

Report on Online seminar on Industry Orientation as part of “Deeksharambh Programme” for ASFT Students. On 22nd August 2024

As part of Deeksharambh Programme, ASFT held a series of online industry orientation seminars.

Both the sessions commenced with **Professor (Dr.) Pradeep Joshi, Group Additional Pro Vice Chancellor, Director General, and Dean of the Faculty of Applied Arts, Fine Arts, Performing Arts, and Visual Arts at Amity University**, briefing the industry persons about these online industry sessions & encouraging the students to participate by asking relevant questions.

On 22nd August 2024, Ms. Pragya Vishnoi, Online Merchandiser, Lachmi’s International Ltd, Hong Kong, shared her experiences. She discussed the evolving role of digital platforms in fashion, the importance of understanding consumer behaviour, and the strategies for effective online merchandising. She covered several key topics like- Contrasting Fabric Preferences, Market-Specific Clothing Styling, Leveraging Global Insights for Business Growth, Influence of Local Culture on Fashion, Market-Specific Clothing Styling etc. in her presentation titled "Embracing Diversity in the Global Fashion Landscape".

Images of Online Industry Seminar for ASFT UG Students as part of Deeksharambh Programme held on 22nd August 2024, by Ms. Pragya Vishnoi, Online Merchandiser, Lachmi’s International Ltd, Hong Kong.

