



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE

of

APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

ALUMNI INTERACTION REPORT

on

SUCCESS STORY OF ALUMNI – VLANCIA BY SHREYA

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 15th September, 2022 , 4:30 pm

SPEAKER:

Ms Shreya Vashista, (M.Des- Fashion & Textiles, 2019

Founder, Aura the closet & Vlancia

Attendees- 100

Faculty members- 10

Room # 402, K-1 Block, ASFT

OBJECTIVES:

1. To engage the students with alumni
2. To understand how to start-up ion the fashion industry
3. To understand the challenges and how to cope with them
4. To motivate students' towards entrepreneurship
5. To clarify doubts and queries of students

Major points discussed:

1. Understanding about starting up
2. Understand the aspects of launching a label
3. Knowledge of business model/ business canvas/ competitor mapping/ USP

4. Understanding the industry culture and expectations.
5. Understanding challenges and ways to cope up
6. Motivating students towards entrepreneurship

Ms Shreya Vashishtha (M.Des- Fashion & Textiles, 2019). While pursuing her Masters, Shreya started her own label in 2017. The name of her label is Aura The Closet. She specializes in ethnicwear and bridal wear. She offers customized solutions and her designs are sold all across country, Canada, Dubai and USA. She is all set to open her flagship store in Khan Market very soon. She has recently launched her evening gown label Vlancia.

Shreya spoke about her entrepreneurship journey, her label and how she started from scratch to build her brand identity. She answered all questions from the students and motivated them to build their career at their own pace and terms.

Students got an opportunity to interact with the alumni on one-to-one basis. They raised various concerns and asked a lot of questions regarding the right time to start their own ventures, challenges, required skills, managing customers, how to scale up and many more. The speakers were able to address all their queries satisfactorily.

The event was organized under the able guidance of Prof. (Dr.) Pradeep Joshi, Director General (Amity Directorate of applied Arts/ Fine Arts/ Performing Arts/ Visual Arts). It proved to be an enriching session for the students as they had live examples of their seniors who have achieved success by taking up entrepreneurship. The students got inspired and were full of enthusiasm to start their own ventures.





Session organized & Report prepared by: Nidhi Jain Mishra, Manager CRC, ASFT