

Profiles of the Members of the Editorial Board

Ruby Kashyap Sood, Editor-in-Chief

Ruby Kashyap Sood is Professor in the Department of Textile Design at NIFT, New Delhi, and Head of the Publication Unit. With over two decades of teaching experience, her areas of specialization include surface design, craft studies, and textile art. She actively engages with the fashion industry for live projects to bring in experiential learning to the classroom. With a Master's in Textiles and Clothing from Delhi University, her doctoral research focuses on the Indian blouse. She has co-authored 'Celebrating Dreams: Weddings in India' and 'Anant: Sustainability and Circularity in Indian Handlooms' and co-edited 'Phulkari of Punjab: Celebrating Tradition and Transformation.' She has also co-authored the CBSE textbook, 'Traditional Indian Textiles.' Ruby has presented papers at prestigious conferences, published in reputed journals, and also serves as a reviewer for leading international journals. Her work contributes to design curriculum development, craft preservation, and the capacity building of artisans for social impact.

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Deepak Joshi, Associate Editor

Deepak Joshi has a PhD in management and is UGC NET-Management qualified. He has an FDP from IIM and a Master of Fashion Management degree from NIFT. He has over 15 years of experience in corporate and academic settings. He previously served as senior retail faculty at the FDDI, Ministry of Commerce and Industry, Government of India. His other significant stints include serving Future Group in various roles, such as brand relationship manager, assistant mall manager, and store manager. Currently, he is Assistant Professor in the Department of Fashion Management Studies at NIFT Delhi, the Unit Incharge of the Publication Unit, and also holds the additional responsibility of Joint Director at the NIFT Delhi campus.

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Noopur Anand, Advisor & Member

Noopur Anand is an accomplished academician, researcher, and innovator with nearly three decades of experience at NIFT, where she currently serves as Dean (Academics). An authority in anthropometry, clothing, and textiles, she has led pioneering research in body sizing, smart garments, and wearable technology, and she holds a patent for a self-defense wearable device. Noopur has authored a book, contributed chapters to leading international publications, and published extensively in peer-reviewed journals. At NIFT, she has held several leadership roles, including Head of Research, Chairperson of Fashion Technology, and Head of Academic Systems. As Principal Investigator of Project INDIAsize, India's first national sizing survey, Noopur has advanced research that bridges science, design, and industry, fostering innovation, evidence-based development, and stronger academia–industry linkages in the Indian fashion ecosystem.

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Ling Zhang, Member

Ling Zhang is Associate Professor in the Department of Apparel, Events, and Hospitality Management at Iowa State University (ISU). Her primary research interests are wearable art design, creative design process, functional apparel design, sustainable apparel design, and pedagogy in apparel education. A doctorate, Ling's research aims to integrate theoretical frameworks from various disciplines into the apparel design process, complemented by quantitative or qualitative research methods. Her research strives to provide wearers with specialized functionality, catering to their specific needs. This includes aspects such as protection, assistance with body shape suitability, and addressing special requirements. Furthermore, she seeks to discover original and intellectual works that contribute to improving customers' lifestyles and bring about positive changes in how people engage with clothing and textiles. Ling has exhibited over 30 designs at national and international juried exhibitions and competitions, earning 20 design and research awards.

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Liz Barnes, Member

Liz Barnes is Head of the Manchester Fashion Institute at Manchester Metropolitan University and a leading expert in fashion production and consumption. Her research spans fast fashion, omnichannel consumer behavior, luxury fashion, and social media marketing. She has co-authored a seminal paper on fast fashion supply chains, cited over 800 times, and guest-edited two special issues on the topic. Liz's early work examined the UK fashion retail shift in the 2000s, and she remains a key voice in sustainability debates around fast fashion and is a Principal Investigator on the £6mn UKRI-funded Circular Fashion and Textiles Network Plus program. Widely published and internationally recognized, she is frequently invited to speak and contribute to media on fashion-related issues.

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Binaya Bhusan Jena, Member

Binaya Bhusan Jena is Professor and the Chairperson of the Department of Fashion Management Studies at NIFT. With more than 22 years of experience, he has made immense contributions in the areas of research and training. He holds a Master's degree in Economics from Ravenshaw University, an MBA in Marketing from Pondicherry University, and an MPhil and PhD from Jawaharlal Nehru University. His areas of research interest revolve around sustainable fashion, Indian traditional knowledge, and international trade. He has supervised many PhD scholars at NIFT. Binaya has represented NIFT as a board member in various government bodies and industries, including Chairperson of the Textile Association of India, Odisha; Board Member of the SERIFED, Govt. of Odisha; Member of the Working Committee on Sustainable Textiles Policy; and Member of the Consultative Committee of the Geographical Indications Registry. He is also a UGC Chairman's nominee to the Executive Council of KIIT University and a Senate Member of Ravenshaw University.

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Binwant Kaur, Member

Binwant Kaur is Professor at NIFT, Kolkata. Her academic and professional journey reflects her commitment to sustainability, textiles, and information technology in fashion. Her doctoral research was in the field of comfort properties of handloom union fabrics, with a focus on selecting the best alternatives through optimization techniques. Throughout her 28-year academic journey at NIFT, she has focused on integrating IT tools into fashion education and research. As a visiting scholar in 2014 at the Graduate School of Fashion Institute of Technology, New York, she pursued her research in 3D printing in fashion and the impact of RFID technology in apparel supply chains. Binwant has authored several research papers and delivered expert lectures at Buffalo State University, LIM College, and Hunter College in New York, USA. In addition to her long-standing academic role, she has served in leadership positions at NIFT, including Director, NIFT, Kolkata; Head of International and Domestic Linkages; and Chairperson of Fashion Technology.

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Malini Divakala, Member

Malini Divakala, a dedicated academician with over three decades of teaching experience, currently serves as the Director of the NIFT, Hyderabad. She is also Professor and former Chairperson of the Department of Fashion Design at NIFT. Trained at FIT, New York, and an alumnus of MS University, Vadodara, her deep passion for Indian art and culture shaped her doctoral research on the Kalamkari tradition of Andhra Pradesh. Throughout her career, Malini has been deeply engaged in research, contributing to international journals, conferences, and books, and mentors students in exploring design interventions in fashion with a strong focus on textile crafts. Her latest publication, "Painted and Printed Textiles of the Coromandel Coast," was published by the Kalakshetra Foundation, Ministry of Culture, Government of India. In addition, she has authored a CBSE textbook on fabric studies and compiled a volume on the GI crafts of Andhra Pradesh and Telangana.

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Martin Jeyasingh Mathews, Member

Martin Jeyasingh Mathews is Professor and Chairperson of the Department of Fashion Communication at NIFT. An enthusiastic, creative, and optimistic educator, he earned his PhD in Fashion Forecasting and Information Technology from the Bharath Institute of Higher Education and Research, Chennai. He serves as a doctoral committee member at the Bharath Institute of Higher Education and Research and Anna University, Chennai, and a NIFT-listed PhD supervisor. He was an external examiner for a PhD at AMET University, Chennai. Martin has been associated with NIFT for over two decades, during which he has held several key roles, including Course Coordinator and Unit Incharge. He has undergone international training in graphic design and integrated media skills at SCAD, Hong Kong. His research focuses on fashion forecasting and data mining in the apparel sector, and his work has been published in peer-reviewed journals and presented at national and international conferences.

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P. Mohanraj, Member

P. Mohanraj is Professor and Chairperson of the Department of Knitwear Design at NIFT. He holds a PhD in Fashion Apparel Retail and is a Chartered Textile Engineer (India). With three decades of experience spanning industry, administration, academics, research, and consultancy, he brings in-depth expertise in fashion knitwear, merchandising, and retail. At NIFT Chennai, he has held various positions as Course Coordinator of Knitwear Design and Textile Design, Regional Industry Coordinator, International Linkages Coordinator, and Project In-Charge. He has successfully conceived and executed several design projects, in addition to creating and launching continuing education and short-term programs. Mohanraj's specializations include computerized flat and circular knitting, fashion marketing and merchandising, and retail. He has published extensively in national and international journals and has undertaken training in Japan, as well as visits to leading fairs and exhibitions in London, Germany, and Singapore.

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Preetha Hussain, Member

Preetha Hussain holds the position of Professor of Design at NIFT, New Delhi. Her areas of teaching and research encompass fashion, body and adornment, design thinking and strategy, experiential design and spaces, lifestyle trends and forecasts, transdisciplinary aspects of cultural studies, and design education. She has been invited as a faculty researcher for a specialized program for Master's in Strategic Design (DIMI) at Politecnico di Milano, Italy. Preetha believes that transdisciplinary learning is crucial and integrates her interest in socio-cultural perspectives with the fields of fashion and design. She has contributed as a key design expert in the realm of color forecasting for Asian Paints color trends workshops, and she has presented papers on varied platforms. She has also been invited by DC (Handicrafts) as a jury member for the empanelment of designers and handicraft awards. As the Chairperson of the Foundation program, she has engaged in curriculum and pedagogic development.

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Rashmi Gulati, Member

Rashmi Gulati is a distinguished academician, researcher, and industry expert with over 26 years of experience in teaching, research, and professional practice. She is currently Chairperson of the Department of Design Space, leading the Master of Design program at NIFT. She holds a PhD in Management, and her doctoral research culminated in the development of a comprehensive sustainable model framework for the arts and crafts sector in Mumbai. Her areas of expertise include craft studies and sustainability, design thinking, and creative thinking, along with proficiency in digital graphics, personal branding, self and society, and professional ethics. Rashmi has made significant contributions to NIFT over nearly three decades, successfully managing diverse leadership roles. She has a strong track record of fostering industry connections, spearheading live-classroom initiatives, and bridging the gap between academia and industry

practices. Her research contributions, particularly in the domain of craft and sustainability, have been published in esteemed national and international journals.

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Sabyasachi Sengupta, Member

Sabyasachi Sengupta is Associate Professor and an alumnus of NIFT Kolkata (MFTech) and Visva Bharati University (PhD). He is the recipient of the National Scholarship and worked in the apparel industry before joining academia. He has been associated with academics for over twenty-five years, teaching design disciplines in the areas of apparel design, design ergonomics, luxury theory, craft practices, and culture. He is particularly interested in apparel, fashion language and systems, luxury, and ergonomics. He has published many national and international papers on fashion-semiotics-linguistics, fashion reading, textile semantics, and Tagorian studies in 'Texts-Textiles-Textuality,' relocating Bengal's textiles' evolutionary journey and socio-cultural anecdotes (India in general and Bengal in particular) through cross-disciplinary approaches. He has also written and is passionate about textiles' empiricism and textiles' phenomenology. Sabyasachi creates both hand-drawn and digital illustrations for NIFT promotions and various visual platforms. He also writes and edits for children, encouraging them to engage with textile-reading.

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Sanjeev Sadashiv Malage, Member

Sanjeev Sadashiv Malage is Professor in the domain of consumer behavior and neuromarketing at NIFT, Bengaluru. He joined NIFT in 2003 as Assistant Professor and has worked at various NIFT campuses and departments. His current teaching and research areas include marketing management, consumer behavior, neuromarketing, and strategic management. He obtained his PhD from Gulbarga University in advertising and consumer behavior. Sanjeev has served as Centre Coordinator for the Department of Fashion Management Studies for two terms and as Nodal Officer for Admissions for two years at NIFT Bengaluru, in addition to being a member of various other committees. He also served as the Head of International Linkages at the NIFT Head Office and Cluster Initiative Coordinator at various NIFT campuses. He has presented and published papers at numerous reputable conferences.

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Shubhangi Yadav, Member

Shubhangi Yadav is currently the Chairperson of the Department of Textile Design at NIFT, India. Her PhD is on the subject of e-commerce technology adoption by handloom weavers. An Associate Professor at NIFT, Gandhinagar, she specializes in weave design and technology and computer-aided designing for textiles. She inspires the students to try different woven structures, experiment with yarns and color patterns, and create innovative woven samples. Shubhangi also closely works with handloom weavers on consultancy projects in the handloom

sector. She has conducted workshops on topics including design and color sensitization, market awareness, and introduction to new marketing strategies like e-commerce and social commerce for the handloom weavers. She is hopeful that through her work and research, she can have a real impact at a grassroots level.

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Vandita Seth, Member

Vandita Seth is Professor and former Chairperson of the Department of Fashion Design at NIFT. Her journey at NIFT Gandhinagar with the Department of Fashion Design, since its inception, has been an exceptional phase of 28 years. She has held various posts at NIFT Gandhinagar, like Course Coordinator of Fashion Design, International and Domestic Linkages Coordinator, and Internal Design Consultant for SGSY projects, to name a few. Vandita completed her graduation and master's from the Maharaja Sayajirao University of Baroda in Clothing and Textiles, followed by a PhD from NIFT, New Delhi. She has undertaken a fellowship program at the Fashion Institute of Technology of New York. She has worked on and coordinated various design projects. She has presented research papers and has widely traveled in India and abroad to attend fashion fairs, shows, and lectures. She specializes in the subjects of the history of Indian textiles, Indian craft studies, draped garments, and sustainable products.

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Varsha Gupta, Member

Varsha Gupta is Professor in the Department of Design Space at NIFT, New Delhi, and is presently Head of the Research unit. She has almost 30 years of experience in industry and academia. In 2014, she was awarded a doctorate by NIFT for her research titled 'Recycling of Post-Consumer Textile Waste and Developing a Model for Sustainable Development using System Dynamics.' She completed her MSc in Textiles and Clothing at Lady Irwin College, Delhi University, and received training at the Fashion Institute of Technology (FIT), New York. Varsha has been an external expert member on the Programmatic Review Panel at the Limerick School of Art & Design, Limerick Institute of Technology, Ireland. She has presented papers at international conferences in London, Leeds, and Brussels, and a video based on her doctoral work was screened at the PhD festival in Milan, Italy.

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Vibhavari Kumar, Member

Vibhavari Kumar is a space designer and design educator based in Bengaluru. She holds a bachelor's degree in Architecture from the NIT, Tiruchirappalli, and a PhD from Jain University, Bengaluru, where she researched the socio-cultural impact of the Bengaluru Metro on people and spaces. She currently serves as Professor in the Department of Fashion Communication and as Chairperson of the Department of Fashion Interiors at NIFT. Her academic journey reflects a

deep engagement with geometry and an interdisciplinary approach that connects space, fashion, socio-cultural studies, and psychology, which she actively explores through innovative design pedagogy. Vibhavari's research interests center around design thinking within the Indian context. During her doctoral studies, she contributed to an ICSSR-funded project and co-authored three chapters for a book. She was also a core committee member of the conference "Contemporary Issues and Trends in Urban Transformation." She has authored and presented several papers at both national and international forums.

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