

## India's first MBA program in "Fashion Business" launched



**New Delhi:** With a vision to enable fashion and design entrepreneurship; Institute of Apparel Management based in Gurgaon, launched India's first MBA program in "Fashion Business" on 25th April 2014 at the Fashion Cafe in the campus..

The "Fashion Business" program which is conceived by IAM in collaboration with Mewar University. The Program with 30 seats offers specialization in Fashion Design Management, Fashion

Marketing & Merchandising and Innovation & Entrepreneurship. Looking at the growing potential of the fashion industry, IAM has developed super-specialized semesters for "MBA in Fashion Business" which along with providing adequate thrust on Design Management & Fashion marketing will also lead to innovation and entrepreneurship which will further encourage new Ideas and industry in the future.

IAM institute is supported

by the ministry of textiles and apart from training it is also providing hand-on experience in the apparel industry. The highly experienced faculty introduces students with various dimensions of the fashion industry and equips them with knowledge through practical classes and industry visits.

The launch ceremony was graced by Chairman Mewar University Mr. A.K Gadiya, President FDCI (Fashion Marketing) and leading fashion designer Ms. RituBeri.

Virender Uppal, Chairman AEPC, ATDC & IAM said, "Through launch of this program we have established a new foundation for students to Learn, Explore, Innovate and Create wonders in the fashion industry. During the programme the two meritorious students has been selected for hands on training from top designers in the fashion"

Director General IAM Dr. D Koshiy, said that the apparel industry needs more than just general management graduates from the top management institutions like IIM and others. The "Fashion Business" programme of IAM will give different shape to the fashion industry.

Present on the occasion Ms. RituBeri and Mr. Sunil Sethi applauding the efforts made by IAM said that programme like this is going to add more interest and encouragement to the younger generation for the fashion business.