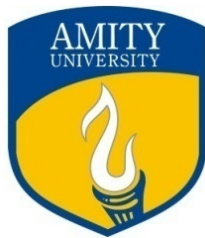


Proceedings of
National Conference on Fashion Apparel & Textile
(NCFAT'16)
Theme
“INNOVATION FOR EXCELLENCE”

4th March 2016

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Organised by



AMITY SCHOOL OF FASHION TECHNOLOGY
Amity Directorate of
Applied Arts/Fine Arts/Performing Arts/ Visual Arts
Amity University Uttar Pradesh
Noida-201313 (U.P) India

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Message from Vice Chancellor



Prof. (Dr.) Balvinder Shukla
Professor - Entrepreneurship & Leadership
Vice Chancellor, Amity University Uttar Pradesh

I am pleased to learn that Amity School of Fashion Technology under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University Uttar Pradesh is organising a one day **“National Conference on Fashion Apparel & Textile 2016 (NCFAT’16)”** on the theme **“Innovation for Excellence”** on 4th March 2016 at Amity University Campus, Noida.

This Conference is an initiative to bring together all academicians, researchers, industry professionals and students associated with fashion, apparel & textile industry to emphasis on the need for innovation in various segments of Textiles & Fashion value chain.

The deliberations and discussions during the Conference will focus on Innovation in material and evolving Technologies for new ageApparel, Innovation in design as key differentiator in fashion business & Functional and smart clothing.

I am confident that the informative sessions during the Conference will be interactive and the participants will benefit immensely from the expertise and experience of eminent speakers from industry and academia.

I take this opportunity to extend my best wishes to all the guests, speakers, participants and students for a very enriching experience during the Conference.

My heartiest congratulations to the NCFAT’16 organising team and best wishes for the grand success of the Conference!

Prof. (Dr.) Balvinder Shukla

Conference Chairperson's Message



Prof. (Dr.) Pradeep Joshi

Director General

Amity Directorate of Applied Arts/ Fine Arts/ Performing Arts/ Visual Arts
Amity University Uttar Pradesh

It gives me immense pleasure to welcome you all to “**National Conference on Fashion Apparel & Textile 2016 (NCFAT'16)**” on theme “**Innovation for Excellence**” being organized by **Amity School of Fashion Technology** under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP.

Textile and apparel sector is the most dynamic manufacturing sector where eternal demand for change keeps fashion alive. In today's competitive world innovation is the key to sustain and grow. New Textile materials and technologies have been developed in the past decade which act as a fuel in the splurging growth of apparel sector. Even though the technology remains the main focus of research but the way fashion apparel are being marketed have seen a drastic change in the last decade. E-commerce is changing the whole equation of fashion retail. Even the smart clothing is introducing a paradigm shift from passive clothing system to active clothing with dynamic functionality.

Apparel & Textile Sector contributes 14% to Industrial production and 4% to GDP. Textile sector is 2nd largest employment generator contributing 13% in total exports. India's Textile market of US\$ 99 billion is expected to reach US\$ 226 billion by 2023. Indian Retail market is projected at US\$ 865 billion (current US\$ 490 billion) while size of Apparel market is 8% i.e. US\$ 40 billion. India with natural advantage in raw material (cotton, silk, cellulosic fibre) and easy availability of skilled labour, strong base of varied traditional design- colour- embroidery combination provide key advantage to Indian textile & apparel Industry.

With thrust on “Make in India” by Government; Apparel & Textile sector has lot of opportunity but 'innovation is only key to sustain and grow' in today's global competitive textile economy. Innovation

in all areas including material, fashion design, technology and management of Fashion Apparel & Textile industry is of utmost importance for attaining success.

The National Conference on Apparel and Textile (NCFAT'16) intends to discuss recent developments of various textile material, emerging technology, functional clothing and changing scenario of fashion retail. The conference aims to bring together academicians, researchers and experts in the field of fashion, apparel and textile for facilitating interaction & deliberation in form of paper or poster presentation.

I take this opportunity to thank all invited distinguished Academicians, Industry Leaders, Researchers, Delegates, Sponsors & faculty colleagues who are associated with NCFAT'16 and making this reality.

I wish **NCFAT'16** a great success.

Prof. (Dr.) Pradeep Joshi
Conference Chairperson

Brief Profile of Key Note Speakers

Vijay Mathur

Additional Secretary General, Apparel Export Promotion Council

Mr. Vijay Mathur is Additional Secretary General, Apparel Export Promotion Council. Prior to joining AEPC, he has held various key positions in Maharashtra State Textile Corp., National Textile Corp. MP. He has widely travelled and has handled over 400 international events in his career with AEPC so far. These involve organization of Buyer Seller Meets, Fairs, taking delegations etc. He has involved in organising various events like Tex Summit, Tex-Trends India etc. He was also a member of the Joint Working Group on Textiles & Clothing to European Union and Mauritius.

Madhu S. Dutta

Head Marketing – Lifestyle Business Raymond Limited

Ms. Madhu S Dutta has 16 years of professional experience in the field of marketing and communication specializing in fashion and lifestyle category. Currently, she is heading Marketing in Raymond, pan India. Prior to this assignment, she has been Chief-Marketing for Pantaloons Fashion & Retail Ltd. As head of Marketing Development in World Gold Council, she has managed overall marketing initiatives in India. During her tenure, she has launched the most coveted brands in the jewellery category like *Collection g* and the most talked about brand in the wedding space *Azwa* – a first of a concept wedding jewellery in the country. Her marketing career started in Tanishq – a TATA Enterprise with many innovative marketing initiatives. One of her marketing initiatives took Tanishq for the first time to the ramp of Milan Fashion Week.

Varija Bajaj

Fashion Designer

Varija is a leading name in the Indian fashion bridal segment. VARIJA Design Studio under designer Varija Bajaj specializes in customized bridal requirements with expertise in figure corrections and colour –skin balance. She is a member of FDCI (Fashion Design Council of India) since 2009 and has been part of Wills India Fashion Week for several seasons. Apart from retailing through 40 multi-brand stores pan-India. VARIJA retails through her flagship store in Defence Colony, New Delhi. Her collections are adorned by various bollywood celebs like Jacqueline Fernandis, Mugda Godse, Hrishita Bhatt, Asin, Karishma Kapoor, Gauhar khan, Shrishti Rana, Swaroop Sampat, Veena Malik and Tanushree Dutta to name a few. VARIJA HOME from the house of VARIJA DESIGN STUDIO is a fashion statement for all those who boast to be trendsetters. Trousseau bed covers, Cushion Covers, Curtains, Table Mats, Runners, Coasters, Window Dangers, Curtain Ties, Tissue Boxes etc. form an exciting mix for a trendsetting home. VARIJA HOME also caters to customised needs of home decor and interiors for those who appreciate art and creativity. Being a successful entrepreneur, in an unorganized fashion sector, she is now a case study at ISB Hyderabad. She also has given lectures at reputable fashion & management institutes like FMS Delhi, XIC Mumbai, ASFT etc.

Samir Sahni

Director, JDS Apparels Private Limited (Ritu Wears Big Life Retail Chain)

Mr Samir Sahni is a retailer by heart, a keen customer observer and a detailed buyer. Specializing in the buying and category management of kids wear, women's wear and lifestyle categories, he has a passionate leadership style of working. He brings with him the experience of building up of the organization from a regional player to a modern national fashion destination. He has a keen eye in working on store excellence and believes in offering world class services and experience to the shoppers who come to shop at the stores. He has the requisite knowledge of the intricacies of what goes into running a successful fashion house. As a person, he believes in creating value in all the activities one gets into, whether it is doing a routine job or taking up a new project. He is an Innovator by nature, a thinker and a great risk taker.

Baqar Naqvi,

Business Director, Wazir Advisors Pvt. Ltd.

Mr. Naqvi is a seasoned retail professional with 16 years of experience in brick & mortar and online retail as well as retail consulting. He has worked on over 45 projects in geographies including India, Asia, Europe, and Africa and worked with various brand and retailers of America and Europe. He has extensively worked with start-ups and helped promoters/ business partners convert drawing board ideas into real businesses. He has strong understanding of consumer trends, changing expectations and market requirements. He managed large scale quantitative and qualitative researches and have done data analytics to get insights which have formed the basis of strategy development. He is a textile graduate from Central Textile Institute and has done diploma in marketing and merchandising from NIFT.

Brief Profile of Technical Session Chairperson

Prof. (Dr.) S. M. Ishtiaque
Professor, IIT Delhi, Exec. Director IITRA

Dr. S.M. Ishtiaque is Professor at the Department of Textile Technology at Indian Institute of Technology Delhi and first Executive Director of International Institute of Technology Research Academy Mauritius. After completing his PhD from the Czech Republic in 1983, he joined ATIRA, Ahmedabad and then worked as Project Manager in House of Podar Enterprises (HOPE) Textile, Indore before joining IIT Delhi in 1985. He has been on various administrative positions at IIT, as Acting Dy. Director (Administration), Dean of Students Affair, Head, Department of Textile Technology, Chairman Hospital Advisory Committee, Associate Dean of Students Affair. He was the Director, Northern India Textile Research Association, and Ghaziabad. He is also the Member Board of Directors (Textile Industries), Member of Council and Member Research Advisory Committee, NITRA Ghaziabad and BTRA Bombay. He is consultant to several Textile Industries in India and abroad and has been invited for lectures in various countries.

Prof. (Dr.) Kusum Chopra
Ex Chairperson, Fashion Design, NIFT Delhi

Dr. Chopra was formerly Professor and Chairperson of the Fashion Design Deptt. of NIFT. A Ph.D. from I.I.T. Delhi, Prof. Chopra has rich experience of more than thirty years of teaching, research and professional experience. She has held the positions of Chairperson – Fashion Design at NIFT and coordinated the setting up of NIFT Centers at Mumbai, Chennai & Kolkata. During the course of her career she has handled various consultancy projects related to product development, research, costumes, display and publication. She has been conducting and supervising research at postgraduate & doctoral levels on various areas relating to apparel and textiles. She is on the advisory board of many reputed fashion educational institutes.

Prof. (Dr.) Noopur Anand
Professor & Chairperson, Dept. of Fashion Technology, NIFT Delhi

Dr. Noopur Anand is an academician with more than 19 years of experience. Currently she is Professor and Chairperson of the Department of Fashion Technology at NIFT. Her specialization is in field of Textiles and Clothing. She has done her doctoral (PhD) in field of Product Development (Smart Garment). Her other areas of work are fit analysis, Sustainable/ 'Smart' Product Development and Pattern Engineering in which she has worked extensively. She has published research papers in reputed journals and apparel magazines. She has been involved in providing consultancies and training for Govt. agencies and industry partners. She has also filed for patent for Self-defence wearable- an anti-molestation jacket for protection of women from assailants. She has held various administrative portfolios at NIFT like Head Research; Unit in-charge Academic management systems of NIFT; Centre coordinator Masters in fashion technology Program etc.

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ABSTRACTS OF TALK BY INVITED SPEAKERS

Smart Interactive Textiles

Prof. (Dr.) S.M. Ishtiaque

Professor, Department of Textile Technology, IIT Delhi

ABSTRACT

Now a days, changes have been occurring at an unprecedented rate in science and technology with a profound impact on individual lives. Solid foundations of scientific understanding have been laid to guide the improved usage and processing technology of natural fibers and the manufacturing of synthetic fibers

The talk aimed towards smart fabrics and interactive textiles which are the new areas of research. Some of the key methods which are being used and developed for smart textiles in performance apparel are wearable electronics, nanotechnology, phase change materials, and shape memory materials. Sensors integrated into textiles in contact with body have the ability to capture physical as well as psychological signals

Smart Interactive Textiles (SIT) are based on different stimuli like mechanical, thermal, chemical, electrical, magnetic or other sources. They are no longer a science-fiction fantasy as self-cleaning carpets, memory-shaped and environment-responsive textile, anti-insomniac micro-fibers are available in market. Taking the talk further future prospects of SITs were discussed. In areas of collaborative research & development, photo-sensitive materials, fibre optics, conductive polymers, thermal sensitive materials, shape memory materials, intelligent coating materials, chemical responsive materials, micro-capsules, micro- and nano-materials are used in the field of sensors and actuators, whereas neural networks and control systems, cognition theory and systems are exploited in signal transmission and processing. Wearable electronics and photonics, adaptive and responsive structures, bio-mimics, tissue engineering and chemical/drug releasing are used in development of integrated products and processes.

The range and variety of high performance textiles that have been developed include tera and nano scale magnitudes, complexity, cognition and holism. Fibers are relentlessly replacing traditional materials in many more applications e.g. super-absorbent diapers, artificial organs, construction materials for moon-based space stations. Clothing with its own senses and brain are integrated with Global Positioning Systems (GPS) and mobile phone technology to provide the position of the wearer and directions. Plastic was a revolution, and nano-technology will probably be the next big change. It would be apt to say that the range and variety of high performance textiles that have been developed to meet present and future requirements are now considerable. And the future promises even more!

Keywords: *Smart Interactive Textiles, wearable electronics, sensors, signal transmission, integrated processes.*

Designs for the Future: How Product Innovation is Bound to become a Part of the Fashion Industry

Vijay Mathur

Additional Secretary General, Apparel Export Promotion Council

ABSTRACT

Innovation forms the backbone of any business today and the ever dynamic fashion industry is no exception to that. Innovations in apparels are no longer limited to just lifestyle leisure activities and looking good, but functional values in apparels and smart – clothing is fast becoming a reality in the fashion world.

The aim of the talk was to provide an orientation to the need for innovation in the fashion industry. Citing the example of Nokia, it was established that product level innovations are a must for a company aiming to sustain itself in a competitive business environment, otherwise it faces a risk of losing its market share to existing marketing players and new entrants that are open to product innovations. The talk further ventured into the current innovations in the fashion industry by providing the information on the innovation by design award organized by Fast Company & Inc, a fashion magazine and publishing house based in New York, USA. The winner of the award “Wanderer” was developed by MIT Media Lab Mediated Matter Group (Steven Keating, Neri Oxman, Will Patrick and Sunanda Sharma) with Deskriptiv, the Pamela Silver Lab at Harvard Medical School, and Stratasys. The proposed garment has the ability to generate the food, energy, light, and oxygen to keep us alive through wearable vessels that have photosynthetic bacteria culturing inside, creating the resources that an interplanetary traveller would need to survive in other climates. One of the notable finalists was “Nothing – Under” Yoga Pants by Dear Kate where a small inset of proprietary fabric makes the product thick and comfortable to wear with no underwear being required to sport it thus solving the problem of revealed panty lines during work outs. Other notable finalists such as “Adidas Yeezy 750 Boost” by Adidas and “Magzip” by DNS designs LLC were also discussed to stress on the importance of product innovation on current and future of the fashion industry. The talk elaborated on few basic and valuable steps that are the pillars of any innovation; such as documenting the thoughts and organizing the ideas to get an outline of the project and recommending the aspiring fashion innovators to follow the same.

Keywords: *Innovation, Fashion, Apparel, Product Level Innovation, Smart – Clothing*

Paradigm Shift in Fashion Retail and Marketing: A Case Study of 'Be Natural' Campaign

Madhu S. Dutta

Head Marketing & Lifestyle Business, Raymond Ltd.

ABSTRACT

Innovation has been a hallmark of any successful business. The domain of innovation in the fashion industry has not been limited to the spheres of product development and service level processes, but is also one of the critical success factors in the marketing and communication strategies adopted by fashion retail brands. The talk was aimed to observe the change in the patterns of marketing and fashion retailing over the past few decades and discuss the probable scenarios for the future that fashion retailers and marketers would have to face.

In today's digital age, there is a transition of marketing strategy from an outbound set up to a more agile, interactive and transmedia based in bound marketing strategy. The rise of content driven marketing is based on educating and engaging the shoppers by focussing on the experience that is being provided to them. As the current generation has a short attention span, fashion brands are implementing the 'Integrated Marketing' concept to earn client's attention.

The ability of successful fashion brands to weave a story and communicate it across to their consumers by providing a differentiated customer experience is exemplified by studying the 'Go Natural' campaign of Raymond. The brand promoted its linen collection by telling the story of the merchandise through the eyes of its regular consumers from various walks of life who resonate the brand values that the company is looking to imbibe in their profession and lifestyle. With an innovative tagline of "Whats Real, Feels Real", the campaign strikes a chord with the customers by lending more authenticity to the campaign. The talk elaborated on the concepts of mobile marketing and identifying advertising through alternate means such as YouTube, snapchat, etc. realizing the rising importance of digital marketing. The future of the fashion marketing industry will be driven by good content as we shift towards organic marketing through influencers by drawing consumers in and keeping them engaged. The art of storytelling through visuals and an addition of a personal touch will play a major role in organic marketing, not only in the offline but also in the digital channel.

Keywords: *Innovation, Fashion, Retail, Marketing, Digital; Future*

Innovation in Fashion Retail: Co – Existence of Online and Offline Retail

Samir Sahni

Director, JDS Apparels Ltd.

ABSTRACT

The fashion retail industry has been a witness to numerous innovations and value additions since its inception. Since the dawn of organized fashion retailing through the establishment of “House of Worth” by Charles Worth in Paris till the establishment of e – shopping mobile applications and social media platforms, the fashion retail industry has constantly been evolving and innovating to suit the needs of the customers. The talk was aimed to observe the changes in the fashion retail industry over the past few decades and discussed the probable scenarios for the future of fashion retailers. The constant innovation in the retail strategy and journey of the fashion retail industry was studied through the case study of Ritu Wears, Big Life; the biggest family store chain in North and Central India and a leading name in Delhi’s fashion industry. The prominent growth of brick and mortar stores in fashion retail with the rise in the consumption of ‘Ready to Wear’ clothing was discussed while establishing the importance of branding the fashion merchandise in order to gain customer attention. Branding has become one of the key elements of the fashion retail industry that will continue to be one of the paramount factors in the future as well. The rising demands of the ‘democratization of fashion’ in the fashion retail industry is well on course to break the myth that chic and classy outfits are confirmed to high end clientele only. The need for innovative ideas to hold the customer attention as one of the major determinants for the future of fashion retail was established. The simple yet fruitful innovations in branding is using the keywords as a part of the fashion brand to gain and retain customer attention, for example naming the brand ‘Fashion Forever’. The different retail platforms in the fashion industry are well accepted and the future of the fashion industry is all – inclusive with an adequate amount of scope of coexistence for different channels of retail in both online and offline formats.

Keywords: *Innovation, Fashion, Retail, Brick and Mortar, Branding*

Innovation as a Core Competency in Business: How Innovation has become a Key Survival Strategy for Companies

Baqar Naqvi

Business Director, Wazir Advisors Pvt. Ltd.

ABSTRACT

Innovation is no longer a choice that businesses have in their operations and product development and it has become a necessity for a business to grow in a hypercompetitive environment. The constant upgradation of business sectors due to the rising spurge of new market entrants and regular reinventing of the existing market players has meant that innovation is not just limited to the product development or a service level interface, but has cut across various business processes such as Supply Chain, Operations, Sales channels etc. The emphasis on product development and technological innovations was laid out by citing the examples of Nokia and Kodak; both market leaders in their respective sectors at one time, but suffered huge fall in their market share due to inability to see how the market was being disrupted by new innovations. The need to ingrain innovation in the DNA of an organization and to look at it as a core competency was further elucidated by discussing the rise of online sales of fashion merchandise and how the online players have been able to make this paradigm shift in customer mindset and have been able to sell apparel, when the traditional thought was that the product needed to be seen, hand felt and tried on. It was inferred that there will be a constant acknowledgement of latest technological innovations such as KinectInteractive Windows that offer the customers to check the garments on theirbody without actually putting on the garment by the mainstream fashion brands that are looking to provide the best possible products and services to their clients while constantly adding to their unique selling points to maintain their brand image.

It was also discussed that innovation in the new age economy is not just a prerogative of large companies having deep pockets, but given their flexibility and high risk taking it is much easier for smaller companies and start-ups to be able to innovate, and that is andwill remain their ticket to becoming unicorns.

Keywords: *Innovation, Fashion, Business Processes, Core Competency, Business Strategy, Kinect Technology*

Need of Innovation to Succeed in Fashion Entrepreneurship

Varija Bajaj

Fashion Designer

ABSTRACT

Shooting for the moon even if you miss, you will land among the stars. Innovation is the key to survive in this competitive lifestyle. And when it comes to fashion industry the only magical tool is innovation.

The objective of talk was focussed on innovation to survive and excel. One of the key elements to survive in the fashion industry is innovation; it is a crucial element for excellence. The “survival of the fittest” by Charles Darwin also talks about the same idea. She talked about her brand, launched in 2004, mainly selling prêt wear, needed to change to survive in the competing market during recession. As a result, The Indian Bridal segment was launched under the brand name Varija, which turned out to be a huge success.

It is very important to figure out when to innovate. Innovation is important to excel. It is much like Maslow’s triangle- think small but think perfect. After settling with the bridal segment, the Varija brand then came up with the idea of making cushions with slogans and graphics as a gift to be given to clients for Diwali. These clients reverted back with an order of a whopping 4,000 cushions. So a small idea carried out to perfection, led the brand to excel and innovate in yet another segment and thus began the journey of Varija in the home furnishing segment also.

Innovative fashion designers must be ready to support fashion industries and emerging businesses with a mutual understanding of sustainability, social entrepreneurship, open design and customization, new business service and other business models of tomorrow. As a designer one need to keep radars open since one can never know when, where, what can inspire us. It does not matter how big ones approach is, how big one think, but it all happens just by a decision to change and dare to take the risk, even a small step in that path can make you move forward but that should be one perfect stroke.

Keywords: *Innovation, Excellence, Small perfect thinking. Target customer, Pulse of market.*

Functional and Smart Clothing

Prof. (Dr.) Noopur Anand

Professor, Chairperson Department of Fashion Technology, NIFT Delhi

ABSTRACT

Smart garments are any piece of clothing which has an electronic component to make it work like a gadget and enhance the service expected from a normal garment. Smart garments are being designed with features for both functional and aesthetic end uses. The functional smart garments help monitor health, enhance performance and contribute to improving the quality of daily life of the wearer. The aesthetic smart garments create greater interest by changing colour, shape and some even depict the mood of an individual.

Some examples of functional use of Smart Garment in health care and medical industry are 'Smart' Medical Shirts, 'Smart' Infant Wear, 'Smart' Medical Socks, 'Smart' Maternity Belt, 'Scough-Smart' Scarf, and Smart 'Bra' - 'Bionic Bra' which monitor biometric data, such as heart rate, respiration rate, body temperature etc. Smart garments can also provide protection and safety to the wearer like Inflatable 'Smart' Vest to prevent impact damage to bikers, 'Smart' Commuters Jacket to indicate intend of cyclist to turn, 'Smart' heating Ski Jacket to protect skier from harsh weather, Anti molestation jackets for protection of women from assailers etc.

Smart garments can also enhance the performance of the wearer and hence are finding their use in fitness industry i.e. sports and athletics, like 'Smart' Tee Shirt, 'Smart' Shorts and 'Smart' Socks which helps to monitor temperature heart rate, breathing rate and volume, steps, pace, calories burnt, intensity of the movements in workout, muscles usage patterns during workout etc. to guide sportsperson to get most out of their workout and prevent injury. Some of these products are made in compression suits which actively helps with blood circulation and muscle recovery.

Smart garments can contribute in improving the quality of life by providing comfort to the wearer and can make wearer feel happy like 'Massage jacket' which provides massage on move or 'Hug jackets' to deliver personalised hug or 'Travellers jackets' with solution to many needs of the wearer.

Smart garments are also contributing immensely in field of aesthetics and create interest like Butterfly garment, Intimacy dress, Smoking dress which create drama on proximity with wearer.

The futuristic smart garment technologies like google jacquard project, wearable drones, though helmet open up new avenues beyond imagination.

Smart garments are need of the hour and in coming future atleast one of our clothing is going be networked one way or the other.

Keywords: *Innovation, wearable technology, smart garments, intelligent garments, e-textiles.*

Importance of Innovation in Design

Dr. Kusum Chopra

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ABSTRACT

Innovation is an important tool to survive and only way to excel in this fiercely competitive environment. A lot of materials and technologies have been developed in the past decade, which acts as a fuel in the splurging growth of apparel sector. Innovation is the key differentiator in fashion business where exclusivity is in much demand. Trend forecasting in fashion and textile design is an important tool in fashion business which need to implement them in core apparel business.

One of main roadblock in growth of Indian apparel industry is lack of innovation in design and product development. New approaches are required to develop a product from initial ideas. Fashion and innovation certainly go hand in hand as fashion is about newness and timeliness, two qualities that likewise tend to define innovative products in general. Often, advances in manufacturing, textile production -- or even computing -- have affected how designers create and sell their clothes. Innovations to come from fashion designers are those that marry adventurous aesthetics and cultural trends which make use of new technologies to deliver them.

Keywords: *Innovation, fashion design, trend forecasting.*

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