



# B.DES FASHION DESIGN

Fashion Design has been the flagship programme of NIFT and has played an influential role in shaping the Indian fashion ethos through generations of successful entrepreneurs and designers who lead the industry through their creative and business acumen. Over the last 35 years, it continues to create a resource pool of multi-faceted graduates who address the challenges of the dynamic industry by leveraging the transformative capacity of design in fashion and allied areas, creatively and responsibly. Adequate opportunities are offered to each student to envision and develop design abilities by encouraging questions, reflection and experimentation in order to discover one's unique aesthetic bent of mind.



Original interpretations balanced with real world learning generates fashion that addresses current human needs with a future-facing vision.

The overarching objective of the department is to enable integrated development of future professionals so that they contribute to the directional growth of the apparel industry through a global outlook with an Indian soul. This is achieved by a triple-pronged approach towards fashion education through periodic dynamic curricular changes, technical experimentation and collaborative linkages with the industry.

With focus on the specific requirements of the industry in couture, prêt-a-porter, exports, niche segments and handcrafting sectors, the curriculum develops through defined pathways from the second to the fourth year.



## MAJORS

The Fashion Design Major subjects follow pathways for sequential and seamless learning to equip students with integral knowledge and technical skills with focus on current industry realities as well as emerging sectors.

Fundamental disciplines and modern intersections introduce the basics and progressively expand the boundaries of fashion design. Creative ideation finds practical expression through core subjects that include Design and Illustration, Apparel Development with Pattern Making, Draping and Garment Construction as core components, History and Contemporary Fashion, and Value Addition for different industry segments.

Historical references, contemporary socio-cultural issues and envisaged fashion futures guide design expressions.

A combination of manual, technological and digital inputs enables development of skill competencies that are necessary to actualise designs in different categories for specific market segments. Specialised design software programmes support concept ideation and presentation techniques.



The department has Pattern Making, Draping and Garment Construction labs, art room and multi-purpose studio that facilitate purposive learning outcomes

In the final semester, the Fashion Design students have a choice of undertaking either industry-based Graduation Project sponsored by export houses, retail brands, designers, NGOs, or a Design Collection based on a self-articulated brief.

In addition, there is an opportunity to undertake a craft-based Design Collection sponsored by the Ministry of Textiles. The Graduating Collections are showcased in an annual exhibition.



# DEEPENING SPECIALISATIONS (DS)

Deepening Specialisation (DS) ready to wear segments for women, men and children. Some of the notable employers are fashion designers

## DS 1: Luxury and Couture

The deepening specialisation on 'Luxury and Couture' addresses the growing luxury and bridge-to-luxury segments in India. It progresses from Overview of Luxury in Fashion, Heritage Couture - Women, Bespoke - Men and Creative Pattern Making. It develops understanding of the heritage of Indian luxury and motivations of the new affluent class of customers as the focus of design.

Crafting luxury apparel for women and men includes the identification and selection suitable fabrics, and specialty techniques of Draping, Pattern Making and Garment Construction or couture bridal, evening and occasion wear. Creative Pattern cutting is about innovative fabric manipulation to create experimental structures. Garment Construction includes referencing and revival of the handmade as well as expert sewing on specialty machines and fine finishing skills with application of relevant trims and embellishments.



## DS 2: Image Creation & Styling

The deepening specialisation on 'Image Creation and Styling' progresses from Celebrity culture, Fashion Styling & Image Creation, Costume for film & performing arts, to Celebrity couture & bespoke fashion. The focus is on the profession of image consultancy and role of the stylist in developing a look for specific individual for a live event and/or capturing a look for a photoshoot. Editorial and advertorial expressions in photography, publicity and branding are explored. Costume design assignments are undertaken for professional performances in cinema, theatre and thematic exhibitions. Heritage style is reimaged and interpreted through bespoke fitting and tailoring techniques for niche clients.





## CAREER PATHWAYS

The Fashion Design programme imparts a spectrum of multi-dimensional inputs to capacitate the graduating batch for pursuing career options in accordance with their aptitude and choices. Graduates find employment opportunities with fashion designers, in-house design teams of textile mills, export houses, buying agencies, retail sector, design studios in the couture, bespoke and

Sabyasachi Mukherjee, Rajesh Pratap Singh, Ritu Beri, Gaurav Gupta, Amit Agarwal, Suket Dhir, Manish Arora, Rahul Mishra, Anita Dongre, Manish Malhotra, Abu Jani Sandeep Khosla, Tarun Tahiliani, Rohit Bal and others; export and buying houses such as Shahi Exports, Orient Craft, Span India, Modelama, Li & Fung, Triburg, and Impulse; retail sector employers include Reliance Retail, Raymond, Aditya Birla Fashion and Retail Ltd., Taneira, Landmark, TCNS, Pantaloons, Good Earth, Blackberry.



There are opportunities with textile mills with in-house design labels such as Arvind Ltd. and Raymond Ltd., and NGOs working in the crafts sector. E-commerce platforms like Amazon, Myntra, Ajo, Tata CLiQ and First Cry; trend forecasting companies such as WGSN and Patternbank, digital and virtual fashion design consultancies offer creatively challenging career options.

The department strongly encourages entrepreneurship. While several graduates have their own fashion labels, some also branch out as independent fashion stylists for individual clients, events and fashion shows. Costume design for cinema, television and theatre is another niche area.

There is scope for design consultants in fashion and allied areas of exhibition design and scenography, content writers, bloggers, and freelance fashion illustrators. After years of industry experience, some alumni return to academics to pursue teaching.







## ● ELIGIBILITY

### For B.Des in Fashion Design

#### Who can apply?

Any candidate who fulfils the prescribed age and educational qualification criteria for the concerned programme can apply.

#### 1. Qualifying Age

Maximum age should be less than 24 years as on 1st August of the year of admission. The upper age limit may be relaxed by a period of 5 (five) years for candidates of Scheduled Caste/Scheduled Tribe/ Person with Disability (PWD) categories

#### 2. Educational qualification for Bachelor of Design (B.Des) in Fashion Design

- Passed the Plus 2 level examination in the 10+2 pattern of examination of any recognized Central/State Board of Secondary Examination, such as Central Board of Secondary Education / State Board New Delhi, and Council for Indian School of Certificate Examination, New Delhi.
- or**
- A pass grade in the Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects.
- or**
- Any Public School/Board/University Examination in India or in foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system.
- or**
- General Certificate Education (GCE) Examination (London/Cambridge/Sri-Lanka) at the Advanced (A) level/ International Baccalaureate (IB).