

JAN-MAY 2025 | @MUJFASHIONDESIGN



DEPARTMENT'S VISION AND MISSION

>>> VISION

Global leadership in the domain of fashion & textiles.

>>> MISSION

- Be the most preferred destination for innovative thinking and sustainable solutions in the fashion & textiles.
- Foster academics, research, industrial collaboration and professional excellence in fashion & textile design.
- Transform young minds into the competent professionals in the field of fashion and textile design with strong human values.

DESIGNING FOR TOMORROW: CIRCULARITY AND INNOVATION IN FASHION AND LIFESTYLE

»»» DR. DEEPSHIKHA SHARMA, ASSOCIATE PROFESSOR, FASHION DESIGN



In today's rapidly shifting fashion and lifestyle landscape, circularity is no longer an option, it is an imperative. As educators, we recognize that the design process must embrace responsibility at every stage: from material sourcing and production to consumption and post-use life cycles. By embedding the principles of reuse, recycling, and regeneration into classroom projects, we encourage students to move beyond linear design thinking and explore innovative pathways that align with sustainability goals.

Our commitment lies in fostering curiosity about biomaterials, zero-waste design methods, and ethical consumption patterns. By engaging with real-world case studies and industry collaborations, we challenge our students to envision solutions that minimize waste and maximize value creation. Circularity, in this sense, becomes not just a method but a mindset—one that redefines success in design as a balance of creativity, responsibility, and long-term impact.

»»» MR. MAHBOOB ANWER, ASSISTANT PROFESSOR FASHION DESIGN

Innovation in fashion and lifestyle today demands that we expand our understanding of design as a regenerative practice. The integration of technology, such as digital sampling, 3D prototyping, and AI-enabled design tools, opens new possibilities for reducing resource-intensive processes while inspiring fresh aesthetics. By adopting such innovations, students learn to push boundaries while also addressing urgent environmental concerns.

As a department, we encourage our learners to treat innovation not simply as novelty, but as a response to ecological and social realities. Through research, experimentation, and dialogue with artisans and industry leaders, they develop design solutions that are both futuristic and grounded. This pedagogy ensures that future designers contribute meaningfully to sustainable lifestyles, shaping a world where fashion becomes a vehicle for resilience, responsibility, and cultural continuity.



THE NEW LUXURY: CONSCIOUS CONSUMERISM AND VALUE BEYOND AESTHETICS

»»» DR. AANCHAL TREHAN, ASSOCIATE PROFESSOR, FASHION DESIGN



Luxury, once defined by exclusivity and material opulence, is undergoing a profound transformation in the age of conscious consumerism. Today's consumers seek authenticity, transparency, and ethical responsibility alongside aesthetics. This paradigm shift compels designers and brands to reimagine luxury as an experience rooted in sustainability, cultural relevance, and emotional value rather than excess.

In our classrooms, we emphasize this evolving definition by integrating discussions on fair trade practices, slow fashion, and mindful production processes. Students are encouraged to question not just how a product looks, but how it is made, who makes it, and what impact it leaves on the planet and society. By nurturing such critical perspectives, we aim to prepare a generation of designers who will shape the new luxury market where value is measured by responsibility, not only by rarity.

»»» MR. HARSHWARDHAN SONI, ASSISTANT PROFESSOR FASHION DESIGN

The notion of "value beyond aesthetics" invites us to view luxury as a holistic ecosystem of meaning. True luxury today lies in durability, craftsmanship, and a story of care that resonates deeply with conscious buyers. Whether it is garments made with heritage textiles or accessories crafted through ethical collaborations with artisans, the essence of luxury has shifted from possession to purpose.

As educators, we introduce students to the intersection of culture, sustainability, and innovation, encouraging them to frame design solutions that honor both tradition and progress. By embedding these conversations into projects and research, we foster an understanding of luxury as a responsibility to the environment, to the communities involved, and to future generations. This redefined luxury empowers students to align their creativity with global movements toward equity, inclusivity, and ecological stewardship.



MEMBERSHIPS & COLLABORATIONS

THE DEPARTMENT OF FASHION DESIGN PROUDLY ANNOUNCES ITS OFFICIAL MEMBERSHIP WITH THE FASHION DESIGN COUNCIL OF INDIA (FDCI), EFFECTIVE 1ST JANUARY 2025. THIS MILESTONE MARKS A NEW ERA OF GROWTH, RECOGNITION, AND INDUSTRY COLLABORATION FOR THE DEPARTMENT, POSITIONING IT ALONGSIDE LEADING VOICES IN INDIA'S FASHION LANDSCAPE.

BECOMING A PART OF FDCI REFLECTS OUR COMMITMENT TO EXCELLENCE, SUSTAINABILITY, AND INNOVATION IN FASHION EDUCATION. IT OPENS DOORS FOR OUR STUDENTS AND FACULTY TO ENGAGE WITH THE COUNTRY'S PREMIER FASHION PLATFORM GAINING EXPOSURE TO PROFESSIONAL NETWORKS, SHOWCASING DESIGN TALENT ON NATIONAL STAGES, AND CONTRIBUTING MEANINGFULLY TO CONVERSATIONS SHAPING THE FUTURE OF INDIAN FASHION.



DEPARTMENT OF FASHION DESIGN, SA&D, FOSTA

PLACEMENTS & INTERNSHIPS



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

FACULTY OF
DESIGN 

Student TESTIMONIAL

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SAKSHI AGRAWAL

I'm excited to share that I have recently secured an internship with renowned designer Anju Modi. This milestone wouldn't have been possible without the constant support, mentorship, and guidance of my faculty members and the department. I'm truly grateful for all the learnings and opportunities that have helped me grow and take this next step in my career.

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FACULTY OF
DESIGN 

Student TESTIMONIAL

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BHAVIKA PABUWAL

From uncertain beginnings to fearless expression graduating from the Fashion Department at Manipal University Jaipur shaped my creative path.

Today, I'm proud to launch BEHAD BY BHAVIKA a label that stands for bold experimentation, vibrant color, and stories that go beyond the ordinary. "Behad" means endless and so is the spirit of the women we design for.

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RESEARCH PUBLICATIONS AND PATENTS

>>> **PROF. PRATIBHA MISHRA, PROFESSOR FASHION DESIGN**

She has published a research paper titled “Pharad Block Printing: A Cultural Treasure Resurging in Contemporary Times” in the prestigious Scopus-indexed journal Textile: Cloth & Culture (Taylor & Francis). The paper was published online on 13 February 2025.

This publication explores the rich heritage of Pharad block printing a traditional craft of the Chipa community in the Bagru cluster of Rajasthan known for its vibrant colors, intricate motifs, and natural dye processes. Despite its four-century-old legacy, the study highlights how this art form faces challenges from industrial mass production while simultaneously presenting opportunities for revival through sustainable design practices and cultural preservation.

The paper not only underscores the importance of reviving traditional textiles in contemporary contexts but also aligns with global goals such as SDG 12: Responsible Consumption and Production. This milestone reflects the department's ongoing commitment to research excellence, sustainable fashion, and cultural heritage preservation, further strengthening its reputation in both academic and industry circles.



>>> **MR. MAHBOOB ANWER, ASST. PROFESSOR FASHION DESIGN**

He has published a research paper titled “Fading Embroidery: Navigating the Decline Tradition of Zari-Zardozi” in collaboration with his co-author Dr. Aanchal Trehan. The paper appeared in the prestigious Scopus-indexed journal Textile: Cloth & Culture (Taylor & Francis) and was published online on 4 July 2025.

The study offers a compelling narrative on the decline of Zari-Zardozi embroidery, once celebrated for its regal associations and intricate craftsmanship. Drawing from field observations and first-hand accounts, the research highlights challenges such as mechanization, declining wages, market saturation, and lack of institutional support, which threaten artisan livelihoods and intergenerational continuity. It also examines systemic barriers, including digital illiteracy and dependence on middlemen, while recognizing emerging opportunities where artisans adapt through digital platforms and alternative markets.

By weaving together cultural analysis and socio-economic realities, the paper underscores the urgent need for inclusive, bottom-up interventions that balance heritage preservation with economic sustainability. This important contribution enriches global conversations on craft traditions, cultural heritage, and sustainable livelihoods in contemporary fashion contexts.



RESEARCH & PUBLICATIONS

>>> PATENT PUBLICATION: KINTSUGI-INSPIRED UPCYCLED GARMENT



The Department of Fashion Design at Manipal University Jaipur is proud to announce a patented innovation developed by Kunal Verma, a 3rd-year student, in collaboration with two faculty members. This groundbreaking creation bridges sustainability, cultural aesthetics, and wearable philosophy, drawing inspiration from the Japanese tradition of Kintsugi—the art of repairing broken pottery with gold. By translating this ancient philosophy into fashion, the design redefines garments as both mediums of artistic expression and tools for personal and environmental healing.

The patented garment integrates golden beads and meticulously crafted seams, serving as visual metaphors for renewal, resilience, and the celebration of imperfections. Through the upcycling of existing garments with strategically placed golden embellishments, the design not only champions sustainability but also highlights individuality. Each seam becomes a story of repair, reminding us that true beauty is not found in flawlessness, but in transformation.

EDITORIAL TEAM

FACULTY MEMBERS

DR. DEEPSHIKHA SHARMA

DR. AANCHAL TREHAN

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