

FASHION COMMUNICATION

Average Opening Salary: ₹25,000-₹30,000 p.m.

WHAT'S IN IT FOR YOU?

For those who love the dizzying heights of fashion but aren't interested in product design or manufacturing, fashion communication is the perfect option. The NIFT programme in fashion communication is a unique opportunity for students wishing to pursue a career in fashion business, retail merchandising, communication fields of journalism, newspaper, television, news writing and promotion or special events. From fashion styling to portfolio development and technical drawing, the course helps equip students with first-hand knowledge of the fashion industry and relevant communication skills.

EXPERT'S TAKE:

"An increase in branding and communication strategies in the fashion industry has led to this field becoming a popular option for many students. Fashion communicators are creative in a different way from designers. Their job is to convey messages through visual, graphic or written mediums. At NIFT we help students explore and hone their communication skills as well as understand the various aspects of the fashion industry. From brand marketing to product sourcing and high-speed photography, students in this course have plenty to keep them engaged," says Arindam Das, NIFT Delhi, director.

GROWTH PROSPECTS:

With the huge number of domestic and foreign brands, companies and

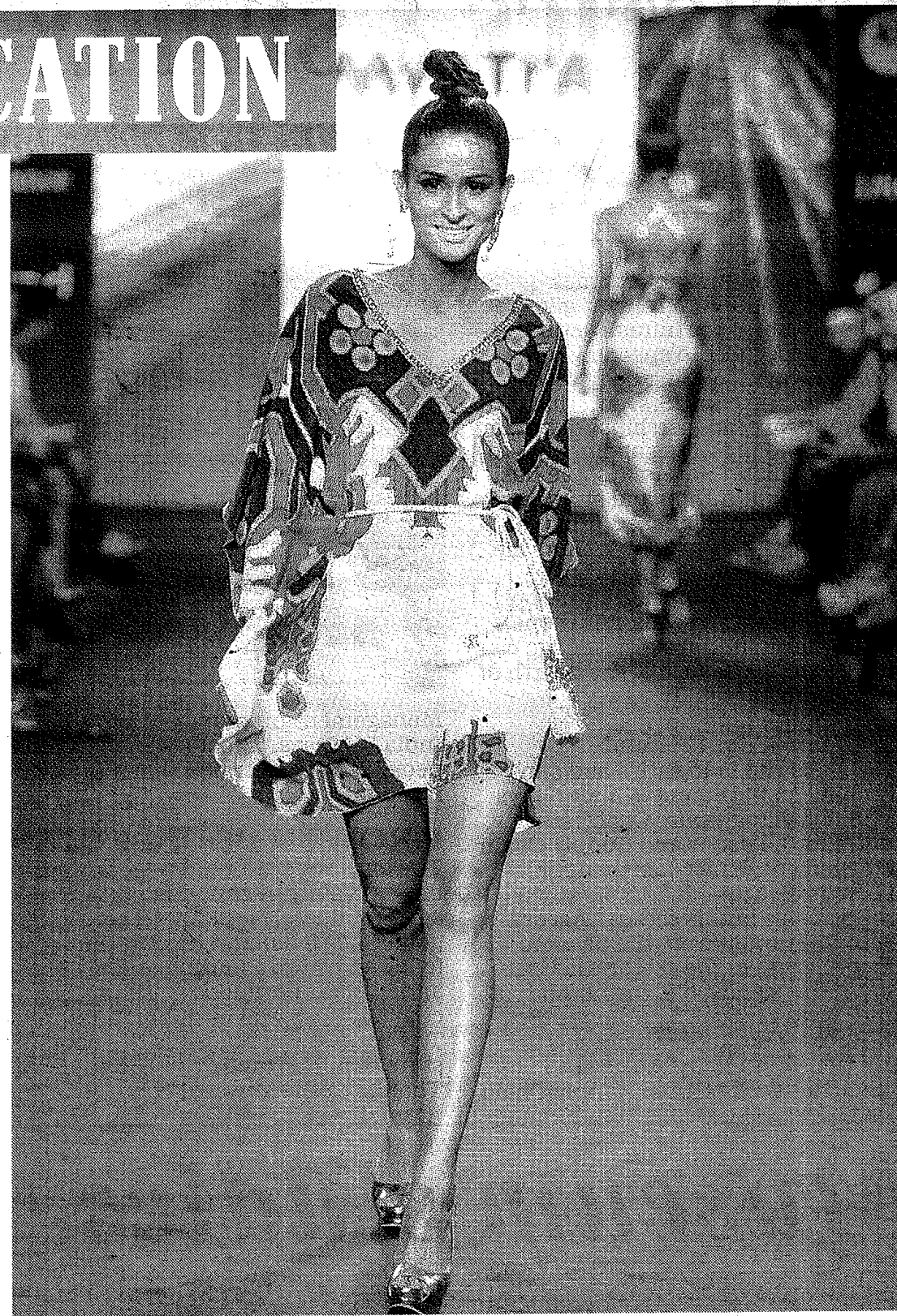
As the title suggests, the course helps to equip students with first-hand knowledge of the fashion industry and relevant communication skills

designers branching out into the Indian fashion scene, the role of a fashion communicator is only set to grow in the years ahead.

As companies look to distinguish themselves and their products in the market by developing a unique brand identity and maximise their brand visibility, communicators need to look beyond small-scale individual product marketing strategies and focus on promoting the brand as a whole instead.

TOP RECRUITERS:

L'Oreal Paris, Harper's Bazaar, Lakme Fashion Week, Shopper's Stop, Ogilvy & Mathers.



Pepe Jeans aims to double sales in India to ₹1500cr in 3 years

PRESS TRUST OF INDIA

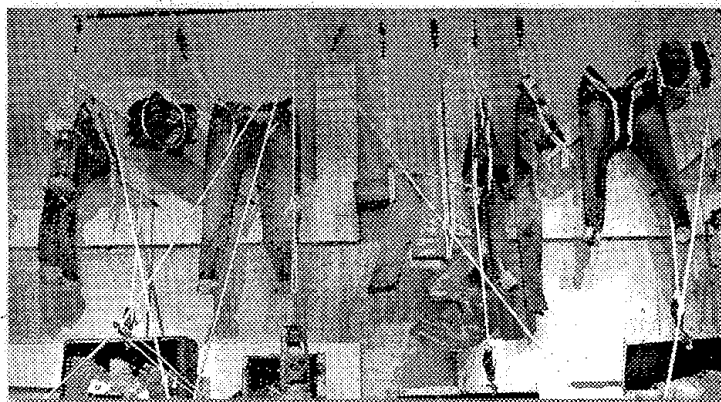
New Delhi

CASUAL wear brand Pepe Jeans London is looking to double its sales in India to up to Rs 1,500 crore in the next three years on the back of a foray into new categories such as footwear and kidswear, besides steady store expansion.

The company, which has 200 stores at present, plans to increase it to 450 to 500 in both metro cities and growing tier II & III places, while putting more focus on its own branded outlets.

"We will have a sales between Rs 1,400 crore to Rs 1,500 crore by FY 2018-19. The idea is double every three year. Even in the last three years we have doubled our turnover also," Pepe Jeans India CEO Kavindra Mishra told PTI.

This fiscal the company expects to have sales of Rs 750 crore while adding 40 more stores in its network.



GROWING REACH: The firm plans to increase the number of stores to 450-500 in metros and tier-II & III cities

"We would end up to Rs 750 crore in terms of retail sales and we would be close to 240 stores by the end of FY 2015-16," he said adding that the group had a retail sales of around Rs 350 crore in FY 2012-13.

Besides the 200 outlets, the company's products are also available at 700 multi-brand outlets (MBOs) and online through its channel partners such as Myntra and Jabong.

When asked about key

growth drivers, Mishra said besides the existing categories, the company's forays into new segments will add to sales. "There are new categories like shoes, sun glasses and kids-wear that we are adding," he said, adding the first standalone kids-wear store would open next year.

Elaborating on the way forward, he said the company's focus will be more on exclusive stores on franchise model, rather than to grow through MBOs.

Hues of desert in crafts fair

New Delhi: From the traditional hand-block printed textiles to folk paintings of Udaipur, intricate bandhani to the hand-woven textiles of Kutch, a vibrant collection of traditional crafts and culture of Rajasthan and Gujarat is on display, at the second edition of Dastkar Desert Crafts of 2015. Dastkar, a Delhi-based NGO has brought the soul of desert to the capital as a craft fair at the Nature Bazaar venue in Andheria Modh, here. To reflect the unique aesthetics of Gujarat and Rajasthan the craftsmen have brought some exquisite pieces of work at the fair. Hand-block printed Ajrakh, Shibori of Kutch, traditional bead embroidered and patchwork apparel and home linen, terracotta pottery are among the items put on display. — PTI

कौशल विकास पर कार्यशाला

नई दिल्ली (ब्यूरो)। वस्त्र क्षेत्र में कौशल विकास योजना के तहत



मिनिस्ट्री
ऑफ़
टेक्स्टाइल
की ओर से
एक

कार्यशाला का आयोजन इंडिया हैबिटेट सेंटर में किया गया। इसमें उद्योग के भागीदारी और अन्य संस्थाओं ने भाग लिया। कार्यशाला का उद्घाटन केंद्रीय टेक्स्टाइल राज्यमंत्री (स्वतंत्र प्रभार) संतोष कुमार गंगवार ने किया। इस दौरान मंत्रालय के वरिष्ठ अधिकारी भी मौजूद थे।

Cloth manufacturers body recovers ₹400 crore

OUR BUREAU

Coimbatore, August 30

The Payment Default Committee of the Clothing Manufacturers Association of India (CMAI) has managed to recover ₹400 crore from its members across India in the last eight months.

New app

Rajesh Masand, Vice-President and Chairman of the Conciliation and Arbitration Sub-Committee (Payment Default Committee) of CMAI

said, 35 per cent of the payment default complaints have been settled in the last eight months.

“A new office has become operational in Mumbai with online state-of-the-art system. We are now in the process of developing an App, which would be rolled out in six months. This app would provide real time reference on any retailer, distributor, agent and manufacturer in the domestic garment industry,” he said.