



INDIAN INSTITUTE OF  
FASHION TECHNOLOGY

*Glamorous Careers... Glorious Future*

**MAKE A  
MARK IN  
THE WORLD  
OF FASHION**

**DIPLOMA & PG DIPLOMA IN  
FASHION STYLING &  
COMMUNICATIONS**

# ABOUT THE COURSE



Diploma & PG Diploma in Fashion Styling and communications is an exclusive course offered by Indian Institute of Fashion & Technology. Fashion Styling & Communication course is a multi-disciplinary and industry-relevant course combining two of the most dynamic and fast paced areas of fashion: styling and communication. It is designed for individuals looking to enhance their knowledge in fashion journalism, visual merchandising, styling, photography, illustration, creative writing, etc. Fashion is essentially defined by the notion of "Change". Fashion is worn, fashion changes, fashion communicates. You will learn intricacies of Fashion along with the workings of media industry. By the end of this Diploma course, you will learn fundamentals of fashion designing, styling and how to communicate fashion to the masses and a lot more. This course will open the doors to a world of possibilities that will allow you to go way beyond your ambitions for a successful career in fashion. At IIFT, you will be taught by world class faculty with proven teaching methods which will enable you to be design leaders of the future.

**Eligibility:** 10th standard / SSLC | For PG Diploma - Degree ( Any Stream)

**Duration:** 1 year ( Regular)

[admissions@iiftbangalore.com](mailto:admissions@iiftbangalore.com) | [iiftbangalore.com](http://iiftbangalore.com)  
9980097400 | 9008600952 | 9008900075 | 90089 00074





# ABOUT THE INDUSTRY

## Market Size of the Garment Industry

The Indian textile and apparel market reached a value of US\$ 151.2 Billion in 2021 and is expected the market to reach US\$ 344.1 Billion by 2027. The industry is the second largest employer for both skilled and non skilled workers.

## Highest Paid jobs in the Fashion Industry

Designer, Stylist, Merchandiser, Brand Manager, Sourcing Manager, Designer for Celebrities, Costume Designer for TV/Films, Personal Stylist, Fashion Writers, Public Relations.

## Apparel Production in India & World

India is among the world's largest producers of Textiles and Apparel. In the world textile scenario, it is the largest producer of jute, second largest producer of silk, third largest producer of cotton.

## Fashion Brands

Zara, H&M, Tommy Hilfiger, Benetton, Vera Moda, Calvin Klein, have seen a good sales growth in India and Indian companies like Arvind group, Reliance Retail, Madura Trend, Raymond Apparel have launched their own fashion brands.

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# WHY CHOOSE IIFT

**LIMCA BOOK  
RECORD HOLDER**

**AWARD WINNING  
COLLEGE**

**100% PLACEMENT  
ASSISTANCE**

**EXPERT FACULTY**

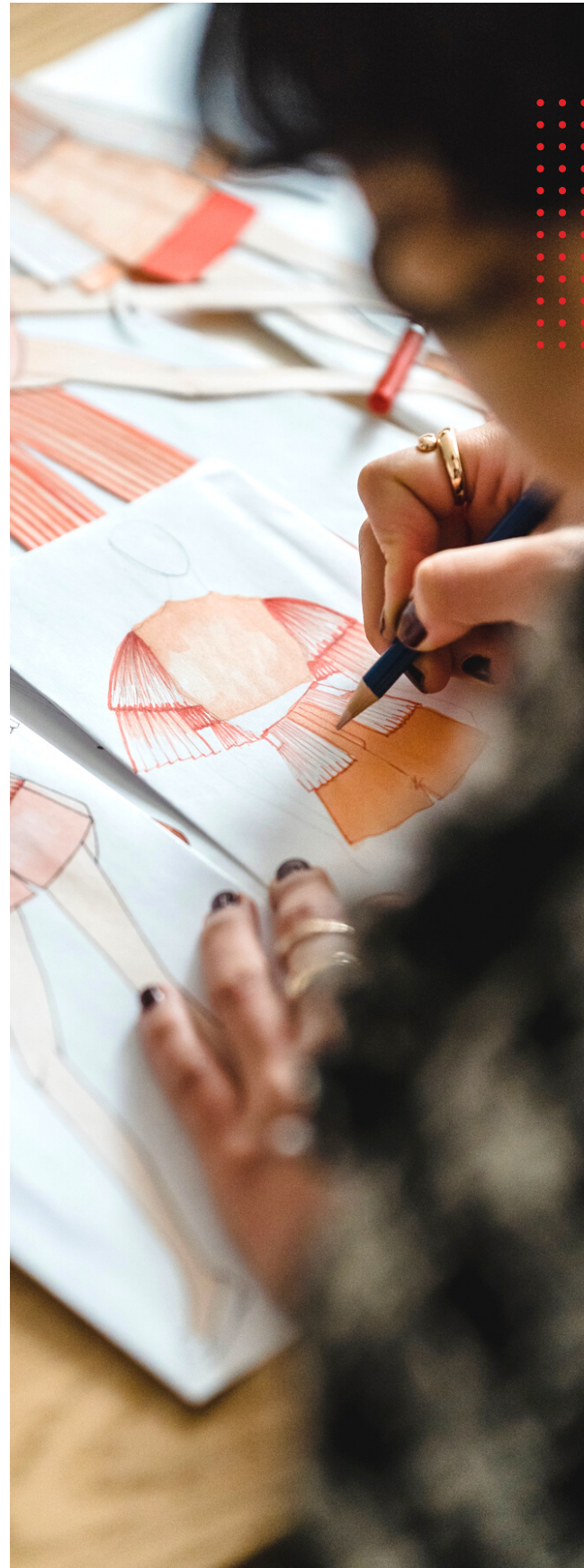
**ONE ON ONE  
MENTORSHIP**

**UNIVERSITY RANK  
HOLDERS**

**INTERNSHIPS IN  
INDIA & PARIS**

**TOP RANKED  
PROGRAM MODULE**

**SEMINAR &  
WORKSHOPS BY  
INDUSTRY EXPERTS**







# WHAT WILL YOU LEARN AT THE END OF THIS COURSE

**FASHION  
STYLING**

**FASHION  
COMMUNICATION**

**FASHION  
ILLUSTRATION**

**FASHION  
PSYCHOLOGY**

**FASHION  
JOURNALISM**

**FASHION  
PHOTOGRAPHY**

**FASHION  
FORECASTING**

**FASHION  
MERCHANDISING**

**CREATIVE  
WRITING**

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# JOB PROFILES IN THE FASHION INDUSTRY

**Fashion Photographer**

**Fashion Illustrator**

**Fashion Forecaster**

**Fashion Stylist**

**Fashion Blogger**

**Personal Stylist**

**Fashion Magazine  
Editor**

**Creative Director**

**Marketing & Advertising**

**Fashion Journalist**

**Fashion Modelling**

**Content Writer**

**Social Media Manager**

**Personal Shopper**

**Visual Merchandiser**

**Brand Consultant**

**Fashion Consultant**

**Public Relations**

**Brand Manager**

Entrepreneurship - This course provides you with specialist skills, knowledge, and confidence to be a leader in the global fashion industry also offers you the opportunity to hone your skills and amplify your passion for this global industry.





# **COURSE CURRICULUM**

## **DIPLOMA IN FASHION STYLING & COMMUNICATION**

### **SEMESTER I**

**Fashion Psychology**  
**Fashion Illustration**  
**Fashion Communication**  
**Fashion Styling**  
**Communication Project Work**

### **SEMESTER II**

**Visual Merchandising**  
**Fashion Journalism**  
**Fashion Photography**  
**Fashion Forecasting**  
**Editorial Project Work**

## **PG DIPLOMA IN FASHION STYLING & COMMUNICATION**

### **SEMESTER I**

**Fashion Psychology**  
**Fashion Illustration**  
**Fashion Communication**  
**Fashion Styling**  
**Styling Project Work**

### **SEMESTER II**

**Visual Merchandising**  
**Fashion Journalism**  
**Fashion Photography**  
**Fashion Forecasting**  
**Photography & Editorial Project**



# MEET THE MENTORS

Principal

**Ms. Seema Savio MSc**  
Apparel & Technology Mgmt.



Asst. Professor

**Ms. Sri Lakshmi M S**  
MBA Fashion Retail Mgmt.



Asst. Professor

**Ms. Rucha Karvincop**  
BSc in Fashion Design



Industry Mentor

**Dr. Srinivas Prakash**



Industry Mentor

**Ms. Viji R**



Industry Mentor

**Dr. E P Kaniappan**



Industry Mentor

**Dr. Kannan Krishnamurthy**



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# ADMISSION PROCESS



Download the application form from our website [www.iiftbangalore.com](http://www.iiftbangalore.com) or [click here to download](#). Fill up the same and send it to [admissions@iiftbangalore.com](mailto:admissions@iiftbangalore.com) along with an essay on 'Statement of Purpose' mentioning why you are interested in Fashion Designing course. Application fees of 1000/- should be remitted along with the filled in application form.

**Selection Procedure:** Once we receive your application form along with Statement of Purpose, our admission team will scrutinize the same and on being selected, candidates will be required to take provisional admission to the course on a first come first served basis by paying a non-refundable initial admission processing fee of 30,000/- (which is inclusive of the total fee payable) within 15 days of the receipt of the intimation of the selection.

**Course Fee / Concession & Scholarship Fee:** Diploma & PG Diploma in Fashion Styling & Communication is a one-year program and the course fee is Rs.1.25 Lakhs per year.

**Concessions:** 15% concession on fee for SC/ST students. 15% concession on fee for children of Ex-Servicemen. **Scholarship:** 15% scholarship to students who have secured more than 90% in PUC or 12th standard.

Fees once paid shall not be refunded under any circumstances

All admissions will be provisional subjected to the approval of the University/Institute and submission of all original documents and completion of the admission formalities, including paying of fees



## VIJAYNAGAR BRANCH

Address: #3,1/6, 1 st Cross, M.C Road,  
Vijayanagar, Bangalore,  
Karnataka - 560079

Call Us: 9980097400 / 9008900075  
/ 9008900074 Or 080-23107668

Email:  
[admissions@iiftbangalore.com](mailto:admissions@iiftbangalore.com)

## INDIRANAGAR BRANCH

Address: No.549/E, 2nd Floor, Laner  
Pride, Double Road, next to HDFC  
Bank, Indira Nagar 1st Stage,  
Bengaluru,  
Karnataka - 560038

Call Us: 9008600952 Or  
080-49554787

Email:  
[infoindiranagar@iiftbangalore.com](mailto:infoindiranagar@iiftbangalore.com)