

# BACKSTITCH

Volume 2 • Issue 2

10 Years of  
Excellence

Skill Up Gradation  
Programme

International  
Alliances

HAPPENINGS!!!

STYLE MANTRA

AIEED 2010-11



For Information Contact :

ARCH ACADEMY OF DESIGN

COLLEGE CAMPUS, : 9, Govind Marg, Malviya Nagar (Ind. Area), Malviya Nagar, Jaipur-17 (Raj.)-INDIA  
Ph.: +91-141-4060500/92/93, 94 (09900) (0979) + E-mail : info@archedu.org www.archedu.org



# AIEED 2010-11

## All India Entrance Examination for Design



Prospectus along with Application Form can be downloaded from Arch Website [www.archedu.org](http://www.archedu.org). The duly filled form can be submitted online or by post enclosing a DD of Rs 1250/- in favor of Arch Educational Society, payable at Jaipur address to:

9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

The incomplete application forms not satisfying the eligibility criteria will not be accepted. No intimation will be sent to the candidates.

### WHO CAN APPLY

#### ELIGIBILITY FOR UNDER GRADUATE LEVEL IN DESIGN

(Fashion Design/Textile Design/Jewellery Design/Accessory Design/Interior Design)

(Degrees awarded by UGC recognized National University)

Candidates must have completed or expecting to complete +2 examinations of CBSE / ICSE / IB / State Boards / NIOS as per UGC guidelines.

**NOTE :** The admission for the candidates expecting to complete the qualifying examinations will be provisional and subject to scrutiny of papers, documents and eligibility conditions by production of original documents by 30th June, 2010. Proof of the candidates having successfully passed the qualifying examination will have to be produced at the time of joining the programme. In case, candidates do not produce the required documents by 30th June, 2010, their admission will be cancelled.

The final admission of a student shall be finalized only after scrutiny of satisfaction of the management to the fulfilling of all the eligibility conditions and subject to approval by affiliate authority.

Non fulfillment of the above conditions will automatically result in the cancellation of the provisional admission.

**SEATS :** The seats are reserved for SC / ST / Physically Handicapped Candidates (PHP)/ Foreign Nationals/NRI /Children of artisans in each programme.

### UNDER GRADUATE LEVEL PROGRAM

Discipline	General	SC/ST/ OBC	Physically Challenged/ Defense/Artisans	NRI	Total
Fashion Design	60	10	10	10	90
Textile Design	60	10	10	10	90
Jewellery Design	60	10	10	10	90
Interior Design	60	10	10	10	90
Accessory Design	60	10	10	10	90

Procedure for applying under foreign nationals / NRI category:

Candidates seeking admission under this category should accompany the following documents along with application form :

- 1) An attested copy of the relevant pages of the Passport.
- 2) Equivalent certificate from the concerned Embassy acknowledging the eligibility certificate of the candidate.
- 3) An attested copy of proof of status of NRI / foreign national.
- 4) A Demand Draft of US\$ 75 in favor of Arch Educational Society, payable at Jaipur.

### ADMIT CARD :

Admit Card of eligible candidates will be available online by end April 2010. On such downloaded admit cards, the candidates are required to affix their photograph (similar to that affixed on the Application Form) on the downloaded Admit Card and get it attested by a Gazetted Officer / School or College Principal / Notary / Oath commissioner for producing at the Examination Centre.

### IMPORTANT DATES

Written Entrance Examination	: Sunday, 9th May 2010
Declaration of Written Exam. Result	: May 2010
Interactive Session/Interviews	: June 2010
Declaration of Final Results	: June 2010

### Director's Speak



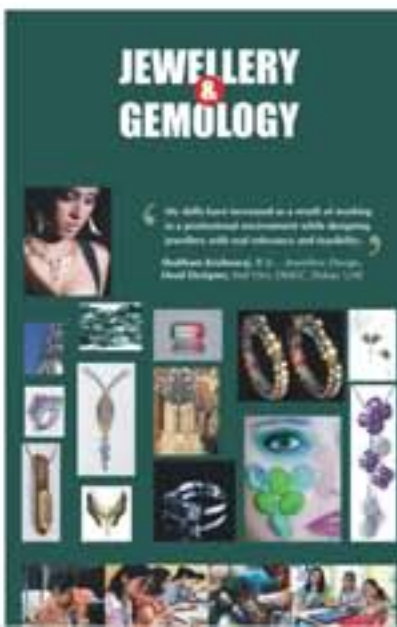
Since 2000 arch has emerged, as one of the pioneering institutions of design education in India. The students here think beyond visible limits, and add the value of excellence in whatever they do. Demand for high-quality professionals will keep growing not only in manufacturing sector but also in the service sector. We shall continue to explore new growth avenues through our core competencies in training, research, consultancy and networking. We invite young minds to come and explore the adventurous world of ARCH and become a part of our glorious tradition.

Archana Surana  
Director, Arch Academy of Design, Jaipur

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STYLE MANTRA	

Conceived by : Archana Surana  
Creative Editor : Indrajit Das  
Graphic Designer : Suresh Soni  
Co-ordinator : Megha Jain







**Launching of Arch Prospectus 2010 by Shri Ashok Gehlot (Hon'le Chief Minister of Rajasthan)**

Hon'le Chief Minister of Rajasthan, Shri Ashok Gehlot Launched the prospectus of Arch Academy of Design for the New Academic Year 2010-11. Shri Ghelot appreciated Arch and it's contribution in the field of Design Education for last 10 years. According to Mr. Vijay Kumar Darda, Member of Parliament, Rajya Sabha, "we are glad to know about the development of Arch over a decade. Their efforts in imparting hands on skills for self employment for a successful and sustainable career among youth has been exemplary."

Nurturing the career of aspiring designers, Arch Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart specialized vocational training and industrially relevant global education. Emerging as a center of excellence in learning and innovation.

The Academy offers industry oriented curriculum of international standards with University Certification. Under the Prime Minister Initiative for International Education (PMI2) of the British Council, Arch in partnership with Doncaster College (degrees awarded by University of Hull, U.K) offers Certificate, Diploma, Degree and Credit Programmes in Fashion, Jewellery and Interior Design. Students opting for these programmes can study partly at Arch and partly at the foreign associated universities which ensures that they learn real world skills. Arch is an Authorized Study Center of the Punjab Technical University for degree in Jewellery Design, Fashion Technology, Textile Design and Interior Design.

We also offer certificate programs with the Development Commissioner Handicrafts (DCH), Ministry of Textiles ( Govt. of India) for skill up gradation in Fashion Accessories. Promoting entrepreneurship among youth, the academy conducts several workshops for skill based entrepreneurship development programme sponsored by several Govt. Bodies. Arch has been imparting hands on skills for self employment and a successful career development among youth. We offer a combination of practical and theoretical skills, supported by an understanding of the socio-cultural context and industry needs. Over the years high employment success ratio of Arch Alumnus has proven the vitality of vocational and professional training in the field of fashion and design. Highly experienced faculties are actively involved in course development which ensures that students are in touch with the latest technologies, commercial design sector and current thinking in design. The regular visits of Internationally acclaimed faculties and

industry professionals ensures that students are kept abreast of the changing dynamics of the industry. The course encompasses several business essentials, including the communication and soft skills management required for a successful career. Students exhibit their final work at a graduating fashion show and exhibition. The academy has strong international focus with student studying from several countries like South Korea, Peru, Spain, Kuwait, United Kingdom, Nepal, Canada and Dubai and South Africa.

We encourage our students to participate in various national and international level competitions. Many have won prestigious awards such as Tahitian Pearl Competition, Pearl Essence Design Competition, World Gold Council-Auditions, IIGJ-Visions etc.

The Academy has its alliances with Rotaract Club, Red Ribbon Club, DCH, MSME, RUDA, RKCL, RMOL, CII and AIESEC.



**Faculty Exchange Program Funded By British Council under The Prime Minister's Initiative For International Education (PMI2)**



Arch offers industry oriented curriculum of international standards with University Certification under the Prime Minister's Initiative for International Education (PMI2) of the British Council, Arch in partnership with Doncaster College offers various Design Programmes (Degrees awarded by University of Hull, U.K). Under this exchange program 3 faculties from Arch will be visiting The Doncaster College, UK for 15 days from 22<sup>nd</sup> April to 6<sup>th</sup> May, 2010 while 2 faculties from Doncaster will be coming to Arch for 5 Days from 12<sup>th</sup> April to 16<sup>th</sup> April, 2010.

**Doncaster, 'The Education City'**

Lively, Friendly Town  
In the heart of Yorkshire  
1 hour 40 minutes from London  
International Airport- 40 worldwide destinations  
Close to historic cities of York and London

**University Centre Doncaster**

Sense the history  
Spectacular tranquil setting with wood and panoramic views  
Learning resource centre  
Residential accomodation  
Restaurant and conference centre  
Recreation Club  
Golf Course  
Plus faculty arts with world class facilities

**The Hub**

Feel the buzz  
Multi Million Pound Complex  
Innovative learning Centre  
Industry standard training facilities  
Waterside location  
Central- transport,culture,shopping

**Experience the Quality**

Small Classes  
World leading technologies  
Extensive learning support  
Real work experience  
Opportunities for progression





# Skill Up Graduation of Artisans



It's been One Year Dr. Jitendra Singh, Minister of Higher Education, Energy, Information Broadcast and Disaster Management & Relief, Govt. of Rajasthan, inaugurated the 5 year long prestigious Artisans Training Programme sponsored by Development Commissioner of Handicrafts, Govt. of India, Ministry of Textiles, under the Human Resource Development scheme for established institutions to give skill up gradation training to the artisans in the Fashion Accessory namely Textile, Leather, Metal, Wood & Terracotta Craft. More than 120 Artisans will be trained in this programme every year for consecutive five years.

The candidates belonging to categories like schedule cast (SC), Schedule tribe (ST), other background classes (OBC), minority and physically challenged along with the Arch students upgraded their design skills in Textile Leather, Metal, Wood & Terracotta Craft by producing different range of Fashion and Desktop Accessories developed in the Wood, Textile, Jewellery, Terracotta and Leather Labs at Arch Campus. These labs are been setup by Arch, supported by of Development Commissioner Handicrafts.



## Seminar on Basics of Interior Design course, by MSME

30 days program on Basics of Interior Design was conducted by Micro Small Medium Enterprise (Govt. of India) under the ESDP scheme at Arch Campus. 25 participants were trained in this programme.



## SHGY Special Project by RUDA at Udaipur and Rajsamand

Arch students did a 12 Days long SHGY Special Project by Rural Non Farm Development Agency (RUDA) on Enameling (Meenakari) and Foil Technique in Udaipur and Rajsamand. A team of students along with expert faculty members gave Design Intervention in these existing crafts and developed a range of products with artisans.



## Skill Development Programme on Career Grooming Sponsored by RMOL

A 60 days training program on Career Grooming was conducted by Arch Academy in association with Entrepreneurship Management Institution (EMI), Rajasthan Mission on Livelihood (RMOL). Participants were trained on personality development and communication skills.



## Skill Training Program on Bandhej at Sujargarh by RUDA

Arch students did a 45 days long Skill Training Program on Bandhej at Sujargarh along with the artisans. Students did Design Intervention in the existing Bandhej or Tie-Dye Craft.



# HAPPENINGS!!!



## Visit to International Design schools in Bangkok



Mrs. Archana Surana visited renowned design schools like Massimo Zucchi Design College, Rangist University, Boutique New City, Chanapatana International Design Institute in Bangkok in the month of November for the purpose of expanding Arch towards global understanding and socio-cultural sensitivity.



## GSE Team South Africa at Arch

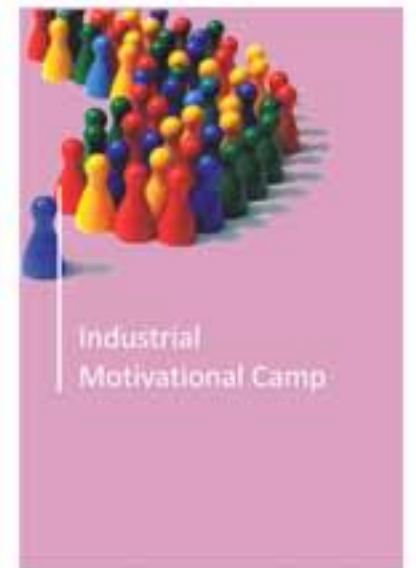


With an objective to develop professional and leadership skills among youth, GSE team from South Africa visited Arch Academy on 21st December 09 and interacted with the students. The members of the team were Kerry Joughin PHI, Team leader, Teacher & Practices Natural Health; Mjenkie Van Dy K, Team Member, Attorney; Richard D Hyland, Restaurant Manager / Chef from Kensington; Trevor Case, Health Insurance Businessman; Jyoti Rupnarain, Chemical Engineer.



## visit to Sweden Design institutes

Ms. Archana Surana visited Sweden for an exchange program between The Entrepreneur Center of Sweden and FICCI Ladies Organization from 16th Nov. to 21st Nov., 2009. The objective of this exchange programme was to empower and enable business women of India and Sweden towards economic self reliance, to create economic possibilities for women at different levels to be in charge of their lives & participate in the development of society by entrepreneurship. Meanwhile she also visited various design schools like Nyckelviksskolan School of Arts, Craft & design, Textila Gymnasiet.



Academy organized a workshop to elaborate on the economic growth of India and the need for micro, small and medium enterprises. The industrial motivational camp was organized in association with MSME, and NSIC, Govt. Of India. The guest of honors were Swedish women entrepreneurs Ms. Inger Wickbom, CEO, Entrepreneur Center, Ms. Lisbeth Wigstrom, Adviser & Lecturer, New Entrepreneur Center who also shares their experiences.



## Leadership Congress of AIESEC



AIESEC organized a Leadership Congress Panel discussion on why a winning team keeps on Winning. Being an Education Council Member Arch Director Ms. Surana participated in it with other members like Mr. Mahveer Sharma, Charter President, TIE. The topic was aligned with the perfection, momentum & the discipline which a Winning team always keep to sustain their position.



## GSE Team Australia at Arch




The Group Study Exchange (GSE) program by Rotary is a unique cultural & vocational exchange opportunity for young business professionals and men & women in their initial years of professional life. A team of five members from different walks of life were the part of it. They are namely, Simon knight (Team Leader), M D of Cutabolt Pvt. Ltd. and a consultant for Dupont Safety Resources Asia Pacific; Kate Phillips, Lawyer at Mallesons Stephen Jacques (Sydney) a leading International Commercial Law Firm; Siobhan Hobbs, Lawyer; Andrew Higgs, Business Chamber Executive; Bozena Mac Mahon, secondary teacher. They interacted with the students and shared their experiences as a GSE member.



All India Entrance Examination for Design (AIEED 2010-11) endorsed by Rajeev Khandelwal



Rotaract Club, Arch donated Jaipur Foot in association with Rotary Club Jaipur South. On this occasion TV Actor Rajeev Khandelwal was present and endorsed the All India Entrance Exam for Design (AIEED 2010-11) campaign. Rajeev is one of the youngest charming actor who is been getting critical acclaims for his talent in acting in Bollywood from Jaipur.



**Make Dreams Real**

Installation Ceremony of Rotaract Club Arch, Jaipur South




The Rotaract Club runs several Youth programs which allow participants to discover more about the world by participating in community projects, leadership training, or cultural exchanges. Rotaract club Arch under the sponsorship of Rotary Club Jaipur South was installed by Princess Diya Kumari of Jaipur with Rtn. Ashish Desai, Distt. Governor Elect as Installation Officer in the presence of Rtn. R. P. Kashyap, Distt. Governor Nominee. Saumya Nahar has been elected as President and Ms. Rupal Gupta as Secretary with the other office bearers.




Design Methodology by Mr. Dinesh Korjan

Democratization of Design is the vision Mr. Dinesh Korjan carries. An Industrial Product Designer by profession and Visiting Faculty at premier design school like NID. He took a 15 days workshop on Design Methodology with the students at Arch campus.

Arch Students at International RYLA, Udaipur

15 Members of Rotaract Club Arch participated in the International RYLA held at Udaipur from 8th to 10th January 2010. RYLA boasts of alumni of a large number of young leaders, many of whom had derived the passion for performing from the programme and had carved out a great career for them in their chosen areas of profession. The aim behind participating in such programs is to develop an attitude among the students towards their success in life, both personal and professional, to the days of learning through fun and fellowship. Students got an opportunity to meet International Motivators like Mr. G. Balachandra. The seminars were based on topics like: Leadership Challenges, Knowing You, Communication to WIN, Team Work, Out of the Box Thinking, etc.

Seminar on Cervical Cancer at Arch Campus



Cervical cancer is the 5th most common cancer in women worldwide with approximately 471,000 new cases diagnosed each year. It's sobering to think that a woman dies of cervical cancer approximately every 2 minutes. The Arch Academy of Design and Terapanthi Mahila Mandal organized a talk on the day prior to World Cancer Day at the campus. For the talk eminent Dr. Dinesh Mangal and Mrs. Rajshree Kundalia was present among the students. Dr Mangal is the Director & Head of department of Radiation oncology SEAROC CANCER CENTER, S.K. Soni Hospital Jaipur whereas Mrs. Rajshree Kundalia is the President of Terapanthi Mahila Mandal, Jaipur.



Arch Academy of Design at FICCI FLO Bazar New Delhi



Arch Academy of Design, Jaipur recently shown its presence at the prestigious FLO Bazaar organized by FICCI at the FICCI House, Tansen Marg, New Delhi. Arch displayed an exclusive range of Garments, Jewellery & Accessories designed and developed by its students at the Jaipur campus. Arch student's worked on different Craft Clusters like Tal Chhaper, Meenakari and Foil technique of Nathdwara with RUDA, MSME, RMOL, DCH etc. A range of enameled and metal crafted Jewellery was also on display. These pieces are developed by the artisans in Arch campus supported by Development Commissioner Handicrafts (DCH), Ministry of Textiles, Govt. of India.





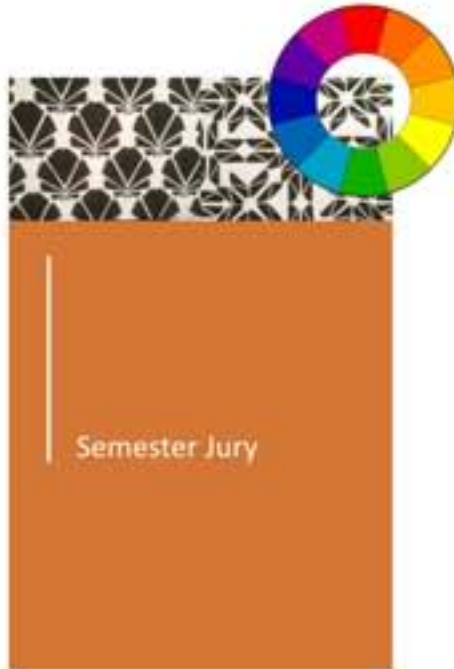
Merry Christmas !!!



Students at the Academy celebrated Christmas keeping "Gothic Movement" as theme. Gothic refers to people of the ethnonym of a group of East Germanic Tribes. Gothic fashion is a clothing style worn by members of the Goth subculture, a dark, sometimes morbid, eroticized fashion and style of dress. Students did the stylization keeping the same in mind.



Semester Jury was being conducted at the Academy from 28<sup>th</sup> Dec. to 31<sup>st</sup> Dec. 2009. The Foundation Course jury was taken by Mr. Chandra Vijai Singh, Ex-Faculty, NID, Ms. Misha Mathur, Textile Designer, NIFT Alumni, Ms. Neha Bhatia, Accessory designer, Nift Alumni and Mr. Rajesh Jain, Director Access Development. For Fashion Design the jury members were Ms. Sonal Chitranshi, Merchandiser, Fab India and Mr. Nandan Ghiya, Fashion Designer, NIFT Alumni. For Jewellery Design Ms. Juhi Singhal, Jewellery Designer, NIFT Alumni and Mr. Narendra Tatiwala, Jeweler was there as jury members. In Interior Ar. Mayank Sharma and Ar. Rahul Saxena was there as jury members.



Semester Jury



On Spot Fashion Illustration



Arch Academy in association with Grahashobha (the leading Hindi Magazine) organized on spot Fashion Illustration Competition on 5<sup>th</sup> January 2010. Around 35 students participated in this competition in which 1<sup>st</sup> prize was won by Ms. Astha Anurag, 2<sup>nd</sup> by Ms. Jyoti Sinha and 3<sup>rd</sup> Ms. Saloni Roongta of Fashion Design Department. The theme given to the participants was party wear attire.



Being positive about HIV+ve



It was an evening dedicated to the people suffering from World AIDS Day, a candlelight vigil was organized by Rajasthan Aids control Society, Retract Club Arch and Red Ribbon Club Arch at the Rajasthan University Campus. As AIDS has killed millions, it is considered one of the most destructive epidemics recorded in history. Awareness and precaution are the only ways of prevention and this was the message conveyed through the programme.



The students of the Academy celebrated Makar Sankrat. Students coming from different parts of the country enjoyed the Kite Flying Festival with Ms. Archana Surana, Director, Arch Academy of Design and her Family and the team of Red FM. The students also flown kites carrying the message of All India Entrance Exam for Design (AIEED) 2010-11.



KAIPOCHE !!!



Foundation Day ; Workshop "JUGAAD"



Arch Celebrated it's Foundation Day on 3<sup>rd</sup> April 2010. In this occasion students of Fashion, Jewellery, Interior, Textile and Accessory deptt. along with the faculties taken part in a three days workshop called "JUGAAD" on Developing Social Sensitivity through Creativity initiated by Mrs. Archana Surana, Founder and Director, Arch Academy of Design. The workshop started on 1<sup>st</sup> April and ended up on 3<sup>rd</sup> April 2010 with an exhibition of products created by the students out of waste materials.





Prathiba Patil  
GOVERNOR, RAJASTHAN



RAJ BHAWAN  
JAIPUR-302006

10 April, 2007

MESSAGE

I am glad to know that the Arch Academy has grown over the last few years to venture into new knowledge areas of relevance, with focus on fashion and design, gems and jewellery, interior design and visual merchandising. I convey my best wishes to the students and teaching faculty for success in their endeavors.

*Prathiba Patil*  
(PRATHIBA PATIL)



arch  
FASHION · INTERIOR · TEXTILE  
JEWELLERY · DESIGN

AWARDS

FORTUNE

*Dear Sir,*  
I am glad to know that the Arch Academy has grown over the last few years to venture into new knowledge areas of relevance, with focus on fashion and design, gems and jewellery, interior design and visual merchandising. I convey my best wishes to the students and teaching faculty for success in their endeavors.

ACCESSORY  
DESIGN  
add life to life

arch  
Krisi





ICONS

# STEPHEN WEBSTER



Stephen Webster is one of the leading British figures in the fine jewellery and silver design industries. Webster's keen eye for detail, expert craftsmanship and glam-rock attitude has given way to dramatic creations with an eternally chic aesthetic. The unmistakable amalgamation of precious and semi-precious gemstones set in specially treated metals has led Stephen Webster to a three-time win of the "British Luxury Jeweller of the Year" award and winner of "UK Jewellery Brand of the Year" in 2008. Originating from a modest background, Stephen Webster has evolved into a powerful global luxury jewellery brand with over 120 points of sale worldwide in the United States, United Kingdom, Russia, Dubai, Japan, Ukraine, Europe and Hong Kong and over 20 Stephen Webster boutiques internationally. Webster also continues to build his high-profile celebrity following culminating in an alliance with musical artist Christina Aguilera who appears in the brand's new advertising campaign for Stephen Webster. The Stephen Webster brand offers the consumer a true lifestyle experience.



STEPHEN WEBSTER FLAGSHIP LONDON  
93 Mount Street, London W1K 2SY  
www.stephenwebster.com

The fine jewellery collection features one-off pieces hand made each season. The client for the collection would surprise you, they have girls ranging in age from their late Twenties, early Thirties and clients in their Eighties. They

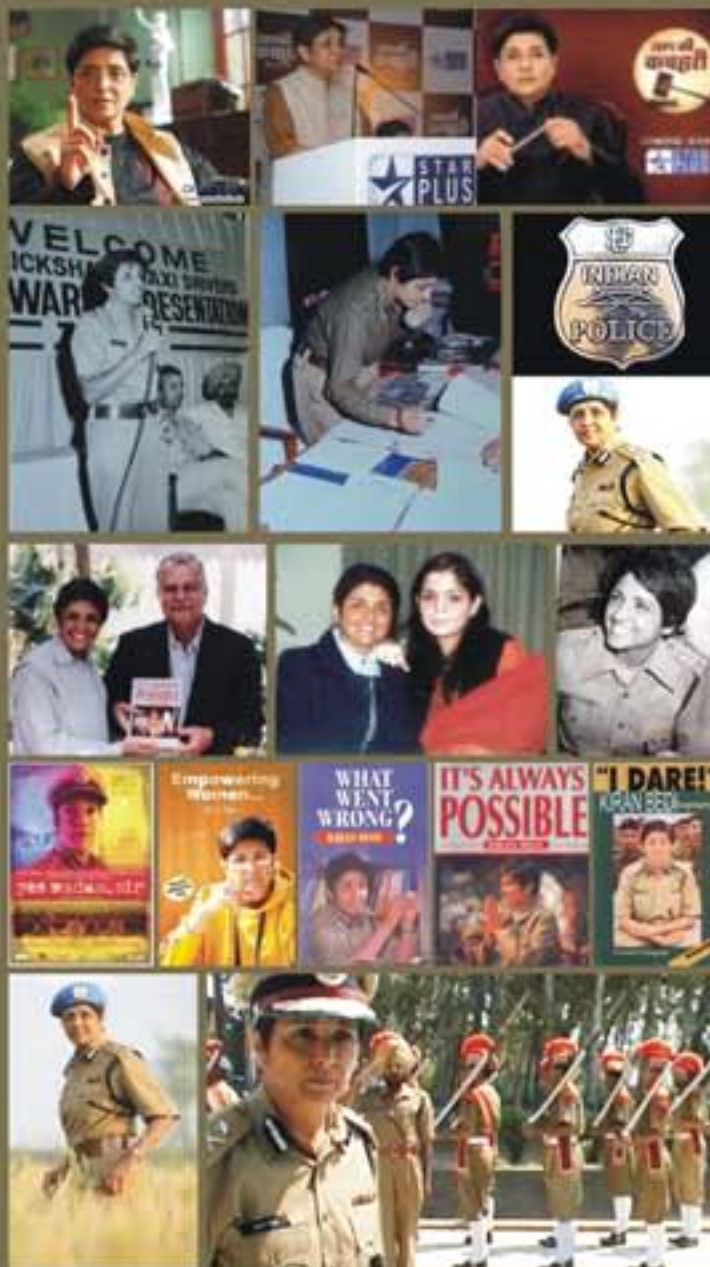
are all looking for the same thing though, jewellery that is glamorous, well made and is edgy without being too dark or rocker. The High profile clientele includes Charlize Theron, Jennifer Lopez, Madonna and Guy Ritchie, Rihanna, Kate Moss, Kelly Osbourne, Miley Cyrus, Jonathan Rhys Meyers, The Sugababes, Natalie Imbruglia, Pink, Alice Dellal, Russell Brand, Emma Watson, Victoria Beckham, Dita Von Teese, Sienna Miller, Jay Z and many more.

Collections by Stephen Webster : Crystal Haze, Poison Ivy, Fly by Night, Old School, Jewels Verne, Top Kat, Vortex, Couture, Thorn Noir



## POWER ICON : Dr. Kiran Bedi

Dr. Kiran Bedi unveiling 'Backstitch', the biannual Magazine of Arch Academy of Design.



## FASHION ICON : Sabyasachi Mukherjee

International Fashion Designer Sabyasachi Mukherjee inaugurating the poster for All India Entrance Exam for Design (AIEED) 2010-11 at Arch Campus.





PORTFOLIO : Fashion Design



Name : Eva  
Course : B.Sc., Fashion Design, 1st Sem.  
Inspiration : Romantic Glamour  
Product : Evening Wear

Name : Ashwini Nayar  
Course : B.Sc., Fashion Design, 1st Sem.  
Inspiration : Black Thief  
Product : Club Wear



Name : Jyoti Sinha  
Course : B.Sc., Fashion Design, 3rd Sem.  
Inspiration : Rajasthani Turban  
Product : Evening Wear





## PORTFOLIO : Jewellery Design



Name : Ashish Bhatia  
 Course : B.Sc. Jewellery Design, Semester 3  
 Category : Bridal Wear and Daily Wear  
 Market : Punjab, India  
 Inspiration : Ajanta Ellora Caves



Name : Vishnu Soni  
 Course : B.Sc. Jewellery Design, Sem. 3  
 Category : Party Wear Jewellery  
 Market : Mumbai, India  
 Inspiration : Skyscrapers of Dubai



## PORTFOLIO : Interior Design



Name : Aradhana Sharma  
 Course : B.Sc. Interior Design, Semester 5  
 Product : Chair  
 Magazine : Inside outside  
 Inspiration : Beetle Leaf



Name : Deepika Kumawat  
 Course : B.Sc. Interior Design, Sem. 5  
 Magazine : Society Interiors

young talent. And the multi-purpose table would be a sure-fire hit with everyone, for not only is it a visual delight, but a value addition to the decor as well.

Concept: geometry; Material: wood & glass; Palette: dark brown

For details mail to [kumaranddeepika@gmail.com](mailto:kumaranddeepika@gmail.com) or call +91 9948112107



Students of Interior Design working on the Arch model

Students of Accessory Design Deptt. developed a range of desktop and fashion accessories by using tribal craft of Tal Chhaper, Rajasthan.





# SWEDEN

# Bangkok





# Which tribe are you?



Geek Chic

Hoxtonite

Hippy Chick

Star Trek, but in a gadget kinda way, you drop adobe program names like celebrities- new versions are your god. The king of the video sites you're one step ahead of the you tube popularity game. Glasses, even if you don't need'em. You don't need to impress, you do it already with your sketches and laid-back love of life. Shave when you like, Shower if you've time- your art does all the talking.

Skinny and loving it- emaciated chic is your catchphrase. Bold and proud- your uniform is black, white and grey, but you're not afraid of adding a splash of primary colour. Remixing Goth and car boot sale bargains, you'd look at home both trawling London markets or kissing cheeks at its fashion weeks. Your food budget goes on vodka and you LOVE to party, sporting the latest style that's more product than hair, while your jeans are more spray- on than Banksy. A fan of all things horror and dark, you secretly love a high school movie with an ugly girl makeover.

It's all about the weave. Any colour of the rainbow, as long as it matches your aura. You take more time rolling your own ciggies than messing about with your hair, but you know more is more. More layers than a wedding cake. You don't want your kit to express yourself. You want it to scream EVERYTHING about you all at once. Life is a rollercoaster of pointless boys, OMGLs and anything you find is amazing. You love your cushions, your quilt, and after a bad day your favourite teddy bear.



Fashionista



Camera Junkie



Rock Chick

You are F.I.E.R.C.E. - FIERCL! Icy on the outside but with more emotions inside than you have accessories. People whose jaws drop when you walk into a room- they either get you. Or they don't but do you care? You know more about labels and new designers than the magazines you read, and you would model, if you have the time. It's all about the details- everything has to be perfect, otherwise, what's the point? Your look is your mood, your hair is the top of a work of art.

You're cool, casual and wear your jeans just low enough. Trainers are old school, but your tech knowledge is band up there- your camera isn't just your pride and joy, it's hot body magnet- you get everyone turning it on for your snap a shot wherever the vide is the strongest at the bus stop, in the club, backstage at the gig or the fashion show you've talked your way into you rock- now bring on that catwalk model underwear shoot.....

Attitude isn't an expression, it's a way of life. Fiercely independent, nothing will change your mind. Words are the deepest form of art- especially of they're set to music. Loud, hard, raw music. Fame is pointless, and nobody can teach you anything- you have to learn it from life itself. Beers, bands and block with more metal on you than on your mp3. Fashion is relative, feelings are everything, and though people may not understand you. You understand them.

# The Designers

**A-Z Fashion terminology** how to speak fashion. Drop a few of these words in your interviews and dazzle your tutors to be.

**A** Is for accessories hats, bags, belts, shoes the list goes on and on, and each has their own industry.

**B** Is for Buyer a person who finds new looks and styles for their stores and shops to sell.

**C** Is for cutter a pattern cutter the person who turns a designer's sketch into a pattern that's used to make a garment.

**D** Is for Digital Artist a person who creates art using a computer, either from scratch or including scans, photographs or graphics.

**E** Is for Editor the person responsible for a specific section or the entire content of a newspaper, magazine, or website.

**F** Is for fabric a material made through weaving the, building blocks of creating a garment.

**G** Is for Graphic designer who combines images words and ideas to produce a visual source.

**H** Is for haute couture the designing creating and selling of custom made high fashion.

**I** Is for illustrator a person who creates accurate images out of ideas to a very high standard for a designer or publication.

**J** Is for journalist a person who uses words to give opinions, educate or inspire through news, features, reviews and interviews.

**K** Is for knitwear designer a person who produces clothing using yarns and wools, who is often involved in the actual creation as well as design.

**L** Is for look book a collection of images that show a designer's creations for a particular show, season or collection, normally sent to the media and stylists.

**M** Is for marketing the promotion and selling of products through planning, development and research.

**N** Networking getting out there, meeting people in the industry, often at exhibitions, events, parties and shows.

**O** Is for outsourcing arranging the making of a product in another factory company or country, often to save money.

**P** Is for prêt à Porter meaning 'ready to wear' or 'off the peg' i.e. standard size clothes produced in factories to sell as they are.

**Q** Is for quality controller is a person who double checks the production of garments to make sure they're suitable or acceptable to sell to the general public.

**R** Is for runway another word, often used in America, for the stage which models walk along during a fashion show.

**S** Is for show produces the person who imagines creates and coordinates putting together and staging a show or exhibition.

**T** Is for Textile Designer a person who uses natural or man made fibres to create a pattern or style of material, often in signature styles.

**U** Is for Unisex Design creating a range that can be worn by both males and females.

**V** Is for Visual Merchandiser a person who promotes things that are for sale by the way they are presented, often through shop floor displays.

**W** Is for web designer a person who creates the look and feel of a website, often from scratch.

**X** Is for XX, or kisses in the air, on both cheeks everyone does it to everyone, it's the fashion handshake.

**Y** Is for you your creativity, confidence and how hard you work are probably the most important factors in the industry.

**Z** Is for Zeitgeist meaning "the spirit of the age", is the understanding and knowledge of everything that's going on around you essential for trends.



# STYLE MANTRA



Name : Lovleen Dagar

What do you study ?  
Interior Design

Style Icon ? Cameron Diaz

What Job Would you Most like to have ?  
To own my Design Studio



Name : Swati Sachdeva

What do you study ?  
Interior Design

Style Icon ?  
Freda Pinto

What Job Would you Most like to have ?  
Design Consultant



Name : Labita Deka

What do you study ?  
Fashion design

Style Icon ?  
Jennifer Lopez

What Job Would you most like to have ?  
Fashion Designer



Name : Shikha Thakur and Sandeep Palke

What do you study ?  
Jewellery Design and Fashion Design

Style Icon ?  
Salma Hayek and Antonio Banderas

What Job Would you most like to have ?  
Brand Manager and Fashion Designer



Name : Priya Mehta

What do you study ?  
Jewellery Design

Style Icon ?  
Demi Moore

What Job Would you most like to have ?  
Merchandiser



Name : Kanupriya Gupta and Sakshi Jain

What do you study ?  
Interior and Jewellery Design

Style Icon ?  
Elizabeth Banks and Gwyneth Paltrow

What Job Would you most like to have ?  
Interior Designer and Curator



Name : Neha Chawla

What do you study ?  
Jewellery Design

Style Icon ?  
Quinne Dobby

What Job Would you most like to have ?  
To own my Fashion Accessory Brand



Name : Neha Jain

What do you study ?  
Jewellery Design

Style Icon ?  
Miley Cyrus

What Job Would you most like to have ?  
To own my Jewellery Brand



## LAUNCH AT ARCH ACADEMY OF DESIGN



The prospectus for New Academic Year 2010-11 of Arch Academy of Design was recently launched by Ashok Gehlot, Chief Minister, Rajasthan. Vijay Kumar Datta, Member of Parliament, Rajya Sabha, said "We are glad to know about the development of Arch over a decade. Their efforts in imparting hands-on skills for self employment and sustainable careers have been exemplary". Archana Sur, Director, Arch Academy spoke about the aptitude required in a student career in designing at Arch Academy.

## ARCH ACADEMY PROSPECTUS LAUNCHED

The prospectus of next academic session of Arch Academy was recently launched by chief minister Ashok Gehlot. Speaking on the occasion, Gehlot appreciated the efforts and contribution of Arch Academy in the field of design. Other dignitary present was member of parliament Vijay Kumar Datta. He said, "It is good to hear that the academy has been imparting skills of self employment and providing a career of choice". Archana Surana, founder and director, Arch Academy said, "Arch Academy will conduct All India Entrance Examination for Design (AIEED 10-11) in 14 major cities of the country. Through this admission will be given in various undergraduate design programmes".



## ACCESS ACCESSORIES



## 'एजुकेट टु एनलाइटन'

जयपुर। गैरीज सॉलिन, इंडिया के जयपुर जिले सिटी सेंट्रल कॉलेज की ओर से एजुकेट टु एनलाइटन कार्यक्रम का शुभारंभ किया गया। इस कार्यक्रम का उद्देश्य है कि युवाओं को शिक्षा के माध्यम से जीवन में सफल बनाने में मदद कर सकें। कार्यक्रम में जयपुर के विभिन्न क्षेत्रों के युवाओं का भाग लेना है।

## ENLIGHTENING entrepreneurship



## ACCESS ACCESSORIES

Arch Academy organized a workshop to disseminate the economic growth of India and the need for micro, small and medium enterprises. The workshop was held at Arch Academy, Jaipur. The workshop was attended by students and faculty members of Arch Academy. The workshop was a great success and the students were very interested in the topics discussed.



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