





IIFT College of Fashion

Glamorous Careers... Glorious Future

IIFT BUZZ

IIFT // Issue 36/ October 2024

My art is inspired by the shades of RED. This art is monochromatic which inspired and describes the shades of Single color. Poster colors play a vital role in this art. The white color and the black has added to the red color to get the shades. The artwork describes women sitting in a red flower with a power and confidence. The black poster color is highlighted here and there to give a dark shaded look.

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**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.



FROM THE EDITOR'S DESK
SIDDI RAJU DYNIKA

Hello Everyone!

Welcome to the month of October! This month is packed with exciting activities and celebrations.

Halloween Day Celebration

Join us on 31st October as we celebrate Halloween Day with spooky flair.

Designer Spotlight: Rohit Bal

This month, we pay tribute to the legendary Indian fashion designer, Rohit Bal, known for his exquisite craftsmanship and attention to detail. Let's delve into his remarkable journey and contributions to the fashion world.

Technique of the Month: Wet on Wet

Discover the art of Wet on Wet, a painting technique that creates stunning textures and effects. Learn how to master this method and elevate your design skills.

Let's make this month memorable!



WHAT'S UP AT IIFT

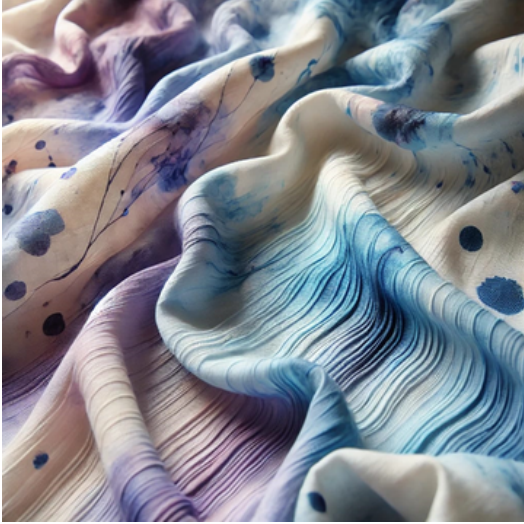
TRIBUTE TO ROHIT BAL: THE MASTER OF INDIAN FASHION

Rohit Bal, a name synonymous with elegance, sophistication, and unparalleled craftsmanship, has left an indelible mark on the Indian fashion landscape. As we celebrate his remarkable journey, let's delve into the life and achievements of this visionary designer.



Rohit Bal, a pioneering Indian fashion designer, was born in 1955 in Srinagar, Kashmir. His fascination with design began at a young age, leading him to graduate from the National Institute of Fashion Technology (NIFT) in 1985. With a design philosophy that seamlessly blends traditional Indian craftsmanship and contemporary style, Bal's attention to detail, innovative fabric use, and intricate embroidery techniques have earned him international acclaim. His achievements include being the first Indian designer to showcase at Paris Fashion Week, featuring in prestigious magazines like Vogue and Harper's Bazaar, and receiving numerous awards, including the Padma Shri. Bal's iconic collections, such as "Garden of Earthly Delights" (1994), "Maharaja" (2003), and "Kashmir" (2008), have cemented his legacy, extending beyond his designs to mentorship, preservation of traditional Indian crafts, and inspiring a new wave of Indian fashion enthusiasts.

IMPORTANCE OF WET- ON- WET



The wet-on-wet technique holds significant importance in art and design for its ability to create soft, blended, and organic effects. This method involves applying colours, dyes, or inks on a wet surface, allowing pigments to follow and blend naturally for unique results.

In painting, artists use wet-on-wet to achieve seamless colour transition, especially for capturing elements like skies, water, or abstract backgrounds.

Landscape artists

Ex: can create blended skies with ease, adding depth and atmosphere to their scenes.



Textile designers often use wet-on-wet dyeing techniques to add richness and depth to fabrics. In hand dyed scarves or rugs, the techniques enables colour to penetrate deeply, resulting in saturated long-lasting hues with a handcrafted feel.

Overall, wet-on-wet's importance lies in its ability to create visual unique, high-quality effects with an artisanal touch, enhancing the individuality, texture and visual appeal of designs across multiple fields.

HALLOWEEN DAY



IIFT has celebrated HALLOWEEN DAY on 31st October in our campus.

Halloween is known as All Halloween is as celebration observed in many countries on 31st October, the eve of the western Christian feast of all hallows day. It is at the beginning of the observance of Allhallowtide, the time in the year dedicated to remembering the dead, including saints , martyrs , and the faithful departed. In popular culture, the day has become a celebration of the horror . Students of IIFT has celebrated this day with a scary costumes in their own way.



STUDENT'S CORNER

Creativity Starts Here

PEARL JEWELLERY IS DONE BY
RAJNANDINI, DIPLOMA

This elegant three strand pearl jewellery is made by using different sizes of pearls joining together with the help of nylon thread. The strands are connected with the help of connectors at the back.

THEME BASED JEWELLERY IS DONE BY
BHUVANESWARI PG DIPLOMA

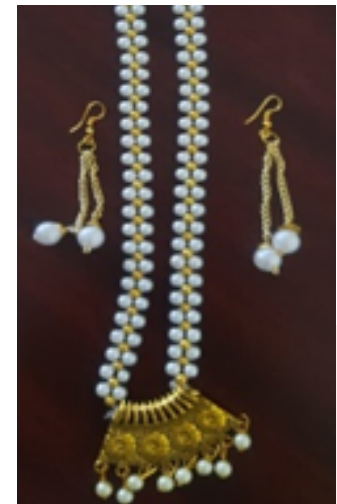
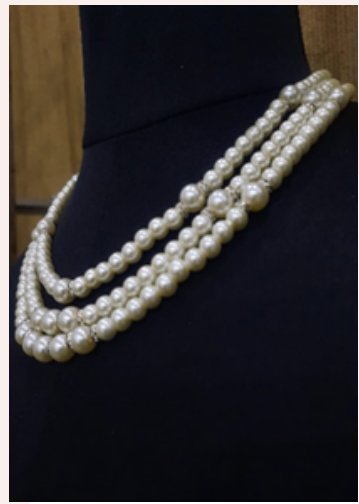
This amazing jewellery is inspired by the gem stones. The stones are connected to with the help of a wire and joined together.

TRADITIONAL JEWELLERY IS DONE BY
LEELA, PG DIPLOMA

This stunning jewellery is made by using pearls and golden beads to give a traditional look. Nylon thread is used to connect the pearls together. The earrings are made with pearls.

CLAY JEWELLERY IS DONE BY
PRASHANTHI K.V PG DIPLOMA

This classic clay jewelry is made with the help of a clay. The acrylic paints are used to paint the clay.



WHAT'S COMING UP

PREPARATORY EXAMINATION

WORKSHOPS

SEMINARS

To get featured in the newsletter please get in touch
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