

Arch

backstitch

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**Paying it
Forward**

MENTORING WALK 10



Welcome to 'March 2014 Backstitch' issue!!

Once again, it is the month of March and with the International Women's Day around the corner, ARCH is all set to celebrate the event by launching the 8th 'Vital Voices Global Mentoring Walk' in Jaipur on 8th Mar'14. It is the largest mentoring walk in the world and this edition will be flagged-off by Prof Lad Kumari Jain, Chairperson, Women's Commission, Rajasthan. The Mentoring Walk helps to build a beautiful & meaningful chemistry amongst mentors & mentees, enabling mentees to share their concerns with mentors who in turn look forward to share their experiences and advice, having overcome hurdles in their life & work.

The International Women's Day is a global event celebrating the economic, political and social achievements of women. ARCH firmly believes in the empowering of women individuals by providing an enabling environment to transform them into new-age women entrepreneurs, and creating more employment avenues for them across the globe, and making sure those opportunities are fair and supportive. This, we believe, will give them the economic power to change not only their own life but that of their family and their community.

The Feb. 2014 Chr-Cha (monthly exchange forum) held at ARCH was an informal yet creative meet of women leaders for 'Paying it Forward'. Women from different walks of life such as Doctors, Entrepreneurs, NGO representatives, etc. gathered together to share their ideas and opinions towards women's participation in society.

I am pleased to announce that five of our Fashion & Textile Design students were the 'only folk standing' in the final round in Pune of the "Fiat Emozione Italiana Design Contest". Sujit Kumar, with first prize, is all set for an all expenses paid trip to Milan! And 1st runner up, Vinita Chandwani, returned with a handsome cash prize!

Further, ten Fashion Design students of ARCH will be displaying the designer Khadi outfits developed by them at an exhibition being organized by KVIB, Jaipur and scheduled to be held at the Jawahar Kala Kendra under the flagship of 'Rajasthan Khadi Fashion Week 2014'. Selected designer's dresses will be brought on ramp by professional models.

So this month, in the run up to International Women's Day, we wanted to get your views on the achievements of the past year and what more could be done.

ARCHANA SURANA
Editor-in-Chief

LETTERS TO THE EDITOR

FOR FEBRUARY 2014 ISSUE

Dear Editor,

As a new reader of Backstitch magazine, I think it is helping me a lot to learn and explore new areas of design. In the February edition, I got to know about the far possibilities of the development of the Pink City in the Creative and Cultural industries.

The best thing I love about Backstitch is that, every edition covers a renowned name of the industry, as this time Mr. Amitabh Shah. All the best to the Backstitch team.
Akshita Airan, Foundation (2nd semester)



Dear Editor,

I found the last edition of Backstitch, i.e. the February issue, very delightful. From Archana Ma'am's visit to Japan, Christiana and her students in Jaipur to the Convocation day in Arch and the Alumni meet. It feels very proud to read and be a part of Backstitch. I hope the number of readers of Backstitch keep on increasing every month and also hope that it keeps on growing and blooming like a flower.

Abhilasha Saikia,
Foundation (2nd semester)

Dear Editor,

I have been a regular reader of backstitch. The magazine provides lots of informa-

tion about the latest developments happening in design. It gives a chance to young designers to showcase their work which is quite encouraging for budding talents.
Surbhi Verma, Jaipur

Dear Editor,

I loved the February issue of backstitch. The last issue featured our Arch's anniversary and our Convocation event. The magazine covered the best works of our alumni. This column was so inspiring for me as a foundation student in design. This column inspired me so much looking upon my senior's work and their achievements after studying from Arch. I would really be pleased to read a column dedicated to our alumni's achievements after they have entered their professional world and the projects they are working on.

Deeptashree Saha,
Foundation (2nd semester)

Up-coming Events in Jaipur

Rashtriya Amrita Haat

Feb 27 - Mar 09, 2014

This exhibition-cum-sale is all about craft, home furnishing and ladies dress material by small scale women entrepreneurs.

Jawahar Kala Kendra, Jawahar Lal Nehru Marg, Jaipur

Dhrupad festival

Feb 28 - Mar 15, 2014

Jawahar Kala Kendra in association with Vishva Dhruvpd Gurukul is organizing a 15 day long Dhrupad musical Festival
Jawahar Kala Kendra, Jawahar Lal Nehru Marg, Jaipur

Run For Change - Women's Day Special

Mar 08, 2014

This Women's Day, celebrate

the spirit of womanhood and run for happiness and health of Women.
Amrudon Ka Baagh, Vidhan Sabha Road, Sangram Colony, Jyothi Nagar, Janpath, Lal Kothi, Jaipur

11nd International Jaipur Art Festival 2014



Mar 19 - Mar 23, 2014

This exhibition-cum-sale is all about craft, home furnishing and ladies dress material by small scale women entrepreneurs.
Hotel Diggi Palace, Shivaji Marg, Jaipur

"The Believers" a photography exhibition by Jordi Pizarro.

7th March to 30th April

11:00 am to 7:00 pm

"The Believers" is a body of documentary work by photographer Jordi Pizarro which explores religious communities in 10 countries across 4 continents.
Instituto Cervantes, 48, Hanuman Road, Connaught Place (CP), New Delhi

Art & Design learning program

15 Feb- 15 Apr 2014

A program to help strengthen and explore the creativity of the students using tools of art, design and lateral ideation bounded together by a curriculum.
Truth center for creative excellence
Near Hongkong market, Gurgaon.

Cover Photograph: Archana Surana with her mentor - American media icon Geraldine Laybourne

A different way to add to your vocabulary and some...

V DESIGNERS Visual Lexicon

H

Fashion Design

Haute couture

Haute couture (French term for "high sewing" or "high dressmaking" or "high fashion") refers to the creation of exclusive custom-fitted clothing. Haute couture is fashion that is constructed by hand (without the use of sewing machines and sergers/over lockers) from start to finish, made from high quality, expensive, often unusual fabric and sewn with extreme attention to detail and finished by the most experienced and capable seamstresses, often using time-consuming, hand-executed techniques. Couture translates literally from French as "dressmaking", but may also refer to fashion, sewing, or needlework and is also used as a common abbreviation of haute couture and refers to the same thing in spirit. Haute translates literally to "high". A haute couture garment is often made for a client, tailored specifically for the wearer's measurements and body stance. Considering

the amount of time, money, and skill that is allotted to each completed piece, haute couture garments are also described as having no price tag - in other words, budget is not relevant. Each couture piece is not made to sell. Rather, they were designed and constructed for the runway, much like an art exhibition.



Interior Design

Handrail

A handrail is a rail that is designed to be grasped by the hand so as to provide stability or support. Handrails are commonly used while ascending or descending stairways and escalators in order to prevent injurious falls. Other applications include bathroom handrails—which help to prevent falls on slippery, wet floors—and barres, which serve as training aids for ballet dancers. Handrails are typically supported by posts or mounted directly to walls.

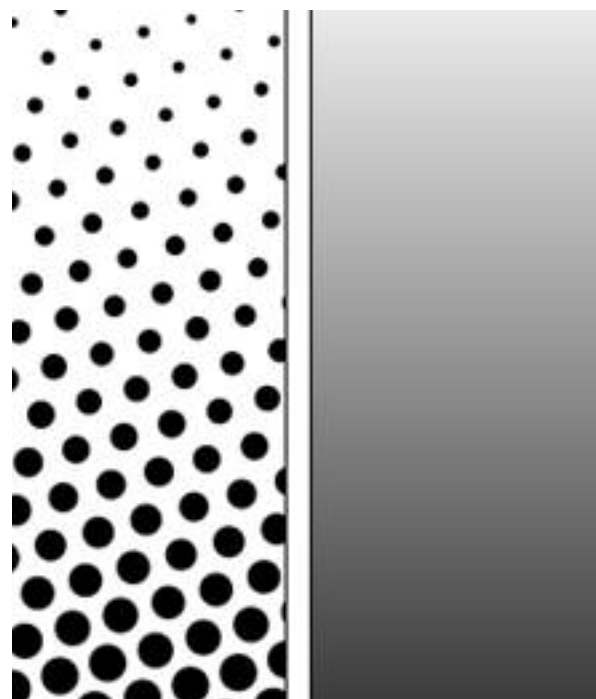


Graphic Design

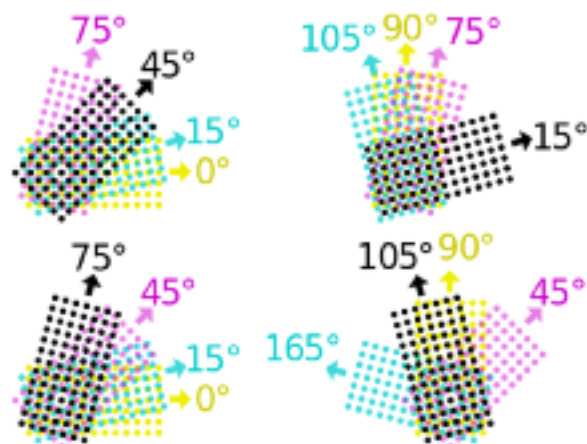
Halftone

Halftone is the reprographic technique that simulates continuous tone imagery through the use of dots, varying either in size, in shape or in spacing. "Halftone" can also be used to refer specifically to the image that is produced by this process. Where continuous tone imagery contains an infinite range of colors or greys, the halftone process reduces visual reproductions to an image that is printed with only one color of ink, in dots of differing size. This reproduc-

tion relies on a basic optical illusion—that these tiny halftone dots are blended into smooth tones by the human eye. At a microscopic level, developed black-and-white photographic film also consists of only two colors, and not an infinite range of continuous tones. For details, see film grain. Just as color photography evolved with the addition of filters and film layers, color printing is made possible by repeating the halftone process for each subtractive color—most commonly using what is called the "CMYK color model". The semi-opaque property of ink allows halftone dots of different colors to create another optical effect—full-color imagery.



Left: Halftone dots. Right: How the human eye would see this sort of arrangements from a sufficient distance.



Examples of typical CMYK Halftone screen angles.



Jewellery Design

Heishi Beads

The exact meaning of the word heishi (hee shee) is "shell necklace." Acknowledged to be the masters of creative form which developed out of their societal heritage. Heishi beads are made by slicing the shell or stone into uniform strips. Then the pieces are nipped into small squares. Each square then has a hole drilled in it. The squares are strung, each material being strung in a separate group. The strings of squares are smoothed and rounded by grinding and rolling the beads. Once the beads have reached the rough ground round stage, they are ready for sanding. The beads are smoothed and shaped using sandpaper. The string of finished material is washed and dried in the sun. Then they are polished on a leather belt.

Colour and Trim

This FIAT Italian Culture Week, “FIAT EMOZIONE ITALIANA”, is to create awareness about the reality of the automotive environment in Italy. The event took place in Pune, as Pune is considered to be the Automobile Capital city of India, like Turin for Italy.

The Italian Automobile Culture Week, Fiat Emozione Italiana, was the first contest event to involve Fashion Design Schools in the Automotive domain.

Arch Academy, among all the Indian Fashion Schools, was the one that reacted properly to this call.

The contest for Fashion Design Schools was concerning the Color & Trim for Fiat Linea in 2020, reproducing, in the project brief, the real involvement of Fashion professionals in any interior design projects at Car Brands’ Design Centers.

Trend forecasting is the base of the Color & Trim project to propose the range of colors, patterns, materials which will be trend in the year 2020 of the “car” launch in the market.

Fashion Schools had a brief of the project to make them start the approach and develop the Trend Research, Persona, Theme board to complete with the Interior Design’s Color & Trim proposals.

The completion of the project had to be done at Fiat Caffè’ in Pune during a two days workshop guided by Beestudio staff, Manjit Rajani, Rahul Shrinivasan, Rijul Garg, Mr. Emanuele Nicosia MD and Mizuho Tomita, Project Planning Director.

It was a very interesting live interaction during the project refinement which gave a deeper understanding of the meaning of Color & Trim to the Students.

Some of the works had a very good fabrics pattern studies which could match with the Fiat Linea personality.

The main Jury Member was Mr. Lorenzo Ramaciotti, the Head of Fiat Group Design, (encompassing Fiat, Lancia, Alfa Romeo, Ferrari, Maserati, Chrysler and Jeep), and Mr. Giolito, Head of Fiat Automobiles Centro Stile.

The other Jury Members were Mrs. Talera, Fashion Designer in Pune, Mrs.



Sujit Kumar receiving the 1st prize award



Theme board

Mizuho Tomita, Beestudio’s Research and Planning Director and Emanuele Nicosia, Beestudio MD.

At the final Design Conclave Mrs. Talera gave the trophy and certificates to the winner and all participants which could have interaction with professionals attending the dinner party at the end of the night.

Some personalities present at the event were Mr.Boparai, CEO of Fiat India, Mr.Ian Cameron, former Rolls Royce design director, Mr.Ajay Sharma, General Manager Tata Automobiles Design, Mr. Richard Winsor, chief designer of Tata passenger cars and other professionals from Interior design departments.

The task of this contest, emphasized by Arch Academy involvement, is to



make Fashion Design Schools’ students aware of the big possibilities of experience in the Automotive field.

While the Western and Japanese Automotive Brands already have fashion professionals in the in-house Interior design departments, Indian Brands still have a lack of ideation and creativity in Interior Design, which is an incredible shortcoming if we take into consideration the great Indian Textile Culture,



Emanuele Nicosia
International Car Designer

Emanuele Nicosia



Above: Poster of Competition



with its colour appreciation and the colour matching skill, none of which is visible on the exterior or interior of any of the actual cars on the road in India.

I wish the Arch Academy of Design could set a specific Automotive Color & Trim department to create those designers able to change the actual Car Interior situation bringing the colours’ life and happiness which India deserves.



The FIAT Experience

ARCH students Agantuk Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students who were selected to report at Fiat Caffè, Pune for the final round of the Interior Color & Trim Design contest for the FIAT LINEA for 2020. The initial brief was to create various options for the Interior Color & Trim for the FIAT LINEA for 2020.

It was requested to develop the project through A3 format boards showing:

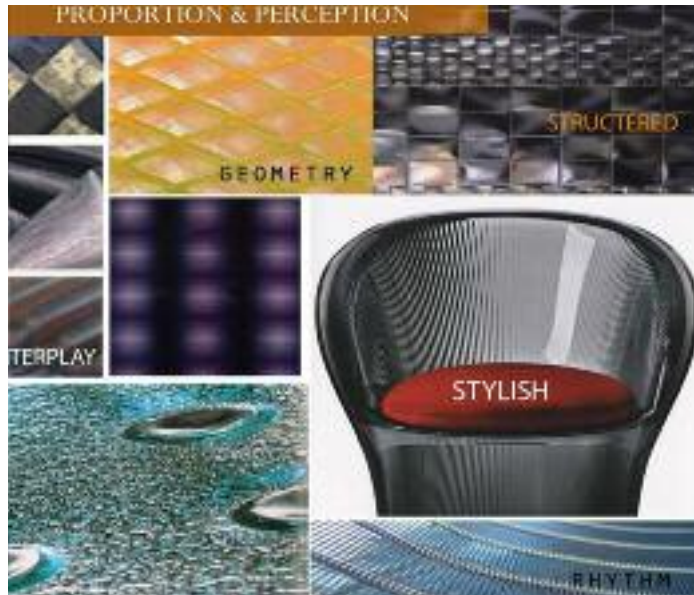
- A- Target people/lifestyle and Trend research for 2020
- B- Interior theme and Materials, Trim colors, fabrics and patterns
- C- Ideation by handmade sketches and CG Interior colors, trim and materials layout sketches/renderings

Competition for the Design of Fiat Linea interiors started with research, sketches and doodlings, colour experimentation, various rendering drafts on our ideas, exploring fabrics with color and trims for car interiors etc., all of which helped us understand the automotive world more than we ever had, in our lives! This project led us through working day and night and gave us a true experience on how a car is embellished according to the consumers needs before bringing it on road.

Working on refining our colour and trims at the final stage in Pune, with a personality like Emanuele Nicosia who has been working for such a long time on automotive brands like Ferrari, Jaguar, Bugati, Lamborghini and many more, was a precious experience. He made us feel at home and proposed a workshop for us back at the Arch Academy of Design!

Sujit Kumar won the FIRST prize of Rs.15,000 and a trip to Milan, Italy. Vinita Chandwani was awarded Rs.5000 as 1st Runner up.

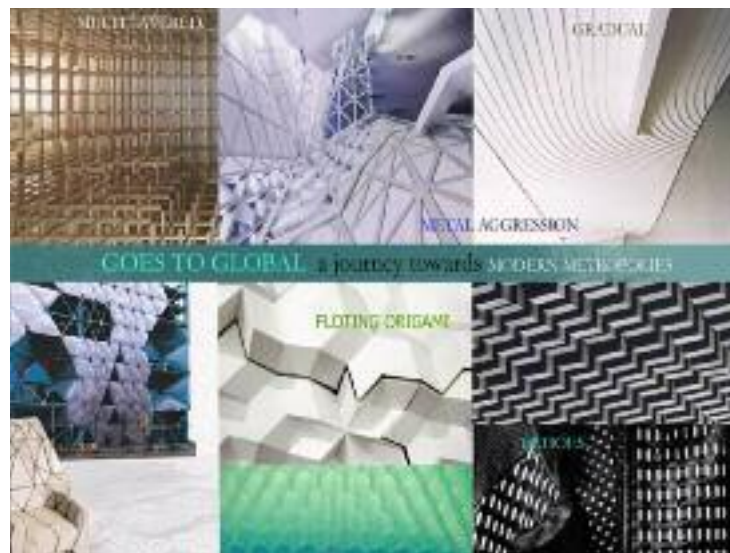
Grand, don't you think??!!



Theme Board reflecting the styling intent



First runner-up Vinita Chandwani receiving her award



Forecasting the trend for 2020



Ravi Ranjan receiving his Finalist Certificate

Stepping towards the professional world this was an intellectual and satisfying experience. I learned that design should be such that it can communicate clearly.
Sujit Kumar

Playing with trims and colours for automotive interiors was interesting as well as challenging. It was a big achievement and a great experience and learning overall!
Vinita Chandwani



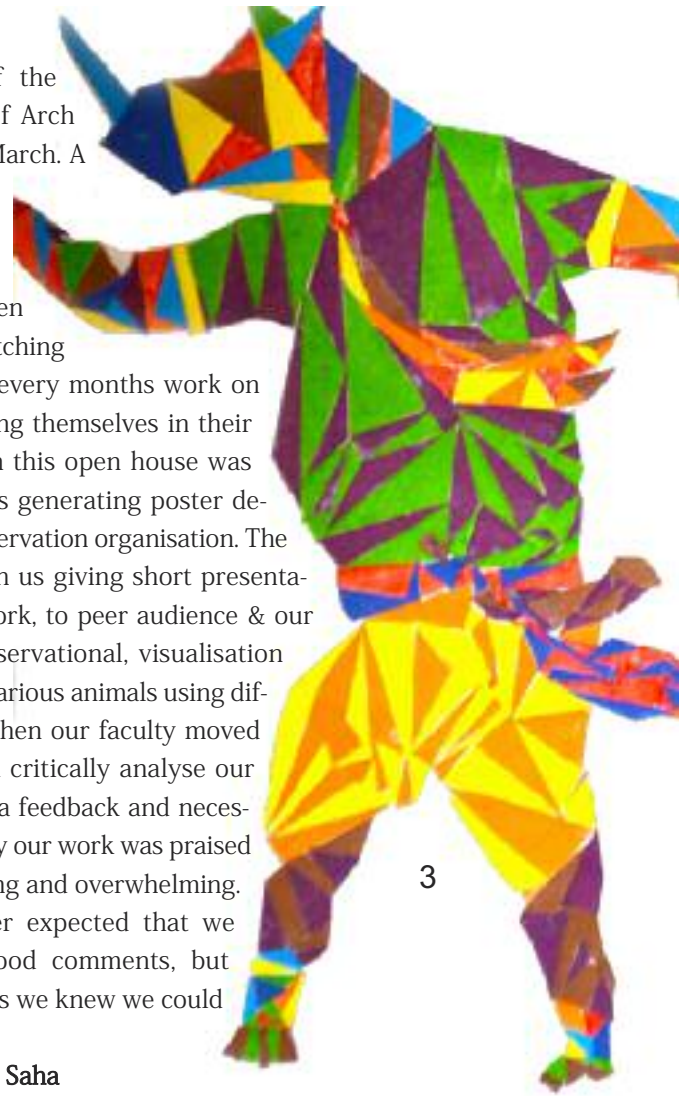
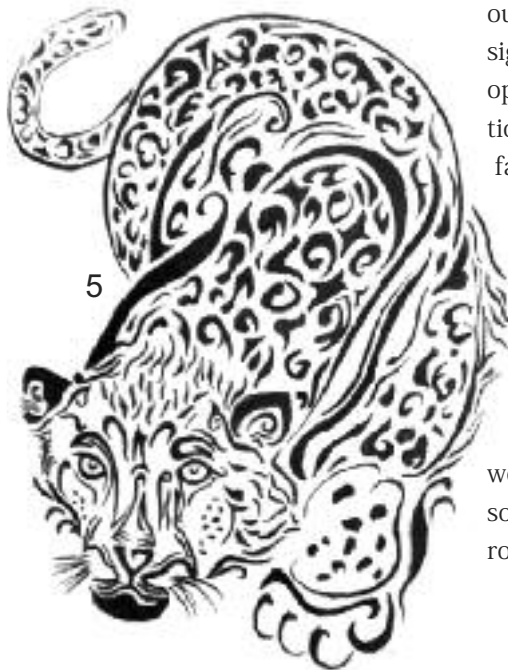
Agantuk & Pallavi working on fine tuning & refining their solutions at the FIAT Caffè, Pune



THE FIAT ITALIAN AUTOMOBILE CULTURE WEEK

Form & Space

TECHNIQUES of Visual Representation



1 Pata Chitra - Deeptashree Saha
 2 Expressionism - Urvashi Verma
 3 Collage - Abhilasha Saikia
 4. Tribal art - Surbhi Agarwal
 5 Vector art - Akashita Agarwal

The open house of the foundation batch of Arch was on the 1st day of March. A wonderful way to begin this month. Our 1st formal open house ever in this institute. For seven months I have been watching my seniors putting up every months work on the boards and preparing themselves in their best way. Showcased in this open house was our assignment towards generating poster designs for an animal conservation organisation. The open house started with us giving short presentations & briefs of our work, to peer audience & our faculty. We put up observational, visualisation sketches producing various animals using different techniques. Then our faculty moved out to observe and critically analyse our work and gave us a feedback and necessary inputs. The way our work was praised was so heart warming and overwhelming. We as a batch never expected that we would receive such good comments, but somewhere in our hearts we knew we could rock it!

Deeptashree Saha
 Student, Foundation Studies

Inside OUTSIDE

Improve!...This is a word that always encourages a student to do better and better. Students are always keen to showcase their work and they need feedback for improvement and their progress. The word "Open House" for us means a lot, as this is a day when we really get that opportunity of getting expert reviews and a chance to improve our standards. The days before 'Open House' is always full of a lot of work and students are busy completing their work and projects. We, the students of Interior Designing, really find ourselves lucky to attend such Open Houses, as we not only get to show our work and projects, but we really get a chance to improve on the areas that are not strong enough. We are thankful to our Director, Mrs. Archana Surana, as she provides us such opportunities where we get exposures to practical knowledge and get expert feedback. Architects and experts are invited on Open House day to review our work and they provide us the best possible way to improve on the areas where we are lacking and we get the knowledge & experience of presenting our work in efficient & interesting ways. It is really a great opportunity

to test & improve the presentation skills of students and giving them exposure for showcasing their work. Clarity of communication, & keeping an eye & ear open to attention spans, is a must! Overall, the "Open House" day has always been an important day for not only the whole student peer group at ARCH (from all streams), but also for the

faculties of all streams of design, as they get to know about the students progress and the practice & efficacy of the design process. We are thankful for the golden opportunities for turning ourselves from students into designers.

Quaid Bala
 Student Interior Design



Interaction and Feedback from the Director Academics Benoy Thoompunkal

What's Haute !!!

Kundan Meena & Diamond Jewellery



Mood Board on "Pakeezah" movie for Kundan Meena Jewellery Design



Illustrated Kundan Meena Earrings



Juror Abhishek Saand of Savio Jewellery interacting with Sahil Khandelwal

Kundan Meena and Diamond Jewellery Design was showcased during the Jewellery Open House at ARCH.

A 4 Year Jewellery Design student at ARCH in his 6th semester, **Sahil** took up Tanishq as a brand to work on and Deepika Padukone as his client. He took his inspiration from the rich Tawaif culture of Lucknow. The influence of movies like Pakeezah and Mughal-E-Azam, the sets of the Mehfil of a Tawaif, the fountains, the palanquins, the marble carving, the rich Islamic architecture shows in his Jewellery designs through his choice of form of carved stones, enamelling and

kundan meena motifs. Intricately using stones like Turquoise, Pearls, Coral, Fire Opal, Blue Chalcedony, Amethyst along with Uncut Diamonds, Ruby and Emeralds etc., Sahil interacted with the Head of Design-Tanishq, Mr. Abhishek Rastogi for inputs on his designs. Having practiced Kundan Meena manufacturing under Mr. Aswini Kala, Visiting Faculty at ARCH and having gained practical knowledge from Mr. Justin of Jewel Ace International during his internship, he was successful in his creations.

Taniya Ajwani's work on Diamond

Jewellery Design was showcased during the Jewellery Design open house. A student from Delhi, Taniya is in her 4th semester of a 3 year Jewellery Design course at ARCH. As part of her classroom project, Taniya has taken celebrated jewellery designer Bina Goenka as a brand to work on and Kareena Kapoor as her client. Taniya took her inspiration from the Mughal Islamic decorative motifs found in the Taj Mahal. She used colored diamond roughs, and velvet, carved stones in her jewellery designs along with precious stones such as sapphires, tourmalines and coral.

Indrajeet Das



"NAZRANA" Earrings Designed by Sahil Khandelwal as part of his Semester 6, Kundan Meena

Expressive Textiles



Acid dye with two colors and Embellished with chain stitch by Agantuk



Burn Technique surface -Priyanka Agarwal



Layered Applique- Ravi Ranjan



Open house is the center point of all the students at Arch Academy of Design, with a full schedule of thematic presentations, open-discussions, external jurors giving their valuable feedback to the students. The purpose of an open-house is to create a platform where young designers present their work to a diverse audience. The best part during these presentations are the open discussions between the speakers and the spectators. There is so much of learning involved between various disciplines of design - Fashion, Jewellery, Interior, Graphics, etc. Cross discipline learning is an essential part of any education. The open house session was followed by an external Jury session, which was inspected by eminent

industry persons from the field of fashion and design, Mr. Rahul Bhandari - Director, Koelle Designs Private Ltd., Ms. Kanupriya Arora - Owner, Kanupriya Design Studio and Mr. Pramod Yadav - Principal, ATDC. The students presented their work in different formats like board presentation, power-point presentations, documentations, self-created web-pages and garment collections. The Jury members highly appreciated the students' efforts. Mr. Rahul Bhandari quoted that the event was amazing, and that he could see the in-depth research done by the students & showed much interest in recruiting students from our fashion & textile department. He is looking forward to a long-term relationship with our Institution.

Richa Lakwal

Fashion forecasting

Identifying a trend is a continuous effort of compiling observations. It requires a lot of curiosity and interest in a wide array of subjects ranging from art and design.

Fashion forecasting is the resource that helps in predicting trends in the fashion industry. The fashion forecaster must bring together his or her own knowledge of fashion design and history with consumer business information. Design firms and retail markets use forecasting services to predict trends in color and fashion.

Identifying a trend is a continuous effort of compiling observations. It requires a lot of curiosity and interest in a wide array of subjects ranging from art and design, reaching over to science, technology, socio-economics,

food as well as travel to name a few. Whilst gathering facts, at the root of it is also a personal intuition and an eye for what's next, that can't be taught or necessarily explained. Once you see there is a flurry of images with one particular thread running through, it's very easy to see this is a trend, although sometimes a single image can be so powerful that it triggers an instant conviction. With trends that are very present on Internet, in magazines, often stemming from the streets or the catwalks, it's easy to see they might have a 1 to 2 year cycle. Whereas some trends are very forward thinking – for example the breakthrough in scientific textiles – that they require more in-depth investigation, risk taking as well as brain storming with experts from various fields of research, the final element to keep in mind is that some trends are perennial and so embedded in our common language that they never fully go away, for example fifties fashion or military inspired clothing.

7 Steps in Developing a Forecast

1. Identify the basic facts about past trends and forecasts.
2. Determine the causes of change in the past.
3. Determine the difference between past forecasts and actual behaviors.
4. Determine the factors likely to affect trends in the future.
5. Apply forecasting tools and techniques while paying attention to issues of accuracy and reliability.
6. Follow the forecast continually to determine reasons for significant deviations from expectations.
7. Revise the forecast when necessary.

Color Forecasting

Color forecasters hope to give both consumers and

The fashion forecaster must bring together his or her own knowledge of fashion design and history. Design firms and retail markets use forecasting services to predict trends in color.



professionals some direction in the seemingly endless choices they have when selecting fabrics and finishes. To develop color forecasts teams research trends they see across multiple industries throughout the year and then search for repeating themes that will be translated into palettes. Depending on the company, forecasts are introduced at strategic times of the year, and sometimes up to 18 months in advance.

Color Forecast 2014: We're going back to nature with dawn-inspired hues and taking cues from technology with mechanical tones that are full of vibrance. The design community is getting a wake-up call! The earth and its science are both lending their best to the color forecast of 2014. While preserving cultural history with its rich, intense colors, there are also new shades that are inspired by technology and the world that is ever-growing around us.

Trend Forecasting

Trend: Can be emerging, building or declining; it has identifiable similarities across information sources. (Styles, details, etc); Characterized by a building awareness among consumers.

Trend Analysis: Detects short & long term trends that affect business prospects.

Uses all of the mentioned tools:

- Fashion Scan
- Consumer Scan
- Fashion Analysis

• Social and Economic Trends

Each retailers trend forecasting varies and is mainly dependent upon whether the company is a wholesale brand or private label developer. Larger companies such as Forever 21, have their own trend departments where they follow the styles, fabrics, and colors for the upcoming seasons. A company with its own trend department has a better advantage over those who do not because its developers are able to work together to create a unified look for their sales floor. Each seasonal collection offered by a product developer is the result of trend research focused on the target market it has defined for itself. Different from developers, merchandisers have much more experience in buying and are knowledgeable in what consumers will be looking for. The designer takes the particular trends and then determines the styles, silhouettes, and colors for the line and garments while creating an overall theme for the particular season.

The importance of Forecasting:

- Accurate forecasting makes it possible for the fashion industry segments to prepare for and meet consumer demand with products that will be accepted and purchased.
- Keen worldwide competition increases the importance of accurate trend identification.



*Compiled by Karan Khurana
Expert in Fashion Marketing*

DESIGN TRENDS

for Interior Design in 2014

A new year means a fresh start, and what better way to kick off 2014 than by updating the look of your home. All it takes are a few simple changes to breathe life into familiar spaces. This year's interior design trends are all about creating dramatic impact from simplicity, because the looks are simultaneously more bold and more accessible than ever before. We've carefully chosen 10 of the most prominent trends for you to try. Not cheesy, not overdone, these trends are sophisticated enough to stick around for a long time to come.

Saturated colors



Leave gray, beige and greige in the rearview mirror in favor of deeply-saturated hues like navy and plum. In fact, navy is considered a new neutral for its ability to blend with other colors and styles. If a darker shade on the wall seems too scary, start with a piece of furniture like a sofa or sectional as your focal point and work from there.

Rich fabrics



Leave behind simple cottons and linens and embrace the luxurious velvet, earthy suede and even textured corduroy. These fabrics are sophisticated yet durable, and can hold up to the darker color schemes popular for 2014.

Modern takes on classic patterns

Floral patterns are in and always will be—just not your grandma's florals. House Beautiful suggests taking a bold



Sculptural artwork

Branch out beyond framed prints and make your 2014 art collection stand out. Sculptural pieces add dimensionality to your walls. A range of materials and textures like felt, horn, ceramic and even macramé create unique focal points and conversation topics.



approach, mixing patterns to modernize the overall look. Shop for funky takes on classic chintz and toile to keep things fresh.

High style at low prices



Haute design trends have never been more affordable, thanks to retail inno-

ventions including collaborations with famous designers. Stores like Target have upped the ante by providing affordable trends to the masses while they're still "au courant". Now, even non-designers are totally in the know.

Goodbye matchy-matchy



Armed with more availability and knowledge of design trends than ever before, 2014 consumers can take bigger risks. We all know that harmonious colors don't have to match, and the same goes for pattern finishes. Don't be afraid to bring different colors, textures and finishes into your space. You'll be

surprised at how far you can push the boundaries and still create a cohesive look.

Think outside the style box



The confidence to try bold trends and mix finishes means a broader interpretation of design styles. There is no longer a need to place styles in fixed categories like "traditional", "rustic", "industrial" or "country." Homes in 2014 will represent an eclectic array of stylistic influences. Picking items that speak to you individually will keep you from conforming to a rigid or overdone look.

Meaningful accessories



Less is more when it comes to decorative objects around the house. 2014 will leave behind kitschy, purposeless accessories. Choose objects, artwork and photos with personal significance to keep your decorative collection from getting out of hand.

Natural elements



Natural materials are incorporated not just into wall art, but fabrics and furnishings, too. Cowhide is making a big appearance in the textile realm in a variety of colors and applications.

*Compiled by Karan Khurana
Expert in Fashion Marketing*



Women Leaders “Paying it forward”

This Chr-cha was a meeting point for all creators and Woman Leaders around Jaipur to voice opinions on anything that matters & to value women’s participa-



The Chr-Cha event is a unique initiative by the ‘Arch Academy of Design’ that provides a friendly and independent community forum for exchange of knowledge among diverse stakeholders (Design Professionals/ Institutions, Development Professionals, Industry Players/ Associations, Govt./ Non-Govt. Organisations, Academicians, Art & Craft Practitioners, Researchers, Policy Makers, etc.) to share their ideas, concepts, and opinions with each other on different thematic areas – all this over Tea & snacks.

This month, the topic was “Women Leaders – Paying it Forward”.

This Chr-cha was an informal creative meet of women leaders to discuss what “Paying it Forward” entails. Women from different walks of life such as doctors, entrepreneurs, Social activists, designers, human right members etc; gathered together to share their ideas and opinions towards women participation in society.

In this context, the Vital Voices - Global Mentoring Walk to be conducted on 8th March 2014, to coincide with International Women’s Day, was also discussed. This mentoring

walk was started by an American media icon, founder and former CEO of Oxygen Media, Geraldine Laybourne, who saw mentoring as a direct path to leadership and a way to empower young women professionals.

The event focuses on bringing together established women leaders and emerging women leaders to walk together and share their ideas, experience and expertise

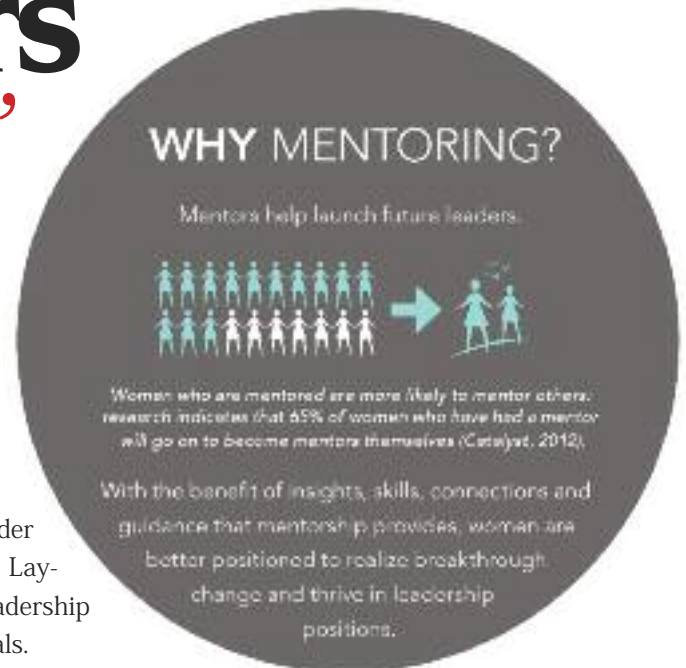
Nidhi Agarwal, a consultant who has been a mentor in earlier walks, said, “It is not easy to balance life. I always focus my teachings on work-life balance so I think women need to help women to empower them”.

Dr Anita Bhandari, ENT specialist, and an earlier mentor too, shared her previous experience and talked about how it influenced her life, because ‘we always believe in taking but it always feels happier in giving.’

50 successful ladies attended the event. Ms Archana Surana oriented them with a lot of energy and told them how it makes you feel good in sharing your strengths with others and how this platform will take them to another level in society.

‘My FM’ is the radio partner for this year’s Mentoring walk. They will cover success stories of 16 successful women mentors during a period of 8 days. The mentorees profile will go online through the medium of Jaipur Women’s Blog where they can share their experiences and success stories.

All the participants were filled with energy and enthusiasm and wanted to give their full support and cooperation to make this year’s mentoring walk a huge success



Abhilasha Saikia

Foundation (2nd Semester) Interior Design (4years)

Mentors Actively Listening



Flag Bearer Ms. Archana Surana addressing the Women Leaders gathered for the ChrCha



The Art of Giving



With Mentor Geraldine Laybourne, Founder of Oxygen Media



Her Excellency, Margaret Alva, Vital Voices award recipient, with our Team



Chavi Rajawat, 2012 Mentoring Walk A 2012 Mentoring Walk at Mumbai



2013 Mentoring Walk, Jaipur

Sharing her desire to celebrate International Women's Day on 8th March 2014, Ms. Archana Surana, Director, ARCH Academy of Design and Vital Voices Lead Fellow and 2014 Global Women's Mentoring Walk Flag Bearer, said "We are organizing the 'Vital Voices Global Mentoring Walk' at Central Park, Jaipur."

Going further she said that this concept and initiative was derived from her Mentor - American media icon, Geraldine Laybourne, founder and former CEO of Oxygen Media, who launched mentoring walks to empower young women professionals in New York City and across the United States. She added that this would be the 4th Mentoring Walk being organized in India. The Mentoring Walk will be organized in 42 countries worldwide this year, on 8th March, by women leaders who are a part of the Vital Voices Network. The 2014 Vital Voices Global Mentoring Walk on 8th March is presented by Global Sponsor, The Bank of America.

The Global Mentoring Walk is an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. Surveys show that individuals who have been mentored are 59% more likely to pay it forward in the same fashion. In fact, women are more likely to mentor others—when compared to men, 65% of female mentees continue the cycle.

Vital Voices is the leading non-governmental organization (NGO) founded by Former Senator Hillary Clinton that identifies, trains and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world.

The overall goal of this Global Mentoring Walk is:

1. To value women's participation in society.
2. To recognize the importance of "paying it



We need to unite women to organise them, because when they are organised, they find a voice for themselves

Margaret Alva, Governor Govt of Rajasthan

forward" by giving back to others in the community.

3. To promote lasting mentoring relationships between emerging and established women leaders.
4. To demonstrate a belief in the importance of women's leadership & participation in society.
5. To instill the values of mentoring in rising leaders who can give back to future generations.
6. Provide aspiring women professionals with the support & guidance they need to fulfill their goals.

50 Mentors & 50 Mentees from different walks of life will participate in the event and will be paired as per the interest areas. Prof Lad Kumari Jain, Chairperson, Women's Commission, Rajasthan, will be the honorable chief guest for the day.



Mentors and Mentees of the Global Ambassadors Program in Mumbai, 2012

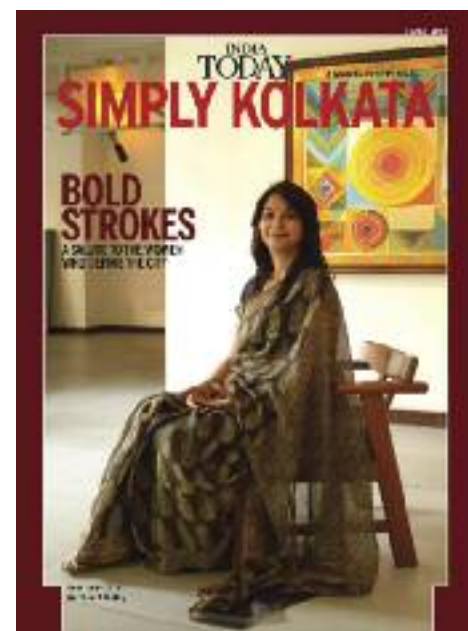
BOLD STROKES

I have known Archana for over a decade, and the most striking quality about her is her openness and willingness to go beyond the norms and the limitations that we all are constantly surrounded with; along with her belief that each one of her students have the potential to be and express the best!

I started my gallery along with my husband Abhijit Lath, in 2004 in Kolkata (my mother-in-law ran Akar Prakar in Jaipur as a furniture store and later as a gallery for many years before us.) We have come a long way from our first show in Kolkata to our last one of senior master S.H. Raza, which travelled to Chennai, and we are now looking to host it in New York. Recently we have been selected as one of the top 500 galleries worldwide by BLOUIN ARTINFO. In order to propagate the arts and spread the knowledge of arts within the Indian community we have been publishing 'art Varta' magazine, which is a biannual magazine discussing contemporary art. Of late the art scenario has been seeing the entry of designers making a mark as artists in various galleries and art Auctions. Does this mean that the boundaries separating design and contemporary art & craft are fast dissolving?



Reena Lath with Raza



Recently we have been selected as one of the top 500 galleries worldwide by BLOUIN ARTINFO. In order to propagate the arts and spread the knowledge of arts within the Indian community we have been publishing 'art Varta' magazine, which is a biannual magazine discussing contemporary art.



STALL - F5
Bikash Bhattacharjee
Meera Mukherjee
S H Raza

ART PROJECT - P14
Debarjan Roy

Jan 30 - Feb 2, 2014

NSIC Exhibition Grounds
Okhla Industrial Estate, New Delhi

INDIA artFAIR
JAIPUR



Dyeing to sustain

Encouraging Eco- Conscious Lifestyle and Social Responsibility

Richa Lakwal



NIFT Hyderabad, India organized a three day International Conference on Fashion, Retail and Management on 9th, 10th and 11th, January 2014. The Conference started with our National song Vande Mataram. Dr.GHS Prasad, Chairperson of the conference,

gave the background perspectives of the Conference. Dr. N. J. Rajaram Director of the Conference welcomed the gathering and highlighted the importance of the event.

I was honoured to be present on the occasion to share my Research paper on the second day of the conference, where, on the topic- "Sustainability" there were 10 papers listed for presentation and 9 papers were presented by the respective authors. The session was chaired by Dr. Harigovind Mishra and Co-Chaired by Dr. Y. Malini Reddy.

My Research Paper is Published in the book - Reflections-2014 "Contemporary Issues and Trends in Fashion, Retail and Management" (ISBN: 978-81-7800-297-2) under the title, "Dyeing to Sustain: "Encouraging Eco Conscious Lifestyle & Social Responsibility" and was presented

The Research Paper is suggestive of an integrated design intervention based on a triple bottom line approach (social, economy, environment) and includes multiple interventions –

- Sensitization & orientation of Textile industry, Artisan communities, Government & global Consumers for the use of natural products,
- Organized cultivation & aggregation of natural dye sources (backward linkages),
- Scientific processing for dye extraction & storage, Standardization of production norms/ procedures to attain desired color palette for making hi-fashion products (horizontal linkages)
- Branding, Packaging & Market promotion (vertical linkages)

All this, to ensure occupational health and safety of

the artisans, position green textile products in hi-fashion markets, augment its marketability worldwide, provide sustainable livelihood solutions to marginalized communities, and reduce the impact of chemical dyes on the ecosystem.

The challenges will be in the adoption of improved packages of practices which may be slow due to the prevalence of age old traditional practices or resistance to change. Artisans may not readily accept long term skill-training as they are displaced temporarily from their bread earning jobs which is the commercial production of natural dye products. Consumer's response to the natural dye products may be slow due to high price. Logistical problems are anticipated during the pilot level implementation of the intervention.

The methods involved in the whole process will be Standardization of Natural dye wherein, a 'Heritage Craft Incubation Centre' is setup with the use of Hybrid variety of seeds of the plants from which natural dyes are extracted. Introduction to the Color Palette for Natural dyes will be done. The second step will be to orient Workshops & Skill Training to Educate to Sustain, and also to motivate farmers/ tribal SHGs, in the cultivation & collection of dye sources and improving their post harvest value addition practices. The third step will be maintaining the Supply Chain mechanism. Here, Quality Control, developing Dyeing houses and Promotional Outlets for eco-heritage crafts, etc. will be incorporated. The next step will be to connect to the market where we connect local to global. The important step will be Branding and Promotion with the Introduction to the Natural Dye Kit, Literature/Catalogue, and Packaging/Product Range.

The research paper provides an opportunity to examine possibilities for experimentation and innovation. It will bring together different stakeholders across the globe, right from the producers (base of the pyramid) to the end-consumers who have an interest in heritage crafts & green handcrafted products, and are quality/eco/fashion conscious and socially responsible. Thus, in order to address these challenges and to provide tangible & sustainable solution to the indigenous heritage craft industry, there



Aim is to translate the passion for our ethnic crafts and business ideology into satisfying career opportunities for the hand block printing, tie-dye & handloom-weaving craft artisans, by improving the craft value chain to help revive and sustain eco-heritage textile craft

is a dire need to re-invent the sector and devise pragmatic strategy for the overall benefit of the stakeholders/communities at large.

The eminent panelists expressed their views on the well-researched & presented themes and shared their thoughts & experience with the delegates. The day was concluded with a Cultural programme and the connecting dinner for the Invitees, delegates and other dignitaries.

The curtain came down on the third day with the closing ceremony. The three days International Conference created a meaningful impression on the participants through its systematically organized Plenary Sessions, Workshops and Technical Sessions. In view of this, it is recommended to the organizers, that Reflection should be continued every year on the current issues of the Industry. It is a great platform to mobilize Academicians, Industry and Researchers to reflect on issues and help the Industry for sustainability.



Research Paper presentation at the International Conference at NIFT, Hyderabad on Fashion, Retail & Management.

Emerging Fashion Icons

The cultural attitude of designers towards fabric and form in the east is in marked contrast to western fashion design ideals. In time-honoured tradition, they exploited the full width of their loosely woven and pre-washed fabrics to create over-size garments that moved sensually with and independent of the wearer.



Yōhji Yamamoto

Yohji Yamamoto is an award winning and influential Japanese fashion designer based in Tokyo and Paris. His signature oversized silhouettes in black often feature drapery in varying textures. Yamamoto is known for an avant-garde spirit in his clothing, frequently creating designs far removed from current trends.



Y's is the first brand Yohji Yamamoto dealt from 1972. The origin, based on the concept that women wear the clothes of men is making clothes with a sense of values that will not be drained in the times, to women who work free-standing. There is a silhouette cutting and commitment, make use of the texture of the material, a feeling of air which lies between the clothes and the body of a person born by wear, quantity feeling, making clothes cherish the balance is being conducted. Yamamoto has been quoted as saying: "they must have so many angry young people. Being a fashion designer or an artist, you have to be angry." The real art is making people happy, but also asking questions about society."

Y's continues to create clothing departing from an antithesis against existing values, with an avant-garde spirit.

Y's **Pink Label** has always caught fresh, up-to-date feelings in its design. Now, it proposes "TAKESHI KOSAKA by Y's Pink Label" to innovative dressers who favor embellished design. Geometrical patterns, distinctive lace with diamonds cut out, detailed botanical prints in dark palette, powerful cubic pleats are some of the keywords of this 2014SS season. The collection is full of ideal items to give a playful touch to monotone looks.



Motion in weaves

Textile is one of the most pervasive art forms. Their materials range from ethereal silk to immutable stainless steel threads. It was one of the first crafts to be industrialized. The innovative aesthetics and practices of Japanese textile designers have had an extraordinary impact on fabrics, fashion, and interior design throughout the world. These designers have combined ancient Japanese craft traditions with industrial techniques while working with textiles and to produce masterful effects.



Issey Miyake

Issey Miyake is a Japanese fashion designer. He is known for his technology-driven clothing designs, exhibitions and fragrances. In the 1960s, he designed for Givenchy in Paris, after which he designed for Geoffrey Bean in Manhattan. In 1970, Miyake started his own design studio. During the 1970s, he toyed with avant-garde Eastern designs. In the 1980s, he began using technology new East meets West textiles. He started Pleats Please in 1993 and A Piece of Cloth in 1999. Fashion Miyake's unwavering approach to creation is the freedom to have ideas, unconstrained by any pre-existing rules or framework, and to be able to make them realities through a tenacious process of research and experimentation. Miyake works in a manner that not only advances his own ideas but also cultivates skills in the people around him, constantly pushing both the tradition and the evolution of design. This brightly colored graduation pleats series was inspired by images of changing sky scenes. Employing soft materials, these items realize wearing comfort that's gentle on the skin and you can enjoy wearing them with a T-shirt feeling.



Industry and Education hand in hand

“Continuous innovation makes tradition, but it is more important to know how to innovate” The equation used at Miyashin: Technique x Knowledge x Creativity = Liberation from regulation

The Bunka Gakuen University, hosts of the 16th IFFTI conference in Tokyo, took the member participants on a select industry tour on the last day of the conference.

The tour was an extremely wonderful experience and was conducted very well.

Miyamoto Textiles (Miyashin) was purchased in September 2012 by Bunka Gakuen to become the Bunka Fashion Textile Research Center. Before this, the company had a long history of development and production, for famous Japanese brands such as Issey Miyake, Yohji Yamamoto, Mina Perhonen, to name a few and some of its materials are exhibited in the permanent collection in The Museum of Modern Art (MoMA)..

At **Sugimoto Pleats** we had a chance to see the entire fabric pleating process from fold design to execution. In this 60 year old company they create both hand-pleated and machine-pleated fabrics. The owner of the factory walked us through the subtle differences, and told us a bit about the changes in the production methods over the years.

Noguchi Senko (Noguchi Dyes) is a family-run Indigo Dyeing operation that has been in business for eight generations. They started as dye makers, but now they also make stencils and do the prep work as well.

We not only had the opportunity to see the dye vats, and to see the house in which they did all of the stencil work, but also got to individually indigo dye a sample print!

The **Digital Human Research Center** is a facility which engages in development and applications of that allow for measuring, analyzing, simulating and predicting human functions. In a collaboration study with Bunka Fashion College, they have developed a new dressmaking dummy based on the average dimensions of actual human body forms.



The Digital Human Research Center



Innovation at Miyamoto Textiles (Miyashin)



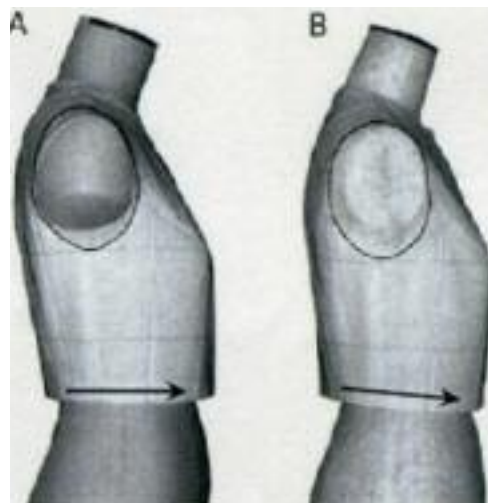
At Miyamoto Textiles (Miyashin), now the Bunka Fashion Textile Research Center



Complex Pleat Design in Paper form



The new dummy (left) and a traditional dummy (right)



A - new body form design; B - the old one. Note the slant on the hemline



At the Noguchi Senko (Noguchi Dyes)

Compiled by Benoy Thoompunkal

Creating Headlines



She did her course in Interior design from Arch Academy of Design in the year 2005

Anupama Rana has always been a very hardworking, dedicated and aspiring student and has made her way through the professional field of interior designers very gracefully. This year in the 14th Convocation of the Arch Academy of Design she received the well deserved Best Alumni award, under the Best Entrepreneur category.

A Post Graduate in Zoology from the Rajasthan University, Anupama took up her course in Interior Design from ARCH and subsequently trained under Architect Ashish Jain, after which she joined Sanskriti in 2005 for a part time job.

In 2011, she continued into full time involvement with Interior Design by opening her own consultancy.

Anupama Rana is a founder principal of her company 'The Design'. With a range of highly regarded & successful commercial, hospitality and residential interiors projects, she has accomplished great results in 4 years by focusing on meeting challenges and the delivery of best quality & in-

spired outcomes to clients.

Serving the public sector as well as institutional, commercial and private clients since 2011, 'The Design' built a reputation for successful results with a progressive design approach, delivering creative and appropriate solutions for a broad range of projects in urban design, architecture and building interiors. Through innovation, technology and personal attention the practice, she says, aims to provide a sustainable human environment for clients seeking high quality, & cost effective results. Starting with one computer and a small single room, the company has now grown many fold and employs 3 junior designers and 1 supervisor and all drawings are computer generated!

Some of the prestigious & interesting projects that she has completed include the Wind Resort in Jaisalmer and the Tiger Machaan Resort in Swai-Madhopur, amongst a host of high budget residential & commercial commissions.



From STUDENT to DESIGNER

After graduating in the year 2005 from the Jewellery Design Department of the ARCH Academy of Design, Rita Verma, a resident of Agra worked with Arihant Jewels and Birla Jewels as a Designer for two years. Soon after, she was offered employment at the Oriental Gemco. Pvt. Ltd. in the capacity of Head of Production and Design Department.

Oriental Gemco. Pvt. Ltd. is a Jaipur based jewellery house selling high end Fine Jewellery to the USA and European markets. Their jewellery is picked up by the celebs of Hollywood.

Rita's work at Oriental includes Supervision of the Design Department, Selection and Finalization of Design, Monthly Production Planning, Supervision on Product Development, Mapping Production Process, Quality Checking of Final Product, and the Finished Goods hand over to the Logistic Department for Export. Working with Oriental Rita travelled four times to the Hong Kong Jewellery and Watch Fair to interact with customers at the Oriental Gemco booth at the fair.

Rita was chosen as Best Alumni, Professional Practices 2014 in the recently held Convocation & Alumni Meet at ARCH. She has been very active in

recruiting students from ARCH every year for Oriental Gemco. She has also been a juror regularly in the juries at ARCH and has brought her employer Mr. Pravesh Nigam to the college to show the work of the students.



Rita Verma
Head of Design and Production,
Oriental Gemco.pvt.ltd,
Jaipur
Alumna Arch 2005





Jaipur Jewellery Artisan Development

Sanjay Joshi and Indrajit Das

In order to meet the immense demand of skilled workforce in Jewelry industry in Jaipur and improving the craft Value Chains, ARCH has collaborated with ACCESS Development Services (not-for-profit development organisation) to fill the gap by way of providing skill, design & technology up-gradation trainings to target craft artisans & micro-enterprises engaged in the manufacturing of fashion jewelry. It is noteworthy that ARCH is also identified as Skill Knowledge Provider for vocational courses in Jewelry Design by All India Council of Technical Education (AICTE).

Notably, ACCESS Development Services & ARCH has earlier worked collectively during the JJADe project (Jaipur Jewelry Artisans Development Project) implemented by ACCESS to strengthen Jaipur Jewelry value chain. In furtherance to achieve the common goal, Arch has signed a MoU with ACCESS in September 2013 for providing technical support to UPLIFT (Urban Poor Livelihood Initiative through Finance & Trainings) project being implemented by ACCESS whereby ARCH, as a strategic project partner, is imparting various short/ long term training programmes in Design, Technology & Skill domains which includes hands-on Skill trainings, Design workshops, Classroom and Diploma projects.

The overall objective of the 'ARCH-ACCESS joint initiative' under the aegis of ARCH Project Cell is to create a skilled workforce to address the increasing demand of Jaipur Jewelry industry by equipping 725 Jewelry making artisans/ micro-enterprises (residing in urban/ semi-urban craft dense clusters of Jaipur city) directly with improved technical skills to enable them enhance the design aspect, productivity & quality of their products so as to compete with the changing market demands and aspirations. In the process, it will provide ARCH to have greater outreach to the marginalized craft communities and an opportunity to develop customized short-term modules strictly as per the needs of the craft artisans/ micro-enterprises & industry. Above and beyond, the Design students will experience a rich exposure to craft clusters & a chance to interact directly with grassroots artisans to understand the indigenous craft & cultures of our country, intently.

For a three year project "Urban Poor Livelihood Innovations through Finance & Training" (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur.

The ACCESS Development Services which is implementing the project and ARCH Academy of Design have signed an MOU where ARCH will be a partner to implement –

- Skill Development Programmes (metal craft) for semi-skilled/ under employed jewelry craft artisans to build their capacity in terms of prod-

uct design & technology to enhance their livelihoods,

- Design interventions for development of dedicated range of fashion jewelry to capture newer markets,

- Classroom and Diploma projects for Design Students to expose them to Craft clusters, provide an opportunity to have hands-on experience of working directly with craft artisans, and have better understanding of craft culture & traditions, thereby benefitting 725 jewelry craft artisans in developing their design &

product sense and providing skill accreditation/certificates to recognize and certify the skill possessed by the artisans along with providing placement to the trainees in relevant industries.

Module: Stamping

Duration: 3 days, 4 hrs. A day

Eligibility: Craftsmen, Designers, Entrepreneurs

The Michael and Susan Dell Foundation, USA. Is providing funding support

Stamping (also known as pressing) includes a variety of sheet-metal forming manufacturing processes, such as punching using a machine press or stamping press, blanking, embossing, bending, flanging, and coining. This could be a single stage operation where every stroke of the press produces the desired form on the sheet metal part, or could occur through a series of stages. The process is usually carried out on sheet metal, but can also be used on other materials, such as polystyrene.



Stamping Jewellery in white metal and brass designed and crafted by the Jewellery design students of ARCH, under the UPLIFT Projects with ACCESS at Madh ka Kuan, Jaipur.



Mr. Vipin Jain, CEO ACCESS Development Services, with Ms. Alka and Ms. Shweta interacting with the students of ARCH at the Jewellery lab.



Contemporary rings made of white metal in stamping technique designed by ARCH

Supply Chain Management

One major aspect of the SCM is to select the right sources of supply in the global business environment that can support corporate strategy.

In the current scenario of globalization many apparel retailers are building strong supply chains to gain advantage over their competitors by offering the best value to their customers. The supply-chain management (SCM) has become very critical to manage risk, dynamism, and complexities of global sourcing. A totally integrated supply chain is required for the company to get gain the maximum benefits. The objectives of the supply chain and the performance measurements need to be understood in order to build the most effective supply chain. Performance measurements provide an approach to identify the success and potential of supply management strategies. One major aspect of the SCM is to select the right sources of supply in the global business environment that can support corporate strategy. Considering the rapidly changing market conditions and customer seeking the best value, long-term relationships with the vendors became very critical in the apparel industry. Therefore the apparel retailers are looking for the vendors who can provide the best cost in the fastest way. Such a relationship is regarded as partnership since it includes activities such as information sharing, joint product design, or sharing storage spaces.

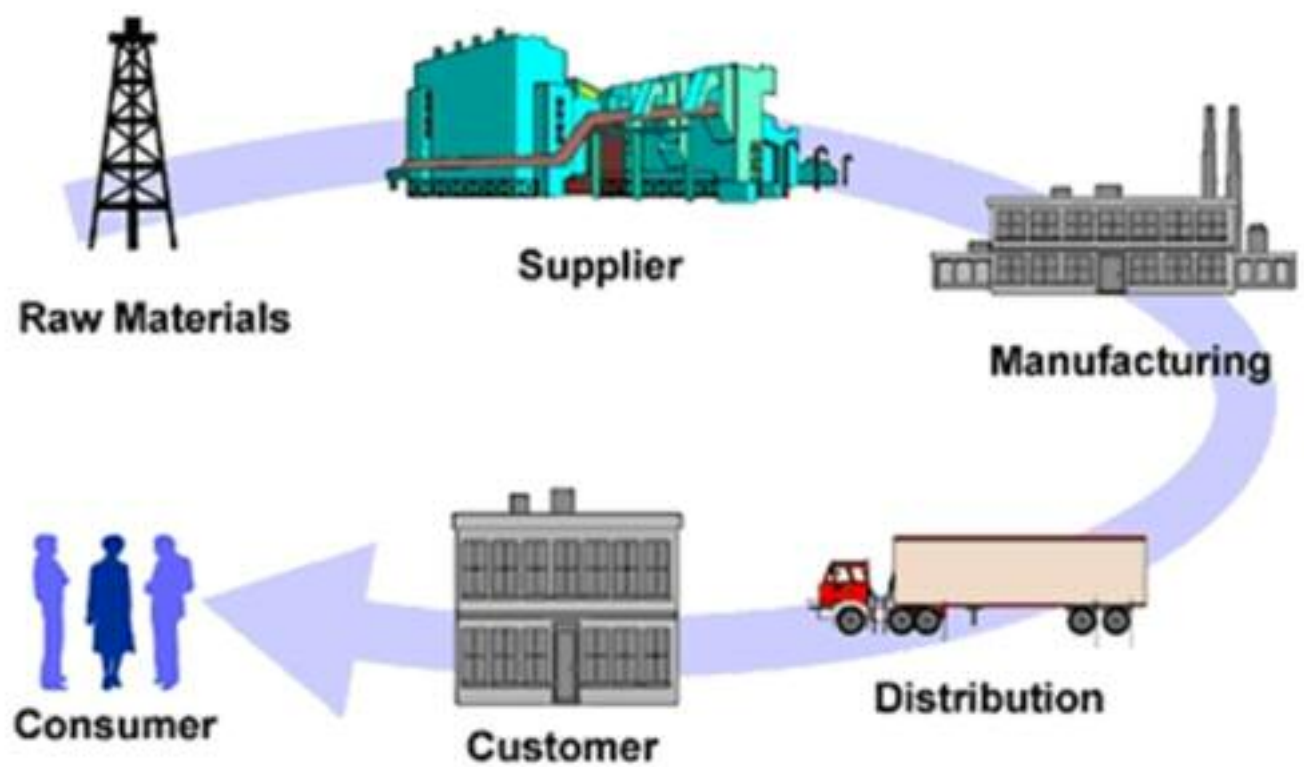
What is Supply chain Management?

All stages involved, directly or indirectly, in fulfilling a customer request it includes manufacturers, suppliers, transporters, warehouses, retailers, and customers.

The Present scenario: In today's world of business, the environment has undergone drastic changes, and has become more competitive than ever before. With the increasing reach of media, and globalization of business, one country's products are available in other countries in a wink. SCM aids the organization to evaluate their entire operation, and restructure it in such a

way, that, they can focus on its core competencies. Selecting the appropriate system of SCM will not only enhance the company's market position, but also provide them with strategic decisions in choosing the right partners, manpower and resources. One of the very prominent examples in apparel sector is ZARA. While Zara's original stores were in Spain, today it has stores throughout Europe, the Americas, the Middle East, and Asia. Today, Zara can replenish existing items in as little as two weeks. The company spends almost nothing on advertising and uses the savings to support higher cost of producing in Spain. Zara's success proves the theory that if a retailer can forecast demand accurately, far enough in advance, it can enable mass production under push control and lead to well managed inventories, lower markdowns, higher profitability (gross margins), and value creation for shareholders in the short- and long- term.

The Future of SCM: Information technology has become a very vital part of



Zara can replenish existing items in as little as two weeks. The company spends almost nothing on advertising and uses the savings to support higher cost of producing in Spain.

a successful SCM system and has crept in step by step, beginning with electronic invoicing, computerized shipping and tracking and automated notifications that were advanced by companies like FedEx and UPS. In the next several years you will be hearing more about Supply Chain Sustainability or the Green Sustainable Supply Chain. A Green Sustainable Supply Chain can be defined as "the process of using environmentally friendly inputs and transforming these inputs through change agents - whose byproducts can improve or be recycled within the existing environment. This process devel-

ops outputs that can be reclaimed and re-used at the end of their life-cycle thus, creating a sustainable supply chain." The whole idea of a sustainable supply chain is to reduce costs while helping the environment. Further on the apparel industry has immense social impacts on the developing nations where the merchandise is produced. Fast fashion has left no space for strengthening social compliance of the industry on the whole. Moreover being labor intensive industry it becomes all the more vital to delve into this issue as the future of our industry largely depends on mass production from the developing parts of the world. The recent incident in Bangladesh is a live example of extremely poor social compliance leaving the supplier and the workers in difficult situations. The benefit of implementing a green sustainable supply chain is that we can improve the profitability of our company and help the environment. Green can not only be profitable, but the right thing to do.

*Compiled by Karan Khurana
Expert in Fashion Marketing*

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