



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE

of

APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

INDUSTRY INTERACTION SESSION REPORT

on

Industry expectations from young fashion professionals

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 15th September, 2022, 3:30 pm

SPEAKER:

Mr Abhaya Gupta	CEO	Nanya
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Attendees- 100

Faculty members- 10

Room # 402, K-1 Block, ASFT

Mode: Hybrid

Video link: <https://web.microsoftstream.com/video/a361bf71-95d8-4426-8b9b-68cd0c1e2234>

OBJECTIVES:

1. To engage the students with industry experts.
2. To understand expectations of the industry
3. To understand the challenges and how to cope with them
4. To motivate students
5. To clarify doubts and queries of students

Major points discussed:

1. Understanding about the fashion industry

2. Understand roles and responsibilities as fashion professionals
3. Knowledge of required skills for industry.
4. Understanding industry expectations.
5. Understanding challenges and ways to cope up
6. Motivating students

About the speaker:

Mr Abhaya Gupta is Co-founder & CEO, Nanya Inc.- a buying agency assisting global womens contemporary brands to source fashion garments, accessories out of India.

Abhaya secured his post-graduation in Apparel Marketing & Merchandising from India's premier fashion institute, NIFT in 1998. With 22 years in the Fashion Industry, he has had the opportunity to work with Budget, Fashion and Luxury brands and specializes in sourcing, inspection, technical needs of global women's fashion labels, designers and contemporary brands.

He founded Nanya Inc. in April 2010 - a fashion focussed sourcing company that services prominent brands/designers in the women's contemporary market in the USA selling in Saks, Bloomingdales, Neiman Marcus, Anthropologie. Abhaya's strength has been in setting & executing Strategy, Sales, Operation & Management for fashion forward brands. This includes establishing and stabilizing the production base, suppliers, teams and process to achieve business targets.

In his current position as CEO at Nanya, he is working to provide strategic leadership, sourcing and management solution to consistently exceed customers expectation. He believes in entrepreneurial spirit within the organization and leads his team with continuous innovation and reinvention.





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