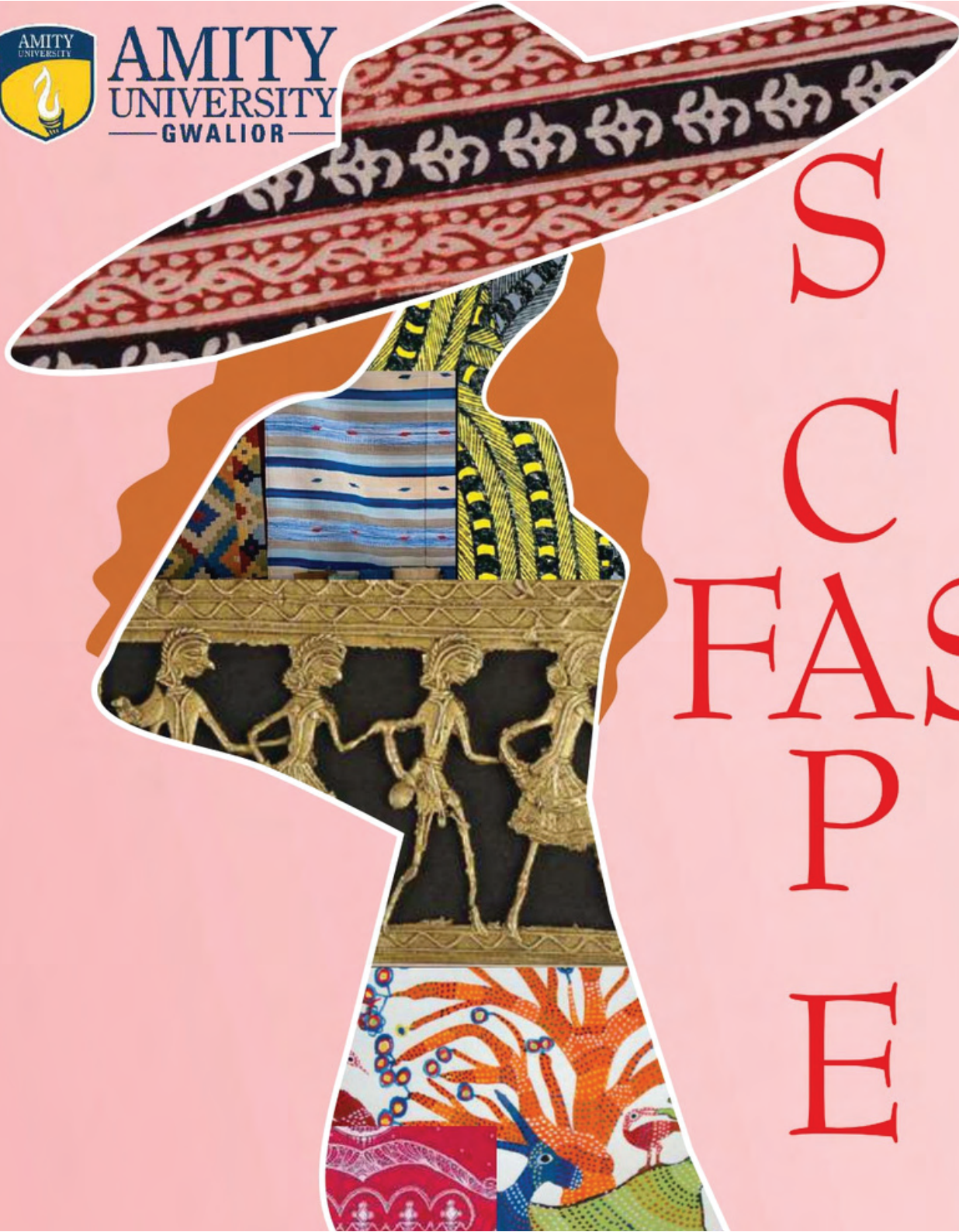
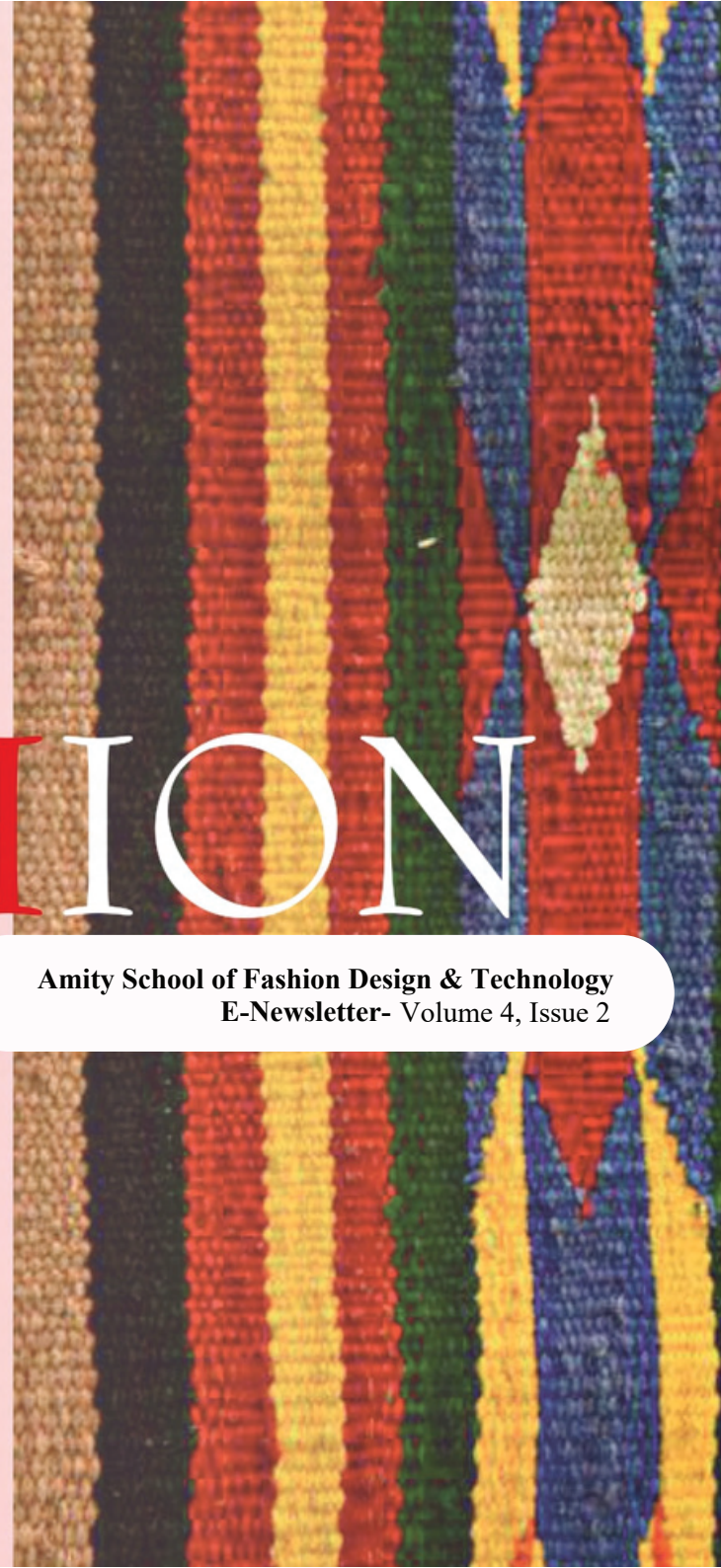




S C FASHION P E

Amity School of Fashion Design & Technology
E-Newsletter- Volume 4, Issue 2



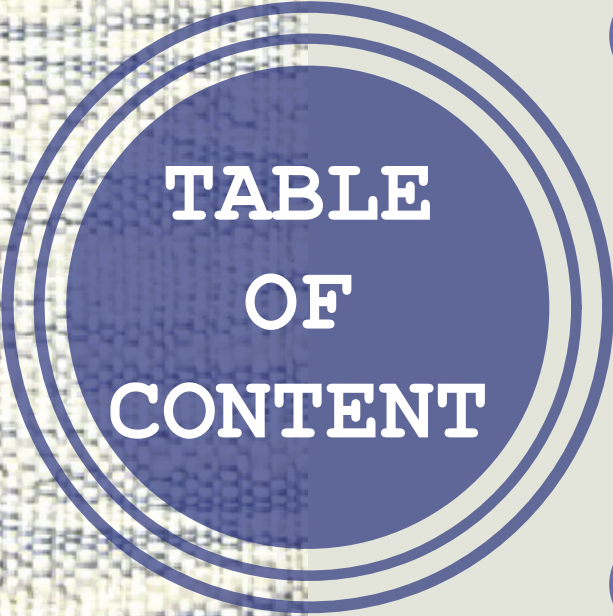


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Message from Head of Institute

Dear Fashion Enthusiasts,

It gives me great pleasure to introduce Volume 4, Issue 2 of our E-Newsletter. With each new edition, our institution continues to evolve as a vibrant space where creativity, scholarship, and innovation intersect meaningfully.

This issue reflects our sustained commitment to nurturing forward-thinking designers and communicators who are responsive to global trends while remaining rooted in cultural sensitivity and ethical responsibility. The initiatives, research explorations, creative projects, and achievements highlighted here demonstrate how our students and faculty are engaging critically with contemporary challenges—be it sustainability, technology, or interdisciplinary collaboration.

I commend the collective efforts of our academic community for their dedication and enthusiasm. I encourage our readers to explore this issue and draw inspiration from the ideas, perspectives, and achievements that shape our shared journey toward excellence.

Dr. Anshu Singh Choudhary
HoI, ASFDT, AUMP

Message from Editor

Dear Readers,

Welcome to Volume 4, Issue 2 of our E-Newsletter. This edition is a reflection of our institution's continuous momentum—capturing fresh ideas, creative expressions, academic engagements, and milestones that define our dynamic learning environment.

Each contribution in this issue tells a story of curiosity, experimentation, and growth. From student-led initiatives to faculty insights and collaborative endeavors, the pages ahead celebrate the spirit of innovation and thoughtful inquiry that drives our community forward.

I extend my sincere gratitude to all contributors, reviewers, and the editorial team for their commitment and hard work. We hope this issue not only informs but also inspires you to engage, reflect, and contribute to our evolving narrative.

Happy reading!

Dr. Shweta Singh
Asst. Professor, ASFDT



Editor in Chief
Dr. Anshu Singh Choudhary
HoI, ASFDT, AUMP



Editor
Dr. Shweta Singh
Asst. Professor
ASFDT, AUMP



Designer
Mr. Vishal Kumar
Training Specialist
ASFDT, AUMP

Student Coordinators



Ms. Krati Kulshrestha
Student, ASFDT



Mr. Ashutosh Sikarwar
Student, ASFDT

**EDITORIAL
BOARD**

Mitti Magic- Sculpting Your Devotion



Amity School of Fashion Design & Technology
Organising

Mitti Magic - Sculpting Your Devotion A Clay Art Workshop on Ganesh Chaturthi

22nd August 2025 | 3:00 PM to 5:00 PM | D Block, Room No. 302

Resource Person:

Ms. Ruchi Jadon
(Sculpture Artist)



Event Co-Ordinator: Ms. Vidhu Gupta (9425734716)



Workshop on Glass painting



AMITY
UNIVERSITY
— MADHYA PRADESH —

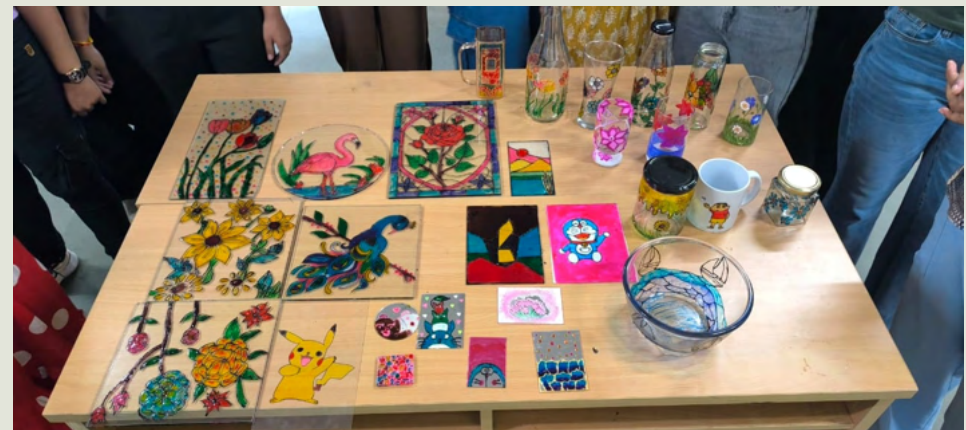
Amity School of Fashion Design & Technology

Organising

Glass Painting Workshop

26th September 2025 2 PM onward Room no. 302, Block - D

Coordinator: Mr. Vishal Kumar, Training Specialist - 8860179665



Workshop on Print Development



Workshop on Sanjhi Art



4 AMITY INNOVATION INCUBATOR
6 AMITY INNOVATION INCUBATOR
11 AMITY INNOVATION INCUBATOR
INSTITUTION'S INNOVATION COUNCIL
AMITY INNOVATION INCUBATOR
AMITY UNIVERSITY
MADHYA PRADESH

Amity School of Fashion Design & Technology
is organising
Workshop on
Sanjhi Art

28th NOV. 2025 2 PM ONWARD 302, D-Block

COORDINATOR:
Mr. Vishal Kumar, Training Specialist - 8860179665
Dr. Shweta Singh, Asst. Professor - 8778331917

A woman is shown working on a Sanjhi art project, using a fine tool to create intricate patterns on a piece of paper. The background shows a workshop setting with various art supplies and finished projects.



Independence Day Poster Making Competition

Amity School of
Fashion Design & Technology

CELEBRATING FREEDOM
AN INDEPENDENCE DAY

poster
making competition

Date-14th August 2025
Venue-D block, Room no. 309
Event Co-Ordinator-
Ms Vidhu Gupta (9425734716)

Attractive prizes
for the
winners



Design Battle Competition

AMITY UNIVERSITY
SCHOOL OF FASHION DESIGN & TECHNOLOGY
Organizing

DESIGN BATTLE

18th Sep 2025, 2 pm Onwards
Mode (Hybrid)

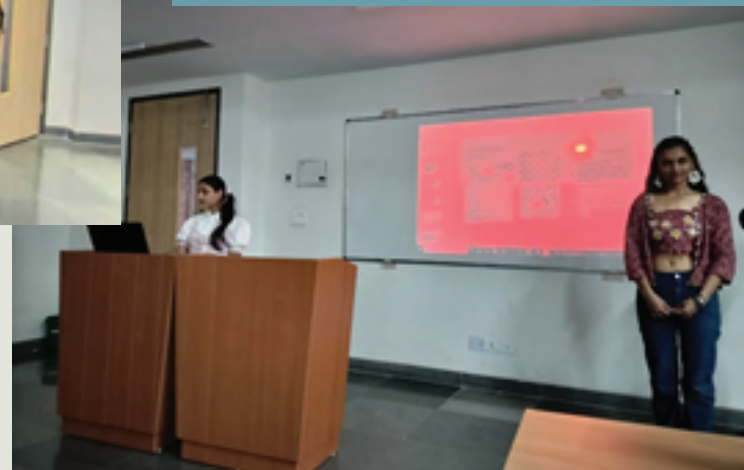
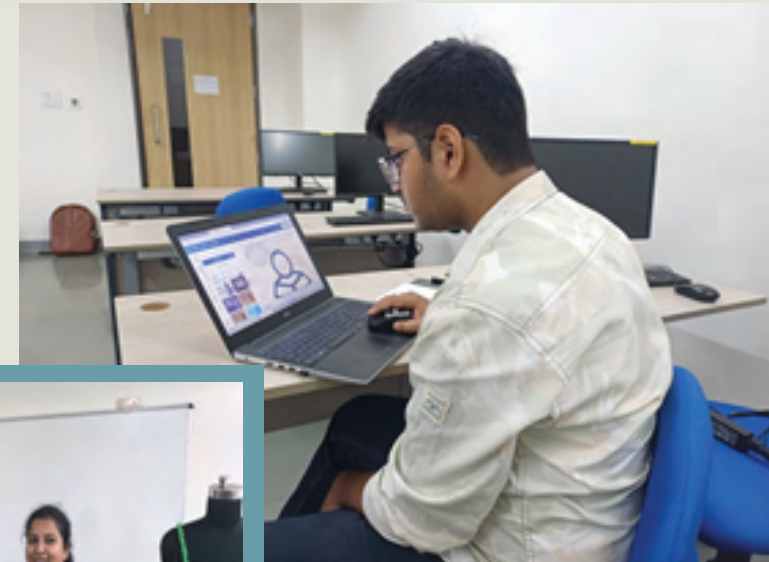
LOGO MAKING COMPETITION AND REMAKING CHALLENGE

₹199 per event
Registration FEE

Exciting prizes and Certificates to all the winners and participants.

Registration Link: <https://www.amity.edu/gsaolr/paymentgateway/DESIGNBATTLE2025>

Coordinators:
Dr. Shweta Singh, Asst. Prof- 8778331917 | Mrs. Vidhu Gupta, Asst. Prof- 94257 34716



Traditional Textile Collage-Making Competition



Department of Amity School of
Fashion Design & Technology
Organizing

TRADITIONAL TEXTILE COLLAGE-MAKING COMPETITION

Date:- 29 Aug 2025 | Time:- 2 pm onward

Coordinators:-
Mr. Vishal Kumar,
Training Specialist
8860179665
Ms. Vidhu Gupta,
Asst. Professor
9425734716

Exciting
prizes
for all the
winners.



Guest Lecture on Dhokra Art



Amity School of Fashion Design & Technology
Organizing

Guest Lecture on
Dhokra Art

30th Oct 2025, 9 am to 12 pm Mode Offline



GUEST
Mrs. Nupur Shrivastava
(Pidilite Faculty and Freelance Artist)



COORDINATORS:
Mrs. Madhavi Tomar, Asst. Prof - 78794 00669 | Dr. Shweta Singh, Asst. Prof - 8778331917



Guest Lecture on Texture Art

AMITY UNIVERSITY
MADHYA PRADESH

Amity School of Fashion Design & Technology
Organising

Guest Lecture on

Texture Art

28th October 2025 9 am to 12 pm Offline

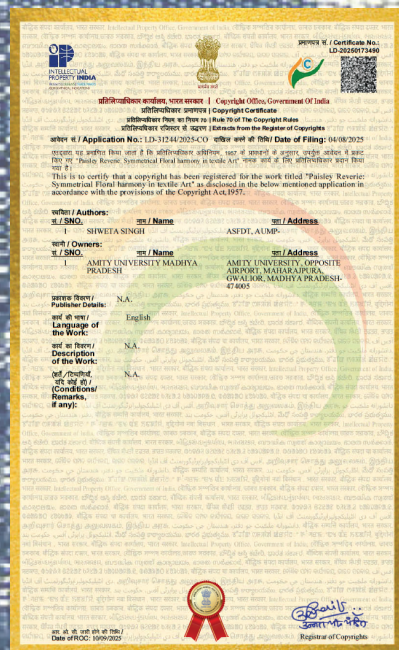
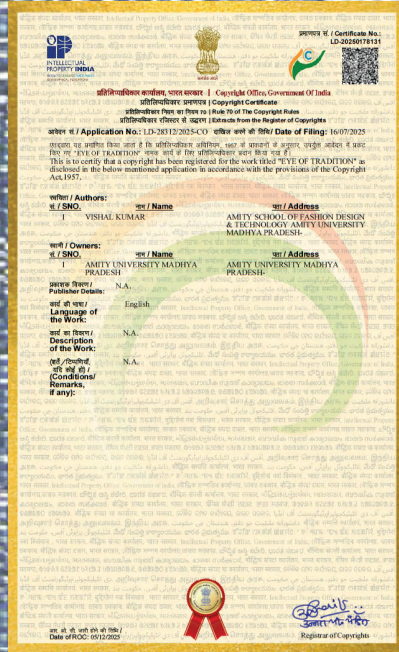
GUEST SPEAKERS
Mrs. Nupur Shrivastava
(Pidlite Faculty and Freelance Artist)

COORDINATORS:
Dr. Shweta Singh, Assistant Professor, 8778331917
Mrs. Madhavi Tomar, Assistant Professor, 7879400669

AMITY INNOVATION INCUBATOR



Research & Publication @ Faculty



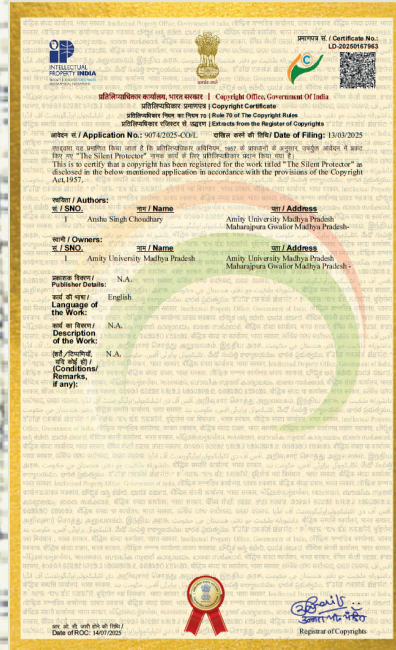
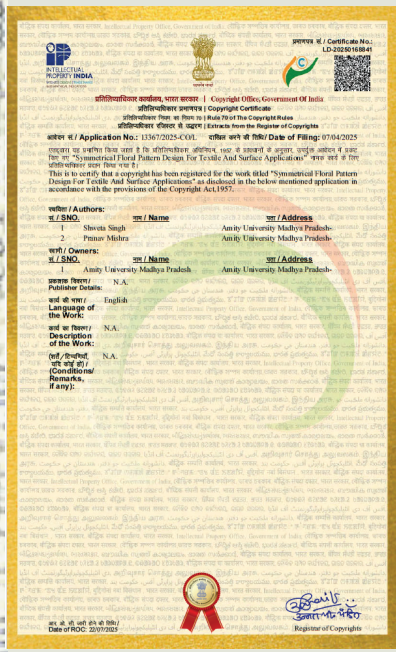
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Copyright
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ASFTD, AUMP

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Asst. Professor

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Asst. Professor

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Dr. Anshu Singh
Choudhary
HOI, ASFTD



Book Chapters
Dr. Shweta Singh
ASFTD, AUMP

BEYOND THE FILTER: IDENTITY, INFLUENCE AND FAST FASHION IN THE SOCIAL MEDIA ERA



Edited by:
**Dr. Manish Dubey
Dr. Shweta Singh**

Book
Dr Shweta Singh
ASFTD, AUMP

Transparency and Brand Integrity in the Age of Conscious Consumers

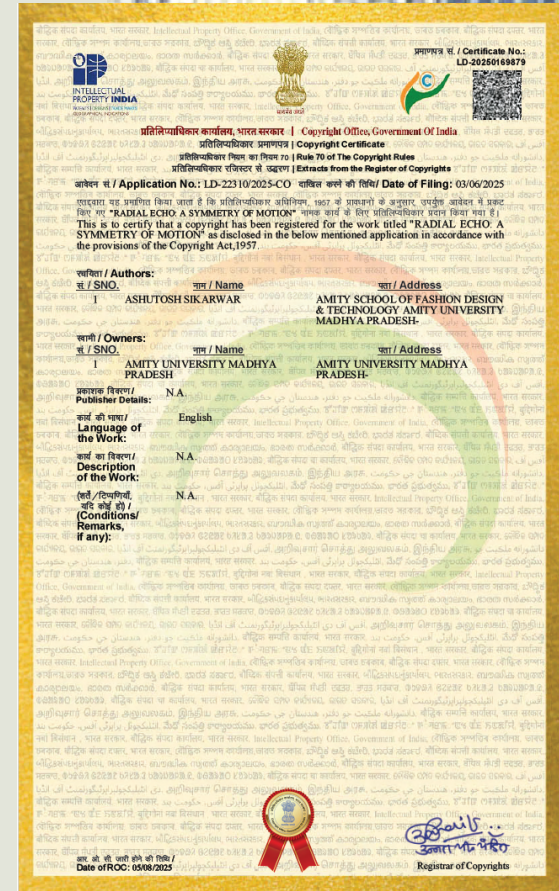
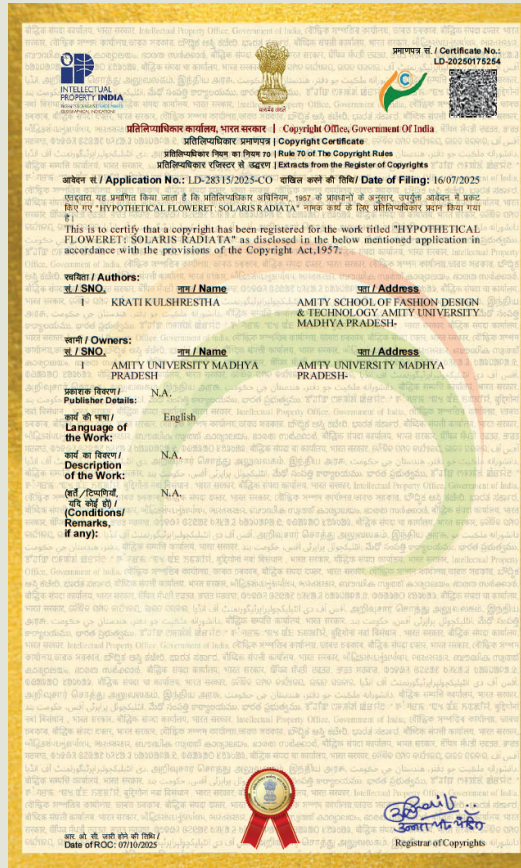
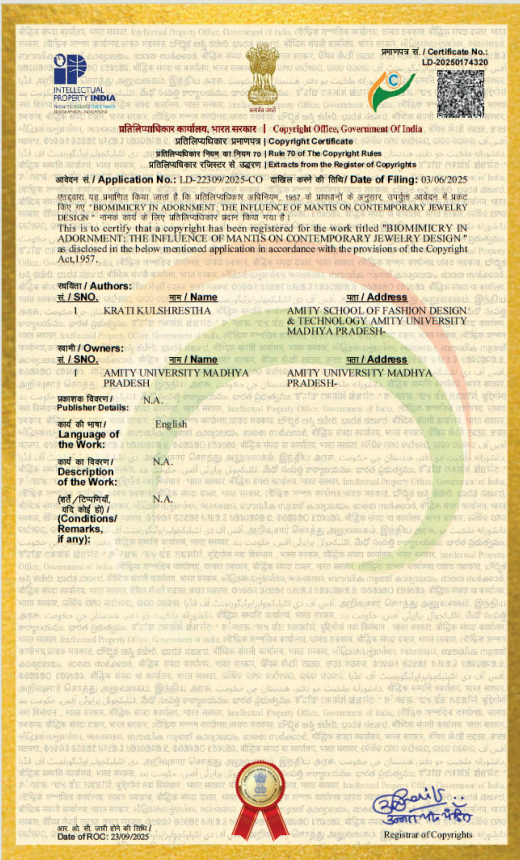
Dr. **Shweta Singh***, Dr. Pranav Mishra**, Mr. Kshitij Rana***
*Assistant Professor, Amity School of Fashion Design and Technology,
Amity University Madhya Pradesh, Gwalior
**Assistant Professor, Amity School of Communication,
Amity University Madhya Pradesh, Gwalior
***Assistant Professor, Amity School of Communication,
Amity University Madhya Pradesh, Gwalior

Abstract
Today's consumers, especially millennials and Gen Z, are doing more than just shopping—they're choosing brands that align with their personal values. They care about where products come from, who makes them, and how they impact people and the planet. This shift in mindset has made brand transparency and integrity not just admirable traits, but essential ones.
Being transparent isn't a trend—it's a business necessity. Brands that openly share their practices, from sourcing to labor to sustainability, tend to win trust and long-term loyalty. But it's not just about showing off good deeds; it's about aligning words with actions. Real integrity means walking the talk.
This chapter takes a closer look at what transparency really looks like in action, through examples like Levi Strauss & Co., Everlane, and Tata Starbucks. We also explore how digital tools—like blockchain and sustainability certifications—help hold brands accountable. And we confront the dark side: greenwashing and performative ethics, where brands say the right things but fail to follow through.
In the end, transparency and integrity aren't just checkboxes—they're part of a brand's DNA. This chapter offers ideas on how companies can genuinely embed these values into everything they do, building trust and resilience for the long haul.
Keywords: Transparency, Brand integrity, Conscious consumerism, Sustainability, Greenwashing, Ethical branding, Blockchain.

Abstract
The concept of "sustainable color" focuses on using colors and dyes that have a low environmental impact and support eco-friendly behaviors. In design, fashion, and product, dyes and pigments must be selected. Sustainable colors are frequently derived from natural sources such as plants, minerals, and insects, rather than synthetic chemicals, which can be damaging to ecosystems and human health. Some color and dye processes use a lot of water and energy, which contributes to resource depletion and pollution. Sustainable color projects will be designed to impact by conserving water and utilizing renewable energy sources. Sustainable colors are made from materials that either biodegrade without affecting the environment or can be recycled at the end of their lives. Sustainability really ethically procuring materials, preventing mismanagement of natural resources, reducing waste, and ensuring that they are fairly. In a broader sense, sustainable color techniques work to reduce pollution, waste, and use fewer dangerous chemicals. This is especially important in industries like textiles and printing, where traditional coloring processes can be harmful to the environment. Sustainable hues promote ecosystem health, improve air and water quality, and contribute to a more circular economy. Integrating sustainable color methods into design and production benefits not just the environment but also encourages consumers and industries to place a premium on environmental responsibility.
Keywords: resources, economy, natural, renewable, industries

Introduction Background

The growing awareness of environmental degradation and climate change has led industries to reconsider their production processes, particularly those with high



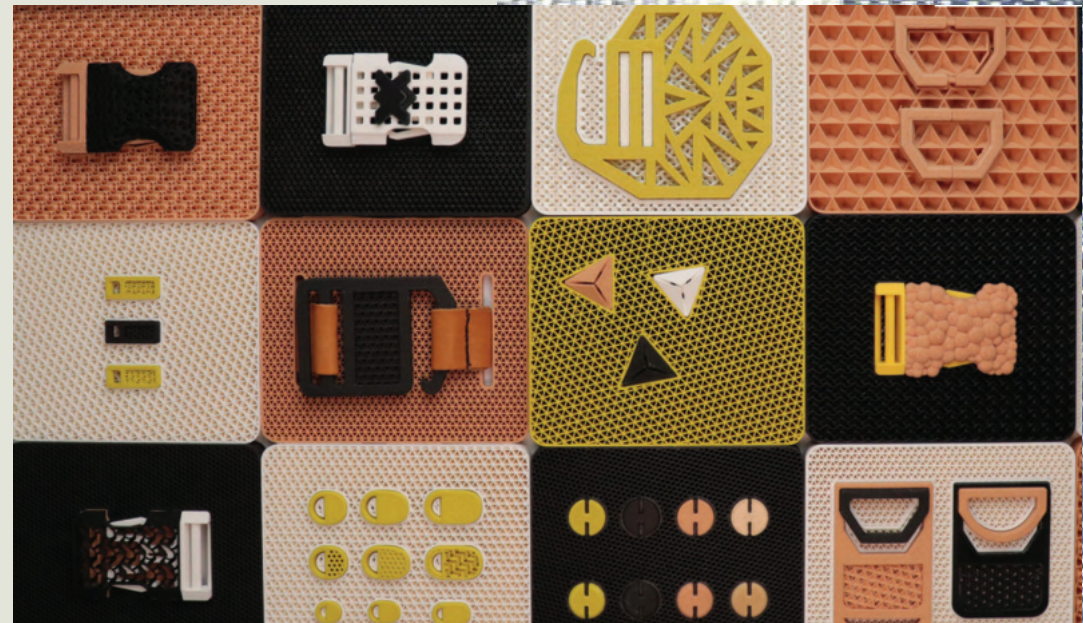
ROOTFULL x PURIFIED

Rootfull partnered with PURIFIED to grow shoe soles that align with the Earth's natural rhythm, and safely "return to the earth" after their final wear.

The collaboration aimed to re-interpret post-consumer waste (such as latex outsoles) into a growth mechanism that actively fuels future textile production, thus closing the loop on natural circularity.

Valupa

"Valupa" develops and produces biodegradable and fossil-free fashion trims (e.g., buckles, buttons, lingerie rings, rivets, D-rings) for the fashion industry. Most of the designs are also suitable for the circular economy. Through a combination of additive manufacturing (3D printing) and injection molding, processes are made transparent, digitized, and efficient. All products are produced locally in Germany to keep supply chains short.



Solar-powered uniform for Indian soldiers

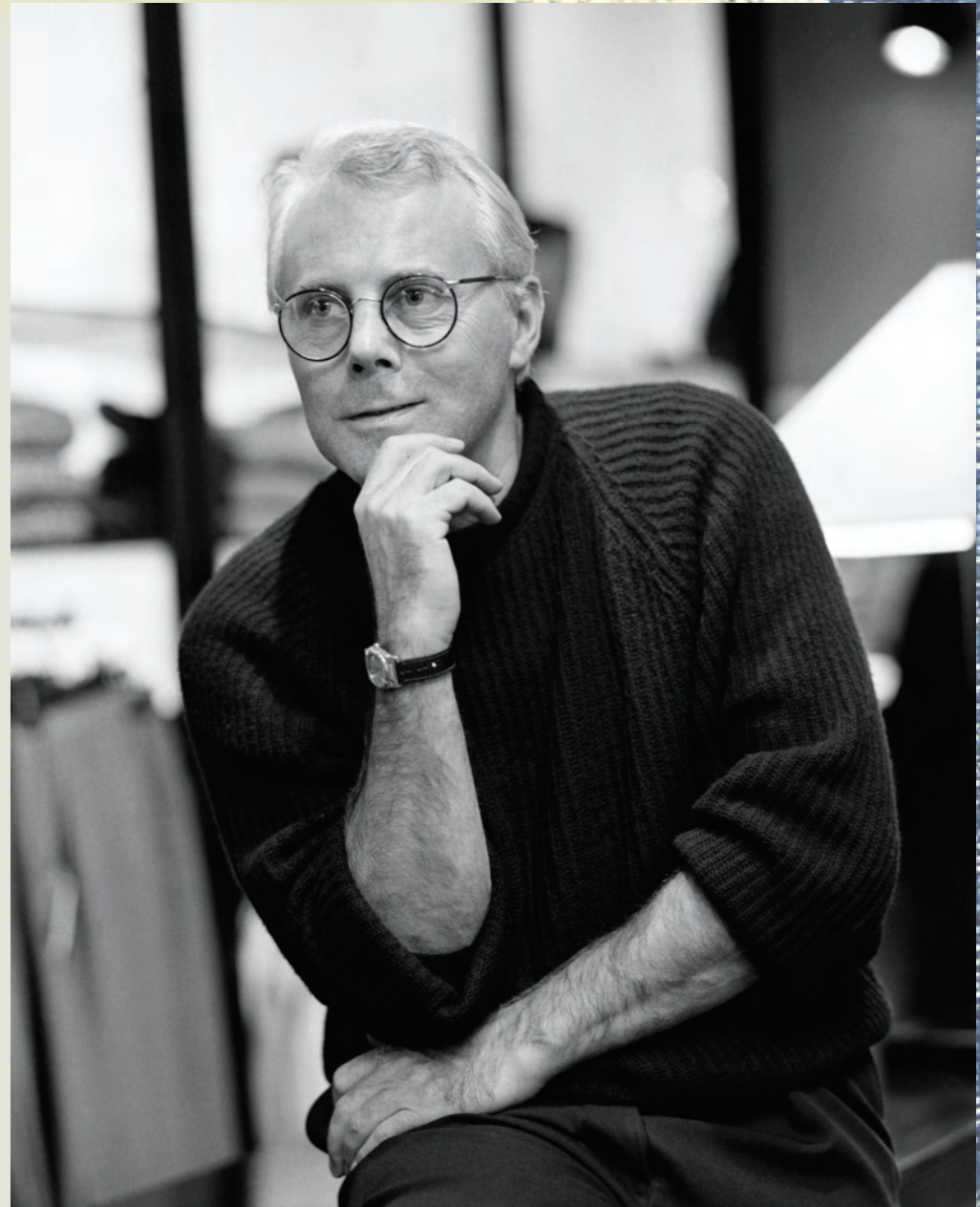


Khushi Pathan, a 21-year-old fashion design student from Vadodara, Gujarat, has developed a solar-powered uniform for Indian soldiers. The uniform is designed to integrate flexible solar panels into the fabric, allowing soldiers to charge their electronic devices such as GPS units, radios, and smartphones while on the move in remote areas.

The innovative design aims to enhance operational efficiency by providing a portable and sustainable power source, reducing the need for soldiers to carry heavy backup batteries.

The End of an Era: Giorgio Armani Dies at 91

Giorgio Armani, who has died at the age of 91, was the first designer since Coco Chanel to bring about a lasting change in the way people dress. Born in a pre-war era of rigid traditions and styles, his creations followed - and helped make possible - increasing social fluidity in the latter half of the 20th Century. Chiefly, he will be remembered for reinventing the suit - feminising it for men and popularising it for women. Armani took away the restrictions and confinements of stiffer styles that went before him, making men feel sophisticated and women empowered in the workplace. Newspapers hailed him as the "first post-modern designer". In many ways, he was a revolutionary.



Smart Textile



Engineers at the Fraunhofer Institute in Germany have created a new intelligent textile that remains soft, light, and breathable but hardens instantly upon impact, deflecting bullets, blades, or blunt force without tearing. It looks and feels like normal clothing, but behaves like armor when needed.

This fabric is made from a matrix of shear-thickening fluid (STF) nanoparticles embedded inside Kevlar-like fibers. Under normal movement, the particles flow freely but when a sudden high-speed force hits, they lock together into a solid-like structure that disperses the energy of the blow.

In ballistic tests, a standard t-shirt made from this fabric stopped 9mm bullets at close range, and resisted knife slashes and hammer strikes. Despite the protection, the textile remains machine-washable, stretchable, and only 3mm thick.



Aash

A Way from Destitute to Happiness

Under the social responsibility initiative of Amity University Gwalior's Amity School of Fashion Design and Technology, The project (आशा) - Aash - "A Way from Destitute to Happiness" focuses on creating good clothes for children who are not from economically affluent families.



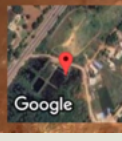
GPS Map Camera



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474005, India
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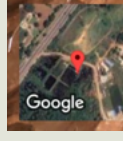
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Amity School of Fashion Design & Technology
&
Amity Institute of Social Sciences
Organising

Guest Lecture Gandhian Aesthetics: Fashion & Philosophy

6th Oct 2025, 2 PM onwards

COORDINATORS:
Dr. Shweta Singh, Asst. Prof- 8778331917
Dr. Zeba Siddiqui, Associate Prof- 9406503309



ASEDT
Asfett

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Maharajpura (Opposite Airport)
Gwalior- 474005 (Madhya Pradesh)
Website: www.amity.edu