

## NOTICE

**ARKA JAIN**  
University  
Jharkhand

### SCHOOL OF HUMANITIES

#### DEPARTMENT OF FASHION DESIGN

#### CIRCULAR

Notice No: AJU/BAFD/215


Date:10-06-2024

Department of Fashion Design is organizing "Fashion Forward 2024" Fashion Show on 29<sup>th</sup> June 2024 at Beldih Club, C.H.Area. Auditions for the Fashion Show will be held on 12<sup>th</sup> June, 2024 - 12:30 pm onwards at the Block C-Seminar Hall. Interested students are requested to be there on time.

#### CONTACT

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By the order of Hon'ble Vice Chancellor

  
Ms. Usha K. Barla  
Program Coordinator  
BA(H)Fashion Design

Copy to:

- PS to Hon'ble Vice-Chancellor
- PS to Director
- PS to Registrar
- AJU website
- Academic Coordinator
- Office file
- Notice board
- Students group (Email)
- Faculty Coordinators

Program Co-ordinator  
School of Humanities

## FASHION FORWARD 24

<b>Date of Event</b>	<b>29.06.2024</b>
<b>Name of the Event</b>	<b>Fashion Forward 2024 (Fashion Show)</b>
<b>Type of the Event</b>	<b>Experiential Learning/ Participative Learning/ Problem Solving Methodologies</b>
<b>Conducted by</b>	<b>BA Fashion Design (H)</b>
<b>No. of Participants</b>	<b>150</b>

### OBJECTIVES:

The "Fashion Forward" fashion show aimed to spotlight the creativity and innovation of the students from the Department of Fashion Design, Arka Jain University, Jamshedpur, while promoting the department as a leading institution in fashion education and industry collaboration. The show was also the next step to create Design Awareness in the Steel City. Students used the occasion as a platform to present their collections on varied themes like – Desi Diversity, Transformation, Women Power, Gaming, Diaphanous Elegance 'Soft Girl, Bridal Wear, Sustainable Fashion, Recycle – Reuse and more, share their individual artistic perspectives, and establish connections with peers, Faculty, alumni, and industry professionals.

### ABOUT THE EVENT:

The event started with lamp lighting by our chief guest Ms. Runa Rajeev Ranjan, Head – Corporate Communication, Tata Steel, Dr. Rajiv Bhushan, Associate Professor, NIT Jamshedpur, Mr. Kunal Sarangi, Indian Politician and dignitaries from the University. Welcome dance "Kandisa" was presented by FD students. The event's theme, "Fashion Forward," highlighted few avant-garde styles, creative methods, and progressive perspectives in the fashion industry. This theme was chosen to highlight the department's commitment to pushing boundaries and shaping the future of fashion.

Final year students were invited to participate as designers, models, and backstage crew. A rigorous selection process ensured diversity in styles, aesthetics, and technical skills, reflecting the department's inclusive approach to fashion education.

The event was promoted through various channels, including social media campaigns, campus posters, email newsletters, and collaborations with AR Studio, Bridal by Quisra, photographers and more. This comprehensive promotion strategy generated anticipation and attracted a diverse audience, including students, faculty, industry professionals, and fashion enthusiasts.

The "Fashion Forward" fashion show received compliments for its high calibre of creativity, professionalism, and organizational excellence. It successfully showcased the department's dedication to developing new talent and preparing students for successful careers in the competitive fashion industry. The event strengthened the department's reputation as a leader in fashion education and innovation, while enhancing relationships with industry partners and alumni. Arka Jain University's Department of Fashion Design is a hub for emerging talent in the dynamic field of fashion design in Jamshedpur.

The faculty event coordinators for the fashion show were Mrs.UshaKiranBarla, Mr.Anup Kumar Singh and Ms. Manisha Singh.

**Special mention**

Anchoring by Department of English – under directive of Dr. Shaheen Fatima (Faculty) and Dr. Rajkumari Ghosh(Program Coordinator)

Organizing Support – Dr. Rajkumari Ghosh , Program Coordinator – Department of English

Dr. Charu Wadhwa, Head – Centre for Skill Development

Dr. Manoj Pathak, Faculty, Department of English

**TAKEAWAY (OUTCOME):**

The fashion show received positive feedback from participants, attendees, and sponsors alike. It successfully showcased the creativity and talent of the students, reinforcing the department's reputation as a hub of innovation and artistic expression. The event also strengthened ties with the local community and industry partners, creating a platform for future collaborations and student placements.

In conclusion, the fashion show for final year students and department promotion was a resounding success. It celebrated the culmination of students' academic journeys while promoting the department's commitment to nurturing creative talent and preparing students for careers in the fashion industry. The event not only showcased outstanding fashion design but also underscored the department's role in fostering innovation and excellence in the field.

## POSTER OF THE EVENT



**JGI** | **ARKA JAIN University** | **NAAC GRADE A**  
Jharkhand | ACCREDITED UNIVERSITY

**DEPARTMENT OF FASHION DESIGN**

Presents

**FASHION FORWARD**

In Association with **Bridal** *by Qaisra* Makeup Partner **AR** *SALON & ACADEMY*  
A COMPLETE FASHY SALON

**SATURDAY, 29th JUNE, 2024**  
**BELDIH CLUB, BISTUPUR**  
**JAMSHEDPUR,**  
**04:00 PM ONWARDS**

**Entry by Invites Only**

📞 **Contact : 8797785569**

📷 **aju\_fashion\_department** 🌐 **arkajainuniversity.ac.in**

## GLIMPSES OF THE EVENT



**Fig 1. Lamp lighting Ceremony**



**Fig 2. Guest Felicitation – Handmade Kamdhenu on water hyacinth paper**





**Fig 3. Guest Speak – Mr. Kunal Sarangi, Indian Politician**



**Fig 4. Welcome Dance - Kandisa**



**Fig 5. Collection – Diaphanous Elegance ‘Soft Girl’**



**Fig 6. Collection – Desi Diversity**





**Fig 7. Collection – Recycle, Reuse**



**Fig 8. Collection - Gaming**



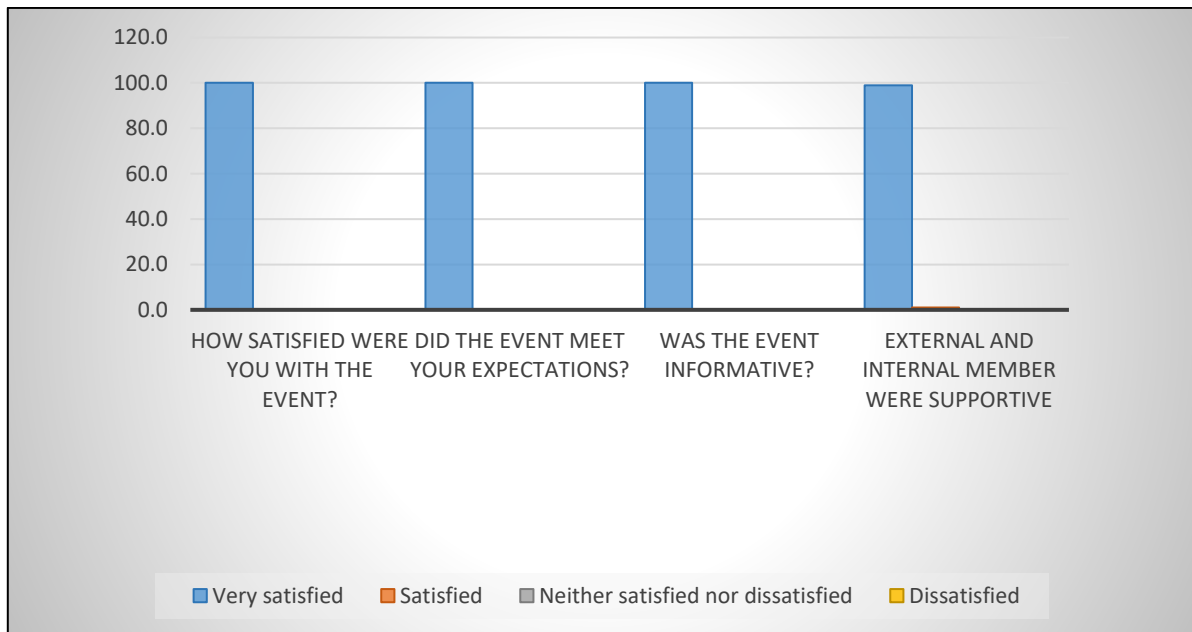
**NAAC**  
GRADE **A**

Designer / Model / Volunteer	Full Name	School/College/Organization	Department (if any)	Email id	Phone no.
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## FEEDBACK



## PRESS RELEASE

