





**IIFT** *College of Fashion*

*Glamorous Careers... Glorious Future*

# IIFT BUZZ

**IIFT // Issue 36/ October 2024**

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A Chinese Hanfu in red with gold embroidery is a stunning example of traditional Chinese attire, showcasing the elegance and cultural richness of ancient China. The red color is often associated with prosperity, good fortune and celebration in Chinese culture, while gold symbolizes wealth, nobility and status.

## **IN THIS ISSUE**

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From the Editor's Desk

Principal's Note

Feature by CAO

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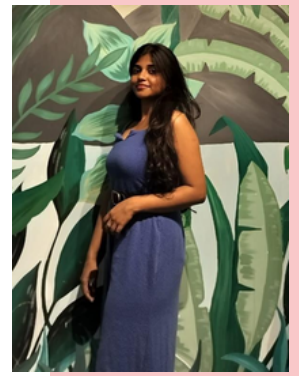
Campus Happenings

Student's Corner

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What's Coming Up

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**FROM THE EDITOR'S DESK  
SUSHMITHA R MOHARE, BSC**

Hey, All

I gladly welcome you all to October edition!

There i will take you to the quick recap for the same. We welcomed October with great excitement on 25 of October the seminar conducted by Mr. Rameshkumar (Madhura fashion and lifestyle) focused on current trends shaping the apparel industry and consumer behavior where students got to know about global market, sustainability initiatives. And on 27th October our college Rotaractors participated in YUVAM 2024 and got recognition award from District governor , at October 29 our college Rotaract flagship project KALAKRITHI 2.0 was held the creative event not only provided an enjoyable experience but also served a Nobel cause, as the fund raised were utilized for the Benefit of government school , showcasing the power full combination of art and social responsibility in the end of the month on 30th October The Black dress code , our silent screams

Set the Hall for Halloween's dream.

Without décor, we carried the scenes

Making memories bright yet darkly keen, so our campus stayed clear and neat, we brought Halloween alive, a celebration complete. I wish all the best to you all for upcoming learning experience of you will see in upcoming months and throughout the year.



**CAO NOTE BY  
MRS. MANJULA HARISH**

**ETHICS IN FASHION INDUSTRY-IIFT BUZZ OCT 2024**

Ethical fashion goes beyond the environmental impact and focuses on the social and economic aspects of the fashion industry. It addresses issues like fair labor practices, healthy working conditions, and a fair living wage.

For a company to be classified as being involved in ethical fashion, the company is expected to engage in fair trade and sustainable manufacturing, and no part of the supply chain of the company includes abuse or exploitation of any kind.

Whereas sustainable fashion focuses on the environment, ethical fashion emphasizes the morals a company upholds to ensure no person or animal is hurt during manufacturing. The Rana Plaza collapse heightened the need for ethical fashion, as workers' harsh conditions were recognized worldwide.

**Overproduction and Overconsumption:** Overproduction in fashion leads to excessive waste as unsold items are often discarded, contributing to environmental problems. Overproduction leads to bigger sales to get rid of the standing stock which leads to thoughtful purchases which clients may not need.

Most ethical, eco-friendly brands are working hard not to overproduce. Rather, they make just enough to meet demand. This means they are making products in small quantities, which tends to be more expensive because factories offer discounts for bulk orders.

**Ethical Fashion:**

Prioritizes quality over quantity.

Supports fair labor practices and safe working conditions.

Uses sustainable and eco-friendly materials.

Promotes transparency in the supply chain.

Focuses on long-lasting, timeless designs.

Look for words like 'organic', 'eco-friendly', 'fair trade' or 'vegan' to make sure the garment you are buying respects the environment and workers' rights. Choose environmentally friendly fabrics: Natural fabrics, such as organic cotton or linen, are produced without the use of environmentally harmful chemicals.

**Ethical fashion is about social justice and human rights:**

Workers are paid a fair wage and work in a safe and healthy environment. Ethical fashion is also about transparency in the production process, inclusivity, diversity and animal welfare.

***The aim is to treat people and animals with respect.***



## ICGF YOUTH SERVICE - YUVAM 2024 WAS ORGANISED ON 27TH OCTOBER

Our college students presented the fashion show according to the theme RETRO-VINTAGE at ICGFYUVAM 2024 it was such a great performance. It was an amazing event for a participant, and our collegestudents also received recognition award!



Their impeccable style, creativity, and hard work resulted in a standing ovation from the audience. The event provided an incredible platform for our students to showcase their skills, and they undoubtedly rose to the occasion.

The cherry on top was our students receiving a well-deserved Recognition Award for their outstanding performance! This achievement not only reflects their individual talents but also underscores our college's commitment to fostering excellence in fashion education.

## KALAKRITI 2.0



On 29 October, Rotaract club of IIFT did a project named 'Kalakriti 2.0' phase-1, this project aims to empower students while supporting government schools through creative means. The initiative involves purchasing tote bags at a low cost, painting them with students from a local government school, and selling the finished product at higher price. The proceeds are used to provide essential resources for the school.

Outcomes:

1. Students developed their artistic skills and expressed their creativity through the painted tote bags.
2. The project successfully raised fund for the government school, directly contributing to its resource needs.
3. The project fostered a sense of community, as students worked together towards a common goal.

The 'Kalakriti2.0' project successfully achieved its objective by combining creativity with social responsibility. It not only provided a source of funding for the government school but also fostered camaraderie among the students.

## HALLOWEEN HAVOC



At IIFT, Halloween arrived with flair, Though decorations were rare, the spirit was there.

Our theme was black, a dress code bold,

In shadows and stories, our Halloween unrolled.

From dawn till dusk, the vibe stayed strong, As costumed friends laughed all day long. With faces painted, we took our stand, Each black-clad figure-a ghoul unplanned.

No Cobwebs hung, no pumpkins carved Yet in our costumes, the essence thrived.

We swapped tales eerie, whispered and low, of Haunted Places and the shadows that grow.

Trick or Treat in bags, tales we spun under the daylight, we embraced the fun.

Every laugh & Ghostly cheer, Filled our halls with festive fear.

The Black dress code, our silent screams

Set the Hall for Halloween's dream. Without décor, we carried the scenes Making memories bright yet darkly keen.

So our campus stayed clear and neat, we brought Halloween alive, a celebration complete.

# STUDENT'S CORNER

Creativity Starts Here

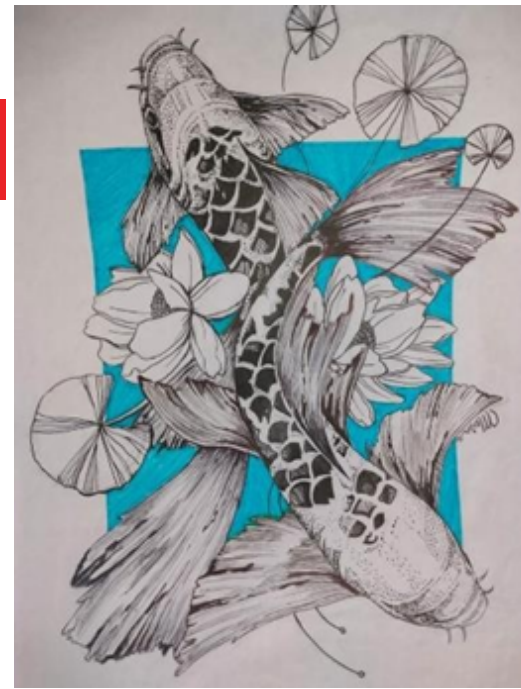


MADHUBHANI ART BY  
LALLAWMZUALI BSC.

Madhubani painting is a folk art of the Mithila region of Bihar, India. It is characterized by line drawings filled in by bright colours and contrast or patterns. Abundance of nature is an essential value of Madhubani Painting. Banyan trees, birds, animals, sun, moon are most beloved motifs found in Madhubani Paintings

ACRYLIC PAINTING ART BY:  
MERIN JUSTIN BSC

Discover 'Shades of the Deep', a stunning black and white acrylic fish painting where monochromatic hues merge with expert layering, glazing, and drybrushing techniques. The intricate texture and contrast create an captivating underwater world."



FOOTWEAR DESIGN ART BY  
AAYUSHI MAHAPATRA BSC

These show-stopping heels embody the fearless spirit of teenage style, where confidence meets unstoppable flair. With every step, they paint a canvas of poise and beauty. The ultimate empowerment tools for the young and fearless, these killer heels inspire bold fashion statements. Elevating elegance to new heights, one stride at a time."



# STUDENT'S CORNER

Creativity Starts Here



DESIGNED BY  
DURGA ESHWARI BSC



DESIGNED BY  
DURGA ESHWARI BSC



DESIGNED BY  
SUSHMITHA R MOHARE

# STUDENT'S CORNER

Creativity Starts Here

ACRYLIC



ART BY  
AYESHA 3RD YEAR BSC



KALAMKARI ART BY  
KANNIKA C R BSC



PATCH WORK BY  
ANUSHA S H BSC



MACRAME ART BY  
SUSHMA J BSC



PATCH WORK BY  
KANNIKA C R BSC



PATCH WORK BY  
KEERTHANA K

# *WHAT'S COMING UP*

2ND INTERNALS.

TIE AND DIE WORKSHOP

PREPARATORY EXAMINATION

SEMINARS

WORKSHOPS

To get featured in the newsletter please get in touch  
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