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IT ALL BEGINS EARLY

By: Lolita Dutta, Associate Director & HOD, School of Visual Communication, UID

Reading about many designers and how they came to be, revealed an interesting fact. Most started very young. In fact, it is our childhood forays into being creative that leads us to follow our heart most times. Some due to peer pressure and parental pressure, have to let go their creative yearnings, but later on in life they return to do something creative.

For me creativity began at 3! I was gifted a box of crayons by my parents and on a hot summer afternoon went hell Pell on our white balcony wall... a riot of colors and childish images extended along a passage and made me very pleased with myself. Until our landlord arrived and exclaimed in disbelief much to the embarrassment of my parents. However, he looked at it for a while and proclaimed, "it's good". This gave me the impetus to carry on with my artwork, and even now in my mind's eye I flashback to that spontaneous activity. In subsequent years I went quite berserk with changing my room décor every week, cutting up fabric to make clothes for my dolls, make elaborate sand castles, draw and paint, write, and later photograph. This led me to becoming a designer.

So, it is for many creative people, our childhood shapes us for who we are. I know designers, who watched their mothers sew and collected the scraps and began patchwork, some whose love for theatre led them to work on films, some who molded toys from clay to become ceramists, and so on. Then there are many who keep their talents hidden, but in later years, tired from doing engineering or computer science, discover their creative side and switch to becoming very creative.

Our instincts take us where we want to be. I see students who are dispassionate, looking at design as just a profession, and then I see the truly creative ones, who doodle in their books and do plenty with their skills, it's the ones who dream and dare and relive childhood that seem to go on and on.

From Jethro Tull comes these words, "**never too old to rock n roll, too young to die.**"

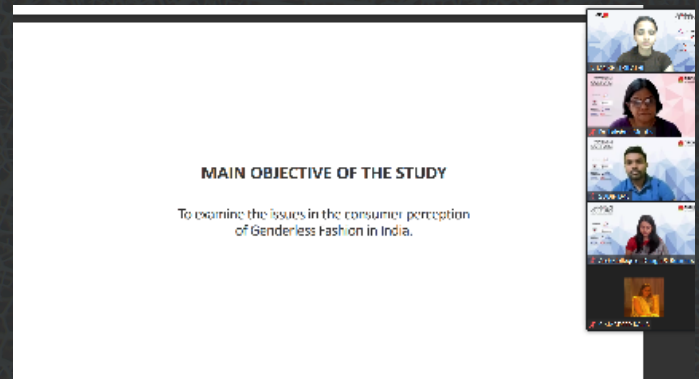
DESIGN CULTURE PINK CITY DESIGN CONFLUENCE 2022

By: **Nitanshi Tripathi**, B. Des Fashion Design Semester VIII, UID

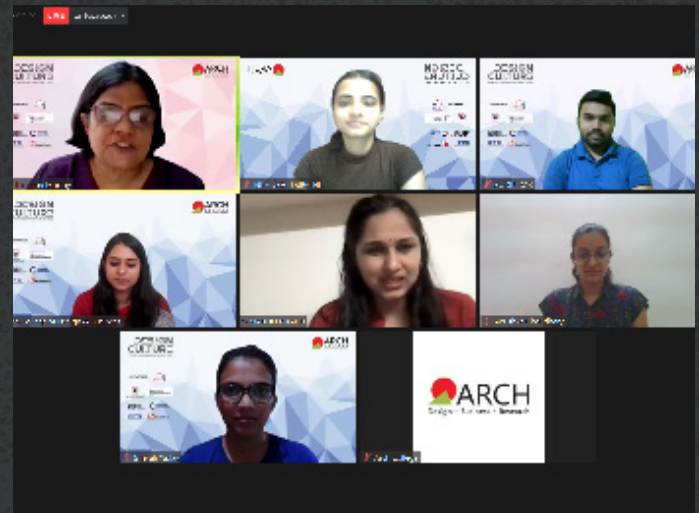
It was a great experience for me to present my research before researchers and educators. I got the opportunity to contribute my research paper on the topic 'Role of Consumer Perception on Genderless Fashion in Deconstructing Gender Stereotypes in Indian Society' under the sub-theme Society 5.0 at the Design Confluence 2022, conceived, organised & hosted by ARCH College of Design & Business, Jaipur. I am thankful for the encouragement & guidance of my teachers- Ms. Taruna Vasu and Dr. Vibha Kalaiya.

My research intends to examine how Indian consumers perceive Gender Neutral Fashion. It aims to find the meaning of Genderless Fashion as per the people in Indian society and how they connect it to gender stereotypes.

About 25 research papers & posters were presented at the conference, in hybrid mode during 9-16 March'22. It consisted of panel discussions, workshops and a variety of sessions. I attended it online and all the presenters were welcomed by Dr. Lakshmi Murthy (Designer, Researcher, Educator and Founder - Vikalp Design). I presented my research and listened to other research papers as they were all so informative and may urge us to think and research more. Everyone's spirit was high and it was really motivating to be a part of it.



Screenshot from the Presentation. Picture Courtesy: Nitanshi Tripathi.



Screenshot from the Presentation. Picture Courtesy: Nitanshi Tripathi.



Certificate of Contribution. Picture Courtesy: Nitanshi Tripathi.



GLAM UP- MAKEUP AND STYLING WORKSHOP

Living in this sustainable world, the fashion students extend their efforts to take forward the chain to collaborate and create this chandelier. Discarded fabrics and katrans have been dyed and assembled in camouflage inspired shapes to create an upcycled novelty straight from the fashion studio shack.

This is an amalgamation of textiles and defence by using the army camouflage tones and tints to create a spectacle with elements and layers inspired by our esteemed armed forces. It is a tribute to the heroism and valor of the frontline warriors who brave all odds and protect the nation against threats.



Ms. Anjum Bhardwaj during the workshop;
Picture Courtesy: Photography Team, KU

By: **Niharika Jain & Nishita Jethani**, B. Des
Fashion design, Semester IV, UID

The second session was a practical one where Anjum Ma'am created four different makeup looks. Here, she selected put the students into teams, where each team had a student model and a team for planning the hair and make up look based on the chosen outfits. This was then communicated to the entire audience and suggestions for improvement were sought. All four looks had an exclusive vibe and common tale to them which helped Anjum Bhardwaj to show off exclusive varieties of makeup so one can match unique occasions. The looks were brought to life by Anjum Ma'am doing the make-up, assisted by her hair styling crew. During the session, the students learnt the guidelines and hints one has to always hold in thoughts for styling and make-up.

The day ended with the models doing a runway show and the teams expressing how they felt about the final results.



This consultation helped the students in figuring out that fashion is not what you buy but the way you express yourself through it and make-up isn't approximately making oneself look presentable but telling a tale.



Anjum Bhardwaj in action; Picture Courtesy: Instagram- Karnavati University

Models post make-up session; Picture Courtesy: Photography Team, KU



RAMP UP: A MASTER- CLASS ON FASHION SHOWCASE

Ralph Lauren once said,

“

I don't design
clothes,
I design
dreams.

”

As fashion design students, we come up with new designs on a daily basis and not every design goes into a collection. Every ounce of passion, love, hard work and energy goes into the process of making a collection. However, if what we make is not put forth in a proper way the audience will never know and understand the work that goes behind and beyond. So, who helps showcase every collection perfectly well? The fashion models indeed.



By: Soumya Subramanian, B. Des Fashion Design, Semester IV & Amitha Jacob, B. Des Fashion Design , semester IV, UID

Sonalika Sahay addressing the students.
Picture Courtesy: Jaya Advani

Sonalika Sahay, is one such reigning supermodel. She has been featured in the top ten fashion models of the country by Hindustan times survey in August 2019. Her portfolio of work includes walking the ramp for top Indian and international designers. It was an honor to have her inspire us students with a masterclass on fashion showcase on 29th march 2022 at Karnavati University campus, organized by the School of Fashion Design. Sonalika shared her journey from being a hotel management graduate to becoming one of India's top models. She also shared so many tips on how fashion designers should build their portfolio and social media profile, grooming tips for aspiring models and how negativity on social media should be handled. She is also an entrepreneur, the founder of a retail company called Maia fashion pop up.

With her experience in the field, she gave the students a lot of insight on how and what kind of work young designers should put forth in order to be recognized by the industry. She emphasized a lot on the fact that the finishing of every garment determines the quality of the entire collection, which is what makes a designer stand out! The students had a lot of questions for her about the ups and downs in the industry and what is her take on the changes in the fashion industry like models of all body types being chosen to walk for fashion shows, etc.

The session was followed by a bang on Ramp Walk which showcased garments by Mr. Badal Kumar from his brand 'Tiso Ghari by Badal'. The students from different constituent colleges of Karnavati University participated as models, guided on the ramp by Mr. Ajay Bisht and Ms. Sonalika Sahay herself. Ms. Sahay was also the showstopper for the show. Mr. Badal Kumar, a designer since 2012 specialized in pattern making, surface ornamentation, traditional embroidery and fundamentals of apparel production is the founder of the brand Tiso Ghari. The brand is a home-grown label, started in the year 2015, showcased in FDCI fashion weeks. The label specializes in silhouettes which are minimal yet

asymmetric, with strong patterns.

KU's very own fashion society SIVAKA took part in the event. Members of Sivaka (the students of KU) were the models of this fashion showcase. The students performed extraordinarily under the guidance of the faculties of the Fashion Design department. Sonalika being the showstopper of the show, made the event a grand success.

We as students definitely got lots of insights and ideas from the session that will help us build our careers moving forward. We hope to see her on campus again soon!

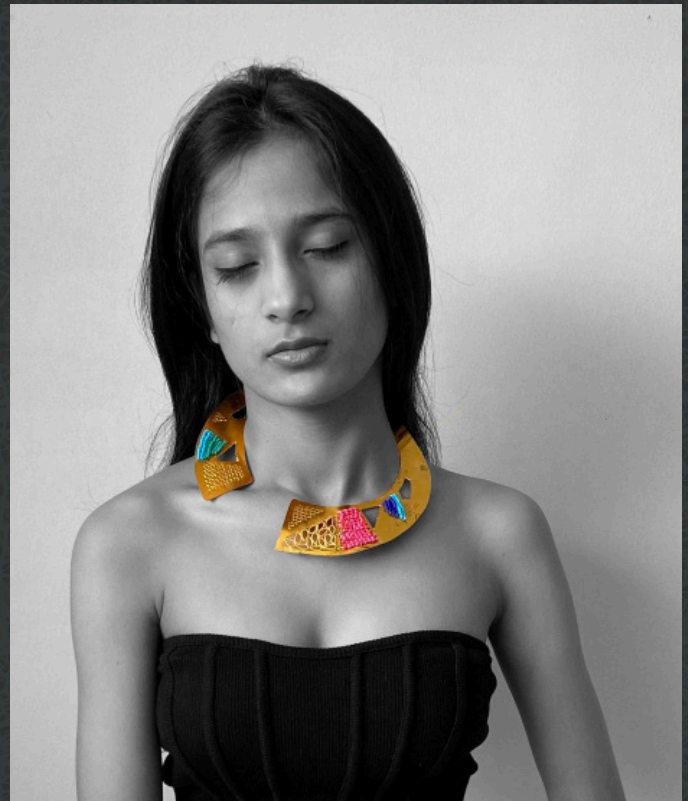


Ms. Sonalika Sahay on ramp; Source: https://www.instagram.com/uid_ku_india



Down the Ramp; Source: Photography Team, KU

FILIGREE STATEMENT- TRADITIONAL TO CONTEMPORARY



Neckpiece made using beading and filigree technique in contemporary context. Picture Courtesy: Sejal Jain

I believe that jewellery designing is all about aesthetics, functionality and following trends.

This asymmetrical collar necklace is a fusion of three different techniques which gives a contemporary look to the user. Filigree has been used which is a form of intricate metalwork made with twisted wires, which is one of the popular craft of Odisha.

Hand punching technique is visible on the metallic neckpiece and beadwork gives brightness to the piece. I have played with positive & negative spacing to balance the piece.

In my piece the lively colours of the beads symbolize harmony, calmness, balance, energy and passion. The blue beads on both sides give a connected feel and rhythm to the whole design.

The collar necklace can be used for events like cocktail parties, ramp walks and evening bashes.

By: Sejal Jain, B.Des Lifestyle Accessory Design, Semester- IV, UID





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