



The Textile Association (India)
Founded in 1939

**SCHOOL OF PROFESSIONAL STUDIES
DEPARTMENT OF FASHION & APPAREL DESIGN**

Presents

FASHION FEST

11th and 12th May 2023

..... www.gardencity.university

NATIONAL LEVEL COMPETITION **PRATHIBIMB '23**

On the theme: **HERITAGE WEEK**



HERITAGE ART

Heritage refers to valued property such as historic buildings, artwork, books and manuscripts and other artefacts that have been passed down from previous generations. They are of special value and are worthy of preservation. Art as symbol of national identity: Culture and its heritage reflect and shape values, beliefs, and aspirations, thereby defining a people's national identity. It is important to preserve our cultural heritage, because it keeps our integrity as a people.

Tools and equipments :

- Paintbrushes – Both flat and round tip, in various sizes.
- Foam Brushes / Sponges.
- Water Container.
- Acrylic colour
- Paint Palette
- News paper and tissues

Theme: Heritage week

Faculty co-ordinator:

Ms. Babli Shome - 96200 67823

Student co-ordinators:

Nabila - 6361 237 821 &

Shobhana Das - 82496 78207

Malavika S - 748361033

Rules and Regulations:

● The Applicants must be 15 years of age minimum at the time of registration. ● The Artworks must not be derogatory, offensive, threatening, defamatory, disparaging, libellous or contain any content that is inappropriate, indecent, sexual, profane, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person or otherwise does not comply with the theme and spirit of the Art Competition. ● The Artworks must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, or local laws and regulations including the laws or regulations in any state where the Art Competition and supporting statements and artworks are created. The Artworks must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark, representation of characters indicating sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the Art Competition, as determined by Organizer.



FABRIC PAINTING

Fabric painting refers to any painting done on a fabric. Fabric painting techniques to paint apparel such as t-shirts and jeans as well as home furnishings. It is believed that fabric painting originated around the the same time as weaving.

Fabric painting tools and equipments:

- Paintbrushes - Both flat and round tip, in various sizes
- Embroidery frame
- Foam Brushes / Sponges
- Toothbrushes
- Colour
- Water Container
- Plastic covering to protect the work surface
- Apron to protect your clothing
- Paint Palette
- Tissue Paper

Theme: Heritage

Faculty co-ordinator:
Mr. Kiran Kumar P
96329 16023

Student co-ordinators:
Swati Gore - 95798 44537 &
Sai Surya - 74068 04636

Rules and Regulations:

- Any type of fabric colours can be used for painting.
- All materials required for painting should be brought by the contestants. For example: fabric paints, brushes, frame etc.
- Judges' decision will be final.
- Time limit : 60 minutes

FASHION SHOW

A fashion show is an event put up by a fashion designer to showcase their upcoming line of clothing and/or accessories during a fashion week. Fashion shows debut every season, particularly the spring/summer and fall/winter seasons. This is where designers seek to promote their new fashions.

Theme: Heritage collection

Faculty co-ordinator:
Ms. Babli Shome
96200 67823

Student co-ordinators:
Mithra - 6282 496 428 &
Isha Yadav - 93016 17288
Shradda - 6364423940



Rules and Regulations:

- Registration is limited to one per institute.
- It is a team event. A team can have 8-10 members.
- Time limit for every team would be 10 minutes (Including setup and the performance both).
- Negative marking if participants exceed time limit.
- Green room will be provided for changing purpose.
- Should carry their tracks in pen drive etc and submit to the student coordinators atleast 7 days prior to the event.
- Vulgarity is strongly prohibited. Any form of obscenity will lead to debarring the team from the contest.
- Teams will be judged on costumes, theme, walking stance and attitude.
- Decision of the judges will be final and binding.
- Teams have to bring their own props.

INTERNATIONAL CONFERENCE **IMPRESSION '23**

On the theme:
**CURRENT FASHION TRENDS,
IDEAS & DESIGN**

Opportunity to gain insights on innovation, business, employment and entrepreneurship in Fashion. It is a platform to present your knowledge and skills, research and innovations in the form of paper presentations.

Receive first hand publication exposure by publishing your articles/ review papers/ conceptual papers and research papers in Conference proceedings: Book title – “Current Fashion Trends and Design”- ISBN 978-81-958724-4-2

The theme of the conference is “Current Fashion Trends, Ideas and Design” The importance of the conference is to disseminate the latest research findings and advances in the area of textiles and fashion to academicians, scholars, technocrats of fashion industries and researchers from R & D organizations, specially focusing in innovations in textile and fashion products and processes. Its entrepreneurial opportunities give rise to provide large number of employment for the local

communities as well as expat workers. Despite the unprecedented economic crisis which the industry faced during the pandemic, the sector has shown extensive advancements in the field of technological and entrepreneurial innovation. Further down the line, the industry has begun to seek for new skills and innovative entrepreneurial ventures which will make the sector self-sufficient during times of crisis.

The event will include key note addresses by eminent speakers from across fashion, textiles and apparel domains, panel discussion, and research paper presentations by students, PhD scholars, academicians and professionals of the fashion industry. This conference would be beneficial for the students and academicians, as well as researchers, since they will be sharing their ideas, experiences, and results of their research work on how various innovations will change the future of fashion business, Entrepreneurship and Employment.

Conference Schedule:

Timing	Activity
10:00- 10:30 am	Inauguration
10:30 – 11: 30 am	Key Note Address
12:00- 1:30 pm	Paper presentation (2 Parallel sessions)
1:30 PM – 2:30 PM	Lunch break
2:30 PM – 4:00 PM	Paper presentation (2 Parallel sessions)
4:00 PM – 4:30 PM	Valedictory function

Conference Publication Opportunity:

International conference on “Current Fashion Trends, Ideas and Design” has teamed up with the first hand publication exposure by publishing your articles/ review papers/ conceptual papers and research papers in Conference proceedings:

Book title – “Current Fashion Trends and Design”-
ISBN 978-81-958724-4-2

Objective of the Publication:

During conference sharing ideas, experiences, and results of the research work; various innovations in the future of Fashion Business, Entrepreneurship and Employment.

Invited themes for the papers:

- Innovation in Textiles and Fashion
- New employment opportunities in Fashion Business
- Best practices in Fashion
- Revival Fashion Trends and Design
- Fashion materials (Textiles & Leather)
- Fabric surface design (printing, embroidery, etc.)
- New development in fashion materials and fabric surface design
- Fashion design, Minimalist fashion
- Fashion art and illustration
- Fashion trends, style and fashion figures
- Fashion drawing from life
- Colour for fashion
- Fashion rendering, accessories and fashion forecasting

- Fashion presentation boards, Digital fashion show
- Fashion communication, design thinking and portfolio
- Sustainability in fashion
- Fashion retail business

Submission and Selection Specifications:

- Abstract (250-300 words, with 5 keywords) and full paper (3000-5000 words including references) should be typed in size 12, Times New Roman font with 1.5 line spacing.
- Author(s) name, designation, organization and contact details should be attached along with the title of the paper in the first page followed by abstract and full paper from second page.
- Full paper should include introduction, methodology, results, discussion, and conclusion
- Citations and references should follow APA 6 style
- Author and Co-Author(s) (maximum 3 for a paper)
- Papers will be double blind reviewed before confirmation for presentation in the conference.

Important dates for the submission:

Manuscript submission: **April 26, 2023**

Acceptance notification (post review): **On a rolling basis**

Final copy submission: **April 26, 2023**

Regular registration: **May 02, 2023**

Power Point presentation submission: **May 8, 2023**

Sl. No	Description	Amount in INR
1.	Registration for Conference Students	Rs.300
	Academicians	Rs.500
	Research Scholars	Rs.500
	Corporate	Rs.1000
	Professionals/Entrepreneurs	
	For Foreign Delegates	\$10
2.	Participants presenting paper	1500 per paper presentation

Payment Process and Instructions:

The payment for registration and participation can be done using the given account details:

NAME: **GARDEN CITY FOUNDATION Pvt. Ltd.**
A/C NO: **04321010002750**
Bank: **CANARA BANK**
Branch: **Indiranagar branch**
IFSC: **CNRB0010432**

ABOUT GARDEN CITY UNIVERSITY:



Garden City University was established under Karnataka State Act no. 47 of 2013 and approved by UGC. The University is a product of a legacy of providing quality education for more than three decades. The journey started with the establishment of Garden City Education Trust in the year 1992 by Dr. Joseph V.G. who is the first Chancellor of Garden City University. The Trust was established to set up centres for educational excellence that would accept only qualitative practices nurturing students with value based education.

The University, ever since its functioning has focused on holistic international standards of education. The nine schools from different streams of Commerce, Science, Humanities and Engineering offer numerous programmes that are the best in the industry and the country. Unique programmes at UG and PG levels like Forensic science, Cyber

Forensic, International Accounting, English with Comparative Literature, Food Technology, Nanotechnology, English with Computational Linguistics are offered at GCU. Apart from UG and PG programmes all schools offer PhD programmes. All programmes at GCU comply by NEP 2020.

A new university campus is being developed in a lush green area spread over 150 acres of land, adjacent to the Volvo manufacturing plant. This is a part of the township envisioned by Dr Joseph V G which would have Knowledge Parks, IT and BT Parks, Hotels and Convention Halls, Shopping Malls and Residential areas.

The mission and the vision of the University is based on the belief that social development is an avenue for nation building which is inculcated through the approach and the policies of the University.

UNIQUE ATTRIBUTES OF SCHOOL OF PROFESSIONAL STUDIES DEPARTMENT OF FASHION & APPAREL DESIGN

The Department of Fashion & Apparel Design at Garden City University has been successful in nurturing dreamers, achievers and winners. Catering to the world's largest service industry, this department has created a niche for itself in shaping the finest scholars, professionals and entrepreneurs over the years.

Students can explore their individual talents and skills by participating in specifically designed activities, which in the past have produced some of the stalwarts in the fashion world today. The erudite

faculty members have used their vast experience and strategic training to conduct various skill-based programs which are designed to develop and maximize the potential of the students through a variety of teaching methods and activities. The department conducts various add on courses such as software training, additional course for fashion management, etc. Research and publication is another site where the faculty members are actively participating.

INTERESTING INFORMATION ABOUT COLLABORATING INSTITUTION:

1. The Textile Association (India) – TAI established in the year 1939, is the foremost leading and largest non-profit making National professional and Technocrat body in the country having more than 25000 strong memberships of 26 affiliated units at various textile centres in the country. TAI has more than 8 decades of service to the industry to its credit. It has been providing guidance and services of various kinds to the Textile industry. TAI organises various National and International conference and other activities and also conducts distance textile ATM/GMTA exams annually.
2. Hephzi Graphic Solutions - was established in the year 2017 and is registered as a sole proprietorship company. We are a young and dynamic vertically integrated company specializing in manufacturing of printed materials using polymer resins and textile materials. Our traditional business model is based on the accomplishment of expertise into printed materials using flexographic and roto grave printing systems for films and digital textile printing systems for textile fabrics. We supply to a wide range of customers engaged in packaging and clothing sectors.

COMMITTEE:

CHIEF PATRON

Dr. Joseph V.G.

Chancellor, Garden City University, Bangalore

STEERING COMMITTEE

Prof. G R Naik

Vice-Chancellor, Garden City University

Mr. Christo Joseph

Director- Strategy and Planning,
Garden City University

Dr. Vandana Hegde

Pro Vice-Chancellor, Garden City University

Dr. Sibi Shaji

Registrar, Garden City University

Dr. Sheeja M S

Controller of Examination, Garden City University

CONVENER:

Mrs. Anuja Manohar

Assistant Professor & Head, Department of
Fashion & Apparel Design, Garden City University,
anuja.manohar@gardencity.university ,
9845557643/ 9243750024

ORGANIZING SECRETARY:

Dr. Selvadass

Assistant Professor, Department of Fashion &
Apparel Design, Garden City University
selvadas.m@gardencity.university 9945569298

CO-CONVENERS:

Mr. Kiran Kumar P

Assistant Professor, Department of Fashion &
Apparel Design, Garden City University,
kirankumar.p@gardencity.university , 9632916023

Ms. Babli Shome

Assistant Professor, Department of Fashion &
Apparel Design, Garden City University, 96200
67823, babli.shome@gardencity.university

MEMBERS OF ADVISORY COMMITTEE:

Dr. MK Ghandhi

Professor & ERP head - NIFT Chennai,
Board of Studies member, GCU

Dr. Sanjeev Ayanchit

Director – Symbiosis Institute of Design, Pune
Board of Studies member, GCU

Mr. Diwakar Phulkuri

GM – Café Coffee Day, Former Sr. Manager -
Arvind Lifestyle Brands

Mr. Kailash Menon

Director – Dezynode Creative Education, Former
Professor – NIFT Chennai

Dr. Vikas Kumar

Associate Professor, I/C - Resource Center,
National Institute of Fashion Technology, Patna

Dr. Harishkumar Narayan

Ph.D. (ITC, PolyU, Hong Kong), Post Doc.
University of British Columbia, Canada

Dr. Manjunath RN

Ph.D. IIT – Delhi, Scientist, Central Silk
Technological Research Institute, Assam

Mr. Udaya Kumar BN

Lab Manager, Intertek India Pvt. Ltd., Bangalore

Ms. Ranjeetha Sundhar

Costumer designer, Niralya Studio

Mr. Narayan Bylappa

MD – New Barrier, Executive Director, Film Maker