisines and the best 2 were selected for each student to present for the main event. The atmosphere was filled with joy and excitement. The screening test was quite interesting to conduct and the judging panel was amazed with the types of cuisine and the presentations by our talented master chefs. During the event, the students prepared some delicious dishes ranging from Rs. 15 to Rs. 50. It was a fun gathering, full of energy and good vibes with lively installations and photo booths set up on the terrace along with peppy music to add to the pomp and show of the atmosphere. The event was graced by the presence of the management and faculty too.



Ms. Shyamala Prabhu, Immediate Past Chairperson and Ar. V. Vishwanath, Member of Managing Committee, from the Institute of Indian Interior Designers (IIID) Bangalore Chapter, conducted a talk session for the students of BSc. and Advanced Diploma in Interior Design 2017, 2018 and 2019. The purpose of the talk session was to educate about student outreach programs, memberships and various benefits provided by IIID along with access to various boards. It also encourages cooperation between designers, affiliated professions, other artists and traders. Ms Shyamala highlighted about the student outreach programmes provided by IIID as well as the scholarships. The outreach programme proposes activities such as design walks, conventions, site visits, etc. for students which will be guided by various members of the organisation. In addition, membership creates networking and collaborations such as: interacting with similar national and international organizations, encouraging cooperation between designers, traders and artists, and promotion of research. There are also award shows that promote excellence in interior design and a collaboration with Godrej Interio to promote creativity. The talk was a very informative one and have students inspiration to think beyond their daily work.

## IN CONVERSATION WITH SHYAMALA PRABHU

**CELEBRATION OF FREEDOM AT THE CAMPUS  
INDEPENDENCE DAY**

Aug 15, 2019 marked the spirit of celebration on campus. The celebration began with flag hoisting by our Managing Trustee, Mr. Nealesh Dalal accompanied by our management team, staff, faculty members, and students. After the national anthem which raised patriotic fervour amongst the crowd the event moved on with the performance by our students who took the stage and energised the audience with soulful songs. There were many exciting performances including bhangra, a portrayal of soldier life in dance, motivating speeches, and an inspiring talk by Principal, Mr. Babu Rajendra Prasad. Every year JD comes up with great initiatives and CSR activities. Last year, the institute had kickstarted the power of being nice to people, country, animals and with oneself. This year, JD comes up with a new campaign – ‘UN’. The world is filled with barriers and it is our duty to “Undo” it with the power of design and creativity. On Independence Day we rallied our young minds to #UNPOLLUTE, #UNTABOO, #UNDIVIDE, #UNBAIS and make India a better place for all.



The students of Visual Merchandising Weekend Batch 2019 put up a display in August under the guidance of Ms. Suma Satish, Academics in-charge. The display was a part of their module, Elements and Principles of Design in Fashion. The challenge was to create an attractive display that arouses curiosity about what is in store. The students were asked to create miniature models of window displays based on design principles along with the products on offer, name of the brand, colour schemes, themes and logo. The display was put up by 3 groups. It highlighted the name of their respective chosen brand, colour schemes, logo, etc. The themes centred on various topics; one group created a display that incorporated lines in white and blue; another group used the romanticism of Valentine’s Day and used the concept of Cinderella for their brand, with the colour red dominating the scheme; another group was inspired by the Fall/Winter 2019 colours and based their garment collection and window display on the theme. It was an inspired and inspiring display.

**MINIATURE DISPLAY BY DIPLOMA IN VISUAL  
MERCHANDISING BATCH**



**AN INSIGHTFUL SESSION WITH GOPINATH RAO,  
MINISTRY OF MSME | FASHION DEPARTMENT**

We organized a talk session on MSME (Micro, Small and Medium Enterprises) by Gopinath Rao, Assistant Director, MSME DI, Bangalore, Govt. of India; for the BSc in Fashion Design and Diploma in Fashion Design students on 21st and 22nd August 2019. The objective was to raise awareness about the importance of the Ministry of MSMEs and how students could benefit from the various offerings by the ministry.

The session commenced with an introduction about MSME wherein the speaker educated the students about the Micro, Small and Medium Enterprises (MSME) sector, its emergence in India, and how it has impacted the Indian economy along with local businesses and women entrepreneurs. The talk further elaborated the various schemes, consultancy, and training imparted by the Ministry of MSME. Apart from talking about the various offerings, Mr. Rao also made students aware of the importance of availing support from government-funded schemes for entrepreneurship. He also emphasized that one can be an effective entrepreneur when we broaden our horizons. Entrepreneurs also need to keep a tab on competition and be on the lookout for opportunities, in other industries as well.



JD was proud to have an art installation set up by our talented students at the 21st edition of the Bangalore Fashion Wee, Winter Festive held at The Oterra. The 7.5 feet long installation named Trishanku resembles a mask and was created by the students, inspired by its namesake, a mythical character earlier born as Satyavrata and was known to have led a life of righteousness and later becomes cursed and transforms into a wretched being called Trishanku. The wretchedness caused due to gloating about one's greatness is used as an allegory to create the installation. The students have tried to #Unmask the wretchedness of fast fashion through the installation. In order to counter the effects of this trend in fashion, a small but effective revolution in the form of sustainability, has made the industry take notice and inch towards a more conscious way of creating apparels. Sustainability forms the core of the installation and it is one of the pillars by which our students design. One side of the mask thrives with greenery and the other side shows a grey area that is the result of pollution. The installation was the successful outcome of the efforts of many students from BSc. Fashion: Niharika Verma, Bhawana Jain, Pavan Kumar, Anoushka Makhija, Aditya Raj Singh, Jaivika Satish, Jenifer Manandhar, Rashmi Singh, Bharat Kumar, Padmashri Jain, Gaurav Jain, Brunda MVS, Himani Bokaria, and Bela Bothra.



**TRISHANKU: AN INSTALLATION BY JEDIHIIANS  
AT BANGALORE FASHION WEEK**

**WORK AND LEARN - JEDIANS VOLUNTEER AT 21ST EDITION OF OZONE BANGALORE FASHION WEEK**

The 21st edition of Ozone Bangalore Fashion Week – Winter Festive was held at The Oterra from 29th August 2019 to 01st September 2019. Over 30 leading designers showcased their collections at the event, among them were JD Mentor and designer par excellence, Manoviraj Khosla. Others included Pria Kataria Puri, Dhvani Bansal and Abhishek Dutta. The evening came alive with grandeur and creativity. It featured many collections like Benarasi handloom and Chanderi, in all their intricate workmanship. Gender free garments were also featured. The students of Post-Graduation Diploma in Fashion Communication from JD Institute of Fashion Technology, were fortunate to receive an opportunity to volunteer in the PR team for the Bangalore Fashion Week. Anila Wilson, PGDFC student from JD Institute of Fashion Technology, Bangalore who was one of the volunteers for the PR team at the fashion week stated that, “The experience to volunteer at the Bangalore Fashion Week was great. I got an opportunity to interact with industry peers and experts. Since, I was a part of the PR team, I got to handle the official Instagram page of Bangalore Fashion Week.”



To celebrate World Photography Day, JD organized a contest for all the past and present students of the Diploma in Fashion Photography course. The theme was ‘slices of life in monochrome’. Staying true to the theme, the Photography students showcased their keen eye through the digital medium and captured varied interpretations of the essence of life and everyday routines of people and life. We at JD Institute believe that a visual medium can inspire individuals to empathize, engage and connect with the world. This contest was a great initiative by the department through which the students showed their zeal and enthusiasm for photography.



**JEDIANS FRAME SLICES OF LIFE ON WORLD PHOTOGRAPHY DAY 2019**



## CONSCIOUS DESIGN | TALK SESSION BY RAAHUL KHADALIYA

JD organised a talk session for the Interior Design students with Mr. Raahul Khadaliya, Founder and Director of ABCD (A Basic Concept Design Company). The session emphasized conscious design along with the creation of scalable and sustainable outcomes by reducing waste through upcycling. He enlightened the students about how to create conscious sustainability through upcycling and incorporate traditional craft forms; this makes eco-friendly products accessible to all. He also introduced students to the concept of The Second Life adapted by his organisation which is based on the three R's – reduce, reuse and recycle. He showed them how functional, stylish products can be made out of tube tyres, cloth labels, discarded wood, etc. The session gave students food for thought as to how design can serve a larger purpose than just aesthetics.



The students of Diploma in Jewellery Design, mentored by Ms. Zohara Moorthy, showcased their design sensibilities as part of a display based on their module Design Thinking & Process.

It involved various elements covered during the module from compositions, 3D design, and colour theory. Students also created jewellery pieces based on nature and geometrical shapes, reflecting the jewellery trends of 2020. Floral designs were dominant and some also worked on birds. The students innovated with a variety of materials: wire, clay, stones, beads, glass bangles, feather, thread, pearls, toothpicks, aluminium chain, etc. The management team represented by Mr. Pramod Adhikari, Mentor, JD, Ms. Suma Satish, Academics In-charge, South and Dr. Anusuya K, Head of Fashion Department, were present to give students feedback and encouragement.



## DESIGN THINKING & PROCESS DISPLAY BY DIPLOMA IN JEWELLERY DESIGN BATCH

**FACULTIES ATTEND 2019 DESIGN4INDIA SUMMIT  
AT CONRAD BANGALORE**

The faculty of the fashion and interior design departments attended a 2-day session at Design4India Summit, an initiative by NASSCOM. The summit featured a series of workshops, exclusive keynote speakers, panel discussions, masterclasses, design cafes, product showcases and experience zones on various topics relevant to the current age of design development like Augmentation of Technology with Human Experience, Artificial Intelligence, UI/UX, Drone Applications, VR/VX etc. Engaging panel discussions on topics like Designing for Sustainability and Design Education caught everyone's attention. The sessions also highlighted the importance of keeping alive the spirit of innovation instead of 'jugaad'. Faculty of Fashion Design, Ms. Niveditha Vijayanand stated, "My experience at the summit as a whole was creatively enriching. The workshops and deep dive sessions helped me have conversations about design from multiple perspectives and this helped improve my knowledge and motivated me to alter my thinking about the possibilities of design. It was also a great networking opportunity."



The students of Diploma in Interior Design 2019, visited Hettich India as part of an educational survey, conducted to understand hardware systems. They were introduced to the various product lines of the brand, along with the current trends in furniture fixtures. The students interacted with the attending sales staff to understand current technology in hardware fittings and easy storage solution for interior spaces. They learnt about hinges, drawer systems, drawer runners, sliding and folding door systems, and storage solutions. Multi-functional furniture and technology helps to make the best of the available space. The visit was important for the students as it helped them understand various aspects of storage, and furniture which are smart and easy to access.



**EDUCATIONAL SURVEY AT HETTICH INDIA  
INTERIOR DEPARTMENT**



## JOURNEYING THROUGH DYING INDIAN CRAFT FORMS



The students of Post-Graduation Diploma in Fashion Design and Business Management studied less famous art forms and presented their creative efforts in a display. This made them appreciate the artisan's challenges and combine their creative and business acumen to make art viable in today's market. The students explored art forms like: 1) The Oasis of the Tandras that captured the artisanship of the Lambanis, a nomadic tribe known for their exquisite jewellery and colourfully embroidered garments, 2) Chiratta that explored Vadakara, a coastal town in Kozhikode district in Kerala where they learnt the art of carving out everyday items from coconut shells, 3) Vanattil Natcattira, that features the art of making Sungudi by a handful of Saurashtrians who still continue to practice the craft. The saree is created through the use of natural dyes and is completely handmade, 4) Talayatti Bommai, that involved exploring Thanjavur and bringing into focus the famous bobblehead dolls created on the concept of gravitation and oscillation. There are only 10 artisans that practice this craft. The students were able to understand the importance of safeguarding these craft forms, as they are not only intrinsic to our cultural heritage but also a way of life for the artisans involved in creating them.

The Diploma in Fashion Design batch learnt some interesting draping techniques under the mentorship of Dr. Anusuya K, Head of Fashion Design Department. They were taught how to evolve from a two-dimensional sketch to a three-dimensional view through draping and how this, in turn, can give a designer the freedom to experiment. They also learnt some tricks on how to get a well-structured look and how to remove the fabric from the dress and use it as a reference to make patterns for the final garment. The session gave students deep understanding of how to treat fabric and create drapes using multiple elements like ruffles, pleats, folds, asymmetrical silhouettes and braided belts.



## FASHION DRAPING - A DESIGNER'S BLUE PRINT

THE FINE ART OF FASHION DRAPING  
FROM CONCEPT TO CREATION

The students from Diploma in Fashion Design put up a draping display under the guidance of their faculty, Ms. Pavithra Basilica. They learnt the art of creating three dimensional designs, fabric manipulation, darts, measuring body forms etc. without a paper pattern cutting. To test their knowledge the students worked on two different concepts; the first was zero waste concept and for the second, students were given the liberty to work on their own ideas and explore various looks. The students were at their creative best and showcased various draping techniques and created interesting silhouettes. Themes featured were beach wear, experimental looks, ready-to-wear avante garde and wedding outfits to Egypt-inspired looks.



JD organised a vibrant fresher's party to welcome its new students. Organized every year, it helps new students feel comfortable and confident in their new surroundings. The event featured students from all departments dressed in bold, vibrant garments, an ice breaker session, and interactions with faculty. There were a series of fun activities such as balloon fuse, a dance face-off and a talent show. After the activities, everyone let their hair down and danced the evening away. The evening was full of fun, new joiners enjoying themselves, posing for photos and performing various tasks given to them by the hosts. JD Institute of Fashion Technology does not believe in limiting student interactions within the classroom; it encourages various class events and extra-curricular activities in the campus as well.



JD'S FRESHER'S PARTY



**KNOWLEDGE SESSION WITH JD MENTOR MANNOVIRAJ KHOSLA**

JD constantly partners with the best names in the industry to create strong learning and career opportunities for students. Recently, Mr. Mannoviraj Khosla, our mentor, took time out from his schedule for a dedicated knowledge session for the students of the Fashion Department. A renowned designer known for immaculate tailoring and a firm attention to detail, he brought his 29 years of experience to the table. Through these sessions, Mr. Manoviraj Khosla presented some of his past and current collections. He guided the students through some of the techniques used in his collections and encouraged them to think out of the box. He inspired them to play with a range of fabrics and guided them on infusing various textures and treatments to produce exceptional, original designer wear. Mr. Khosla also encouraged the students to constantly explore and experiment with different techniques. He concluded his session by advising students to not fall back on past laurels, but to constantly experiment in order to stay relevant and explore their creative genius to produce work that stands out.



JD Institute of Fashion Technology collaborates with Georgian College, Canada, to help interior design students enhance their skills, knowledge and career path. Under this collaboration, those who complete JD's 3-year Diploma in Interior Design will be eligible to enter Year 3 of Georgian College's Interior Design Program and will receive an Honour's Bachelor of Interior Design Degree. To get a better understanding of the benefits, a seminar was conducted with representatives from Georgian College: Ms. Samina Tampal (regional manager of student recruitment & partnerships for South Asia & Africa), Ms. Alka Bhise (in-country representative for South East Asia and Mr. Rohan Rawat (country representative for India). They spoke of why Canada is great country to study in, both in terms of quality and affordability compared to other countries. After graduation, students will be eligible for a three-year work permit. JD chose Georgian because of its strong focus on skill-building, employability, and amazing facilities. With its 100-acre campus and diverse student population, it is a hotbed of creativity. The interior design is considered to be an industry benchmark. With this collaboration JD offers interior design aspirants a chance to upgrade their skills and form a career path in Canada.



**JD INSTITUTE OF FASHION TECHNOLOGY COLLABORATES WITH GEORGIAN COLLEGE, CANADA**

**A SESSION ON V-RAY FOR INTERIOR AND JEWELLERY DESIGN DEPARTMENT**

JD organized a talk session for Jewellery Design and Interior Design in collaboration with Mr. Narayan Shenvi, Partner for V-Ray – Commercial & Technical Support and Mr. Saurabh Shrivastava, Manager & Distributor of VRAY for South India. The purpose was to educate students on V-Ray software, a technology that enables photorealistic images. Mr. Shenvi showed students how the new interface can help them render design models and detailed 3D scenes. Apart from this, Mr. Shenvi also gave a demo of the new features to the present students. Mr. Shrivastava advised them to use V-Ray next version as it provides production rendering. With the simplification in the software interface, students can reach new levels of creativity in current and future projects. The session was knowledgeable and the guidance by the expert speakers helped students understand the benefits of the updated software better.



JD captured the spirit of Teacher's Day and Onam. The students and faculty were decked in traditional finery from Kasavu sarees to ethnic attire. The Pookalam, one of the highlights of the festival, was recreated with flowers. This was converted into a competition. The variations in the pookalams created by the students were mesmerising. Some students decorated their pookalams with flowers, whereas some used coloured organic salt granules, food colours, mustard seeds. One of the pookalam was decorated with tea, due to the wide spread tea plantations and spices which are inherent to Kerala. There was a group that used a combination of water and oil to create to create a water pookalams. After the contest, the students honoured their teachers with cake-cutting followed by some energetic performances. The evening culminated with the announcements of the winners of the Pookalam participants. It was a fun celebration where everyone enjoyed themselves to the fullest. Events like this not only increase the bonding on campus but also gives students an aesthetic appreciation of India's cultural touchstones.



**JEDIANS CELEBRATE TEACHERS' DAY AND ONAM**



## INTERIOR DESIGN STUDENTS PAY VISIT TO THE WHITE TEAK LIGHTING STUDIO

The Diploma in Interior Design Batch had the opportunity to visit the White Teak Lighting Studio as part of the industrial visit organised to bridge the gap between classroom learning and practical working environment. The premium luxury home décor store located at the Colonnade at the Leela Palace Hotel proved to be a great place for students to explore the current trends in interior designing. The visit gave the students deeper insight into lighting designs and aesthetics of contemporary taste. The students spent their time interacting with the employees to understand general trends in consumer behaviour and price points of various products. The interaction helped them gauge the conventional requirements of present-day consumers. They also conducted an educational survey to understand the market trends in lights and lighting designs. The storekeepers also showcased their various product lines under the brand and gave an overview of their pricing and product placement strategies. The students learnt about choice & procurement of raw materials, things to be considered for the final finish and make of the product etc. The attendees were thrilled to gain first-hand experience of managing a décor store that helped them gain a practical insight into their career choices.



The students of the Visual Merchandising batch went on a field trip to Garuda Mall, Magrath Road, accompanied by their Class Mentor, Ms. Niveditha Vijayanand. The trip helped students gain a hands-on understanding of the elements required to create a breath-taking visual display of a brand. The students studied window displays, fixtures, and lighting options. They also understood the job profile of a Visual Merchandiser. Mr. Satish, in-store VM at ONLY and also an alumni, gave a detailed explanation of how they arrange the various display sections, the frequency with which it changes, the tips to keep in mind while doing so, and more. Professionals from Vero Moda and Chumbak also gave students many insights. The students were then made to do research and apply it in their assignments. The trip gave students a fun learning experience and a newfound eye for detail.



## VISUAL MERCHANDISING FIELD TRIP TO GARUDA MALL

**WE CARE: EMPLOYEE WELLNESS PROGRAMME AT JD INSTITUTE**

JD organized a 3-day Employee Wellness Programme for the faculty, which was conducted by Ms. Divya Goel, Counseling Psychologist and Ms. Swati Banerjee, Counseling Psychologist from Udgam along with Ms. Rashmi Ramesh, Art Based Therapist and Life Skills Trainer on 26th, 27th and 28th September 2019. The programme was an outlet to raise awareness about mental health along with ways to cope with various challenges in work and personal life. The trainers guided the participants through a variety of themes: self-awareness, emotional intelligence, building resilience, awareness about stress, anxiety and depression through art-based therapy, and how to prevent suicide through an attitude of love, gratitude and forgiveness. The sessions were made interesting through various activities, short videos, presentations and worksheets. Through the guided programme, the faculty were not only taught to recognise the triggers but find ways to cope by training the mind before reacting. Apart from managing emotions, the trainers emphasized on the importance of positive psychology and empathy. This was a helpful resource for the faculties that can enable them to identify students who need help but cannot seek it. The three-day workshop was an educational journey towards achieving harmonious mental well-being, a prerequisite for success in any professional or personal endeavour.



JD Institute of Fashion Technology, Bangalore organized an alumni meet on 2nd October 2019. The goal was for ex-students and the institute to stay connected. The meeting was not only a trip down memory lane but it also helped alumni to reconnect with faculty and peers. JD management took to the dais to explain the purpose of the meet and propose the formation of the JEDIIAN Alumni Association. The association will act as an independent body which will be wholly supported by JD Institute of Fashion Technology, Bangalore. The idea is to help build a community that will foster productive collaborations with the institute. The association will also be beneficial to the current students who will get valuable insight and other opportunities. The association will be driven by 3 core values: Inspire a creative community, influence future changemakers, integrate a lasting legacy.



**ALUMNI MEET & GREET AND FORMATION OF JEDIIAN ALUMNI ASSOCIATION**



## INTERIOR DESIGN STUDENTS GET CREATIVE WITH ARTSY NEST

Artsy Nest is the brainchild of Ms. Akshita Patel Chadda, whose organization is the exclusive distributor and stockist of Annie Sloan in India. The concept of Artsy Nest revolves around refurbishing furniture to create DIY (Do It Yourself) unique pieces and paint any surface. We organized an event for the Interior Design students with Ms. Akshita Patel Chadda. She gave students insight into the ideas that went into Annie Sloan. She also demonstrated textures created by two paint brushes with 4 different techniques on the plain plank. The carved plank was painted with two different brushes with two different techniques. She showed how the products do not follow the conventional method of stripping surfaces before painting and mixing colour with water – innovations she created to accommodate her busy lifestyle. They are also sustainable. She concluded by talking about the artsy community where like-minded design enthusiasts can work together. The students learnt about new painting techniques and the existence of a useful, vibrant community.



'Designuru', a design-based festival was organised by the Institute of Indian Interior Designers (IIID), Bengaluru Regional Chapter at Rangoli Metro Art Centre, M.G. Road from 13th – 18th October 2019. Police Commissioner Mr. Bhaskar Rao, inaugurated the festival. The initiative aimed to create a dialogue about preservation, urban design, product design, ecology and interior design. The festival hosted a curated design ideas exhibition on ecology – City Works that proposed to improve the urban landscape of the city. Students from Interior Design were part of the week-long initiative as volunteers. Noted architect, Ar. Umeed Mistry was part of a talk session on the correlation between nature and design. Some students joined the team working on waste recycling headed by Mr. Mistry; the group used discarded bottle caps for creative purposes. Students painted helmets as part of a nature-based workshop which revolved around the theme – reduce, reuse and recycle. 'Designuru' provided students with an opportunity to interact and get inspired by renowned designers and architects. It also helped them understand lessons from nature in approaching design.



## DESIGNURU: ECOLOGICAL DESIGN IDEAS EXHIBITION

**FIELD TRIP ON FASHION & CULTURAL STUDIES**

The students of Advanced Diploma in Fashion Design visited Central Cottage Industries Emporium for Indian Crafts as part of their Fashion & Cultural Studies Module. The purpose was to understand Indian crafts and be motivated to preserve them. The students interacted with the staff to understand the process and techniques, and the challenges endangering these crafts and their artists. They observed many interesting details: patchwork and appliqué work on garments and accessories, authentic Pashmina shawls from Kashmir made of goat mane, marbles from Agra, Cashmere carpets and Amson Brass from Moradabad in UP, terracotta pot made from red clay, silk and cotton carpets from Pakistan, Nepal, China and India, Kalamkari from Andhra Pradesh, silver filigree work, blue pottery, and woodwork from Jodhpur. The idea was to get students to keep these traditions alive by weaving them into their designs.



We organized a workshop on form building using origami for the fashion and interior design students. It was led by Ms. Pooja Ugrani, Founder, Sound of Paper and Professor at Acharya's NRV School of Architecture. The session taught students how to create life-sized structures that can then get converted into products. Sound of Paper extends the use of origami from a table-top activity to a more creative one, with the intent of using the traditional art form to making large products and convey modern concepts. The workshop covered the basics and then students were tasked with hands-on activities that involved individual and group efforts. Post the workshop Ms. Ugrani made a presentation where students got a glimpse of some of the work done by Sound of Paper and were educated about the various ways in which origami can be used. They saw how two and three-dimensional elements of origami can add texture and detail to projects in architecture, furniture, fashion, and accessories. They also understood how the act of creating something out of a flat sheet of paper can also be therapeutic by focusing concentration and building patience.



**BUILDING A FORM: JEDIANS GET CREATIVE WITH THE ORIGAMI WORKSHOP**



## INDUSTRIAL VISIT TO REID & TAYLOR

We organized an industrial visit for the students of BSc in Fashion & Apparel Design to Reid & Taylor. The purpose was to gain a practical overview of their module "Fibre and Yarn Science". The visit was enlightening as the brand is one of the oldest British establishments and is synonymous with premium apparel. The mill that was visited features state-of-the-art equipment ideal for mass production of suits and shirts for the domestic and export market. Students observed core processes such as 1) spinning, 2) weaving, and 3) wet processing. They were able to observe the various equipment, departments and workflows in real-time. The highly visual engagement helped them understand the practical aspects of the module better, and also deepened their knowledge of fibre and yarn.



Inspired by Inktober, the month-long design challenge, we organized our own challenge. Students were given prompts and they interpreted these creatively in the form of stunning designs. Some of the themes were: MISFIT where students showed the importance of holding on to one's individuality amidst popular culture; SLING, where they showed the importance of support and protection from mother's love to the rope that draws water from the well; TREAD, where the idea was to capture how a person must create their own path that doesn't bow down to social convention; TREASURE was a manifestation of various forms of love, spirituality, the power of knowledge, friendship; GHOST turned the idea on its head by portraying ghosts as internal powers rather than external ones. The students added depth and colour to the prompts and their work inspired a lot of admiration from the onlookers. The workshop deepened their skills at improvisation, working to a brief, and communication.



## INKTOBER COMES TO JD INSTITUTE

Raymond's conducted a photography competition at their flagship store in Indiranagar, Bangalore, to introduce their Autumn Winter 2019 Collection – "Capturing Moments". JD students participated enthusiastically and were given the liberty to use available props at the store for their shoots. Ms. Elle Joseph, a photography course student at JD, had this to say about her experience: "It was an absolute delight to visit the store and participate in the photography competition for the new collection. Apart from suiting, shirting and apparel, the store had an array of accessories like belts, shoes, laptop bags etc. I had a wonderful time capturing the products at the store and it was an honour to be part of this campaign. It just surpassed all my expectations."



JEDIANS CAPTURE THE NEW AUTUMN/WINTER '19 COLLECTION AT RAYMOND'S



**KNOWLEDGE SESSION BY CENTRAL SILK BOARD  
ON THE QUEEN OF TEXTILES**

Mr. Sandeep DN, Inspector Silk – Central Silk Board (CSB) visited JD to educate students of Fashion Design and Business Management and 3rd year BSc. in Fashion Design on the consumer awareness program for Pure Silk, and Silk Mark. The program involved an activity and a knowledge session. In the activity students were asked to identify pure silk from a swatch book. The students who identified the maximum number of pure silk swatches were felicitated at the end of the session. In the knowledge session, they were taught the process of silk formation and extraction. They learnt about the five major types of silk obtained from different species of silkworms. They were also shown different designs made from silk, the various kinds of yarns used, and the way to tell different kinds of silk through the burn test. They were then educated on how to identify genuine silk products by looking for the Silk Mark tag attached to the product. Apart from identification, students also learned about special care instructions for silk. The session enabled students to gain insight into techniques and possibilities using silk. The students who won the silk identification activity were: Mikhiya, Madhushree, Pragma, Deepali, Shreya Agarwal, Kruthika S, and Kritika A.



Our interior design students were part of a talk session presided by Ar. Prof. R. Anantha Ramu, Chief Architect (Retd.) ISRO. His 40+ years of experience include working as Chief Architect at ISRO. Currently, he is the Principle Architect at Aesthetic Architects and teaches across institutes in India and USA. During the session he shared tips and tricks with the students on how to take a good photograph, the importance of lighting and perspective, and how to keep an eye out for detail. He also offered career advice, recommending that students join a firm after their course so they can understand the trade. He emphasized the importance of working in several departments and gaining adequate experience and confidence before setting out on one's own. Apart from talking about interior designing and architecture, Ar. Prof. Anantha Ramu also shared some life anecdotes, wherein he encouraged students to follow their passion with steadfastness. He was impressed by the students' cheerfulness and enthusiasm. He lauded the faculty and institute for their contribution towards their educative efforts.



**TALK SESSION WITH AR. PROF. R. ANANTHA RAMU,  
CHIEF ARCHITECT (RETD.) ISRO**

## USE OF AUGMENTED REALITY IN DESIGN WORKSHOP WITH PRAGUE ARTIST VITEK ŠKOP

JD Institute of Fashion Technology, Bangalore organised a workshop on Augmented Reality (AR) with Czech Graphic Designer Mr. Vitek Škop on 19th November 2019 at their Brigade road campus. Augmented Reality (AR) has already found a gateway in retail, jewellery and interior design. It has the potential to grow bigger and change the way we engage with our environments. The session commenced with an introduction by Mr. Škop. His professional work involved the creation of Vividbooks, which brings augmented reality into Physics textbooks and was also selected by the curators of the London Design Festival to represent The Academy of Art, Architecture and Design. After explaining to the students about the usage and scope of AR, he divided the students into groups and asked them to pick up solutions to problems in Environment, Education, Transportation and the Health sector. The students were to then present their ideas using Photoshop and Illustrator to provide a visual understanding of their concept. Mr. Škop guided the students with feedback during the initial discussion stage to help them present their ideas in an effective way and along the way answered any queries or doubts related to AR. The session helped students understand and learn about the nuances of AR better. This also offered food for thought for any future endeavours.



JD's workshop with Ms. Mariel Manuel, a Swiss artist and designer, ahead of Bengaluru by Design 2019 started with a lot of zeal. This was a chance to learn from someone with a completely different experience and background. The idea was to create an installation using waste material for the design fest which started on 15th November 2019 and will go on till 24th November 2019 at the Bangalore International Centre. A total of 25 students from Fashion Design and Interior Design Departments were a part of the installations for the design fest. She inspired students to think creatively and sustainably, play with materials, and use their imagination freely. The materials used for our installation were basic: mosquito nets, fish nets, onion nets, weaved wheat bags, cement bags, fabric scraps, cotton, nuts and bolts, wooden planks, tyres, etc. All these were used in the most handy and practical ways through different kinds of silhouettes, parka, net dress, fabric scraps stitched together to create a dress and bag, accessories, appliqué work, embroidery, creating bags etc. 6 installation were put up at the Bangalore International Centre for the duration of the Bengaluru by Design 2019 which started from 15th November 2019 and will be there until 24th November 2019.

## CREATING TEXTURAL SCULPTURES - A FASHION PERSPECTIVE



**EVERYTHING IS NOT WASTE - IN CONVERSATION WITH  
MARIEL MANUEL**

JD Institute of Fashion Technology, Bangalore organized a talk session with international designer and artist Ms. Mariel Manuel, on 14th November 2019 for the students from Fashion Design, Interior Design and Jewellery Design departments. The talk session concentrated on sustainability which is one of the core principles promoted by JD. She acquainted the students with her work, starting from her design school days. Post her education she joined Balenciaga and thereafter worked with Paco Rabanne. Her tryst with these two luxury brands helped lay the path towards transitioning from a mainstream designer to a conscious sustainable thinker. This helped her gain perspective to make use of materials that would otherwise end up in landfills and work with it to give it a longer lease of life. After her stint with the luxury brands, she went onto start her own label Manuel Manufacturers which allows her to have a free form in terms of expressing her ideas and has since consulted for Alyx and Haider Ackermann. She has also collaborated with Nike, Fleche Love, Worn Geneva and conducting of workshops at Apple. She inspired the students to absorb multiple cultures, countries and materials and to see their work as art and tell a story through it.



As part of the recently concluded Bengaluru By Design 2019 consortium, Design Day themed Future of Making was organized in partnership with Titan at their campus at Electronic City on 19th November 2019 for the second consecutive year. First session termed Design and Crafting futures: Sustainability 2.0 featured Karthik Vaidyanathan, Founder, Varnam; Sandeep Sangaru, Multidisciplinary Designer, Educator, Entrepreneur, Sangaru Designs; Jonathan Kennedy, Director Arts India, British Council; Malika Verma Kashyap, Founder Border & Fall and was moderated by Janaka Pushpanathan. The panelists discussed the future of arts and crafts of India, how to revive, work in tandem with our weavers. Second session Design in Turbulent Times had a presentation by Kate Pelen: Creative Producer: College Culture and Community at Central Saint Martins, University of the Arts London, UK, that showcased the projects of graduate students that celebrated the best of sustainable innovation. Third session Future of Making panel consisted of Ayush Kasliwal: Industrial Designer, Founder, AKFD Studio, Jaipur, along with artist Polish Architect Jakub Szczęśny, known for his immersive public installations that creates community building on the notion that 'Design is for everybody' and was moderated by Anupama Gowda. The final session was conducted by Lucy Sanderson, Independent Designer and owner of Studio Lucy Sanderson, UK through a presentation on Materiality. She spoke about bringing about equality to environments, conceiving creative and research projects from initial concept to production. Design needs to be used as a medium to open dialogue, create livelihoods and bring communities together through a conscious awakening that it forms the basis of a creative ecology. Collaborative efforts can be the harbingers of change.



**FUTURE OF MAKING - PANEL DISCUSSION**

**INTERIOR DEPARTMENT ATTEND A SEMINAR ON THE STATE OF INDIAN HOMES**

JD Institute of Fashion Technology, Bangalore was the Education Partner at the recently concluded Bengaluru by Design 2019, an arts festival that celebrates creativity, innovation and the spirit of community through various events across venues in Bangalore. Through this event faculties and students received an opportunity to explore, volunteer and attend the various events across venues. Through such collaborative efforts, JD Institute provides platforms for faculties and students alike to add to their extensive knowledge from speakers and industry experts from different parts of the world and gain a glocal (global+local) perspective. Beautifulhomes.com presented 'The State of Indian Homes' Study by Asian Paints on 18th November 2019 at CoWrks, Residency Road, that touched on the various aspect of the modern Indian homeowner and the way they perceive home buying, design and the homes of young couples and older generations. Interior Design Course students and faculties of JD Institute of Fashion Technology attended the session, that threw light on the way products and homes are designed. There were many more interesting conversations about the evolution of home as a concept and people's relationship to it, including insights into how Indian homes are deigned and the trends involved. Each house has a story to tell – Stories of laughter and growth which is threaded along with their journey of life.



The students of Post Graduate Diploma in Interior and Spatial Design 19' batch of JD Institute Bangalore showcased a product display based on the Design Process on 15th November 2019. Sea Farer sought inspiration from the American Navy Man and designed a space with a nautical theme. The colour palette used was blue, red and white. Aurora was a Bohemian themed display with an analogous colour scheme and can be utilized as a bedroom or living space. The boho style is related to relaxation, laid back attitude and free-spirited. Olympians revolved around Ancient Greece and was designed for a living room. The dream was based on the Anime theme which is a popular form of Japanese animation. The set-up was decorated for a teenager's bedroom space. The colour palette was an amalgamation of bright colours. Akeno means rising sun/power/strength was an oriental theme inspired by Japan. The colour palette for space was red, black and gold. The group created 4 cushions with Japanese doll motifs and Cherry blossoms or sakura motifs respectively. The Sea Pride animated aqua theme. The colour palette integrated tints and shades of blue. The table was divided into two parts – one half of the space was for a children's bedroom whereas the other could be used in beachside restaurants. Kashmiriyat was an ode to Kashmir and was designed for a living space. The colour palette had shades of yellow and red. The plate wall hangings were made of papier-mache. The table runner was a Pashmina shawl with Kashmiri thread work and Kashmiri shawl was added for decoration. The space was decorated for a living space.



**INTERIOR DESIGN COURSE STUDENTS GO CREATIVE WITH THEIR PRODUCT DISPLAY**





**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagination

[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

*Since*  
**1988**

**Leading Change**

# BEYOND CLASSROOM EXPERIENCES

## COCHIN

## ARCHITECTURAL PHOTOGRAPHY WORKSHOP

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

Nowadays, everyone has access to a camera and they click pictures that are for the purpose of documenting memories, but clicking for a business is a different ball game altogether. In order to represent businesses in a way that customers, clients and other professionals will band to be satisfied, and get them interested in what is to be sold – it is imperative to use a professional architectural photographer to achieve 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 our students a brief idea about the following aspects:

- The importance of architecture and street photography
- The advantages of lights available through different times of a day
- The aesthetics of landscaping surrounding a building and its importance to the overall composition of a photograph
- The necessity to communicate the harmony of a building with its environment, camera basis and settings.



JD Kochi organized an interactive workshop session with Ms. Sunitha Ramachandra, Director Operations, Quancious Bangalore. The session imparted knowledge about organic digital printing and eco-friendly fabrics. Quancious (pronounced like 'conscious') is an apparel brand that is the brain child of Bangalore based manufacturer and supplier, Mr. Vipin Sethi. The brand advocates sustainability by using organic fabrics and eco-friendly inks. Their fundamental idea, "make on demand", is the antithesis of bulk manufacturing. Here they let you customize apparels based on the array of environment-friendly fabrics. The client selects a print from over 25,000 available prints and then places the order. The workshop emphasized the importance of practising sustainability which is the need of the hour. Ms. Ramchandra educated students about various sustainable fabrics like bamboo, organic cotton, ahimsa silk, lenzing viscose, lenzing modal, lenzing tencel, linen and linen blends, recycled polyester and more. They were also taught about the brand's usage of 100% waterless printing technology and biodegradable inks. The students were also shown samples to help them understand it all better. Ms. Ramchandra further stressed that the use of sustainable fabrics instead of conventional fabrics helps reduce carbon, energy and pollution impact.



## QUANCIOUS WORKSHOP AT JD INSTITUTE OF FASHION TECHNOLOGY, KOCHI



The industrial visit for Diploma for Fashion design students commenced on the evening of 20th December 2018. We reached the factory, SKL exports, around 9:30 AM on the 21st, and we were welcomed by Manikantan and Krutika from the HR team. Krutika accompanied us throughout the day facilitating our visit.

The day began with a detailed explanation about the workings of the factory and merchandising department by the senior merchandising manager.

Samples of different types of fabrics and techniques used were shown and explained, beginning from the CAD software. The process of pattern plotter and pattern cutter was explained using a demo. We also visited the sampling unit, where we saw different types of sewing machines and footers.

Then, we moved on to the printing facility, where the manager explained the making of screens with the help of a software. A demo was given on how the print is transferred on to the fabric, along with a detailed explanation 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, automatic fabric layering and cutting was explained using a demo.

After the factory visit, we visited Khaderpet, a local clothing market in Tiruppur where we spent around an hour shopping. Around 7 PM, we began our journey back to Cochin. To conclude, the trip was very informative and memorable.



The Kochi- Muziris is an International contemporary art exhibition held at Cochin. It is one of the largest art exhibition in India and the biggest contemporary art festival in Asia.

The artworks included Gond paintings on wood, paintings based on the artist's poetic perception. There were artworks based wherein an artist had to assign names to leaders with photos of them on photos. Another artist explored his artworks with recycled materials on photographs. There were installations portraying social and cultural issues.

#### **BAPI DAS** - Kolkata

Bapi Das is known as an auto rickshaw driver back in Kolkata. He has practiced art and has been a part of Kolkata's Academy of Fine Art's annual exhibition in 2016 and 2017. He has used intricately embroidered panels, layering with needlework, pieces of fabrics to depict the city's many visuals which include its workers, residents and the faces that feature on the billboards. He showcases the everyday scenario through his embroidery. Moreover, he has shown his artwork through the memory of impressions created in his mind through a decade of travelling in the city.

#### **SHILPA GUPTA INSTALLATION:** - "FOR, IN YOUR TONGUE, I CAN NOT FIT- 100 JAILED POETS"

She has her installations set up after investigating political borderlines and how they exist beyond maps to invisible mechanisms of control and surveillance. She has an installation of 100 speaking microphones that are sitting on stakes that pierce the page of poetry. The writers who are represented were imprisoned for their poetry or politics and this installation gives a stand to their forced silence.



The Kochi Metro is a rapid transit system serving the city of Kochi in Kerala, India. It was opened to the public within four years of starting construction, making it the fastest completed metro project in India until the Lucknow Metro overtook it. The Kochi metro project is the first metro in the country which connects rail, road and water transport facilities

Kochi Metro was lauded for its decision to employ Kudumbashree workers and also members of the transgender community. The system is also involved in sustainable initiatives with the introduction of non-motorized transport corridors in the city, installation of solar panels for power and vertical garden on every sixth metro pillar. Every Kochi Metro station is designed on a specific theme around Kerala culture and geography.

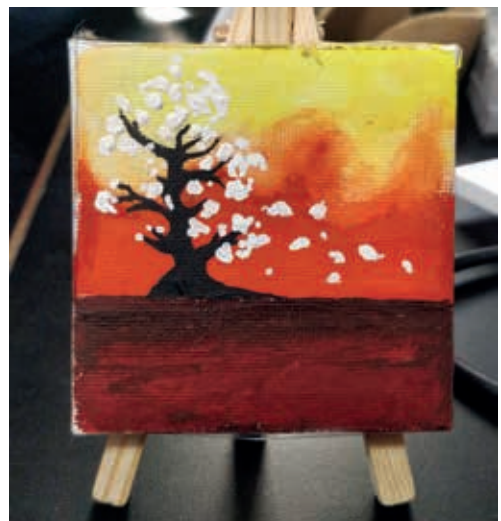
Mollywood actors JAYASURYA and NIKHILA VIMAL attended the function to celebrate 2 crore Fiesta to commemorate its 2 crore riders, at the EDAPALLY METRO STATION.

A musical programme and A FASHION SHOW designed by JD INSTITUTE OF FASHION TECHNOLOGY ALUMNI was organised in connection with the event. The garments displayed on ramp included "MELLOWNESS", "AMYRAH", "ACTINOVOLIA" and "TECHNO ROVER".

They conveyed dressing for Breast Cancer Survivors, Bridal Wear on a Lower Budget, dresses which reduce radiation from cell phones, and a collection inspired from the concept of digital nomads.

Students from JD INSTITUTE OF FASHION TECHNOLOGY also set up a stall which included the artworks and products made by students itself. It included artworks, jewellery products and interior décor products such as fashion jewellery, mini canvas paintings, key chains, candles, dream catchers, water colour paintings etc.

Students also decked up a dress form in paper to indicate sustainability.





JEDIANS ASSIT MANISH MALHOTRA

IAA World Congress held in Kochi was a golden opportunity for our students as they got a chance to assist the renowned designer Manish Malhotra.

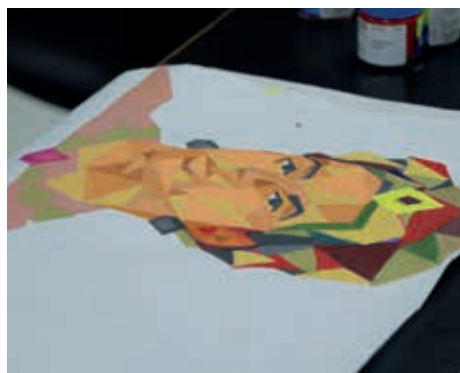
They got a chance to meet with Mr. Malhotra and his design team. They worked in close connection with the team to make the show a success. The collection showcased a set of around 80 garments including women's wear and men's wear. The garments portrayed richness in terms of the fabrics, silhouettes and embellishments used in them. The students also got a chance to look through perfectly finished garments with beautiful mirror work, sequin embroidery and even 3D embellishments. The silhouettes were flawless and graceful.



Pidilite is a consumer centric company committed to quality and innovation. For decades, we have been pioneering products for small to large applications, at home and industry, which have forged strong bonds with people from all walks of life.

Fevicryl has been working with women who have a passion for art and have helped convert some of them into successful professionals, or as Pidilite likes to call them, "artpreneurs".

Our students had the opportunity to be trained under USHA KAMAL from Fevicryl. She gave them an insight on fabric painting with fabric colours, neon tubes and neon paint. The students also did paintings based on Madhubani, Scandinavian doodles and Zentangle art.



FEVICRYL WORKSHOP

JD Institute of Fashion Technology organised a Fashion styling workshop for the departments of Fashion, Jewellery and Photography. The workshop was taken by Mr.Sidhanta Das, and it gave a clear overview about fashion styling industry. They were given classes on creative dummy styling with scarves and flat-lay styling. Students also engaged themselves in Capsule Wardrobe Clustering.



FASHION STYLING WORKSHOP - DAY 1



Students were given a class on personal styling and creative thematic styling. The students from the Fashion designing and jewellery designing units along with students from fashion photography and makeup artistry performed a theme based styling shoot. They were asked to select a theme, choose location for their shoot and do styling based on the same.



**INDUSTRIAL VISITS TO EXTRA WEAVE PVT LTD, COIR RESEARCH INSTITUTE, AND KOMALAPURAM STATE SPINNING MILL**

Meta: An insight on the learnings from the three different industrial visits by the students of JD-Kochi

The students of JD Institute of fashion Technology, Kochi had the opportunity to go on an Industrial visit to Extra Weave Pvt Ltd, Coir Research Institute, and Komalapuram State Spinning Mill, Cherthala on 13th December, 2019. The First industry visit was at Extra Weave Pvt Ltd. They are a family run established organisation who manufacture with imported spinning equipment. The members in charge of the production gave a brief introduction about themselves and also gave a background about the company to the students for a better understanding of how the industry functions. The second visit was the Coir Research Institute where the students got to visit the Coir Board Museum. This was an important visit as the use and methods of manufacturing were an important insight for the students. Komalapuram, State Spinning Mill, was the last visit, where the production head helped the students understand the spinning process and the production process of cotton and polycotton. Overall it was an informative, interesting and a successful visit. As students of Fashion Designing, they learnt about the natural fibres, broadloom weaving, spinning process and the production flow in the manufacturing industry. Also, it helped the interior designing students to know more about the properties and application of coir and sisal fibres. The students were extremely fortunate to have visited three different industries on the same day and gain utmost knowledge.





JD WINS “THE BEST FASHION INSTITUTE” title at the Esparto Fashion Awards 2019 held at the Holiday Inn on the 26th of April 2019. The award was presented by Miss India Anukreethy Vas to Ms. Sandra Agnes, Director-South JD INSTITUTE OF FASHION TECHNOLOGY.

This was a very proud moment for us JEDIANS as this award establishes our achievement of brilliance in the field of Fashion, Art and Design Education.

The Esparto Fashion Awards 2019, initiated by Mr. Zulfi Ali, CEO at Esparto Events & Ads is a great platform that recognizes and appreciates the renowned talents of India. Prior to the award, our models walked the ramp showcasing one of the beautiful collection of the renowned designer brand LABEL’M.





**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagination

[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

*Since*  
**1988**

**Leading Change**

# BEYOND CLASSROOM EXPERIENCES

## GOA



## HALLOWEEN CELEBRATION

Halloween is a holiday celebrated each year on October 31, and Halloween 2019 occurred on Thursday, October 31. The tradition originated with the ancient Celtic festival of Samhain, when people would light bonfires and wear costumes to ward off ghosts. At JD Institute of Fashion technology, Goa, we celebrated the same with spooky costume based dress theme. The students dressed accordingly, apart from decorating the classrooms with miniature cut-outs, candles, halloween props. Classes were held as regular with the last hour given for some fun activities - games like dancing on paper, music and freestyle dancing and photo sessions! This was one of the first times Halloween was celebrated as a festivity at an institute in Goa.



On 14th August 2019, the students, staff and faculty of JD Institute of fashion technology celebrated Indian Independence Day on campus. No classes were held on account of the same, there activities organized for the students of the institute instead. The students took part in a creative dress making contest for fashion department and 3D structure making contest for the interior department, apart from a rangoli contest, mehndi contest and some showed their talents through singing and dancing. The dress code for the day was Indian traditional attire in any colour from our National Flag. Two students were declared best dressed for having the most creative outfits for the day.

## INDEPENDENCE DAY CELEBRATION



**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagi**nation**

[jdinstitute.edu.in](http://jdinstitute.edu.in)

Since  
**1988**

Leading **Change**



**GO GLOBAL  
WITH YOUR IMAGINATION**

**STUDY ABROAD WITH OUR  
INTERNATIONAL COLLABORATIONS**





## 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 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 journey that I would remember for eternity, a journey which had everything, a journey that enlightened the fashion spirit within me, a journey that taught me so much. This is one of the very dearest and explorative journeys to me so far. I've had the best experiences both in terms of Fashion Study as well as Travel."

- Adithya Bharadwaj

---



"Studying in London college of fashion was one of my dreams and I am very grateful that i got a chance to fulfil it. The classes were quite interactive and interesting. All the looks that i got to create and the final editorial shoot was just overwhelming as this was my first shoot ever."

- Pavan Kumar P

---



"I am very glad to share a positive journey of LCF, I had the opportunity to study at LCF for a short course in styling, and I'm really thankful to JD Institute for this beautiful experience. I enjoyed the course as I found the unit extremely interesting and the faculty members of LCF were too friendly and helpful".

- Anisha Tharika

---



It was an enthralling experience at London College of fashion wherein I got a chance to learn fashion editorial styling... It had always been my dream to study in this elite college and it was fulfilled by JD. I thoroughly enjoyed and gained good knowledge about how we can create multiple variations in style.

- Sushmitha Varma

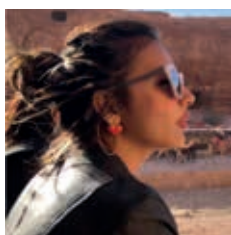
---



Our JD imagination journey to London & Paris September 2019 was a wonderful experience. I got to see and experience so many things, create memories and add to my knowledge on fashion. The short term course on editorial styling from London College of Fashion was a great experience in terms of meeting teachers at LCF, professional photographers, makeup artists, models and working with them.

- Anita Jindal

---



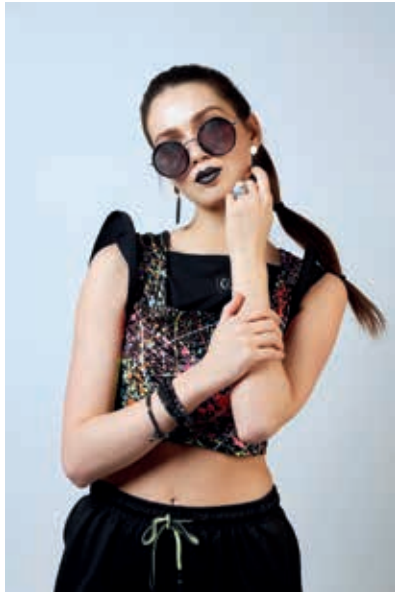
London College of fashion, has been the best experience so far. Having both theatrical and practical exposure with experienced mentors made us understand the project much better. Taking us around the city to help us to understand culture and the fashion helped us much better in understanding on how to style our models for the portfolio. JD Institute has helped me gaining this beautiful experience by giving us the best facilities and guided us on the right path.

- Lakshmi Ambarish



# MEMOIRS FROM A FASHION VOYAGE TO LONDON

January 2019 - Winter EDIT





Here is a sneak-peek in to the journey of JD students to the glamorous city of London to build their first ever international styling portfolio. The journey was filled with excitement, awe, challenges, and learning. Our students were assimilating knowledge wherever they went in the city and they used the same to create a fashion portfolio that deserves all the accolades and appreciation it received. Feast your eyes on the gorgeous Fall and Winter collections of JD Institute's Imagination Journey in association with London College of Fashion.



September 2019 - Fall EDIT



## JD X CHELSEA COLLEGE OF THE ARTS, UAL

### Interior Styling Experience - September 2019

The fall edition of JD Institute's Imagination Journey saw a fruitful collaboration with the esteemed Chelsea College of the Arts, a constituent college under the University of the Arts, London, UK. Our Interior Design students gained a productive insight into retail and visual merchandising display through the short-intrinsic course on retail display and design. Ms. Debbie Flowerday, a visual merchandiser and a lecturer at the Chelsea College of Arts, was instrumental in guiding and instructing our students about the importance of visual communication and the fundamental principles of design related to retail environment.

To denote a successful completion of the course, our students implemented the knowledge they gained to create and present 3D Models of their design that included features such as, mood board development from the perspective of a client, brainstorming, sourcing, an in-store display with three focal points, store layout, window displays, colour scheme, patterns, placements and materials. The course provided our students with enhanced practical knowledge and assisted them to gain essential skills in the field of retail display and design



## JDIDS STUDENT'S TRYST WITH ITALY



### 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.

### 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.

### 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.







## IMAGINE BEING AN INTERIOR DESIGNER IN CANADA!

### AS A JD ALUMNUS, YOU CAN!

JD Institute has collaborated with Georgian College of Arts & Technology in Ontario, Canada to bring its students a fantastic opportunity to gain exemption of the first 2 years of their Honours Degree in Interior Design if they have successfully completed their 3-year Advanced Diploma in Interior Design course at the campus with us.

#### **About Georgian College, Canada:**

Established in 1965, Georgian College is one of the oldest colleges in Ontario, Canada. Its 100-acre flagship campus is located in the beautiful city of Barrie, just an hour from Toronto. With 13,000 fulltime students and 3500 international students from 85 countries, it is a hotbed of creativity and learning. Georgian College offers 130+ programs in various disciplines and its Interior Design degree is one of the best in North America. The campus also provides students and industry partners an educationally enriching infrastructure and access to research, incubator and fabrication space.

## QUICK HIGHLIGHTS OF THE PATHWAY:

- You get to begin in year 3 of this program, saving two years of study and tuition fees!
- You get to achieve a credential that is recognized the world over!
- You get to work 20 hours per week as an international student (minimum wages in Ontario are C\$14/hour) for the entire length of your degree program!
- You get to work for 4 months full-time anywhere in Canada with the program's co-op work term (typical co-op term earnings are C\$6000)!
- When you graduate, you become eligible for a 3-year open work permit to work anywhere in Canada!
- Within your work permit period, you are eligible to apply for Permanent Residence in Canada should you wish to do so!
- Apart from this, the program is one of the few that is acknowledged by the Association of Registered Interior Designers of Ontario (ARIDO) which benefits students as they automatically become registered as an Interior Designer.



“The collaboration with Georgian College, Canada is another milestone achieved by JD Institute by curating a world-class program for Interior Design students. The students can benefit immensely by starting the course in India & graduating in Canada. A worthwhile exposure to global curriculum & an international industry work experience.”

- **Pramod Adhikari, Mentor, JD Institute of Fashion Technology**

---





# UNVEILING #UNDO AS THE THEME FOR 2020

Deliberating on conserving and preserving our beautiful planet has undoubtedly become the need of the hour, and We at JD Institute of Fashion Technology are setting sails towards that goal with the onset of another decade. We realize that our selfish attitudes have placed our planet in this apocalyptic scenario scaring to unsettle our social, economic, and environmental stability. The time is now to start undoing the evils that we have levied on our planet, and with JD Institute's #UNDO 2020, We can realize the dream of a cleaner, safer, and richer planet.



The #UNDO 2020 aims at making a global impact by beginning a transformation within our local community, our surroundings, and our nation. We are sowing seeds from the year 2020 which we believe will intertwine with the United Nations 'Vision 2030 statement' based on 17 sustainability goals that we as a species need to achieve to keep Earth pristine and beautiful.



This year we will follow the footsteps of UN  
and begin our journey of

# UNDO2020





# OUR ALUMNI SHINE AT BANGALORE TIMES FASHION WEEK 2019

JD Institute has consecutively served as the Education Partner for Bangalore Times Fashion Week. This association has been fruitful for our alumni in providing them recognition and serving as a platform to showcase their work and get noticed by key industry players. Keeping in tandem with the value of Sustainability, one of the core pillars of JD Institute, the students collection not only provided alternate solutions through design but also spoke about inclusivity of the transgender community in the mainstream.

The collections presented by our alumni were Rybie Luski by Jagadish K; Cynefin by Disha Sethia; Bureikou by Prachi Jain; Rigour-Us by Punit Kumar V and Vijayalaxmi; Kelahiran by Samrutha Devi; Pintado Womanó by Sindhu Kamal and Apurva Ravi; Aeternum by Anamika Jaisinghani; Solasta by Ros Anto Parekkattil; Sasvata, by Chandana M; Bioramas, by Tejas N.









# GET SET GO- JD INSTITUTE MARKS ACHIEVEMENTS OF ITS STUDENTS THROUGH A GRADUATION CEREMONY

Convocation is not just a ceremony to gift the graduates to the world, but for us at JD Institute; it is a milestone we achieve by refining and producing the finest talent for the creative industry. The 3rd and 4th September of the year 2019, will be inked in our history forever as we celebrated the achievements of our students from our Under-graduate, Independent Diploma and Post-Graduate programmes.

The degree students were felicitated by Dr. Ninge Gowda, Chairman of Apparel and Textiles; and Former Registrar of Bangalore University. Whereas, the diploma students were felicitated by Mr. Manoviraj Khosla, celebrity fashion designer and mentor at JD Institute of Fashion Technology.

In true convocation tradition, the students flipped their caps in the air which marked the end of the ceremony. The Institute takes pride in their students and their accomplishments and wishes them good luck on their creative journey path.







# 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!













JD Institute has won many awards and honours for the outstanding performance in the recorded of education, design and innovation. Below are few from the bunch:

Global League Institute' Certified by Great Place to Study, London based on the student satisfaction survey.

Global Excellence in Design Education by Times Education Excellence 2019

Mr. Kishore Ramachandra, mentor of Photography Department recognized as the 'Nikon Expert'

The qualified Institute serving Fashion design, Interior design and; Hair and Makeup courses at International Quality Awards, 2019.

JD Institute of Fashion Technology, Bangalore is recognized under the 10 most recommended higher institutes, 2019.

JD Institute of Fashion Technology recognized by Education Brainiac under the 20 best Higher recommended higher institutes, 2019.

The Institute is awarded Leaders in Design Education by the UK Asian Business Awards 2018 held at Congress Hall London.

Best Vocational Education Institute for Fashion Design.



EMERALD IN THE CROWN





## JD TAKES PLACEMENTS AND RECRUITING TO THE NEXT LEVEL WITH CREATIVE CAREERS

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

The site can be accessed at [www.jdinstitute.edu.in/careers](http://www.jdinstitute.edu.in/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

[www.jdinstitute.edu.in/careers](http://www.jdinstitute.edu.in/careers)



TOMMY HILFINGER



Calvin Klein



Ashtamangal Solutions & Services



Calvin Klein



TAILORMAN



BUILDOBRIDGE



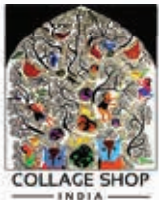
CEE BEE DESIGN STUDIO

TOMMY HILFINGER

LATHA PUTTANNA



A GLIMPSE OF THE BRANDS WHERE OUR STUDENTS HAVE BEEN PLACED!



fervour



Mens Avenue By Milan



Reliance Brands Ltd.







**OUR ALUMNI ARE BLAZING THEIR OWN  
TRAIL IN THE INDUSTRY**



## **Mrs. Jahnvi G Moovala**

International Diploma in Fine Jewellery (2016-2017)

NIJA- The Candid Jewellery

I was one amongst thousands of engineers who graduated from one of the most prestigious colleges in Bangalore. All round, people seemed elated. Like most people, I also joined the software industry. But this time, something didn't feel right. Gradually my interest in an everyday 9 to 5 desk job started declining. My friends and family always told me that I had a creative streak. But I neither had a clue nor means to nurture this passion. This was when I stumbled upon a world of innovation, creativity and passion in the name of JD Institute of Fashion Technology. I did my International Diploma in fine jewellery. My career took a turn for the best. Be it learning about designing, creating new designs that were one of a kind in the whole world and most of all doing what I always wanted to do in the right way, the teachers of JD held hands and supported us all along our journey. My experience here not only built the strong foundation that I needed in the art of jewellery making, but opened new doors and opportunities in meeting and networking with highly experienced Jewellery Designers. The continuous encouragement that helped me push my limits has today manifested itself as the launch of my own brand "NiJa - The Candid Jewellery".

The word NIJA in Spoken Sanskrit means "Inborn", "Personal", "One's own" implying that I want my clients to get what they truly desire in their jewellery. In conclusion, all my experiences reiterated a popular phrase that I had read while growing up "If you follow your passion, it's no longer a job" proved to be true.



## **Mr Siddharth Magaji**

Diploma in Interior Design (2014-2017)

Designer at Livspace

I am Siddharth Magaji and I am an alumnus of JD Institute of fashion technology, I studied Diploma Interior Design here at JD for 3 years and I currently represent Livspace as a Designer. Choosing JD Institute over the others was the first bold step out of all the bold steps I had taken to reach where I am now, and it has paid off extremely well, I have received enormous amounts of support and encouragement from the institute during the duration of my course, the practical knowledge such as basic design and it's technicalities, the details that are required to achieve a particular design, the method of executing my mere thoughts into a visual, were taught by their experienced teachers who were perfect in their respective fields and it has helped me throughout this time. I would like to say that JD was my foundation as a designer and it has stood the test of time and stands strong.



## **Ms Varsha Surana**

B.Sc in Interior Design (2014-2017)

Design Partner at Homelane

I'm Varsha Surana, an alumnus of JD Institute of Fashion Technology of BSc Interior designing batch 2014 - 2017. After my graduation I got an opportunity to intern at Homelane through JD. In July 2014, I joined Homelane for internship after which I am now working as a Design Partner. It has been 2.5 years at Homelane. The experience throughout JD was helpful and stands strong for building my career in Modular Interiors. My experience at JD was really amazing. The course was in detail and I had amazing and experienced professionals as mentors for the course. They were really helpful throughout the course of the period. Their inputs helped out a lot in making me grow as a professional interior designer. Thank you to JD for making me who I am. They have always encouraged us in doing more than what we think we could and this helped us in giving the best in all our endeavours.





## **Mr Renjen**

**B.Sc. in Interior Design and Decoration (2016-2019)**

Freelancer

College life is one of the best memories in every one's life. It purely depends on the college. I can clearly say, JD is one such college that makes students dreams into reality. The faculty support is high and they encourage students to achieve their dreams. JD Institute of Fashion Technology helped me to realize my strengths and weaknesses. JDADA is a really great opportunity in this college to prove yourself and understand at a very close level of how this industry works. The best place to learn collaboratively and drive our thoughts towards success. In college, I learned different qualities and how to work simultaneously as a team as well as an individual. As a private institute, it satisfies all the needs of the students; the faculty is well experienced and helpful, it provides a platform to find the best version of you, it includes technical, social, and cultural development of the student.



## **Ms Neha Kukreja**

**Diploma in Fashion Design (2014-2015)**

Start-up in Mumbai

JD Institute of Fashion Technology has always been very special to me. I have done my Diploma in Fashion Designing. It is with the help of my mentors and their guidance, that I discovered I was capable enough of applying at Bangalore Fashion Week, at the age of 21.

This was a life changing experience and every day since then, life has been an uphill. I launched my very own start up and moved to Mumbai after completing my education. I worked at one of the Best Designers in India followed by an Export House.

I'm currently reworking on my Label Neha Kukreja. Always grateful for the support and encouragement this college has provided.



## **Ms Parnabi Pal**

**Post Graduate Diploma in fashion Communication (2016-2018)**

Fashion Stylist at Myntra

I am Parnabi Pal, an alumna of JD Institute of Fashion Technology. I pursued the course of Post Graduate Diploma in Fashion Communication. I got to learn many interesting aspects of Fashion field which really helped me grow and expand my knowledge and learn new skills. Among all of the interesting subjects I had, Fashion Styling interested me more and hence, I went along with it. Today I work as a Fashion Stylist at Myntra. I am very thankful to the institute for giving me so much exposure and real-life experience.



## **Ms Anamikha Jaisinghani**

**B.Sc. in Fashion and Apparel Design (2014-2017)**

Own Label 'Anamika Jaisinghani'

With a knack for art and designing all through my school years, I always knew I wanted to be a fashion designer from a very young age. With the course structure and opportunities being provided at JD Institute, I enrolled to do their B.Sc. in Fashion and Apparel Design. It was the perfect place for me to be, and really helped in refining my skills, as they start right from the basics and make sure you show progress at each step of your way. From classroom projects to exhibits and educational tours, the experience had a lot to take away from and that plays an important part in my career till date. The supportive faculty, the immense opportunities to showcase our skills on various platforms, small and big, and the appreciation, recognition as well as constructive criticism received for the same really brought up the confidence and helped pave the way for me to take the next step in my career. In April 2019, I launched my label, 'Label Anamika Jaisinghani' on social media platforms - Instagram and Facebook. The brand focuses on bespoke women's Indian, fusion and western clothing.



## **Ms Likitha Prakash**

Diploma in Fashion communication (2015-2017)

Digital Marketing agency- 'Namaste Digital'

I'm Likitha Prakash, an alumna of JD Institute of Fashion Technology. When I joined JD for Fashion Communication, I had no idea what to expect or what career path I wanted to take but that changed in a very short time with the subjects and creativity that JD had to offer. Even though while at JD I studied Fashion Communication with subjects related to textiles, visual merchandising, etc, but what caught my fancy was Graphic Design. Graphic Design was my emancipation it was my place to excel and excel I did!

JD institute is known for churning out the best for the fashion industry, I fell in love with Graphic Designing and built a career from it. While in college I started taking up freelance projects, I still remember the first project was a business card design and ever since there was no turning back for me. Slowly but steadily I practised, learnt and delivered projects to clients not just in Bangalore but also across the globe.

I started The Design Establishment a boutique graphic design agency in 2017, where I worked on design projects globally. I now have my very own full-service digital marketing agency "Namaste Digital".



## **Mr Ravi Satyamurthy**

Diploma in Fashion Design (1993-1994)

Studio Pepper

JD Institute of fashion Technology introduced me to the World of Fashion. I did my Diploma in Fashion Design. Our learning on fashion trends, market insight and apparel design helped in understanding the industry better. It was indeed a road to success in the making. Over 24 years of experience in Apparel Merchandising, Marketing and Product Development I have worked on both Exports and Domestic brands handling the product category of Woven Tops and Bottoms, Knitted Tops and Denims. Currently working as a Business Head, handling merchandising and sourcing apparel for niche clients at Studio Pepper.



## **Ms Akshatha D Guttedar**

Diploma in Interior Design (2015-2018)

Freelancer

Hi, I am Akshata Guttedar, An alumni student of JD Institute of Fashion Technology, Diploma in Interior Designing. My journey as an Interior Design student began in the year 2015. I got to learn a lot not only about interior designing but also about the various fields that a designer must know, such as different forms of Art, the rich history behind interior designing and so on. JD has inspired me to follow my passion as a designer which has encouraged me to be a freelancer today. Being a part of JD institute makes me a proud designer.



## **Baladwish**

Diploma in Interior Design (2017-2018)

I completed my Diploma in Interior Design from JD Institute of Fashion Technology, Bangalore, post 4 years of Bachelor of Technology in Civil Engineering. Currently I am working as an Interior Designer. The course offered at JD Institute focuses on acquiring both theoretical and practical knowledge. I am proud to be associated with JD Institute of Fashion Technology, Bangalore.





## **Anagha Venu**

### **Diploma in Fashion Design (2017-2018)**

My experience studying in JD Institute of Fashion Technology, Bangalore was really great. I did my Diploma in Fashion Designing. Since, my course duration was for a year, the vast curriculum was compressed to help cover varied topics in a short span of time. The annual design awards are the highlight of the course and marks the completion of the course. The course has given me a lifetime of experience and memories. Fashion has always been my passion, which I was able to explore after the completion of my graduation. I chose JD Institute of Fashion Technology due to its comprehensive curriculum structure which helped me to explore my creativity. The intensive nature of the course has prepared me to work under tight schedules and deadlines. I am utilizing the knowledge I acquired from the course to confidently utilize towards building my brand. The strong memories of JD will be the six months of working towards the final collection under the guidance of our beloved mentor Suma ma'am, and also receiving an award for the same.



## **Supraja Murali**

### **Diploma in Interior Design (2014-2017)**

#### **Works at Homelane**

My 1 year at JD Institute of Fashion Technology, Bangalore was a memorable experience. We were encouraged to think out of the box and be independent thinkers. The confidence and guidance by our faculties has helped us to develop new concepts and rely on ourselves without any doubt. I took up Diploma in Interior designing course as I was fascinated with luxury houses, old architecture and antiquated furniture. The article on "Times Property" section furthered my resolve to take up Interior Architecture as my profession and led me to pursue the same from one of the best institutes in this field. I am glad to complete my course from JD Institute of Fashion Technology, Bangalore. The course helped me gain the skills to develop conceptual designs, structures, improvise our presentation skills. It also taught us to be open to feedback and take criticism in a constructive manner as we would be interacting with people with varied tastes and expectations. The course has groomed me to face the industry without any fear armed with apt knowledge and skills. I am currently working with Homelane Interiors as a design expert since the past 2.5 years right after I passed out from JD Institute of Fashion Technology. During my interview I was given the first preference since I completed my education here. In terms of socializing, I am more confident as I was able to interact and build healthy relationships with my fellow classmates and professors which made me a confident speaker. The course itself has helped me built up a strong foundation to take up the industry confidently.



## **Akshitha Chajjed**

### **PG Diploma in Fashion Communication (2014-15)**

#### **Entrepreneur – 'Arhant Fabs'**

Being a JDien directly means you're a student of imagination. JD Institute of Fashion Technology helps you to bring out your imagination into reality by understanding your interest and help you to explore the maximum by various streams in each portfolio, also gives you an equal opportunity to expose yourself to various types of internships, projects, tie ups with biggest fashion shows etc.

As an alumnus of JD Institute, I've been guided by the best mentors, from understanding and helping me with the type of course best suitable for me. From sketching to making our final collection dream come to real. Winning the best imaginative collection "The Tribal Odyssey" in my diploma 2013 course was like an icing on the cake. I pursued my Advance Diploma in Fashion Communication in 2014-15, this course has thought me so many aspects like visual merchandising, fashion forecasting, photography, cad, history of fashion, blogging, and lots more. I feel I could really explore myself to the most in this course. More over this course has helped me a lot in the current organisation I'm running. I learnt so many new techniques which personally helped me growing the firm I'm running.

I now run a boutique which was started by my mother, I gained extra knowledge by working with her for being a successful entrepreneur and JD Institute have always inspired me to be the best of me. We now run two huge stores in the centre of the city, called "Arhant Fabs". We have an end to end store with various types of fabrics in the store, beautiful trimmings to enhance your designs and we also turn your dreams to reality by having the finest tailoring services in town for any occasions. All this would never be possible without the support of the Institute, loving nature of Mr Nealesh Dalal and my beautiful mother Rekha Jain.



## **Blessy Emphraim**

**B.Sc. in Fashion and Apparel Design (2012- 2015)**

In the beginning, I came onboard as an amateur with aspirations to learn and ambitions to succeed.

During the 3 years duration of the course, I saw a bunch of changes happen, within my understanding of the subject matter as well as the industry. JD Institute of Fashion Technology, Bangalore prepared me for a practical, real world full of competition and gave me insights on how to be ahead of the competition.

While it is important to understand the theoretical aspects of design, it is also imperative to know how to practically apply the knowledge we gained in 3 years.

JD Institute of Fashion Technology, Bangalore, taught me ways to apply my creativity at its best. The faculties were perceptive and were always available for interaction.



## **Shagun Sethi**

**Post Graduate Diploma in Fashion Communication (2016-2018)**

**Content Executive at Nykaa Fashion - Mumbai**

I am Shagun Sethi an alumna of JD Institute of Fashion Technology. I have completed my PG Diploma in Fashion Communication. JD has taught me and guided me all along the course. They have given many opportunities with regard to industry exposure and varied carrier guidance. I am now working as a Marketing Executive at Nykaa fashion in Mumbai. JD had prepared me for the tough industry world and also made me into an extremely confident person. All along the course the faculties were really supportive and went out of their way to help their students. I am now also venturing into product styling. JD has been an important force for me to believe in my dreams and to be able to achieve them.



## **Dikshita Hiran**

**Advanced Diploma in Fashion Design (2016-2019)**

**Assistant Designer and Store Manager at Studio Y**

JD Institute of Fashion Technology has been of great help in shaping me as a designer and my personal and technical skills. I studied Advanced Diploma in Fashion Design for 3 years. JD has not only helped us with improving our creative skills but has also given us immense opportunities to experience the industry hands on. It was an enriching experience in which I gained a different perspective into the fashion industry. I am now currently working as a Store Manager and an assistant designer for the brand Studio Y. Studio Y is a concept store retailing some fabulous designer labels across clothing, bags and lifestyle accessories.



## **Nitish Jha**

**Diploma in Interior Design (2017-2018)**

**Designer at Homelane**

I joined JD Institute of Fashion Technology to pursue my dream of becoming an interior designer. I studied the course of Diploma in Interior Design. The quality of education and knowledge is far beyond my expectations. The faculties are very helpful and caring, and gives you a push towards your dreams in the best possible way. The vibe of the place also makes you feel creative. I now work as a designer at Homelane. JD has been an incredible experience for learning and widening my creative horizon.





## **B Lalitha Singh**

Advanced Diploma in Interior Design (2015-2018)

Space Craft Interiors

My name is Lalitha Singh. I have completed my 3-year Advanced Diploma in Interior Designing from JD Institute of Fashion Technology, Bangalore. JD has been very special to me, as the course helped me to pursue my passion and dreams in the world of Interiors. I am currently working as an Interior Designer at Space Craft Interiors. The knowledge and learnings from JD are helping me design and execute many projects in my current job. My sincere thanks to all my teachers, Sandra Ma'am and Nealesh Sir for being the guiding force. Good Luck and Best Wishes to JD and all the students.



## **Smruti Jena**

Diploma in Make-Up Artistry, Hair design and Styling (2017)

Freelance Makeup artist

I have been working as an IT professional. But I always wanted something on my own -wanted an ownership, a creativity, and a name. In search of my pursuit, I found JD institute of Fashion Technology, which gave me wings to reach the heights of my dream. I came to this field when I knew nothing about makeup. I did my Diploma in Make-Up Artistry, Hair design and Styling. I had a lot of interest to work and learn. Laila Ma'am gave me the needed support and the necessary knowledge from the basic level to the advanced level in makeup & Kishore Thai sir in hairstyle. Kishore sir from photography gave us the idea about photoshoot & taught us how our work should be picture- perfect. JD institute gave us the opportunity to work for the JADA show & many college fashion shows when we were new to this field. This gave us an exposure to the industry and also added credibility to our work. I now work as a freelancer makeup artist with clients and renowned studio houses.



## **Rizwana Lalani**

Diploma in Fashion Design (2017-2018)

Interned as Merchandiser at Gokaldas Intimates Pvt Ltd.

I started off with one-year Diploma in Fashion Designing at JD Institute of Fashion Technology, a year spent here was splendid and has helped me to grow professionally and personally. I strongly believe that JD is one of the best colleges in Bangalore. As a part of an educational tour, I had been to the Fashion capital London for the styling course and that was the best experience I had. I interned at one of the top export houses in India which is GOKALDAS INTIMATES PVT LTD -ENAMOR as a merchandiser and currently I am seeking to study masters abroad. JD has helped me to gain the right kind of exposure and expand my knowledge about fashion and styling.



## **Nandini Soni**

Post Graduate Diploma in Fashion communication (2014- 2016)

Web Stylist at Forever 21

JD Institute of Fashion technology has given me a lot of opportunities to sharpen my skills in the field of fashion. I did my Post Graduate Diploma in Fashion communication. In addition to learning practical skills, being in college has also taught me a lot about Fashion psychology and Communication. The Faculty was extremely cooperative and let us to explore our ideas without any boundaries. Fashion Communication included consolidated, study associated with different areas such as advertising, public relations, graphic design, fashion journalism, visual merchandising, space design, styling, photography, display, exhibit, creative writing, interaction design, new media design, etc. The course had a broad range of opportunities and knowledge that we could gain and did not limit to one particular aspect. I am now working as a Web stylist for Forever 21. JD has given me that flexibility to explore and expand my creativity.



## **Shylaja Vasanth**

**Bsc Fashion and Apparel Design (2012 -2015)**

**Assistant Designer at Mannoviraj Khosla**

Since attending and passing out of JD Institute of fashion technology which has efficient and expert fashion gurus as teachers, not only have I learnt a whole range of new skills and techniques, but also the importance of "Planning and organization" that goes into creating my own work and effectively implementing creative ideas within the fashion industry. I put all my learnings at JD to daily use as an assistant to a renowned fashion designer. JD has helped me broaden my knowledge and creative mind-set of fashion and textiles, and inspired me with great understanding of the subject.

The amount of hard work JD's management has put into the curriculum over there is the level of dedication I have aspired to put into my own work. From working on my own designs and sketches, creating garments using my own patterns, to catering to client's requirements and portfolios, JD has imbibed the nuances of fashion technology in me through their well-defined and thought through curriculum, trainings and workshops. The success mantra that I learnt at JD is "to identify and follow your own personal creative style". I have come a long way as alumni of JD Institute of Fashion School, which has helped me greatly in being a successful fashion designer.



## **Ajmal Kareem**

**Bsc Fashion and Apparel Design (2014 -2017)**

**Fashion Stylist at Marks and Spencer**

JD institute of fashion technology is a house of opportunities. I've done my bsc in fashion and apparel design. Currently I'm working as a fashion consultant and stylist for Marks & Spencer. As the brand speaks- it's a very retail environment and in terms of my role here in M&S - I act as an instant solution to customers who find it difficult to mix and match their outfits in respect to the occasion moreover making it easier for them to make wiser decisions while shopping. I also have excelled in my career by working as a menswear designer and I've my own clothing label called "uniek bespoke" which caters to all sorts of menswear clothing. So, during my journey as a designer I've had designed outfit for worlds billiards champion and a Padma Bhushan recipient Mr. Pankaj Advani.

For this I'd like to thank JD who played an inevitable role in my career path, But the kind of teaching support that I've received from the faculties were immense and also the internship opportunities what JD offers their students were impeccable-JD gave us the platform to work closely with famous designers which made us shine better and understand the technicalities of the fashion industry. If there place where imagination begins, I could say JD is the one - so welcome to imagination.



## **Rakshitha**

**Bsc Fashion and Apparel Design (2014 -2017)**

**Department manager, H&M**

JD Institute is a place where the design dreams flourish- a root to a bright future. I perceived my BSc in fashion and apparel design from here and have received a great learning. The faculty and resources in the institute helped me to improvise and polish my creative designing skills that are proving helpful for me at present. Though it was hectic and stretched beyond our limits, the joyful journey gifted me The Best Ideation Award in JD Annual Design Awards-2017. The platform gave an opportunity to showcase my collection of innovative, sustainable and colourful fabric.

I am respected today in any fashion industry because of all the skills I have learnt in JD. Further to this, I got placed by JD in H&M fashion retail company as a Department manager. I hereby thank all the facilities and management and wish all success. May the flag fly higher and higher.





## **Sangya Sachdeva**

Bsc Fashion and Apparel Design (2012 -2015)

Designer and Onwer at Sarem

Stepping into JD Institute was the best decision for my career. The Institute was a great help to me in shaping me as a designer and my technical skills. I did my B.Sc in Fashion Design from from JD. Upon graduating, I started my own fashion label 'Sarem by Remmy and Sangya' in partnership with my mother, who is also a passionate designer. Together, we not only curate wedding trousseaus, formal Indian and Indo-western pieces, we also supply hand embroidered fabrics to designers and boutiques across Bangalore. I am really grateful to the institute for providing me with the necessary skills and exposure, thereby allowing me to pursue my dream of running my own label.



## **Kavyashree**

Bsc Fashion and Apparel Design (2011 -2014)

Designer and Owner at Ikhayeni

My Interest in Fashion and Styling began at a very young age by seeing my dad into the same field. However, joining JD Institute led my passion turn into a career. The special attention and guidance of our extremely talented faculty has helped me boost my confi-dence and has taken my creativities to a professional level. Whatever exposure a design student goes through; all I have received here during the tenure of my course. My course was a mix of everything; learning the concepts, creating and also being a part of various visits, fashion shows and exhibitions. I still remember the day when I was received the Best Design of the year in 2014 and this encouraged me to start my own label 'Ikhayeni' which focuses on eco-friendly and sustainable fabrics.



## **Lalith Sankar**

Diploma in Fashion Photography (2017)

Freelance Fashion Photographer

“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**

Diploma in Makeup & Hairstyle Artistry (2017)

“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.”



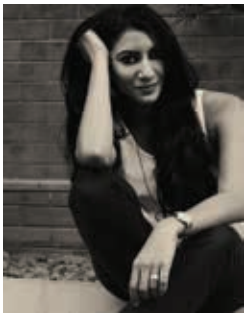
## Roshni Hegde Batch of 2000

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

Her designs feature interesting pattern work, simple yet defined lines and intricate embroidery work with

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

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



## Sithara Kudige Batch of 2005

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

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

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

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

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



## Smitha PM Batch of 2009

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

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

Her design celebrates the unpredictable nature of the world we live in, versatile but quirky, avant-garde, dramatic and Goth. She also has an experimental streak. This can be seen in her unique cuts, patterns and details. And, harmony of color is an important element in her designs. For this young designer, creating her visions and turning them into reality excites her the most.





## Sooraj Chawla Batch of 2000

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

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

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

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



## Soumya Perakatt Batch of 1998

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

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

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

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



## Vinita Berry Batch of 2009

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

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

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

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



## Akanksha Jain Batch of 2007

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



## Aiman Chunawala Batch of 1999

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

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



## Anchal Gulati Batch of 1996

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



## Biswajit Batch of 2003

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



## Nitika Seth Batch of 2000

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





## 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

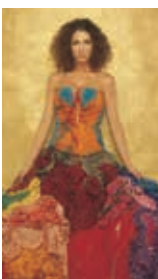
Indian Film Industry. And the outcome we see today is surely taking the country by storm. Release after release. It redefines what the country should be wearing. That's a very powerful position to be in. Rocky S was always the prodigy JD Institute believed in. When he passed out in 1990 he took up a 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 Chakraborty Batch of 2007

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

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



## Tosham Acharya Batch of 2009

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



## Vidhi Singh Batch of 2003

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



## Urvashi Kaur Batch of 1995

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

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



## Yuvraj Nagpal Batch of 2002

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

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

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



## Deepak Vijay Batch of 2013

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

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

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



## Rashmi Batch of 2014

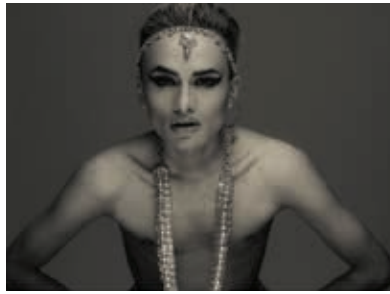
"I started off with a dream to design exquisite jewelry, but had no clue as to how to go about it. Searched around and met the wonderful people at JD Institute of Fashion Technology and things changed from that moment.

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

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

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





## Hemanth Murthy Batch of 2014

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

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

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



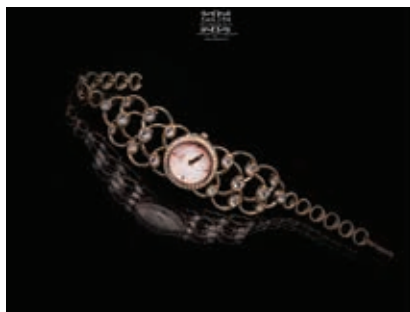
## Debayan Sinha (Ryan) Batch of 2013

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

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

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

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



## Sanjith Seetharam Batch of 2014

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

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

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



## **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.

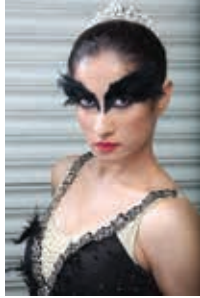
Her work involves fashion updates, interviewing popular faces, and reviewing style. Her curious mind, her passion for unbiased freedom to comment, and the love for fashion, keeps her going in the industry. On JD she says, "JD has been an amazing learning experience that has helped me become what I am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





## 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!"

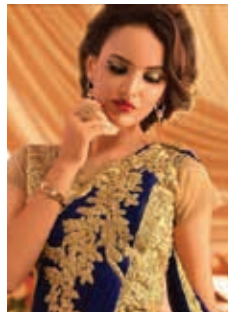
Unlike other MBA/ Engineer graduates, I liked crayons & HB pencils, must say I loved all of my fashion design classes because I knew that was what I wanted to do and all those classes helped me to build my skills... overall it was a great experience at JD & proud to be a "JDIAN."



## Parinitha Vijay Batch of 2014

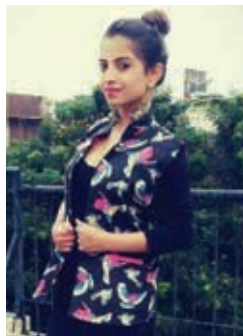
Parinitha has been working as a freelance beauty and makeup artist since January, 2015 and now has launched her own company of makeup professionals under her name. Always known for her dedication and hardwork, Parinitha exclaims "I would like to thank JD Institute of Fashion Technology and especially 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.





## Namrata Harjani Batch of 2013

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



## Pooja Ostwal Batch of 2013

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

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

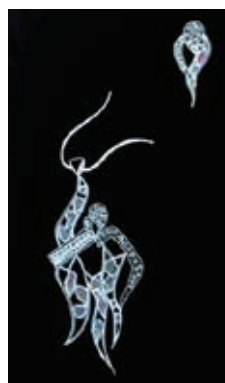
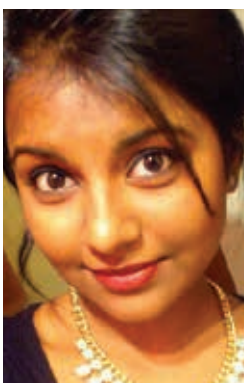


## Thirtha Uthappa Batch of 2014

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

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

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



## Pragnya Hebbale Batch of 2015

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



## Vaibhavi Reddy Batch of 2014

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

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



## Ekta Makwana Batch of 2013

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

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

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

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



## Lekha Sanwal Batch of 2013

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

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

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



## Madhurya Sathanath 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 Shradha 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 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

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!



## JURY MEMBERS | INTERIORS



### **Mr. François Gramoli**

Creative Director – WeWork

Mr. François Gramoli is an experienced Creative Director at WeWork India and is responsible for the design of WeWork properties in new markets. He also manages design and construction consultants. Mr. Gramoli has a demonstrated history of working in the hospitality industry and high end residential sector. He has expanded the market and oversaw the design of over 20 locations within the past year and a half. Strong program and project management professional with a Master of Interior Architecture focused in Intervention, Adaptive reuse from the Rhode Island School of Design, and a Bachelor of Architecture from Paris-Belleville.



### **Ms. Aditi Pai Heranjal**

Co-Founder and Head of Landscape and Sustainability division - The Purple Ink Studio

Ms. Aditi Pai Heranjal completed her Bachelor's degree from Gogte Institute of Technology, Belgaum and a Master Degree in Landscape Architecture from CEPT University, Ahmedabad. She trained as an intern with Integrated Design (InDe), Bengaluru headed by Landscape architect, Mohan Rao. She is the co-founder of The Purple Ink Studio and heads the Landscape + Sustainability division. A strong believer of sustainability, she has worked on various environmental design projects involving landscape design and sustainability. Apart from this, she is a TEDX speaker and has also presented works of the studio at various design related events in India.



### **Mr. Afshaan Siddiqui**

GM – Livspace and Co-founder - Veekli.com

Mr. Afshaan Siddiqui is a PGP graduate from Indian School of Business (class of 2017) and an entrepreneur in the ecommerce industry. His past experience includes Healthcare clients across North America, Canada, UK and Europe providing sales and marketing solutions. Mr. Siddiqui has worked on both short and long term assignments spanning across analytics, technology and operations.



### **Ar. Shyamala Prabhu**

Owner of Aakruti Architect and Designers and Immediate Past Chairperson of IIID BRC

Ar. Shyamala Prabhu is an alumna of Maharaja Sayaji Rao University of Baroda. Her design mantra is to keep a contemporary minimalistic look with a dash of eclectic feel. She believes that fusion never goes out of fashion and is of the opinion that honest design has its own appeal. Ar. Prabhu has been a part of the Managing Committee of Institute of Indian Interior Designers (IIID) for over a decade. She encourages Interior designers and Architects across to think in terms of design, function and aesthetic.



### **Ms. Saloni Jain**

Design Manager - Design Café

Ms. Saloni Jain completed her interior design from Jain University and interned with Ruperta. She then went onto work with Carafina Interior Designers as an Interior Designer and currently holds the position of a Design Manager at Design Café.



### **Mr. Giuseppe Morando**

Design Head – Urban Frame and Founder of OSW

Mr. Giuseppe Morando breathes design and is constantly striving to stretch boundaries to ensure that the product is in alignment with the design objective. Rather than concentrating merely on the aesthetic he is interested in the design process that encompasses advanced digital and analogic tools. Mr. Morando works have received numerous awards and has publications, lectures, exhibitions and citations to his credit. His is experienced in design of all scales from masterplan and complex buildings and interiors to product and temporary installations exhibited at various design events.

## JURY MEMBERS | JEWELLERY



### **Ms. Ambika Thandavan**

Head Jewellery Designer – Ganjam Nagappa and Son Private Limited

Ms. Ambika Thandavan is an internationally qualified jewellery design, product development and management professional with an inherent passion towards creating and developing innovative products. She completed her specialization in jewellery from NIFT Gandhinagar and also holds a Masters in Design Management from Birmingham City University in the UK. She believes that design is beyond creative expression and can bring about change in both functional and aesthetic. Ms. Thandavan has also participated in several design contests and won awards, including the President's Trophy for her design of a cuff titled 'Duet' in the International Division of the IPDC 2018-19, an annual pearl jewellery design contest conducted by the Cultured Pearl Association of America.



### **Ms. Divya Batra Das**

Co-Founder at Quirksmith Lifestyle LLP

Ms. Divya Batra Das is a NIFT Graduate with a specialisation in jewellery designing. Post-graduation, she worked for Amrapali for 3 years and then went onto freelance for them alongwith designing for Manish Arora, for London Fashion Week, 2008. Ms. Das also headed the design studio for FabJewels Ltd for 10 years. Currently, she heads the design and production of Quirksmith, a Bangalore based brand of quirky handcrafted silver jewellery perfect for the urban woman. The brand is run Divya and her sister Pragma. The jewellery is fashioned out of 99% silver.

## JURY MEMBERS | FASHION



### **Mr. Ningtamba Rajkumar**

Entrepreneur and Design Director, Raymond Limited

Mr. Ningtamba Rajkumar, an alumnus of NIFT is an entrepreneur with 20 years of experience in Domestic and International Luxury Retail, Fashion and Apparel Business. He has worked with renowned brands like Raghavendra Rathore, The Collective – an Aditya Birla Retail initiative, Allen Solly to name a few. Mr. Rajkumar is invested in developing alternative fashion and retail technology to cater to new-age customers.



### **Mr. Padmaraj Kesari**

Designer and Owner at Padmaraj Kesari

Mr. Padmaraj Kesari, is a textile specialist, design consultant and Founder of his eponymous brand Padmaraj Kesari. A regular at Lakme Fashion Week, he is well known in the industry circles for his contemporary designs, exploring new crafts and closely working with artisans to bring about new ideas from its origin. He believes in working 360 degree from fiber to fashion and is steadily creating waves in the industry. Mr. Kesari is a recipient of prestigious awards and is the representative of External Affairs Ministry to present India at the prestigious collections abroad.



### **Mr. Ajay Kumar**

Founder and Creative Director, Mr. Ajay Kumar

Mr. Ajay Kumar is the new global face of Indian Luxury Fashion and has worked for prestigious menswear brands across India such as Unistyle Images, Blackberry, Indigo Nation, Reid & Taylor and Peter England. He was the recipient of 'Most Practical Menswear Collection Award' for his graduating collection. Mr. Kumar has redefined the way Indian men perceived fashion in his debut collection at 2015 Gen Next Lakme Fashion Week, India. Apart from menswear, he has an equally vivacious womenswear line to cater to the ever-growing popularity for his print designs amongst women. Mr. Kumar's collection is strong, bold, eclectic, flamboyant, yet emotionally rooted in heritage and grounded by sustainable practices.





### **Mr. Gorpasave Ravi**

Designer, Levi's

Mr. Gorpasave Ravi, is a specialized denim designer with an extensive knowledge of the fabric. An advocate of sustainability, he has been researching extensively on sustainable designs along with working on various projects and innovations. His recent endeavors include working on water less products in the apparel industry, as well working on sustainable fibers like hemp.



### **Ms. Surabhi Singh**

Head of Design & VM at INMARK

Ms. Surabhi Singh is a fashion designer with 15+years of design experience across retail and exports business. She has been leading innovation, launch of new products and product correction across men, women and kids wear segments. As the Head of Design and VM at INMARK, Ms. Singh is responsible for the entire retail experience of the brand, from defining the aesthetics and concept for brand campaign shoots, marketing creatives to organizing marketing activities at the store. Her forte lies in her keen eye for spotting trends and converting them into commercial design ranges.



### **Mr. Abhijit Mandal**

Creative Head - VOI Jeans

Fashion Designer, concept builder and a filmmaker by heart, Mr. Abhijit Mandal completed his Bachelors from NIFT and Post-Graduation from NID. He believes that any problem can be solved through methodical approach and hence the design process forms the crux of his work. His vast experience helps him to build the brand language through all the channels which include - store design, social media, marketing, brand campaign, events, and visual communication etc.



### **Mr. Zulfi Ali**

Creative and Academic Director Head – JD Institute of Fashion Technology, South

Mr. Zulfi Ali is an alumnus of NIFT and possesses 12+years of academic, design, graphic and branding experience. Mr. Ali's passion for the field of design has translated in creating a holistic curriculum for JD Institute of Fashion Technology, South that helps students to explore their true potential. He is constantly searching for innovative directives that meet the needs and demands of the fashion business.



### **Ms. Runa Ray**

Founder and Designer, Runa Ray and Mojo Designs International

Ms. Runa Ray is a brilliant designer who has used her skill to infuse techniques like Braille, Origami and Chlorophyll Printing into her designs. She consciously tries to integrate the principle of recycling by processing left over fabrics into seed paper, as an effort to reduce carbon footprint. Ms. Ray owns two brands - eponymous designer label, Runa Ray - headquartered in Singapore and Mojo Designs International, headquartered in London, UK. Through the medium of fashion, she wants to invoke consciousness and responsibility. She has also participated in Singapore Fashion Week and New York Fashion Week.



### **Mr. Manish Saksena**

Advisor – Tommy Hilfiger and Aadyam

Mr. Manish Saksena is a Lifestyle Specialist with 24 years of experience in design, product, management, marketing, store design, visual merchandising, and backend in retail industry. He has been instrumental in being a part of the entry of International Brands to creating successful homegrown brands, from Flagship Retailing in metros to Tier 2 emergence and expansion. Mr. Saksena also made his foray into the ecommerce environment with LimeRoad.com & Amazon while pursuing his passion to design and sell Sarees to the discerning. Today he enjoys in his role as a consultant.



### **Mr. Francesco Carlo Maria Chiapperini**

Head Fashion Designer - Varana Design

Mr. Francesco Carlo Maria Chiapperini, is an Italian Fashion Designer whose creativity and passion has translated into 10+ years long professional experience accumulated through organic preparation in the Haute Couture and Womenswear premium brands. His forte also lies in identifying forthcoming fashion trends for the global market place. Mr. Chiapperini currently serves as the Director of Varana Design, an Indian luxury brand.

# MANAGEMENT TEAM

## BANGALORE – CORPORATE CENTRE



### Nealesh Dalal

Mr. Nealesh Dalal, the Managing Trustee, JD Educational Trust, is amongst the prominent revolutionaries who shaped the base of the JD Institute of Fashion Technology. Taking the Vision forward and the dream set by his father, Nealesh has made immense contribution in the field of Art and Design Education.

“I have always believed that leadership is not a destination, it’s a journey,” adds Nealesh. With strategic thinking and a keen eye for the current trend, he is quick to observe the changing dynamics of the education as well as industrial sector. As a leader, Nealesh affirms that it is his undertaking to empower students to culminate their uniqueness into reality and strives to achieve constant innovation by imparting a cutting edge curriculum to them.

His zest, strong belief in the power of imagination and sense of exuberance has made this Institute be the Global League Institute in India (Awarded by Great Place to Study (GPTS) at House of Commons, London).



### Sandra Agnes

Sandra Sequeria is a holder of Master’s Degree in Social Work from School of Social Work, Roshinilaya, Mangalore. She has also attained a Diploma in Public Communication and Fund Raising from Murray Culshaw Consulting. With an experience of 5-years in Dalit Microfinance Federations as Regional Training Co-ordinator and 2-years as a national fundraiser for National Campaign on Dalit, Human Rights, she has been instrumental in giving new dimensions 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 the Art and Design Education in terms of Management and Marketing. Her specialization lies in developing inter-personal relations, team and leadership management, strategic work, franchise development plans and establishing industry connect. She is an energetic leader who works on a vision to keep jediiians at the center of all initiatives. Keeping the Industry aspects in mind, Sandara has also ventured varied courses in the field of Art and Design.

Ms Sandra also heads the Cochin Center. Under her guidance and expertise, JD Institute Cochin has reached national level excellence and has won the “Best Fashion School of Kerala” consecutively for the year 2017 and 2018 awarded by the Inspire Media Group. There was always a Gap in Fashion and Lifestyle education in Kerala; she created a platform for the aspiring local students to follow their dreams in art and design.



### Pramod Adhikari

Pramod Adhikari, Chief Mentor – JD South comes with 19 years of Fashion retail experience. An alumnus of NIFT Delhi he has served some of the leading fashion houses of India namely Aditya Birla Fashion, Future Lifestyle, Celebrity Fashions, Myntra Fashion etc. Apart from providing his expertise at JD Institute of Fashion Technology he is also the Principal Consultant & Founder of Ideaworx Associates - A Buying house providing merchandising and supply chain solutions. His entrepreneurial pursuits also extend to the startup space in fashion and retail by being a part of the founding team of Charmboard - a technology driven marketing platform and is one of the founders of sportswear brand I’MORPH. As a mentor of JD Institute of Fashion Technology, he strives to create a smooth interface between education and industry.





### **Zulfiker Ali**

Zulfiker Ali is the Creative and Academic Director Head of JD South. An alumnus of NIFT, he has a total of 12 years of professional experience in academics and industry. His specialisation lies in illustration, foundation art, design process, draping, portfolio development, recycling, fashion psychology and forecasting. Zulfiker also served briefly from 2018 – 2019 as the Creative Director of Urban Touch, a Menswear Apparel brand. Apart from his professional endeavours, he has participated in various projects which included conceptualising a new range of products and design with Coir Board of India and mentoring a collection for India international Men's Fashion Week. As part of the leadership team he is constantly searching for innovative directions while mentoring and guiding the next generation designers in their design pursuits. He is responsible for setting and advancing the academic strategy in order to sustain appropriate structures to work in tandem with the needs and demands of the fashion business.



### **Babu Rajendra Prasad R**

Babu Rajendra Prasad 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**

Suma is the Academic In-Charge, JD South with 8 years of Industry experience and 7 years of academic experience. She completed her Post Graduate Diploma in Fashion Design & Boutique Management and is specialized in areas of Design, Fashion Thinking, Illustrations, Fabric Manipulation and Ornamentation. Suma ensures that the best practices are put in place to achieve highest standard of educational excellence by faculties and students alike. She overlooks and manages the academics of all the JD South centres alongwith the 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.



### **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.



### Shilpa Mallya

Shilpa Mallya currently serves as the Department Head of Interior Design – JD South. A trained Architect and a passionate writer, she believes in staying a lifelong student in her pursuit for knowledge to develop into a well-informed individual. According to her, "When design seamlessly fits in with your everyday life, it is almost an extension of yourself, of your activities, your personality. It creates a memory, not too vague and dwells in your mind as ideas. It transcends you to the various corners of a world where you create new things." Shilpa's areas of specialization are design history and theory, design fundamentals, visual merchandising, AutoCAD, Sketchup, VRay etc. Prior to her teaching stint, she worked in residential, commercial and restaurant projects, with varying experience in client interaction, Software development, Branding, Renovation, Styling etc



### Kishore Ramachandra

Kishore Ramachandra graduated from MES College with a Bachelor 's Degree in Science. He serves as the Head of Photography at JD South. He trained and worked as an Associate Photographer with Sudhir Ramachandran, a very well known and widely acclaimed photographer. His career graph spans over 18 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, Hawortjh, Stanley, Schwarzkopf as well as editorial clients like the Society, Bloomberg. He has captured company profiles for Biocon, Honda and has done photo shoots for DAKS London. Kishore, also had the opportunity to photograph - Duchess of York, Sarah Ferguson for a French tabloid. A loyal Nikon aficionado for the last 30 years, he was honoured as a Nikon expert in 2019 with a Nikon Mirrorless Z7 kit.

## COURSES AVAILABLE IN BANGALORE & GOA CENTRE

BSc. in Fashion and Apparel Design – Bangalore Central University	3 Years
BSc in Interior Design & Decoration – Bangalore Central University	3 Years
BSc in Fashion and Apparel Design – Goa University	3 Years
BSc in Interior Design – Goa University	3 Years
Advanced Diploma in Fashion Design	3 Years
Advanced Diploma in Interior Design	3 Years
PG Diploma in Fashion Communication	2 Years
PG Diploma in Fashion Design and Business Management	2 Years
PG Diploma in Interior & Spatial Design	2 Years
Diploma in Fashion Design	1 Year
Diploma in Interior Design	1 Year
Diploma in Fashion Business Management	1 Year
Diploma in Fine Jewellery Design	1 Year
Diploma in Jewellery Design (CAD)	6 Months
Diploma in Visual Merchandising	6 Months
Diploma in Fashion and lifestyle Entrepreneurship	5 months
Diploma in Fashion Photography	3 Months
Diploma in Fashion Styling	3 Months
Diploma in Makeup and Hairstyle Artistry	6 Weeks
Diploma in International Fashion Styling	40 Days
Diploma in International Retail Styling	40 Days



## 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 Jeditians 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 Jeditians enrolled under the JD Global Programme.

## MUMBAI – CORPORATE CENTRE



### 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.



**FASHION LAW**



**FURNITURE DESIGN**



**UI & UX DESIGN**



**DIGITAL MARKETING - FASHION AND INTERIOR**



# LET YOUR IMAGINATION UNFOLD



Since  
**1988**  
Leading Change

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 : +91 11 – 2696 0821 e : delhi@jdindia.com

Campus: **Brigade Road**

No 18, Edward House  
Brigade Road  
Bangalore-560 001

t : +91 80 2559 4142  
e : jdfashion@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 Sauntha,  
Near Mahalaxmi Temple  
Dada Vaidya Road  
Panjim Goa - 403 001

m : +91 88803 23232  
e : goa@jdindia.com

Campus: **Punjagutta**

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

m : +91 9505 2111 12  
e : begumpet@jdindia.com

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 more information please visit our website: [www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

Education Division of JD Educational Trust

# QUESTIONNAIRE

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

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

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

**CONTACT: SANDRA SEQUEIRA**

Ph : +91 9901999904

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





**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagination

[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

*Since*  
**1988**  
Leading **Change**



**JD INSTITUTE OF  
FASHION TECHNOLOGY**

Welcome to Imagination

[www.jdinstitute.edu.in](http://www.jdinstitute.edu.in)

*Since*  
**1988**

Leading **Change**