

Chapter 6

The Organizations and Associations of Fashion Industry

"Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy."

–Erik Adigard

The Indian fashion industry has various organizations and associations working at different levels for upgarding the standards in services of the fashion industry. They provide a platform to the Indian designers to showcase their products in the international market. These organizations and associations work with designers, exporters, retail brands, suppliers and buyers to set up quality standards, conduct research and development functions and generate business.

6.1 Introduction to Handloom and Handicraft Sector

India is a vast country, with multiple cultures and preferences. With every state and its regional traditions, there are different woven textiles attached. These textiles are mostly developed on handlooms, which vary from north to south and east to west. These rich handloom textiles and hand crafted products are highly appreciated by the global and Indian market consumer.

The handicraft sector of India is enriched with crafts like embroideries, stonework, woodcraft, paintings and jewellery. All the crafts which are made by hand, come under the big umbrella of the term 'handicraft'. The two handicraft and handloom sectors demand a lot of attention by the Government and Non Government Organizations in terms of finance and aids for the upliftment of the craftsmen.



Fig 100: A weaver weaving handloom fabric on traditional loom in Jhabua, India



21st century fashion is marked by design innovation, ingenuity and exclusivity in a product. India is blessed with the variety of textiles and handicrafts. The country is and will remain one of the highest producers of handloom textiles in the world market.

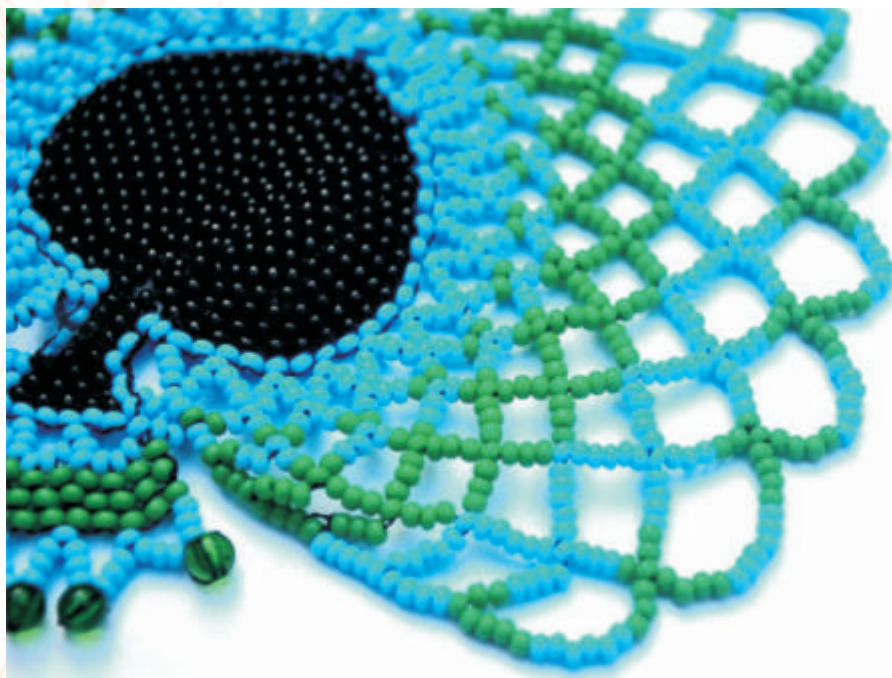


Fig 101: An handcrafted beaded craft piece from Jhabua, India



Fig 102: Women empowerment, one of the prime focus of NGO, Sadhna in Udaipur, India

6.2 Non Government Organization (NGO)

A non government organization comprises of a team of members who are independent of government, and works towards social, political and economical upgradation of a cluster or a group of craftsmen. They strive for a social cause or development of a society. Some of the NGOs working in India are:

- ❖ Craft Council of India
- ❖ Shrujan
- ❖ Gramin Vikas Hasthkala
- ❖ Rangсутra
- ❖ AIACA
- ❖ Dastkar

6.2.1 Craft Council of India (CCI)

"Art is not a handicraft, it is the transmission of feeling the artist has experienced."

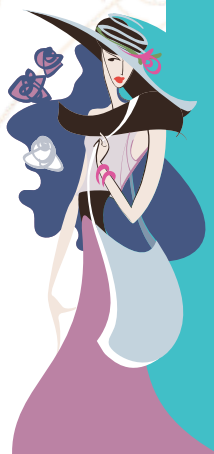
—Leo Tolstoy

Craft Council of India was established in 1964 as a non profit Society head-quartered in Chennai. It works towards strengthening the Indian traditions and identity in global market. They pair up with craft communities in Indian villages and provide training and marketing opportunities for their better livelihood and social upliftment. Many crafts which are on the edge of vanishing are being revived through the efforts of NGOs like CCI.



6.2.2 All India Artisans and Craftworkers Welfare Association (AIACA)

AIACA started working as informal craft NGO in March 2000, and was registered under the Societies Registration Act on 30th of January, 2004. It's an apex body with members from craft sector and textile industry. The mission of AIACA is to provide better livelihood to the artisans and aims at showcasing Indian handloom and handicraft products in the international market. They provide workshops and trainings to the craftsmen to improve their skills and products to achieve good quality in terms of design and materials.



6.3 Government Organizations

A Government organization gets supports from the Government for doing researches and specialization in fashion and textiles, for benefitting the fashion industry growth.

6.3.1 The Clothing Manufacturers Association of India (CMAI)

The Clothing Manufacturers Association of India (CMAI) was established four decades earlier and has offices in Mumbai, New Delhi,



Bangalore and Pune. It is the representative of Indian apparel industry, including readymade garment manufacturers, exporters, retailers and ancillary industry. The association works with the Government on the matters of policy decisions related to apparel industry and give directions to its members on compliance with various Government Regulations. Fairs like National Garment & Regional Garment are organized by CMAI to create good marketing channels for the industry.

The Association also provide physical and chemical properties tests of yarn, fabrics and garments through its well equipped testing laboratories.

CMAI created Apparel Export Promotion Council (AEPC) way back in 1978. AEPC is responsible for the promotion of complete Garment Exports from India.

6.3.2 Association of Export Promotion Council (AEPC)

AEPC was established in 1978 as the official body of apparel exporters in India. It provides valuable assistance to Indian exporters in terms of technical guidance, any kind of information like market, trade statistics, fairs, workforce or advice. It was formed to make India in international market as one of the preferred sourcing destination for garments.



It organizes India International Garment Fair which provides a great platform for more than 350 participants to showcase their best products to international buyers.

6.3.3 Handloom Export Promotion Council (HEPC)

Handloom Export Promotion Council (HEPC) is a statutory body constituted under The Ministry of Textiles, Government of India to promote the exports of all handloom products like fabrics, home furnishings, carpets and floor coverings, etc. HEPC was constituted in the year 1965, and their member lists have grown from 65 to 2000 all over India in past five decades. Their Head-office is at Chennai and regional office is at New Delhi. The main objective of HEPC is to provide national and international avenues through trade shows to Indian handloom exporters.

6.3.4 Textile Committees

The Textile Committee was formed in August 1964. The main objective of the committee is to certify good quality of textile material and machinery for domestic as well as for export purpose. To achieve the same, the committees assists and performs various scientific, technological and economic research functions. It also provides training workshops for inspection and acquiring good quality of textiles and its machinery.

As it is a government organization, it guides Central Government on the matters related to textiles and its machinery.

6.4 The Textile Testing Laboratories

Without the research and innovation in any field the advancement cannot be achieved. So for the technological support to various mills and craftsmen many research associations are functioning in India.

6.4.1 Bombay Textile Research Association (BTRA)

The Bombay Textile Research Association (BTRA) was registered by members of the Mill-owners' Association, Bombay in 1954. It has members from mills and manufacturers of manmade fibers, dyes and chemical auxiliaries. BTRA satisfies the technological help and knowledge required by these members and the textile industry. BTRA does research and development in various processes of mill working from technology to services to operational studies. It strengthens the working procedure of mills for providing enhanced services and materials. It provides assistance to many Government and Public Sector industries also.



6.4.2 Northern India Textile Research Association (NITRA)

NITRA headed by Council of administration, which have the representatives from Textile and Apparel Industry, Government of India, Trade Associations, Academic Institutions and Textile Research Associations.

The main objectives of NITRA are research and development, technical consultancy, evaluation of the materials in terms of its quality (on the standards of IS, ASTM, DIN, BS, ISO, JASO, AADTCC, EN), training of manpower and publishing papers. NITRA also provides services through its seven centres located at Tanda, Kanpur, Meerut, Gorakhpur (all in U.P.), Panipat (Haryana), Ludhiana (Punjab) and Bhilwara (Rajasthan).



6.4.3 South India Textile Research Association (SITRA)

SITRA is textile laboratory for research and development in Coimbatore, India. It is sponsored by the Textile industry and aided by the Ministry of Textiles, Government of India.



"Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution."

—Ivan Chermayeff

It is operated by a Council of Administration consisting members who include representatives of the Industry, the Central and State Governments and the scientists from known institutions. The main objectives of SITRA are research and development, technical consultancy, testing services (evaluation of the materials in terms of its quality), training of manpower and publishing papers.

6.5 Fashion Weeks Organizers

The presentation of the new line or collection of the designer / manufacturer is a well established process. Fashion shows and Associations, Academic Institutions and Textile Research Associations. The main objectives of NITRA are research and development, technical consultancy, showroom presentations; generally mark the beginning of a new line or the launch of the seasonal merchandise. 'Market Weeks' are other means of presentation of the new collections.

Fashion Weeks and National / International trade shows are also processes where the products of designers and fashion houses are showcased for the buying community. Almost all major fashion capitals of the world, i.e. Paris, London, Milan, New York and many others organize Fashion Weeks, in which the leading international designers showcase their work. Similarly Trade Fairs such as the famous Düsseldorf fair, the Hannover fair, and others are prime examples of fairs where various elements of the Industry find representation and witness substantial commercial activity.

6.5.1 Fashion Design Council of India (FDCI)

Fashion Design Council of India is a non-profit organization whose main aim is to present the strength of the Indian design industry in the global market. Many professional and renowned designers are its members. Its objective is to enhance business in fashion by organizing fashion events like bi-annual prêt weeks for womens wear - Wills Lifestyle India Fashion Week, Van Heusen India Men's Week, and the Synergy 1 Delhi Couture Week annually. To showcase Indian designs at global level, Ministry of commerce and Industry supports FDCI in its initiatives.

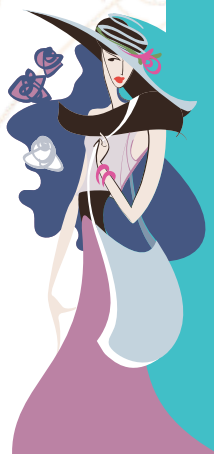
For achieving its goal FDCI advises and assists fashion designers, retailers, models, make-up artists, hair stylists, choreographers, suppliers and manufacturers. It creates avenues in fashion industry and tie ups at national and international level for everyone involved in the fashion industry at various levels.



6.5.2 Lakmé Fashion Week

Lakmé Fashion week is also an initiative to show the talent of Indian designers to the global fashion market. It has an advisory board with members from International landscape.

The advisory board of Lakmé fashion week has prominent buyers, fashion editors, renowned designers like Rohit Bal, Sabyasachi Mukherjee etc. and members from international renowned promotion companies. The participation of such renowned personalities in the Lakmé Fashion week provides good opportunities and a holistic approach to good fashion business.



Lakmé Fashion Week (LFW) is collectively organized by Lakmé, the cosmetics and beauty services brand in India and IMG, the global manager in fashion weeks and event production. LFW main vision is to "Redefine the future of fashion and Integrate India into the global fashion world". Lakmé Fashion Week (LFW) happens twice in a year.

6.6 Few Fashion Institutes and Colleges in India

There are many institutes and colleges in India which are providing professional degrees and diplomas in fashion and design areas. They are, and they have been giving practical and theoretical knowledge of the fashion trade to the students. These students of the erstwhile time, today form the crème-de-la-crème of the designer fraternity. They are the heads of the brands and cooperate offices. This trained workforce runs the Indian fashion industry today.

1. **National Institute of Design (NID):** This is an Institute located in Ahmedabad and was formed under Human Resource Development Ministry for providing Diplomas at Graduation and Post Graduation level along with Ph.D. Degrees in Fashion and Design. It has now two more branches in Bengaluru and Gandhi Nagar respectively.



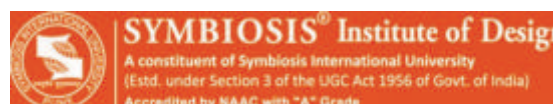
2. **National Institute of Fashion Technology (NIFT):** A premier institute of fashion, under Government of India offers four-year bachelor and two-year Master programmes in the areas of Design, Management and Technology. NIFT has 15 centres across India with NIFT Delhi centre being the Head-office of all the centres. NIFT is presently imparting high quality inputs, knowledge and practices about global fashion trade.



3. **PEARL Academy of Fashion:** Pearl is a private body institute, which provides Graduation, Post Graduation, Diplomas and certificate courses in fashion. It has a main branch in Delhi and two other branches in Chennai and Noida.



4. **Symbiosis Institute of Design:** This institute is located in Pune and provides Degrees in fashion and textile design.



5. **Srishti Institute of Art and Design:** The institute is located in Bangalore and provides Post Graduate Diplomas and Professional Diplomas in Textile Design.



6. **Lady Irwin College:** This College is under Delhi University which provides Graduation, Post Graduation and Ph.D. Degrees in Home Science with a specialization in Fabric and Apparel Science.
7. **Institute of Home Economics:** This College is also under Delhi University which provides Graduation, Post Graduation and Ph.D. Degrees in Home Science with a specialization in Fabric and Apparel Science. Lady Irwin College and Institute of Home Economics works under the Department of Home Science of Delhi University.
8. **Maharaja Sayajirao University:** This University is located in Baroda, Gujarat and provides Graduation, Post Graduation and Ph.D. Degrees in Textiles and Fashion.



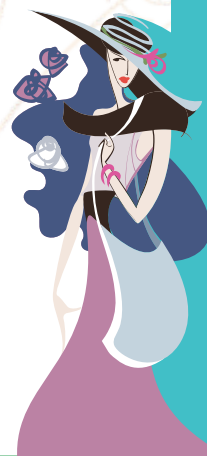
Summary:

Fashion industry comprises of many organizations and associations which work along with designers, exporters, retail brands, suppliers, buyers, artisans and craftsmen. They work towards achieving common objectives of growth, by providing them a global platform through various fairs and shows. On the other hand, the testing laboratories set-up quality standards, conduct research, provide design and retail solutions for giving textile products international standards. These organizations and associations can be Governmental or Non Governmental.

With the increase in the opportunities in fashion trade, there are many institutes and colleges in India which are providing professional degrees and diplomas in fashion and design areas. They are giving practical and theoretical knowledge of the fashion trade to the students, who are willing to take fashion industry as their profession.

Glossary

- ❖ **AEPC:** Association of Export Promotion Council
- ❖ **AIACA:** All India Artisans and Craft workers Welfare Association
- ❖ **BITRA:** Bombay Textile Research Association
- ❖ **CCI:** Craft Council of India
- ❖ **CMAI:** The Clothing Manufacturers Association of India
- ❖ **Fashion show:** The formal presentation of a group of styles or designs as per a particular season.
- ❖ **FDCI:** Fashion Design Council of India
- ❖ **HEPC:** Handloom Export Promotion Council



- ❖ **LFW:** Lakmé Fashion Week
- ❖ **NID:** National Institute of Design
- ❖ **NIFT:** National Institute of Fashion Technology
- ❖ **NITRA:** Northern India Textile Research Association
- ❖ **Non-Government Organization:** An organization comprising of people independent of government working towards social, political and economic up-gradation of a cluster or group of craftsmen.
- ❖ **SITRA:** South India Textile Research Association
- ❖ **Trade Association:** A non-profit voluntary association of business having common interests.
- ❖ **Trade Show:** A show where periodic merchandise is exhibited staged in various trading areas by a group of producers.

Question Bank:

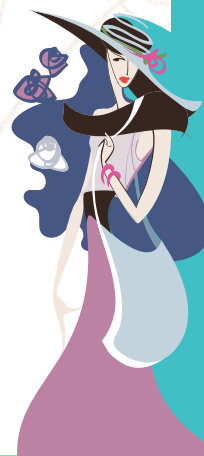
- Q1. What are the roles and responsibilities of organizations and associations in fashion industry?
- Q2. Briefly explain the roles and responsibilities of NGOs with examples?
- Q3. Write a short note on various Government Organizations working for the promotion of textile and fashion industry?
- Q4. What is the role of CMAI in fashion Industry?
- Q5. What is the role of Textile Committees in fashion Industry?
- Q6. Define the full names of the following:
 - ❖ HEPC
 - ❖ AEPC
 - ❖ NITRA
 - ❖ CMAI
 - ❖ BTRA
 - ❖ FDCI
- Q7. Write a short note on any two Textile Testing Laboratories in India
- Q8. Write a short note on Fashion Week Organizers and their role in fashion industry? Q9. FDCI plays an important role in fashion industry, justify?
- Q10. Define the importance of fashion weeks in India with example
- Q11. Write a short note on any six institutes and colleges which impart fashion knowledge.



Introduction to the Fashion Industry

Practical Manual

Introduction to the Fashion Industry



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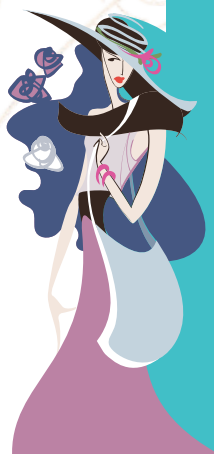
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Practical Exercise 1

Aim: To observe and appreciate the uniqueness of a craft.

Objective: Create a scrap book based on craft products.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Old magazines

Exercise Procedure:

1. Collect pictures of craft based products made from following raw materials:
 - Straw
 - Wood
 - Clay
2. Make a scrap book.
3. Design and sketch your own product using any one of the above materials.

Observation and Discussion:

- Students are to explain the process by maintaining a scrap book.
- The product designed by the student can be discussed in the class for student's and class views, explorations and selection of final concept.

Practical Exercise 2

Aim: To observe, appreciate and explore the fashion trends demonstrated by surroundings in the current time.

Objective: Create a scrap book based on any one ongoing fad in ethnic wear and jewellery of the current time.

Material Requirement:

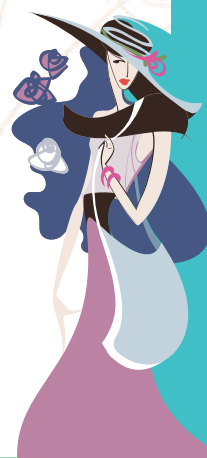
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Collect pictures of socialites and celebrities showcasing the current trends in following categories:
 - ❖ Ethnic wear
 - ❖ Jewellery
2. Create a scrap book.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class the current ethnic wear and jewellery trends.



Practical Exercise 3

Aim: To observe and appreciate the classic silhouettes those have retained their identity through time.

Objective: Create a scrap book on womenswear, western classic styles.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Collect visuals of classic womenswear, western silhouettes for the following apparel category.
 - Skirt
 - Trousers
 - Blouses
2. Create a scrap book from the chosen pictures.

Observation and Discussion:

- Students are to explain the process by maintaining a scrap book.
- To observe and discuss in class the influential styles those have retained their identity even in the current time.

Practical Exercise 4

Aim: To creatively explore variations in forms and shapes from different mediums to generate prints from unusual inspirational sources.

Objective: Creating Prints from kitchen utensils.

Material Requirement:

1. Poster Paints
2. Brushes
3. Fabric paint
4. A4 size cartridge/ ivory paper
5. Cutlery like spoons and forks/ small bowls/ glass with an unusual shape
6. Cotton casement (12 inches X 12 inches)

Exercise Procedure:

1. Collect different types and sizes of utensils.
2. Select portion that will give unique shapes.
3. Apply poster paint/s on one side.
4. Create impressions on paper.
5. Use the impressions in multiple forms to create a motif.
6. Get the motifs approved, by the subject faculty.
7. Use fabric paint and the approved motif to create print for table napkin on cotton fabric (12 X 12 inches)

Observation and Discussion:

- Students are to explain the process by maintaining a scrap book.
- The product designed by the student can be discussed in the class for student's and class views, explorations and selection of final concept.



Practical Exercise 5

Aim: To creatively explore the patterns created by using dying process.

Objective: Creation of prints from double dip dyeing technique.

Material Requirement:

1. Any two color dyes (Red & Blue / Yellow and Blue) (Direct dye)
2. White Cambric fabric (10 inch X 10 inch)
3. Steel Container for dye bath – 2 containers
4. Gas stove
5. Forcips
6. Cotton mulmul for stole.

Exercise Procedure:

1. In a container prepare a red color dye bath.
2. In second container prepare a blue color dye bath.
3. Take the white cambric fabric (10 inch X 10 inch) and dip it from one side half in red dye bath and hold the rest white portion by a forcip.
4. Let the fabric in the boiling dye bath for 5 – 10 mins.
5. Take out the fabric and squeeze out the extra dye from it.
6. Reverse the fabric, and put the remaining white half in boiling blue dye bath. Keep holding the fabric with red portion in your hand by a forcip.
7. Let the fabric be in the dye bath for 5 -10 mins.
8. Take out the fabric.
9. Squeeze out the extra blue dye and let it dry.
10. Create a stole using the same technique.

Observation and Discussion:

- Observe how dyes blend in the centre when the fabric is dipped in two dye baths,
- Students are to explain the process by maintaining a scrap book.
- The product designed by the student can be discussed in the class for student's and class views, explorations and selection of final concept.

Practical Exercise 6

Aim: To explore the print development through the surface structures of various products.

Objective: Development of print designs using pencil impression technique.

Material Requirement:

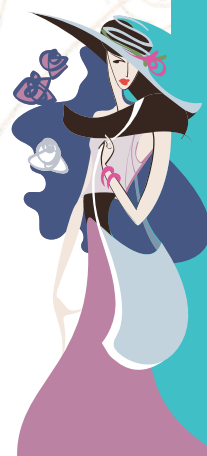
1. A4 size ivory paper / Catridge paper
2. A4 size tracing paper
3. Glue/ fevicol
4. Pencils

Exercise Procedure:

1. Mark ten different objects with different surface structures and textures.
2. Rub the pencil on the tracing sheet kept on the surfaces chosen, in a way to obtain the impressions of the surfaces.
3. Take ten different impressions from ten different surfaces in the similar manner.
4. Use the developed impressions to create a painting / book-cover.

Observation and Discussion:

- ❖ Observe the various impressions acquired from various surfaces.
- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ The product designed by the student can be discussed in the class for student's and class views, explorations and selection of final concept.



Practical Exercise 7

Aim: To understand the stencil printing technique.

Objective: Creation of stencils for achieving design patterns.

Material Requirement:

1. A4 size ivory paper
2. Brushes
3. Pencils
4. Eraser
5. Stenciling card (any medium weight paper)
6. Poster paints
7. Paper Cutter
8. Old Tooth brush
9. Old Canvas shoes

Exercise Procedure:

1. Draw a design on a card with a pencil.
2. Cut out the shape using a paper cutter.
3. Place the stencil on the paper.
4. Paint over the hollow cut out design on paper.
5. Instead of Solid paint, spray paint technique can be used by using an old tooth brush.
6. Design your old canvas shoe using the stencilling technique.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ The product designed by the student can be discussed in the class for student's and class views, explorations and selection of final concept.



Practical Exercise 8

Aim: To observe, appreciate and explore the fashion trends demonstrated by society in the current time.

Objective: Create a scrap book on Indian womenswear design collections.

Material Requirement:

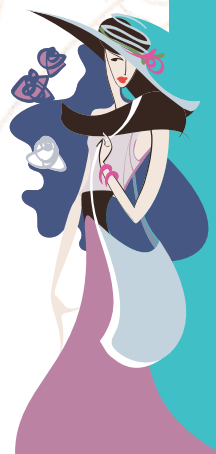
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines
6. Color pencils
7. Eraser

Exercise Procedure:

1. Choose your favourite designer who has participated in Lakme India fashion week of the current year.
2. Collect pictures of his/ her garments showcased as a design collection on the ramp.
3. Create a scrap book from the chosen pictures.
4. Observe the surface details on the garments and sketch the motifs used to create these embroideries.

Observation and Discussion:

- Students are to explain the process by maintaining a scrap book.
- To observe and discuss in class highlights of the designer collections and discuss the beauty of the motifs sketched.



Practical Exercise 9

Aim: To observe, appreciate and explore the fashion trends demonstrated by Indian Consumer in Indian ethnic wear category.

Objective: To create a scrap book with garment images of one Indian ethnic womenswear brand.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose your one Indian ethnic womenswear brand like Biba, W, Fabindia, Sabhyata, Lakshita, Bandhej, Reliance trends, Stop etc. (These are only indicative).
2. Collect pictures of following categories
 - ❖ Kurtas
 - ❖ Salwars
 - ❖ Tunics
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of the Indian ethnic womenswear brand.

Practical Exercise 10

Aim: To observe and understand the effect of costumes in films on the society.

Objective: Create a scrap book based on costumes in a film.

Material Requirement:

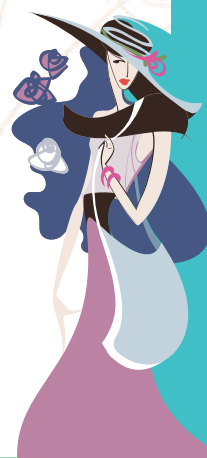
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose your favourite film.
2. Collect pictures of garments worn by the actors.
3. Create a scarp book by pasting the chosen pictures.
4. Observe and mark the style of the garments showcased in the film.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss the effect of the costumes on society after the release of a film.



Practical Exercise 11

Aim: To observe, appreciate and explore the fashion trends demonstrated by Indian Consumer in menswear casual clothing.

Objective: To create a scrap book with garment images of menswear casual clothing.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose any one brand of menswear casual clothing (Levis, Reebok, Addidas, Nike, Wrangler, Lee etc.)
2. Collect pictures of following categories
 - a. Denims
 - b. T shirts
 - c. Jackets
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of the menswear casual clothing.

Practical Exercise 12

Aim: To observe and understand the product category in home fashion line.

Objective: To create a scrap book with visuals of the home furnishing products.

Material Requirement:

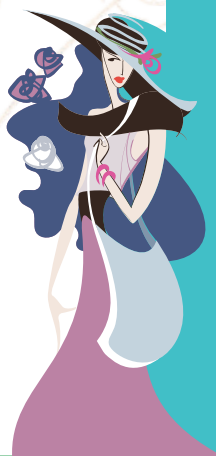
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. List products in home fashion category.
2. Collect pictures of the products in any of the two following collections.
 - a. Table line
 - b. Bed Line
 - c. Kitchen line
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of the home fashion coordinated collection chosen.



Practical Exercise 13

Aim: To observe and understand the product category in leather.

Objective: To create a scrap book with visuals of the leather products.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. List products in leather product category.
2. Collect pictures of the products of the following categories.
 - a. Bags
 - b. Shoes
 - c. Lifestyle products like organizers, book covers, mobile phone covers etc.
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of the leather product collections chosen.

Practical Exercise 14

Aim: To observe and appreciate the uniqueness of product detail created by listed designers.

Objective: Create a scrap book on garment designs created by the established designers.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Select any one designer from the list given below:
 - ❖ Coco Chanel
 - ❖ Karl Lagerfield
 - ❖ Mary Quant
 - ❖ Elisa Schipperili
2. Collect pictures of his/ her garments showcased over a period of time.
3. Create a scrap book from the chosen pictures.
4. Observe and mark the unique selling proposition of the styles.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of styles created by the chosen designer and the aspects that made the designer famous for his created work.



Practical Exercise 15

Aim: To introduce students to various national and international apparel brands.

Objective: Create a scrap book from the logos of the apparel brands.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose five national and five international apparel brands.
2. Collect pictures of the logos of the selected brands.
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ Discuss the observations made on the unique selling proposition of the brands.



Practical Exercise 16

Aim: To introduce students to various national design and fashion institutes / colleges.

Objective: Create a scrap book from the logos of the national design and fashion institutes / colleges.

Material Requirement:

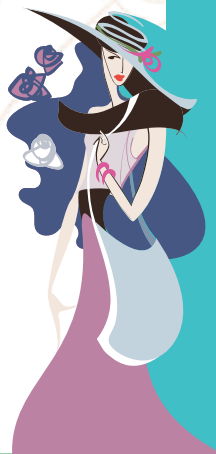
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose five design and fashion institutes / colleges.
2. Collect information on the courses offered by the selected institutes.
3. Make a presentation in the class on the data collected.

Observation and Discussion:

- ❖ To discuss various avenues of education in the field of design and fashion.



Practical Exercise 17

Aim: To understand the design path followed by an established designer.

Objective: To collect information on any one established Indian designer who has created a unique impression with his work.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Select any one designer from the list given below:
 - a. Sabhayasachi
 - b. Manish Malhotra
 - c. Ritu Kumar
 - d. Manish Arora
2. Collect pictures of his/ her garments showcased over a period of time.
3. Create a scrap book from the chosen pictures.
4. Observe and mark the uniqueness of their created products.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of styles created by the chosen designer and the aspects that made the designer famous for his created work.



Practical Exercise 18

Aim: To introduce students to various kidswear brands.

Objective: Create a scrap book from the logos of the kidswear brands.

Material Requirement:

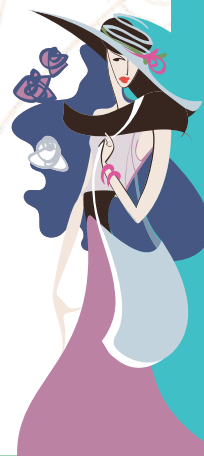
1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Choose five kidswear brands.
2. Collect pictures of the logos of the selected brands.
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ Discuss the observations made on the unique selling proposition of the brands.



Practical Exercise 19

Aim: To observe, appreciate and explore the fashion trends demonstrated by society in the current time.

Objective: Create a scrap book on Indian womenswear design collections.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines
6. Color pencils
7. Eraser

Exercise Procedure:

1. Choose your favourite designer who has participated in FDCI fashion week of the current year.
2. Collect pictures of his/ her garments showcased as a design collection on the ramp.
3. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ To observe and discuss in class highlights of the designer collections.



Practical Exercise 20

Aim: To introduce students to the roles played by an NGO in our society.

Objective: Create a scrap book from the logos of the NGOs.

Material Requirement:

1. Scrap Book A4 size
2. Glue/ Fevicol
3. Scissors
4. Newspapers
5. Fashion Magazines

Exercise Procedure:

1. Write about the full form of NGO.
2. Write to lines about the working of an NGO.
3. Collect pictures of the logos of the any two NGOs.
4. Create a scrap book from the chosen pictures.

Observation and Discussion:

- ❖ Students are to explain the process by maintaining a scrap book.
- ❖ Discuss the observations made on the NGOs roles and responsibilities of them in our society.









Central Board of Secondary Education

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 092 India