



वस्त्र मंत्रालय
MINISTRY OF
TEXTILES

सत्यमेव जयते



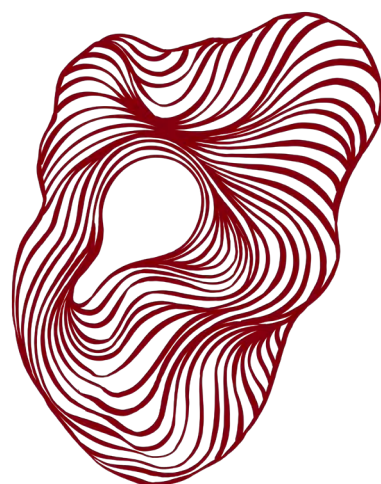
Bharat
tex 2025
Global Textile Expo
New Delhi | Feb 14-17

TEXTILES
FASHION
SUSTAINABILITY



NIFT *at*
Bharat
TEX

14th — 17th
FEBRUARY
— 2025



FOREWORD BY

Director General, NIFT

As NIFT embarks on its 40th year of excellence, it is a moment of great pride to witness our institution's dynamic participation in Bharat Tex 2025, a landmark event celebrating India's textile heritage and its innovative future. Over the past four decades, NIFT has been instrumental in shaping the narrative of Indian fashion and textiles, blending tradition with modernity, and fostering a global outlook while staying rooted in cultural heritage.

Bharat Tex 2025 serves as a dynamic platform for collaboration, knowledge exchange and showcasing the immense talent within India's textile ecosystem.. NIFT's active involvement—from curating exhibitions and conducting talks to leading insightful discussions—reflects our unwavering commitment to nurturing talent, promoting sustainable practices and driving industry-relevant innovation. This event not only underscores the strength of our academic and creative community but also highlights the critical role we play in shaping the future of textiles in India and beyond.

As we celebrate this milestone year, I extend my heartfelt appreciation to our students, faculty, and staff for their dedication and passion. Their contributions at Bharat Tex 2025 exemplify the ethos of NIFT—pioneering, progressive, and deeply connected to the rich tapestry of Indian crafts.

May we continue to inspire, innovate and lead with purpose as we step into the next chapter of NIFT's journey.

Director General

National Institute of Fashion Technology (NIFT)



FOREWORD BY

Dean (*Academics*), NIFT

As NIFT enters its 40th year of existence, our participation in Bharat Tex 2025 marks a significant milestone in our journey of academic excellence and cultural stewardship. This event offers a unique platform where tradition meets innovation, aligning perfectly with NIFT's mission to blend creative exploration with deep-rooted respect for India's rich textile heritage.

Throughout these four decades, NIFT has been committed to fostering an academic environment that emphasizes critical thinking, sustainability, and industry engagement. Our presence at Bharat Tex 2025—through exhibitions, panel discussions, and collaborative projects—showcases the breadth of talent and intellectual rigor within our institution. It also highlights our dedication to preserving indigenous crafts while embracing the transformative potential of technology and design thinking.

This milestone year serves as a reminder of the remarkable journey NIFT has undertaken, and the path that lies ahead. I commend the efforts of our students and faculty, whose passion and innovation continue to drive the institution forward. Their work at Bharat Tex 2025 is a reflection of our shared commitment to excellence, sustainability, and cultural preservation.

As we celebrate this landmark in NIFT's history, we look forward to continuing our role as leaders in shaping the future of fashion and textiles, both nationally and globally.

Dean (*Academics*)

National Institute of Fashion Technology (NIFT)



BHARAT TEX

2025 — A GLOBAL TEXTILE EXTRAVAGANZA

BHARAT TEX 2025, a global textile mega-event organized by a consortium of Textile Export Promotion Councils & supported by the Ministry of Textiles, took place from February 14 to 17 at Bharat Mandapam, New Delhi.

The event brought together the entire textile value chain—from raw materials to finished products—making it one of the most significant gatherings in the global textile industry. Spanning an impressive 2.2 million square feet, the exhibition showcased a diverse range of textile products, including apparel, home furnishings, floor coverings, fibers, yarns, threads, fabrics, carpets, silk, and textile-based handicrafts. With over 5,000 exhibitors and 6,000 international buyers from more than 120 countries, the event served as a premier platform for business networking, facilitating Business-to-Business (B2B) collaborations, Government-to-Government (G2G) meetings and

multiple Memoranda of Understanding (MoUs) solidifying India's reputation as a premier global sourcing hub.

A key highlight of BHARAT TEX 2025 was its emphasis on sustainability and innovation. Dedicated pavilions showcased advancements in sustainable practices, circular economy models, and digital transformation within the textile industry. BHARAT TEX 2025 served as a strategic knowledge-sharing platform, hosting over 70 sessions, including roundtables, panel discussions and master classes that addressed global megatrends, sustainability and the future of textiles, offering valuable insights for policymakers, industry leaders and entrepreneurs. NIFT contributed significantly to these through Masterclasses, Panel Discussions, NIFT Stop 'Srishtikram' and NIFT Palette.



A standout feature of BHARAT TEX 2025 was its fusion of tradition with modernity. Fashion shows, trend forecasts, and product launches highlighted the evolving future of textiles, while traditional exhibits and cultural performances paid tribute to India's rich craftsmanship and textile heritage.

As one of the world's largest textile expo, BHARAT TEX 2025 successfully brought together policymakers, industry leaders, global brands, and stakeholders across the textile value chain.

The active participation of NIFT, through its expert-led panels, student showcases and innovation-driven discussions highlighted its integral role in shaping the future of textiles and fashion education.



NIFT @ 4



सृष्टिक्रम

सृष्टिक्रम

ब्रह्मांडीय व्यवस्था

यह प्रदर्शन वर्ष 2025 के शुरु होते ही होने वाले दुर्लभ "ग्रहों के गोचर" से प्रेरित है। यह प्रदर्शन निफ्ट की सात महत्वपूर्ण राष्ट्रीय परियोजनाओं के संरक्षण का प्रतीक है, जिनमें से प्रत्येक नवाचार, संवृद्धि और परिवर्तनकारी सामाजिक और आर्थिक प्रभाव को बढ़ावा देती है। राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (निफ्ट) अपने 40वें वर्ष में प्रवेश कर रहा है, और इसके साथ यह संस्थान भारत के परिधान और वस्त्र उद्योग में अपने अग्रणी योगदान की विरासत का उत्सव मना रहा है। वर्ष 1986 में अपनी स्थापना के बाद से, निफ्ट ने मानव संसाधन विकास, अनुसंधान, पारंपरिक भारतीय हथकरघा और हस्तशिल्प के संरक्षण में महत्वपूर्ण भूमिका निभाई है।

"सृष्टिक्रम" प्रदर्शनी भारत को वैश्विक मंच पर प्रस्तुत करने वाली ऐतिहासिक परियोजनाओं पर प्रकाश डालती है। यह प्रदर्शनी विरासत संरक्षण, कारीगर प्रशिक्षण, उद्योग क्षमता निर्माण और वस्त्र नवाचार के क्षेत्र में किए गए निफ्ट के कार्यों पर केंद्रित है। गगनयान सूट के लिए एडवांस्ड वस्त्रों से लेकर भविष्य की सेना की वर्दी और स्वदेशी प्रवृत्ति के पूर्वानुमान तक, ये स्थापनाएं आत्मनिर्भर भारत और मेक इन इंडिया के प्रति निफ्ट की प्रतिबद्धता को दर्शाती हैं। यह प्रदर्शनी निफ्ट के दर्शन के मूल में परंपरा और नवाचार के मिश्रण को दर्शाती है।

The Cosmic Order

The rare "Planetary Parade" of early 2025 inspires this display, symbolising the alignment of NIFT's seven groundbreaking national projects, each fostering innovation, growth, and transformative social and economic impact. As the National Institute of Fashion Technology (NIFT) enters its 40th year, it celebrates a legacy of pioneering contributions to India's apparel and textile industry. Since its establishment in 1986, NIFT has played a crucial role in human resource development, research, and the preservation of traditional Indian handlooms and handicrafts.

"सृष्टिक्रम" spotlights landmark projects that have propelled India onto the global stage. The showcase highlights NIFT's work in heritage preservation, artisan training, industry capacity building and textile innovation. From advanced fabrics for the Gaganyaan suit to futuristic Army uniforms and indigenous trend forecasting, the installations reflect NIFT's commitment to 'Atmanirbhar Bharat' and 'Make in India.' This exhibition embodies the fusion of tradition and innovation at the heart of NIFT's philosophy.



THE NIFT ADVANTAGE

Established in 1986

Established under Ministry of Textiles Government of India

Pioneer in Design Education in India

Statutory body under the NIFT Act 2006
President of India is Visitor to NIFT

Pan India Presence 19 Campuses

11 Programmes UG, PG, Doctorate

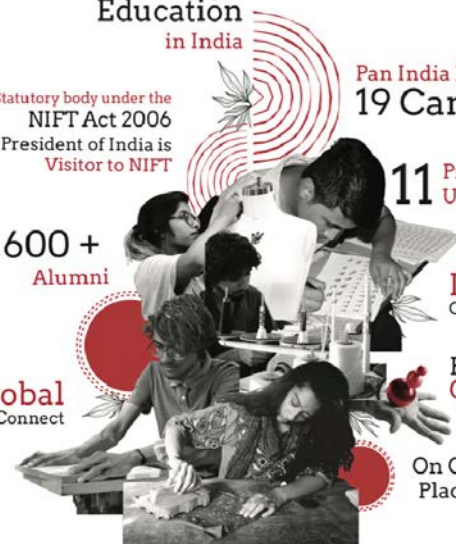
41,600 + Alumni

Industry Connect

Global Connect

Future ready Curriculum

On Campus Placement







Single Knot, Marikani, Oshana

Leather Craft, Joseph, Rajasthan

Usta Art, Bikaner, Rajasthan

Applique Craft, Barmen, Rajasthan

Khurja Pottery with Pine Needle Craft, Kangra, Himachal Pradesh





DAY 1

1 — 29

INAUGURATION

SCREENPLAY TO COUTURE

The art of designing movie costumes Ms. Anju Modi
//Masterclass

NO MORE MISFITS

How India's own size chart will lead to better fit & improved e-commerce
//Panel Discussion

THE FUTURE OF FASHION IS CONSCIOUS

by Uma Prjapati
//Masterclass

SAMVAAD

NIFT Alumni meet



DAY 2

30 — 53

VISIONXT TREND INSIGHTS & FASHION FORECASTING

//Masterclass

SUSTAINABLE FUTURES

Collaborative pathways
//Panel Discussion

MOU SIGNING

NIFT & UAL

THE INFLUENCE OF INFLUENCERS

Social Media in Fashion
//Panel Discussion

INDIAN CINEMA AND FASHION TRANSFORMING REEL AND REAL

//Panel Discussion

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DAY 3

54 — 65

AI IN FASHION

Reinventing the fabric
of tomorrow
//Panel Discussion

TEXTILE SAMVAD

A special address by
the Prime Minister Shri Narendra Modi



DAY 4

66 — 92

SRISHTIKRAM : THE COSMIC ORDER

THE NIFT PALETTE

STUDENT PARTICIPATION FROM ALL NIFT CAMPUSES

PRE - EVENT

Indie Haat

INSPIRED BY BIOPHILIC
DESIGN PHILOSOPHY



The National Institute of Fashion Technology (NIFT) was entrusted by the Development Commissioner, Handloom and Handicraft, to curate Indie Haat, a vibrant showcase of India's rich handicraft and handloom heritage, as an extension of Bharat Tex 2025. Held at the National Crafts Museum and Hastkala Academy from February 12-18, 2025, this special curated exhibition was designed specifically for the exhibitors and visitors of Bharat Tex.

NIFT's design philosophy for Indie Haat aligned with Bharat Tex's theme of **"Innovation with Responsibility,"** highlighting the fusion of traditional methods with modern innovations, eco-friendly materials, and ethical production practices. The objective was to create an immersive experience showcasing India's textile craft progress, engaging visitors with vibrant textures, patterns, and colors of Indian craft.



The theme, "*Alankrit*," a Sanskrit origin word meaning "adorned" or "*embellished*," celebrated Indian textiles and craft through beautiful creations inspired by nature, particularly flowers. This theme symbolized beauty, prosperity, and the eternal cycle of life.

The exhibition space plan featured an open layout inspired by biophilic design philosophy, seamlessly integrating zones that invited free movement. The design prioritized openness and fluidity, reflecting the diverse and interconnected nature of Indian craft. Key features included 85 stalls showcasing handloom and handicraft products, natural bamboo and jute stalls evoking an ethnic craft village ambiance, beautifully crafted props and decorative panels hung from trees echoing traditional Indian craft motifs, props designed using floral motifs, and an open layout utilizing natural light.

The event was inaugurated by Shri Giriraj Singh, Honourable Minister of Textiles, on February 13, 2025. The Guest of Honour was Shri Pabitra Margherita, Honourable Minister of State for External Affairs & Textiles, and the Special Guest was Ms. Neelam Shami Rao, IAS, Secretary Textiles. The inauguration was attended by dignitaries from ministries, craft enthusiasts, academicians, and representatives from the textile industry.

Indie Haat, curated by NIFT, successfully provided a platform for artisans to showcase their unique creations, supporting their livelihoods and celebrating India's rich cultural heritage. The event was a resounding success, and NIFT is proud to have contributed to the promotion of India's handicraft and handloom sector.

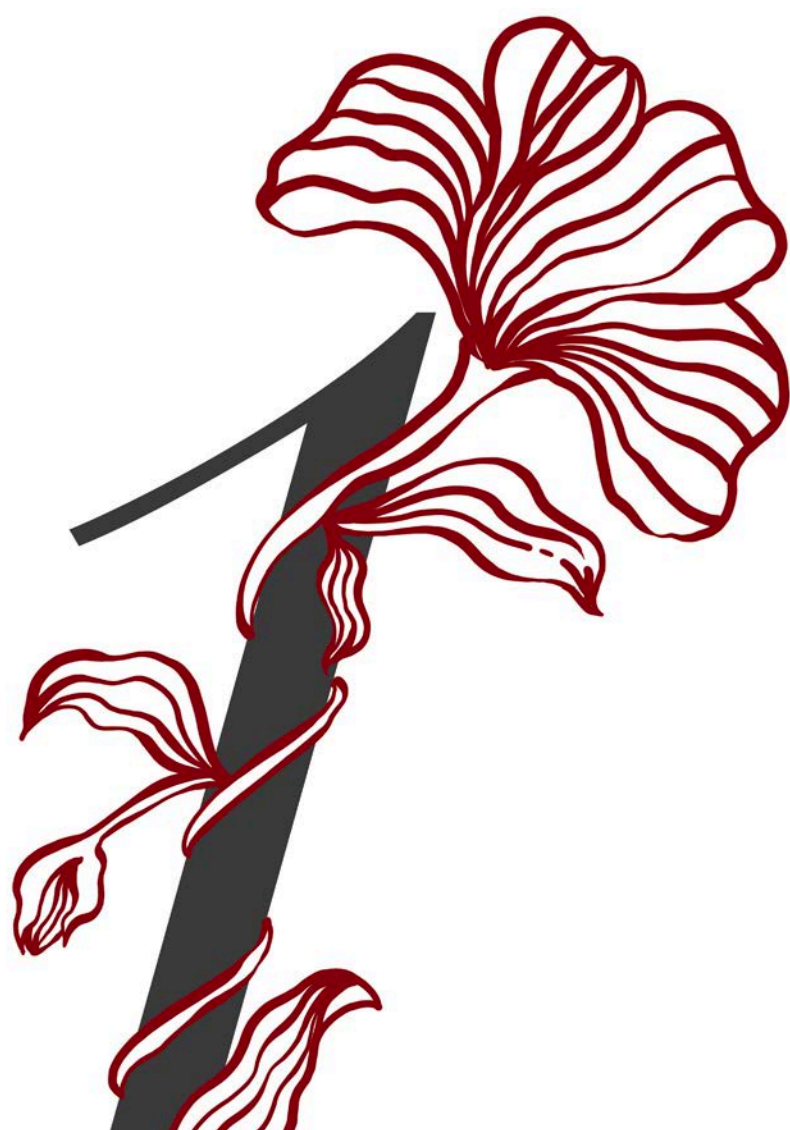






Day - 1

- 02 - 05 **INAUGURATION**
- 06 - 11 **SCREENPLAY TO COUTURE**
The art of designing movie costumes Ms. Anju Modi
//Masterclass
- 12 - 17 **NO MORE MISFITS**
How India's own size chart will lead to better fit & improved e-commerce
//Panel Discussion
- 18 - 21 **FUTURE OF FASHION CONSCIOUS**
by Uma Prjapati
//Masterclass
- 22 - 29 **SAMVAAD**
NIFT Alumni meet



NIFT at BHARAT TEX 2025 — INAUGURATION CEREMONY

SHRI *Giriraj Singh*,
HON'BLE MINISTER OF TEXTILES
inaugurated the 2nd edition of Bharat Tex
2025 by lighting the ceremonial lamp. He
commended the event for its grand scale
and recognized the remarkable growth
and potential of the Indian textile sector.
Accompanied by Shri Pabitra Margherita,
Minister of State for Textiles and other
dignitaries, he explored the expansive
exhibition at Bharat Tex 2025.

The inauguration was also attended by Ms.
Neelam Shami Rao, IAS, Secretary, Textiles;
Shri Rohit Kansal, IAS, Additional Secretary
Textiles; Dr. M. Beena, IAS, Development
Commissioner (Handlooms); and Ms. Tanu
Kashyap, IAS, Director General, National
Institute of Fashion Technology, among other
prominent personalities.

Bharat Tex 2025 is closely aligned with India's
5F Vision—Farm to Fibre, Fabric, Fashion, and
Foreign Markets—reinforcing the country's
position as a sustainable and reliable sourcing
hub for global textile businesses.

As a premier platform, Bharat Tex 2025 is
not just a celebration of the textile industry's
legacy but also a catalyst for its future
growth. The event aims to influence global
textile trends, drive innovation and promote
sustainability, shaping a more integrated and
environmentally conscious textile industry.

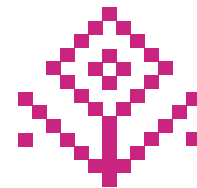




During his visit, Shri Giriraj Singh toured all exhibition halls, from Hall 1 to Hall 5, engaging with various exhibitors. With keen interest in new innovations and sustainable textile products, he emphasized their importance for the sector's future growth.

A special highlight of the event was his visit to the NIFT Stop in Hall 1 and the inauguration of the NIFT Palette in Hall 10, a showcase of design, innovation and sustainability initiatives undertaken by NIFT. Bharat Tex 2025 is set to be a landmark event, bridging tradition with innovation and strengthening India's role as a global textile leader.

The day commenced with a successful interactive session on cutting-edge innovations, sustainable practices, and global market trends. The event seamlessly blended traditional craftsmanship with modern technology, illustrating the NIFT involvement for industry evolution and its promising future.







Screenplay to Couture

THE ART OF DESIGNING MOVIE COSTUMES

//Masterclass

The masterclass on Costume Design at Bharat Tex 2025 was an exclusive session featuring renowned designer Ms. Anju Modi. The session was moderated by Ms. Nitya Venkataraman, Associate Professor, NIFT Bengaluru. The Event provided a rare insight into Ms. Modi's journey in costume design, its influence on the fashion world, and the intricate process of bringing characters to life through fabric and storytelling.

This Masterclass was designed for creative individuals and fashion enthusiasts, offering a deep understanding of costume creation, from script to screen. It covered the methods, nuances, and innovative approaches involved in designing movie costumes and their impact on couture collections. Participants had the opportunity to explore how film and fashion intersect, influencing trends and setting new industry standards.

Ms. Modi shared her expertise on the integration of historical research in costume design, the importance of textiles and silhouettes in defining characters, and how artistic vision can be balanced with production constraints such as budget and comfort. She emphasized how fashion acts as a storytelling medium, preserving heritage while embracing contemporary innovations.

During the discussion, Ms. Modi articulated her philosophy:

**"SOME STORIES ARE TOLD IN WORDS.
OURS ARE WOVEN INTO THE FABRIC."**

She highlighted that passion, perseverance and intricate research are crucial in the fashion industry. Authenticity, business acumen, and craftsmanship were highlighted as essential elements for success. The session also touched on inclusivity in fashion and its growing significance.

THE
MODI

MANAGING DIRECTOR
OF ANJU MODI



SPEAKER

Ms. ANJU
MODI

MANAGING DIRECTOR
OF ANJU MODI

SCR
TO







The Q&A session

It provided deeper insights into Ms. Modi's creative process. She explained how her journey in costume design began with her love for Indian textiles, which naturally led her to the art of recreating history through fabric. Research plays a pivotal role in her work, involving a detailed study of scripts, historical references, and textiles. She spoke about travel, artisan engagement and cultural nuances as focus areas that enhance her designs.

Discussing the integration of the script into costume design, Ms. Modi shared examples of her work on *Bajirao Mastani* that reflected the personalities of the characters. Deepika Padukone's wardrobe embodied both warrior spirit and feminine grace, while Ranveer Singh's structured silhouettes emphasized his commanding presence. Balancing artistic vision with production constraints, she explained how innovative material choices and collaboration with artisans ensure functionality while maintaining authenticity.

Ms. Modi described how her signature design process evolved naturally through her passion for authenticity and storytelling. Her work with *Sanjay Leela Bhansali* required meticulous historical research and cultural representation. She also explained how fashion bridges the past and present, reviving traditions while influencing contemporary trends.

The session concluded with valuable advice for aspiring costume designers. Ms. Modi emphasised that continuous learning, creativity, and research are essential for development of a distinctive design perspective. She encouraged participants to balance artistic expression with practical considerations, ensuring costumes are impactful yet functional. The Masterclass highlighted Ms. Anju Modi's contributions to the field of fashion and costume design. With a career spanning over four decades, she has played a crucial role in reviving Indian textiles and traditional craftsmanship. Her work across 24 villages has helped reinterpret traditional weaving and embroidery techniques for modern fashion. Her expertise extends to the film industry, where her costume designs for *Bajirao Mastani*, *Goliyon Ki Raasleela Ram-Leela*, and *Sye Raa Narasimha Reddy* have earned critical acclaim and prestigious awards, including Filmfare, IIFA, and TOIFA.

The session was an inspiring exploration of in what way costume design shapes visual storytelling in cinema and influences on contemporary fashion. It reinforced the idea that costume design is more than just clothing—it is an essential component of character development, historical accuracy, and artistic expression. Attendees left with a deeper appreciation for the craft, equipped with knowledge and inspiration to refine their own design journeys.

No more Misfits

HOW INDIA'S OWN SIZE CHARTS WILL LEAD TO BETTER FITS AND IMPROVED E-COMMERCE

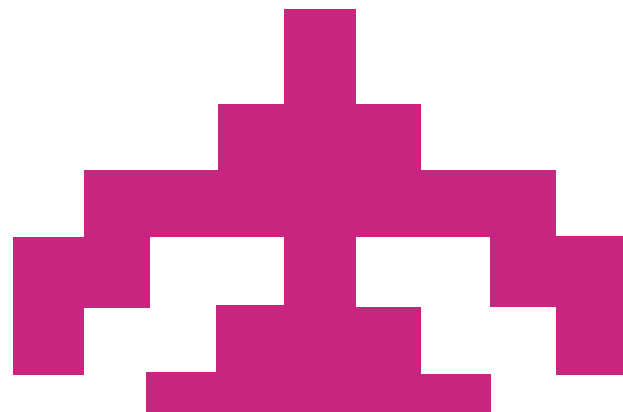
//Panel Discussion

BharatTex 2025 marked a transformative milestone with the launch of INDIAsize, India's first standardised apparel sizing system executed as a project by NIFT. The event, titled *INDIAsize – No More Misfits*, addressed the long-standing challenge of inconsistent sizing in the Indian fashion industry, which has impacted both consumers and manufacturers. Chaired by Ms. Tanu Kashyap, IAS, Director General of NIFT, and moderated by Prof. Dr. Manoj Tiwari, the session brought together industry leaders, policymakers and academicians to discuss the impact of this initiative on the Indian apparel sector.

Ms. Tanu Kashyap set the stage by calling INDIAsize a landmark achievement under the Make in India initiative. She emphasised its role in strengthening India's presence in the global market and ensuring a better fit for Indian consumers. *"This is a proud moment for NIFT—an achievement that marks a pioneering effort in its history. INDIAsize is a foundation stone for multiple industries beyond apparel, ensuring Indian consumers finally get a perfect fit while strengthening our global presence,"* she stated.

Industry experts discussed the challenges of inconsistent sizing, particularly its role in high return rates and dead stock. Mr. Rahul Mehta, Chief Mentor of CMAI, highlighted that standardization would significantly reduce financial burdens on manufacturers and retailers. *"The biggest issue in the apparel industry today is high return rates due to inconsistent sizing. INDIAsize will eliminate this problem, boosting consumer trust and profitability,"* he noted.

Mr. Srinivas Govindan, Head of Strategy & Projects at Reliance Retail (Fashion & Lifestyle), emphasised that a lack of uniform sizing affects consumer trust and brand profitability. He explained, *"India has one of the youngest populations and one of the largest consumer markets. However, fit issues persist across the supply chain, leading to high return rates and reduced consumer trust."*





Mr. Lal Sudhakaran, Chief Sourcing Officer at Arvind Fashions, acknowledged the impact on supply chain efficiency, stressing that INDIAsize provides a long-needed framework for standardisation. However, he cautioned that adapting backend manufacturing to align with the new sizing system would be challenging. *"While India now has standardised sizes, the real challenge lies in backend manufacturing and inventory planning,"* he stated.

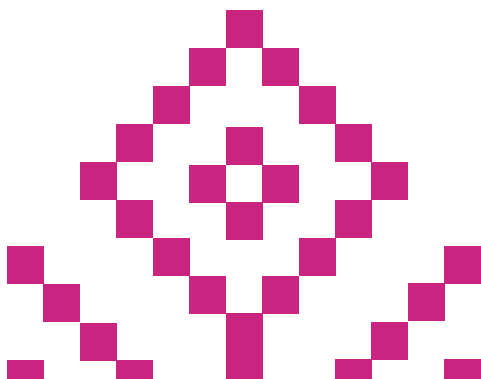
The panel also discussed that digital transformation could enhance the impact of INDIAsize. Mr. Kaushik Basu Mallick, Head of Quality Control at Raymond Lifestyle Limited, emphasized on standardized sizing to improve assortment planning for coordinated apparel like suits, jackets and trousers. *"With standardisation, planning assortments will become more efficient, significantly improving customer satisfaction and reducing inventory mismatches,"* he remarked.



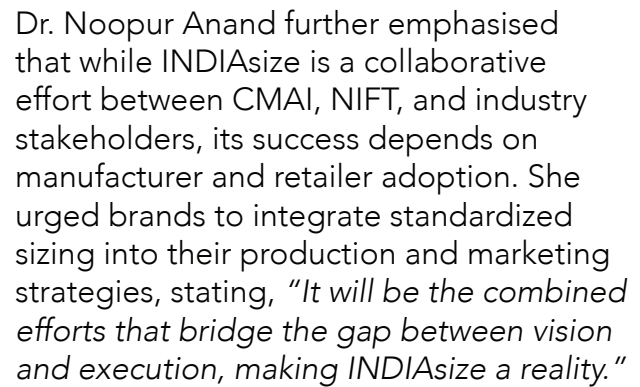


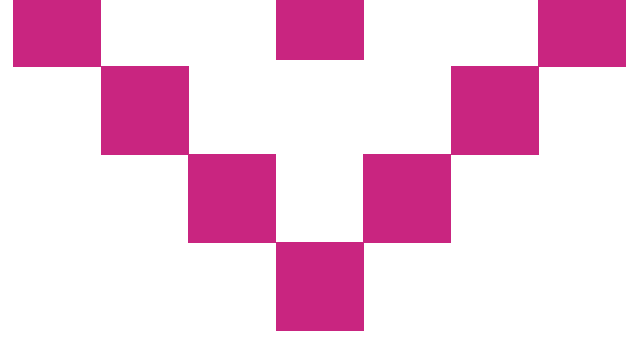
Neeraj Gaur, Vice President of Technical Services & Digital Product Creation at Aditya Birla Fashion & Lifestyle Limited, highlighted how AI-powered fitting technologies, virtual try-ons, and 3D body scanning could work alongside INDIAsize to personalise shopping experiences. He stated, *"Standardized sizing opens doors for virtual try-ons, AI-assisted shopping recommendations, and more accurate e-commerce size charts. This is a game-changer for digital retail in India."*

The research methodology behind INDIAsize was explained by Dr. Neopur Anand, Principal Investigator of the INDIAsize project. She revealed that the study collected data from 26,000 individuals across 22 locations, making it one of the most comprehensive sizing surveys globally. She emphasised that inclusivity was central to the initiative, ensuring that INDIAsize accurately represents the diverse body types of Indian consumers. *"For the first time, India has a size chart that is made for India, by India, and of India—an inclusive, representative standard for the entire nation,"* she proudly stated.









THE FUTURE OF *Fashion is Conscious*

//Masterclass

The Future of Fashion Conscious masterclass at BHARAT TEX 2025 was an eye-opening session that explored the pressing need for sustainability, ethical practices, and responsible consumerism in the fashion industry. Organized by the National Institute of Fashion Technology (NIFT) led by *Uma Prajapati*, FOUNDER OF UPASANA DESIGN STUDIO and a pioneer in sustainable fashion. The session brought together 100 plus participants, encouraging them to reflect on their fashion consumption habits and understand the broader implications of their choices.

Ms. Uma Prajapati began the session with a powerful keynote, setting the tone for an engaging discussion on the role of fashion in shaping a sustainable future.

As long as I'm looking for something cheap to buy, poverty will exist. If you don't endorse poverty, just be mindful.

Her words resonated with the audience, urging them to reconsider the true cost of their clothing beyond monetary value. She emphasized that textiles are more than just fabrics; they serve as a communication of heritage, tradition, and craftsmanship. "Textile has been a communication of heritage in our society," she stated, drawing attention to the deeper cultural significance of fashion.

The masterclass delved into the need for conscious consumerism, urging participants to assess their wardrobe choices through an interactive self-audit. The discussion highlighted the discrepancy between sustainability aspirations and actual consumer habits.



She stressed that real change lies in the alignment of intent and action, stating, “What we aspire for and what our action is—it is the congruence between these two that defines life.” The session also explored the ethical dimensions of fashion, from understanding the origins of garments to advocating for fair labor practices and transparency in production. Participants engaged in discussions that made them reflect on their consumption patterns, recognizing that sustainability is not only about materials but also about acknowledging the hands that craft each piece.

One of the most engaging parts of the session involved thought-provoking questions posed by Uma Prajapati to the audience. When asked about their definition of conscious fashion,

responses varied from recognizing the importance of sustainable sourcing to acknowledging the role of mindful consumption. Some participants highlighted the need for harmony with nature by embracing the principles of reduce, reuse, and recycle.

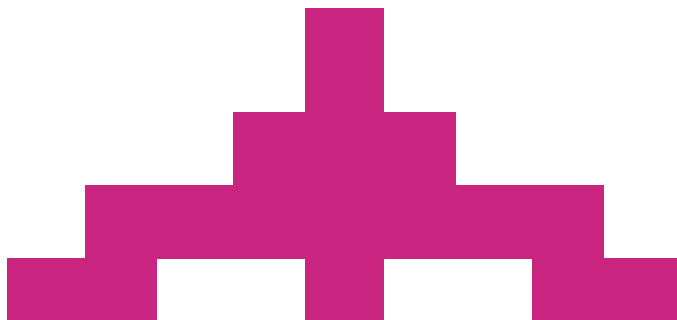
Others spoke about the emotional and cultural connections they had with their garments, such as cherishing heirloom pieces passed down through generations. The dialogue continued with questions about wardrobe composition and handloom textiles, prompting attendees to acknowledge the gap in their awareness of sustainable luxury and ethical fashion.





The masterclass not only focused on consumer habits but also addressed the larger challenges within the fashion industry. Uma pointed out the consequences of unchecked fast fashion, calling for greater responsibility from both brands and consumers. The discussion emphasized how unsustainable practices contribute to environmental degradation and exploitative labor conditions, urging attendees to become advocates for ethical and eco-friendly fashion choices. She also shared her experiences leading impactful initiatives such as Tsunamika, an emblem of resilience and sustainability, and Kapas, which promotes organic cotton farming. Her other ventures, including Small Steps, which offers alternatives to plastic bags, and Varanasi Weavers, which supports traditional artisans, further highlighted the importance of community-driven solutions in sustainable fashion.

By the end of the session, participants walked away with a renewed sense of responsibility and a deeper understanding of how their fashion choices impact the world. The masterclass left a lasting impression, inspiring attendees to critically evaluate their buying habits and embrace sustainable fashion. As BHARAT TEX 2025 concluded, it reinforced India's role as a leader in the global textile industry, showcasing the country's commitment to ethical and sustainable fashion.



NIFT Samvaad 2025

A CELEBRATION OF INNOVATION AND COLLABORATION

Samvaad 2025, held during Bharat Tex 2025, was a landmark event that brought together leading voices from the fashion, textile and technology industries to foster dialogue on innovation, sustainability, and collaboration. The event served as a platform for NIFT alumni, industry leaders, and academicians to engage in meaningful discussions that would shape the future of the global fashion ecosystem. Emphasizing NIFT's commitment to industry engagement and academic excellence, Samvaad 2025 reinforced its position as a key institution driving forward-thinking discourse in fashion education.

The evening commenced with an insightful address by Ms. *Tanu Kashyap*, IAS, Director General, NIFT, who highlighted the importance of knowledge exchange in shaping the future of the industry. Welcoming over 350 NIFT alumni and more than 100 industry professionals, she underscored the significance of alumni mentorship, sustainable initiatives, and collaborative research in strengthening NIFT's global standing.



A major highlight of Samvaad 2025 was TechTank, a pioneering initiative that showcased ten innovative ideas from student-led and faculty-guided research projects across 12 NIFT campuses. This initiative, aligned with the Honourable Prime Minister's "Make in India" vision, encouraged NIFT alumni to transition into tech-entrepreneurs, fostering a culture of innovation and problem-solving within the industry. Attendees witnessed young techno-managers integrating AI, ML, IoT and robotics into smart fashion manufacturing, addressing key industry challenges such as sewing line strategies, warehouse management, predictive analytics and robotic pattern sewing.



Samvaad 2025 also recognized NIFT's contribution to academic research, featuring the felicitation of distinguished authors whose literary works have significantly impacted fashion education and textile research. Among the books launched and celebrated were "Anant: Sustainability and Circularity in Indian Handlooms" by Prof. Dr. Sudha Dhingra, Prof. Ruby Kashyap Sood, and Prof. Dimple Bahl, published by the Office of the Development Commissioner Handlooms, Ministry of Textiles, Government of India. Prof. M.K. Gandhi was felicitated for his books "Navigating Turbulent Skills: Mastering ERP Implementation in Higher Education Institutions" and "Unlocking the Metaverse Advantage: How Fashion Brands Can

Thrive in the Digital Frontier", co-authored with Mr. Mayank Jain. Other notable books included "Painted and Printed Textiles of the Coromandel Coast: A Tribute by Kalakshetra Foundation" by Prof. Dr. Malini Divakala, "Rapid Prototyping" by Dr. Jyoti Prakash Srivastava, Mr. Shivakar Prasad, and Mr. Abhishek Singh, and "Conventional Textiles and Textile Crafts of India" by Ms. Sobharani Lakra. Additionally, Dr. Chitta Ranjan Sahoo was honored for "Monuments of the Prachi Valley: A Representation of Sculptural Art in Canvas", while Prof. Dr. A.K. Khare and Mr. Ankur Saxena received accolades for their book "Sustainability in Apparel Manufacturing Process", published by Woodhead Publishing.





Recognizing technological advancements, Samvaad 2025 celebrated NIFT's innovators and patent holders for their contributions to fashion technology and sustainability. Honorees included Dr. Sandip Mukherjee and his team for their Electronically Developed Table Loom, Dr. Kundlata Mishra and her team for protective wear patents, and Dr. Chhavi Gangwar and her team for the Multi-Impeller Agitator Vessel for Fibre Extraction from Sugarcane Bagasse. Ms. Kanu Priya and her team were acknowledged for their Hexapedal Robot Manager for the Hospitality Industry, while Dr. Vijander Kumar and his team were recognized for their Laboratory Stirrer with Digital Indicator. The late Mr. Ankur Makhija (posthumously) and Mr. Tanmay Jagetia were honored for their Automatic Machine for Removal of Loose Threads from Knit and Delicate Garments and Dr. Latika Bhatt and her team were acknowledged for their Mosquito Repellent Fabric Using Herbal Formulation.

Another significant moment of Samvaad 2025 was the International Student Design Competition, launched by NIFT on November 19, 2024, under the theme "Sustainable Future: Innovation with Indigenous Knowledge". The competition attracted global participation, showcasing students' ability to integrate sustainability with traditional craftsmanship.

The top ten designs, displayed at NIFT Palette, were sponsored by the Apparel Export Promotion Council (AEPC), with Mr. Sudhir Sekhri, Chairman, AEPC, presenting awards to the top three winners: Tannu, Babitha Gurung, and Ritika Roy from NIFT Srinagar; Anurita Jana and Bishal Saikia from NID Gandhinagar; and Shukla Kalgi Dharmeshbhai and Shaarmi Ram R from NIFT Chennai.



The event was graced
by Chief Guest

Ms. *Neelam* *Shami Rao*

IAS, Secretary Textiles, Government of India, along with *Shri. Rohit Kansal* IAS, Additional Secretary, GOI, and Dr. M. Beena, IAS, Development Commissioner (Handlooms), GOI. In her keynote address, Ms. Neelam Shami Rao highlighted the importance of alumni funding and engagement, drawing parallels with prestigious institutions like IITs. She called upon NIFT alumni to actively contribute to their alma mater, reinforcing that a strong and engaged alumni network would enhance NIFT's global impact. Echoing this sentiment, Shri Rohit Kansal emphasized NIFT's illustrious 40-year history, urging alumni to mentor students, support industry collaborations and invest in the institution's growth.





Bharat
TEX 2023

TEXTILES | FASHION | SUSTAINABILITY
Global Textile Expo

India's largest
Global textile
event

Organized by
BHARAT TEX
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Bharat
TEX 2023

TEXTILES | FASHION | SUSTAINABILITY
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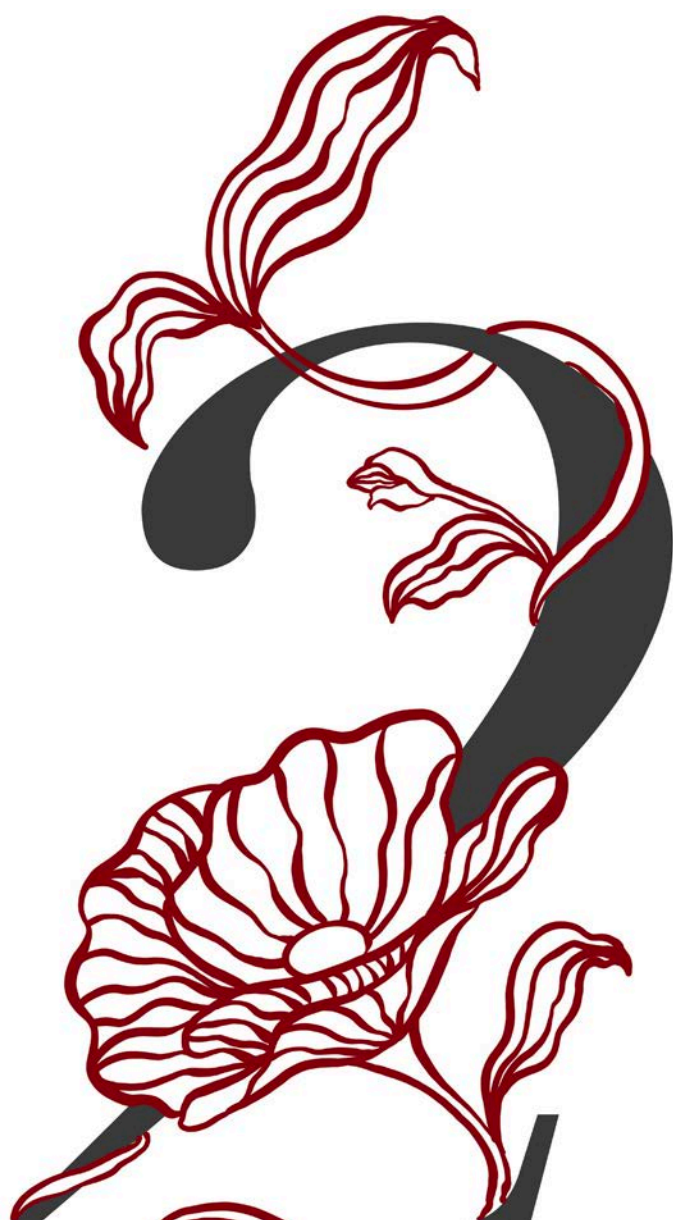
As Samvaad 2025 drew to a close, Prof. Dr. Jonalee D Bajpai, Head (I&AA), NIFT, delivered a heartfelt vote of thanks, expressing gratitude to the guests, alumni, faculty members and industry leaders for their participation. The event successfully reinforced the importance of collaborative innovation, cross-sector engagement, and academic-industry synergy in shaping the future of sustainable fashion and textiles. It celebrated NIFT's legacy while setting the stage for future collaborations, ensuring that NIFT remains a global leader in fashion education, research and innovation.

Samvaad 2025 emerged as a defining moment for NIFT, embracing emerging technologies, honoring literary contributions, and celebrating groundbreaking inventions. By fostering discussions on sustainability, technological integration, and global collaboration, the event paved the way for a more sustainable, innovative, and interconnected future for the fashion and textile industries, solidifying NIFT's role as a pioneer in the evolving global fashion ecosystem.



Day – 2

- 32 - 35 **VISIONXT TREND INSIGHTS
& FASHION FORECASTING**
//Masterclass
- 36 - 41 **SUSTAINABLE FUTURES**
Collaborative pathways
//Panel Discussion
- 42 - 43 **MOU SIGNING**
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- 44 - 47 **THE INFLUENCE OF INFLUENCERS**
Social Media in Fashion
//Panel Discussion
- 48 - 53 **INDIAN CINEMA AND FASHION
TRANSFORMING REEL AND REAL**
//Panel Discussion



VisionNxt

TREND INSIGHTS & FASHION FORECASTING

//Masterclass

The VisionNxt Trend Insights & Fashion Forecasting Masterclass at Bharat Tex 2025, moderated by Harini Srinivas, brought together 210 participants to explore the transformative power of strategic forecasting, AI-driven insights, and emerging market shifts. Led by Dr. Kaustav SenGupta, an academician, futurist and Insights Director at VisionNxt, the session introduced advanced trend forecasting methodologies, the integration of AI and Big Data and key insights from Trendbook Prana, India's premier trend analysis tool. Participants gained hands-on experience with DeepVision, an AI-powered trend analysis model, unlocking data-driven strategies for future-proofing businesses.

The session highlighted the increasing pace of change, which has made traditional forecasting methods obsolete, compelling businesses to

adopt data-driven foresight for strategic decision-making.

As consumer behaviors evolve, brands struggle to anticipate shifts, leading to reactive strategies instead of proactive innovation. Emerging technologies such as AI and Big Data remain underutilized in strategic forecasting, creating challenges in predicting macro shifts, microtrends, and paradigm shifts in the Indian market. The masterclass introduced a structured approach to understanding 2025's key trends, featuring exclusive insights from Trendbook Prana, a deep dive into mega trends and actionable strategies for integrating foresight into decision-making.

Dr. Kaustav SenGupta
guided the audience through four fundamental themes shaping the future of fashion and lifestyle. Sukh emphasized the rediscovery of joy, curiosity and



childlike wonder, countering the relentless pursuit of productivity with playful rebellion and nostalgic aesthetics. Eheswas focused on consciousness, mindfulness, and sensory experiences, redefining spirituality and self-actualization through heightened perception. Alt.Terra celebrated radical transformation, highlighting adaptive innovation, digital empathy and human augmentation through visionaries who challenge conventions. Ashunya explored the space where presence and absence merge, shifting solitude from social failure to personal empowerment, celebrating the Joy of Missing Out (JOMO). Each of these themes integrates real-world applications, featuring color palettes, technical illustrations and AI-driven insights for industries spanning apparel, beauty, wellness, home goods, and technology.

The session emphasized the importance of India-specific forecasting, distinguishing Trendbook Prana from Western-centric trend agencies by offering localized insights that capture India's cultural depth, diverse consumer behavior, and economic shifts. With India's blending of heritage and modernity, an indigenous trend forecasting approach is crucial. Unlike global forecasting models that generalize consumer behavior, Prana provides hyperlocal intelligence, tracking emerging subcultures, sustainable movements, and regional purchasing patterns. The integration of AI-driven DeepVision, backed by over 70,000+ primary data points and 280,000+ secondary data points, ensures real-time forecasting precision tailored to the Indian market.

The Q&A session

It addressed the accuracy and breadth of VisioNxt's forecasting model, with participants inquiring about data collection and the volume of insights processed. The response highlighted that VisioNxt leverages a vast network of 850+ trained trend spotters across India, analyzing over 3 lakh data points to generate comprehensive, localized insights. When asked whether VisioNxt's forecasting aligns with global trends, Dr. SenGupta clarified that the forecasts are designed exclusively for the Indian market, ensuring domestic relevance and cultural specificity. The discussion also explored how VisioNxt captures data from tier-one, tier-two, and tier-three cities, creating a broad, representative spectrum of consumer behavior and fashion trends.

Concluding the session, Dr. SenGupta emphasized that VisioNxt is not just a forecasting tool but a vision shaping the future of Indian fashion. The integration of AI, cultural analytics, and strategic foresight empowers businesses to navigate the evolving market landscape with clarity. As the Indian fashion and textile industries continue to evolve, foresight will be the key differentiator for businesses aiming to stay ahead. **The masterclass provided practical insights, AI-driven forecasting tools, and a roadmap for brands, designers, and industry leaders to anticipate and leverage future market shifts. By bridging the gap between tradition and future innovation, VisioNxt ensures that India's fashion industry remains agile, data-driven, and globally competitive.**





Sustainable Futures

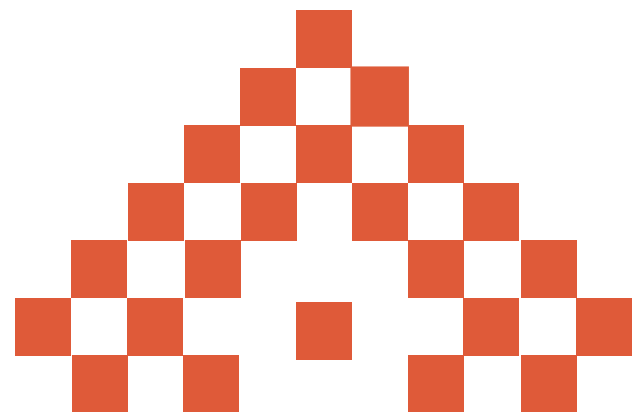
COLLABORATIVE PATHWAYS

//Panel Discussion

Sustainability on a global level is a multifaceted challenge that demands collective action, international collaboration, and systemic change. The world's environmental, economic, and social concerns are deeply interwoven, requiring holistic solutions that balance ecological preservation, economic development, and social equity. While developed nations have access to resources to advance sustainability, India stands as a beacon of traditional knowledge and innovative solutions tailored to its socio-economic context.

The Sustainable Futures: Collaborative Pathways panel at Bharat Tex 2025 was designed to address these critical concerns. Anchored by Dr. Aditi Mertia, Assistant Professor at NIFT Jodhpur and chaired by Smt. Shubhra, Trade Advisor, Ministry of Textiles, Government of India, with Ms. Jen Reed, VP Responsible

Sourcing and Business Development at Geniemode, as co-chair, the discussion revolved around industry-academia collaboration in fostering sustainable business models and driving systemic change. The session was moderated by Prof. Dr. Malini Divakala, Director, NIFT Hyderabad, and featured an esteemed panel of experts, including Prof. Dr. Karen R. Pearson, Chairperson, Department of Science & Mathematics at FIT New York; Ms. Sally Denton, Associate Director of Academic Partnerships, UAL; Mr. Rajnish Jain, CEO and Founder of Avani Bio Energy; Mr. Anant Ahuja, Director of ESG & Sustainability at Shahi Exports; and Ms. Sucharu Uppal, Joint President - Brands and Retail at Grasim Industries Limited Cellulosic Fibres.





In her opening remarks, Ms. Jen Reed highlighted how sustainability has emerged as a central issue, with global policies and regulations rapidly evolving to address it. Contrary to the common misconception that sustainability is a singular concept, she emphasized that it is a broad term encompassing multiple perspectives that must be integrated into any meaningful dialogue.

The panel discussion explored the intersection of science and fashion, emphasizing the role of academia and industry in advancing sustainability while balancing modern innovations with ecological responsibility. Academic experts underscored the significance of science, particularly chemistry, in pioneering technological solutions for the textile sector.

Design students, they argued, must be equipped with knowledge of waste management and fabric regeneration, a focus already embedded in curriculums at institutions such as FIT, UAL, and NIFT. Representatives from craft-based organizations such as Avani stressed the urgency of decarbonizing supply chains through ecologically responsible processes. They also pointed out the challenge of decentralizing production hubs, which contribute significantly to air, land, and water pollution. While industry leaders acknowledged the sector's high emissions, they emphasized the need for scalable, cost-effective sustainability solutions. Collaboration between industry and academia was deemed essential to developing commercially viable innovations and ensuring transparent, traceable supply chains.

Social sustainability also played a significant role in the discussion. The panelists addressed the labor-intensive nature of sustainable solutions and the opportunities for job creation within the fashion and textile industries. A key focus was on integrating women into the formal economy, with organizations like the Good Business Lab working to eliminate barriers and implement policies supporting women's workforce participation. The conversation also expanded to include mental and physical well-being as integral components of a holistic approach to sustainability.

Ms. Sally Denton stated, *"Regenerative is one of the most important approaches that we need to take, to put back into the planet what we have already extracted and the damage that we have already done."*

A major takeaway from the session was the notion that sustainability must be addressed at both industrial and individual levels. The objective should not be to curb demand but rather to cultivate innovation and encourage the adoption of sustainable alternatives. Mr. Rajnish Jain articulated this idea, stating, "These so-called production hubs are actually also making our lives really, really miserable, and that is what motivated us to re-explore the production system. Is it challenging?

Yes. Does it need to be done? Absolutely." Echoing this sentiment, Mr. Anant Ahuja stressed, "The problems of sustainability, if viewed from one perspective, are not sustainable. We need to widen our horizons beyond fashion to every product and at every stage."

The discussion concluded with remarks from Smt. Shubhra, who underscored the importance of production in driving the textile industry forward. She emphasized the necessity of balancing sustainability with cost and commercial considerations, acknowledging that with the textile industry valued at \$176 billion, sustainability must be integrated at all levels, from fiber production to factory practices. Smt. Shubhra highlighted the pivotal role of institutions like NIFT in fostering efficiency and pragmatic solutions for sustainability.

"While fashion is the final outcome, sustainable production must be prioritized first. Addressing cost and scalability challenges is essential to developing solutions that benefit the entire supply chain."







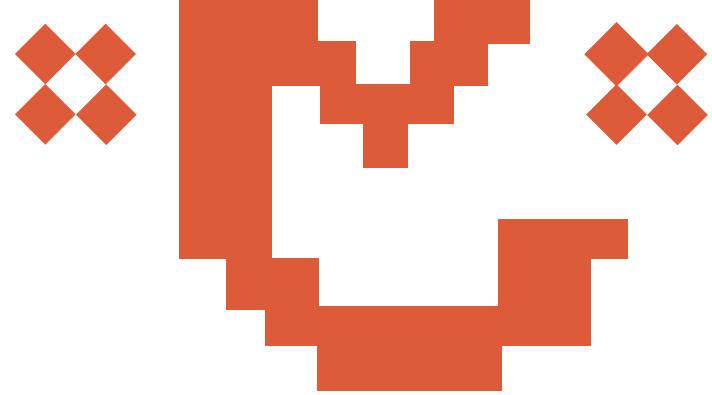
The Q&A session

The panel addressed the role of consumer behavior in sustainability, particularly in relation to overconsumption in fashion and production. Smt. Shubhra articulated the responsibility of both producers and consumers, stating, *"The textile industry relies on continuous consumption to thrive. The key concern is how consumers use their products, how often they reuse them, and how they manage waste. I am not against owning multiple products, but mindful consumption is essential."* Ms. Sally Denton stressed the need to educate consumers about sustainability principles such as quality over quantity and the potential of thrifting as an affordable and sustainable alternative. Mr. Rajnish Jain pointed out that as consumption rises, producers must take responsibility for providing sustainable options.

Mr. Anant Ahuja reinforced the idea that brands respond to consumer demand, making it crucial for individuals to drive change through informed choices. Ms. Sucharu Uppal added that consumers have immense power to hold brands accountable, stating, *"By questioning production practices, consumers can encourage brands to prioritize sustainable manufacturing."*

Collaborative Pathways underscored the importance of collaborative efforts in ensuring sustainability across the fashion and textile industries. It reaffirmed that sustainability is not a singular issue but a multifaceted challenge requiring input from academia, industry, and consumers alike. The panel successfully highlighted the urgent need for systemic change while presenting innovative and practical solutions for a more sustainable future.





NIFT & UAL

MOU SIGNING CEREMONY

A STEP TOWARDS GLOBAL COLLABORATION

The NIFT & UAL MoU Signing Ceremony marking a landmark collaboration between NIFT (National Institute of Fashion Technology, India) and UAL's Fashion Textile and Technology Institute (FTTI), UK. This agreement reinforces their shared commitment to academic and industry collaborations in textiles, fashion and creative sectors.

NIFT with global partnerships spanning 21 international institutes and 40 domestic organisations, continues to expand its research initiatives through this MoU. UAL's FTTI, a leader in textile and fashion innovation, joins forces with NIFT to work on the New Landscapes India SME R&D program, a British Council India-UK initiative fostering research and development in the textile industry.

The signing ceremony was attended by *Prof. Dr. Sudha Dhingra* Dean (Academics), NIFT, and Ms. Sally Denton, Associate Director, Academic Partnerships, FTTI, UAL, with Ms. Neeti Banga, UI-I&DL, anchoring the event. Eminent dignitaries, including Ms. Tanu Kashyap, IAS, Director General, NIFT and Ms. Sevrá Davis, Director of Architecture, Design and Fashion, British Council, witnessed the momentous occasion.

This MoU will drive faculty-student exchange programs, joint research projects, and innovation-focused collaborations, blending India's rich textile heritage with cutting-edge UK research. The agreement signals a new era of sustainable, technology-driven and industry-aligned fashion education, promising a global impact on the textile ecosystem.

at
2025
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ORGANIZED BY NIFT
AT BHARAT-TEX
2025

SIGNING OF MOU

PATOLA | 15 Feb 25 | 12:00-00:00

NIFT X ual: fashion, textiles and technology inst



The Influence OF Influencers

DO SOCIAL MEDIA INFLUENCERS DISRUPT THE TRADITIONAL FASHION PROMOTION MIX?

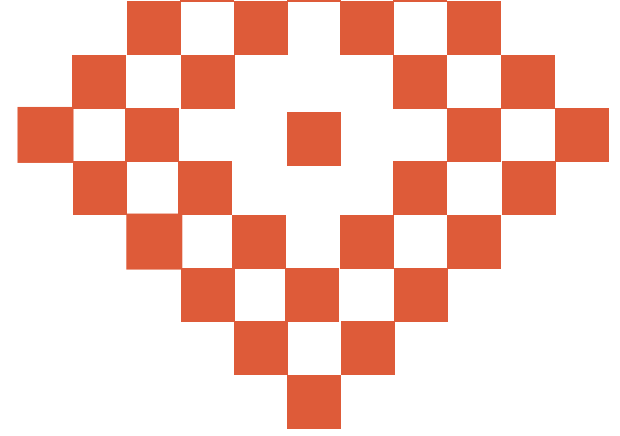
//Panel Discussion

A thought-provoking panel discussion that brought together industry leaders to discuss the evolving role of digital influencers in fashion marketing. Moderated by Shri Sarthak Ahuja, an investment banker, business educator, and influencer, the session was chaired by Shri Pabitra Margherita, Minister of State for the Ministry of Textiles, and co-chaired by Rachael Gentner, Creative Director of Activewear at Fashion Snoops. The discussion featured esteemed panelists, including Viren Razdan, Managing Director at Brand-nomics; Harsh Pamnani, Marketing Head at T-hub and Brand Consultant; and Siddhartha Batra, a well-known influencer.

The session commenced with an address by Shri Pabitra Margherita, who emphasized how the democratization of fashion has paved the way for

inclusivity and diversity. He highlighted the importance of authenticity, transparency and credibility in fostering trust and engagement in the ever-evolving fashion industry. The panel then delved into how influencers are redefining the traditional promotion mix by leveraging personal storytelling, viral trends, and audience-driven content creation.

As the discussion unfolded, Harsh Pamnani pointed out that *"social media comments have become my university to learn what my audience wants,"* highlighting the interactive and consumer-driven nature of digital marketing. He stressed the importance of building trust, while Viren Razdan elaborated on how brands engage in a trial-and-error phase to identify the right influencers and assess their impact.



Razdan added that *"influencers are not just promoting your brand, they are creating blips of conversation to build up interest around your brand,"* emphasizing the shift from one-time advertisements to sustained engagement.

A critical component of the discussion was the distinction between influencers and influentials. While influencers engage audiences through personal branding, influentials shape larger industry trends and perspectives beyond social media. Panelists agreed that today's influencer marketing requires strategic collaborations, co-creation, and a content mix that spans text, audio, and video to engage diverse consumer segments effectively.

The discussion further explored the business aspect of influencer marketing, with panelists debating the challenge of measuring return on investment (ROI) in an ecosystem that thrives on qualitative engagement. Given that digital advertising budgets in India allocate only \$1 billion to influencer marketing out of a total \$6 billion spent on digital platforms, the discussion underscored the experimental nature of the industry. Viren Razdan emphasized that choosing influencers requires a listening phase to gauge audience receptivity and long-term impact, rather than focusing solely on numbers.

A key takeaway from the session was the impact of social media on breaking geographical and financial barriers for fashion designers. Harsh Pamnani stated, *"The creator economy has broken geographical and financial barriers for fashion designers. Brands have multiple avenues, forms, and shapes to ensure storytelling matches the brand voice."*

This assertion was reinforced by the idea that influencers should not be viewed as billboards but as narrators who integrate their personality and credibility into brand messaging.

The session also addressed a growing concern—the environmental implications of influencer-driven fast fashion. Panelists acknowledged the rise of microtrends and their role in fueling excessive consumption, but they also highlighted the counter-movement of "de-influencing," where influencers advocate for sustainable, long-lasting products. Rachael Gentner remarked that "sustainability is no longer just a 'nice to have,' it's a 'need to have.'" She emphasized that brands must consider not only the cost of production but also the environmental and ethical implications of their marketing strategies. She cited Patagonia as an example of how brands can successfully integrate sustainability into their messaging and operations.





In his closing remarks, Sarthak Ahuja reinforced the idea that brand building is a gradual process, stating, *"Brands are not built over one big rocket launch but over small bonfires over a period of time."* He encouraged brands to focus on long-term community building and genuine engagement rather than short-term promotional spikes.

The session concluded with a consensus that influencer marketing is more than just a disruptive force—it is a transformative shift in brand communication. Traditional promotion strategies must adapt to a landscape where authenticity, community engagement, and sustainability define success. With influencers playing an ever-growing role in shaping consumer perceptions, brands must navigate this space with a balance of strategic planning and creative freedom to remain relevant in the digital era.

Indian Cinema

AND FASHION TRANSFORMING REEL AND REAL

//Panel Discussion

The National Institute of Fashion Technology (NIFT) hosted a captivating panel discussion titled Indian Cinema and Fashion – Transforming Reel to Real at Bharat Tex 2025. This event highlighted the deep interconnection between Indian cinema and fashion, bringing together distinguished alumni who have made significant contributions to the Indian film industry. The discussion explored how cinema influences fashion trends, the evolution of costume design, and how characters on screen shape real-world style movements.

The panel was chaired by Shri Pabitra Margherita, Minister of State for Textiles, and moderated by Theia Tekchandaney, a renowned costume designer and NIFT alumna. The discussion featured an esteemed panel, including Darshan Jalan, a celebrated costume designer; Gulshan Devaiah, a versatile Bollywood actor; Pushpdeep Bhardwaj, a film director and writer; and Archana Rao, a National Award-winning fashion designer.

Each panelist brought unique insights into how cinema and fashion intertwine to create iconic style moments and redefine cultural aesthetics.

The event opened with an address by *Shri Pabitra Margherita*, who spoke about India's rich textile heritage and its integration into cinema. He emphasized the importance of supporting indigenous craftsmanship through film and fashion collaborations. The discussion then transitioned into the role of costume design in shaping a character's identity on screen, led by Darshan Jalan. He noted that while cinema once dictated fashion trends, the influence has diminished due to the dominance of social media. *"There was a time when films set timeless trends, but now, trends dictate style instead,"* he remarked. He highlighted how earlier actors, such as Rekha and Jackie Shroff, possessed a distinct sense of style, whereas today's fashion is often dictated by audience engagement rather than personal expression.



Gulshan Devaiah, known for his experimental and bold roles, explored the influence of cinema on everyday fashion. He reflected on how audiences resonate with characters whose costumes reflect their aspirations and cultural identities. *"Cinema's influence on everyday fashion has significantly declined. Unlike the past, where films dictated fashion trends, social media now drives personal expression. Modern actors prioritize likeability over genuine self-exploration in fashion,"* he stated. He further noted that fashion trends are no longer confined to Bollywood but are influenced by global fashion movements and digital platforms.

The conversation then shifted to film direction and writing, with Pushpdeep Bhardwaj shedding light on the changing trajectory of Indian cinema.

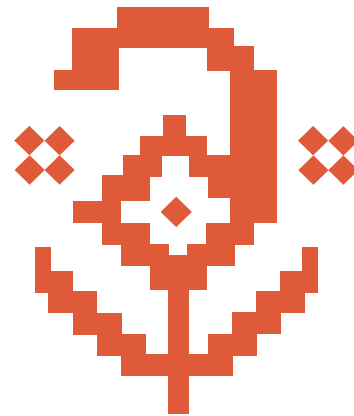
He discussed how character development and visual storytelling have evolved, making fashion an integral element in shaping the on-screen experience. *With the rise of OTT platforms, audience consumption patterns have shifted, leading to shorter attention spans and a preference for relatable narratives.* He noted, *"While grand productions like Avatar and Kalki continue to draw audiences to theatres, we are witnessing a shift towards films that focus on realism and relatability. The challenge is to maintain engagement in an industry that thrives on fast-paced digital content."*



Archana Rao, a National Award-winning costume designer, provided valuable insights into how fashion and film costume design coexist. She shared her experiences working on films such as *Sita Ramam* and *Kalki 2898 AD*, emphasizing the importance of research in creating period-accurate costumes. *"Fashion and costume design are interconnected yet distinct. While cinema has the power to set trends, costume design is about storytelling. It's about shaping a character rather than following fashion trends,"* she explained. She reiterated that well-researched costumes enhance the storytelling process, bridging the gap between cinematic art and real-world fashion trends.

Theia Tekchandaney, the moderator, reflected on how iconic costumes have shaped cultural trends. She cited the example of Circuit from *Munnabhai MBBS*, a look she designed, which became a cultural phenomenon. *"Costume design is not just about dressing an actor; it is about creating an extension of their character. Iconic looks like Shah Rukh Khan's leather jacket in Dilwale Dulhania Le Jayenge influence mainstream fashion and create lasting impressions,"* she noted. She also emphasized that despite social media dominating trendsetting, cinema remains a powerful force in introducing new styles to a broad audience.

The discussion concluded with Shri Pabitra Margherita's reflections on the role of textiles in cinema. He highlighted the importance of incorporating indigenous crafts and textiles into film costumes, promoting local artisans and traditional fabrics. He underscored the role of cinema as a medium for preserving and celebrating India's textile heritage while embracing innovation.









The Q&A session

It brought valuable insights, particularly from aspiring designers and students. One student asked how NIFT shaped the panelists' careers. The panelists emphasized that NIFT instills confidence, encourages articulation of creative ideas, and prepares students to face industry challenges. They described it as a transformative space for visionaries. Another question addressed how to transition from research to practical execution in design. Archana Rao advised students to rely on traditional research methods—reading books, observing people, and drawing inspiration from real-life experiences—rather than depending solely on digital platforms like Pinterest. *"To create something truly new, one must first understand what has already been done. Feeling like everything has been explored is natural, but the key is to not get stuck in that mindset,"* she said.

The discussion provided a fascinating exploration of the synergy between cinema and fashion, leaving the audience with a deeper appreciation of the intricate craftsmanship behind costume design and its lasting impact on fashion culture. The session reaffirmed that while cinema no longer solely dictates trends, it remains a powerful force in shaping fashion narratives and preserving India's rich textile heritage. The event was a fitting tribute to the creative visionaries who bridge the worlds of design and film, ensuring that fashion continues to evolve both on and off the screen.



Day – 3

56 - 59

AI IN FASHION

Reinventing the
fabric of tomorrow
//Panel Discussion

60 - 65

TEXTILE SAMVAD

A special address by
the Prime Minister Shri Narendra Modi



AI in Fashion

REINVENTING THE FABRIC OF TOMORROW

//Panel Discussion

The panel discussion titled “AI in Fashion: Reinventing the Fabric of Tomorrow” was one of the most thought-provoking sessions at Bharat Tex 2025, bringing together pioneers from both the fashion and technology industries to discuss the transformative impact of artificial intelligence, 3D printing, and material innovations in fashion. Moderated by Mr. Varun Vaid, Strategy Consultant at Wazir Advisors, the session delved into how AI and new-age technologies are shaping the future of fashion, positioning India as a global leader in innovation.

The session was chaired by Ms. Philippa Abeles, Senior Vice President of Sourcing and Operations at Geniemode, NY, and co-chaired by Prof. Dr. Rahul Chandra, Director, NIFT Kangra.

The distinguished panel comprised Mr. Rajiv Bajaj, Managing Director of Stratasys, India and Southeast Asia; Dr. Angshuman Ghosh, Founder and CEO of MENRV.AI; Dr. Satya Banerjee, Leader of the MSc Fashion Analytics and Forecasting program at the London College of Fashion; and Dr. Kamyar Shirvani Moghaddam, Associate Dean of Fashion and Textiles at RMIT Australia. Each panelist brought their unique perspectives on how AI is revolutionizing the fashion industry, from predictive analytics and smart textiles to sustainable manufacturing and fashion education.

The discussion commenced with Mr. Varun Vaid introducing the session’s core themes—how AI is revolutionizing fashion, the role of 3D printing, and how material innovations can redefine the industry. Ms. Philippa Abeles set the tone by explaining how AI enables computers to perform traditionally human tasks more efficiently, impacting everything from design to supply chain management.





She stated, *"AI is transforming sourcing and operations, optimizing demand forecasting, streamlining supply chains, and enhancing product delivery."* She emphasized the need for brands to adopt AI-driven solutions to stay competitive in a fast-changing global market.

Prof. Dr. Rahul Chandra

elaborated on AI's role in processing unstructured data and how it has evolved to drive automation in fashion. He spoke on AI's synergy with cloud computing and analytical agents in creating interconnected systems that improve efficiency across companies. He reassured that while there are concerns about AI replacing jobs, in reality, it will create more opportunities by enhancing work processes and productivity. He stated, *"AI is not replacing humans—it is empowering industries by improving efficiency and creating new job roles."*

Dr. Angshuman Ghosh focused on AI's transformative role in trend forecasting and smart textiles, stating, *"AI can take the*

guesswork out of fashion. Machine learning algorithms analyze vast amounts of data to predict trends with remarkable accuracy, ensuring brands stay ahead of the curve." He highlighted how AI-driven systems can develop textiles that react to environmental or human stimuli, making fashion more adaptive and functional.

Dr. Satya Banerjee emphasized the importance of AI and data analytics in fashion forecasting, illustrating how brands can use real-time data to make better production and inventory decisions. He noted that AI allows brands to optimize their entire workflow, from conceptualizing designs to consumer engagement. He remarked, *"AI is not just about forecasting trends; it's about optimizing the entire fashion ecosystem—from design to production to consumer engagement."* His insights underscored AI's capability to bring agility into a rapidly changing fashion industry.



Dr. Kamyar Shirvani Moghaddam addressed AI's growing influence on fashion education and how institutions must prepare students to integrate technology into their creative processes. He stressed that AI must not be viewed as an isolated tool for designers but as an integral part of the entire fashion ecosystem. He stated, *"Fashion education needs to evolve to incorporate the tools that are shaping the industry. AI is not just for designers; it's essential for the entire ecosystem, and students must be equipped with the skills to harness it."* He also emphasized sustainability in AI-driven fashion design, urging institutions to embed technology

into their curricula to prepare future designers.

As the discussion progressed, the panelists agreed on AI's immense potential to drive innovation across personalized design, smarter manufacturing, and sustainable fashion. They concurred that AI is not just a tool—it's a revolution shaping the future of the fashion industry. The session emphasized the importance of integrating AI into both industry practices and educational programs to ensure a sustainable and technologically advanced future for fashion.



It provided valuable insights into how AI and sustainability intersect. One question raised was about quality control in AI-generated virtual samples when converted into physical garments. Ms. Philippa Abeles explained that AI-generated designs undergo a meticulous process where buyers approve virtual samples before converting them into 3D-generated patterns using CLO technology, ensuring that the fit aligns perfectly with the virtual design. Another question focused on how AI-driven wearables adapt to environmental changes, to which Dr. Kamyar Shirvani Moghaddam responded by explaining how AI optimizes functionality, reducing prototype configurations and shortening the development time for smart textiles.

The discussion concluded with an overarching agreement that AI presents immense creative potential while also offering a sustainable pathway forward for fashion. The panelists highlighted that India, with its rich heritage and burgeoning technological ecosystem, is poised to emerge as a global leader in AI-driven fashion. They stressed that embracing AI, 3D printing, and material innovations will ensure that India not only drives economic growth but also leads the cultural and technological shift in fashion globally.

With the rapid digital transformation underway, this session underscored how AI is reshaping fashion's future—offering smarter solutions, reducing waste, enhancing efficiency, and creating personalized experiences. The panel discussion successfully brought together the brightest minds in fashion and technology, fostering a conversation that will continue to inspire the industry for years to come.

TEXTILE Samvaad

PRIME MINISTER'S ADDRESS
AT BHARAT TEX 2025



AT BHARAT TEX 2025,
Prime Minister Narendra Modi
delivered an inspiring and forward-looking address that reinforced India's ambition to establish itself as a global leader in the textile industry. The event, hosted at Bharat Mandapam, served as a significant platform where policymakers, industry leaders, and international stakeholders gathered to discuss the trajectory of India's textile sector. PM Modi's speech underscored India's rich textile heritage, the importance of sustainability, the role of technology, and the nation's global aspirations in this vital industry.

Opening his address, PM Modi acknowledged the deep cultural and historical significance of India's textile industry. He emphasized how textiles have been integral to India's identity, symbolizing the craftsmanship, resilience, and economic strength of the nation. He highlighted the contributions of India's artisans and weavers, who have played a pivotal role in shaping the global perception of Indian textiles.

He noted that as the world embraces technological advancements, India's textile industry stands on the brink of a transformation. *"India's textile heritage is a story of resilience, innovation, and craftsmanship. Today, we have the opportunity to integrate this legacy with the power of modern technology to create a future that is sustainable and globally competitive,"* he stated.

One of the key themes of the speech was India's growing commitment to sustainable and eco-friendly practices within the textile industry. PM Modi stressed that sustainability is no longer just a choice but a responsibility that India must undertake to meet global demands. He urged industry leaders to embrace sustainable production methods, circular economy models, and textile recycling innovations. *"The world is moving towards sustainability, and India must lead this change. We have the potential to set global benchmarks by adopting eco-friendly practices and developing innovative materials that reduce our environmental footprint,"* he emphasized.



PM Modi also highlighted the transformative impact of artificial intelligence (AI) and digital technology on the textile sector. He discussed the integration of AI-driven predictive analytics, automated production lines, and 3D printing technology to enhance efficiency, minimize waste, and create high-quality products at scale. Encouraging manufacturers and entrepreneurs to adopt these technological advancements, he stated, *"Innovation and technology are the key drivers of change. If we integrate AI and automation with traditional craftsmanship, India can become the global hub for textiles of the future."*

Beyond innovation and sustainability, PM Modi underscored the economic impact of the textile industry, noting its role in employment generation and export growth. He pointed out that India's textile exports have grown by 7% in the past year, positioning the country as the sixth-largest textile and apparel exporter in the world. He also announced that India's textile exports had reached ₹ 3 lakh crore, with a target of increasing this to ₹9 lakh crore by 2030. He emphasized that these figures reflect not only economic potential but also the immense skill and creativity of India's artisans, weavers, and entrepreneurs.



A crucial segment of the address was dedicated to the NIFT Fashion Forecasting Initiative, an initiative designed to enhance India's capabilities in market-driven design insights and predictive trend analysis. PM Modi applauded NIFT's role in equipping the industry with cutting-edge data-driven strategies to help Indian designers and manufacturers cater to evolving consumer preferences. *"Through NIFT's pioneering efforts in fashion forecasting, India is no longer just following trends; we are now setting them. By leveraging AI, data analytics and in-depth market studies, our designers and manufacturers can create products that cater to both domestic and international markets,"* he noted.

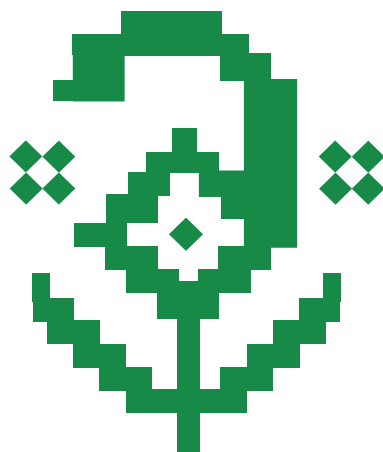
NIFT's initiative combines AI-powered forecasting models, trend analysis and traditional textile expertise to create an advanced system that benefits both large corporations and small-scale weavers. PM Modi reaffirmed that these innovations will bridge the gap between India's traditional textiles and modern market demands, ensuring that the country's diverse textile legacy remains relevant in an increasingly technology-driven world. *"Our forecasting systems are empowering businesses with real-time insights, allowing them to make strategic decisions that enhance India's global footprint in fashion,"* he said.

In his speech, PM Modi also reinforced the government's commitment to supporting small and medium enterprises (SMEs) within the textile sector. He announced new initiatives aimed at providing financial assistance, improving infrastructure and expanding skill development programs for artisans and weavers. He emphasized the PM MITRA (Mega Integrated Textile Region and Apparel) Parks Scheme, an initiative designed to develop world-class infrastructure and boost textile exports. *"Our government is dedicated to empowering our artisans and small businesses. Through new policies, we will provide better market access, financial assistance, and modernized facilities to help them compete at a global level,"* he assured the audience.

The Prime Minister also spoke extensively on India's ambitious vision to expand its textile exports. He stressed that with the right strategies, India can significantly increase its global market share, particularly in emerging segments such as sustainable textiles, technical textiles, and smart fabrics. He called for stronger public-private partnerships and collaborations with leading international brands to further India's presence in global markets. *"We are not just aiming to be a part of the global textile supply chain; we are working towards becoming a leader. Indian textiles must be synonymous with quality, sustainability, and innovation,"* he stated.







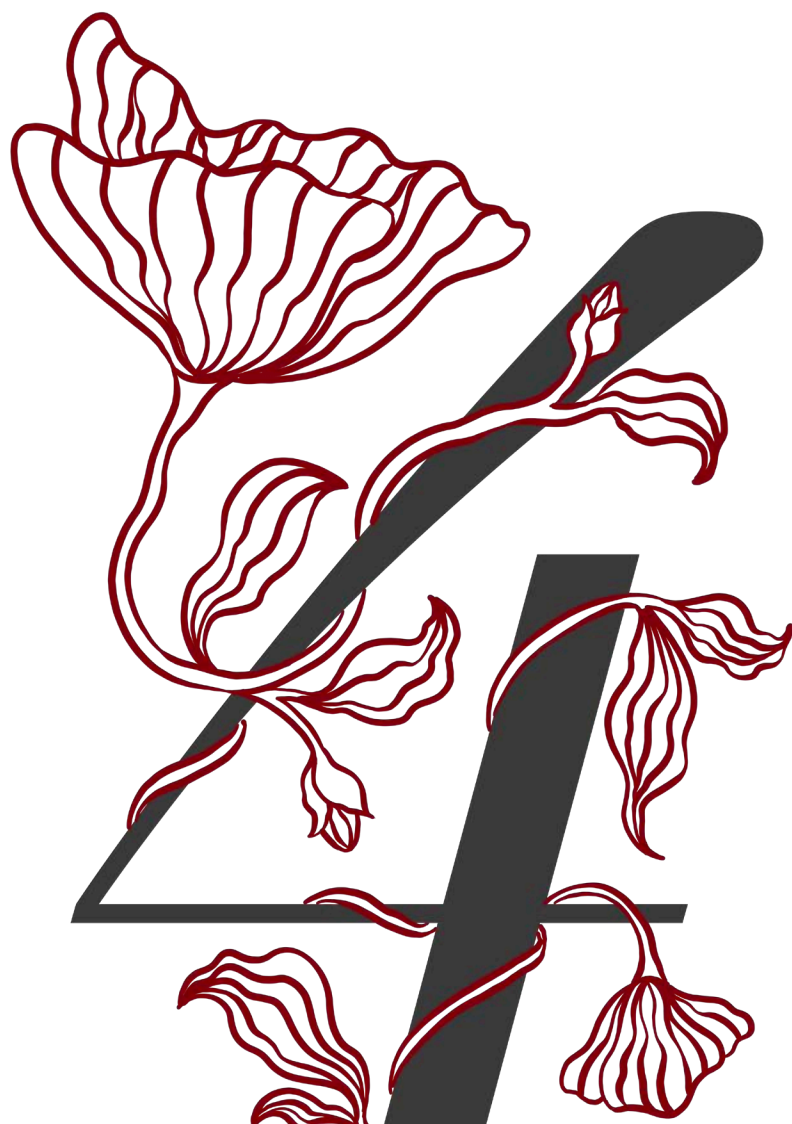
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As the event came to a close, PM Modi's address left an indelible impact on the audience, filling industry leaders, policymakers and entrepreneurs with a renewed sense of optimism and purpose. His vision for a technologically advanced, sustainable and globally competitive Indian textile industry set a clear direction for Bharat Tex 2025. The address served as a clarion call for collaboration, innovation, and unwavering commitment to excellence, ensuring that India continues to weave its success story on the global textile stage.



Day – 4

- 68 - 71 SRISHTIKRAM : THE COSMIC ORDER
- 72 - 81 THE NIFT PALETTE
- 82 - 92 STUDENT PARTICIPATION
FROM ALL NIFT CAMPUSES





NIFT AT BHARAT TEX 2025

SRISHTIKRAM: *THE COSMIC ORDER*

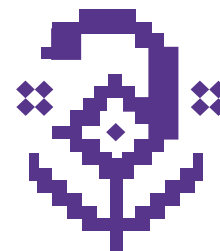
The NIFT Stop *सृष्टिक्रम* at Bharat Tex 2025 witnessed a momentous occasion with the visit of the Honourable Prime Minister of India, Shri Narendra Modi, on February 16, 2025, marking a significant highlight of the event. Accompanied by DG NIFT, Ms. Tanu Kashyap, and Secretary of Textiles, Smt. Neelam Shami Rao, along with other dignitaries, the Prime Minister explored the diverse and innovative exhibits on display.

The rare “Planetary Parade” of early 2025 inspired NIFT’s display, symbolising the alignment of NIFT’s seven groundbreaking national projects, each fostering innovation, growth, and transformative social and economic impact. As the National Institute of Fashion Technology (NIFT) enters its 40th year, it celebrates a legacy of pioneering contributions to India’s apparel and textile industry. Since its establishment in 1986, NIFT has played a crucial role in human resource development, research, and the preservation of traditional Indian handlooms and handicrafts.

“*सृष्टिक्रम*” spotlighted landmark projects that have propelled India onto the global

stage. The showcase highlighted NIFT’s work in heritage preservation, artisan training, industry capacity building and textile innovation. From advanced fabrics for the Gaganyaan suit to futuristic Army uniforms, NIFT Patent: Electronically Developed Table Loom and indigenous trend forecasting, the installations reflected NIFT’s commitment to ‘Atmanirbhar Bharat’ and ‘Make in India.’ This exhibition embodied the fusion of tradition and innovation at the heart of NIFT’s philosophy.

A notable highlight of the visit was the presentation of “Hello” an AI-driven initiative for fashion forecasting, under VisioNxt, which received high praise for its potential to revolutionise the fashion industry by seamlessly integrating technology with design. The Prime Minister’s visit highlighted the significance of NIFT’s contributions to the textile sector, blending tradition with innovation and reaffirming India’s global leadership in sustainable and technology-driven fashion.



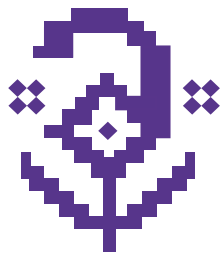






Khurja Pottery with Pine Needle Craft, Kangra, Himachal Pradesh
Design: Himachal NPT, Kangra

NIFT AT
BHARAT TEX 2025
NIFT PALETTE



NIFT Palette at Bharat Tex 2025 emerged as a vibrant showcase of innovation, creativity and industry relevance. On February 14, 2025, the Honourable Minister of Textiles, Shri Giriraj Singh, inaugurated the NIFT Palette, encouraging students to pursue industry-oriented designs that align creativity with market needs. The stall attracted numerous industry leaders, designers and academicians who appreciated the remarkable work presented by the institutes students and faculty.





palette



The NIFT Palette was divided into four thematic sections:

1. CREATE

Showcasing material and product trends, technological advancements and innovations.

The 'Create' section highlighted the integration of technology with fashion as a major highlight, with innovations like a photochromic dress that changed color in response to light, and other technological innovations like upcycling textile catch cord waste and IoT-driven floor status system.





2. COLLABORATE

Featuring exceptional industry projects, and international partnerships.

'Collaborate' featured outstanding industry-linked projects like glow-in-the-dark towel designed for the Australian market for Himmatsingka Group, fashion design project with UK-based brand Monsoon, Textile Design Protégé with Birla Cellulose, and other worthy collaborative initiatives with CoEK, and Dastkar Haat Samiti. The NIFT-ETIDI Twinning Arrangement sponsored by ETIDI, Ministry of Industry, Govt. of Ethiopia was also showcased.



3. CARE

Emphasizing sustainable initiatives including co-creation with artisans and preservation of heritage.

The section 'Care' honoured traditional craftsmanship through craft-based projects by NIFT, which brought classic textile techniques into modern narratives.

4. CELEBRATE

Highlighting NIFT's flagship projects, patents, doctoral research, and publications.

'Celebrate' presented groundbreaking research, patents, publications, and industry collaborations, including IndiaSize, a national sizing survey set to standardise body measurements across India; VisionNXT, a forecasting service that envisions the future of fashion and textiles; Army Combat uniform and Gaganyaan ground suit.





IFT Campuses

Established in

કા
અંથન

ધારી

ખાદી

ખાદી Kha

ધારી કાદી

ખાદી બારી

કહી

Khadi શાદી

ખાદી બારી

બારી

ખાદી





Design Development:
Textile Design (2022-2026)
NIFT, Bengaluru

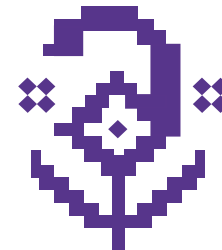




The exhibition was a captivating journey through diverse fashion innovations. A dedicated section featured the winning garments from the prestigious International Student Design Competition sponsored by AEPC, with creations from the design institutes IIAD, NID, PSG College of Technology, and NIFT, highlighting contemporary craftsmanship and concept-driven aesthetics. Another section showcased innovative student-designed products that combined functionality with artistic flair.



The centrepiece collection, a captivating knitwear line from NIFT Hyderabad, previously showcased at Lakmé Fashion Week Gen Next, stood out with its experimental silhouettes and intricate textures. The NIFT Palette at Bharat Tex 2025 successfully bridged tradition with innovation, reflecting the institute's commitment to nurturing future-ready fashion professionals.



Student

PARTICIPATION FROM ALL

NIFT

CAMPUSES

Students and faculty from 19 NIFT campuses actively participated in Bharat Tex 2025, engaging in panel discussions, TechTank, NIFT Palette and exhibition visits, exploring new products and networking with buyers and sellers. To enhance learning, industry visits were integrated, providing hands-on exposure to textile innovations, manufacturing and market trends, reinforcing NIFT's role in shaping future industry leaders.





Bharat
TEX 2025
TEXTILES | FASHION | SUSTAINABILITY
Global Textile Expo

TECHNICAL TEXTILES
Hall 12 / 12A

FIRE
TENDER
PARK
KEEP CLEAR

Bharat

Bharat
TEX 2025
Global Textile Expo

APPAREL & FASHION
Halls 2,3,4
OP & FF



NIFT - Chennai



NIFT - Hyderabad





NIFT - Gandhinagar



NIFT - Bengaluru



NIFT - Varanasi



NIFT - Kolkata



NIFT - Kannur

GATE
6

GATE
6

NIFT - Daman



NIFT - Panchkula



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NIFT - Delhi









National Institute of Fashion Technology

Ministry of Textiles, Government of India

Near Gulmohar Park, Hauz Khas

New Delhi - 100 016

