

## IAM to start MBA programme in fashion business

TIMES NEWS NETWORK

**Gurgaon:** The Institute of Apparel Management (IAM) in Gurgaon is set to launch a new course, MBA in fashion business, on Friday. Prominent fashion designers, Rohit Bal and Ritu Beri, are expected to attend the event.

The institute is supported by the ministry of textiles and trains candidates apart from giving them hands-on experience in the apparel industry.

Directors of the institute say that the course is different from the fashion marketing and management courses

taught in NIFT and other management institutes. The two-year MBA programme is a blend of both creative elements of fashion designing and those of business management required exclusively to run fashion industries.

Sumesh Singh, joint director of IAM, said, "The course aims to provide adequate thrust on design management to manage creative businesses, fashion marketing to build ability to market luxury products, and innovation and entrepreneurship to encourage new ideas and industries that can shape the growth and



Praveen Jose

**NEW LEAF:** The programme is a blend of fashion designing and business management

development of the fashion industry."

The course will also have specialized semesters, and

during the programme, two meritorious students will be selected to get hands-on training from top designers in the industry.

The course fee for the entire course is Rs 6.5 lakh and the number of seats is 30.

Citing that the lifestyle industry across the globe has touched \$4.3 trillion, Darlie O Koshy, director of the IAM and former director of National Institute of Design (NID), said, "Fashion has become the fastest growing industry in last few years. The fashion and textiles business has grown at the rate of 10-

12% per annum with the exports sector doing extremely well of late."

"Sensing the growth of this industry, we realize that the apparel industry needs more than just general management graduates from IIMs and the likes. Having an understanding of the changing trends and to be able to scrutinize the history of the fashion industry in India and in the world at large is important to successfully manage a fashion brand. The IAM has therefore conceived an MBA programme in fashion business," said Koshy.