

# Arch backstitch

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**UKIERI**

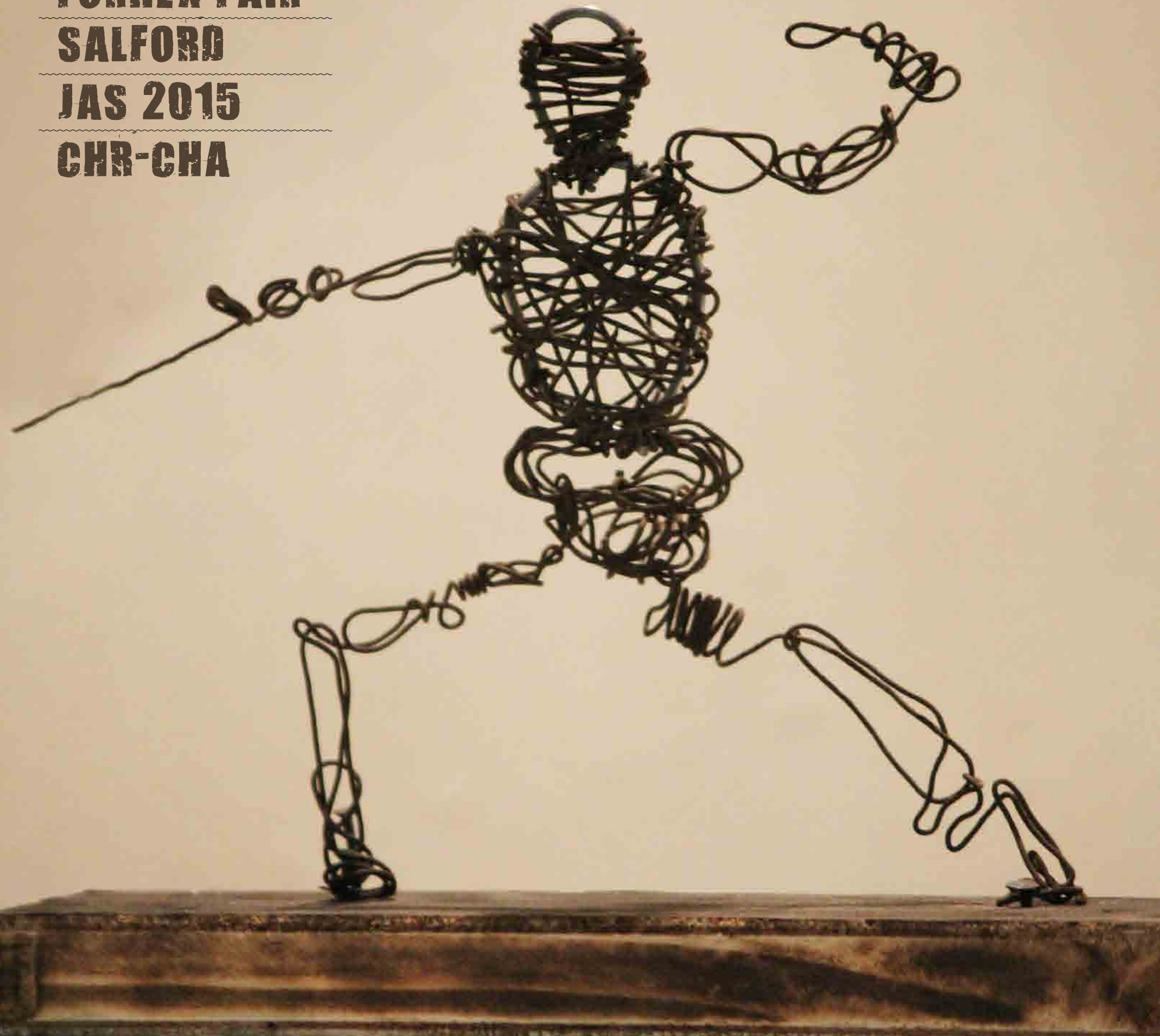
**IJS 2015**

**FORHEX FAIR**

**SALFORD**

**JAS 2015**

**CHR-CHA**





August brought a plethora of intense excitement and new experiences for the entire Arch family. The month rained with recognitions, happiness, lessons, etc. We did not realise how quickly these 31 days rushed by .....

The students never miss a window to make me feel proud. Our students created magic in the Forhex'15 and stole people's attention. The fair was an ideal platform for the students to practice & perfect their skills of visual merchandising. Their work was applauded and awarded. Our students visited Mumbai to experience the taste of IJS and its glam. The city of dreams was a sweet memory and a noteworthy lesson for the kids. The students went on a global expedition too!

A set of them went for a Fashion Summer School to the University of Salford, UK and were very happy for the opportunity.

Another lot visited the Perth College, UHI, Scotland on the last phase of the UKIERI Design Communication project. In this edition they have talked about the experience that they gained while working on this exciting project.

In August ChrchA touched the international periphery again. Ms Vivian Huelgo the Chief Counsel of the American Bar Association was invited to Arch as the keynote speaker for the topic 'Gender Discrimination'. Prominent women from various walks of life participated and shared their views on the sensitive topic. It was a spellbinding event which ended with a soft launch of the 'JAIPUR WOMEN MENTOR' an online portal for communication & sharing between Mentors & Mentees. We are obliged for Vivian's presence and the legal knowledge she shared with us.

We are going through the month of September with high enthusiasm. We can feel strong vibrations of excitement in the campus, we can hear the buzz of the students running from one studio to the other. We can see the toiling hands and the contented faces... after all we are prepared for the upcoming open-houses, exhibitions, events and so much more.

 **ARCHANA SURANA**  
Editor in Chief



Dear Editor,

"I've had a copy since day one and find the magazine extremely useful and thought-provoking. You really feel connected after reading it.

I find it very interesting and get a very clear insight of the design world."

Akanksha Sharma  
University of Rajasthan

Dear Editor,

I am a class 11th student and a regular reader of backstitch, and I find it very informative!

I have recommended "backstitch" to many of my friends as well as my teachers.

The ARMANI page and the "visual lexicon" in the August 2015 issue, according to me were creative as well as very enlightening!

Divya Mathur  
St. Sophia School, Jaipur

Dear Editor,

"I'm a recent subscriber to your magazine and find it very elucidative.

It definitely is a huge collection of creative ideas and it tells us about various designers, design events, art forms, artists etc and keeps us as readers abreast of everything that is going around!"

"Good luck to the backstitch team!"

Riya Yadav  
ARCH Academy of Design, Jaipur

## UPCOMING EVENTS

18 SEP 2015

**HONG KONG JEWELLERY & GEM FAIR**

Hong Kong Convention & Exhibition Centre, Hong Kong, China

23 SEP 2015

**CHRCHA ON TRANSFORMING JAIPUR**

with the City Mayor- Shri Nirmal Nahata at ARCH Academy of Design, Jaipur

28-30 SEP 2015

**"VASTRA - An International Textile and Apparel Fair 2015" (VASTRA - 2015)**

Jaipur Exhibition & Convention Centre, Sitapura Industrial Area, Jaipur

7-11 OCT 2015

**AMAZON INDIA COUTURE WEEK 2015**

FDCI presents Amazon India Fashion Week Spring Summer 2016

11-12 OCT 2015

**ITF - International Textile Fair 2015**

Dubai Trade Center, Dubai, United Arab Emirates

## Graphic Typography

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning).



## Interior Trompe L'Oeil



Literally, “fool the eye.” (French). An object or scene rendered so realistically that the viewer believes he or she is seeing the real thing. This is a style of painting in which objects are depicted with photographically realistic detail. Also, the use of similar technique in interior decorating.

## Jewellery

TORSADE aka “twister”



In French, “Torsade” means “twist” or “cable”. It is usually associated to a necklace or a bracelet - consisting of several strands that are twisted together to produce a rope-like effect. Often made of seed pearls, chains and other beads. Many examples have been found in ancient Egypt, today the term is often associated with the thick, short, multi-strand necklaces popular in the 1980s.

## Fashion

Tam O'Shanter



The tam o'shanter's cap is normally constructed in cylindrical fashion out of six “pie segments” of woolen fabric and is attached to a 1-inch (25 mm) headband of the same material. It is thought to have been first worn throughout northwestern Europe during the 15th century. It is made of wool and has a toorie in the centre. It also has as a main hallmark the clan tartan woven into its woollen threads. This distinguishes it from other bonnets such as the beret. Although brimless, the tam o'shanter, like all Scots bonnets, has an external hatband.



## THE TRIP

The project UKIERI between ARCH Academy of Design, Jaipur (India) and UHI Perth, Scotland (UK) brought a lot of learning with it. It was all together a new world of knowledge for us. During our visit to Scotland, we got to know about the cultural similarities between India and Scotland. Every city in Scotland is mesmerizingly beautiful. We met friendly and enthusiastic people there, who respect their craft and culture and are eager to preserve it for the posterity.

Being a part of the global team, we met innovative people of different ethnicity and culture; there we learned the actual value of our heritage, craft, culture, architecture and tradition. On our first day in UHI, Perth, we started off our work for the learning pack for the Online Portal which included the building of the cover page of the project book, working on the videos etc. Apart from the work, we managed to visit a few cities:

### St. Andrews

The town is home to the University of St Andrews, the third oldest university in the English-speaking world and the oldest in Scotland. There is a famous 8th century cathedral in St Andrews, the largest in Scotland. It lay in ruins after a devastating fire. The entire area and its remains are on view today, beautifully conserved. St Andrews is also known worldwide as the "home of golf".



### Dunkeld & Birnam

We got a chance to be the part of an exhibition of graduating students where students of Perth University exhibit their work. Perth College



student Jana displayed her collection of photographs of India and its culture.

### Pitlochry

The town has two whisky distilleries and Heathergems shop. We visited Edradour, which is the smallest legal distillery in Scotland.



### Inverness & XPO 2015

The beautiful city & the capital of the Highlands of Scotland hosted Scotland's leading Creative Industries festival on 11th & 12th of June. It juxtaposed movies, live music bands, documentaries & seminars. It was the most enjoyable moment in the entire trip.



### Falkirk Wheel and Kelpies

The Kelpies are 30-metre high horse-head sculptures, standing next to a new extension to the Forth and Clyde Canal which is connecting The Falkirk Wheel, a giant rotating boat lift in Scotland.

We experienced the conglomeration of Scottish heritage and technology. This experience was completely different and valuable for us.

We are thankful to all the members of the project who have been working very hard throughout and having faith in us.



**“ During this visit we met with influential individuals, who gave valuable insight into the vision of Rajasthan and the cultural import of the indigenous crafts to Jaipur..”**

**-Christiana Margiotti  
Program Leader  
PERTH College UHI, Scotland**

## PROJECT BRIEF

The purpose of the joint endeavor was to enable the cultural exchange of both faculty and students, in order to facilitate the co-development and pilot of a shared, online learning portal that would focus upon Design Communication within the creative and cultural industries. The project has been running from the last 2 years. The core purpose is to enhance awareness of the creative and cultural industries of India and UK. Both the countries have their vast culture and own heritage value.

The aim is to build a capacity of the mutual faculty through international exposure and by learning from one another’s cultural and creative industries (CCI) like crafts, design, fine arts, theatre, architecture, heritage and tourism in order to prepare a world class course curriculum around Design Communications with specialization in Cultural & Creative Industries.

### Outcome

After the completion of this project, students of both the colleges will be trained at an advanced level. An online portal has been developed by ARCH and Perth College to exchange the ideas and work.

Students will be trained in Design Communication at different levels in various subject areas. The knowledge portal for the creative and cultural industries will soon be e-available, and will become a sustainable mechanism for an active academia-industry interface in times to come.

### Beneficiaries

- Faculty and Student exchanges facilitating the project development and implementation
- A collaborative live project set within an Indian context for the students from both countries to facilitate through the exchange
- Co-developed online portal containing shared materials for distinct course components at advanced and beginner level
- Online materials piloted by 10 x beneficiaries in each country
- Dissemination Events in each country to broadcast the project journey and successes

-Vipin Sharma, Vidisha Gupta & Manan Surana  
Design Communication Students  
ARCH Academy of Design

**“ In Scotland, they respect their culture and craft and are now restoring practices to preserve it for the generations to come. I want to influence my country to value its heritage and culture.”**

**-Vipin Sharma  
Student  
Arch Academy of Design**



PC: Manan Surana



# WELCOME TO FORHEX



The FORHEX Fair is one of the biggest & the most elite of the annual fairs conducted in Jaipur, Rajasthan.

Organized by FORHEX, (the Federation of Rajasthan Handicraft Exporters), the fair displays true sophistication and craftsmanship every year and is a forum where the producers and exporters display their exclusive pieces, giving the market a golden opportunity to experience the essence of the same.

Held this year inside the Birla Auditorium, at the Statue Circle, Jaipur, it was a sensational amalgamation of art admirers, creators and exhibitors. The exhibition emphasizes the works of exporters, wholesalers, retailers, artisans, national awardees, textile & jewelry producers. The FORHEX Fair offers something that is divine and delicate. Here one can wade through the auras of true beauty, while beholding one of the best display of handicrafts in the country, from beautiful handcrafted jewelry, to exotic furniture, and decorative items and gifts. The fair has all it takes to transport you to a great mood. AND you can BUY too!

The VISITOR PROFILE includes **BUYERS, RETAILERS, DISTRIBUTORS, CORPORATE HOUSES, BUILDERS, ARCHITECTS, HOTELIERS, INTERIOR DESIGNERS AND SUPPLIERS TO THE INDUSTRY AND INSTITUTES, etc.**

This year too, ARCH had its own display space and additionally its students also participated in the setting up & implementation of the VM of the entire fair across 3 levels of the exhibition building. It was a good platform for all the teams to execute their ideas through creative and innovative designing. Students were divided into different groups and teams by their mentor Mr. Ayush Kasliwal, Forhex member & Product Designer. Each group had a group leader and work was allotted according to the abilities of each team. The students got intense level of exposure and also learned to improve their communication skills as they worked with and under big names of Jaipur, which also lead to improvement and development of professional skills. The students were both well supported and appreciated by the professionals. At the end each one of them was felicitated by Forhex Chairman Mr. Dilip Baid and given certificates. Altogether it was a great experience not only for all the students but also for the teachers and they all look forward to the next FORHEX fair i.e FORHEX\_2016!!



ARCH Director Ms. Archana Surana & ARCH Students with FORHEX President Mr. Dilip Baid & Ex. Officio Mr. Jaswant S. Meel

by Sukriti Banthia



ARCH Director Ms. Archana Surana, Faculty & Students at ARCH booth at FORHEX Fair.



Fashion, Interior & Jewellery Products designed by the ARCH Students & Faculty displayed at the ARCH Booth at FORHEX Fair



Jewellery & Craft Products at ARCH Booth at FORHEX Fair



Jewellery designed by ARCH Alumni Vishakha Agarwal & Sanskrati Khandelwal at ARCH Booth during FORHEX Fair



Hawamahal Bookmark & Card Holder designed at ARCH displayed at ARCH Booth during FORHEX Fair



An unique illuminated side table made of wood & agates designed by Monica Singhal of Interior Design displayed at ARCH Booth during FORHEX Fair



Wood-Cut Print workshop taken by ARCH Sr. Faculty Mr. Bhawani Shankar Sharma at FORHEX Fair



Wood-Cut Print workshop taken by ARCH Sr. Faculty Mr. Bhawani Shankar Sharma at FORHEX Fair



Allen Moley of 91 Degree with ARCH students worked as volunteers



Visual Merchandising created by ARCH students at FORHEX Fair

*"Arch Students did a fantastic job by helping the FORHEX team to create the focal points & overall visual merchandising at the fair"*

**- Ayush Kasliwal**  
Product Designer,  
AKFD



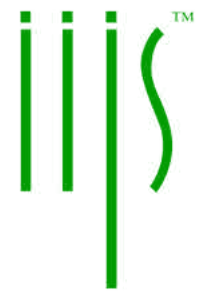
Mr. Dileep Baidh, President of FORHEX with ARCH students worked as volunteers



Focal points created by ARCH students at FORHEX Fair  
PC: Siddharth Barai, Anurag Mohil, Indrajit Das



## IIJS 2015-Mumbai



### Trip to the City of Dreams

by Deepdashree Saha, Abhilasha Saikia



Travelling does not directly help our designs. Rather, it subconsciously enhances our designs and our work. Travelling makes us better, joyous & excited; & this happiness acts like a fuel for efficiency and productivity.

ARCH as a design school believes in keeping its students motivated constantly. The college provides its students the possible opportunities and platforms where the students can perceive designing afresh. Travelling can no longer be seen as leisure for designers. In fact it is a way to become familiar with different cultures, traditions, design expressions etc. and in the process, it is a very important activity that contributes to the comprehension and critical reflection on all collected sensory inputs- as students and as future professionals.

This August, ARCH Academy of Design took the initiative to provide its young minds, a travelling experience to the city of Mumbai – a city with a blend of Gothic, Victorian, Art Deco, Indo-

Saracenic and contemporary styles. It gave us a great opportunity to explore the IIJS jewellery fair. We also went around the city. As a major trading centre, Mumbai's history has led to a diverse range of cultures, religions, and cuisines coexisting in a cosmopolitan and diverse blend, in one platter, due to the migration of people from all over India since the British period. We got a taste of unique contemporary art which is featured in both private commercial galleries and government-funded art spaces that include the Jahangir Art Gallery and the National Gallery of Modern Art. Built in 1833, the Asiatic Society of Bombay is one of the oldest public libraries in the city. The Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (formerly The Prince of Wales Museum) is a renowned museum in South Mumbai which houses rare

ancient exhibits of Indian history. This trip was an educative, exciting and wonderful eye opener & we would definitely want to have many more!





# Excursion



PC: Abhilasha Saikia, Ekanisha Maheshwari



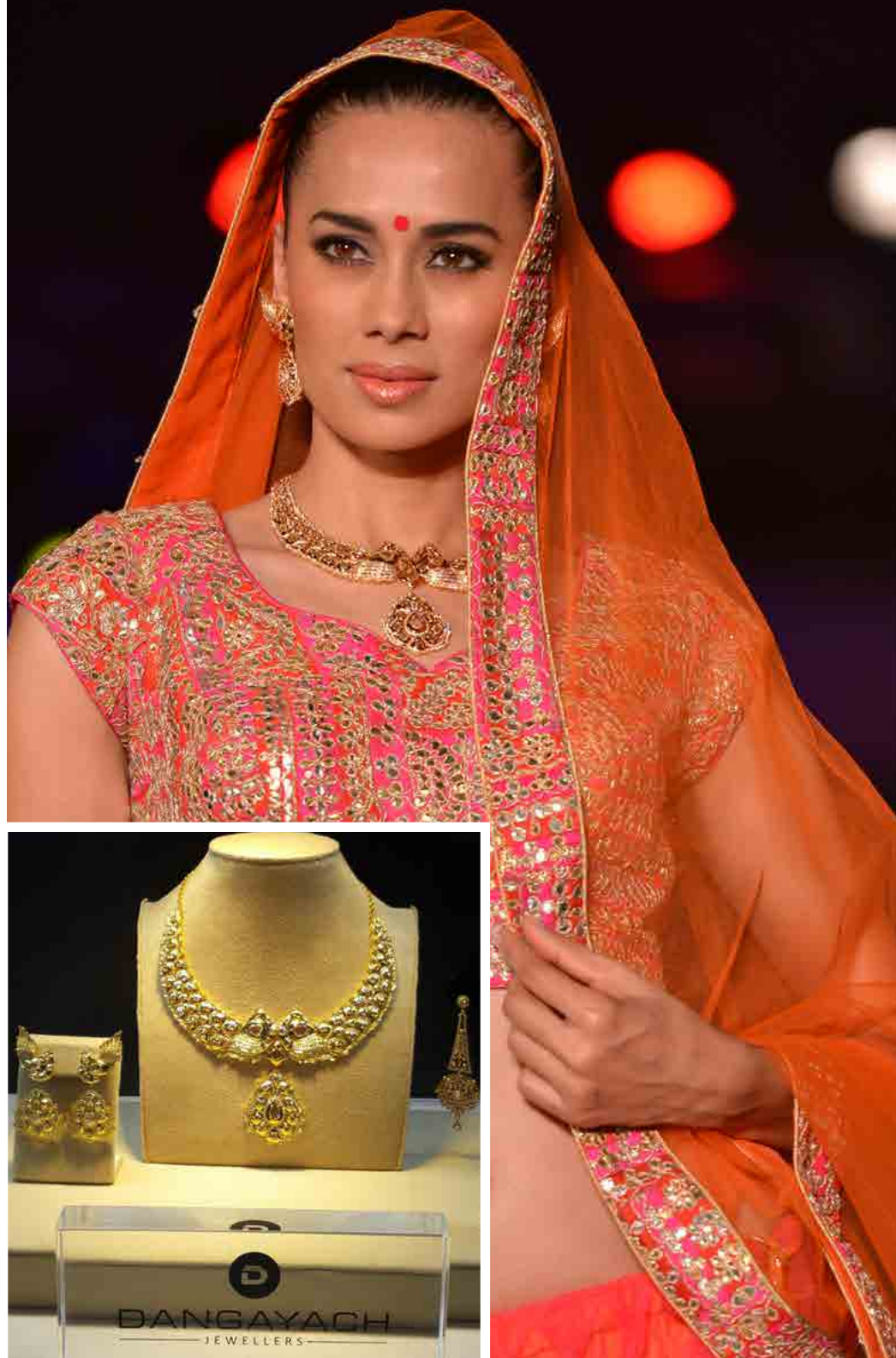
# Exhibition

9<sup>th</sup> Jewellers Association Show  
*jas 15*  
21-24 AUG 2015  
JECC, SITAPURA  
(Jaipur Exhibition & Convention Center)  
**JAIPUR**

The Jewellers Association Show (JAS) is a belief; a belief that style can be created, a belief that grace can be accentuated, a belief that beauty can be augmented... a belief that elegance can exist forever! In eight successful years of existence, JAS has given the world at large the art of making, demonstrating, exhibiting, buying and wearing jewellery! JAS is a coming together of our hardworking master creators and the ultimate connoisseurs of timeless pieces of art.

Distilled from fashion and ethnic trends, JAS' 15 captured the essence of timeless culture and elegance through jewellery. From incredible finished jewellery and luxury pieces to precious stones of every size, shape and cut, the 9th edition of JAS focused on 'timeless jewels'. It showcased antique jewels from the coffers of Maharajas to contemporary designs studded with the precious gemstones. Held at the jewellery hub of India- Jaipur, the show continues to help keep the Indian artistic heritage alive. Students of Jewellery Design of ARCH with Teachers visited the show and witnessed the latest trend in jewellery design. ARCH student Priyanshi Agarwal and ARCH alumnus Vikas Soni recieved the 'TIMELESS JEWELS' Jewellery Design Award under student and designer category respectively. The award Trophy itself for was designed by our alumna, Vishaka Jain, when interning at 'Symmetree by Haritsons. Also on show at the Dangayach Jewellers Display space was the Jewellery range 'PARTASH', a high end Kundan Meena Jewellery Collection designed by our student Divya Soni for Dangayach Jewellers, as part of her Internship Project. The collection was launched by Dangayach Jewellery at GABA 2015, ARCH Graduate Fashion Show.

Designs by Divya Soni, Final yr. Jewellery Student at ARCH for Dangayach Jewellery showcased at JAS 2015



# The International Jewellery Design Award

The International Jewellery Design Award is organized by the Jewellers Association, Jaipur. In its ninth year of existence, it has estimably maintained its tradition of the past has set new benchmarks and gained worldwide recognition. This Design Award is an attempt to affirm & encourage established jewellery designers and also discover & affirm the hidden potential & creativity of promising young designers, by showcasing their world-class pieces of Jewellery to the world at large. This time the theme of the design awards was "TIMELESS JEWELS". Timeless jewels stands for gemstone and elegant pieces of jewellery, the ageless beauty and lavish design of which can never be outdated and will become treasured heirlooms for future generations. Timeless jewellery symbolizes endless stand out design preserving & keeping alive artistic heritage. Endless glitter of the Jewellery design, techniques and material used would be a delight for connoisseur. The students of ARCH participated in the Contemporary Jewellery category and Designer Jewellery category.

Priyanshi Agarwal, student of 5th Semester of Jewellery Design won the 3rd Runners up position and prize money of INR.11,000 with Trophy and Certificate. Vikas Soni an alumnus of ARCH received the 3rd Runners up Prize in the Designer Jewellery category.



Priyanshi Agarwal



Priyanshi Agarwal's award winning design at JAS 2015



Vikas Soni & Priyanshi Agarwal, winners at International Jewellery Design Competition at JAS 2015



Vikas Soni, alumni of ARCH receiving 2nd Runner Up Award in Designer's category at JAS 2015



**GENDER EQUALITY** is not a **WOMAN'S ISSUE**  
it is a **HUMAN ISSUE**



CREATIVITY MEET AT ARCH



Ms. Vivian Huelgo, Chief Counsel of American Bar Association (ABA)

Gender discrimination...you must have experienced discrimination at least once in your life or probably know someone who has tasted the bitter taste of this unjust treatment. Gender discrimination is the most common social evil that prevails not only in our country but around the entire globe. Ms. Vivian Huelgo Chief Counsel to the Task Force on Human Trafficking and Commission on Domestic & Sexual Violence of the American Bar Association ("ABA") visited Arch Academy of Design on 17th August 2015, as the keynote speaker for the Chrcha August 2015. Ms Emily White, New Delhi American Center Program Director & Assistant Cultural Affairs Officer & Ms Mandeep Kaur, the All India Principal Program Advisor, Public Affairs Section, American Embassy, were present in the discussion. Ms. Huelgo gave a twenty minute presentation on various aspects of gender discrimination and created awareness about the legal and the non legal practices adopted in the U.S.A. Ms. Archana Surana the founder & director of Arch along with the gathered eminent women from Government bodies, educational institutions, NGOs, medical sector, local authorities, etc participated in the event and contributed their perceptions and suggestions on the sensitive topic.



**Prof. Lad Kumari**  
President, Rajasthan University Women Association

Worried because there were no changes in the scenario despite international efforts and policies. Adding to Prof. Lad Kumari's thoughts, Ms Huelgo stressed that awareness, education and consistency are better measures than the implementation of legislation to eradicate gender violence.



**Mala Khaitan**  
Chairperson, Disha Foundation

With the utmost grief she shared that the mentally or physically challenged individuals are more vulnerable to sexual harassment and assault. She added that such individuals should be handled with extra attention and affection.



**Meeta Singh**  
President, RUWA

One of the prime reasons for sexual violence and harassment is financial dependency and lack of education. She added that it is a shame that even in the 21st century, Indian families still crave for a baby boy. Ms. Huelgo after hearing this immediately said that the scenario in America is no less than India's.



**Neeta Boochra**  
Founder Chairperson, FLO

we all know how difficult it is for a common man to understand law books. Ms.Boochra shared the book 'Laws Affecting Women in India' with the Chrcha participants as a one spot solution for consulting legal rules for women and their safety. A copy was also presented to Ms. Huelgo.



**Jayshree Periwal**  
Director, Jayshree Periwal International School

The hall rang to thundering applause when Ms. Periwal shared her thought aloud that we should seed sensitivity in boys instead of restricting girls to live their life to the fullest; and this can be achieved if we begin educating our sons, brothers and husbands. This little effort can surely make the difference.



**Pawan Surana**  
Former Principal, Maharani College

When women in Rajasthan were not even allowed to step out of their homes, Ms. Pawan pursued a Ph.D. in the German language with the full support of her husband. She said with a smile that a woman can do wonders if she had her family by her side.



# GLOBAL EXPOSURE

## exploring UNION JACK

International exposure is the dream of every student, and Preetu & I are part of the privileged ones from the Arch Academy of Design! Going to the UK and studying at the University of Salford, Manchester was the most wonderful decision we have ever made in our life. I would like to thank my college for giving us this wonderful opportunity for brightening our future.

This educational trip was extremely fruitful & helped us to get immersed in a new culture and broaden our understanding of the world. Fourteen days- it was all a new experience for both of us! From the very first day we felt it was an awesome place with a friendly environment. We were the only two Indians in a group that included 13 Chinese students, but all of them were so friendly that we all became familiar with each other in our very first class. Designing is my passion as I love to design my thoughts, and both our mentors Nina and Claudia helped me to do so. I would like to thank both of them as they helped me and Preetu so much, right from the first day to the last, in term of academics, fun and even in finding Indian food. It was fun working with these people, & among all our 13 Chinese friends we shared a special bonding with these five lovely kids - Coco, Esabella, Ei ei, Ayeda & Shane. We people went for shopping together and our favorite chill out place became KFC because it was near to our hostel and served yummy food too. Being with these people was totally a combination of new experiences, learning and fun. Preetu and I went for shopping almost every day after college. There were many interesting parts in this journey. But the best part was the awesome trip to London. Guys! Someone has truly said that a bad day in London is still better than a good day anywhere else, so just keep calm and go to London.

In London we visited almost every popular place, retail store, museum etc. Harrods in London, was the most interesting place we visited apart from the Big Ben, London Eye, London Bridge, London Art Gallery etc. For more than 160 years, Harrods has been a luxury shopping destination for exclusive collections & is renowned for its excellent service. The new luxury women's wear department, Super Brands, has 17 boutiques dedicated to top international brands, including Valentino, Prada, Channel, Dior, Versace, Dolce and Gabbana, Chloe, George Armani and many more.

In my work there, I chose 'feminism' as my theme for my project. Personally speaking I felt that it's a duty to raise ones voice against unjust treatment and spread awareness on this social issue. At the end all I want is, Equal Rights for Women. I continued with the journey by making a garment with a technique called Button Masala. This trip was wonderful! All you guys out there should make it a point to be part of such beautiful opportunities to grow.

~Ankita Verma

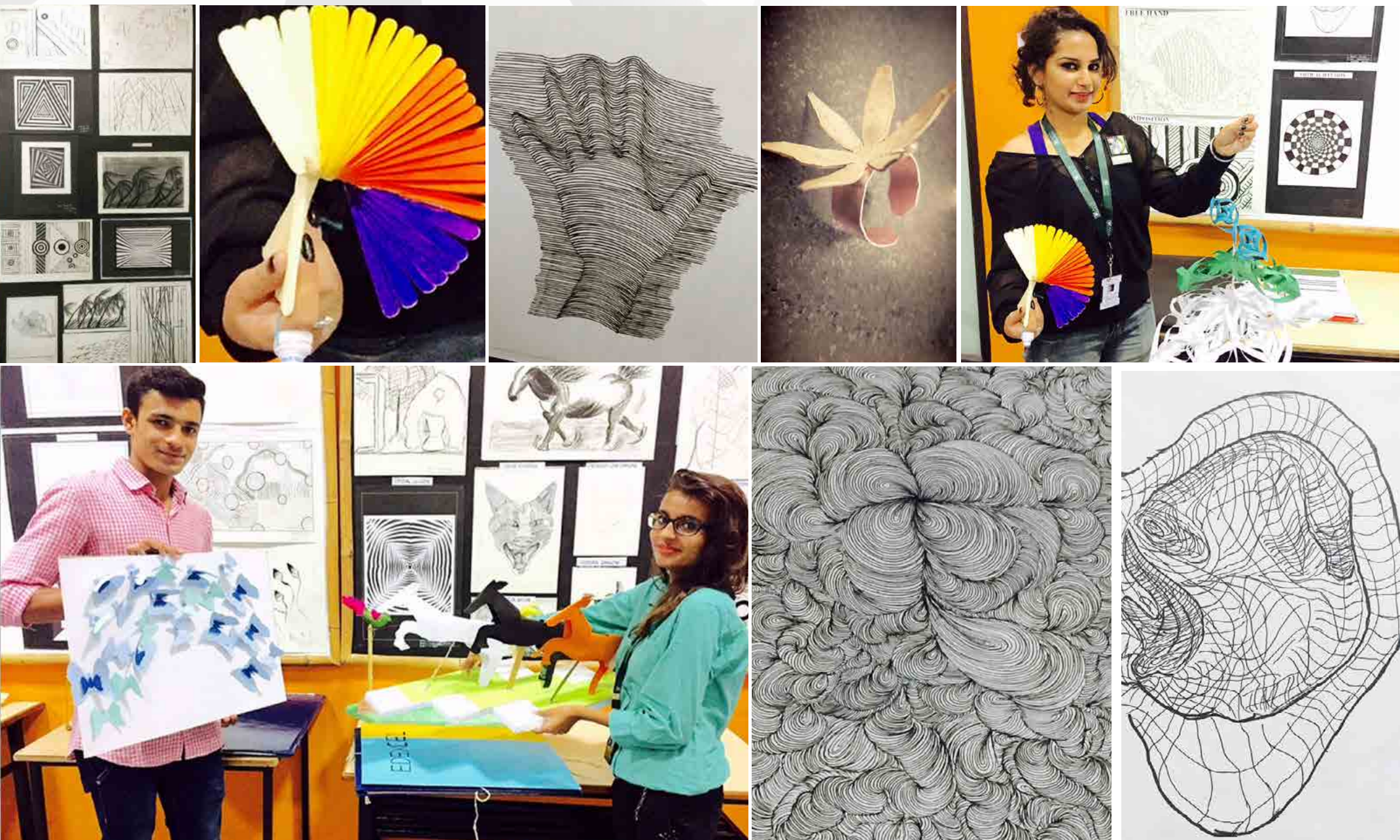


# Open House

## Elements of design

The Design Foundation Open House displayed the various explorations with Line and its movement as part of the basics of Element of Design. The idea was to get the students familiar with the endless possibilities that line can give based on understanding & practical experience. Material study with ink, brush, charcoal and other mediums was included. All in all, it was a delight seeing the student's creative work. The jury members Tarpan Patel (Sculpture artist), Saskia Patel (French photographer based in Jaipur) and Geetanjali Kasliwal (architect), encouraged the students to work harder.

by Priyanshi Arora



## designing spaces

This month the 5th semester Interior Design students worked on furniture layouts of living rooms, for their current Studio Design Project. The students came up with different concepts and engaging designs for various furniture items in the living room such as sofas, center tables and side units. This was showcased through the plans made by the students. The work of Abhilasha Saikia, Tanu Agarwal, Akshita Agarwal and Deeptashree aha attracted attention. The Open House was a very special event for the 3rd semester students, as they displayed their self-made products intended for FORHEX. The final year students, currently working on a 5 Star Hotel Project, presented their impressive compiled work too.

by Priyanshi Arora



# Open House



## BODY ADORNMENT

The Jewellery Design students witnessed an interactive Open House where Mr. Naresh Garg and Mr. Akash Jain from Garg Jewellers examined the projects as external jury. The talented students of 2 years Jewellery Design program showcased their excellence in the gold jewellery design project which took inspiration from different dynasties of India. Students such as Anindita Khare, Pragya Dani, Megha Chauhan and Divya Kaserwal did exceptionally well in their projects where they produced contemporary gold jewellery designs based on dynasties such as the Chola Dynasty, Pallava Dynasty, Maurya Period and the British Raj, for different regional Indian markets such as Tamil Nadu, Kerala, West Bengal, Maharashtra etc. The jury appreciated all the students' effort and also offered internship to Divya Kaserwal.

by Indrajit Das



## FASHION business

The Open House for fashion students directed them towards design 'Thinking'. They received critical feedback for their presentations on the business plan they were working on. All of them seemed to understand the concept behind the exercise. While the 3rd semester students showed their skills on garment construction techniques, the 4yrs V th semester, 2yrs III rd semester & 3 years III rd semester worked on subjects like Export Marketing and entrepreneurship & Fashion Marketing and Merchandising. The kids-wear pattern making and grading was presented by the 3 yrs 5th semester students. The jury praised the hard work produced by the students and gave tips to make it better in the easiest way possible.

by Priyanshi Arora

# CASE STUDY

## FASHION MERCHANDISING

### WORKING AREAS FOR A FASHION MERCHANDISER

A fashion merchandiser plays a vital role to generate the business for the industry. To understand the requirement of the buyer and to supply the merchandise as per the specification, to control the quality and to reduce the cost of the product are the measure key areas for a fashion merchandiser. A Fashion merchandiser covers the following task/area during his/her job.

- I. **Receives the sample approved by buyer.**
- II. **Studies the received sample**
  - a) Types of machines used for construction.
  - b) Minimum duration required to complete the order
  - c) Types of stitches/seams.
  - d) Embroidery work/accessories required.
  - e) Types of fabric used.
- III. **Calculates the fabric consumption**
  - a) Consider shrinkage%
  - b) Define cutting plan/cutting layout.
  - c) Diameter of fabric/count of yarn/GSM.
  - d) Consumption of other accessories/raw material.
- IV. **Calculates the cost of sample/pricing**
  - a) Prepare cost sheet.
  - b) Finalize minimum order quantity.
  - c) Think over that how to reduce the cost of product without effecting sample quality.
- V. **Takes approvals of colour shade/fabric swatches/accessories from your vendor or raw material supplier (if required).**
- VI. **Sends the proto sample to buyer for final approval (With all details as colour shade card/Fabric types/Accessories Chart/Costing and profile of your company).**
- VII. **Gets the approval of colour/fabric/accessories.**
- VIII. **Orders to purchase the raw material**
  - a) Fabric supplier
  - b) Accessories Supplier
  - c) Packaging material supplier
- IX. **Receives raw material from your vendors**
  - a) Inspection of raw material.
  - b) Lab Test (if required)
- X. **Starts the production**
  - a) Sample should be explained to all the team members of shop floor.
  - b) Test of buyer should be explained.
  - c) Merchandiser should inspect on Floor.
- XI. **Inspects & does the packaging of finished goods.**
- XII. **Prepares the documents & sends the goods to buyer.**



**Mr. Pramod Yadav**  
Director, Admin. & Projects





## STOP, NOTICE & NOTE

An All India Inter School Competition

A creative thinking challenge by the ARCH Academy of Design.

We are looking for young **"THINKING DESIGNERS"** who can share bold ideas around the problems they see in the STREETS.

Submit your entries before **31 October 2015** for a chance to win exciting prizes & awards.

## THE THINKING CHALLENGE

We want **Bold Ideas** towards the problems/challenges in your local street. These ideas will redesign your street and will make it a better place.

Recognize a problem in your local high street E.g.: Signposts, traffic lights, information posts, architecture, traffic cones, phone boxes, post-boxes, road works, bins, bunting, scaffolding, shop fronts, graffiti etc.

Record your observations around your local street using a digital camera/ phone/ sketchbook in the form of short film, slideshow, photographs, illustration etc.

EXAMPLE:

### The world's deepest bin

People throw rubbish more on the floor rather than in the bin! Maybe that is why you find heaps of garbage on the ground and trash-can totally empty. Is there any way to make people throw their trash in the bins? Before you rack your brains, check out the video: <https://youtu.be/cbEKAwCoCKw>! These crazy thinkers have turned garbage throwing into a fun and amusing activity. See it for yourself!

We want some creative and fun ideas for the most grave problems that you see around yourself!!!



### How it Works:

#### STEP 1

##### APPLICATION

Apply at Thinking Designers Award

By 31 October 2015

#### STEP II

##### SCREENING/JURY

Top 15 ideas will be shortlisted for execution

By 20 November 2015

#### STEP III

##### SOLUTIONS

Top 15 ideas will be executed

By 25 December 2015

#### STEP IV

##### ONLINE VOTING

Public will vote top 5 ideas

By 5 January 2015

#### STEP V

##### GRAND AWARD CEREMONY

The winners and their ideas will be awarded by the Jury

By 30 January 2015

### AWARDS:

The top 5 ideas will win a cash prize of **Rs. 21,000/- & trophy**

### SCHOLARSHIPS:

Top 5 participants/Team - 100% Scholarship (1st Year)

Remaining 10 participant/Team - 25% Scholarship (1st Year)

### INCENTIVES:

- Publication of Best 15 Ideas by ARCH in form of a BOOK & also on a Education Portal
- Best 50 IDEAS will get Gift Vouchers worth Rs. 1000/-
- All participants will get participation certificates
- The grand-prize winner's project details will be printed in "Backstitch" - the ARCH Design Magazine.
- Displayed in a All India Exhibition



# COMPETITION

## IFFTI 2016



### Theme & Sub Theme for 2016 IFFTI Annual Conference

#### Introduction to Topic "Cultural Revival"

In general, an industry or enterprise needs resources, technology and culture for development. Technology can provide the driving force to boost the development and improvement of an industry or enterprise when it grows to a certain degree. Culture, however, undoubtedly proves highly important in carrying out the upgrading of the development of industry or enterprise.

With the speeding of globalization, communication between people around the world is getting easier than ever and more cooperation is possible. As a result, life styles of people tend to be convergent largely, homogenization of design appears more apparent, and cultural diversity and uniqueness are weakening, though these people live in different countries, regions and have different culture backgrounds. Also, people confront many challenges to preserve and generate cultural traditions at present. On the other hand, in a globalized world leading to homogenization, people are curious about other life styles beyond their lives and expect to maintain diversified cultures and abundance in the world. Such issues as traditional culture's activation and renaissance, and rethinking, updating and redesign of modern civilization are inevitable in the development of contemporary industries.

"Revival" refers to regeneration, & also means a birth of new life in Chinese culture. Cultural revival, in the contemporary context, is not only a new beginning of traditional culture and renewing of modern civilization, but also a catalyst to the birth of new cultures. Stemming from traditions, such new cultures will serve the current times, as well as enlighten us for the future.

So, how to advance cultural revival in the contemporary era? How to build and form new cultures? To answer these questions, we will develop discussions from five aspects divided as below.

#### 1. Technology, Innovation and Redesign:

What roles do invention and innovation of technology play in the development of fashion industry or enterprise? How does it promote the growth of the industry or enterprise? How to apply technologies to innovative design? How does technological innovation upgrade conventional industries? And how can we use technologies to redesign the existing design?

#### 2. Craft•Technique•Intangible Cultural Heritage:

Can traditional crafts and techniques survive and develop in today's world? How can we apply them to the contemporary design for realization of their activation and renaissance? How does the revival of traditional crafts and techniques impact on the development of the fashion industry? How do they

give unique aesthetic perspective and cultural connotation to the design in this new era? And what significance does it bring to the contemporary life?

#### 3. Society•Economy in fashion:

Cultural revival and new cultures must be sprung from a certain social language and economic environments, and interact with the society and economy in turn. How are cultural revival and new cultures important in a contemporary society and economy? How do they influence the contemporary society and economy? We will find it a very interesting and meaningful topic through deeper analysis.

#### 4. Education in fashion:

What role does education play in the creation of cultural revival and new cultures? What role is it supposed to play? How to coordinate and reform contents, patterns and approaches of education to push forward the progress of fashion industry, and to promote cultural revival and new cultures? This topic will attract more attending representatives to get involved.

#### 5. Sustainable design:

Although it's such a huge world where we live, it feeds a large population & bears so many needs. It's not about a lack of money but limited resources sometimes. For how we can utilize minimum resources at maximum reduction of pollution to solve problems and meet needs to the greatest extent, realize sustainable development in fashion industry, as well as in the ecological, economic, ethical and cultural fields, sustainable design offers us a pathway. Expecting to share with you all.

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## Designing - A sea of opportunities

### “The worth of a talent is seen when it is channelized in the right direction”

We always worry about the future, our career, our life. All we want is everything to be perfect and for that we try various things at one time. But the question is “have you ever given a thought about the opportunities that prevail in the design career?” Design is a career with a sea full of opportunities & all you need to do is to knock the right door in front of you. Some of the design courses available in India are:

#### Graphics Design:

Careers in graphic design are a two-way process between a consumer and a designer which utilizes different visuals, typography, and page layout to create a design meant for the target audience. They also require some specialized skills in design graphics such as photography, interactive design etc.

#### Interior Design:

Interior Design follows a process in which analysis, knowledge, research are combined with artistic skills to create interiors that fulfill the client's requirements. It is not just limited to selecting the colors and arranging the home appliances. It involves a lot of research, expertise, and knowledge about the safety norms, and architectural elements.

#### Fashion Design:

The designer creates wear for men, women, and children. They also create designs as per the season, and latest trends. Designers create garments that are beautiful, and well-designed. The skills required for a fashion designer include information about the latest trends and fashion, creativity, style, good knowledge about the fashion industry, business & capability to work under stress and meet deadlines.

#### Product Design:

It is often confused with industrial design. The basic skills required for a product designer includes generating creative & innovative ideas, research, manufacturing & marketing the products. Keeping track of popular trends & needs, is also important. It produces products such as instruments, toys, electronic goods etc.



Shivam Yadav got hired as an interior designer by Vikas Haritwal.



Arabian Dreams, a Luxury 3BHK apartment designed by Shivam Yadav inspired by the Indo-Arabic Architecture as part of his class room project at ARCH.



Vishaka Jain got hired as a jewellery designer by Symetree by Haritsons.



Almas-E-Nizam, a high fashion Jewellery collection inspired by 'The Nizams of Hyderabad', designed by Vishaka Jain for Symetree by Haritsons Group, Jaipur.



Megha Patel got hired as a jewellery designer by Sunita Shekhawat.



Seasons, a high fashion Jewellery collection inspired by 'Four Seasons', designed by Megha Patel for Sattvam Jewels, Jaipur during her internship period.

#### Accessory Design:

It includes designing accessories such as handbags, ornaments, hosiery etc. These accessories are mainly designed and utilized to create a trendy look/ be fashionable.

#### Industrial Design:

Industrial design is a service of creating and developing improved products and its marketability. It refers to developing designs for industrial products such as home appliances, cars etc.

#### Web Design:

Web design as a career is a newly developed field which did not exist many years ago. It is a kind of designing mostly of web pages and websites content & creating presentable looks for the end users of the World Wide Web. It is different from Web programming, and web development. Apart from creativity, this profession requires ideas that would be useful for individuals and companies.

#### Game Design:

It includes designing computer games such as puzzles, animation, and testing. The basic skills required for a game designer is creativity, patience to design & test computer games that would be successful in the market and proficiency in the use of computers.

The placement cell at ARCH is working hard to get the best of the internships and places. Being a part of major exhibitions like FORHEX and JAS, they are trying to develop new contacts and reach the maximum employers to get the students introduced to the real world outside the campus. That's not it various industry experts are invited as jury members in the open house to interact with the students. The vision of ARCH is to an education which is beyond the classroom level by giving the students wings to explore the outside world gaining experience marking the multiple arenas in the target list. So, when they enter into the market they are already aware and prepared for the ups and downs of the industry. The different abilities of students are kept in mind with their areas of specialization; they are then suggested the right job accordingly. After providing so many opportunities it depends on how you grab it and work harder to achieve the best results possible.



# Cool AUTUMN-WINTER PROGRAMS

Conducted by the  
 Department of Visual Arts & Craft Product Design, ARCH Academy of Design

For Artists, Architects, Students, Homemakers & Professionals



## Autumn Programs

### Arayash (Jaipur Fresco)

An Indigenous Wall Painting Technique  
 Lead Person : Prof. Bhawani Shanker Sharma

### Clay Sculpture

To Create Bold, Primitive Pieces or Finely Detailed Statuettes  
 Lead Person : Prof. S.N. Belakar

### Creative Woven Textiles

Traditional and Modern Production Method  
 Lead Person : Ms. Swati Mitra

### Enamelling

Art of Decorating Metal Jewellery  
 Lead Person : Mr. Kana Lomror

### Metal Craft Design

Upcoming Technologies for Applied and Decorative purposes  
 Lead Person : Mr. Asit Barman

### Natural Dyes

Different Techniques to Play with Colors on Textiles  
 Lead Person : Mr. Arvind Kumar

### Pottery Craft

An Indigenous Pot Making Art  
 Lead Person : Mr. Ramesh Prajapati

### Papier Maché

Re-cycling Paper for Creating Art and Craft Works  
 Lead Person : Mr. Virendra Sharma

### Photography

Capture the Essence of a Rare Moment  
 Lead Person : Mr. Mahesh Hariani

### Wood Craft Design

Convert your Imagination into Artistic Products  
 Lead Person : Mr. Kanhaiyalal Jangid

#### Prof. Bhawani Shanker Sharma

Program Mentor, Bachelor of Visual Arts, ARCH Academy of Design  
 Dean & Former Head of Department of Visual Arts  
 Faculty of Fine Arts, Banasthali Vidhyapeeth  
 Former Chairman, Rajasthan Lalit Kala Academy  
 Winner of various awards

- Courses will be conducted by renowned Artists & Experts
- Age: 15 years and above
- Limited Seats

## Register Now

## Ring Toll Free 180030 700626

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