

Welcome to the complex and lucrative world of the fashion industry, one that is growing tremendously, in lock-step with the retail revolution that we are seeing across the globe. India is at the center of the global fashion industry, as fashion houses across the world have realised the growing demand for Indian fashion design, and the prowess of the Indian textile and garment industry.

The general opinion may be that these courses are for those who are not 'serious' about their career - but they couldn't be further from the truth as the fashion industry in India today, is a whole new ball game. Every major international designer label and retail brand has opened stores, design centers and production facilities in India. From Armani to Zegna, Indians are at the forefront of the design and production of most of the world's most sought after names in fashion.

Taking a cue from the increasing globalisation of the fashion business, IIM Institute of Fashion Design and Technology, a part of the 20-year-old IIM Group of Institutions, has launched specialised programs in Fashion Design in collaboration with Nottingham Trent University (NTU) UK, First Me-

tion Statistics Agency (HESA), for its successful career placements. Headquartered in Singapore, First Media Design School is a wholly owned subsidiary of First Media Design and Creation Group, Singapore's largest design communication group with more than 20 design studios in Singapore and the regional markets. FMDS specialises in graphic design, multimedia design, and design management programs at Diploma and Advanced Diploma levels.

Highlighting the opportunities in this industry for both creative and business-oriented students, Prof. Aarti Sarpal, Director of IIM Institute of Fashion Design and Technology, says, "We offer both - a hard-core design approach and the business side of fashion, where all the essential support services are taught. Our three-year course has the added advantage of being one year less than other such courses. This particular subject (through the 80's and 90's) was always taught as a two-year course, the extra year was added by most institutes at the behest of the technical education board - which is really extra to requirement. Here students get to



the prototype stage through to full production. They work up specifications for new clothing and accessories, have samples made, and work with marketing and production facilities to ensure that finished pieces are made correctly and profitably. Technical design might be done 'behind the scenes', but it's tremendously challenging and important.

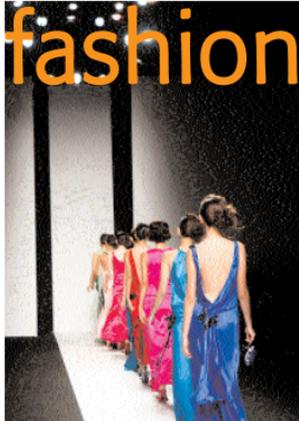
Then there are textile specialists and engineers. The fashion industry is driven by innovation just as other industries are, and for many of its innovations it depends on new and improved construction materials and procedures created by textile specialists and engineers.

If the design and creative side of the fashion industry do not excite you, the field offers a plethora of opportunities for those who wish to make careers on the business side.

Fashion Marketers make people want to buy new designs, new clothing lines, or even a designer's or company's entire output. They do this not just with advertising, but through celebrity endorsements, trade shows, samples and promotional events.

Merchandisers typically work for retail companies, where it's their job to make the clothing that the store is selling seem as attractive as possible to the store's customers. They select which clothing items to sell, figure out the optimum amount of space to use for displaying them, what height to place them, which items to display together or next to one another, how to arrange any forms

The business of fashion



Fashion is not only about creativity, it is also about a myriad other roles - all of which are taught at IIM Institute of Fashion Design and Technology

save that valuable one year and start on their career that much earlier!

She adds, "The beauty of this course is that the students get real time industry exposure from day one and international exposure at NTU in their third year. I would like to clarify that for some students, it is an option to go to the UK, he / she will be awarded the very same certificate right here in India. Also, as our faculty will be trained at NTU, they will be at par with those students who do go to NTU."

A short run-down:

A Q&A with Professor Sally Wade, Associate Dean Of Nottingham Trent University who visited IIM - Mumbai in April.

Can you please let us know the purpose of your visit?

IIM is launching two courses in fashion - BA (Hons) FASHION DESIGN and BA (Hons) FASHION BUSINESS with assistance by NOTTINGHAM TRENT UNIVERSITY. This I have come here as a representative of NTU to screen the infrastructure and the center at Oshiwara which shall be launching the mentioned courses.

What is the special feature of these courses?

These courses have been designed such that if a student wants to take transfer to NOTTINGHAM TRENT CAMPUS in the third year then he should not face any problem since teaching and curriculum at IIM - FDT has run in parallel for two years with NOTTINGHAM TRENT UNIVERSITY courses. Moreover if the student is not able to take transfer to NTU campus due to any problem then he shall be awarded the same degree of BA (Hons) FASHION DESIGN and BA (Hons) FASHION BUSINESS after finishing the third year at IIM - FDT campus.

Will NTU faculty teach these courses?

Lead designers are the ones that most people think of in connection with the words "fashion industry". Lead Designers are the creative leaders, developing designs for individual pieces or entire lines of clothing and accessories. This typically involves several generations of sketches or computer-aided drafts; consideration of colour, texture, material, and shape when worn; and supervision of final patterning and construction.

While some lead designers are self-employed or head their own labels, many others work for apparel manufacturers.

Technical designers take a lead designer's creations from

IIM has their own team that shall be teaching all the basic subjects but NTU faculty shall visit twice a year to give extra or special touches to the module

Will the role of NTU be over after this visit?

No, the role of NTU will never be over since these programmes are launched and validated by NTU, thus every year the team of quality standards from UK will keep a regular check on IIM so that the student gets the best education in the field of fashion and also as per the last quality norms of NTU.

Describe your visit with IIM.

IIM is a huge, established school in the fields of business and hospitality in India and now that I have seen their plans and infrastructure for fashion design at the Oshiwara center, I am happy and comfortable to start a relationship with them. I found the labs, pattern facility, garment construction, CAD so well planned for students that they shall enjoy studying and creating their identity at IIM.

What are the plans for the future?

Our full-fledged quality check team from NTU will visit in the last week of May before these courses commence at IIM, to ensure the best infrastructure for the students and these programmes.

or mannequins involved, even what kind of signs and lighting to use and to ensure that the overall experience for the shopper reflects the image they are trying to portray.

Sourcing specialists, work for apparel manufacturers, distributors, and retailers, contacting suppliers to find either the raw materials needed to make goods (fabrics, leather, dyes, etc.), manufacturers who will make clothing to a fashion company's specifications, or particular types of already-finished clothing that match what a fashion brand is looking for.

Buyers purchase clothing and accessories for their company, either on their own discretion or following the selections of the merchandisers or sourcing specialists. They travel as needed to search for products to trade shows, preview new items that suppliers are offering, present these new products to company executives, negotiate prices and margins, and so on.

There are many more such positions in the fashion business, including Stylists, Fashion Writers, Brand Managers, Photographers, Style Consultants and Textile Designers, Tailors etc.

For those interested in the business side of the fashion industry, IIM Institute of Fashion Design and Technology offers a three-year Bachelors program in Fashion Business, in addition to a variety of one-year diploma programs in UK, IIM's collaboration with Nottingham Trent University gives students the choice to transfer to NTU's campuses in UK or Hong Kong in the third year and graduate at NTU, or complete the program right here in India.

IIM FDT fashion programs are currently open for admissions.

Contact the Institute toll-free at 1800 209 9727 or email admissions@iim.edu for more information.

