

JARGON JUN21



A NIFT Mumbai monthly initiative



Contents

- 01 Editor's Note
- 02 Student Achievements
- 03 Jargon Recommends
- 04 Fashion Therapy with Rhea
- 05 The new Perspective
- 06 Work from home essentials
- 07 Student Showcase

A photograph of a home office. In the foreground, a dark wood desk with a leather top holds a small potted plant in a terracotta pot on the left and a gold-colored container with pens on the right. A computer monitor is visible in the background. Behind the desk is a large, dark wood bookshelf filled with books, framed pictures, and decorative items. The title "EDITOR'S NOTE" is overlaid in large, white, outlined letters.

EDITOR'S NOTE

Greetings from Team Jargon!

This past year has been nothing short of a nightmare. It hasn't been kind to anyone. Some survived with the worst memories, and others didn't. But as it's said, time and tide waits for none. And so, in the middle of the cruelest worldwide rampage of the Covid Virus, we still continued working from the safety of our houses.

Although at first it felt like one of the biggest challenges that we could have witnessed, with time all of us slowly eased into the system. You might even question why we took so much effort to wake up, get dressed, take our bags and then go to class, when all you had to do was wake up, open your laptop and listen to class while sleeping.

But we all experienced different angles of it, and this issue is a testament to how each and every one took on the challenge head on. From new normal rules of WFH, to experiences of turning your room into your classroom, this issue shows us what life has been like for the millennial college goers!

Hope you enjoy this issue, and as always keep supporting us, and sending us your entries to get featured!

Send your entries at-
niftjargon2019@gmail.com

STUDENT ACHIEVEMENTS



In these difficult times, many NIFT students have come forth to work for the people in the necessity. We are proud to introduce one of our students, Himanshu Saraf from Bftech Sem 4 who has been constantly serving with Daksha Foundation, a social entrepreneurial non-profit organization working in the cities of Bihar including Bhagalpur, Patna, Muzaffarpur, Samastipur, Gaya & Motihari. Himanshu with Daksha Foundation is continuously working forward in spreading awareness on digital platforms about the Covid-19 virus, precautions, and giving emphasis to wearing masks. Since there were a lot of scarce resources circulated all around Bihar while people didn't know where to locate them. Daksha Foundation came up with ready reckoners of all sort of resources in Bihar under सहयोग initiative, Himanshu is volunteering to update resource sheets for oxygen supply, availability of specific medicines, testing centres, free online consultation about covid-19 on their resource link. Till now they have helped hundreds of patients to find oxygen, medicines and beds in hospital.

HIMANSHU SARAF

B.FTECH- 4TH SEMESTER

Volunteer for Covid Resource update with Daksha Foundation

If anyone in Bihar wants help can reach out to the accounts and link given below:-
 @dakshafoundation
 @himanshusaraf_
<https://docs.google.com/spreadsheets/d/1SnaGrhrO-a8z-opoLLiQZLBBqZQRJ3KTqoLitLkg1iE/htmlview>

**Tested positive ?
Or in Isolation ?
Or Parents alone at home ?
Or can't Cook ?**

Delivering 'Ghar Ka Khana' at affordable rate starting at Just Rs 99

Reach us at 6200413174 / 7870673864

Customisation available No delivery Charge

**ऑनलाइन डॉक्टर
कोविड-19 निःशुल्क परामर्श**

अपनी समस्या के लिए डॉक्टर से परामर्श करें।
 डा. अमित कुमार
 0994996566 (वॉट्सएप)

COVID-19 VACCINATION UPDATES

Given the prevailing situation, we are cancelling the April's vaccination. Instead, we will be updating you ready reckoner for Bihar's COVID-19 fight.

TAKE VACCINE TO PROTECT YOURSELF

VACCINATION UPDATES:

- 1. Vaccine availability
- 2. Vaccine cost
- 3. Vaccine side effects
- 4. Vaccine contraindications
- 5. Vaccine storage

TOGETHER WE CAN BEAT COVID -19

BIHAR COVID-19 RESOURCE SHEET

DEVICE SUPPORT
 AVAILABILITY OF SPECIFIC MEDICINES
 TESTING CENTRES

SPREAD THE INFO

LINK IN BIO

dakshafoundation

1000+ Followers

Delivering 'Ghar Ka Khana' at affordable rate starting at Just Rs 99

Reach us at 6200413174 / 7870673864

BIHAR COVID-19 RESOURCE SHEET

This sheet is just an attempt to provide a ready reckoner for all kind of resources regarding COVID-19 fight in the state of Bihar. It is not a complete guide but a starting point. It is not a guarantee that all the resources are available. It is a starting point. It is not a guarantee that all the resources are available. It is a starting point. It is not a guarantee that all the resources are available. It is a starting point.



NASIM UL HAQUE

TEXTILE DESIGN DEPT

Nasim ul Haque a Textile Design undergraduate student from NIFT Mumbai was picked up for his final year Graduation Project by RIAS JAIPUR, “a young clothing brand based in Jaipur, founded by Arshia & Avishek, graduated from NIFT as a Textile & Accessory Designer in 2017.

Nasim got inspiration from Farmer’s struggle for his Graduation project design for collections for garments that has been featured in various magazines Like Elle, Grazia and in some other online

It’s easy to not be affected by a farmer’s struggle because we don’t hear or see their stories every day.

FARAK, A series of sweatshirts and joggers made from 100% desi (local) cotton cultivated, hand-knitted, and woven by farmers and craftspeople from Vidarbha, Wardha and Murshidabad.

Each garment has been inspired by a farmer’s struggle. It comes with a scannable QR Code that can be used to educate ourselves and those around us. Each garment is an expression of our emotions, that we care about the farmers and their happiness, and that their story affects us.



How Rias Jaipur’s Farak Series
Is Merging Struggle & Craft
With Technology



By Yanyu Lochnan | Posted Jan 28 2021

“It’s easy to not be affected by a farmer’s struggle because we don’t hear or say their stories every day.” Rias Jaipur, which has recently launched their ‘Farak’ series to enumerate farmers’ struggles says, “Let’s change all that.”

ELLE

Meet The Label That Is Bridging The Gap
Between Farmers And Fashion

Streetwear, but make it slow and sustainable!

ELLE By Ruman Bag March 3rd, 2021

Farak by label Rias Jaipur highlights the struggles of the farmers, while simultaneously providing them with a solution. Hidden in the title of the collection itself, ‘humein farak padta hai’ is their underlying message behind this project. It’s a line of sweatshirts and joggers made from 100% local cotton, cultivated, hand-knitted and woven by farmers and craftspeople from Vidarbha and Wardha regions of Maharashtra, and Murshidabad in West Bengal.



Fashion For A Cause

In an attempt to amplify the conversation about the current situation of the farmers, each garment from this collection comes with a scannable QR Code. The platform will be used to spread awareness among wearers about the underlying issues of society, while paving the way for the unsung heroes. Speaking to ELLE about why they are doing what they are doing, founder, Avishek Mandal shares, “This is about how we can make a difference. The farmers, weavers, and artisans are masters of their craft, but as designers, it is important for us to utilise our education for a larger purpose. Not only will it make a big positive change in their lives, but it will also help the fashion industry heal in hindsight.”

FASHION
NETWORK

Rias Jaipur launches new project ‘Farak’ to raise
awareness on social issues

Apparel brand Rias Jaipur has launched a new line of 100% locally produced cotton sweatshirts and joggers named ‘Farak’ with prints designed to raise awareness on issues including farmers’ and garment workers’ struggles.





ANWESHA MOHAPATRA

TD SEMESTER 6

Anwesha Mohapatra from TD Sem 6, has won first place in a Design Competition organized by the Italian luxury brand 'Moda Biella' for students of all centres. The students were asked to design fabrics along with their weaves and technical details along with their customer profile for their Hero product for the season Spring 2022. Moda Biella has partnered with NIFT for masterclass followed by this design competition in April 2021.



Moda Biella[®]
CONTEST

JARGON'S RECOMMENDS



SERIES

01



Dynasty



Sweet tooth



White lines



Crash landing on you



The family man

MOVIES

02



Tenet



Sandeep aur pinky faraar



Cruella



Black swan



1917

MUSIC

03



Kiss me more
Doja cat



Butter
BTS



Deja vu
Olivia Rodrigo



FASHION THERAPY WITH RHEA

From periods of unimaginable unrest and turmoil, spring seminal works of art. Postmodernism, abstract expressionism, and Pop Art were born after the devastation of World War 2 and The Renaissance emerged from the bubonic plague. Today, while the pandemic induced angst is still in the air, the world has seen the emergence of yet another noteworthy change that can indeed be deemed as art. Though not so great as The Renaissance or the formation of The Progressive Artist' Group, but something more humble and life altering. Fun fact—we have all contributed to it in our own sweet ways and have witnessed its genesis.

Case in point? The art of above-the-keyboard-dressing, courtesy the work-from-home culture. After the tumult of 2020, we packed up our gravity-defying 6 inch heels and relegated to pyjamas. The months post the March of last year made us a creature of comfort and we started setting up our work stations in our home sanctuaries. It was not just our lifestyle that spotlighted a notable shift but our closets followed suit too. Impeccably tailored pantsuits were left on some proverbial dusty shelf of passé and we started practically living in comfy pj's. While some meetings allowed us to stay cosy in our comforters, the ones that required blurred eye-contact saw us ace the art of waist-up dressing to the core. From elaborate necklines, playful sleeves, two-toned shirts, colourblocked tops to kaftan style blouses, we artfully picked the best separates to

compliment our sweatpants and boxers that stayed shrouded in mystery.

While the conventional office dress code found itself in the throes of an existential crisis, the 1920x1080 aspect ratio of a video call became the new birthing ground for trends. But as the world is slowing shifting towards a more hopeful future, what will fashion look like post pandemic? Think—elevated tracksuits, easy knitwear iterations, creative cutouts, roomy silhouettes, artisanal capsule pieces, cherry-hued separates and trans-seasonal numbers. Home-grown labels that craft bespoke pieces will satisfy the sartorial needs.

While we are using every birthday candle, fallen eyelash and 11:11 to get a chance to slip into all the outfits we have been bookmarking over the past year, it is imperative to be mindful of our sartorial choices once the world gets back on its feet. While fast fashion has been globally slandered for its relentless speed, we should take conscious decisions to invest in brands that will help us reduce our fashion footprint moving forward. Post pandemic, our indulgence should tick two boxes—comfort and consciousness. Investing in versatile key-pieces that can be styled time and again and building a capsule wardrobe should be a harbinger of the evolving ethos of our purchase behaviour in the near future. Now that we have established that thoughtful investments will reign supreme post pandemic, you should reconsider having a peek at your current shopping cart and making some amends. Not mandatory, but encouraged.



WORK FROM HOME ESSENTIALS: *Self care to keep at your desk*

Transitioning from your on-the-go life to a remote setting is a big challenge even in normal circumstances. And now, with the added pressure and subsequent worries of the pandemic, it is all the more cumbersome. Remote work is what the new work-life looks like and it can get draining at times. That is why self-care today isn't a luxury but a necessity. So, how do you make that happen? Here are five self-care essentials that you must have at your desk to dial down that stress and make some healthy progress.

Hydro Booster

When your day goes completely off the rails, one of the first things you probably lose track of is how much water you're drinking. Keeping a water bottle on your desk ensures that you keep your hydration routine in check. Staying hydrated shall not only calm you down but also ensure that your physical health stays in check.

Touch of Your Own

Apart from keeping your desk clean and organised, adding some personal touch in the form of your artworks, family photographs or even your favourite pot plant can add some instant joy to your workspace. Added bonus: plants help reduce anxiety and stress!

Means of Escape

The mundane and monotonous routine of working remotely can take a toll on your mental health at times. One of the easiest ways to break out of this cycle is to have a journal by your side so that every time you feel your mind

getting cluttered you can write it all out. An additional tip in this regard would be to list down ten things daily that you are grateful for in your journal. No matter how small and simple, expressing gratitude can feel extremely liberating.

Scented Saviours

Whether you're working from your dining table, living room sofa, or your bedroom, it's important to keep your room smelling fresh and clean. Scented candles and even incense sticks at your desk can help boost your mood and senses, making you feel more invigorated and calmer.

Camera-Ready Goodies

On the topic of video calls and Zoom meetings, some handy skincare goodies like a refreshing face mask, a hydrating lip balm, or your favourite face mist can be a quick saviour. Prioritize taking care of your skin and just wear it with confidence. Those zoom calls and meets won't seem so tiring if you look and feel your best.

The bottom line is that feeling your best at work while it is remote doesn't have to be a chore, nor do you have to take out huge chunks of your day to rest and recharge. All you need is some planning and these handy self-care essentials by your side.

By Anushka Hazra
Fashion Communication
Semester 6





The new Perspective

In 1889, Jules Verne wrote about the videocall for the first time in his book “In the year 2889”. Now back to 2021, we spend 7 hours in front of our laptops/mobile screens, though our classes overreached the fictional telephote our progenitors thought. In these environments, students can be anywhere to learn and interact with teachers and other students. The pandemic has disrupted the flow of time and unraveled what was normal. It is the emergence of an event that restarts time, creates radical ruptures and imbalances, and brings about a contingency that becomes a new necessity.

As students we spend 6-7 hours in front of screens daily for classes and more for assignments. The social life is almost negligible, we stay home for most part until it's really important to go out. Our social life is deeply affected and the only way to catch up with friends to spend more time in front of the screen. Frustration level has grown with the restrictions of the lockdown. But only by adhering to the rule, we can break the chain and overcome the pandemic. Being designers and artists creativity is our best companion. During the lockdown we got the break we required to stop and look at our fast running lifestyles, we found how beautiful and dangerous nature can be and we are forced to look out for sustainability and reuse what we have. We got the time to concentrate towards self care, self love and love for human life, to appreciate the small things. Even a bad teacher teaches what not to do, how not to be.

Anjali
FP

STUDENT SHOWCASE

Raymonds is an age old brand which is far and wide known to every person who is aware of the term 'fashion'. Although it is prominently known for classic tailored menswear suits and shirts, Raymonds has a variety of sub brands focusing on almost every kind of clothing. One such brand is Ethnix, which caters to ethnic wear and occasion wear specialising in menswear. One can find a variety of kurtas, bundis, bandhagals etc. inspired from mosaic and baroque themes. As a part of an academic project, I present to you a hypothetical 3D Menswear collection done for Raymonds, keeping in mind the aesthetics of Ethnix and the forecast of the coming season.

Khushbu Singh,
Fashion Design,
Semester 6.



Motifs Developed



3d illustrations

STUDENT Laudeep SHOWCASE

I have always been fascinated by the designs of bikes KTM being my favorite and the Assimove skin of gun used in the Counterstrike. The speed and rush of both things have always influenced me while sketching and designing products. My mantra has always been maintaining precision and ease in the fast pace world.

Laudeep Shihare
Accessory Design,
Semester 8



CONCEPT 2
COLOR -1



Training shoes

CONCEPT 1



Running shoes

CONCEPT NOTE



Taking inspiration from the gaming and motorsport community and drawing its energy for the youth, I have designed two shoes i.e Running and training shoes. The shoes are made in such way that it attracts the youth. The colours used gives an overall fresh and appealing look to the shoes and an overall contrast to the product. I have tried to incorporate the clean edginess and precision of these designs. The hallmarks of this collection are: High quality construction, ultimate comfort, sleek lines and pop and contrasting splashes of colour.

*Reason for choosing this concept:
I have always been fascinated by the designs of bikes KTM being my favourite and the Assimove skin of gun used in Counter strike. The speed and rush of both the things have always influenced me while sketching and designing products. My mantra has always been maintaining precision and ease in the fast pace world.*

Cognitive aspect

Graphics

- The graphics are inspired by counter strike Asiimov skin and KTM bike .
- The overall graphic elements having slant lines depicting movement.
- The game is an involvement of youth which is also a reason to attract.
- Color play of orange and black.
- The triangular structure like gives a sense of structure like in KTM bike and also gives a manly look to the product.

Color

- Bright colors attracts the customer instantly.
- Orange depicts warm, excitement, enthusiasm, joy, and energetic therefore playing with color psychology.
- Contrasting colors also indicates the customer.



TEAM

AMY SINGH - AD SEM 4

TISHMA SANDANSING - FC SEM 4

KAUMUDI DEWANGAN - FD SEM 4

SREEPARNA ROY - TD SEM 4

ISHLEEN KAUR - FC SEM 4

FASHION COLUMNIST

RHEA SINGH - FC SEM 6

FACULTY INCHARGE

VANDANA WEKHANDA

ASSOCIATE PROFESSOR,
FASHION COMMUNICATION