Graduate Design Week
14th–21st July 2012
GABA
Graduate Fashion Show
Designers Look Book
ZAVERI BAZAAR
Craft
Accessories Design
The New Language of Fashion
Designer-Makers / Fashioning Fashion

by Rebecca Reuben

Globally, more designers are painstakingly hand-crafting their products. Our post-industrial culture craves the non-mechanized, and such designer-makers are in great demand.

As a concept, the designer-maker is not new. Prior to industrialization, craftspeople were designer-makers by default since localized markets kept them involved with the product from conception to sale. During and after the Industrial Revolution, mainstream products began to be designed by designers, and produced by machines, or by industrial craftspeople. However, even when most other forms of production were mechanized, the finest products in fashion and textile continued to be those that were handmade.

Scandinavian textile designer-makers carved a niche for themselves in the midst of Industrialization and Modernist Movement, while couture stayed custom-made and bespoke.

Recognizing this fact, the Kala Raksha Vidhyalaya (KRV) in Kutch aims to equip traditional craftspeople with design skills, thereby enabling them to keep their craft dynamic, while maintaining continuity with their cultural capital.

One such designer-craftsperson is Irfan Khatri. The Khatri community of textile artisans, best known for ajrakh printing, is also skilled in bandhani and batik. They traditionally produced value-added textiles for neighbouring non-artisan communities—such as ajrakh-printed lungis and turbans for the men of the Sindhi community, and saris for women of the Patel community in East Kutch.

Six years ago, Ishmail Khatri—a well-respected member of the community—convinced Irfan to enrol at KRV. Irfan was familiar with design development through design workshops, and assumed that the year-long course would follow a similar format. Instead, he found that his course required him to design, and equipped him to do so through inputs in colour, marketing and display. The students explored different materials like viscose, silk and cotton and a variety of different expressions of their technique. These inputs culminated in his own collection, which won him accolades as being 'most marketable'.

Today, Irfan encourages other artisans to take the course, and make the transition from artisan to designer-maker. He says that the course equipped him to develop new designs for new markets, and allowed him to open up to new experiences. He now creates designs based on traditional and contemporary colour palettes while staying true to his roots. His craft has now become dynamic. When he goes for exhibitions, he takes something away from each of them—he feels he learns far more than he did before the course.

Irfan firmly believes he is first a craftsperson and then designer. He says, “I don’t compare myself with regular designers. They study in structured courses. They learn designs with applications in many textile fields. I am an artisan-designer, which means I’m a traditional artisan with modern design knowledge. I apply my design knowledge within my craft only. So, I visualize the design within the context of my craft only.”

Irfan feels his niche is his craft. While designers need craftspeople to actualize their creations, his edge is hands-on innovation—he can now create new products independently. Khatri says, “Design knowledge and sense helps us to survive in changing markets, through innovations within our traditions.”

Irfan’s products combine the crafts that are indigenous to his community. These contemporary products still have a strong craft sensibility, and are getting a fantastic response from the market. Commercial viability is essential for craft to survive—something that is of utmost importance to Irfan, who learned at KRV the importance of sustaining his tradition. Interestingly, KRV also opened up Irfan’s mind to the possibility of other communities picking up the craft. In his workshop, Dalits work alongside Khatri’s to meet orders.

Meanwhile, Irfan uploads his products on Facebook, and takes orders as well. He speaks good English, which he picked up by speaking with the hordes of tourists and development workers who visited Kutch after the 2001 earthquake, and further honed by speaking with his foreign teachers at KRV. He expands his vocabulary by referring to his dictionary, and chatting with clients who want to order his stoles and scarves.

As an articulate designer who retains the charm of a craftsperson, Irfan impresses with his creativity and depth of knowledge. A symbol of things to come, Irfan is an inspiration to his community, who he hopes will prove to be a force to be reckoned with in the fashion world.
Fashion Makers Of Tomorrow

As always, fashion offers plenty of space to young talent for creation. In the fashion industry it is always spring and there is always a crop of budding new talent, finding and creating connections and keeping all of us on our toes. Backstitch gives a sneak look and brings you some highlights of the upcoming fashion fest 'GABA'. The Graduate Design Show. Slated for the 14th of July, 2012 the fashion extravaganza is sure to reveal a lot of young talent. Needless to say, GABA is all about creating a stepping stone for young designers looking to enter the fashion industry. The excitement is already on and we have jury members from the fashion industry sharing their experience on a recent visit to the Arch Academy of Design. Below are a few excerpts from our experts.

Pramod Yadav, Principal ATDC, Jaipur and incharge AEPIC, sharing his feelings said that he highly appreciated the work profile of the students. He said “It’s good that young talent has wide vision when it comes to theme, pattern, style, cuts and lots more. I was really attracted overall to the drape and finish of the garment. There was no way to tell that these clothes had originated from budding talent. Colour plays a major role in fashion designing and it takes time to understand. Colour schemes enough to use them well, but here I got to see students who showed a sound base in handling colour.”

Kanupriya Jain, senior designer at ‘Koelie Designs Pvt Ltd’ felt that she got to see lot of hard work in each students’ design. “I found the watermelon theme design well synchronized and attractive. The inspiration was transformed really well into a garment. Though some of the student creators lacked depth in research and industry exposure, overall their work was good, and their slightly fuzzy focus could be forgiven at this level.”

Dema Mittal feels, “It was an excellent visit to the campus. I think students were good and they worked equally well.”

Swaroop Dutta, said “I got feedback from Tarang, who was present at the campus. It seemed interesting, the collections were very good.”

Kunal Dutta, HOD for fashion at Arch feels, “With the change in time perception towards fashion has really changed. With so much of exposure I feel young talent is doing very well. Though they are less passionate, I must say, they do have a sound interest in creating.”

He adds “The upcoming fashion event ‘GABA’ will unfold a series of surprises. We would get to see a huge variety of designs on the fashion ramp. The mixed blend of multi inspirational fashion only requires that you hold your breath and indulge.”

Indrajit Das, HOD for Jewelry at the Arch Academy says, “We are producing an exclusive bouquet of jewelry designers here. The youngsters are very passionate, especially about their collection stories. These stories have been very well narrated. I am very fascinated with the ‘Krishna Leela’ collection inspired by different Leela’s of Shri Krishna and transformed into jewelry pieces. I also liked the Flora and Fauna collection; it included lot of flowers, leaves and lots more.”

Talking about the ingredients of jewelry design, he says, “Conceptualization is very essential while designing jewelry. Well, before coming up with any design one needs to know the market, target clientele, atmosphere and how to generate and use inspiration. Also, prototypes and presentation are very important to finally communicate about the product.”

Abhishek Sand, a partner at Savio Jewelry feels, “While visiting the campus to judge the creations I really liked the fact that the budding designers were knowledgeably paying attention to the technical aspects of jewelry making. Due to this, the gap between a designer, manufacturer and a company was slowly getting smaller. I also liked the fact that each student had their own story to tell and no two ideas were similar.”

“I also appreciate the fact that these students are taught to design jewelry in accordance with change in price for instance - with the increase in the price of gold, jewelry gets a little lighter in weight but that necklace still covers the entire neckline and price too isn’t touchy. I was fascinated with the work of Vikas Soni. I feel that he has a very innovative ideas and has in-depth knowledge of jewelry design.”

Designer Sunita Shekhawat says, “It’s been approximately five years that I have been coming to Arch. I see a lot of difference in quality of design. This time I saw that implementation from concept and was very good. I travel and exhibit a lot and so I can judge what goes well and where. The young talent is doing very well and I must say I can see my city growing.”

About the most exclusive collection, she said she really got taken up with Nikita’s collection. “Great inspiration and excellent presentation.”

“I think students are doing really well because of the exposure that they are getting. They have a lot of resources to create things beyond the general aspects. I really liked the fact that a lot of their inspirations are from overseas. They have really managed blending very well at this stage. I really got inspired by the designs of Komal and Akshay. Their good implementation is what is essential to become an artist.”

by Monu Sharma
A complete fibre to fashion fair

Exhibition Highlights

- First ever comprehensive international exhibition on Textiles & Apparel in India
- More than 10,000 sq. mtrs. exhibition area
- More than 600 exhibitors across entire textile value addition chain – All Products from Fibre to Fashion, Made-ups, Accessories, Technical Textiles, Plant & Machinery, Technology, Dyes & Chemicals
- International participation
- States’ pavilions
- Fashion show, Business shows
- Fashion Designers & Studios

Visitor Profile

- Buyers, Users, Traders, Importers, Exporters of Products in Textiles and Apparel
- Existing Industry Players
- Fashion Designers
- Builders, Interior Designers
- Hotels, Hospitals & Institutional Buyers
- Scientists, Consultants, Students
- Country and State delegations
- Plant & Machinery Suppliers and Users
- New Investors

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ARCH ACADEMY OF DESIGN JAIPUR has associated with the DC (H) - Development Commissioner (Handicrafts), to train various artisans, both skilled and amateur, in and around Jaipur under the Human Resource Development Scheme (HRD). The program called "TRAINING THROUGH ESTABLISHED INSTITUTIONS IN FASHION ACCESSORIES - SKILL UP-GRADATION" is a 5 year project. The main agenda of the program is to impart Training, Skill Development and Skill Up-gradation of 100 artisans every year through the use of modern machinery. These artisans are trained in Fashion and Lifestyle Accessories in Metal Craft, Wood Craft, Textiles, Terra Cotta & Leather crafts, through Short Term & Long Term Programs of 2 Months and 4.5 Months respectively. ARCH has successfully completed 3 years of this training project. A Terra Cotta Lab, Wood Workshop, Textile Lab and Leather workshop have been constructed and commissioned to fulfill the purpose.
Preeti Sharma

Rebirth of the Unseen

Every beautiful creation has a darker side to it at some point of time. Preeti’s Collection talks about how much pain exists behind the formation of each life, which we never would come across. In this collection, she creates these emotions through the characteristics of mushroom and shows how they struggle and adapt to their surroundings adjusting with their surfaces and growth. Preeti’s creation of some extraordinary surfaces brings together this collection as an avant-garde couture for women and a new awakening to life.
Labhita Deka

They say it all

Labhita’s inspiration are her own paintings which quite strongly express her emotions in abstraction. The best part about her work is the interaction of colors that come together in the process and create wonderful textures and surfaces. This is a Casual Wear Indian Collection, using hand-painted textiles, combined with variety of textile surface design techniques as Tie - Dye, Batik etc. The color palette brought forth is warm, deep and intimate yet calm amidst the chaos of abstraction. The abstraction, which becomes the key to Labhita’s principle of Design.
Ashwini Nair

**Song of Pixels**

Ashwini’s Collection talks about the beauty of distortion in a grid. This unevenness has been the source of her inspiration, as she attempts to break this grid of beauty and unfold the mystery and grace which lies hidden behind them. This she achieves through her well-constructed surface design and subtle usage of colors.

Desiree Varinia Phira

**Let’s Play!**

Desiree’s Collection is depicting MUSIC as an integral part of human life, which expresses one’s spontaneous feelings. Desiree brings playfulness together with the spirit of a woman to create a range of happy fashion sportswear using colorful embroidery and leisure fabrics.
Akshay Sikhwal

The Easy Day was Yesterday

Akshay’s Collection is an outcome of his thorough research process of some of the leading Fashion Forecasters that exists in the Denim Industry today. He has been continually working with the Denim fabric over the last one year, interning with ARVIND DENIM LAB, Ahmedabad. The collection is inspired by the lifestyle and statements of the US NAVY SEALS and intends to blend it to classic fits, minimal details & extreme washes.
Diksha Srivastava

The Quirky Lens

The glamour of artificial lights and the play with it has been the inspiration behind Diksha’s Collection. She has attempted to break in this speed and linearity that is the inherent propensity of light, either in its natural or raw form. Diksha has created images out of her experimental works and digitally printed them on textile & put together an inspiring and emotive collection using a majority of man-made materials. This has been styled into a range of jazzy, glamorous clubwear for women.
Shivangi Natani

Uniformity in First Glance

Shivangi’s concept is to show the first glance or first sight of the morning. As we see the early morning sight we encounter different colors and textures at that time which appeals to be fresh and soft. In this collection Shivangi plays with colors and created serene textures which depicts the mood of the morning in its different forms, giving freshness and positive energy to start a new day with all passion.
Anubha Sharma

Aesthetically Personified

Anubha’s Collection is about the WOMAN. She lives, laughs, cries and loves. She is simple and yet she is the DNA. The village women connect with this Collection quite literally and brings forth an experience through the exquisite drapes and multicolored prints.

Ashish Kumar

Rock Warriors

Ashish's Collection is oriented to a lifestyle of outdoors - trekking, mountaineering, exploring and living amidst the wild. He is focused on making utility-based practical clothing that would be of actual commercial usage to the adventure - loving youth. This is a line of day-wear for the youth, created in rugged natural fabrics with multiple gammon details.
Nitish Rathi

Crusts

Nitish's Collection is a journey through his various ethnical experiences, from festivals to homes, from temples to streets. He has greatly been inspired by the frescos on the walls of Shekhawati. This reflects in his creation of an entirely hand-crafted collection using embroidery, hand-painting and patch-work. All of which becomes an expression of beauty in totality.

Priyanka Choudhary

This is it!

Priyanka's collection is a tribute to the American popstar from Indiana, the KING OF POP! Priyanka, herself a performing artist has always been greatly inspired by the passion & energy that he carried all along his life and which may never be repealed by anyone, ever. THIS IS IT, to keep him alive in all of us.
Evapynkmen Rytntathiang

Unity Beauty Co-exist
Eva’s Collection is a play of a multitude of things like lines, structures, movements and the struggle within them for unity, freedom and protection. Her aerial & macro view of natural life is translated into finely hand-crafted embroidery on delicate fabrics creating a fragile and intimate collection of womenwear.

Monika Bajpai

Fluttering Colors of Life
Monika’s Collection is inspired by the classic option for decoration - Paper Streamers. The collection looks closely at the linearity and the colorful flutter of these decorative materials. The colors of which create an environment of happiness, power and energy on any occasion. Monika uses the color, texture and form of this material to translate a collection in geometrically pleated fabrics, and crushed linear forms.
Anuj Sharma’s fashion is simple, understated and chic. A lot of his garments use minimal or no sewing, and invite the wearer to be creative by offering possibilities for endless silhouettes within the same original garment.

We asked Anuj about his journey and what design means to him, and this is what he had to say.

Unbuttoning Fashion Design

by Anuj Sharma

I did my schooling in Jodhpur, Rajasthan. By the time I finished 12th standard, I had not even heard about word design. Design was never introduced as a subject or even as a word in schools in those days. And it’s not taught or practiced even yet.

If one of my friends had not told me about NID, I wouldn’t know what I would be doing now.

At NID, I was told design was problem solving but over the years I realised that problems are merely state of mind. Humans can create or define a completely perfect situation as a problem. So if there are no problems, design surely can’t be problem solving.

My own, personal understanding of design has evolved over many years.

If I ask you, ‘can wood fly?’ most reasonable minds will say that it can’t. But if I ask you, ‘can wood float?’ all of us will agree that it can and it does. But 2000 yrs back in a desert, man didn't know if wood could float. That doesn’t mean that wood only started floating when humans found out about it. It always floated and will always float. Similarly wood can fly - it’s just that we haven't yet explored it.

Design is not about creating. We do not come up with anything new, we merely see and explore what always existed. It is our ability to see what already exists makes us and makes us grow. Once we have explored, we tend to share. And the stories of explorations and discoveries of people have together helped us all grow. Design is about sharing stories but it’s important that we share stories of failures as well as success.

Design makes me smarter, because I realise that it’s not about me. EGO is what kills design. In other words - the idea of ‘I created, I designed, its MINE, somebody copied MY work or MY design’ are some very common misconceptions in design. Giving up these notions will only make us better as designers and eventually as humans.

Good design in today’s time is about customisation and mass consumption. Industrialisation has made so many things available that most consumers spend more time shopping than consuming the product well or enjoying their purchase. This has made the common public move slowly and steadily away from a belief that ‘I can design too'. And I feel that it is the biggest loss to the society by and large.

Complicated designs and non interactive design combined with fast pace supply and hysteric buying patterns have made most humans believe that design is what designers and only designers can do. I believe design is not a specialisation - it’s the most common human ability. The belief that it doesn't exist in 99 percent of the people is my biggest concern today.

Therefore I try and make clothes that can be ‘made’ by every body. I want people to look at my garments and believe and have faith that they can do it too - a faith in ever existing quality to fight every day issues that floats in all of us.

Simple design produced with simple means and even simpler projection will resolve all the issues that we are facing today. Everybody needs to contribute equally. A handful of people with design degrees in suitcases will only complicate current scenario.
Zaveri Bazaar

"ZAVERI BAZAAR" is an assortment of jewelry collection designed and produced by the young Graduating Jewelry Design students of ARCH. Students took different inspiration and designed jewelry for different markets. Komal Khandelwal’s "ROSHNI" is a fine jewelry collection inspired from lightings and designed for Mumbai. Akshay Agarwal's "CHINAR" is a contemporary jewelry range on Gold and Silver designed for Jammu and Kashmir. Charul Nalwaya worked on Bangalore Market taking inspiration from Woodcarving. Kalamkari art of Andrapradesh is Rupal Gupta's inspiration for her jewelry range 'KARU' for Hyderabad market. ‘BIOTASE’ by Vaishali Jain inspired from Flora and Fauna for France using Contemporary Kundan Meena technique of Rajasthan. ‘THE TALE OF NILE’ is a fine jewelry collection designed by Nikita Agarwal for EGYPT. ‘ZAVERI BAZAAR’ also showcasing the industrial internship work of same students with organizations like Jewel Saga, Savio Jewelry, Color in the Rough, Sunita Shekhawat Jaipur, Ratan Group and Jewels Emporium.

ROSHNI

INTERNSHIP REPORT

Komal Khandelwal
B.Sc Jewellery Design
Batch 2009-2012
ARCH ACADEMY OF DESIGN

Industrial Internship at Jewel Saga, Jaipur
Design Project: Fine Jewelry/Kundan Meena
Inspiration: Lighting/Zodiac Signs
Market: Mumbai/Italy
Vaishali Jain
B.Sc Jewellery Design
Batch 2009-2012
ARCH ACADEMY OF DESIGN

Industrial Internship at Ratan Group, Jaipur
Design Project: Kundan Meena Jewelry
Inspiration: Flora and Fauna
Market: France

Nikita Agarwal
B.Sc Jewellery Design
Batch 2009-2012
ARCH ACADEMY OF DESIGN

Industrial Internship at Jewels Emporium, Jaipur
Design Project: Fine Jewelry
Inspiration: Egypt
Market: Egypt
Industrial Internship at Savio Jewellery, Jaipur
Design Project: Body Adornment
Inspiration: Metal Craft, Jammu and Kashmir

Archit. Nidhiya
B. Sc. Jewellery Design
Batch 2009-2012
ARCH ACADEMY OF DESIGN
Rupal Gupta
B.Sc Jewellery Design
Batch of 2009-2012
ARCH ACADEMY OF DESIGN

Industrial internship at Sunita Shekhawat, Jaipur
Design Project: Kundan Meena Jewelry
Inspiration: Kalamkari, Andhra Pradesh
Market: Hyderabad
the fashion extravaganza, full of **glitz & glamour**, with **Super Models & Designers**
all set to showcase **mesmerizing Collections**, scintillating **jewelry pieces** & **accessories**

**14th July**

**GABA**
Graduate Fashion Show
7:30 p.m. onwards
Hotel Clarion Amer, Jaipur

**Chief Guest**
Shri Babu Lal Nagar
State Minister Rural & Road Industries, Dairy
Shri Rajendra Bhanawat
Managing Director, NICO

**Guests of Honor**
Ms Aazha Alidheather
Ms Wusan Al Hijazi

**Special Guest**
Shri Rajiv Arora
Founder, Amrapali Jewels
Commodore Vijay Chaturvedi
Secretary, IITI

**16th July**
10:00 am to 01:00 pm
Orientation Session For New Entrants

**17th July**
09:00 am to 09:30 am
Jaipur City Tour For New Students

**18th July**
10:00 am to 01:30 pm
Effect & Effectiveness of Design Education Panel discussion
- Yunus Khimani, Director, City Palace Museum
- Madhurima Pathi, Design Consultant
- Vikram Joshi, CEO, Rangeoli
- Dileep Baid, CEO, Dileep
- Dharaj Kumar, Principal, IIGJ
- Sonal Savan Saha, Jewelry Designer
- Prof. Chinnay Mohta, Muralat & Design Curator

**Program Showcase**

**Graduate Design Week**
14th - 21st July 2012
10:00 am to 6:00 pm

**20th July**
09:00 am to 09:00 pm
Cine - Madnesss - a perspective on world cinema by Nandan Ghiya
03:00 pm onwards
Meet Writer & Film Director Ekta Kapoor

**21st July**
07:00 pm onwards
Farewell Party For Seniors
Arch Campus,
Malviya Nagar, Jaipur.
10 am to 9 pm from 16-21 July

Editor in Chief: Mrs. Archana Surana
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Editorial Advisor: Bency Thomas
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