

RUNWAY SHOWS

The Runway Show (fashion show) was not just a platform for displaying garments but a celebration of student innovation. From the design process to the final runway showcase, students were involved in every step, allowing them to demonstrate their skills in fashion illustration, pattern making, and garment construction.

The outfits displayed a rich diversity of styles, ranging from edgy streetwear to elegant evening dresses. Some collections incorporated sustainable materials and eco-friendly designs, reflecting the students' awareness of global environmental issues and their role in shaping the future of fashion. The garments were a testimony to the students' understanding of design principles, fabric manipulation, and global fashion trends. The event served as a stepping stone for many aspiring designers, providing them with industry exposure and recognition. As the students move forward in their careers, this event has provided them with a solid foundation to continue exploring, innovating, and inspiring the world of fashion.

The vibrant and much-anticipated event **Whimsicals-2024**, a spectacular Western-Wear Show, was successfully hosted on 27.02.2024, showcasing the stunning display of 150 varieties of Western garments, all meticulously designed and created by the talented students. The designs highlighted a blend of modern trends, innovation, and craftsmanship, celebrating both fashion and artistic expression.

The event, graced by the presence of esteemed Chief Guests Ms. Deepa Prabhu, Proprietor of Mayuka Fabrics and Trustee of PSNA College of Engineering, Dindigul and Ms. Jyotsna Ganesh, Proprietor of Sajna Bridal, were equally impressed by the talent on display. They appreciated the students' creativity and attention to detail, encouraging them to continue pushing the boundaries of design and to explore new avenues in the fashion industry.

Whimsicals-2024 was a resounding success, showcasing not just the creative potential of our students, but also their readiness to take on the global fashion stage.

Kids Runway, **"TITBIT – 2024"**, on February 13, 2024, organised with an aim to provide a platform for IInd year students to showcase their talents, boost their confidence and gain knowledge through activities. The event graced by two distinguished chief guests RTN PHF R. Shanmuganathan, the Charter President of the Rotary Club of Chennai, Korattur, and RTN PHF S. Anbuselvi, Treasurer of the Inner Wheel Club, Korattur, both have been instrumental in supporting community initiatives, and their presence inspired and motivated the students. Their words of wisdom provided valuable insights into leadership, community service, and the importance of holistic education for children.

The centerpiece of the event, Kids Runway TITBIT, feature a fashion show where young models walk the runway, express their creativity through fashion, and demonstrate their confidence and poise in front of an enthusiastic audience. The event will be a knowledge enrichment activity designed to engage young minds.

Kids Runway TITBIT aims to nurture self-confidence in students by giving them a platform to express themselves in front of an audience.



GALLERY



மக்கள்50இரஸ்

11-4-2024

எஸ்.ஆர்.எம் 'பேஷன் டிசைன்' மாணவர்களுக்கு நடிக்கைகள் அபி, தீப்தி வாழ்த்து

சென்னை, ஏப்.11 - எஸ்.ஆர்.எம் அறிவியல் மற்றும் தொழில்நுட்பவியல் அறிவியல் மற்றும் மாணவர்களின் ஆடை வடிவமைப்புத் துறை, Designer's Runway 2024 என்றும் தலைப்பில் இறுதியான ஒரு மாணவர்களுக்கு பேஷன் டிசைன் நிகழ்ச்சியை ஏற்பாடு செய்திருக்கிறது. இந்த நிகழ்ச்சியில் ஆடை வடிவமைப்பு இறுதியான பரிசும் மாணவர்கள் 20க்கும் மேற்பட்ட வாகனங்களால் ஆடைகளை வடிவமைப்பதில் ஈடுபட்டிருக்கிறார்.

பிரபல வடிவமைப்பாளர் கமலி, நடிகை அபி நட்சத்திரா, நடிகை நிபிஷா ஆகியோர் கொன்டனர். இவர்கள் வடிவமைப்பில் தங்களின்



நடிக்கைத்துவக்கைப் பார்த்து கொண்டு வரும் வடிவமைப்பாளர்களை ஊக்கப்படுத்தினர்.

மேலும், வடிவமைப்பில் உள்ள நுணுக்கத்தை மாணவர்கள் கற்றுக் கொள்ளும் மாணவர்களின் புதுமையைப் பாராட்டினார்.

இருக்கிறார். இதுபோல் தலைவரின் பேஷன் டிசைன் ஆகியோர் இதுபோல் ஏற்பாடு செய்தனர்.



வெண்டும்





We signed a landmark collaboration with the Center of Excellence – Apparel, Made-Ups, and Home Furnishing Sector Skill Council (AMHSSC) in Tirupur, aimed at advancing skill development within the apparel and home furnishing sector. This MoU, signed on March 6, 2023, with the distinguished presence of Dr. S. Niranjan, Co-Chairman, SRM Group of Institutions, Ramapuram and Trichy campuses. This MOU signifies a shared commitment to equipping individuals with essential skills and practical knowledge to thrive in these industries. This establishes a framework for cooperation in various domains, including Skill Development, Research and Innovation and Industry-Institute Interface: This collaboration will bridge the gap between academic learning and industry application, enabling students and professionals to gain hands-on experience and insights into current market demands. This partnership may mark an exciting phase of growth and opportunity for both parties and opens doors for students, trainers, and professionals to advance in this vibrant sector.

Curriculum Enrichment & Add - on Course Programme

Expanding Academic Horizons

As part of the Curriculum Enrichment Programme, the Department conducted an Add-On Course in collaboration with the Center of Excellence – Apparel, Made-Ups, and Home Furnishing Sector Skill Council (AMHSSC), as an MOU activity, and supported by SRM Axis Intellects. This initiative aimed to enhance students' knowledge and skills in the textile industry. A total of 52 students participated in the 45-hour training program, which covered various aspects of textile industry operations and standards. The course syllabus was jointly developed by AMHSSC and faculty from the Department of Fashion Designing to ensure industry relevance. Trainers were namely — Ms. K. S. Shankararaagavan, Mr. K. Saravanan, Ms. Jesima, and Ms. Kavitha — led the sessions, each bringing expertise that enriched the students' learning experience. This course is expected to contribute significantly to students' professional competencies, aligning with current industry needs and enhancing employability in the textile sector.

MOU

PARTNERING FOR A STRONGER FUTURE TOGETHER

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
Ramapuram

FACULTY OF SCIENCE AND HUMANITIES
(A Place for Transformation)

DEPARTMENT OF FASHION DESIGNING AND AMHSSC- TIRUPUR
Organises

Add On Course
In Association With

SRM AXIS INTELLECTS

As a Part Of

MEMORANDUM OF UNDERSTANDING ACTIVITY

11.10.2023 to 13.10.2023	(3 DAYS)
16.10.2023 to 20.10.2023	(5 DAYS)
30.10.2023 to 03.11.2023	(5 DAYS)

Who Can Attend - III B.Sc Fashion Designing

CONVENOR
Ms. Swetha Menon NP
AP & Head In Charge

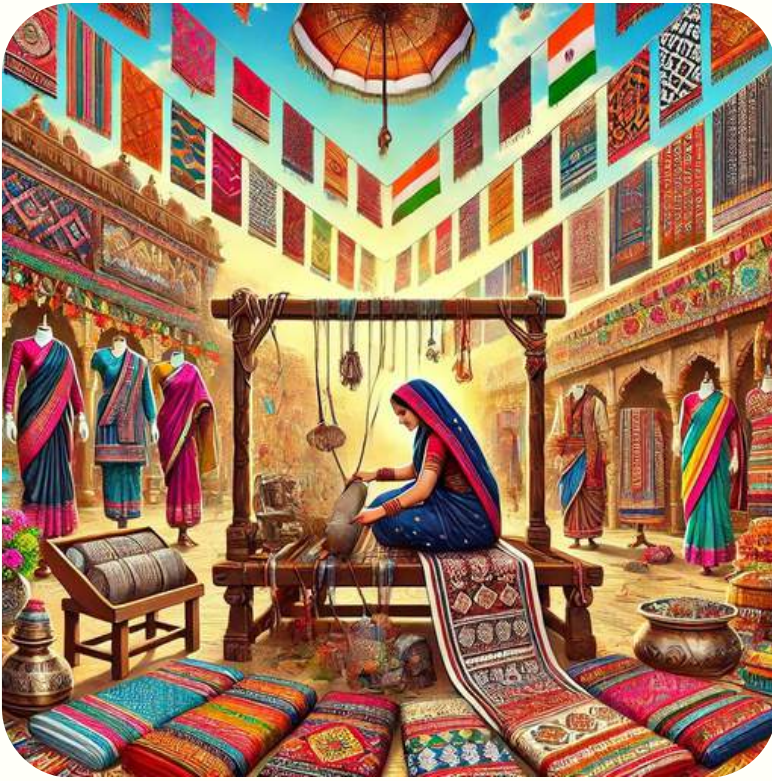
CO-CONVENOR
Ms. Oviya Yuvasree. U
Assistant Professor

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
SRM GROUP OF INSTITUTIONS
SRM INSTITUTE OF MANAGEMENT STUDIES
SRM INSTITUTE OF DISTANCE EDUCATION
SRM INSTITUTE OF TECHNOLOGY
SRM INSTITUTE OF ENGINEERING
SRM INSTITUTE OF ARCHITECTURE
SRM INSTITUTE OF DESIGN
SRM INSTITUTE OF FINE ARTS
SRM INSTITUTE OF JOURNALISM AND MASS COMMUNICATION
SRM INSTITUTE OF LAW
SRM INSTITUTE OF POLICE TRAINING
SRM INSTITUTE OF SPORTS
SRM INSTITUTE OF TOURISM

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HANDLOOM DAY



National Handloom Day is observed on August 7 each year to recognize the efforts and abilities of the weavers who work in this industry. This day recognizes weavers' contributions to the preservation of India's cultural and traditional heritage, with the goal of increasing recognition and financial security for craftspeople and weavers. India is known for its handloom labor, which is seen in its apparel.

Furthermore, National Handloom Day provides an opportunity to promote the economic empowerment of craftspeople and weavers. It promotes actions that help them maintain their financial stability, such as fair trade practices, improved market access, and subsidies from the government. This guarantees that the artists receive the money they deserve and may retain their livelihoods while still contributing to the preservation of India's Handloom Heritage.

Fashion Show with Handloom

Saree

A vibrant fashion show was organized to celebrate **National Handloom Day**, on 17 August, 2023. An occasion dedicated to honoring India's rich tradition of handwoven fabrics. The event, hosted with the aim to promote handloom artisans, showcase traditional weaving techniques, and highlight sustainable fashion through the lens of modern designs. The fashion show attracted a diverse audience, including students, fashion enthusiasts, and supporters of indigenous craftsmanship.



This day commemorates the extraordinary hard work and ingenuity of India's handloom-weaving community.

Nearly 20 students from the department of Fashion Designing has took part in the event, were they draped the saree weaved in Handloom and walked on the Floor.

The program is organized to raise awareness of handloom weaving and its cultural value. Encourage the economic empowerment of local craftspeople. To demonstrate how traditional handwoven materials can be modified for modern fashion.

Our goal is to maintain and preserve our unique handloom tradition while inspiring pride in the excellent craftsmanship that distinguishes it.



HANDS-ON LEARNING

Jewellery Making Workshop



Jewelry Making Workshop on 06-10-2023 was well attended by students, who were encouraged to be creative and promote handcrafted jewelry.

As part of the workshop, participants were provided with hands-on experience crafting a variety of jewelry pieces, including necklaces, earrings, and bracelets. The workshop provided a comprehensive introduction to the world of jewelry making. In addition to wire wrapping and bead stringing, participants were taught essential metalworking skills. It is imperative that creativity be emphasized in the craft, shared by workshop resource person Ms. Reshma Jabeen. She said, "Jewelry making is not just about following techniques; it's about expressing individuality and culture through design." We hope this workshop inspires even more people to explore this beautiful art form."

Focusing on Traditional Techniques and Sustainability

One of the key highlights of the workshop was the focus on traditional jewelry-making methods also with the strong emphasis on sustainability, using eco-friendly materials and discussions on ethical sourcing of gemstones and metals.

The workshop not only helped participants develop new skills but also enhance students design knowledge. It was concluded with a display of jewelry pieces created by the students, showcasing the creativity and skill they developed throughout the day.



Engaging Students in Traditional Aari Embroidery

Aari Embroidery Workshop was organized on 19-10-2023, for the students to learn this intricate traditional art form. The workshop aimed to introduce students to Aari embroidery, a technique that originated in India and is known for its fine and delicate needlework, often seen in bridal and ceremonial wear.

The workshop provided students with a hands-on experience, giving them a chance to work with the specialized needle, known as the "Aari," and the traditional frames used to stretch the fabric. They were taught with foundational stitches and techniques, including the creation of floral motifs and elaborate patterns typically seen in Aari work.

Promoting Traditional Crafts

It was an initiative to encourage younger generations to connect with traditional handcrafts. In recent years, efforts have been made to revive interest in Aari embroidery, which has been passed down through generations but is at risk of fading due to modern manufacturing methods. Not only learning a new skill but to preserve our heritage, introducing students to these crafts, they will develop a deeper connection with their culture and perhaps inspire them to keep these traditions alive.



"Mastering Precision: Expert Techniques in Men's Apparel Construction."

The Workshop on Men's Apparel Construction Techniques was organized on 17.07.23 by V.Marimuthu Assistant Costumer, South India Cine and TV Costumer's Union, Chennai, to equip students with essential skills and knowledge about the techniques used in constructing men's clothing. The workshop aimed to provide both theoretical and practical understanding, covering everything from fabric selection to finishing techniques.

The workshop organized to enhance participants' ability to construct high-quality men's garments. To provide hands-on experience with industry-standard tools and techniques, with deepened knowledge of different types of fabric and their role in apparel construction and to teach advanced garment construction techniques, including tailoring and fitting adjustments.

Through this workshop students gained the thorough understanding of the men's apparel construction process, with hands-on experience in drafting, cutting, sewing, and finishing garments and knowledge of different construction techniques suited for various types of menswear. Also got an exposure to advanced tailoring techniques for creating custom-fit clothing.



Heartfilled Smiles Initiative - Bringing Warmth and Joy to the Needy

On October 6, 2023, the Socio Spotlight Club successfully organized a heartwarming event as an initiative Heartfilled Smiles, in Ramamoorthy Education and Rehabilitation Trust, Ramapuram, along with NSS of our college. The purpose of was to distribute clothes and needs to those in need, spreading smiles and comfort to the less fortunate members of the community.

The initiative collected an impressive amount of donated clothing, thanks to the generosity of students, faculty, and well-wishers. Volunteers from the Socio Spotlight Club organize and distribute these donations to over beneficiaries, including underprivileged children, adults, and elderly individuals.

By interacting and understanding their struggles, the volunteers were able to make a meaningful difference in their lives, offering both material support and a sense of dignity. The key aspects of the initiative was the active involvement of students, who contributed both their time and efforts. Through this experience, students learned the importance of giving back to the community and the value of small acts of kindness that can create a lasting impact.

Beyond donations, the smiles and gratitude from the beneficiaries were the true highlights of the day. This event showcased how a simple act of kindness can ripple out and inspire more positive actions within the community.



BRAND BUILDING

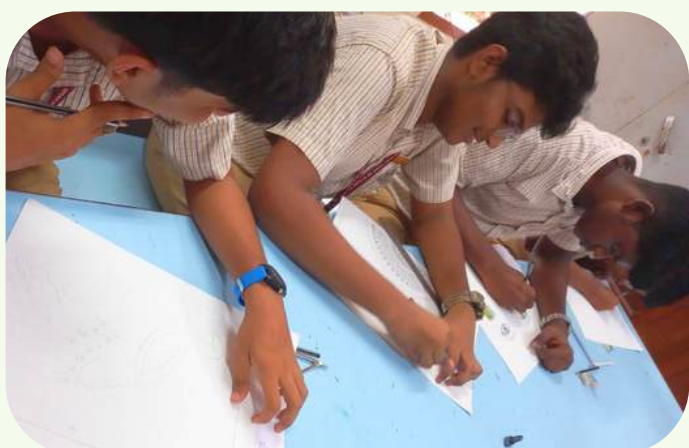


Pencil Sketching Competition

To encourage creativity and artistic expression among students while fostering a connection between the school and the Fashion Designing Department, we successfully organized a **Pencil Sketching Competition** as part of a brand-building activity at Velankanni Matric Higher Secondary School, Ashok Nagar, Chennai on 12th September, 2023.

We had enthusiastic students from the 11th and 12th grades, who showcased their talent through intricate pencil sketches, contributing to a highly engaging and competitive atmosphere.

The activity provided an opportunity for students to express their creativity and artistic skills, and also served as a creative outlet but also introduced them to potential career paths in design and the arts.



Machine Embroidery Workshop

The workshop on **Machine Embroidery**, organized in Chennai Public School, Anna Nagar, on 17 October, 2023 provided an exciting opportunity for higher secondary students to explore the creative world of embroidery with cutting-edge technology.

The Students were given hands-on experience with the machines, learning the basics of threading, setting up patterns, and executing different stitches. Attended all the 40 students used the machines and also the students created intricate designs.

The session helped students to learn various machine embroidery techniques, enabling them to produce elaborate patterns with efficiency and precision, were all students eagerly learnt about the art of embroidery.



ALUMNI ACTIVITY

Navigating Future Career Pathways: Leveraging Alumni for a Brighter Tomorrow



With the aim to inspire students by providing a first-hand glimpse into the creative and professional world of costume design in films, an Interaction Event for the passed out alumni students on "A Way Finder for a Better Tomorrow," was organised with the chief guest, a renowned film costume designer Ms. Anu Parthasarathi, which gave students a platform to engage with a successful industry expert.

Ms. Parthasarathi shared her journey, highlighting the challenges and rewards of her career in the film industry. With vast experience in designing costumes for various high-profile projects, she provided insightful perspectives on creativity, collaboration, and adaptability in the ever-changing film industry. Her presentation also touched upon the importance of understanding character development through costume design, emphasizing how fashion plays a crucial role in storytelling.

In the interactive session, students asked a wide range of questions, including how to break into the film industry, the significance of networking, and strategies for standing out in one of the competitive field. Ms. Parthasarathi encouraged the aspiring designers to cultivate their individual style, seek learning opportunities, and stay updated with trends in fashion and film.

The event concluded with a vote of thanks, appreciating Ms. Parthasarathi's valuable insights and her generous interaction with the audience. The attendees left with a deeper understanding of the practical aspects of working in the creative industries and the inspiration to pursue their dreams with confidence.

This successful event truly served as a "way finder" for students aspiring to build their careers in the creative fields.



COLLABORATION ACTIVITY

As part of a collaborative initiative, Department of Fashion Designing partnered with **Junior Fashion Week (JFW)** as a educational member to support their prestigious 82nd Runway Showcase of kids' fashion show held at Hotel WESTIN, Velachery, Chennai on 30th and 31st of March 2024.

This collaboration provided an excellent learning opportunity for our students, enabling them to have firsthand exposure to backstage management in a live fashion show setting. It also offers practical experience which will support their future endeavors in the fashion, events, or entertainment industries and enhance students' understanding of teamwork, time management, and coordination in a high-pressure event environment.

It helped students to learnt various key tasks, like assisting designers and organizers in managing the show flow. Also helping model with wardrobe changes and ensuring they were ready on time. Coordinating with makeup artists and stylists to maintain the pace and ensuring the smooth execution of behind-the-scenes activities.



Shaping the Future Together: Students and Industry Unite

Collaboration benefiting students through practical, hands-on experience. Such partnerships play a pivotal role in bridging the gap between academic learning and industry expectations, preparing our students for future challenges and opportunities.

On March 28, 2024, **Unlimited**, a renowned fashion retailer, in a unique collaboration with us, launched their new Gen-Z Collection at its Arcot Road, Chennai store, offering the students an opportunity to experience the latest trends and share insights. With the aim to bridge the gap between budding designers and the fashion retail world, and also to gather valuable feedback from young trendsetters.

This partnership not only served as a learning opportunity for the students but also provided Unlimited with meaningful insights that could guide their future fashion lines. Going forward, such collaborations will strengthen the connection between aspiring designers and the fashion industry, ensuring fresh perspectives continue to shape fashion trends.



RANK HOLDERS - ACHIEVING ACADEMIC EXCELLENCE

The department of Fashion Designing proudly congratulates the outstanding rank holders of the 2020-2023 batch Shakthi. P - I Rank and Vigasini. S - II rank, for their resilience, adaptability, and exceptional dedication to excellence. We wish them that this achievement will be the stepping stone to achieve even greater accomplishments. We are immensely proud of them and look forward to see the positive impact they will undoubtedly have in their future pursuits.



SHAKTHI. P
I RANK



VIGASINI. S
II RANK

ACHIEVEMENTS

ACHIEVING SIGNIFICANT MILESTONES IN ACADEMIC AND PERSONAL DEVELOPMENT

"VICTORY THROUGH PERSEVERANCE AND TEAMWORK"

We extend our heartfelt congratulations to our students for their exceptional performances in various intercollegiate meets. Their achievements showcase not only their individual talents and dedication but also the spirit of teamwork, resilience, and determination that defines our community. Competing against the finest talents across institutions, they have displayed remarkable skill, discipline, and passion, bringing laurels to our institution.



COMMITMENT TO PROFESSIONAL GROWTH AND EXCELLENCE

We are delighted to acknowledge the accomplishments of our staff members who have successfully passed the NPTEL exams. We hope that their success not only enriches their own knowledge but also elevates the overall expertise within our institution, enabling us to deliver a higher standard of education and mentorship to our students. We are immensely proud and are confident that the skills they learnt will continue to make a positive impact across various departments.

