

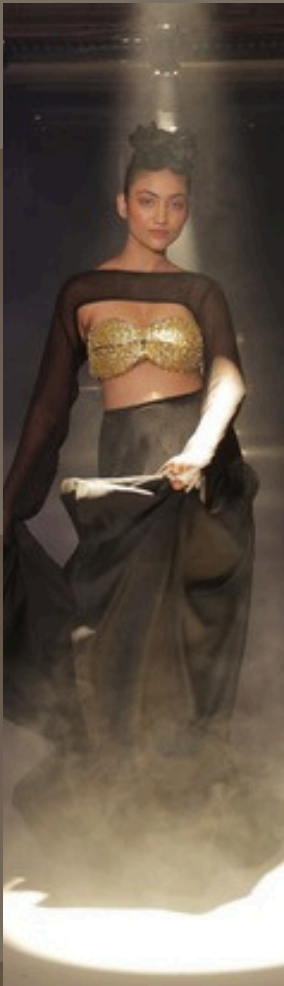
EDITION #02

RUJHAAN



MANIPAL UNIVERSITY
JAIPUR
(University under Section 2(f) of the UGC Act)

APRIL TO JUNE 2024 | @MUJFASHIONDESIGN



INNOVATIVE INTERWEAVES: TECHNOLOGY AND CREATIVITY IN MODERN FASHION

>>> PROF. DR MADHURA YADAV, DEAN FACULTY OF DESIGN



The fashion industry is undergoing a transformative shift in its design and production methodologies Cutting-Edge Technology Transforming Fashion. Technology is at the heart of fashion innovation, from 3D printing, which allows designers to produce intricate, customizable garments without waste, to AI-driven trend forecasting systems that refine decision-making, technology stands at the forefront of fashion innovation.

We also look at the role of virtual reality (VR) in enhancing consumer experiences and how augmented reality (AR) is revolutionizing interactive fitting rooms. Discover how these technological innovations are not only streamlining production but are also opening new avenues for creativity and efficiency in fashion design.

Industry 4.0 technology is revolutionizing fashion design by integrating advanced digital tools like AI, IoT, and 3D printing, enabling more precise, efficient, and customizable production processes. These technologies allow designers to innovate rapidly, reduce waste, and tailor experiences to consumer preferences more effectively than ever before.

Technology is the thread weaving new narratives in fashion, transforming the tapestry of the industry into a digital masterpiece.

DIGITAL COUTURE: THE TECHNOLOGICAL EVOLUTION OF FASHION IN THE METAVERSE

>>> DR. DEEPSHIKHA SHARMA, HOD FASHION DESIGN



We are witnessing a transformative era in the fashion industry, driven by unprecedented technological advancements. One of the most exciting developments is the integration of fashion design with the metaverse—a digital universe that opens up new frontiers for creativity, collaboration, and commerce. The metaverse offers a unique platform where fashion transcends physical boundaries, allowing designers to create virtual garments, host immersive fashion shows, and engage with global audiences in entirely new ways. It revolutionizes how we experience and interact with fashion, offering limitless possibilities for innovation.

For our students, understanding and embracing the metaverse is crucial. It not only expands your design horizons but also equips you with cutting-edge skills that are increasingly demanded by the industry. Engaging with this digital realm can provide valuable insights into emerging trends and consumer behaviors, and it fosters a forward-thinking approach to design and business strategies.

I encourage all of you to delve deeper into this fascinating intersection of fashion and technology. Let's embrace the metaverse as a vital component of modern fashion design, positioning ourselves at the forefront of this exciting evolution.

>>> MS. AANCHAL TREHAN, ASST. PROFESSOR FASHION DESIGN

This innovative landscape is redefining the boundaries of fashion, merging cutting-edge technology with creative design to craft experiences that transcend the physical world. In the metaverse, fashion is not only about aesthetics but also about immersive experiences that engage global audiences in real-time. From virtual fashion shows to digital garments that can be worn in virtual environments, the possibilities are limitless. This evolution presents an exciting opportunity for our students to pioneer new design frontiers, leveraging technology to unleash creativity and redefine what fashion means in the digital age.

Embracing these technological advancements is crucial for staying relevant in the ever-evolving fashion industry. It equips our students with the skills needed to navigate and innovate within a digital-first marketplace.

The integration of CLO 3D, AI, and virtual reality into fashion design will not only enhance creativity but also will prepare students for future careers where these tools are integral. By exploring the intersection of fashion and technology, we are not just following trends—we are setting them, ensuring our students are skilled in both design and technological proficiency.



WORKSHOPS & SEMINARS

Showcasing Latest Design Collection by LIVA and Future Design Trends



The Department of Fashion Design hosted an insightful workshop titled "Showcasing Latest Design Collection by Liva and Future Design Trends" from 3:30 PM to 5:00 PM. The event featured prominent industry experts, including Mr. Nelson (Head of Design, LIVA), Manjit Jangra (Designer, LIVA), and Ankur Thorat (Category Head - Womenswear & Menswear). These professionals interacted with Fashion Design students, sharing their expertise on future design trends and the latest design collections, with a particular focus on sustainability. The session aimed to enlighten students about sustainable practices in fashion and provide them with a comprehensive understanding of current and future industry developments. They showcased their Spring/Summer 2025 design collection, drawing inspiration from WGSN and featuring theme-based prints in womenswear.



FACULTY ACHIEVEMENTS

>>> APRIL, 2024



DR. DEEPSHIKHA SHARMA

>>> HOD, Fashion Design

Dr. Deepshikha was invited as a guest speaker at the Indian Cultural Festival, co-hosted by Heartland Community College and Illinois State University from April 1-5, 2024, was a resounding success. With over 230 participants, her lectures on "Colors of India: Exploring Textiles, Crafts, and Culture" were highly informative and appreciated.



PROF. PRATIBHA MISHRA

>>> Faculty, Fashion Design

Prof. Pratibha's visit to the Indian Cultural Festival at Illinois State University was a significant event underlining our MoU initiatives. She engaged in valuable cultural exchanges, presenting traditional Indian textiles and crafts, which not only enriched the festival atmosphere but also deepened our academic and cultural ties with Heartland Community College.



>>> FACULTY, FASHION DESIGN

HARSHWARDHAN SONI

Mr. Harshwardhan was invited as the Lead Speaker/Trainer at the "Innovating Fashion Design at Tryst 2024," held on March 30, 2024, at the Indian Institute of Technology Delhi. This event, a collaboration between World Technocon and Tryst 2024 IIT Delhi, brought together aspiring designers and industry professionals.



WORKSHOPS & SEMINARS

Time Management Session by Dr Rakesh Premi

Dr. Premi's interactive session on time management was highly engaging, covering prioritization, scheduling, and overcoming procrastination. Attendees actively participated, discussing their challenges and receiving tailored, practical advice. The faculty appreciated the actionable tips and strategies, with many expressing plans to implement them in their professional and personal lives. The workshop successfully met its objectives, equipping participants with new skills to enhance productivity.

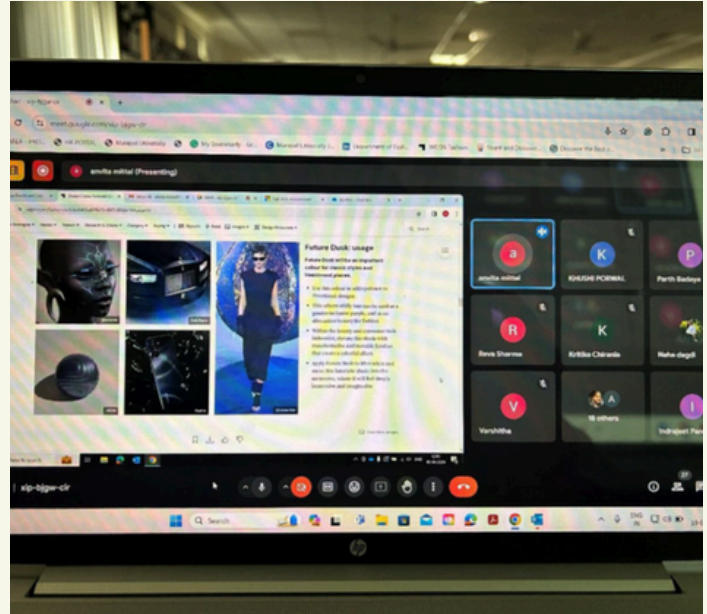


Enhancing Communication Skill for Non-Teaching Staff



The Department of Fashion Design, in collaboration with the Directorate of Student's Welfare MUJ and NSS (National Service Scheme), organized a Social Outreach Activity at the NGO "Aashray Care Home" for HIV infected and affected girls in Nirmaan Nagar, Jaipur on 18th October 2023. Faculty members and students from the fashion design program actively participated in this initiative, conducting a skill development and training session on Crocia and origami with the NGO kids, aligning with the Sustainable Development Goals (SDGs). rephrase in short

WORKSHOPS/SEMINARS



NAVIGATING TREND FORECASTING

Ms. Anvita Mittal delivered an insightful and engaging presentation, providing a detailed product demonstration of WGSN's trend forecasting tools. She highlighted key features, best practices, and practical applications. Attendees actively participated, asking questions and seeking clarifications on using WGSN for their academic and professional projects. The workshop was highly appreciated by both students and faculty members for its practical relevance and informative content. Participants left the session with a deeper understanding of trend forecasting and enhanced skills in using WGSN's tools. The event successfully achieved its objectives, empowering attendees with valuable knowledge to advance their fashion design endeavors.

PLACEMENTS & INTERNSHIPS

»»» MAY, 2024



BHAVIKA PABUWAL

»»» B.Des Fashion Design

Bhavika Pabuwal, a student from the Fashion Department, has secured a six-month final project internship placement at Arvind Fashion Ltd., marking a significant step in her academic and professional journey.



KOVVURU GEETIKA

»»» B.Des Fashion Design

Kovvuru Geetika, a student from the Fashion Department, has secured an internship with JOANNA ANDRAOS, a Lebanon-based brand. She will be contributing to their Spring/Summer collection project.



»»» B.Des Fashion Design

MANASVI ACHARYA

Manasvi Acharya, a final-year student from the Fashion Department, has joined AngelOne as a Visual Designer.

RESEARCH & PUBLICATIONS

>>> PATENT PUBLICATION: SELF-REFLECTIVE TRANSFORMATIONAL GARMENT



Our Department of Fashion Design at Manipal University Jaipur is excited to unveil a significant innovation in wearable psychology, the "Self-Reflective Transformational Garment: An Onion Metaphor." This novel concept was developed by Kovvuru Geetika, a dedicated student, alongside faculty members Mahboob Anwer and Aanchal Trehan. The garment features detachable layers, each representing different stages of personal evolution, transforming from an opaque, onion-like exterior to a vibrant pink evening gown. This design serves not only as a striking fashion statement but also as a profound tool for psychological expression and healing, enabling wearers to visually manifest their journey toward self-acceptance and enlightenment.



SHOWCASE' 24



Location/Place: Rajasthan International Center, Jhalana Doongri, Jaipur

The Department of Fashion Show, SD&A, Faculty of Design at MUJ organized the Annual Fashion Show, Showcase 2024, at the Rajasthan International Centre in Jaipur on May 28th, 2024. Students presented their final design projects—stunning collections of garments and accessories that reflected their unique perspectives and design philosophies. The event also provided an invaluable opportunity for industry professionals and fashion enthusiasts to network and discover fresh talent. We were honoured to have renowned fashion designer Mr. Rohit Kamra as the Chief Guest and Dr. G.K. Prabhu, President of MUJ, as the Guest of Honour. Their words of wisdom inspired our budding designers.

SHOWCASE '24 AWARDS



At the showcase event, Pradhyuman Shekhawat was honored with the Best Design Award for his exceptional work, while Mythili Ittaman received the Most Innovative Collection Award for her creativity in the final design project, both accolades presented by the Department of Fashion Design.



EDITORIAL TEAM

FACULTY MEMBERS

**DR.DEEPSHIKHA SHARMA
MS. AANCHAL TREHAN**

STUDENT DESIGNER

SAKSHI AGARWAL

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