



AMITY UNIVERSITY

UTTAR PRADESH

AMITY DIRECTORATE

of

APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS

ALUMNI INTERACTION REPORT

on

SUCCESS STORY OF ALUMNI – LUXE BY URVI GARG

Organized by

AMITY SCHOOL OF FASHION TECHNOLOGY

DATE & TIME- 10th September, 2022 , 12:30 pm

SPEAKER:

Ms Urvi Garg, M.Sc FTM, 2016,

Founder, Luxe by Urvi Garg

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 her post-graduation in M.Sc Fashion & Textiles merchandising from Amity School of Fashion Technology, she started working as a merchandiser in an export house.

Sharing her journey with the post-graduate fresher students, during the orientation ceremony, 2022, Urvi spoke about her vision, her label and the challenges that she faced along the road-map of her career path. She has launched her label, Luxe by Urvi Garg, as an online brand, specializing in innovative accessories.

Urvi showed her designs to the students and also explained how design can be created from simple techniques.

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