

Report on Holi Vibrancy Mall Exhibit
Held between 14.03.2019 to 21.03.2019

Date of Event	14.03.2019 – 21.03.2019
Name and Type of Event	Holi Vibrancy Mall Exhibit
Conducted by	Usha Kiran Barla
No. Of Participants	11

An Design Exhibit on Theme – Holi Vibrancy was planned by the Fashion Design Department to be showcased at the P&M Hi-Tech City Mall, Jamshedpur. The exhibit would be displayed at the Ground Floor of the mall for two weeks.

The concept was to show the vibrancy through colours with 3 garments on display and a beautiful backdrop. The first garment – Patchwork dress was made of scraps of colourful square pieces of cloth patched together with a technique called patchwork. Patchwork represents Sustainability in true sense; patchwork has been a practice in all Indian households as we do not throw away old clothes but use them as much as we can. It is an environmental friendly practice and helps us keep our consumption in check. This ancient technique was presented in a modern Avatar of a Tube Dress.

The second garment was a very well structured garment in off-white. This represented Peace. White also is the presence of all colours and we represented it through this garment.

The third garment was a purple dress made of draping.

The accessories were all uniquely made by the department –necklaces made of zippers and safety pins. The backdrop was conceptualized to be a colourful cloud with rain droplets in colours. The background would be newspaper print with students' work displayed on the same. A seating was also adorned using the strips of fabric. The Colourful Platonic Solids were used to adorn the entire look and the setup was finished with display write-up.

The entire process of creating the garments, accessories and décor took a month's time and the patience and hard work of the entire department. This exhibit also became a live project for the students which they could use as a part of their portfolio. It was also a firsthand experience on Visual Merchandising.

The project was very well received by the visitors at the Mall. Through this the students were able to test their designs by placing them in front of the real world.

The students received certificates for Exhibit.



ARKA JAIN University
Jharkhand

Estd. Under Jharkhand State Private University Act

FASHION DESIGN DEPARTMENT

invites you all to the

HOLI VIBRANCY

THE DESIGN EXHIBIT

We bring to you an exemplary work of the students and mentors. Enjoy this scintillating and dramatic visual amalgamation of colors, patterns and techniques united together in an unconventional yet fascinating way.

at THE PM MALL
14th MARCH '19 - 21th MARCH '19
10am onwards

SCHOOL OF HUMANITIES B.A. FASHION DESIGN

ADMISSIONS OPEN

Duration: 3 years (6 semesters)

**Eligibility : 10+2 or equivalent
(recognized board)**

Our course of Fashion Design aims to produce dynamic design professionals who have the right attitude to face the challenges of the ever-changing fashion industry.

We also equip them with strong creative and technical skills related to the field of fashion, which empower them to adapt to an evolving fashion biosphere.

CONCEPTUAL ENHANCEMENT | SKILL DEVELOPMENT |
SOFTWARE SKILL TRAINING | PROFESSIONAL ENHANCEMENT
| INDUSTRY EXPERIENCE | PORTFOLIO DEVELOPMENT |
DESIGN (GARMENT) COLLECTION

TOLL FREE 1800 1200 200

☎ 0657 2220285



ARKA JAIN University
Jharkhand

Estd. Under Jharkhand State Private University Act









