



# AMITY UNIVERSITY

## UTTAR PRADESH

AMITY DIRECTORATE

*of*

**APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS**

### ***ALUMNI SESSION REPORT***

*on*

**STARTING UP – JOURNEY OF FREECULTR**

Organized by

**AMITY SCHOOL OF FASHION TECHNOLOGY**

**DATE & TIME- 15<sup>th</sup> September, 2022, 4:00 pm**

**SPEAKER:**

Mr Shrey Luthra, Co-Founder, CEO – FreeCultr ( MBA 2009)

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 in 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 brand
3. Knowledge of vision/ mission/ business strategy
4. Understanding the start-up culture and expectations.

5. Understanding challenges and ways to cope up
6. Motivating students towards entrepreneurship

About the speaker:

Shrey Luthra, Co-founder, CSO and Chief Product Officer (CPO) of FREECULTR, launched the brand in November 2019. After graduating in Finance and Finance Management from Amity University, Noida, Shrey pursued an MSc in Finance from the University of Glasgow, Scotland. Shrey established the brand FREECULTR with a vision to impact the country with sustainable solutions. Thus, he laid the foundation for FREECULTR, a native Indian brand that offered sustainable and comfortable hygienic innerwear for men. After countless R& D efforts, Shrey and his team succeeded in coming up with the perfect premium innerwear for men. Developing new Blends and adding Technology to make an impact on Innerwear and Loungewear Segment turned out to be the game-changing breakthrough in FREECULTR.







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