



# AMITY UNIVERSITY

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## UTTAR PRADESH

**AMITY DIRECTORATE**  
*of*  
**APPLIED ARTS/FINE ARTS/PERFORMING ARTS/ VISUAL ARTS**

### ***WEBINAR REPORT***

*on*  
**-- PANEL DISCUSSION- RE-INVENTING FASHION RETAIL IN POST-COVID  
WORLD---**

Organized by  
**AMITY SCHOOL OF FASHION TECHNOLOGY**

**DATE & TIME- 27<sup>TH</sup> AUGUST, 2020, 2:30PM**

**SPEAKERS:**

**Mr Rajesh Jain- COO at Himadri Hans Handloom**

**Mr Dheeraj Chawla- Vice President, Menswear, Lifestyle International Pvt. Ltd.**

**Ms Richa Gautam- Creative Director ( Knits), Arvind Ltd.**

**MODERATOR- PROF. (DR) PRADEEP JOSHI**

Attendees- 116

Faculty members- 16

**OBJECTIVES:**

1. Understanding the impact of covid-19 pandemic on the business of fashion retail
2. Analysing best practices being adopted by the top companies
3. Understanding innovative practices adopted by companies for sustainability
4. Understanding consumer behavioural changes and strategies of the company to retail customer loyalty

**Speaker Profile:**

1. Mr Rajesh Jain is a Business Coach | Retail Champion | Product Designer | Adjunct Professor and an Artisanal Fashion Activist. Mr Rajesh comes with more than 30 years of experience in the Fashion & Retail space in the Indian Subcontinent. He is currently heading Himadri Hans Handloom, Almora, a unit of The Hans Foundation. The unit employs around 200 women artisans from the region, engaged in production of Textile Weaving, handicraft and Naturally made agro products. A veteran in the Indian Retail Market, he has had the opportunity to run operations of various brands in various spaces of retail from Value and Hyper market space to Specialty Designer Wear space. In his previous assignment as CEO with Biba Apparels Pvt Ltd, Mr Rajesh has been instrumental in launching of the brand *Rangriti* under the House of Biba and grew it to a 100 Cr brand in a span of 3 years. Mr Rajesh started his career as a Fashion Designer and has worked in leadership positions with many renowned

brands like *Ritu Kumar, JJ Valaya, Satya Paul, Manish Arora*, and many others . He has also worked with large retail organizations like *Future Group* and *Landmark Group*.

2. Mr Dheeraj Chawla- Mr Dheeraj is an innovative and dynamic fashion professional from NIFT Delhi. A strategic and conceptual thinker, Dheeraj has more than 20 years of experience in growing, innovating and leading design and brand strategy. With a consumer centric focus and an innate ability to identify market niches, he has been instrumental in formulating enticing product strategies to build brand equity.He is currently working as the Vice President, Menswear at Lifestyle International Pvt Ltd. he has also worked as Brand Manager at Landmark International Dubal and has held key positions with Arvind Brands and ITC Limited.
3. **Ms Richa Gautam.** Currently working as Creative Director at Arvind Ltd. Ahmedabad, Ms Richa is a result driven Fashion professional from NIFT Delhi with Post Graduate Diploma in Retail Management from Symbiosis and Executive Program in Business Management from IIM, Kolkata  
Richa has more than 20 years of experience in Fiber, Fabric and Design. She is responsible for leading 3 design verticals of domestic, exports and active for Arvind Ltd. with her team of more than 20 designers. She is also Responsible for **innovations** across categories and strategically managing growth plans and presenting new ideas and concepts to Brands across the Globe like NEXT, M&S, Zara, H&M, Tommy Hilfiger, CK, Levis to name a few. She is also responsible for all **Co-creation** activities right from ideation boards to offering a complete research, fabric development and garment styling work. One of her main responsibility areas is also to develop **Sustainability** concepts every season to be adopted by the brands. She also works on designing promotional kits and creative give-aways as part of brand engagement strategy.

### Major points discussed:

- 1) impact of covid-19 pandemic on the business of fashion retail
- 2) Changing strategies in terms of products and services.
- 3) best practices being adopted by the top companies
- 4) Innovative practices adopted by companies for sustainability
- 5) Consumer behavioural changes and strategies of the company to retail customer loyalty



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PRESENTS

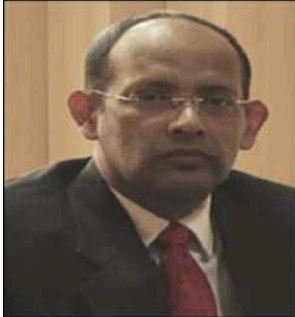
PANEL DISCUSSION

## Reinventing Fashion Retail In Post-Covid World

DATE: 27TH AUGUST, 2:15 PM

REGISTRATION LINK:

[HTTPS://AMITYUNI.LIVE/1700118907](https://AMITYUNI.LIVE/1700118907)



Moderated By  
Prof (Dr) Pradeep Joshi  
Director General,  
Amity Directorate of  
Applied Arts, Fine Arts,  
Performing Arts &  
Visual Arts



Ms Richa Gautam  
Creative Director, Knits  
Arvind Ltd.



Mr Dheeraj Chawla  
Vice President, Menswear  
Lifestyle Intel. Pvt. Ltd.



Mr Rajesh Jain  
Chief Operating Officer  
Himadri Hans Handloom

Cisco Webex Events Connected

Speaking: DR PRADEEP JOSHI, Dheeraj Chawla

DR PRADEEP JOSHI

Participants (66)

Search

Panelists (6)

Attendees (60 total, 0 displayed)

Q&A

Cisco Webex Events LIVE Connected

Speaking: richa gautam

richa gautam

Participants (81)

Search

Panelists (6)

Attendees (75 total, 0 displayed)

Chat

from Amity University to All Participants: 2:37 PM  
<https://youtu.be/MAXV93LMPg>

Send to: All Participants

Enter chat message here

Q&A

Cisco Webex Events LIVE Connected

Speaking: richa gautam

richa gautam

richa gautam

Participants (82)

Search

Panelists (6)

Attendees (77 total, 0 displayed)

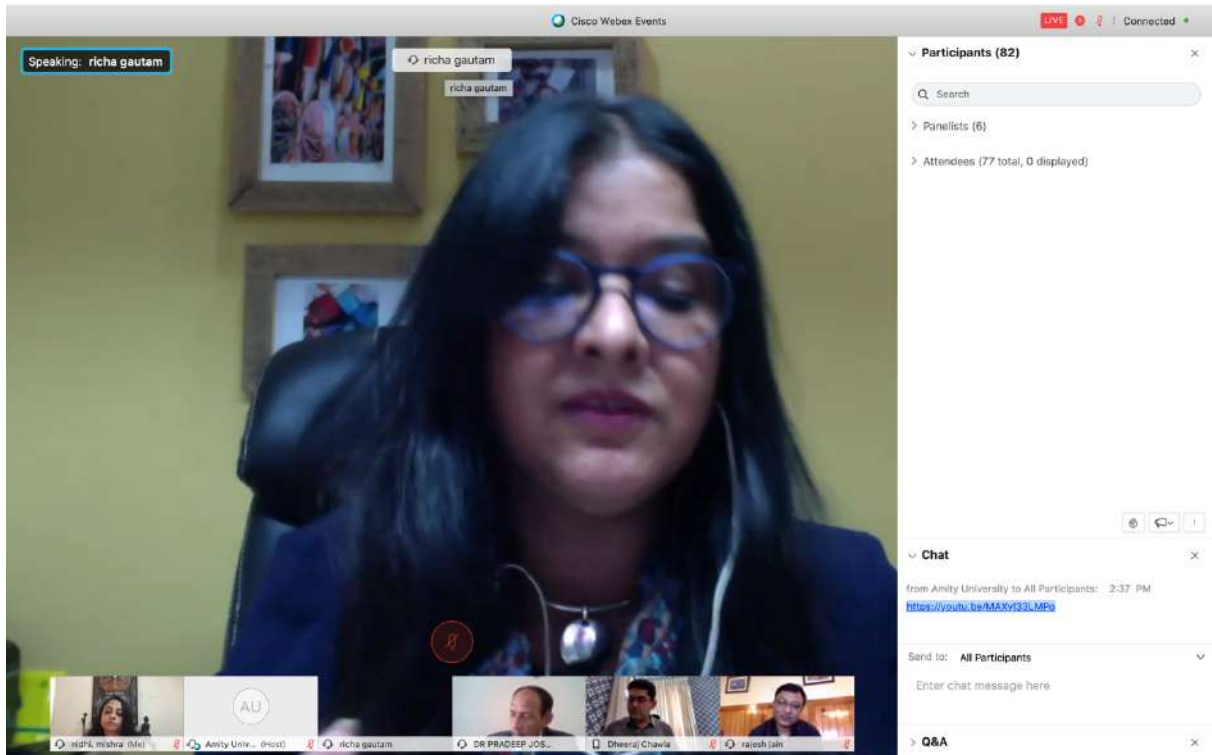
Chat

from Amity University to All Participants: 2:37 PM  
<https://youtu.be/MAXY33LMPg>

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Q&A



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Speaking: Dheeraj Chawla

Dheeraj Chawla

Floating panel view

richa gautam

DR PRADEEP JOS...

Dheeraj Chawla

rajesh jain

richa gautam

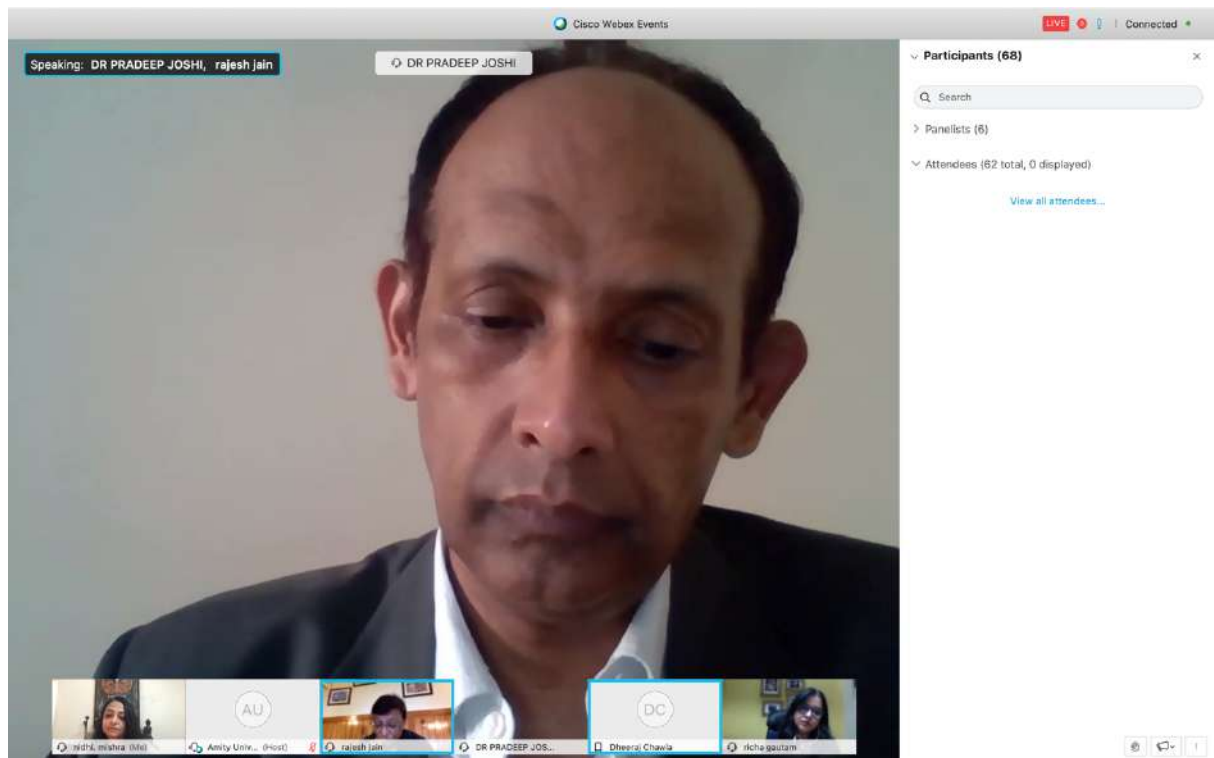
DR PRADEEP JOS...

rajesh jain

Dheeraj Chawla







<b>Topic</b>	<a href="#"><u>Reinventing Fashion</u></a>
<b>Speaker</b>	Mr Rajesh Jain- COO at Himadri Hans Handloom, Mr D Pvt. Ltd, Ms Richa Gautam
<b>Event Start Date</b>	August 27
<b>Event Start Time</b>	2:30 p
<b>Event End Time</b>	3:30 p
<b>Dept</b>	
<b>HOI</b>	
<b>Email</b>	
<b>contact Number</b>	

Event Name	Invited	Regist
<u>Reinventing Fashion Retail in Post Covid World.</u>	<u>4</u>	<u>17</u>

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