

## **FASHION DESIGNING & FASHION MODELLING**

### **Q. What is fashion designing?**

**Fashion design** is the art of the application of design and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories. Some work alone or as part of a team. They attempt to satisfy consumer desire for aesthetically designed clothing; and, because of the time required to bring a garment onto the market, must at times anticipate changing consumer tastes. Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. They have a wide range and combinations of materials to work with and a wide range of colors, patterns and styles to choose from.

### **Q. What is the career opportunity in fashion designing?**

Fashion is what we wear, through a constant process of selection, adoption and change. Fashion is triggered by people, events and social, economic and technological change. No wonder, Fashion and apparel designing have become one of the fastest growing professions in India in recent years. The world of clothes and accessories has expanded into a giant industry, both for domestic requirements and for export. Today, the Fashion industry in India is a high growth sector with a multi-core turn over.

There is an ever-growing demand for more designers who can come up with the innovative designs that are commercially viable in the export market. With fashion becoming a big business and India emerging as one of the major players in the global garment market, the need for qualified professionals in this field has increased tremendously. Fashion designing offers unlimited opportunities for those who are good at it. The status and income of the person goes up as he establishes a reputation of his own. Exposure to the fashion industry abroad may help in widening horizons since Indians still tend to copy western styles. With beauty pageants, fashion shows, foreign labels and a public that is increasingly becoming fashion conscious, you as a fashion designer have enough chances to exhibit your talent. If you are enterprising, you can set

up your own manufacturing or export units, which will bring big financial benefits or you can find a lucrative job in the textile industry. A fashion designer is no longer an anonymous entity- designer labels give him an identity. As long as people feel the urge to dress well, there will always be a need for more designers to provide a variety of clothing that is both appealing, fascinating and up-to-date. Export houses, domestic markets and manufacturing units throw up ample opportunities for you to work as a fashion designer in textile designing. It involves working with different fabrics and material. Textiles account for a major chunk of exports. The textile industry calls for technically skilled executives who are specialists in designing interpretation, pattern creation, garment construction, grading, product development, marketing and computer aided design. So you could make a beginning with any of the export house or manufacturer. Moreover, you can find a job in accessory designing- designing anything from hair clips and sunglasses to footwear and luggage. There are a lot of opportunities for you in designing leather accessories.

### **Q. What are the attribute and qualities required to become a Fashion Designer?**

The fashion industry demands the vision to see beyond what is already there and the ability to see market trends. What you need is a flair for designing a willingness to learn, Imagination, manual dexterity, organizational skills, a sensibility for colours, textures and style and business acumen. Like any other creative field, Fashion design does not depend so much on qualifications as on talent and creativity. Styles and tastes keep changing all the time and good designer needs to be on his toes to give the consumer the best and the latest. In the realm of designing, fashion is a business and it must not be misunderstood for an art form. Its dynamics are guided by commerce. Unlike popular belief, fashion design does involve a certain amount of technical knowledge, of types of material, their adaptability to weather, wear and tear etc. Production facilities and costs also need to be taken into account. In the field of apparels, careers can be made in design, production, merchandising and marketing. As a designer, your job is to forecast fashion and translate the requirements of the market into saleable designs. It calls for a rare combination of talent and business acumen. If you want to be successful in this field, you need to have confidence and optimism, keen powers of observation, an eye for detail and a high level of creativity. You should be able to withstand the stress of failure, deadlines, and long and irregular hours. There must be a flexibility to adapt a disorganized environment with day-today

challenges and many ego problems. A flair for computers also helps since most design work in future will be done on computers. Above all, you should have some training in the field.

**Q. What are the different categories/types of fashion in fashion designing?**

The garments produced by clothing manufacturers fall into three main categories, although these may be split up into additional, more specific categories:

**Haute couture:** Until the 1950s, fashion clothing was predominately designed and manufactured on a made-to-measure or haute couture basis (French for high-fashion), with each garment being created for a specific client. A couture garment is made to order for an individual customer, and is usually made from high-quality, expensive fabric, sewn with extreme attention to detail and finish, often using time-consuming, hand-executed techniques. Look and fit take priority over the cost of materials and the time it takes to make.

**Ready-to-wear:** Ready-to-wear clothes are a cross between haute couture and mass market. They are not made for individual customers, but great care is taken in the choice and cut of the fabric. Clothes are made in small quantities to guarantee exclusivity, so they are rather expensive. Ready-to-wear collections are usually presented by fashion houses each season during a period known as Fashion Week. This takes place on a city-wide basis and occurs twice a year. The main seasons of Fashion Week include, spring/summer, fall/winter, resort, swim and bridal.

**Mass market:** Currently the fashion industry relies more on mass market sales. The mass market caters for a wide range of customers, producing ready set by the famous names in fashion. They often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, they use cheaper fabrics and simpler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply.

**Q. I want to know about Global fashion design industry?**

Fashion today is a global industry, and most major countries have a fashion industry. Some countries are major manufacturing centers, notably Philippines, China, Bangladesh, South Korea,

Spain, Germany, Brazil and India. Five countries have established an international reputation in fashion: France, Italy, the United Kingdom, the United States, and Japan.

**American fashion design:** The majority of American fashion houses are based in New York, although there are also a significant number in Los Angeles, where a substantial percentage of high fashion clothing manufactured in the US is actually made. There are also burgeoning industries in Miami, Chicago and especially San Francisco also New York. American fashion design is dominated by a clean-cut, urban, casual style; reflecting the athletic, health-conscious lifestyles of American city-dwellers. A designer who helped to set the trend in the United States for sport-influenced day wear throughout the 1940s and 50's was Claire McCardell. Many of her designs have been revived in recent decades.

**British fashion design:** London has long been the capital of the UK fashion industry and has a wide range of foreign designs which have integrated with modern British styles. Typical British design is smart but innovative yet recently has become more and more unconventional, fusing traditional styles with modern techniques. Vintage styles play an important role in the British fashion and styling industry. Stylists regularly 'mix and match' the old with the new, which gives British style that unique, bohemian aesthetic that many of the other fashion capitals try to imitate. Irish fashion (both design and styling) is also heavily influenced by fashion trends from Britain.

**French fashion design:** Most French fashion houses are in Paris, which is the capital of French fashion. Traditionally, French fashion is chic and stylish, defined by its sophistication, cut, and smart accessories. Although the Global Language Monitor placed it 3rd in the Media, after Milan and New York, French fashion is internationally acclaimed.

**Italian fashion design:** Milan is Italy's capital of fashion. Most of the older Italian couturiers are in Rome. However, Milan and Florence are the Italian fashion capitals, and it is the exhibition venue for their collections. Italian fashion features casual elegance and luxurious fabrics.

**Swiss fashion design:** Most of the Swiss fashion houses are in Zürich. The Swiss look is casual elegant and luxurious with a slight touch of quirkiness. With it being highly influenced by the dance club scene.

**Japanese fashion design:** Most Japanese fashion houses are in Tokyo. The Japanese look is loose and unstructured (often resulting from complicated cutting), colours tend to the sombre and subtle, and richly textured fabrics. Famous Japanese designers are Yohji Yamamoto, Kenzo, Issey Miyake (masterful drape and cut), and Comme des Garçons's Rei Kawakubo, who developed a new way of cutting (comparable to Madeleine Vionnet's innovation in the 1930s).

### **Q. What is the scope of Fashion education globally?**

There are a number of well known art schools and design schools worldwide that offer degrees in fashion design and fashion design technology. Some colleges also offer Masters of Fashion courses. Though it is not a requirement to have a Masters level, it is recommended by those already working in the industry to study at this level. The most notable of design schools in Europe include London College of Fashion, Central Saint Martins College of Art and Design, University of Westminster and Kingston University in London, and the Edinburgh College of Art in Scotland. Limerick School of Art and Design, Griffith College and the National College of Art and Design offer reputable BA of Fashion Design courses in Ireland. Istituto Marangoni, Domus Academy, Politecnico of Milan, NABA - Nuova Accademia di Belle Arti Milano, Istituto Europeo di Design, University Iuav of Venice in Italy, the Fashion Federation PARIS] European Fashion Accreditation [www.Fashion-Board.com](http://www.Fashion-Board.com), Antwerp Fashion Academy in Belgium. There is Parsons The New School for Design, Creative Business House, Fashion Institute of Technology and the Pratt Institute in New York City. Elsewhere in the United States there is the Academy of Art University in San Francisco, Savannah College of Art and Design, Virginia Commonwealth University, Otis College of Art & Design, and Fashion Institute of Design & Merchandising in Los Angeles, School of the Art Institute of Chicago and Columbia College Chicago in Chicago. The National Institute of Fashion Technology in India, Haryana Technical Institute Rohtak in India, Shih Chien University in Hong Kong, RMIT University in Melbourne, Fu Jen Catholic University in Taiwan and the Asian University chain, Raffles College of Design and Commerce, all have reputable fashion design courses.

The only Ivy League University having a Fashion Design undergraduate program is Cornell University in Ithaca, NY. The program is offered by the department of Fiber Science & Apparel Design]. Cornell University also offers a Ph.D. program in apparel design. An updated list of fashion design masters and Ph.D programs can be found at ITAA.org. The programs are intended to address the needs of academia, industry and research by considering apparel design as an applied science that embraces design, technology, physical sciences, the humanities and social sciences in order to meet the human needs for clothing. There are many universities that offer fashion design throughout the United States. The major incorporating fashion design may have alternative names like Apparel and Textiles or Apparel and Textile Design and may be housed in departments such as Art and Art History or Family and Consumer Studies.

### **Q. What are the different jobs available in Fashion design industry?**

Some of the jobs available in fashion industry are:

- **Fashion designer:** conceives garment combinations of line, proportion, color, and texture. While sewing and pattern-making skills are beneficial, they are not a pre-requisite of successful fashion design. Most fashion designers are formally trained or apprenticed.
- **Technical designer:** works with the design team and the factories overseas to ensure correct garment construction, appropriate fabric choices and a good fit. The technical designer fits the garment samples on a fit model, and decides which fit and construction changes to make before mass producing the garment.
- **Pattern maker** (or *pattern cutter*): drafts the shapes and sizes of a garment's pieces. This may be done manually with paper and measuring tools or by using a CAD computer software program. Another method is to drape fabric directly onto a dress form. The resulting pattern pieces can be constructed to produce the intended design of the garment and required size. Formal training is usually required for working as a pattern marker.
- **Tailor:** makes custom designed garments made to the client's measure; especially suits (coat and trousers, jacket and skirt, et cetera). Tailors usually undergo an apprenticeship or other formal training.
- **Textile designer:** designs fabric weaves and prints for clothes and furnishings. Most textile designers are formally trained as apprentices and in school.

- **Stylist:** co-ordinates the clothes, jewelry, and accessories used in fashion photography and catwalk presentations. A stylist may also work with an individual client to design a coordinated wardrobe of garments. Many stylists are trained in fashion design, the history of fashion and historical costume, and have a high level of expertise in the current fashion market and future market trends. However, some simply have a strong aesthetic sense for pulling great looks together.
- **Fashion buyer:** selects and buys the mix of clothing available in retail shops, department stores and chain stores. Most fashion buyers are trained in business and/or fashion studies.
- **Seamstress:** sews ready to wear or mass produced clothing by hand or with a sewing machine, either in a garment shop or as a sewing machine operator in a factory. She (or he) may not have the skills to make (design and cut) the garments, or to fit them on a model.
- **Teacher of fashion design:** teaches the art and craft of fashion design in art or fashion school.
- **Custom clothier:** makes custom-made garments to order, for a given customer.
- **Dressmaker:** specializes in custom-made women's clothes: day, cocktail, and evening dresses, business clothes and suits, trousseaus, sports clothes, and lingerie.
- **Illustrator:** draws and paints clothing designs for commercial use.
- **Fashion forecaster:** predicts what colours, styles and shapes will be popular ("on-trend") before the garments are on sale in stores.
- **Model:** wears and displays clothes at fashion shows and in photographs.
- **Fit model:** aids the fashion designer by wearing and commenting on the fit of clothes during their design and pre-manufacture. Fit models need to be a particular size for this purpose.
- **Fashion journalist:** writes fashion articles describing the garments presented or fashion trends, for magazines or newspapers.
- **Alterations specialist (alterationist):** adjusts the fit of completed garments, usually ready-to-wear, and sometimes re-styles them. NOTE: despite tailors altering garments to fit the client, not all alterationists are tailors.
- **Image Consultant, wardrobe consultant or fashion advisor:** recommends styles and colors that are flattering to the client.

**Q. I want to know about NIFT (National Institute of Fashion Technology)?**

National Institute of Fashion Technology was set up in 1986 under the aegis of the Ministry of Textiles, Government of India. It has emerged as the premier Institute of Design, Management and Technology, developing professionals for taking up leadership positions in fashion business in the emerging global scenario. NIFT has been granted statutory status under the act of Parliament of India in 2006, empowering the Institute to award degrees and other academic distinctions. The Institute is a pioneer in envisioning and evolving fashion business education in the country through a network of twelve professionally managed domestic centres at New Delhi, Bangalore, Chennai, Gandhinagar, Hyderabad, Kolkata, Mumbai, Raebareli, Bhopal, Kannur, Patna and Shillong. NIFT has further spread its wings globally with the opening of an international centre at Mauritius. NIFT has set academic standards and excelled in thought leadership by providing a pool of creative genius and technically competent professionals. The Institute provides a common platform for fashion education, research and training. The curriculum at NIFT allows students to easily blend into a global network, as well as acquire a greater appreciation of local industry trends. The multidisciplinary and broad-based structure aims at an all-round development of students. Deriving from the changing paradigms of industry and commerce, its content as well as the methodology is constantly reviewed by academia and industry experts.

**Q. What are the different types of program National Institute of Fashion Technology offer?**

NIFT offers B.Des. (Fashion Design), B.Des. (Leather Design) B.Des. (Accessory Design), B.Des. (Textile Design), B.Des. (Knitwear Design), B.Des. (Fashion Communication) in the design discipline at undergraduate level and M.Des. (Master of Design) at master level. NIFT offers B.F.Tech. (Apparel Production) in the technology discipline at undergraduate level and M.F.Tech. (Master of Fashion Technology) at master level. NIFT offers M.F.M. (Master of Fashion Management) in the management discipline at master level.

**Q. How many centers National Institute of Fashion Technology has?**

NIFT has 13 centers at present in India and one international center. They are located in Bengaluru, Kolkata, Bhopal, Mumbai, Chennai, New Delhi, Gandhinagar, Patna, Hyderabad, RaeBareli, Kangra, Shillong, Kannur.

**Q. What is the general calendar of admission process?**

Announcement of Admission	November
Application Form Available	November to December
Written Entrance Examination	First week of February
Declaration of Written Examination Result	Mid March
Situation Test / GD / Interviews	April - May
Declaration of Final Results	End of May

**Q. What is the admission test pattern?**

<b>BACHELOR PROGRAMMES</b>	<b>TEST</b>	<b>WEIGHTAGE</b>
<b>Design</b>	GAT (General Ability Test)	40%
	CAT (Creative Ability Test)	40%
	Situation Test	20%
<b>Apparel Production</b>	GAT (General Ability Test)	60%
	(MAT) Managerial Ability Test	40%
<b>MASTER PROGRAMMES</b>	<b>TEST</b>	<b>WEIGHTAGE</b>
<b>Design</b>	GAT (General Ability Test)	40%
	CAT (Creative Ability Test)	40%
	GD (Group Discussion)	10%
	Interview	10%
<b>Management</b>	GAT (General Ability Test)	40%
	MAT (Managerial Ability Test)	40%
	GD (Group Discussion)	10%
	Interview	10%
<b>Technology</b>	GAT (General Ability Test)	40%
	MAT (Managerial Ability Test)	40%
	GD (Group Discussion)	10%
	Interview	10%

**Q. What are the eligibility criteria for various programs of NIFT?**

**Eligibility for Bachelor Programmes - Design**

B.Des. (Fashion Design / Leather Design / Accessory Design / Textile Design / Knitwear Design / Fashion Communication)

- The +2 level examination in the 10+2 pattern of examination of any recognized Central/State Board of Secondary Examination, such as Central Board of Secondary Education, New Delhi, and Council for Indian School Certificate Examination, New Delhi. OR
- General Certificate Education (GCE) Examination (London/Cambridge/Sri Lanka) at the Advanced (A) level. OR
- Any Public School/Board/University Examination in India or in Foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system. OR
- A pass grade in the Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects. OR
- 3 or 4-years diploma recognized by AICTE or a State Board of Technical Education.

***Eligibility for Bachelor Programme - Technology***

**B.FTech. (Apparel Production)**

- The +2 level examination in the 10+2 pattern of examination of any recognized Central/State Board of Secondary Examination, such as Central Board of Secondary Education, New Delhi, and Council for Indian School Certificate Examination, New Delhi with Physics, Chemistry and Maths. OR
- General Certificate Education (GCE) Examination (London/Cambridge/Sri Lanka) at the advanced (A) level with Physics, Chemistry and Maths. OR
- Any Public School/Board/University Examination in India or in foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 system with Physics, Chemistry and Maths. OR
- A pass grade in the Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects with Physics, Chemistry and Maths. OR
- 3 or 4-years diploma recognized by AICTE or a State Board of Technical Education (Engineering background).

(Candidate must be pass in Physics, Chemistry & Mathematics)

Please note that the upper age limit for applying in bachelor programmes is restricted to 23 years as on 1st November.

## **Eligibility for Master Programme - Design**

M.Des. (Master of Design)

- Graduation degree from a recognized University in any discipline\* OR
- Bachelor in Applied Arts (Fashion Design / Visual Communication / Graphic Design / Industrial Design / Interior Design / Multimedia Design / Product Design / Textiles & Accessories. OR
- B.A. (Fine Arts) or B.Sc. (Textiles & Clothing) OR
- B.Arch. OR
- Design Diploma / Degree from NIFT / NID only

Candidates having relevant industry experience in areas of Fashion / Textile / Communication Design would be preferred.

\*If a candidate possessing Graduation Degree in any discipline applies for the course, then he / she has to compulsory undergo 2 months (i.e. 8 weeks) training programme to develop the desired skills before taking on the course itself.

## **Eligibility for Master Programme - Management**

M.F.M. (Master of Fashion Management)

A three years Bachelor's Degree or equivalent in any discipline recognized by the Association of Indian Universities or Diploma in Accessory / Fashion Design / FIT from NIFT only.

For foreign Bachelor's Degree, not recognized by the Association of Indian Universities, proper certification by a National Body constituted in the country concerned for granting equivalence will have to be produced.

## **Eligibility for Master Programme - Technology**

M.FTech. (Master of Fashion Technology)

B.E. / B.Tech. (Textiles / Apparel / Mechanical / Industrial / Production / Electronics / Computer / Information Technology)

**Q. Is the NIFT degree recognized worldwide?**

Yes. NIFT has been granted statutory status under the act of Parliament of India in 2006, empowering the Institute to award degrees and other academic distinctions

**Q. Does NIFT offer any other courses other than the full time program?**

NIFT has developed a range of Continuing Education Programmes, which have been developed in consultation with reputed academicians and industry practitioners. These programmes reflect the requirements and concerns of the industry and have been carefully planned to spur professional growth, and are relevant to individuals at different stages of their careers. The CE Certificate Programmes are aimed at complementing the practical knowledge of the industry professionals with formal technical education in their respective areas of work. The flexible schedule enables the participants to pursue the programme without interrupting their professional activities. With focus on interactive learning, the programmes provide a congenial environment that integrates theory with practice. The participants receive a NIFT certificate on successful completion of the programme.

For any further detailed information kindly visit [www.nift.ac.in](http://www.nift.ac.in)

**Q. What are the other good institutions offering courses in Fashion Design?**

**National Institute of Design, Ahmedabad**

Paldi, Ahmedabad, Gujarat, 380 007

Phone (079) 663 9692 / 660 5243

Fax (079) 662 1167

e-mail : [academic@nid.edu](mailto:academic@nid.edu)

**Undergraduate Program:** 4 year Graduate Diploma Programme in Textile and Apparel Design (GPD)

**Admission:** open to students who have passed or who will appear for qualifying examinations under the Higher Secondary (10+2), or equivalents like AISSCE/IB/ICSE etc + Entrance Examination + Interview.

**Post Graduate Program:** 2 and 1/2 year Post-Graduate Diploma Programme in Textile Design, Apparel Design & Merchandising and Lifestyle Accessory Design (PGPD)

**Admission:** open to graduates of B.F.A, Applied Arts, B.Arch. Interior Design, graduates with

experience in Textile Design, Textile/Handloom Technology, Textile/Knitwear/Fashion Design, Home Science (with Textile & Clothing)+ Entrance Examination + Interview.

**Central Leather Research Institute, Chennai**

Adyar, Chennai 600 020

Phone: 91-44-24915238

email: clrim@vsnl.com

Programs: B Tech, M Tech, Ph D Degree programs in Leather Technology and 1 year diploma program in Leather Processing, Leather Goods, Footwear, etc.

Admission: Degree programs as per admission norms of Anna University, diploma program open to students who have passed or who will appear for qualifying examinations under the Higher Secondary (10+2) with 50% marks

**National Institute of Fashion Design, Chandigarh**

NIFD House, SCO. 32-35, Madhya Marg, Sector 8 C, Chandigarh 160 009

Phone : +91- (172) - 2784 980-81

Fax: + 91 - (172) - 2547095

e-mail : corporate@nifd.net

**Programs:** 3 year B.Sc. Bachelor of Science in Textile Design and Fashion Design, 2 year Advance Diploma in Textile Design and Fashion Design + 12 months and 6 month courses

**Admission:** open to students who have a pass in Pre-University 10 + 2 Examination or an equivalent examination

**J D Institute of Fashion Technology, Mumbai, N Delhi, Ludhiana, Chandigarh, Nagpur**

JD, Hemu Archade,

Opp Vile Parle Station West, Mumbai 400056

Tel: 022-2615 4949

email: jdinstitute@vsnl.com

**Program:** 3 year degree course and 1 year diploma course in Fashion and Design, Jewelry design, Fashion Illustration and Fashion Photography

**Admission:** after 12th standard

**Srishti School of Design, Bangalore**

Srishti School of Art, Design and Technology, P.O. Box No. 6430, Yelahanka New Town, Doddabalapur Road, Opp. Wheel & Axle plant, Bangalore-560 064

Phone: 91.80.28462506/07/08, 28560238.

TeleFax: 91.80.28560240

E-mail: srishtischool@vsnl.net

**Programs:** 2 + 2 year Professional Diploma in Textiles Design

**Admission:** open to graduates or diploma holders in Art and /or Design, Architecture or related disciplines, or students with at least 2 years of study successfully completed

**Symbiosis Centre of Design, Pune**

Symbiosis Institute of Design [SID], Viman Nagar, Pune 411 014, Maharashtra

Phone: +91 20 2663 4547 / 48

Contact: info@symbiosisdesign.ac.in

**Programs:** Graduate Diploma Programme in Communication Design, Product Design, **Fashion Communications and Fashion Design**

**Admission:** open to students who have passed or who will appear for qualifying examinations under the Higher Secondary (10+2)

**Pearl Academy, Delhi, Jaipur**

A - 21/13, Naraina Industrial Area - Phase II, New Delhi - 110028.

Tel. No. : 51417693-94; 25703451/5478/8506

Email : info@pearlacademy.com

**Programs:** 4 year Undergraduate Degree Programmes in Fashion Design, Textile Design and Communication Design

1 1/2 year Master's Degree Programme in Fashion Design, 2 year Postgraduate Degree Programmes in Fashion Design and Apparel and retail Management

**Admission:** 10+2 for undergraduate studies and graduation in any field for post graduate studies.

**Arch Academy of Fashion, Art & Design, Jaipur**

D-103-C, Opp. Nagar Nigam MainGate, Bapu Nagar, Near Passport Office, Jaipur 302 015.

Tel. No. : 091-141-329 6203

Email : info@archedu.org

**Programs:** 4 year Undergraduate Degree Programmes in Fashion Design, Textile Design , Jewellery Design, Visual Merchandising and Accessory Design

1 1/2 year PG Degree and PG Diploma in garment production & export management.

**Admission:** 10+2 for undergraduate studies and graduation in any field for post graduate studies.

**Wigan & Leigh College, Delhi, Mumbai, Bangalore, Kolkata, Hyderabad, Pune, Indore, Lucknow, Ahmedabad, Chennai**

Head Office: 1001-1005, Ansal Tower, 38, Nehru Place, New Delhi 110019

Tel: 011-51617053/4/5/6, 9818479333

Email : delhi@wiganindia.org

**Programs:** 3 year Advanced Diploma and B.A. (Hons.) in Fashion Technology and 2 year Post Graduate Diploma in Fashion Technology (PGDVC)

**Admission:** student details of formal academic qualifications and previous experience are considered + Aptitude Test + Interview

**Apeejay Institute of Design, New Delhi,**

54 Tughlakabad Institutional Area, Meherauli-Badarpur Road, New Delhi-110062

Phone : 011-29955459 , 29957050

Email : aid.del@apj.edu

**Program:** 4 year Bachelor in Design in Fashion Design and Textile Design , 1 year Post Graduate Diploma in Design and 2 year Master in Design

**Admission:** 12th Pass with 45% marks from CBSE, CSC, Punjab Board or equivalent for Bachelor in Design and graduation in Fine Arts, Engineering, Design for Master in Des

**Sophia Polytechnic, Mumbai**

Sophia Shree B.K. Somani Polytechnic, Bhulabhai Desai Road, Mumbai 400 026.

Phone: 022- 2351 3157, 2351 4147

Email: sophia@bom2.vsnl.net.in

**Programs:** 3 year professional course in Dress Designing and Garment Manufacturing

**Admission:** 10th Pass with minimum 50%

**Raffles Design International, Mumbai**

Raheja Centre, Linking Rd & Main Avenue, Santacruz (W) Mumbai 400 054

Tel: 022-5572 6711, 5502 9522, 98190 24429

Contact: rdi-India-enquiries[at]raffles-design-institute.com

**Programs:** 3 year Bachelor of Arts (hons) Fashion degree programme in Fashion Design, Fashion Marketing and Management

**Admission:** 12th Pass with TOEFL scores

**Northeast Institute of Fashion Technology, Guwahati**

Bora Service Bylane G.S. Road Guwahati 781007 Assam

Tel.: 9864018094, 9864026772, 9864033255

Telefax: 0361 2462444

E-mail neiftghy@gmail.com, info@neift.com

**Programs:** 2 year diploma program in Fashion Design, Fashion Marketing and Management, Life Style & Accessories Design, Textile Designing, Jewellery Designing, Fashion Merchandising, Fashion Photography & Modeling

**Admission:** 12th Pass

**Army Institute of Fashion Design, Bangalore**

(A Unit of Army Welfare Education Society)

ITI B Area, Doorvani Nagar, Old Madras Road, Bangalore – 560016

Tel: 080-25617309, 080-25617559

Fax: 080- 25618014

Web: www.aifdonline.in

E-mail: aifdonline@gmail.com

**Programs:** UG: 3 year degree program in Fashion and Accessory Design

**Admission:** 12th Pass

2G: 2 year diploma program in Fashion Design and in Apparel Merchandising & Logistics Management

**Admission:** open to any graduate

**Creative-i College of Creative Arts, Pune**

Ganga Dham Comm. Phase I, Sr. No. 612 - 615, Lullanagar Bibwewadi Road, Market Yard, Pune 411 037.

Phone: 020 – 2420 9166 / 88, 30917340

Email: info@creativei.info

**Programs:** 3 year Graduate Degree Programme in Fashion Design.

**IILM School of Design, Gurgaon**

Plot 69-71, Sector 53, Near DLF Golf Course, Gurgaon - 122003 (NCR-Delhi.)

Phone: 011-33330132, 0124-3096874

Contact: adm@iilmnstitute.org

**Programs:** 4 year graduate programme in **Product Design**, Communication Design, and 2 year Post Graduate program in **Communication Design, Product Design, Interior and Furniture Design, Animation Design, Exhibition Design and Textile Design**

**Admission:** Undergraduate programs open to students who have a pass in Pre-University 10 + 2 Examination

**Bangalore Institute of Fashion Technology ( BIFT), Bangalore**

6, Bilekahalli Gate (near IIM-B), Bannerghatta Main Road, Bangalore-560 076.

Phone : 91-80-32721283 / 41109966

E-Mail : info@biftindia.com

**Programs:** 1 and 3 year certificate and degree programs in the field of **Fashion and Apparel Design, Fashion Management, Apparel Marketing, etc.**

**Admission:** Undergraduate programs open to students who have a pass in Pre-University 10 + 2 Examination

**Arch Academy, Jaipur, Rajasthan**

Plot No. 9, Govind Marg, Opp. Block A, Malviya Nagar Institutional Area, Jaipur-302017

Phone: 91-141-2520551, 2521074, 3296203

Contact: info@archedu.org

**Programs:** 1/2, 1, 2 and 3 year certificate, diploma and pg diploma programs in the field of **Fashion Design, Textile Design, Jewellery Design, and Interior Design**

**Admission:** Undergraduate programs open to students who have a pass in Pre-University 10 + 2 Examination and PG diploma to any graduate student

**International Institute of Fashion Technology, Delhi**

H-12, South Extension Part - I, New Delhi, India.

Phone: 91-11-24620430, 24629370

Contact: rdlal\_iift@hotmail.com

**Programs:** 3 year BBA Diploma and 2 year MBA diploma programs in the field of **Fashion Design, Retail Management, Textile Design, Jewellery Design, and Interior Design, Accessory Design, etc.**

**Admission:** Undergraduate programs open to students who have a pass in Pre-University 10 + 2 Examination and PG programs to any graduate student

**Government Institute of Garment Technology (GIGT), Amritsar**

Majitha Road Byee Pass, Amritsar, Punjab, India

Phone: 91-0183-2421763

Email: principal@gigtasr.org

**Programs:** 3 year diploma programs in the field of **Fashion Design and Garment Technology**

**Admission:** open to students who have a pass in Pre-University 10 + 2 Examination

**Gemmological Institute of India (GII), Mumbai**

29, Gurukul Chambers, 187-189, Mumbadevi Road, Mumbai - 400 002

Phone: 91-22-2342 0039 / 2341 3785

Email: gemforum[at]giionline.com and gemforum[at]gmail.com

**Programs:** i, 3 month diploma programs in the field of **Gemmology, Jewellery Design, etc.**

**Admission:** open to students who have a pass in Pre-University 10 + 2 Examination

**Gandhi Institute of Fashion & Textile Design, Ahmedabad**

White Cross Building, 15, Patel Society, Gulbai Tekra Road, Panchwati, Ellisbridge,  
Ahmedabad-380006

Phone: 91- 79 - 6463702

Contact: info@gift-india.com

**Programs:** 3 months certificate programs in the field of **Fashion Design, Textile Design, Jewellery Design, and Interior Design**

**Admission:** Open to all

**Q. What is Modelling?**

A **model** (from Middle French *modèle*), sometimes called a **mannequin**, is a person who is employed to display, advertise and promote commercial products (notably fashion clothing) or to serve as a subject of works of art.

**Modelling** (doubled "l" in British spelling, single "l" in American spelling) is distinguished from other types of public performance, such as an acting, dancing or mime artist, although the boundary is not well defined. Appearing in a movie or a play is not considered modelling. Types of modelling include fashion, glamour, fitness, bikini, fine art, and body-part models. Models are featured in a variety of media formats including books, magazines, movies, newspapers, and TV. Models sometimes are featured in movies, reality television shows, or music videos.

As a fashion model you will appear in magazines/newspaper editorials and you might be chosen to be in a catwalk show. Fashion models can promote clothes and accessories to customers, the media and to fashion buyers. Fashion models appear in catwalk shows or in photographs for magazines, advertising campaigns, newspapers and look books. During a catwalk show the fashion models will move along the catwalk, walking and turning to display clothes in front of an audience. In photographic and advertising a fashion model will pose for photographers in a studio or on location and follow directions from the photographer. A fashion model works closely with stylists, hair and make-up artists, producers and directors. However, fashion modelling is not always as glamorous as it seems. A fashion model will also spend much time going to castings for jobs, keeping in contact with the fashion model agency and looking after his/her appearance. Designers, photographers and magazine editors will all choose their models from a fashion model agency and there are agencies set up specifically to cater to the fashion industry. Most models are self employed and obtain work through their agents. As a fashion model, you will need to spend and invest wisely. For many, the work is irregular, and some models need additional jobs to make a full-time living. Although work opportunities are increasing, modelling is highly competitive with many applicants for each job.

## **Q. What are the different types of models?**

### **Runway models**

Runway models showcase clothes from fashion designers, fashion media, and consumers. They are also called "live models" and are self employed. Runway models work in different locations, constantly traveling between those cities where fashion is well known - London, Milan, New York City, Paris and Mumbai. The demands for runway models include certain height and weight requirements. During runway shows, models have to constantly change clothes and makeup. The models turn and stand to demonstrate the garment's key features. Models also go to interviews (called "go and sees") and must keep a portfolio of their work. They go to modelling interviews to find more work. The more experience a model has, the more likely she is to be hired for a fashion show. A runway model can work in other areas, such as department store fashion shows, creating product lines, acting etc.

### **Supermodels**

Supermodels are highly paid, high profile fashion models. These (usually female) celebrities appear on top fashion magazine covers and in fashion shows. Much more importantly, in financial terms, their appearance in advertising can amount to an endorsement, attracting far greater rewards, especially when they conclude deals to advertise a brand exclusively, as "the face" of that brand.

### **Glamour models**

Glamour photography emphasizes the model and the model's sexuality rather than products, fashion or the environment. Glamour modelling focuses on sexuality and its ability to enhance a product's attractiveness. Glamour models are used for mass-produced calendars, pinup and for men's magazines, such as Playboy magazine. Famous glamour models include Pamela Anderson, Jordan, Jodie Marsh, Lucy Pinder, and Louise Glover.

### **Fitness models**

Fitness modelling centres on displaying an athletic physique. Fitness models usually have the defined muscles of bodybuilders, but with less emphasis on muscle size. Their body weight is usually similar to (or heavier than) fashion models, but they have a lower body fat percentage due to increased muscle mass and reduced fat mass.

### **Bikini models**

Bikini models are also usually required to be physically fit and with an appealing body shape. Bikini models can usually be shorter, around 5 ft 5 in (1.65 m) to 5 ft 8 in (1.73 m).<sup>1</sup>

The **bikini** is typically a women's two-piece swimsuit. One part of the attire covers the breasts and the other part covers the crotch and part of or the entire buttocks, leaving an uncovered area between the two. Merriam–Webster describes the bikini as "a woman's scanty two-piece bathing suit" or "a man's brief swimsuit".<sup>[1]</sup> It is often worn in hot weather, while swimming or sunbathing. The shapes of both parts of a bikini resemble women's underwear, and the lower part can range from revealing thong or g-string to briefs.

### **Art models**

Art models are models who pose for photographers, painters, sculptors, and other artists as part of their work of art.

Models are frequently used for training art students, but are also employed by accomplished artists. The most common types of art created using models are figure drawing, figure painting, sculpture and photography. Although commercial motives dominate over the esthetics in advertising, its 'artwork' commonly employs models.

Throughout the history of Western art, drawing the human figure from living models was considered the most useful tool in developing the skill of draftsmanship. In some cases, the model may pose with various props, other models, props, against real or artificial background, and under various lighting conditions.

### **Alternative models**

An alternative model is any model that does not fit into the conventional model types and may include punk, goth, fetish, tattooed models or models with distinctive attributes. These mix with high fashion and art models. Publishers such as Goliath in Germany introduced alternative models and punk photography to larger audiences.

### **Body-parts models**

Some models are employed for their particularly attractive body parts. For example, hand models may be used to promote products held in the hand and nail-related products. They are frequently part of television commercials. Hand model, Ashly Covington has worked on television commercials that are shown around the world. Another hand model, Kimbra Hickey, found fame after being featured on the cover of Twilight. Leg models showcase tights, stockings, socks and leg grooming products. Wrist models display watches or bracelets. Petite models (females under 5 ft 6 in (1.68 m) and do not qualify as fashion models) have found success in body part modelling.

### **Q. How can I become a model?**

Despite the glamour and hype you have seen about the modelling profession, it's hard work. It's boring (sometimes). It's tedious. It's filled with rejection, ups and downs, It's a lifestyle, not an 8-

5 job. Not all jobs pay well. Unless you are seriously committed about modelling, willing to work at it on your own time, live a healthy life style, etc., you will not succeed as a model. You have to understand that there are many people who want to be models. They are doing everything they can to be successful.

Do you have inner stamina to be a model?

Are you tall and slender and unusually attractive enough that you are as good or better looking than most other models? You also need to have the tenancy, patience, aptitude, interpersonal skills, communication skills, stamina, confidence, business skills, etc.? If you think you do, then you can try to be a model. Modelling can be fun, exciting, and adventurous. Be sure to maintain realistic expectations however, the chances of becoming a successful or famous model are less.

### **Measurements**

The best measurements for modelling are 5'9" , 34b bust, 24" waist, 34" hips. If you are within one inch of these measurements you are fit to model almost anything. High Fashion models are typically 5'7" to 6' tall and an extremely thin size 7 with 32-35" bust, 22-25" waist and 33-36" hips. They are not necessarily classically beautiful. PETITE measurements would be 5'5" to 5'8" tall and a size 5 to 7. The model MUST have a well proportioned body. PLUS SIZE models are 5'7" to 5'11" tall and wear a size 12 to 14, have a well toned and proportioned body with a thin face, good skin and beautiful hair. Always provide very accurate measurements to the agency and to customers. For a man, heights should be 5'11" to 6'2" and you must fit in a 40-42" jacket.

### **The ultimate test for an aspiring Model**

Send your photo and resume to reputable co-coordinators. Set-up an appointment and you will find out very quickly if you have what it takes. These people are very busy, if they don't like the photo you won't get an appointment. If they like it you will be invited for an assessment. Then again if you don't have what it takes they will tell you on the spot. If rejected don't give up yet! Each coordinator/agency is different and has different expectations and requirements from their models. Always ask about any immediate physical changes (haircut, weight loss, skin treatment, dental work etc.) and work on it for the future. Some coordinators/established models offer good training (in the form of workshops/courses) for local fashion shows and print work. This can be a great way to gain confidence and experience.

### **Few steps to be followed to become a Model:**

1. Your first step toward a possible career in modeling is to read a few books on modeling. There are many modeling books published and they provide a general knowledge on the modeling industry.
2. As an aspiring model, one of your immediate short term goals is to arrange for photo shoots with a photographer. You need professional pictures to start off your portfolio with. Many aspiring models make the mistake of using unprofessional photos which result in hurting your chances of getting modeling jobs now and in the future. Basically, you want to have professional looking photos for your portfolio. However, you need to have something to show photographers who might be willing to do a test shoot you. Other photos such as pictures from prom night, school pictures, or other special events which you are looking your best will be good for starting off. If you don't have access to a scanner, take your photos to someplace like Kinko's and have them scanned. If you don't have a Kinko's close by, most camera labs provide this service.
3. Find a source on the internet to list your information and pictures. This source may be a friend, college, or you can even get your own free web space and start your own website from a site that gives free web space such as AOL or Yahoo.. You should also consider listing with one or more of the modeling services online that host web pages for models and their portfolios.
4. Put your images and HTML documents at one or more of these sites (The more, the more likely you'll be discovered). You may need to recruit some help if you plan to create your own web pages. If you list with one of the on line modeling services, they will create the web pages for you. For example, at Model Service.com all you need to do is take ten minutes and create a portfolio automatically online and it

will be listed on the site for others to view.

5. While you are adding your portfolio, most sites will ask you what type of modeling you are available for. You need to decide what you like doing. The more types of modeling you put yourself available for, the more likely it is for you to find a modeling job.
6. Contact photographers. Let them know who you are, your modeling interest, your personal stats, and it helps to include an image. To make it easier for yourself and the photographer, you can tell them to just find you the url that your stats and photos are located at if you have an online portfolio. Do this to more than one photographer to make your name and photos more famous in the modeling industry. The more photographers you contact, the better it is for your career.
7. Spend some time looking at other modeling web sites. Look at the models, their experience, their interests, and look at how you compare to some of them. You should also spend time with magazines such as Elle, Vogue, fitness or swim wear magazines, and again, see how you measure up.
8. Contact those offering JOBS!!! If you join a online modeling agency, they will contact you as the jobs come.

**Some important tips on modeling:** You should be able to accept rejection. Like any other art or talent profession, you will face rejection from agencies and those who are casting. Do not take it personally; your look may not be right for the current moment, but it may be perfect in a few months or in other agencies! Never give money upfront to an "agency" that asks for it. Legitimate agencies are licensed and bonded; they make their money from commissions from bookings they get their models (usually 15 to 20 percent). Don't waste time and money on modeling schools unless you are recommended to do so by a qualified modeling agent. These schools tend to accept "anyone" who has the money to pay the fees, and they are really not beneficial if you don't have other necessary qualifications. Some agencies tend to dismiss

modeling schools; agents will usually have to "retrain" you--at no cost to you. Spend the money developing a personal website, better photos, comp cards, cosmetics, and other items needed to invest in your career. Never go to a photo shoot alone. Reputable photographers usually encourage someone to accompany their models to a photo shoot. Models under 18 are encouraged to take a parent or guardian with them to all photo shoots and bookings.

**Q. Name some institutions offering courses in Modelling?**

Course	College / Institute	State	Eligibility
Modelling	Face 1,797, Jesia Building, Jam-e-Jamshedji Road, Parsi Colony, Dadar, Mumbai- 400 014, Ph: 414 9968, 412 6878	Maharashtra	There is no specific qualification or age limit to enter into this field
Modelling	Catwalk, K-40, Hauz Khas Enclave, New Delhi	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	Platinum Models, A 276, Shivalik, New Delhi	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	Glitz, F-100 Lajpat Nagar II, New Delhi - 110 024, Ph: 683 0921	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	Oz1 Models Management, Gamdevi Phiroze Shah Road, Santa Cruz (W), Mumbai	Maharashtra	There is no specific qualification or age limit to enter into this field
Modelling	The Ramp, A 22, Gulmohar Park, New Delhi - 110 049	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	The Tina Factor, C-31 Defence Colony, New Delhi- 110 024	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	YSG Worldwide Model and Promotion Agency Orient House, 4th Floor, Adi Marzban Path, Mumbai - 400 038 Ph: 261 6732. 261 5029	Maharashtra	There is no specific qualification or age limit to enter into this field
Modelling	Aditi Modelling Service, 324, Upper Palace Orchard, Bangalore - 560 080, Ph: 334 2518	Karnataka	There is no specific qualification or age limit to enter into this field

Modelling	Passion EC 191, Sector 1, Salt Lake, Kolkata Ph: 359 3502, 334 6319	West Bengal	There is no specific qualification or age limit to enter into this field
Modelling	Profilez Estd. P29, F10, UCO Avenue Apts., Novodaya Colony, Srinagar	Jammu & Kashmir	There is no specific qualification or age limit to enter into this field
Modelling	Profilez Estd. P29, F10, UCO Hyderabad	Andhra Pradesh	There is no specific qualification or age limit to enter into this field
Modelling	Mayrose Management Services, 302, Radha Mukund, B.P. Road, Dahisar-West, Mumbai, Ph: 91 22 8911187; Fax: 91 22 8927861	Maharashtra	There is no specific qualification or age limit to enter into this field
Modelling	The Bridge, 201, Bhanot Trade Centre, Paschim Vihar, New Delhi, Ph: 91-011-56017119	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	New India Models.Com, 201, Mayur Plaza, LSC Opp. ASN School, Mayur Vihar Phase-1, New Delhi, Ph: 91-11-2712222	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	Mayhar Bhasin Academy [contact E-186, Greater Kailash-110048	New Delhi	There is no specific qualification or age limit to enter into this field
Modelling	The Model Shoppe at Talwalkar's Fitness Club (Juhu), Gulmohar Society, Gulmohar Road No. 1, Mumbai- 400049	Maharashtra	There is no specific qualification or age limit to enter into this field
Modelling	Elite School of Modelling, B-55 Greater Kailash part-I, New Delhi-110-51552222.	Delhi	There is no specific qualification or age limit to enter into this field
Modelling	Elite Model Management India, Nariman Bhavan 9th Floor, Mumbai-400021 Ph: 022-256303666	Maharashtra	There is no specific qualification or age limit to enter into this field