



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE

of

APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

ALUMNI INTERACTION REPORT

on

STARTING UP A FASHION BRAND- TWIG TIE BY ANURAG BAGHEL

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 10th September, 2022 , 12:00 Noon

SPEAKER:

Mr Anurag Baghel, MA FRM, 2018,

Founder, Twig-tie

Attendees- 15

Faculty members- 2

Room # 414, 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

After completing his graduation in Fashion Technology from Amity School of Fashion Technology, in the year 2016, young student Anurag Baghel, decided to continue with further studies and thus, went on to do M.A in Fashion Retail management. Unlike his other classmates, he did not sit for campus placements as his plans and visions were much larger.

Sharing his journey with the post-graduate fresher students, during the orientation ceremony, 2019, Anurag spoke about his vision, his label and the challenges that he faced along the road-map of his career path. He launched his label, Twig Tie, as an online brand, specializing in bespoke men's suits and Indian ethnic wear in August, 2018. He set up a small studio in Noida where he designs trendy menswear for the young and the young-at-heart. He sells his designs across India and overseas as well.

Anurag told the students that the secret of his success is that he dared to take the first step. He motivated the students with a simple philosophy which is- "To Get Started instead of Just Dreaming". He said that if he was able to do it then so can they.

Students got an opportunity to interact with their senior on a personal level. They asked many questions. They wanted to know about ways to set their designs apart from other competitors, digital media, quality and finishing, achieving the right fit, building customer base; promoting the brand and many such things. Anurag answered each question with a lot of honesty and passion.

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). Amity University regularly organizes such talk sessions to motivate and inspire the students to raise their bar and to achieve success in life through hard work and perseverance.









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