

## NOTICE



**SCHOOL OF HUMANITIES**  
**Department of Fashion Design**

Notice No: AJU/BA FD/195

Date: 16.01.2024

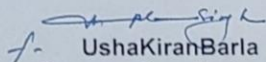
**CIRCULAR**

Dear students and faculties,

The Department of Fashion Design is organizing an **Industry Visit** to 'Kritika Singh Designs', a fashion label firm situated in CH: Area, Jamshedpur on 19<sup>th</sup> January 2024 and 26<sup>th</sup> January 2024 for the students of the department.

The objective of the industry visit is to expand practical knowledge of the day-to-day functioning of a fashion label and to comprehend the roles and responsibilities of a fashion designer from a closer view.

Time of Departure from City Office – 10:15am

  
**Usha Kiran Barla**  
Program Coordinator  
Department of Fashion Design

**Program Co-ordinator**  
**School of Humanities**

Copy for information & necessary action please: -

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. In charge Web services for Website
5. Notice Board
6. Guard File

## Industry Visit to 'Kritika Singh Designs' Studio

<b>Date of Event</b>	<b>19-01-2024 and 26-01-2024</b>
<b>Name of the Event</b>	<b>Industry Visit to 'Kritika Singh Designs'</b>
<b>Type of the Event</b>	<b>Academic</b>
<b>Conducted by</b>	<b>BA Fashion Design (H)</b>
<b>No. of Participants</b>	<b>18</b>

### OBJECTIVES:

- To expand practical knowledge about the functioning of a luxury pret/couture fashion label
- To comprehend various levels and steps of the design processes of garment creation

### ABOUT THE EVENT:

The 2-day industry visit to Kritika Singh Designs proved to be a valuable experience for the Department of Fashion Design. The visit was scheduled on 19.01.2024 and 26.01.2024. The industry visit offered a comprehensive insight into the inner workings of the fashion industry wherein the resource person was **Ms. Kritika Singh, the founder, fashion designer, and CEO of the label, who is an esteemed alumna of prestigious fashion institutions like Instituto Marangoni, London, and Raffles International School of Design, Mumbai.**

Ms. Singh meticulously guided the students through each aspect of her fashion label, providing them with a holistic understanding of the entire design and production process. The students were given a first-hand tour of the various workstations within the studio, where they witnessed the magic unfold - from conceptualization to creation.

They were introduced to the talented management team, skilled karigars (artisans), and experienced pattern masters, who play pivotal roles in bringing Kritika Singh Designs' vision to life. Ms. Singh's emphasis on collaboration and teamwork resonated with the students, highlighting the importance of synergy in the creative process. The students had the privilege of exploring Kritika Singh Designs' diverse collections, spanning from elegant cocktail attire to opulent bridal ensembles, as well as versatile non-bridal pieces. They were given insights into the selection of fabrics, ranging from imported luxurious materials to pure fabrics sourced locally, and were able to witness the meticulous draping and garment construction techniques employed by the team.

Furthermore, the visit delved into the intricate design process and product development phases, where the students gained valuable insights into the ideation, prototyping, and refinement stages. Ms. Singh's dedication to customer orientation was evident as she emphasized the importance of understanding and catering to the needs and preferences of the clientele. The faculty coordinator of the Industry visit was **Ms. Nikita Michelle.**

## TAKEAWAY (OUTCOME):

- The interaction with the diverse team at Kritika Singh Designs proved to be a pivotal aspect of the students' industry visit, offering them a multifaceted perspective on the intricacies of the fashion industry. From the pattern masters meticulously crafting templates to the stitching masters bringing designs to life with their skilled hands, and the karigars infusing traditional artistry into every stitch, each member of the team played a vital role in the creation process.
- Engaging with the management and design team provided the students with insights into the strategic and creative aspects of running a successful fashion label. They learned about the importance of branding, designing, market positioning, and effective communication in capturing the attention of discerning consumers. Through discussions and Q&A sessions, the students gained a deeper understanding of the business side of fashion and the significance of aligning creative vision with commercial objectives.
- The exchange of ideas, experiences, and expertise during these interactions enriched the students' learning journey, sparking creativity and igniting passion for their own pursuits in fashion design. They were inspired by the dedication and craftsmanship demonstrated by the team at Kritika Singh Designs, recognizing the blend of artistry and technical skill required to excel in the industry.
- Furthermore, witnessing the collaborative effort that goes into every garment reinforced the importance of teamwork and synergy in achieving creative excellence. The students gained an appreciation for the collaborative spirit that drives innovation and fosters a culture of continuous learning and improvement.
- Overall, the industry visit left an indelible mark on the students, empowering them with invaluable knowledge, inspiration, and a newfound appreciation for the artistry and craftsmanship that define the world of fashion. Armed with a deeper understanding of the industry and fuelled by passion, they are now poised to embark on their own creative journeys, equipped with the skills and insights gleaned from their immersive experience at Kritika Singh Designs.

Poster of the Event



**JGI** | **ARKA JAIN**  
**University**  
Jharkhand

**KRITIKA SINGH DESIGNS** 

Department of  
BA.FASHION DESIGN(H)  
is Organizing  
**Industry Visit to  
Kritika Singh Designs**

Date:19.1.2024 & 26.1.2024  
Venue: C.H.Area

[www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)

Figure 1: Poster of Industry Visit to Kritika Singh designs

## Glimpses of the Event



**Figure 2: The Department of Fashion Design posing for group photograph at ' Kritika Singh Designs ' Fashion Studio**



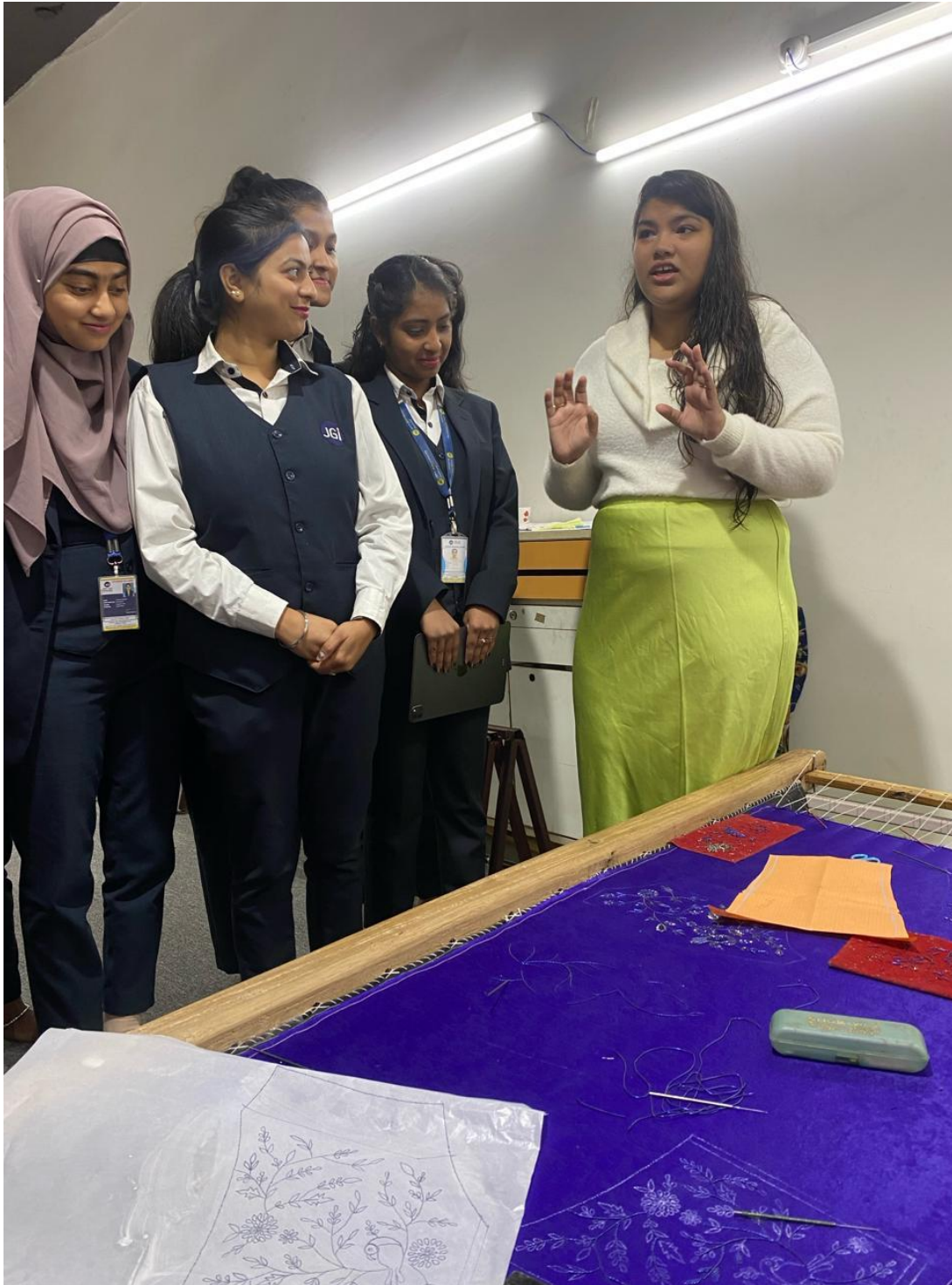
**Figure 3: Group Photo**



**Figure 4: Ms. Kritika Singh explaining various design processes related to a fashion label and garment creation**



**Figure 5: Ms. Kritika Singh explaining various design processes related to a fashion label and garment creation**



**Figure 6: Ms. Kritika Singh explaining the embroidery process to the design students**



**Figure 7** The design students immersed in exploration of fabrics, designs, styles and surface ornamentation of the apparels





Program: INDUSTRY VISIT TO 'KRITIKA SINUH DESIUNS' STUDIO

Batch (Mention if applicable): Mixed Batches

Faculty Coordinator: NIKITA MICHELLE

Date: 26-01-2024 [DAY-2]

Sl. No	Enrolment No.	Name of the Student	Signature of the Student
1.	AJU/210142	AISHWARYA JOSHI	<i>Aishwarya Joshi</i>
2.	AJU/210091	Nahida Tabassum	<i>Nahida Tabassum</i>
3.	AJU/220645	Poovali Thakur	<i>Poovali Thakur</i>
4.	AJU/220691	Shreya Sharma	<i>Shreya Sharma</i>
5.	AJU/221670	Preeti Pradhan	<i>Preeti Pradhan</i>
6.	AJU/220202	Tarandeep Kaur	<i>Tarandeep Kaur</i>
7.	AJU/211598	Priya Dubey	<i>Priya Dubey</i>
8.	AJU/220175	Deepa Sharma	<i>Deepa Sharma</i>
8.	AJU/221876	Saba Amin	<i>Saba Amin</i>
10.	AJU/210831	Gulistan Nigam	<i>Gulistan Nigam</i>
11.	AJU/210873	Sanju Mahato	<i>Sanju Mahato</i>
12.	AJU/211147	Sneha Halda	<i>Sneha Halda</i>

(Use Additional Sheets if required)

*Nikita Michelle*  
Coordinator's Signature

*[Signature]*  
Dean/HoD/PC's Signature (with stamp)

Program Co-ordinator  
School of Humanities

## Feedback

