



AMITY UNIVERSITY

MADHYA PRADESH

AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

Colart 3.0- Visual Merchandising Competition

(Make your Display come Alive)

26th September 2023 (Tuesday)

10:30 am Onwards

During the Innovation week, Amity School of Fashion Design & Technology (ASFDT), AUMP organized **Colart 3.0- Visual Merchandising Competition**, *Make your Display Come Alive* on 26th September 2023 at 10:30 hrs on MS Teams.

We have received registrations from Pan India and 08 teams were shortlisted to present their work in online platform. We have the participants from DKTE's Ichalkaranji, FDDI Hyderabad, NIFT Jodhpur, ITM Gwalior, Hamstech Hyderabad and many more. Mr. Avinash Keshari, Deputy Manager in Van Heusen Pan India and Ms. Madhavi Tomar, Asst. prof., ASFDT, AUMP were the jury members for the event.

The competition started with the blessings of Maa Saraswati. The host familiarized the participants and judges with the rules and assessment structure of the competition. Every team have applied their creative skills in window dressing to attract, engage and motivate the customers towards making a purchase. All teams have presented their innovative display, which were very much appreciated by the jury members.

The team from ASFDT, AUMP won 1st prize for working on the theme 'Paapi Gudiya', 'Classic Cut' theme from DKTE Ichalkaranji won the 2nd prize and the 3rd prize was bagged by students of ASFDT, AUMP for working on the theme 'Villainous Vogue'.

The competition ended on a good note as all the participants were happy and satisfied after presenting their creative work on the platform and at the same time, they also learn different dressing techniques applied by co-participants. Jury members have also shared their valuable insights for further improvement.

Presentation given by Participants

COLART - The Visual Merchandising Competition (Make your display come alive)

30:05

Take control Pop out Chat People Raise React View Rooms Apps More Camera Mic Share Leave

TB VG AK

To The Mo... Vidhu Gupta avinash Ku... Madhavi To... KRITI SHAR... NISHA BAG... View all

CONCEPT

As we proudly said that we are the first one on the south pole of the moon, so this is the most trendy thing now a days and fashion is all about trends that is why we choose the theme "BHARAT ON MOON".

India's moon landing on August 23 has sparked a surge in demand for space-themed merchandise, with Indian Space Research Organisation (ISRO) and Chandrayaan 3-themed products seeing a ten-fold increase in sales. Merchandise categories such as T-shirts, iron-on badges, hoodies, and caps are in high demand.

Vidhu Gupta

Type here to search

30°C Haze 10:50 26-09-2023

Participants

Type a name

Share invite

In this meeting (32) Mute all

- Shweta Singh Organizer
- AKash Parihar (Guest) Meeting guest
- AKshita Agarwal (Guest) Meeting guest
- ANSHIKA DWIVEDI
- ANSHIKA SINGH TOMAR
- Anshu Singh Choudhary
- ASHISH SINGH TOMAR
- Ashutosh singh s... (Guest) Meeting guest
- avinash Kumar K... (Guest) Meeting guest

COLART - The Visual Merchandising Competition (Make your display come alive)

54:27

Chat People Raise React View Rooms Apps More Camera Mic Share Leave

MS VG

Mrunmayi... Vidhu Gupta

ANSHIKA S... Anshu Sing...

ED TT

Eshika Deb... Tanu pariha...

SHRUTI ROY View all

BHAGVASHRI SHEWALE (Guest)

avinash Kumar keshari (Guest)

Madhavi Tomar

Type here to search

31°C Mostly cloudy 11:14 26-09-2023

Participants

Type a name

Share invite

In this meeting (31) Mute all

- Shweta Singh Organizer
- AKshita Agarwal (Guest) Meeting guest
- ANSHIKA DWIVEDI
- ANSHIKA SINGH TOMAR
- Anshu Singh Choudhary
- Ashutosh singh s... (Guest) Meeting guest
- avinash Kumar ... (Guest) Meeting guest
- BHAGVASHRI SH... (Guest) Meeting guest
- deshraj yaduvan... (Guest) Meeting guest

