

A decorative border of intricate, symmetrical floral and scrollwork patterns in a golden-brown color, framing the central text and image.

*Fashion Technology
Association*



Fashlet

MARCH '19

Our Team



Faculty Advisor

Dr. R Surjit, Assistant Professor

Secretary

M G Renuka, IV year

Joint Secretaries

M Thanujasri, III year

S G Ajai Balaji, II year

Executive Members

S Hamshavarthni, IV year

A Lakshmi, IV year

V Lakshikhaa shree, III year

V Periyanyaki, III year

E Kalarakhshena, II year

Webpage Administrators

M Nivedha, IV year

G V Rakshana, III year

S Keerthana, II year

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About the Department

The department of Fashion Technology has been developed distinctively to provide students with knowledge to strive and excel in understanding and integrating the areas of technology and management and to respond to the diverse needs of the technologically advanced and creative industry.

About the Association

The Fashion Technology Association functions as a forum for the students to organize technical events, facilitating interaction with experts for industry and academics. Students actively assist in organizing conferences, seminars, workshops and symposia. Eminent speakers from industry and academics deliver lectures in current trends and provide deeper insight into the global industry.

Fashionista '19

The Fashionista is an intra-departmental technical symposium which was conducted for the students of our department in the even semester. About 200 students participated in the 7 events that were conducted. The students participated with much enthusiasm. The events conducted were,

- * **TREASURE HUNT**
- * **ZENTANGLE ART**
- * **AD-MAD**
- * **CLUELESS**
- * **SOLID WORKS**
- * **INVITATION DESIGNING**
- * **FACE PAINTING**

Fashionista'19 Gallery



From top, clockwise,

- * Treasure Hunt
- * Zentangle Art
- * Ad-Mad
- * Clueless
- * Solid Works
- * Invitation Designing
- * Face Painting

Winners of Fashionista'19

| <i>Event</i> | <i>First Place</i> | <i>Second Place</i> | <i>Third Place</i> |
|--|---|---|---|
| <i>Treasure Hunt</i> | <i>Ashwin S</i> <i>Thamarai A S</i> <i>Dharani Vignesh M</i> | <i>Varsha C K</i> <i>Afreen A Amadhunesha</i> <i>K S</i> | <i>Keerthana S</i> <i>Madhumithaa K</i> <i>Ssudharshana D R</i> |
| <i>Ad-Mad</i> | <i>Gokul B K</i> <i>Jyoshitaa S</i> <i>Neshmitha N</i> <i>Priyadharshini V</i> | <i>Asma Hajar Jamela E</i> <i>Ashmytha Pranavi S</i> <i>Keerthana S</i> <i>Tharunika Yedhukulesh</i> | <i>Dharani Vignesh M</i> <i>Pavithra K</i> <i>Sindhu P</i> <i>Thamarai A S</i> |
| <i>Zentangle Art</i> | <i>Beautylyn Asha S</i> | <i>Naveena M</i> | <i>Raja</i> <i>Balasaraswathi S</i> |
| <i>Clueless</i> | <i>Vignesh R</i> <i>Vivek G</i> | <i>Neha P</i> <i>Saji B M</i> | <i>Fajeela S</i> <i>Roshini S</i> |
| <i>Solid Works</i> | <i>Pavithra J</i> | <i>Karuvelaselvi R</i> | <i>Meena K</i> |
| <i>Invitation Designing (Exclusively For 1st Yrs)</i> | <i>Naveena M</i> | <i>Anshudha S</i> | <i>Preethi K</i> |

| | | | |
|----------------------|--|------------------------------------|---|
| <i>Face Painting</i> | <i>Riyas Ahmed M</i> <i>Vignesh R</i> | <i>Kurneka K</i> <i>Meena K</i> | <i>Srinithi P</i> <i>Karuvelaselvi R</i> |
|----------------------|--|------------------------------------|---|

Workshops

Workshop on Fabric painting :-

(08/12/18)



Mrs.VasanthaKumar, Fevicryl certified specialist, Pedilite India Pvt Ltd, Coimbatore conducted this workshop. The 60 students who attended the workshop had had a hands-on experience on the various tools and tricks to paint the fabrics in multiple methods.

Clay mural art workshop:-

(23/03/19)

This workshop was conducted by our final year student Ms. Hamshavarthni S. This workshop is conducted for 1st & 2nd year to enhance their creative and craft skills. The 60 students who attended the workshop understood the various techniques to handle the different tools and to make clay mural art works.



Guest Lectures

Innovation in processes & products in an apparel industry: - (20/12/18)



The guest lecture was delivered by the expert Mr.G.Somasundaram, head Southern Zone skill development, IL & FS Clusters, Bengaluru. He made the students understand how we could make the process from design to manufacturing process.

Denim garment manufacturing: -

(08/12/19)

This guest lecture was conducted by versatile denim industrialist Mr.D.Jayaprakash, Merchandiser, AAA textiles, Coimbatore. He



***Application of ergonomic principles in apparel
manufacturing: (25/03/19)***

The guest lecture was delivered by Mr. Neelakantan to third year students as part of their course “Ergonomics in clothing industry”. The 60 students who attended the workshop had a hands-on experience on the various tools and tricks to how to manage the industry ergonomically.



Faculty Corner

EMBELLISHMENT IN FASHION INDUSTRY



-by Ms. Yamuna V

Embellishment is anything that enhances the appearance of clothing or fashion accessories. They are eye-catching and of course, elegant. Surface embellishment is a method of value addition to the fabric. It increases the value of the garment both by the appearance and by its price. Embellishments don't mean merely a kind of decoration. There are several kinds of them which are actually used for both functional and decorative purpose.

Common techniques of embellishment used on textiles as value addition are: Embroidery done either by machine or hand, Quilting, Applique, Patch work, Lace, Piping made from either self-fabric, contrast fabric or simply a cord, Fringes, Tassels, Smocking, Printing, Painting and Dyeing methods . The most common materials used for surface ornamentation are mirrors, beads, sequins, embroidery threads, zari, zardosi, buttons, etc. Mostly the necklines, hemline and sleeves were highlighted with decorative work.

The things to be remembered to have a perfect embellishment is to have **perfect balance of elements, both in the embellishment and in clothing**. A good looking garment with a striking embellishment gives a sort of inner satisfaction, greater than what a plain piece of clothing would do. Although embellishments look pretty and increase the visual attractiveness of outfits, several factors have to be considered which would affect the pretty add-ons to the clothing such as gender, age, type of fabric, style of garment, occasion, culture etc.

Surface ornamentation is a skill. It has been practiced in India since centuries. Every region in India is known for its own style of surface ornamentation. On a national level, designers like Sabyasachi Mukherjee, Neeta Lulla, etc. and on an international level, Alexander McQueen, Peter Pilotto, Roberto Cavalli, etc. use lots of surface ornamentation.

Surface ornamentation will continue to be the highlight of every garment. Embellishment on garments will never go out of fashion. Learning surface ornamentation in a **fashion design course** helps to apply different types of accessories on garments for enhancing its surface and to create exquisite designs. It is one of the best ways to express the love in art.

Papers published

| S.No | Name of the faculty | Name of the Journal | Title of the paper | Details of publications |
|------|--|------------------------------|--|---|
| 1. | B.SenthilKumar M.RameshKumar M.Parthiban & T.Ramachandran | Journal of Natural Fibres | Effect of Pique and Honeycomb Structures on Moisture Management Properties of Eri Silk Knitted Fabrics | DOI: 10.1080/154 40478.2018 .1558147,20 19. |

Books published as author or as editor

| Sl. No. | Name of the Faculty | Title with page nos. | Type of book & author ship | Publisher & ISSN/ISBN No |
|---------|---|---|----------------------------|---|
| 1. | Dr.M.Parthiban Dr.P.Kandhavativu Dr.M.R.Srikrishnan | Green Apparels – A Sustainable Way of Apparel Manufacturing” | Text book, Editor | Woodhead publications (India) limited, New Delhi, ISBN: 9789365059513 |

Articles/Chapters published in books

| Sl. No. | Name of the Faculty | Title with page nos. | Book title, editor & publisher | ISSN/ISBN No |
|----------------|---------------------------------|---|---|---------------------|
| 1. | M.R.Srikrishnan & N.Archana | Evoloution of Antipollution Face mask using three layer composite fabrics | Green Apparels –A Sustainable Way of Apparel Manufacturing”, Woodhead Publishing | 9789365059513. |
| 2 | M.R.Srikrishnan & M.Parthiban | Eco management in Apparel Industry | India Pvt Ltd, January 2019 | |
| 3 | M.Parthiban & Gopalakrishnan D, | 3R’s and Circular Economy | Circular Economy in Textiles and Apparel - Processing, Manufacturing, and Design, The Textile Institute Book Series, Editor(s): Subramanian Senthilkannan Muthu, Woodhead Publishing, 2019, | 9780081026304. |
| 4 | Dr.R.Rathinamoorthy | Circular fashion Pages 13-48 | | |

Students' Achievements

| Sl.No. | Name of the student | Roll No. | Event Name | Prize | Venue |
|--------|---|---|----------------------------|--------------------------|---|
| 1. | M.G.Renuka M.Thanujasri | 15H241 16H258 | Fortune seeker | 2 nd prize | Bannariamman Institute of Technology, Sathy |
| 2. | R.Praveena Shree | 17H236 | Innovative minds | 1 st prize | SNS College of Technology |
| 3. | M.Dharini | | Portforlio presentation | 1 st prize | Anna University |
| 4. | Ms.R.Indhumathi Ms.A.S.Priyadharrshini | 17H218 17H240 | Fash hunt | 2 nd prize | Kumaraguru College of Technology, Coimbatore |
| 5. | Ms.A.S.Thamarai Tamil Pulavan | 17H256 | Fash hunt | 1 st prize | |
| 6. | Ms.V.Lakshikhaa shree Ms.C.Sowmiya Ms.G.Jai shree Ms.T.Hemashivaranjini Ms.S.Elakkiya | 17H434 16H240 16H215 16H224 (16H211 | Volley ball | 1 st prize | CIT College Technology, Coimbatore |