

**Exposure:Fashion~Technology~Business** is the First International Fashion Symposium organized by the UIFT & VD at Panjab University. Lectures and panels include topics such as the role of Art in Fashion, the impact of culture on how we design the body, and fashion accessibility for the traditional yet the fusible Indian in the hi-tech age. With this symposium UIFT & VD hopes to foster a dialogue about how the Fashion Media Industry and Fashion Education has contributed to the edifice of styling, and to shed new light on the work of Designers, Stylists, and Business angles and what constitutes the “Ideal” business module.

## Location

The Golden Jubilee Hall, Panjab University, Chandigarh

## Committee Members

Patron-in-chief - Vice Chancellor - Prof. Arun Kumar Grover  
Patron - Director, Research Promotion Cell - Prof. Ramanjeet Johal  
Director, International Fashion Symposium - Prabhdeep Brar, Ph.D.  
Secretary General - Rita Kant, Ph.D.  
Organizing Secretary - Anu H Gupta, Ph.D.  
Executive Members -

|                      |                 |
|----------------------|-----------------|
| Guarav Gaur          | Nikita          |
| Avanish Kumar, Ph.D. | Malvika Agarwal |
| Harleen Kaur         | Parneet Brar    |
| Vibha Jindal         | Kirti Sheoran   |

## Account Details for Registration in favour of :

Director Symposium, UIFT & VD, PU, Chandigarh,  
payable at Chandigarh  
**A/C Number: 2845201000318**  
IFSC Code: CNRB0002845  
MICR Code: 160015020  
Canara Bank, Panjab University, Sector 14, Chd

Faculty - INR 2,000  
Students - INR 700  
Research Scholars - INR 1,000  
Corporate Sponsorship - INR 25,000

Last date for registration: 10<sup>th</sup> April, 2018

On the spot registration(as per availability with late fees)  
Faculty - INR 2,500  
Students - INR 1,000  
Research Scholars - INR 1,200

## Reach us here

t: 0172-2544086 | w: [uift.puchd.ac.in](http://uift.puchd.ac.in) | e: [uift@pu.ac.in](mailto:uift@pu.ac.in)

**Copy this link to Register Online:** [https://docs.google.com/forms/d/e/1FAIpQLScHdMEIDgfD6N7cLxqWtqQvq7X\\_zWX-Gb1MiwlQE0B8qKABw/viewform?c=0&w=1&usp=mail\\_form\\_link](https://docs.google.com/forms/d/e/1FAIpQLScHdMEIDgfD6N7cLxqWtqQvq7X_zWX-Gb1MiwlQE0B8qKABw/viewform?c=0&w=1&usp=mail_form_link)



## University Institute of Fashion Technology and Vocational Development

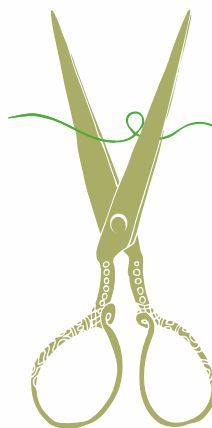
Panjab University  
Chandigarh



# EXPOSURE : FASHION~TECHNOLOGY~BUSINESS

An International Fashion Symposium

Friday, April 20th , 2018



NO EXIT



# SPEAKERS

**ALKAPANDE** is a Ph.D. in Art History from the Panjab University, Chandigarh, the recipient of the Charles Wallace Award in 1999-2000. She completed her post-doctoral studies in critical art theory from Goldsmith College, University of London. Recipient of the Chevalier dans l'Ordre des Arts et des Lettres – Knight of the Order of Arts and Letters – award bequeathed by the French government, to recognize significant contributions in the fields of art and literature. She has worked in the area of gender, identity, visual arts and Indian aesthetics with special interest in ancient Indian erotic art & literature as well as gender & sexuality. She has authored several well acclaimed books, with a few in foreign language translations. 'The New Age Kamasutra for Women', 'Ardhanarishvara the androgyne', 'Indian Erotica' and 'Indian Erotic Art'. Her next publication, 'Shringara – Notion of Beauty', also manifests her interest and knowledge in this realm.

**HARMEET BAJAJ** is a graduate from FIT, New York, an MBA from Delhi University and bachelors in economics from LSR, New Delhi. She launched the Academic programmes fashion design, apparel marketing and merchandising and garment manufacturing technology at the first fashion institute of the country the National Institute of Fashion Technology. She is Founding Chairperson of the Fashion Communication(FC) Program. Conceptualized and developed this new post-graduate course at the institute. The first ever Fashion Communication course in Asia. She also served as the Fashion Director of the magazine Marie Claire in India for 3years. Launched Women's wear Brand BIAN. Now selling in leading boutiques and departmental store in the U.S.A, Middle East and India. At present she is the Director Impresario – Chain of Fine Dining Restaurants in India, Smoke House Grill, Saltwater Café, Smoke House Deli, Social and Mocha.

**BALINDER PRATAP SINGH CHEEMA** is an experienced management professional with a diverse career profile that encompasses business strategy, operations, people and financial management roles across organizations. A post graduate (MBA) from Heriot Watt University, Scotland and an associate degree in HRM from Middlesex University, London, Balinder has worked across MNCs, in diverse geographies and markets (UK, US & Australia), transitioning/ managing business operations for companies like GE Healthcare, Dell, Echo Global Logistics etc., helping restructure and expand existing businesses. He has over 30 years of varied experience in management, and now he manages his own consulting firm and works as a freelancer with clients across the industry spectrum.

**JENNIFER ANYAN**, in 2007 Jennifer Anyan set up four new BA courses at Southampton Solent University reported by VOGUE.com as 'timely' and 'set to revolutionise the fashion industry', 10 years on these courses are thriving and are consistently over subscribed. Jennifer heads the Creative Direction & Styling for Fashion & Beauty department that offers BA & MA courses in Fashion Styling and Creative Direction, Make-Up and Hair Design and Beauty Promotion. The department is internationally recognised for it's high quality with graduates working in creative roles for top fashion companies including: Karla Otto PR, ASOS, Liberty London, Notion Magazine, Mac, Space NK and Stella McCartney. Alongside being the Head of Creative Direction & Styling for Fashion & Beauty, Jennifer produces her own creative work that incorporates academic research with industry application.

**GEETA KHANNA** is the Founder & Principal Director of Hiramchi Styling Company which is India's first styling company that was created in 2007. A visionary, her work in fashion spans over 23 years. Applauded for the best work and design by IIC for Style of India in 2017, her repertoire of work and accomplishments is commendable and large. A NIFT graduate, she honed her skills at FIT, New York and then by working under Donna Karan, Carlos Campos and Marc Jacobs. She has been featured and her work is covered in magazines such as Indian Vogue, Harpers Bazaar, The Hindu, Indian Express, Business Standard, Arte Al Limite- Chile/NY/LA, L'Officiel, RLI Dubai, Times of India, Hindustan Times, and many more. Her first book Style of India, was launched at the French Embassy, is published by Hachette India and is in collaboration with Chanel, Hermes, LVMH and Jean Paul Gaultier. Style of India is a work that has put Indian style on International map with its never before presentation.

**JIGMAT COUTURE** was founded in 2010, a brand to create valuable products for the luxury market was born after following two years of research on possibilities of woolen textile in traditional weave as marketable product; though weaving was not unknown to Ladakh, however there were limitation and constraints in term of weave, design and innovation.. The husband wife Jigmat duo with panache has wholeheartedly devoted their profession in promoting art, craft and culture of Ladakh. Jigmat Couture stands as an example of sustainable community based business model, pays utmost respect to Ladakhi art and tradition, while generating local economy thereby absorbing skills of immensely talented artisans from remote corners of the region. The endeavour is to retain an umbilical connection with the huge talents resource of Ladakh's mysterious craft and culture. They have built the first avant garde textile museum in Ladakh which aspires the local artisans.

**VARUN AND NIDHIKA** established their label VarunNidhika in May 2010 withstanding a vision of individuality and strong dose of personal style statements. Detail oriented, with color, craft and texture as their forte, they experiment with Indian embroideries and textiles. Personal connection is the very quintessence of their work and plays a major role in understanding the mood of their design. Their style of working is inseparable from their design ethos. The Brand believes in striking a balance in the entire process, working in sync through all their process of planning, designing, marketing and retailing. The brand currently retails from 25+ stores including Ensemble (Delhi & Mumbai), Ogaan (Delhi), Evoluzionie (Chennai), Anthropologie (UK & US) and more.

# SCHEDULE

9:00-10:00am

Registration

10:00-11:05am

## INAUGURAL SESSION

10:00-10:10am

Introduction to the International Fashion Symposium - Director & Chairperson, UIFT & VD - Prabhdip Brar, Ph.D.

10:10-10:30am

Keynote Address

**Dr. Alka Pande** | Curator, India Habitat Center, New Delhi  
"If Art be the Soul for Fashion"

10:30-10:37am

Guest of Honor

**Harmeet Bajaj** | Consultant Fashion Media and Education

10:37-10:44am

International Speaker

**Jennifer Anyan** | Head of Creative Direction & Styling for Fashion & Beauty. Southampton Solent University, UK

10:44-10:50am

Special Guest

**Prof. Sween**, Founder Member UIFT & VD

10:50-11:00am

Inaugural Address - Patron In Chief,

**Prof. Arun Kumar Grover**, Vice Chancellor, PU

11:00-11:05am

Vote of thanks by Secretary General - Rita Kant, Ph.D.

11:05-11:25am

Chai

## SESSION 1: COMMERCE & THE DESIGNER

11:25-12:45pm

Moderator: Anu H Gupta, Ph.D.

11:25-11:45am

**Jigmat Norbo** | Founder, Jigmat Couture, Leh  
"Couturier from Himalayan Mountains to a Textile Museum"

11:45-12:05pm

**Balinder Partap Singh Cheema** | CEO, Jump Start, Kolkata  
"Fashion & Luxury: Challenges & Sustainable Business Practices"

12:05-12:25pm

**Varun Rehani** | Designer: VarunNidhika, Noida  
"Starting & Establishing Brand space in Businesses of Indian Fashion"

12:25-12:45pm

Questions & Discussions

12:45-2:00pm

Lunch

2:00-03:20pm

## SESSION 2: FASHION MEDIA & MARKETING

2:00-02:20pm

Moderator: Rita Kant, Ph.D.

**Jennifer Anyan** | Head of Creative Direction & Styling for Fashion & Beauty. Southampton Solent University, UK  
"A snapshot of my work in fashion & art."

2:20-02:40pm

**Geeta Khanna** | Author, Principal Director, Hiramchi Styling Company, New Delhi  
"The Look and its impact"

2:40-03:00pm

**Harmeet Bajaj** | Consultant Fashion Media and Education  
Communication through Fashion

3:00-03:20pm

Questions & Discussions

3:20-03:40pm

Chai

3:40-04:30pm

## VALEDICTORY SESSION

3:40-03:50pm

Report of the proceedings of the day | Neha Miglani, Ph.D.

3:50-04:00pm

Address - Coordinator PURSE grant - Prof Sanjay Chhiber

4:00-04:20pm

Award of Certificates & Address - Dean of University Instruction  
Prof. Meenakshi Malhotra

4:20-04:25pm

Wrap up - Director Symposium - Prabhdip Brar, Ph.D.

4:25-04:30pm

Thank You - Organizing Secretary - Anu H Gupta, Ph.D.