



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE

of

APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

INDUSTRY INTERACTION SESSION REPORT

on

Sustainable Fashion - journey to be responsible designers

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 15th September, 2022, 2:30 pm

SPEAKER:

Ms Anu PD	Designer	label Anu PD
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Attendees- 100

Faculty members- 10

Room # 402, K-1 Block, ASFT

OBJECTIVES:

1. To engage the students with industry experts.
2. To understand what it means to be a responsible designer.
3. To understand the challenges and how to cope with them
4. To motivate students' towards sustainability
5. To clarify doubts and queries of students

Major points discussed:

1. Understanding about the fashion industry

2. Understand the aspects of responsible fashion designing
3. Knowledge of versatile garments
4. Understanding industry expectations.
5. Understanding challenges and ways to cope up
6. Motivating students

About the speaker:

Anuradha Prasad Dhawan's modernist vision of young design makes her influential in fashion. A success story in chic youthful pret and now couture, the designer harnesses her position as board member of A4A Group of Companies—a corporate with a decade of strong-held verticals in Hospitality | Travel | Concierge | Lifestyle

Walk into her store in Hauz Khas Village any time and a hunger for all things cultural is felt. With one foot delicately placed in the corporate world and one firmly planted in design, Anu likes to think of herself as “an entrepreneur by nature and a fashion designer by profession.” Label Anu PD stands for “youth” with a fresh-take on the regular with fun-n-frolic colours and forms! There is always a deep story behind every collection but what is consistent is Anuradha Prasad Dhawan’s joy of creating and disseminating that joy to the wearer—and its a boon for consumers that each collection is accessorised with bags and clutches and footwear accessories.

Anu also takes pride in working relentlessly for environment as that is the need of the hour. Her clothes define sustainability and multifunctionality.









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