

**Report on – Design Hive Interactions – Menswear and Styling**  
**with Avik Roy**

**Held on 10-08-2021 and 02-09-2021**

<b>Date of Event</b>	10.08.2021 and 02.09.2021
<b>Name and Type of Event</b>	Design Hive Interactions – Menswear and Styling with Avik Roy
<b>Conducted by</b>	Usha Kiran Barla
<b>No. Of Participants</b>	20

"Our personality is reflected in the choice of clothes we wear." Fashion applies not only to women but also to men. Keeping this in mind the Department of Fashion Design, Arka Jain University organized an online expert session - Design Hive Interaction with Mr. Avik Roy. An alumnus of Wigan and Leigh College, UK, Mr. Avik Roy is a fashion professional with over 18 years of experience. His years of experience as Lead Designer at Raymonds Ltd came in handy as he explained the concept of Menswear to the students in a very effective and fluent manner. His calling lies in the verticals of Apparel Designing, content and communication development and branding. Menswear fashion was extensively discussed; various aspects of styling were also discussed. The various touch points and aspects that need to be taken care while designing for the men were elaborately explained. The probing questions that one should ask the client were also discussed with the students. Various doubts of the students regarding these topics were also resolved during the session. It was a very interesting and informative session. After the presentation, the students were given an assignment to work on a Client Profile – The students were to make a digital Client Profile in 5-10 slides including the various aspects discussed during the session. They were given an assignment brief and they had to come back with the presentation. This would help them to understand their clients better. The assignment was also a real life case study to make learning more focused and enjoyable at the same time. The students created their respective Client Profiles and shared with the mentor to get a feedback

A feedback session was organized in continuation to the first session after few days so that the feedback could be given to the students on an individual basis. The students were evaluated on the following criteria – Visual Appeal, Information Deck, Layout, Presentation, and Usefulness to others and Presentation skills. The Top scorers were Simran, Sushmita and Jyoti who had the following good features in their presentation – layout appears visually balanced, colour story appealing, alignment has been maintained to a large extent, the look is crisp and information is relevant. The feedback received was very helpful to the students which they can incorporate in their future assignments

It was a wonderful learning experience for all of them. Client profiling is an extensive process in its own and takes months to perfect, but an attempt was really worth for the students. The event with the industry specialist was a real eye opener for the students.



**ARKA JAIN**  
**University**  
Jharkhand (Jamshedpur)

a Design Hive Interactive Session  
ON

# MENSWEAR & STYLING

*with*

Avik Roy

alumni of

Wigan & Leigh College  
United Kingdom

&

Fashion Professional  
with 18 Years of Experience



brought to you by

60 MINS  
AUG 10  
2021

ARKA JAIN UNIVERSITY

**Fashion Department**

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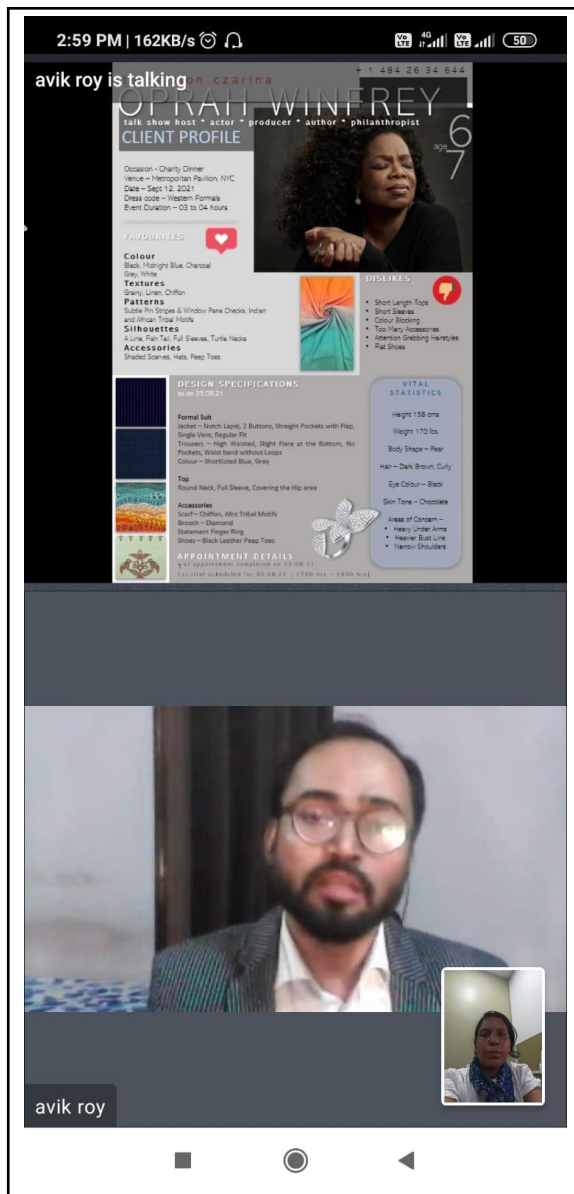
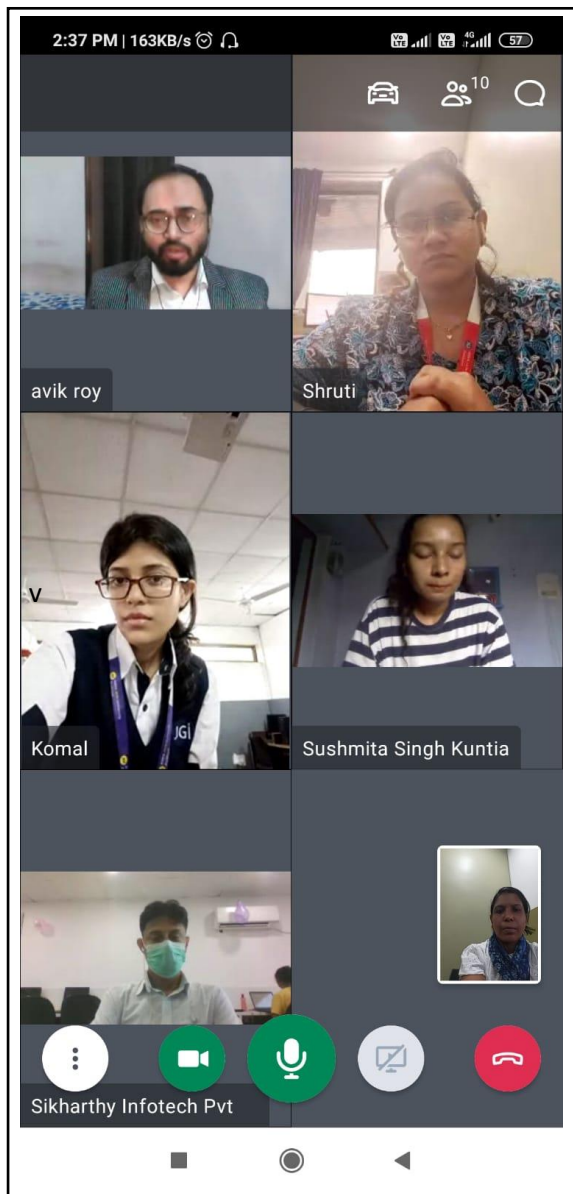
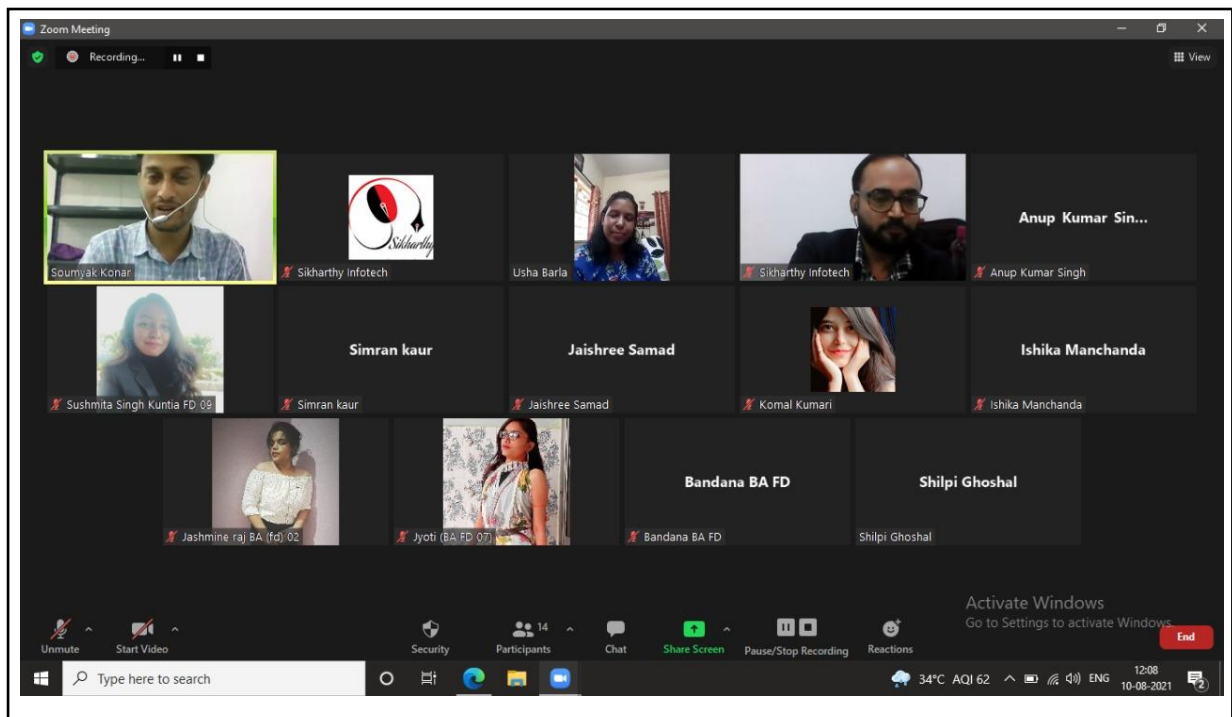


12 noon onwards

Event Co-Ordinator

Usha Barla

FD, AJU





## आरका जैन विवि में मेंस वियर और स्टाइलिश पर ऑनलाइन कार्यशाला

जमशेदपुर। आरका जैन विवि के फैशन डिजाइन विभाग की ओर से ऑनलाइन सत्र का आयोजन किया गया। इसमें विगन और लेह कॉलेज, यूके के पूर्व छात्र अविक रॉय ऑनलाइन जुड़े थे। वे फैशन पेशेवर हैं। छात्रों के साथ स्टाइल के विभिन्न पहलुओं पर भी चर्चा की गई। छात्रों के विभिन्न शंकाओं का समाधान भी किया गया। कॉलेज की ओर से बताया गया कि आने वाले दिनों में डिजाइन कार्यशाला जारी रहेगी, जिसमें फैशन डिजाइन के छात्र मेंस वियर डिजाइन के पहलुओं के बारे में और अधिक जानेंगे। छात्रों को क्लाइंट प्रोफाइलिंग करने के लिए एक असाइनमेंट दिया गया है जो उन्हें अपने क्लाइंट को बेहतर ढंग से समझने में मदद करेगा।

## आरका जैन यूनिवर्सिटी में ऑनलाइन सत्र आयोजित

जमशेदपुर. हमारे द्वारा पहने जाने वाले कपड़ों की पसंद से हमारा व्यक्तित्व झलकता है. फैशन सिर्फ महिलाओं पर ही नहीं, पुरुषों पर भी लागू होता है. ये बातें अविक रॉय ने कही. आरका जैन यूनिवर्सिटी के फैशन डिजाइनिंग विभाग द्वारा एक ऑनलाइन सत्र का आयोजन किया गया. इसमें विगन व लेह कॉलेज यूके के पूर्व छात्र अविक रॉय ने कई अहम बातें बतायी. उन्होंने कहा कि 18 वर्षों के अनुभव के साथ अभी वे एक फैशन पेशेवर हैं. रेमंड्स लिमिटेड में लीड डिजाइनर के रूप में उनका वर्षों का अनुभव काम आया, क्योंकि उन्होंने छात्रों को मेंसवियर की अवधारणा को बहुत प्रभावी और धारा प्रवाह तरीके से समझाया. छात्रों के साथ स्टाइल के विभिन्न पहलुओं पर भी चर्चा की गयी. छात्रों की विभिन्न शंकाओं का समाधान भी किया गया. यूनिवर्सिटी के डायरेक्टर अमित श्रीवास्तव ने कहा कि आने वाले दिनों में डिजाइन कार्यशाला जारी रहेगी. छात्रों को क्लाइंट प्रोफाइलिंग करने के लिए एक असाइनमेंट दिया गया है, जो उन्हें अपने क्लाइंट को बेहतर ढंग से समझने में मदद करेगा.