

# These courses are always in fashion

Shilpy Arora | TNN

**Gurgaon:** The growing number of international fashion labels, apparel manufacturing units, and fashion-conscious people in Gurgaon has made the city a fashion hub and led to an ever-increasing demand for professionals across different segments of the industry.

A career in fashion technology, therefore, guarantees great prospects.

"When it comes to fashion, Gurgaon is an extremely important city. We have several apparel manufacturing units in Manesar. E-commerce websites also require professionals from the fashion industry. Almost all international and national retail brands have set up base in Gurgaon. Believe me, in this industry, demand for professionals is more than the supply," says Dr Darlie Koshy, director general, Institute of Apparel Management.

Today, fashion designing is not limited to making sketches, designing textiles and tailoring alone. It encompasses varied components such as designing lifestyle products, cosmetics, footwear, jewellery and even gadgets. "With the demand for Indian designs and handicrafts being high, fashion technology has become a multi-disciplinary field. It offers prospects in designing, manufacturing, merchandising and service-based businesses, to name a few," says Saurabh Kalra, head of department, fashion technology, Amity University.

Adhira Kashiva, 20, a student of fashion technology at IAM, finds product designing very interesting. "My course gives me exposure to designing and manufacturing of not

only apparel and accessories, but also lifestyle products. Currently I am working on a mug design, which can also be used as a lifestyle product. I have designed the mug handle with spikes with a thin piece of metal, and the cup has been decorated with a piece of fabric," she said.

Being from a science background, final-year student Prashanth uses his knowledge of technology to design unique luminous fabrics. "I have been working on transformational restructuring of garments. For example, in one project, I am using a luminous fabric to design uniforms for firefighters, traffic police and cyclists. It is a perfect amalgamation of designing, and science and technology," he said.

Talking about opportunities in this industry for students from science and commerce backgrounds, Koshy said, "We have a lot of students from science and commerce backgrounds. They find the course interesting as the programmes are a blend of both creative elements of fashion designing and business management. All they need is a creative bent of mind with an ability to learn new things."

IAM conducts a written test, followed by a 'Situation Test', wherein students are judged on their creative abilities. For outstation candidates, the situation test is conducted online. All students go through Skype interviews.

The selection procedure at Amity University, Manesar, is similar. The university conducts a test to judge the creative ability via sketches and colour combination, in a specific theme. This is followed by a personal interview and an essay-writing test.

## City colleges offer new courses in 2-continent prog

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**Gurgaon:** Three-continent and two-continent programmes seem to be the new buzzwords for students, as these programmes provide several academic, cost and career benefits. Such programmes help students to build strong local networks and to have global exposure at the same time.

Amity University, Manesar; Institute of Apparel Management, Management Development Institute and Ansal University are some of the institutes in the city that offer such programmes in collaboration with foreign universities. Students study a part of the course in India and partly overseas. "One needs to spend at least Rs 20-25 lakh to study abroad. However, the cost in India is about one-fourth of it," said Dr Vikas Madhukar, head of admissions, Amity University, Manesar.

"An education loan will put me into a lot of pressure to bag a good package immediately after completing the course. But as job opportunities are now not so good in Europe and the US, repaying the loan could be a little difficult. So going for such a programme is a much better option, as it is available in a local college and also provides international exposure," said Neha, a student of Ryan International.

The programmes also offer students with certificate/degree of foreign universities/institutes. Till last year, such programmes were mostly available in the engineering, business and management domains. However, Amity University, Manesar, has launched three-continent programmes in diverse disciplines such as fashion designing and journalism and mass communication. Ansal University also offers such courses in the engineering and management domains.

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