





# IIFT BUZZ

IIFT // Issue 35/ September 2024

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My art is inspired by KOLAM designs. Poster colours plays a vital role in the art. To get the similar shades of orange I used primary colours and secondary colours.

My art portrays all the ten colours by using this KOLAM design. I want to show the mixing shades of RED, BLUE, YELLOW eventually which enhances the beautiful flower.

Contrast colours were used to give shades for the lotus flower and black gel pen is used to highlight the outlines.

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**CAO NOTE BY  
MRS. MANJULA HARISH**

QUALITY IN CLOTHING

*QUALITY ensures that garments are free from defects, meet the required standards, are safe to wear, and are durable.*

*QUALITY clothes are durable because they are made from excellent fabric and high-standard quality control manufacturing processes.*

*Well-made clothing should have strong stitching, durable seams, and hems that are finished neatly. High-QUALITY apparel is long-lasting, comfortable, and meticulously constructed.*

*There are three components to Clothing Quality: Quality of construction, Fit and Quality of materials. Good QUALITY products are made from Good Quality materials.*

*The best three words are for QUALITY: Material, Price, and Satisfaction.*

*Since QUALITY depends upon the material which is used for manufacturing and its price and last level of satisfaction to the customer.*

*High-QUALITY garments are often made from natural fibers, like cotton, silk linen, wool, or cashmere. These materials are not only durable, but they also tend to feel more comfortable against the skin and have a better drape.*

*QUALITY is usually higher in expensive Clothing Brands. They use premium materials, such as High-Quality Fabrics and Trims, which can result in a longer lifespan of the Garment. This means you will not have to replace the item as frequently as you would with a cheaper alternative.*

*QUALITY isn't just about luxury and aesthetics, it's also about longevity. Durability is a key indicator of Fabric Quality, determining how well a Garment can withstand wear and tear over time.*

*The standard QUALITY of the Fibers, Fabric construction, Yarn, Surface Designs, Color Fastness, and Finished Clothing items are utilized in this industry to assess the quality of the product.*

*Finally, Product QUALITY is based on performance, reliability, durability, visual and Perceived Quality of the Garment.*

*One of the most pressing reasons to prioritize QUALITY clothes is to reduce Environmental Impact.*



FROM THE EDITOR'S DESK  
SIDDI RAJU DYNIKA

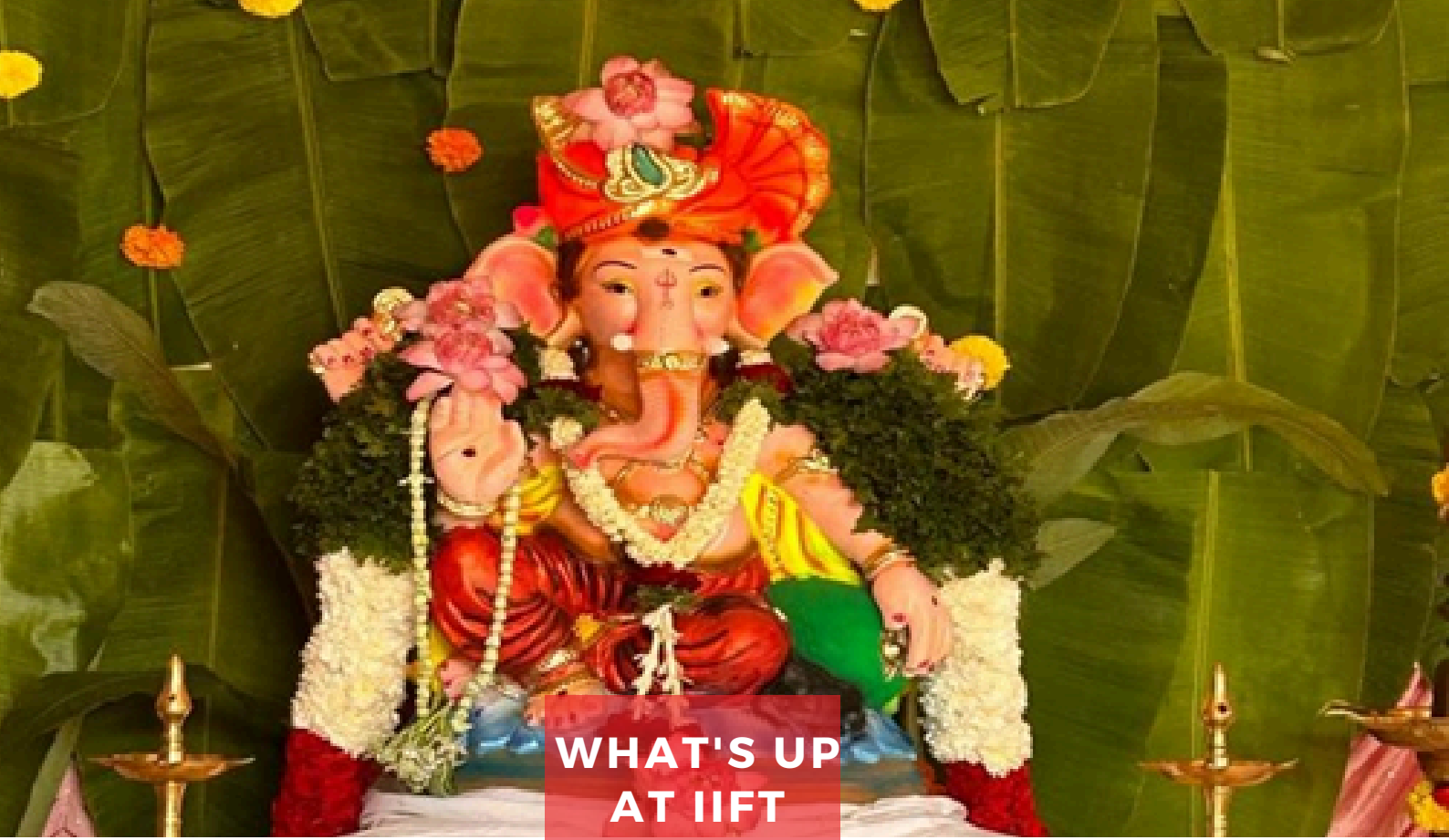
## HELLO EVERYONE

Welcome to month of SEPTEMBER let me explain about the activities held in this month.

The month of SEPTEMBER has started with colours of joy with spectrum week where students has showcased their stunning displays and day. This event is held for five days with five different colour themes, those are RED, YELLOW, BLACK & WHITE, GREEN & BLUE.

IIFT has conducted GTE exhibition which is held on 21st September at palace ground of Bangalore 2024. Students got experienced and witnessed the various machineries, and garments on that day.

IIFT has celebrated Ganesh pooja on the occasion of Ganesh Chaturthi on 16-09-2024 in our campus.



## WHAT'S UP AT IIFT

### **GANESH CHATURTHI CELEBRATION AT IIFT: A DAY OF DEVOTION AND JOY**

At IIFT, Ganesh Chaturthi was celebrated with grandeur & devotion on 16-09-2024. The day began with the installation of a beautifully crafted idol of The Lord Ganesha, where students gathered for prayers & pooja. The atmosphere was filled with peace & reverence as chants & offerings were made to "The God Of Wisdom" seeking the blessings for prosperous future.



Following the pooja, the campus came alive with the dance performances to Bollywood and Sandalwood songs, blending the tradition with fun. The vibrant energy of the students made the celebration memorable, as joy and devotion intertwined

As The Day come to the close, the Ganesh idol was taken for Visarjan to a lake with hearts full of gratitude, the students bid farewell to The Lord Ganesha, completing the cycle of devotion in an emotional & heartfelt procession. The Day was a perfect blend of faith, celebration, and unity, making it a truly Unforgettable event for everyone at IIFT.

## MARKET SURVEY



IIFT conducted the market survey FDBM students. Students of FDBM visited "Raja Market" in Chickpet for the market survey. In this market survey the students learned about the various kinds of fabrics, jewelry making materials like pearls, beads, pendants, chains, charms, cutting tools etc.

## GARMENT TECHNOLOGY EXPO 2024



On 21 September the students were taken to garment technology expo in palace ground of Bangalore 2024, GTE2024 was the biggest industry show in the subcontinent. Students gain knowledge about New technologies, machineries, accessories designs, latest product launches and new innovations like 2 and 5 head DTF printer, CAD systems, creasing machine, crochet machines, Denim finishing and washing technology, design studios, embroidery machine, motifs, labelling system, dyes and chemicals, Different industrial sewing machine & its spare parts, cloth cutting machineries and also acquired knowledge about different embroidery machine, printing machineries with its practical exposure.

## SPECTRUM WEEK

Every student has a unique talent or skill at which they truly master. Talent's day is the day to embrace those abilities and show them off. IIFT College of Fashion conducts talents day every year to allow all students to exhibit their special interest in Canvas painting, Hair styling, T shirt designing, Bottle art, Creative illustration, Cooking without fire and other areas. The participants in groups and solo come up with mind-blowing skill.

Every day has its own specialty of colour theme which describes about the different colours .



IIFT has started spectrum with the colour of power, love, danger also known as "RED".

On the next day with the colour of "YELLOW" which tells about joyfulness, happiness, and energy. Then next day comes to the colour of Dark and Pure light known as "BLACK & WHITE" which is everyone's favorite colour .

Next is "GREEN" colour talks about the growth, health and nature.

Spectrum week ends with the colour which is "BLUE" that symbolizes the colour of "LORD KRISHNA".

## APPLIQUE WORK



An Applique Work is an art to embellish the surface of fabrics. There are various materials like embroidery threads, beads, felts are used to implement the designs. Here we used the different types of stitches like back stitch, knot stitch, buttonhole stitch and chain stitch to enhance the beauty of designs.

This Applique work is done by our FDBM students. It is an abstract illustration for making the different designs.

# CAMPUS INTERVIEW UPDATES

## ARVIND LIFESTYLE



Arvind Lifestyle conducted a campus interview at our college on August 11, 2024. The event provided an excellent opportunity for students to showcase their skills and talent, potentially landing a coveted role with the renowned lifestyle brand. Representatives from Arvind Lifestyle interacted with aspiring candidates, assessing their suitability for various positions within the company. The campus interview enabled students to demonstrate their knowledge, confidence, and passion, taking the first step towards launching their careers in the lifestyle industry.

## BEST SELLER



On August 14, 2024, we hosted an exclusive interview with Best Sellers at their premises. This strategic meeting provided valuable insights into the company's vision, culture, and operations. Key representatives shared their expertise, offering a comprehensive understanding of Best Sellers' success factors and industry trends. The interactive session enabled meaningful discussions, fostering connections and potential collaborations.

# STUDENT'S CORNER

Creativity Starts Here

SMOCKING WORK IS DONE BY  
PRASHANTHI KV, PG DIPLOMA

Smocking is a type of technique that gathers fabric together. Here is the beautiful honeycomb technique used and added some golden sugar beads for ornamenting purpose.



THIS MIRROR WORK IS DONE BY  
RAJA NANDINI, DIPLOMA

Mirror work known as shisheh or abhala bharat embroidery, is a traditional art of decorating fabric with small pieces of mirror or reflective metal.



THIS KASUTHI EMBROIDERY IS DONE BY  
PRUTHVI, PG DIPLOMA

Kasuthi embroidery is a traditional embroidery Technique which is famous in "Karnataka". This embroidery technique is inspired by the Beautiful peacocks. Here matte fabric is used For the implementation of "Negi" stitch



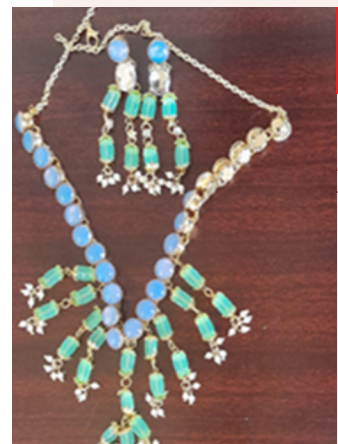
THIS FILLING WORK IS DONE BY  
TEJASWINI, PG DIPLOMA

This beautiful art is inspired by the Meera bhai, filled her heart with love and devotion of the Lord Krishna implemented in the art.



BEADS JEWELLERY IS DONE BY  
BHUVANESWARI, PG DIPLOMA

This elegant jewelry set made with the Monalisa Beads, Crystals and Sugar Beads. The blue and Turquoise colored beads shows the cool and gorgeous look.



# *WHAT'S COMING UP*

**INDUSTRIAL EXPERT SEMINAR**

**INDUSTRIAL VISIT**

**PARENTS TEACHER MEETING**

**HALLOWEEN DAY**

**WORKSHOPS**

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# ***IIFT BUZZ CREW***



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