

EDITION #01

# RUJHAAN



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

JANUARY TO MARCH 2024 | @MUJFASHIONDESIGN



# THE SUSTAINABLE RUNWAY: TRANSFORMING FASHION FOR A GREENER TOMORROW

## ➤➤➤ PROF. DR MADHURA YADAV, DEAN FACULTY OF DESIGN



As the fashion world advances towards a more eco-conscious future, the concept of sustainability in fashion and textiles continues to be a crucial area of focus. The urgent requirement for environmentally sustainable methods has resulted in the creative utilisation of biodegradable materials and a dedication to circular fashion concepts. This revolutionary movement transcends the basic act of waste reduction or resource conservation; it profoundly alters the way we source, manufacture, and consume fashion.

The five R's concept—Reduce, Reuse, Recycle, Repair, and Rethink—guide designers in the direction of more environmentally friendly methods. Fashion can minimise its environmental impact and promote sustainability by rethinking design methods, reusing materials, recycling old garments, repairing damaged pieces, and minimising waste. By implementing sustainable practices, the fashion sector can have a major impact on the Sustainable Development Goals (SDGs). Improving salaries and working conditions in supply chains, especially in developing nations, can help achieve SDG 1 (No Poverty). It can improve worker safety and lower environmental pollution for SDGs 3 (good health and well-being) and 6 (clean water and sanitation). By providing equal compensation and opportunities for promotion for its predominately female workforce, the industry supports SDG 5 (Gender Equality). It minimises emissions and supports SDGs 12 (Responsible Consumption and Production) and 13 (Climate Action) using sustainable materials and waste minimization. Lastly, fashion may contribute to SDG 15 (Life on Land) by purchasing eco-friendly materials, which will help protect biodiversity. These programmes not only bring fashion into compliance with moral principles, but also with sustainability in terms of the economy and ecology.

Join us as we explore the ways in which these environmentally friendly methods not only contribute to the well-being of the planet but also improve the long-term sustainability of fashion industry.

# BEYOND GREEN: ETHICAL PRACTICES AND SUSTAINABILITY IN MODERN DESIGN

## »»» DR. DEEPSHIKHA SHARMA, HOD FASHION DESIGN



The fashion industry today stands at a critical crossroads, grappling with significant challenges related to textile waste and environmental sustainability. One pressing concern is the excessive dumping of garments from developed countries into developing regions, notably in Africa, which exacerbates local waste management issues and environmental degradation.

In addition to the mounting waste, the environmental impact of dyeing and printing methods cannot be ignored. These processes contribute to pollution and climate change, underscoring the urgent need for more sustainable practices.

As designers, we have a pivotal role to play in addressing these issues. We must innovate and lead by example, focusing on sustainable design principles that minimize waste, use eco-friendly materials, and embrace ethical production methods. It's time to rethink our approach to fashion, aligning our creations with a commitment to the planet's well-being and the true needs of our communities, rather than mere wants.

## »»» PROF. PRATIBHA MISHRA, PROFESSOR FASHION DESIGN

Sustainability in fashion is no longer a choice but a fundamental responsibility for all of us. Our industry faces mounting challenges from the environmental degradation caused by overproduction and waste, and the social impacts of unsustainable practices. As designers, we hold the power to drive positive change by innovating with purpose and commitment.

We must embrace eco-friendly materials, reduce waste, and prioritize ethical practices throughout the design and production process. This means creating timeless, high-quality pieces that align with the principles of circular fashion, where products are designed to last and be recycled or repurposed at the end of their lifecycle.

By adopting a more conscious approach, we can redefine the fashion landscape, balancing creativity with a deep respect for our planet and the communities we serve. Let's lead the way in making sustainability the cornerstone of modern fashion design, crafting a future where our work contributes positively to both society and the environment.



# RESEARCH & PUBLICATIONS

## >>> PATENT PUBLICATION: EMOTION-REFLECTING GARMENT

In the latest advancements from our fashion department, a remarkable innovation called the "Emotion-Reflecting Garment" has been unveiled. This pioneering project was spearheaded by Rajnish Kumar, a dedicated student, alongside Dr. Deepshikha Sharma and Ms. Aanchal Trehan, faculty members. The garment is designed to address emotional neglect in underprivileged children by utilizing color-coded patterns and symbols that facilitate emotional expression and understanding. This initiative not only underscores our commitment to innovative design but also demonstrates our resolve to tackle significant social challenges through creativity and empathy.

## PATENT PUBLICATION: VERSA -WEAR <<<

Our fashion department has achieved another significant milestone in sustainable fashion with the introduction of "VersaWear," an innovative eco-friendly apparel concept. This versatile clothing line was developed by Kavya Kalra, a creative student, in collaboration with Dr. Deepshikha Sharma and Ms. Aanchal Trehan, faculty members. Made entirely from recycled materials and inspired by the elegant designs of ancient Roman mosaics, VersaWear blends luxury with environmental responsibility. This patent not only highlights the commitment to innovative and sustainable design practices but also sets a new industry standard for eco-conscious fashion.

## >>> PATENT PUBLICATION: A METHOD TO DEVELOP CLOTHING TAGS FOR VISUALLY IMPAIRED PEOPLE

Another significant step is taken towards inclusivity with the development of a new method for creating clothing tags for visually impaired individuals. Spearheaded by Prof. Pratibha Sharma and Dr. Deepshikha Sharma, this initiative aims to empower the visually impaired to shop independently and with confidence. These specially designed Braille tags will allow visually impaired customers to access crucial information about clothing, such as fabric type, care instructions, and size, facilitating autonomous shopping experiences. This advancement not only enhances accessibility in retail environments but also sets a new standard for inclusivity, urging fashion designers, brands, and retailers to adopt higher standards of reliability and responsibility.

# ONEIROS

# COSMOS

FEB 20, 2024

With the dawn of a new day, the campus of Manipal University burst into vibrant hues as the much-awaited Oneiros college fest unfolded its wings, promising a spectacle of creativity and camaraderie. Among its many dazzling events, none shone brighter than the fashion extravaganza known as "Cosmos." This ethereal showcase of avant-garde collection was more than just a fashion show; it was a journey into the realms of imagination and innovation. As the curtains rose and the first model graced the runway by presenting our evening wear collection. Each ensemble was a masterpiece, blending daring designs with intricate details, captivating the audience with its sheer brilliance. The ambiance was electric, charged with anticipation and excitement as spectators marveled at the sartorial symphony unfolding before their eyes.

Amidst fierce competition between Poornima University and ICG, Poornima emerged triumphant, their collection resonating with the judges and leaving an indelible mark on the runway. Their victory was not merely a testament to their design prowess but a celebration of creativity and ingenuity. The success of the Cosmos fashion show highlights the vibrant and dynamic atmosphere of the Oneiros fest, reaffirming Manipal's reputation as a hub for creativity and talent in the field of fashion and beyond.



# AWARDS & ACHIEVEMENTS



## GURMEHAR KAUR CHAHAL

Participating in the poster competition organized by the fine arts department was an enriching experience. My winning entry captured the essence of a figure standing amidst destruction, gazing hopefully at the lone surviving heritage building. The theme centered on Disaster and Conflict Resilient Heritage Preparedness, Response and recovery. Securing the second position was a testament to the effort and passion I poured into my design

## KAVYA KALRA

Exploring the mesmerizing world of Roman mosaic art sparked my creativity. Intrigued by the meticulous craftsmanship and vibrant array of colors, I set out to translate this ancient art form into modern fashion. Roman mosaic art inspired me with its intricate detail and vibrant colors, leading me to create a sustainable Avant garde garment. Rarely seen techniques drove me to patent my design, blending tradition with innovation in wearable fashion.



## MARIYA SHABBIR BAIWALA

My poster, crafted for the Heritage Club's World Heritage Day competition, clinched the prestigious first prize. This competition aimed to elevate awareness about preserving world heritage sites, and my winning entry stood out for its innovative approach and compelling message. It underscored the crucial need to safeguard our cultural legacy, urging viewers to cherish and protect our shared history for the benefit of future generations.



# AWARDS & ACHIEVEMENTS

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## KUNAL VERMA

This marked my debut in competitions, and I proudly secured third position. I owe my participation to my professor's encouragement, whose support emboldened me to enter. My poster highlighted the peril posed by man-made disasters, emphasizing their devastating impact on heritage sites. It's a testament to the power of mentorship and the importance of raising awareness about safeguarding our cultural treasures.

## RAJNISH KUMAR

By shedding light on the emotions of children of sex workers, I aimed to foster acceptance and advocate for their welfare. Using print, silhouette, and mirror work, I captured their diverse perspectives. Patenting my approach was a crucial step in elevating this often-overlooked issue, reflecting my dedication to amplifying their voices and advocating for their rights. My journey stands as a testament to my commitment to advocate for the rights and emotional well-being of these often-forgotten members of our community.



# SEMINARS AND WORKSHOPS



➤➤➤ **GUEST LECTURE: BESPOKE TAILORING FOR MENSWEAR BY MR. ANNU SHARMA 22ND FEBRUARY**

Mr. Annu Sharma from Gyan International Pvt Ltd, Noida, offered a rare opportunity for learning bespoke tailoring for menswear on February 22. As an industry veteran, Mr. Sharma shared vital insights on custom fittings, fabric selection, and traditional tailoring processes, deepening participants' understanding of custom menswear craftsmanship.

**MASTERCLASS ON FASHION HISTORY 7,8,9 MARCH BY ANNU DHANKAR MANN** ◀◀◀

The Fashion Design Department hosted a 3-day master class on Fashion History from March 7th to 9th. Guest speaker Ms. Annu Dhankar Mann, founder of the House of Sangai, enriched attendees' understanding of fashion development by sharing stories behind trends, styles, and designers. This immersive event allowed participants to delve into fashion history, enhancing their awareness of its evolution.

➤➤➤ **MASTERCLASS ON FASHION ILLUSTRATION 12TH MARCH BY MANISH GOENKA, FOUNDER AND OWNER OF RIKT STORE.**

Fashion Design Department hosted a Fashion Illustration Masterclass on March 12, featuring guest speaker Manish Goenka, founder of Rikt Store. Attendees learned diverse illustration styles and approaches from Mr. Goenka's industry expertise, inspiring them to express artistic vision through fashion sketches. The lively event sparked innovation and originality, offering budding fashion illustrators a valuable opportunity to enhance their craft.

➤➤➤ MARCH, 2024

# SEMINARS AND WORKSHOPS

## ➤➤➤ HOW TO START A LABEL BY AYUSHI MATHUR 15TH MARCH



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Directorate of Alumni Relations  
&  
Manipal University Jaipur Alumni Association  
In Collaboration with  
Faculty of Design  
School of Design & Art  
Department of Fashion Design

Organises  
Alumni Interaction on :-  
**HOW TO START A LABEL**  
by : **Ayushi Mathur**  
[Batch of 2017-21]

MARCH 15, 2024  
11 AM - 12 PM

Website : <https://jaipur.manipal.edu/> Toll Free : 1800 1020 128

Ayushi Mathur's masterclass on "How to Start a Label" on March 15th provided invaluable insights into launching a successful fashion company. Organized by the Fashion Design Department in collaboration with the Directorate of Alumni Relations, the interactive event offered practical advice for aspiring designers to navigate the fashion industry complexities. Led by industry expert Ayushi Mathur, attendees learned about production planning, market research, branding strategies, and brand development, empowering them with the knowledge and confidence to kickstart their fashion businesses.

## GLO 3D:- 21 TO 24 MARCH BY MS. ARCHANA NAGDEV <<<<

A successful four-day online CLO 3D class, led by expert Ms. Archana Nagdev, concluded on March 24th. Students immersed themselves in learning CLO 3D's advanced features, gaining valuable skills for virtual garment design and simulation. The course, running from 10:00 AM to 5:00 PM daily, offered a transformative experience for designers of all levels, thanks to Ms. Nagdev's insightful guidance and expertise.



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DEPARTMENT OF FASHION DESIGN  
SD&A, FOD

18th to 21st March 2024 10:00 AM-05:00 PM

**A 4-Day workshop on**  
**CLO 3D**  
(ONLINE MODE)

By Ms. Archana Nagdev  
CLO 3D Designer

>>> APRIL, 2024

# PLACEMENTS & INTERNSHIPS



**NISHTHA BANSAL**

>>> B.des Fashion Design

Hello! I'm Nishtha Bansal, studying Fashion Design at Manipal University Jaipur. Grateful for the guidance of Ms. Deepshikha Sharma and faculty, I'm interning at Arvind Fashions Pvt Ltd, ready to embrace future opportunities with confidence and enthusiasm.



**PRAGATI RATHORE**

>>> B.des Fashion Design

Hello! I'm Pragati Rathore, diving into Fashion Design at Manipal University Jaipur. Grateful for the nurturing environment here, especially Ms. Deepshikha Sharma's guidance. Thrilled to collaborate with Arvind Fashions Pvt Ltd, expanding my industry experience.



>>> B.des Fashion Design

**PRIYA LODHI**

Hi! I'm Priya Lodhi, studying Fashion Design at Manipal University Jaipur. Grateful to the university for nurturing my passion. Thanks to Ms. Deepshikha Sharma's guidance, my skills have flourished. Also, thankful for the opportunity to work with Arvind Fashions Pvt Ltd, courtesy of Manipal University.

# **EDITORIAL TEAM**

## **FACULTY MEMBERS**

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

## **STUDENT DESIGNERS**

**SAKSHI, VIDISHA, TANUSHREE, KOVVURU  
GEETIKA, MANYA, SHUBHI, NAVYA, GARIMA**

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