

JUN - OCT 2023
SOFT-FMP-01-01-23-24

AVANTE GARDE

Explore the intricate interplay of handloom craftsmanship and the nuanced facets of bipolarity in avant-garde artistry



SOFT'S

POPSICLE

Dive into KCG's enticing article on SOFT fashion, inviting readers to explore the captivating realms of SOFT fashion school and the ever-evolving fashion landscape. Uncover the innovative trends and transformative experiences that shape the future of fashion, revealing the fusion of creativity and craftsmanship in this dynamic narrative

Editor's Note

Dear Readers,

Warm greetings from the Popsicle Magazine team of the School of Fashion Technology (SOFT)! We are thrilled to bring you SOFT's first issue of the magazine, "POPSICLE".



Our magazine, "Popsicle," takes its name from the refreshing appeal of the frozen treat. Just as a Popsicle entices with its vibrant colors, our publication will showcase the dynamics of the learning environment in our department and the diverse talents of our SOFT students. "Popsicle" will provide insights into department events, industry trends, students' achievements, technical expertise and cultural events. Stay ahead of the curve with "Popsicle" magazine.

But hey, we're not here to give you a brain cramp. Our articles are more like mind-bubbling than mind-boggling because fashion should be fun, not a Sudoku puzzle. So, kick back, relax, and get ready for a fun and colorful reading experience. Keep it simple, folks!

This endeavor wouldn't be possible without the collective effort of our talented team. As a third-year student, I am honored to lead this venture, and I must express my gratitude to Dr. V. Bhanu Rekha, our Head of the Department, for her unwavering encouragement and trust. Her belief in our abilities has been the driving force behind the wholesome opportunities we've been given.

A heartfelt note of gratitude is also extended to Miss. P. V. Sri Tanush Pandian, Assistant Professor, whose instrumental guidance has shaped every facet of this magazine

Happy reading!

Yamini.S
Editor and Designer
Popsicle Magazine, SOFT

Shaanal Antony Raja
(FT- 4th yr)
Logo Artist

COVER PAGE
PHOTO COURTESY:AGFI-23
MODEL: AIDA
DESIGNER: NETHRA SHREE.D
(B.Tech FT 3rd Yr)

"SOFT'S HANDLOOM DAY CELEBRATION: WEAVING TRADITION AND INNOVATION"

SOFT, the heart of KCG's School of Fashion Technology, recently dazzled with the vibrant hues of India's textile traditions during their Handloom Day celebration. The event unfolded with an exhibition curated by Sri Aishwarya Sarees, illuminating the campus with the allure of handwoven marvels. Industry experts, Mr.Madan Babu and Mr.Naresh Ramasubramaniam, shared their wisdom, while students delved into topics like color psychology and eco-friendly dyeing processes. The celebration was not merely a feast for the eyes but a holistic educational experience, blending tradition and innovation seamlessly.



PHOTO COURTESY:
SATHISH KUMAR.M
(B.Tech FT 3rd yr)



“VIVANTAA’23: WHERE CREATIVITY MEETS EXPERTISE”

SOFT students showcased their technical prowess at VIVANTAA, a national-level symposium, with their innovative designs leaving an indelible mark. The SEIGAI STALL was a testament to their talent, featuring intricate creations in Mehandi, Watercolor, Portrait art, and Nail Art. Their active participation highlighted not just creativity but also SOFT's dedication to shaping skilled professionals in fashion and design



“GUEST LECTURE ON INDUSTRY SUCCESS”

In an enlightening session, industry maestros Mr. Sudarsan designer-No grey area and Mr. Kirubakaran freelancer merchandising & marketing shared their insights, guiding SOFT students in building successful fashion careers. Discussions ranged from career choices to navigating the competitive industry. Interactive activities like role plays and group discussions not only educated but also inspired the budding fashion leaders.

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PHOTO COURTESY:
SATHISH KUMAR.M

"KCG COLLEGE'S ETHEREAL INTER COLLEGE CULTURAL: A SPECTACLE OF TALENT AND CREATIVITY"

In a captivating blend of culture, creativity, and charisma, KCG College's annual inter-collegiate festival, 'Ethereal,' unfolded its vibrant tapestry on October 13th and 14th. The event, graced by an enthusiastic participation from various colleges, showcased an array of talents that left spectators mesmerized.

The first day was a whirlwind of competitions, with participants showcasing their skills in various events. The evening was illuminated by Pradeepkumar's soul-stirring performance, leaving the audience spellbound. Day two brought more excitement, highlighted by electrifying group dance performances and a captivating historical play.

However, stealing the spotlight was the much-anticipated fashion ramp walk hosted by the School of Fashion Technology (SOFT). The theme, 'Handloom - Bipolar Versatility and Convertible Garments,' inspired awe-inspiring creations. Students from SOFT and other colleges transformed the ramp into a canvas of creativity, displaying garments that seamlessly blended tradition and modernity.

Adding to the excitement, the ramp walk competition was judged by distinguished SOFT alumni, adding a layer of expertise to the event. The inter-cultural fest not only celebrated talent but also fostered a sense of camaraderie among students from various colleges, making 'Ethereal' an unforgettable experience for all attendees.

PHOTO COURTESY: PAVITHRAN
MODEL: THIVYA (AEROSPACE - 4TH YR)
DESIGNER: JOTHIKA (FT- 4TH YR)



" EDUCATIONAL JOURNEY AT LINK UP TEXTILE PVT LTD"

In an enriching endeavor that bridged the gap between classroom learning and real-world application, second-year and third-year students of the School of Fashion Technology embarked on an insightful industrial visit to Link Up Textile Pvt Ltd, situated in Sriperumbudur. During the visit, the students delved into the heart of Link Up Textile Pvt Ltd, one of the leading textile companies in the region, renowned for its innovative approach to fashion technology. The students were given a comprehensive tour of the state-of-the-art facilities, where they witnessed the entire lifecycle of garment production – from the initial design concepts to the final stages of quality control and packaging.

04



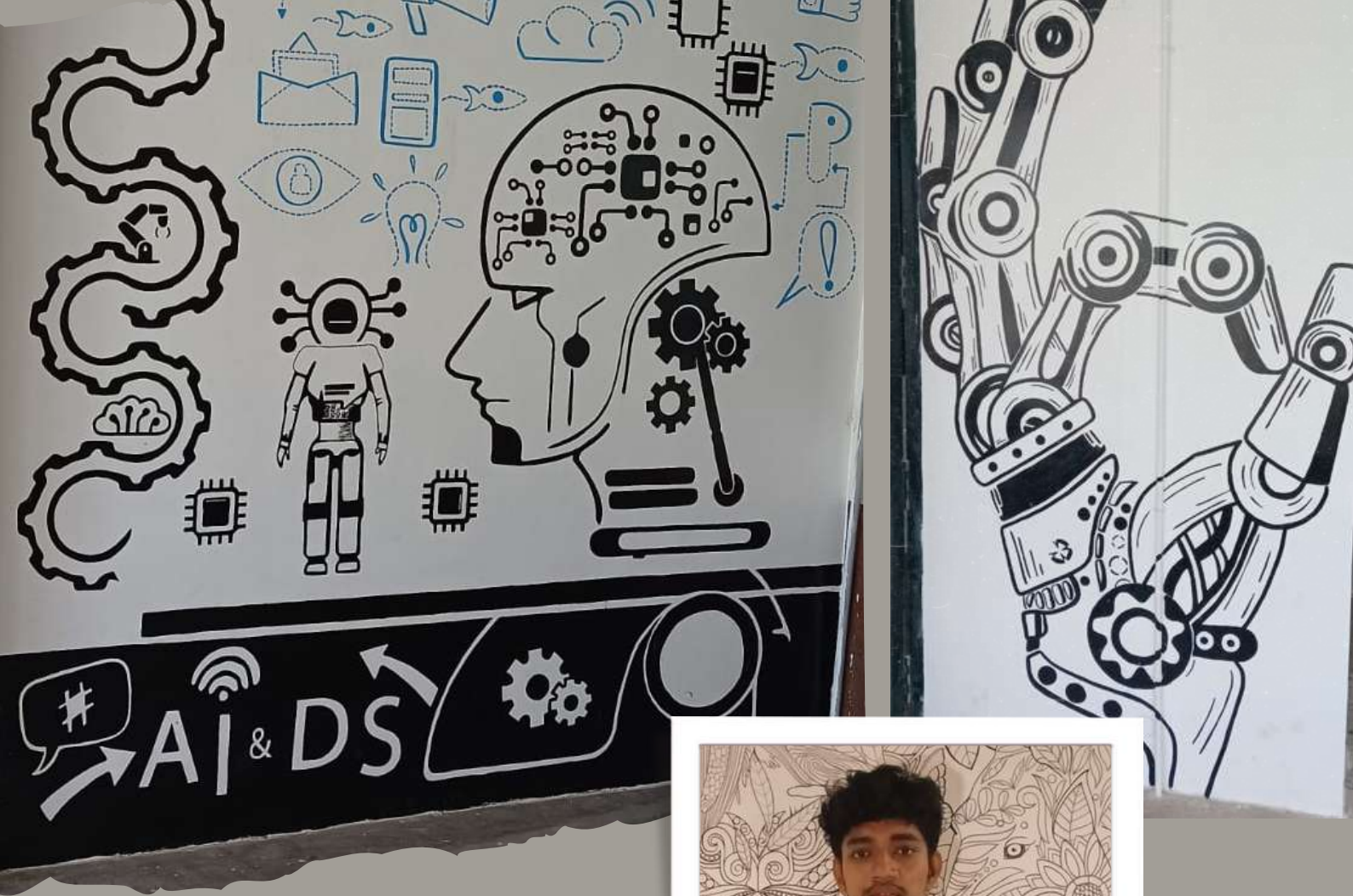
PHOTO COURTESY: DHANUSH.D
(B.Tech FT 3rd yr)



PHOTO COURTESY: @keg_fashion_technology
ART BY: @theartificalious

SNEEK PEEK

SOFT'S wall art on men's
and women's fashion



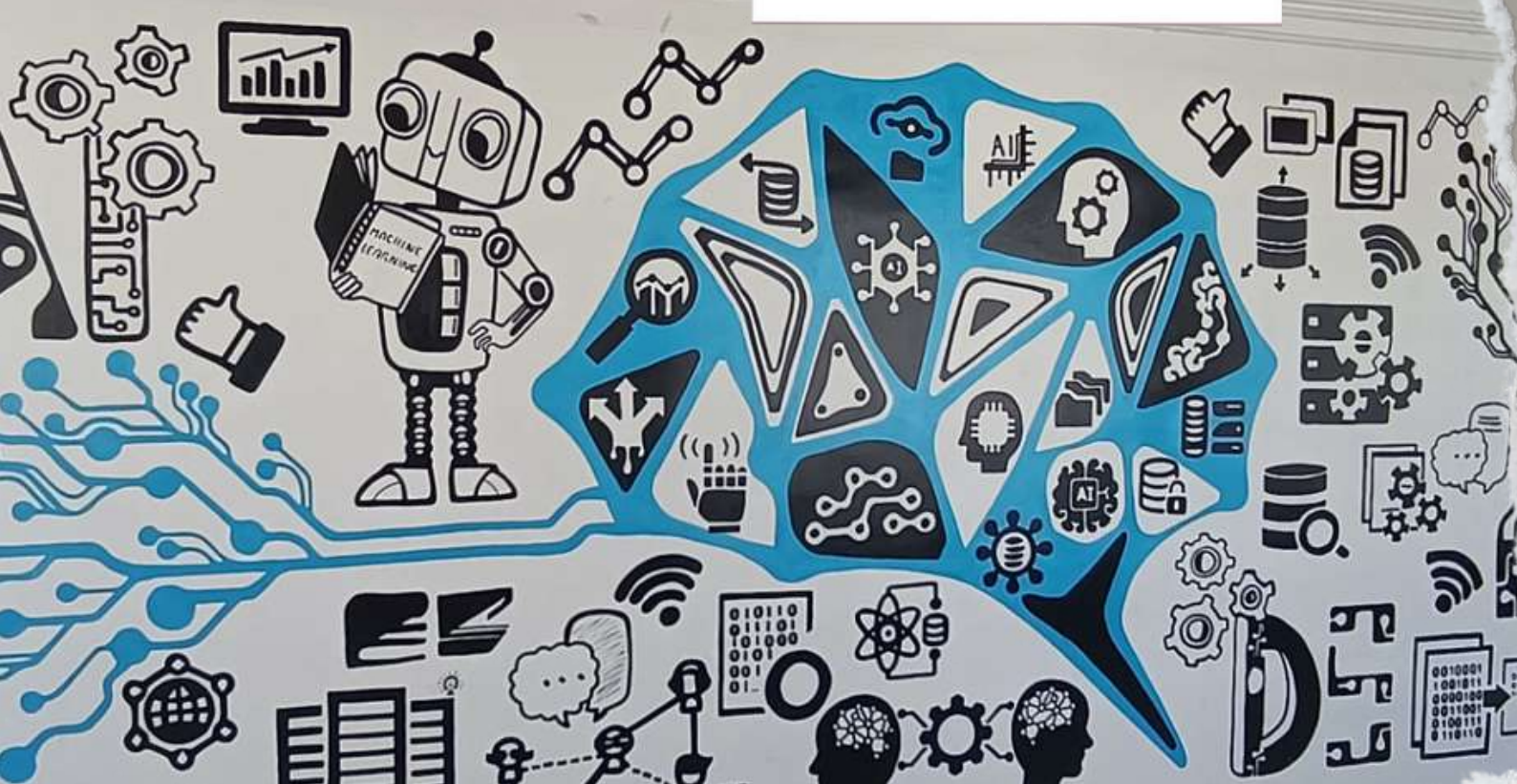
AI & DS

PHOTO COURTESY: @kcg_fashion_technology



ART DESIGNED & EXECUTED BY : Mr. SURYA BHARATH and supported by Ms.. HEMAVARTHINI (B. Tech FT - 2018-22 batch) at AI&DS dept. KCG Tech

AI&DS DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE



STUDENTS CORNER

MONICA.S(B.TECH FT3RD YR)
PHOTO COURTESY: SATHISH KUMAR.M

During the handloom celebration a poster making competition happened on the topic of “**Embrace the beauty of Handloom**”.

The winners were : 1. First Prize - Hari Prashanth (3rd year)
2. Second Prize - Nausheen. A. L (4th year)

On the same day prizes were announced for the Desinging competition on the topic “**AVANT GRANDE-HANDLOOM**”

The winners are: 1. First Prize - Nethra Shree & Durairaj (3rd year)
2. Third Prize - Yamini (3rd year)
3. Consolation Prize – Nathiya (3rd Year)
4. Prolific designer award – Nausheen (4th year)



Color code was followed for a week by students as a part of Handloom week celebration which helps in understanding the color psychology along with the pros and cons of the processes involved in dyeing these colors on textiles.



Handloom Day Lucky Dip winners, staffs and students, were gifted handloom-crafted products by the honorable chief guests, Mr. Madan Babu and Mr. Ramasubramaniam.



Students of Fashion Technology were also involved in Teachers Day celebration by preparing greeting card also Shaanal Antony Raja of Fashion Technology compiled a video with teachers themed memes for teacher's day

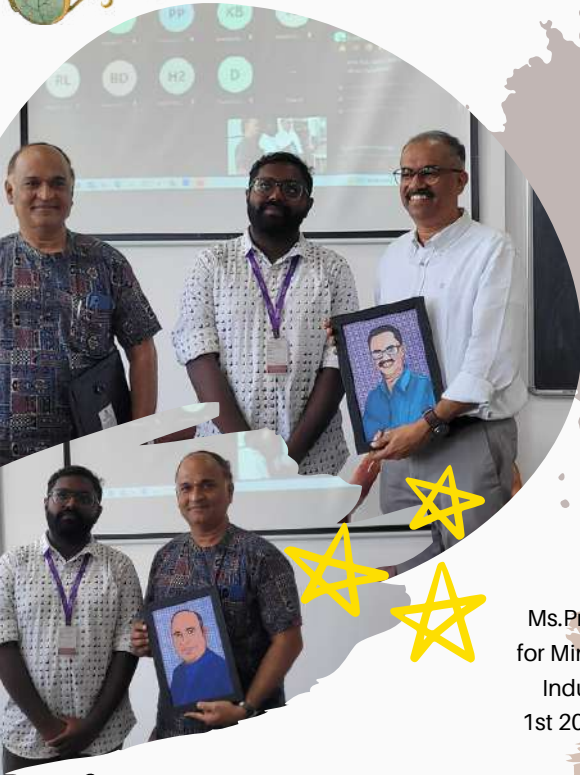


STUDENTS CORNER

Mr. Hariprashanth, 3rd year student of SOFT department presents a heartwarming memento to actor Jayam Ravi at Behindwoods fansfestival function at KCG College of Technology



Mr. Shaan, 4th-Year SOFT Department Student, Presents Digital Artwork to Guests Mr. Madan Babu and Mr. Naresh Ramasubramaniam at Handloom Day Celebration



Ms. Premapriya of 3rd year displays the "Garment for Mine workers" in the KCG stall display at the IET Industry Institute Summit 5.0 conducted on Sept 1st 2023 at Hotel Feathers, Manapakkam, Chennai



SOFT Dept students shine at Vivanta'23 Symposium with an array of creative stalls in KCG College, showcasing their incredible talents.

Mehandi Artists: Fathima, Nausheen, V Sushmitha
Watercolor Artists: Malarkodi, Samyuktha
Portrait Artists: Nethra, Hari Prashant
Nail Art Experts: Dharshini, Subha, Nathiya V
Dedicated Volunteers: Dhanush K, Hashuwaiki



AVANTE- GARDE FASHION INDIA '23



PHOTO COURTESY: @umbra_hunter , AGFI

SoFT students presented their creative collections in the Avante Garde Fashion India season 2 event on September

Bipolarity

- Pavithra. S - (B. Tech. FT 4th yr)
- Nausheen. A.L - (B. Tech. FT 3rd yr)
- Abi.M - (B. Tech. FT 3rd yr)
- Shaanal Antony raja - (B. Tech. FT 4th yr)
- Sushmitha. P - (B. Tech. FT 3rd yr)
- Arjun Raj. M - (B. Tech. FT 4th yr)
- Eswar.B.kv - (B. Tech. FT 4th yr)

Handlooms - The heritage rulers

- Durairaj.S - (B. Tech. FT 3rd yr)
- Nathiya.V - (B. Tech. FT 3rd yr)
- NethraShree.D - (B. Tech. FT 3rd yr)
- Sathish Kumar M - (B. Tech. FT 3rd yr)
- Yamini .S - (B. Tech. FT 3rd yr)



MODEL: RHEYEEA
DESIGNER: PAVITHRA.S



MODEL: PRITHIVEE
DESIGNER: NAUSHEEN.A.L



MODEL: SUSMITHA
DESIGNER: ABI.M



MODEL: MOHMD
DESIGNER: SHAANAL ANTONY RAJA



MODEL: SAMYUTHA JAYARAM
DESIGNER: NAUSHEEN.A.L

B
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MODEL: DEVENDRAN
DESIGNER: SATHISH KUMAR .M



MODEL: MENAKA JIA
DESIGNER: YAMINI.S



MODEL: KRITTIKA
DESIGNER: DURAIRAJ.S

H A N D L O O M



MODEL: RAMYA PADUKONE
DESIGNER: NATHIYA.V



Student Co-ordinators



Staff Co-ordinators & judges

-Ethereal'23

PHOTO COURTESY: PAVITHARAN
MODALS : KCG TECH STUDENTS



PHOTO COURTESY: PAVITHRAN
MODEL: SAMYUKTHA.S
DESIGNER: PAVITHRA.S

FASHION TIPS YOU SHOULD NEVER IGNORE !

- Never pair a fitted top and bottom or a flared top and bottom together. Instead opt for a fitted top and flared bottom or a flared top and a fitted bottom together
- Go on with a heavy neck piece and simple earring or vice versa. Never keep both of them heavy



Fashion and textile industry is a dynamic and ever-evolving field , it aims to be shaped by various factors such as technological advancements, sustainability, and changing consumer preferences. the near future of this industry is to be occupied by smart textiles in next 2 years. we welcome you to this section of magazine where you can explore some insights about Innovations in fashion and textile industry.

TECHNOMOUR

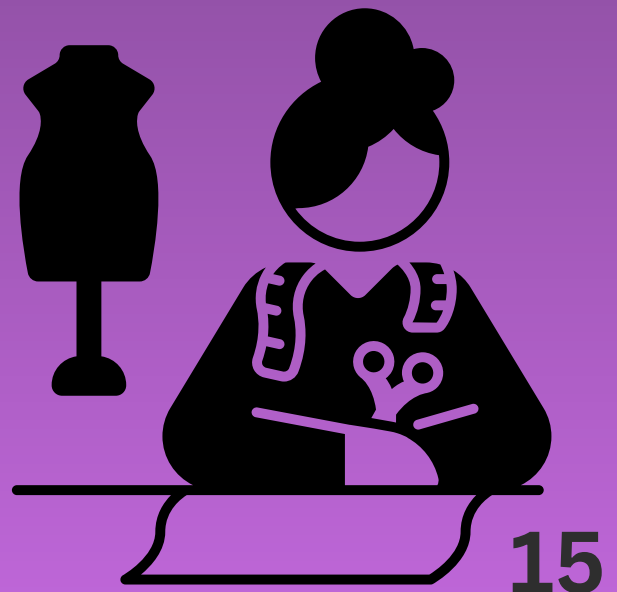
SAMYUKTHA.S(B.TECH
FT3RD YR)

NATIONAL INSIGHTS

- The menswear fashion chain Blackberrys utilized AI to raise its revenue with omnichannel engagement. The adoption of Machine Learning and Artificial Intelligence algorithms created the best campaigns for Blackberrys.
- Gujarat-based label champions all-women artisans, crafting timeless clothing from breathable kora cotton. Embracing the Indian capsule wardrobe, their 100% hand-stitched pieces celebrate imperfections, utilizing remnants and leftovers from manufacturing units to minimize waste.
- The domestic apparel & textile industry in India contributes approx. 2.3 % to the country's GDP.
- India is one of the largest producers of cotton and jute in the world. India is also the 2nd largest producer of silk in the world

INTERNATIONAL INSIGHTS

- We have Xiamen hyson control technology , a smart factory in Fujian. The factory has chiselled the tradition of making one piece of garment in 15 days to 3.5 hrs. They have intelligent hanging system and RFID chips which contains and records all the data of the individual garment fabric to finishes product.
- STITCH FIX. The British fashion label has come up with an automated wardrobe planning tool that, using analytics, records its female customers' purchases and introduces them to a virtual wardrobe



ARE YOU UPDATED



FASHION NETWORK




VOGUE INDIA



TIMES
NOW



L'Oréal Paris 

- Kareen Kapoor turns into bride for the latest collection of designer Masaba Gupta.
- Falguni Shane Peacock collaborating with Tresemme presented its collection in the Lakme Fashion Week 2023. Kaira Advani was the model of their collection.
- Kendall Jenner, the newly crowned Global Ambassador for L'Oréal Paris, unveils a dazzling array of cosmetic products in collaboration with L'Oréal Paris presenting the innovative L'Oréal Paris Infallible range.
- Italian luxury brand Gucci has recently announced the appointment of Bollywood actress Alia Bhatt as its first Indian global ambassador. Alia Bhatt, who has been associated with the brand since 2019, will now be the face of Gucci's campaigns and events across the globe.

SUBHA.K
(B.TECH FT3RD YR)

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CURRENT SCENARIO IN TEXTILE INDUSTRY

PREMA PRIYA.M
(B.TECH FT3RD YR)

The textile industry is the industry that involves the sections like research, design, development, manufacturing and distribution of textiles, fabrics and clothing. Now a day, the textile industry is a global phenomenon comprised of every business involved in the developing, producing, manufacturing, and distribution of textiles. Now it is also a very complex industry.

It starts in agriculture with fiber production, husbandry of sheep and silkworm. Then these fibers are processed into yarns, fabrics and apparel. This also includes spinning mills, weaving mills, knitting mills, dyeing mills. In addition, companies that sell buttons, zippers, knitting supplies, sewing machines, threads, laces, looms, and drapery hardware is also related to this industry.

GLOBAL TEXTILE INDUSTRY 2023

The global textile industry is facing a perfect storm scenario as production costs continue to climb and demand declines.

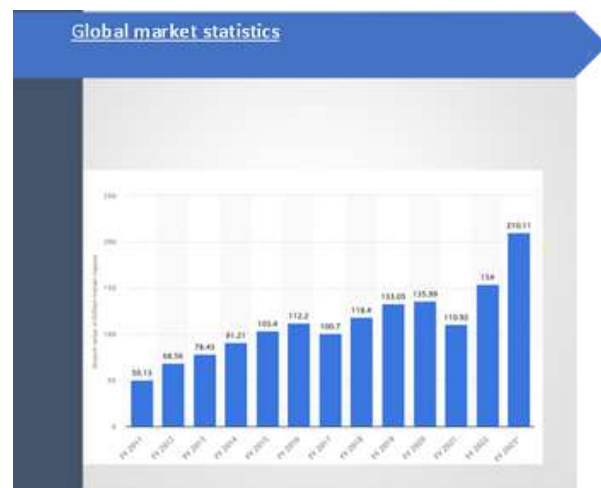
The 19th edition of the ITMF Global Textile Industry Survey found that the global business situation in the textile industry has been negative since June 2022 and is still deteriorating.

The rate of decline has nevertheless slowed down in March 2023, likely due to weak demand.

Inflation remains the second major concern worldwide. The expected improvements for the second half of 2023 are supported by a relatively low level of order cancellations and stabilizing inventory levels.

INDIA IN GLOBAL MARKET

India imported textiles worth Rs.210 billion in financial year 2023, an increase from the previous fiscal year. The total import value of the country that year was over Rs. 57 trillion.



INDIAN TEXTILE INDUSTRY TECHNOLOGY TRENDS

Hygro-cotton: Hygro-cotton helps to regulate temperature and absorbs moisture more efficiently than another cotton. Welspun has launched a range of bedsheets and towels based on the hygro-cotton technology in the Indian market. Such products contribute 25% of its sales volume in the US market. The company estimates the figure to reach above 15% in the domestic market as well.

Augmentation: Textile based augmented reality systems and methods in which the relevant product uses an app, designed for the duvet cover and rug, which allows the user to experience the world of augmented reality, are being carried out by major brands.

India is among the world's largest producers of Textiles and Apparel,

The domestic apparel & textile industry in India contributes approx. 2.3 % to the country's GDP, 13% to industrial production and 12% to exports. India has a 4% share of the global trade in textiles and apparel.

India is one of the largest producers of cotton and jute in the world. India is also the 2nd largest producer of silk in the world and 95% of the world's hand-woven fabric comes from India.

Cotton plays a major role in sustaining the livelihood of an estimated 6 million cotton farmers and 40-50 Million people engaged in related activity such as cotton processing & trade.

India is the 5th largest producer of technical textiles in the whole world with a market size of nearly \$22 Billion, which we hope to build up to \$300 Billion when we turn 100 by 2047.

MARKET SCALE

India scaled its highest ever exports tally at \$44.4 billion in Textiles and Apparel (T&A) including Handicrafts in Financial Year 2021-22 also a substantial increase of 41% and 26% over corresponding figures in Financial Year 2020-21 and Financial Year 2019-20.

India's cotton production is 5.84 MMT (million metric ton) during 2022-23 i.e. 23.83% of world cotton production of 24.51 MMT.

India is also the 2nd largest consumer of cotton in the world with estimated consumption of 5.29 MMT i.e. 22.24% of world cotton consumption of 23.79 MMT.

INDIA'S LEADING TEXTILE AND GARMENT EXHIBITION

Textile widespread digitization makes use of sophisticated tools centered on IoT, AI, data analytics, and 3D technologies. These technologies not only increase manufacturing efficiency but also adhere to environmental standards.



As apparel/textile manufacturing is a highly competitive industry, companies are focusing more on new and innovative advertising ideas. Immersive and industry-niche exhibitions help accomplish this by providing industry professionals with a better grasp of the latest technology, market trends, and unique insights.

GARTEX TEX PROCESS

Gartex Tex process India is an integrated Fabric to Finish Garment and Textiles exhibit featuring exhibitors and visitors from all around the world, coming together at this networking event. The Upcoming Textile fair is being held at Jio World Convention Centre, Mumbai from 11th – 13th May 2023. This upcoming garment and textile trade show will showcase Garment Machinery, Embroidery Machines, Digital Textile Printing Technology, Laundry Equipment & Much More. The textile expo in Mumbai will serve as the ultimate avenue for providing high-quality products and a one-stop marketing and sourcing platform, incorporating Denim Show and featuring Screen Print India and Fabric & Trims Show.



BYE, BYE SYNTHETIC DYES!

YAMINI.S (B.TECH FT3RD YR)

The practice of coloring fabric dates back to 3500 BC, primarily utilizing natural pigments and oils until the discovery of synthetic dyes in 1856 by WH Perkins. Today, approximately 90% of clothing is dyed synthetically, a process that consumes a staggering 1.3 trillion gallons of water annually, equivalent to filling 2 million Olympic-sized swimming pools. Sadly, much of this water, laden with harmful chemicals and dyes, is discharged untreated into rivers and streams, posing significant environmental risks. Globally, the textile industry produces about 7×10^7 tons of synthetic dyes each year, with textile sectors alone accounting for over 10,000 tons of these dyes. Particularly concerning is the fact that 60%–70% of azo dyes, commonly used in textiles, are poisonous, carcinogenic, and resistant to standard treatment techniques, exacerbating health and environmental hazards.

Sustainability in textile dyeing is vital because it helps minimize harm to the environment by reducing water use, chemical pollution, and carbon emissions. It's about using eco-friendly practices to protect nature, conserve resources, and promote the well-being of communities and ecosystems. By embracing sustainability, **Colorifix** is the first company to use a biological process to produce, deposit and fix pigments onto textiles

Colorifix, founded in 2016 by synthetic biologists Jim and Orr, revolutionizes textile dyeing by utilizing a groundbreaking biological process. Originally focused on developing biological sensors for monitoring water contamination in Nepal, they recognized the significant environmental impact of the dyeing industry during their time in Kathmandu. With support from various partners and accelerators, Colorifix embarked on a mission to transform textile dyeing using nature-inspired solutions. By harnessing the power of microorganisms, Colorifix creates pigments identical to those found in nature, eliminating the need for harmful chemicals.



Through DNA sequencing, engineered microorganisms produce vibrant dyes using renewable feedstocks like sugar and yeast. This fermentation process yields large quantities of dye liquor within days, ready for use in standard dye machines without additional equipment or toxic chemicals. Moreover, Colorifix's innovative approach extends to fixing the color onto fabrics without introducing harsh chemicals, salts, or heavy metals.

Embracing holistic sustainability, Colorifix ensures its technology is environmentally friendly, financially viable, and socially responsible, minimizing disruption to communities dependent on the textile industry. In essence, Colorifix pioneers a sustainable paradigm shift in textile dyeing, offering a nature-centric alternative without compromising on quality or environmental integrity.

Though the textile industry has historically relied heavily on synthetic dyes, Colorifix represents a pioneering shift towards sustainability. By utilizing biological processes to create vibrant pigments without harmful chemicals, Colorifix offers a promising solution to minimize environmental impact. Their innovative approach not only reduces water use, chemical pollution, and carbon emissions but also ensures quality and integrity in textile dyeing. Through initiatives like Colorifix, the industry can embrace sustainability, meeting consumer demands while safeguarding the planet for future generations.

BIOBASED LEATHER ALTERNATIVE

NETHRASHREE.D
(B.TECH FT3RD YR)

Leather has been an essential element of the fashion industry for a long time. Over the years people have realized the harm it causes to animals, so many stays away from using leather. A company called Malai offers a sustainable and vegan alternative to leather. It makes fashion accessories with flexible, durable and bio-composite material made from coconut water.

They wanted to make a natural fashion choice, so this idea made them experiment with bacterial cellulose in coconut water.

They work alongside Southern India's coconut farmers and processing units with much 'waste' coconut water after they've removed the harvest of white flesh from inside the mature coconuts. Normally this wastewater would be released into the drainage system, but this causes pollution of water and the soil to become acidified. Every day a small coconut processing unit disposes of up to 4000 liters of this water per day.

They use this coconut water, place it into vats and sterilize it, resulting in an energy-rich, entirely natural nutrient upon which our bacterial culture can feed. The fermentation period takes between twelve to fourteen days which will bring a sheet of cellulose jelly called malai.

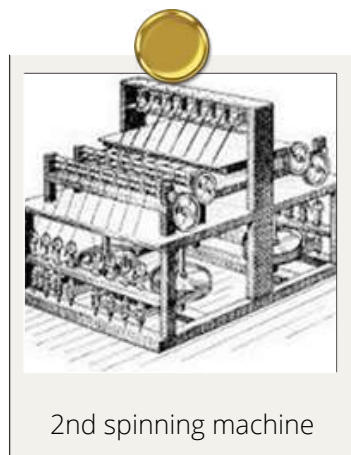
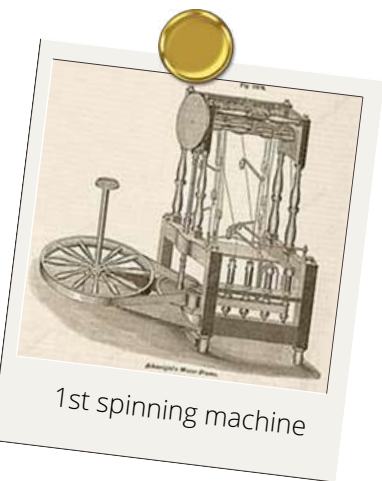
The sheet then undergoes a process of refinement. It is enriched with natural fibers like banana and hemp, gums and resins to create a more durable and flexible material which may then be formed into flat sheets in a range of thicknesses and textures or molded seamlessly into 3D moldable structures. A range of colors can be achieved through the addition of natural dyes, if so desired. To make it sustainable plant-based dyes are sourced from India. A cold batch dyeing method is used for this process.

The product categories ranges from wallets, footwear, accessories to interior home products.

Malai is a flexible, durable material comparable to leather or paper. It is water resistant and because it contains no artificial 'nasties' it will not cause any allergies, intolerances or illness. It is a completely vegan product and as such you could even eat it. Although tough by nature and designed to remain in good condition for many years, Malai will eventually start to break down. We cannot predict the exact rate at which this will happen because it is very specific to its treatment and the environment but if properly cared for a product from Malai shall last anything from 4-8 years.

The solution to those products that harm nature is found in nature.





Spinning Wonders: The Tale of Textile Transformation

SRIVIDHYA.T
(B.TECH FT3RD YR)

Spinning, in the enchanting world of textiles, is the magical art of twisting single strands of fibers into yarn. This yarn, the hero of our tale, goes on to play a starring role in the creation of textiles that eventually become the fabulous clothing and products we adore. Picture fibers as tiny, fine threads, ready to embark on a grand adventure.

Now, our story unfolds with various spinning methods, each adding its own twist to the yarn saga. There's the classic Ring-Spun Yarn method, where fibers join forces, twisting around each other to give the yarn the strength it needs to face the world.

But let's rewind to a time of innovation and revolution – the Industrial Revolution, to be precise. Enter the spinning frame, a marvel of invention by Richard Arkwright and John Kay in 18th-century Britain. This ingenious contraption mechanized the age-old art of spinning thread or yarn from wool and cotton, changing the textile game forever.

Hold onto your threads, for here comes the Spinning Jenny, a game-changer invented by the ingenious James Hargreaves.

Say goodbye to the spinning wheel's one-thread-at-a-time approach – the Spinning Jenny could spin not just twenty or fifty but even a thousand threads at once! This invention marked the dawn of multiple spinning by a machine, setting the stage for the industrialization of textile manufacturing.

Fast forward to the fourth spinning marvel – the original spinning machine, born in 1769 by the collaboration of Sir Richard Arkwright and John Kay. This prototype utilized the drawing roller method, a brainchild of Lewis Paul. Imagine cotton fibers passing through a rollercoaster of twists and turns, getting attenuated and winding up on a bobbin like heroes of an epic tale. The differential speed dance between the bobbin and flyer, choreographed by a strip of worsted, determined the amount of thread wound and the degree of twist.

And so, the story of spinning unfolds, weaving together strands of innovation and creativity that have shaped the fabric of our history. The threads of progress, spun by these incredible machines, continue to intertwine, creating the rich tapestry of our textile heritage.



Sei Gai - a brand inspired from the tireless and selfless service of our COVID Frontline Warriors, is an initiative of the students of Fashion Technology Department of KCG College of Technology, Chennai. The Brand logo represents the serene and calm trait of the Nature which nurtures and protects the whole world. While the Flowers and leaves depict life, growth, love and positivity, the Stethoscope which is medical identity and iconic of the life-saving doctor profession, represents the act of saving the life. The brand's tagline is "Heal the world". All the proceeds from the sale of these products during covid went to honor the Covid heroes.

The students meticulously involve in analyzing the possibilities of creating innovative artworks into practical and functional products through 3D printers, embroidery, crocheting, sewing, printing etc. Students take up various roles for designing, product development, marketing and finance management of the brand, This initiative is a good launch pad for the students who aspire to become entrepreneurs.

ARE YOU UP FOR A GAME?

WORD SEARCH

Z N A P R E T E P P M G
 Y E F N Q S R M A U N X
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 C E O T T N I L S U M L
 V T W U C H E B R O O E
 H A O C H I C I S A V W
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 X S A I B A S T I N G O

PETER PAN
 COUTURE
 DETACHABLE
 QUILT
 WELT
 MUSLIN
 CHIC
 BIKINI
 KIMONO
 LANTERN
 GRAIN
 HEM
 BASTING
 BIAS
 RAGLON
 GUSSET
 RIB



FASHION. FASHION. FASHION.





POPSICLE