

Notice No: AJU/BA FD/207

Date: 17 / 04 / 2024

NOTICE

BA (H) Fashion Design

This is to notify the students of Batch 2021, SEM 6 - BA(H) Fashion Design that the Jury / Show for the Design Collection will be held in 2 phases.


Phase 1 - External Jury | Venue - JEH auditorium | Date - 3/5/2024

During this evaluative jury, the students need to present their themes and design collection to the jury members. Each designer should have their separate music.

Phase 2 - Graduation Fashion Show | Venue - Beldih Club | Tentative Date - 29/6/2024

We will be hosting a show stopping Fashion Show for the graduating students of Batch 2021-2024 to showcase their respective design collections based on various themes. As the Graduation Show is at a later date due to state elections, the designers are requested to handover their collection garments to the department (for showcase purpose only) in case they need to leave for employment opportunities. However the department would insist that all designers must plan their days ahead to accommodate the **Graduation Fashion Show** as it is once in a lifetime event.

By the order of Hon'ble Vice Chancellor


Program Co-ordinator
School of Humanities

Ms. Usha K. Barla
Program Coordinator
Dept. of Fashion Design

Copy to:

- PS to Hon'ble Vice-Chancellor
- PStoDirector
- PS to Registrar
- AJU website
- AcademicCoordinator
- Officefile
- Noticeboard
- Students group (Email)
- Faculty Coordinators

DESIGN COLLECTION JURY

Date of Event	03.05.2024
Name of the Event	DESIGN COLLECTION JURY
Type of the Event	Academic activities, Experiential Learning, Participative Learning, Language and communication skills, Skill development
Conducted by	BA Fashion Design (H)
No. of Participants	8
Faculty Coordinator	Nikita Michelle

OBJECTIVES:

- **Evaluation of Design Quality:** Assessing the creativity, originality, and technical proficiency demonstrated in the design collections presented by students or designers.
- **Feedback and Critique:** Providing constructive criticism and feedback to participants to help them refine their designs, improve their skills, and enhance their understanding of fashion principles.
- **Professional Development:** Offering valuable insights and guidance to aspiring designers to help them develop a strong design aesthetic, market awareness, and industry-relevant skills.
- **Selection of Outstanding Work:** Identifying standout designs or collections that exemplify innovation, craftsmanship, and relevance to current fashion trends or concepts.
- **Promotion of Excellence:** Recognizing and celebrating excellence in fashion design, encouraging students or designers to strive for high standards of creativity, professionalism, and craftsmanship.
- **Industry Networking:** Facilitating connections between participants and industry professionals, fostering opportunities for collaboration, internships, mentorship, or career advancement.
- **Educational Purpose:** Serving as a learning experience for participants, faculty members, and attendees by showcasing diverse perspectives, trends, and techniques in fashion design.

ABOUT THE EVENT:

The Department of Fashion Design at Arka Jain University hosted and organized a prestigious design collection jury at JEH Auditorium, Arka Jain University to unveil and display the creative prowess of its 6th-semester final year fashion design students. Time scheduled was 10:00 AM.

The event served as a brilliant platform for budding designers to showcase their meticulously crafted collections, each a testament to their unique vision and artistic expression. With an air of anticipation, esteemed jurors from the industry and faculty members convened to evaluate the designs, offering insightful feedback and constructive criticism. From avant-garde ensembles, couture and trending styles to timeless classics, the collections encapsulated a diverse range of themes, techniques, and inspirations, reflecting the dynamic nature of contemporary and dynamic fashion. As the jury deliberated, the atmosphere buzzed with excitement, highlighting the culmination of months of dedication, innovation, and creativity by the talented students. The event not only celebrated their achievements but also affirmed the department's commitment to nurturing the next generation of fashion luminaries.

The Guest Judge of the event was Mrs. MrinalSawa, Founder, Designer and CEO of Amaaira Fashion Studio, CH Area, Jamshedpur. Faculty members of the Fashion Design Department, Mr. Anup Kumar Singh and Ms. Nikita Michelle, graced the occasion as Fashion Jurors as well.

The themes showcased by the students were:-

- ❖ Earthy Mystery – SnehaHaldar
- ❖ Sheer Elegance – Aishwarya Joshi
- ❖ Dounzheng Gaming – NahidaTabassum
- ❖ Feline Finesse – ShaistahKhanam
- ❖ Pastel Breeze – SanjuMahato
- ❖ Glitz n Glam – Priya Dubey
- ❖ Woman Power – GulistanNiyaz
- ❖ Desi Diversity – KM Khushboo Sharma

TAKEAWAY (OUTCOME):

The takeaway of a student fashion design collection jury encompasses several crucial aspects. Firstly, it involves the acknowledgment and celebration of talent, with the jury identifying and commending creative prowess and innovation among students. Secondly, constructive feedback plays a pivotal role, as jury critiques offer valuable insights for students to enhance their designs, techniques, and overall execution. Thirdly, the experience serves as a wellspring of inspiration and motivation, fuelling students' aspirations to excel in their fashion careers. Moreover, the exposure gained through showcasing work to industry professionals fosters networking opportunities, potentially leading to future collaborations or internships. Finally, the jury process serves as a rich learning experience, offering students valuable insights into industry standards, trends, and effective communication skills, thus contributing significantly to their growth and development as emerging designers. Overall, the

student fashion design collection jury provides a holistic platform for recognition, research, inspiration, networking, and learning, shaping the trajectory of students' careers in the fashion industry.

Poster of the event



ARKA JAIN University
Jharkhand



RANKED 3RD
IN "TOP-15 EMERGING PRIVATE UNIVERSITIES IN INDIA" CATEGORY



FASHION DESIGN DEPARTMENT

ORGANIZES

JURY / SHOW *For* Design Collection

OF SEM VI BATCH 2021-24

DESIGNER & JUDGE

MRS. MRINAL SAWA

(Founder of Aamaira Fashion Studio)

DATE: MAY 03, 2024 | TIME: 10:00 AM | VENUE : JEH AUDITORIUM

Glimpses of the Event



R4V2+8XQ, Mohanpur, Musari Kudar, Jharkhand 832108, India

lat: 22.842796 long: 86.102540 alt: 186

Figure 1. Design Collection 'Earthy Mystery' by Fashion Design Student SnehaHaldar



Figure 2. Group photograph with the student designers, models, faculties of the Fashion Design Department and Guest Judge Mrs. MrinalSawa



Figure 3. Audience seated at the JEH Auditorium for the Design Collection Jury



Figure 4. Guest Judge of the Design Collection Jury, Mrs MrinalSawa(Founder, Designer and CEO of Aamaira Fashion Studio seated along with Fashion Design Faculty member Ms. Nikita Michelle



Figure 5. Design Collection by student designer Aishwarya Joshi



Figure 6. Design Collection by student designer Priya Dubey



Figure 7. Student Designer Nahida Tabassum addressing the audience regarding her design collection



Figure 8. Models showcasing the collection 'Dounzeng Gaming' of student designer Nahida Tabassum



Figure 9. Model showcasing Avant Gardeexperimental garment designed by student designer SnehaHaldar for her collection ' Earthy Mystery '.



Figure 10. Guest Judge Mrs. MrinalSawa addressing the audience



Figure 11. Proud Student designers posing for a group photograph with their design collections

LIST OF PARTICIPANTS



Program: DESIGN COLLECTION JURY
 Batch (Mention if applicable): 2021 [6th Semester]
 Faculty Coordinator: NIKITA MICHELLE
 Date: 3/5/2024

Sl. No	Enrolment No.	Name of the Student	Signature of the Student
1.	AJU/210142	Aishwarya Joshi	<i>Aishwarya</i>
2.	AJU/210161	Km. Khushboo Sharma	<i>Khushboo</i>
3.	AJU/210346	Shaiikh Khanam	<i>Shaiikh</i>
4.	AJU/210691	Nahida Tabassum	<i>Nahida Tabassum</i>
5.	AJU/210831	Gulistan Niyaz	<i>Gulistan Niyaz</i>
6.	AJU/210873	Sanju Mahato	<i>Sanju Mahato</i>
7.	AJU/211147	Sacha Maldar	<i>Sachaldardar</i>
8.	AJU/211598	Priya Dubey	<i>PriyaDubey</i>

(Use Additional Sheets if required)

Nikita Michelle
Coordinator's Signature

NW Barle
Program Co-ordinator
School of Humanities
 Dean/HoD/PC's Signature (with stamp)