

## Report on –Design Hive Sundays with Padma Raj Keshri

Held on 07.06.2020

<b>Date of Event</b>	07.06.2020
<b>Name and Type of Event</b>	Design Hive Sundays with Padma Raj Keshri
<b>Conducted by</b>	BA(H) FASHION DESIGN
<b>No. of Participants</b>	33

The Department of Fashion Design organized an interactive session for the students with Mr. Padma Raj Keshri from Ara, Bihar, Graduate from NIFT & Masters from NID, Fashion, Textile& Knitwear designpreneur by Profession blending the combination of Ethics & Aesthetics.

Padma is a stern Sustainability enthusiast and most of his works are around Sustainable Fashion and Eco friendliness. His denim venture Re-Denim is also based on same principles where he collects various denim wastes from the export houses in Ahmedabad and repurposed them to fashionable products – garment, accessories and installations.

Mr. Padma Raj said that the three main influences of fashion trends are Marketing, advertising, and the media. These all try to influence the way our generation dresses. Their reasons are mainly profit based. We also make our clothing choices based on the Functionality of the garment. For him, Sustainability is a great tool to achieve the design ideas we have.

On the changes in fashion industry Mr. Padma Raj said that technologies are changing the way people shop, through social media apps, retail shops and augmented realities. Brands are adapting to changes in order to get their products in front of their customer. Creating a new and different experience can set a retailer apart from the rest in an over catered fashion world.

Answering to the question why do fashions change, the expert replied that the answer is probably as simple as the fact that people change. Over time, the new replaces the old. People are influenced by popular culture, including athletes, musicians, movie stars, social media, and royalty.

Discussing the five stages of fashion cycle he said that a fashion trend's life cycle can be divided into five stages, generally speaking: introduction, rise, peak, decline, and obsolescence. The life cycles of fashion trends today have changed; technology and social media have rendered them much shorter and less predictable than in the past.

The event coordinator of the session Ms.Usha Kiran Barla gave the welcome note and moderated the session where as Mr.Anup Kumar Singh proposed the vote of thanks.



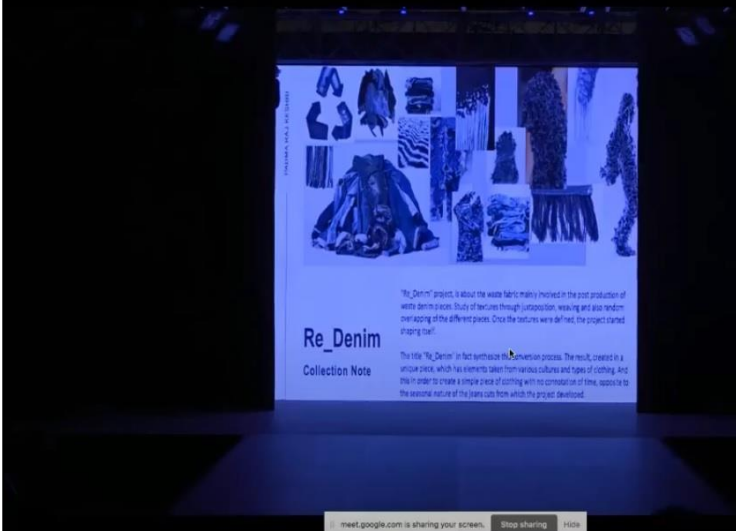
Design Hive Sundays with Padma Raj Keshri (2020-06-06 at 21:25 GMT-7)



47:09 / 1:09:10



Design Hive Sundays with Padma Raj Keshri (2020-06-06 at 21:25 GMT-7)



44:23 / 1:09:10

