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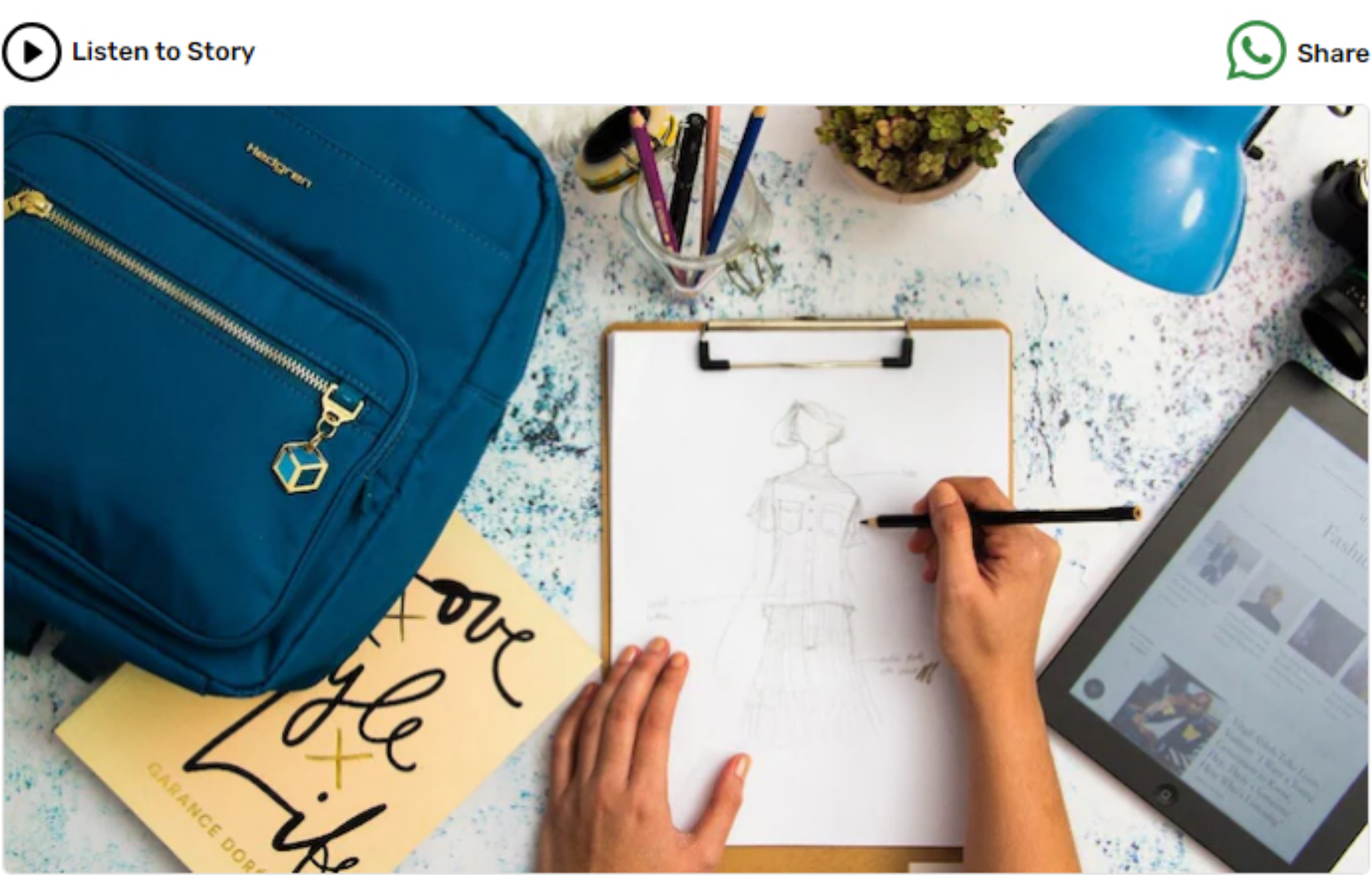
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How fashion students use innovative trends to redefine the industry | Explained

In a realm where innovation and creativity have no boundaries, the fashion world perpetually evolves, and at its vanguard stand the visionaries - fashion students, who are redefining conventions and introducing a new era of fashion.



Fashion students redefining the industry with innovative trends

India Today Education Desk
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The fashion world is an ever-evolving landscape where innovation and creativity know no bounds. At the forefront of this ever-changing industry are the visionaries: fashion students who are redefining norms and ushering in a new era of fashion.

These students are harnessing sustainable materials and integrating technology to transform the fashion landscape into a more inclusive, environmentally friendly, and imaginative realm.

CHALLENGING THE STATUS QUO

In a rapidly evolving fashion industry that increasingly celebrates diversity and inclusivity, student designers are stepping up to the plate. Their mission is not only to embrace existing trends but also to introduce novel concepts.

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This transformative journey commences during their college days, where they are encouraged to embark on projects that celebrate and highlight diverse body types, skin tones, and cultural backgrounds.

These assignments are a testament to the uniqueness of their ideas and their commitment to revolutionising fashion, making it accessible and empowering for all.

FASHION EVOLUTION ON GLOBAL STAGES



With the integration of technology, challenges to the traditional take-make-dispose model, and the emergence of new-age designs, the industry is in a state of constant flux. Educational institutions are quick to adapt, infusing real-world fashion dynamics into their curricula.

Sonal Soni, a BA in Fashion Design graduate from NIFT Gandhinagar, expressed her inspiration, saying, "I have always been inspired by the feminine power or 'Shakti' as referred to in Hindu mythology. It was only natural that I chose this concept for my project."

"My core idea was to represent the power of femininity innovatively in my creations, and my theme was 'Snail Enigma.' I used holographic nylon fabric and pleated Georgette for my designs, suitable for both evening functions and casual wear for those expressive of their style."

Priya Jindal added, "Given the boom in gaming culture in India, I aimed to create something relatable for Gen Z and X. With VR gaming in mind, I designed costumes for various players in a game called the 'Quest of Ardoxine.'"

"My designs took inspiration from 'Spirit Animals,' where each character is based on a unique animal defining their personality. I used these animals to design unique garments for each player, and it was an honour to receive the Usha Best Garment Construction Award."

SUSTAINABILITY AT THE FOREFRONT

Fashion students are not only pushing creative boundaries but also championing sustainability.

Shriya Tripathi, an undergraduate in Textile Design and Technology at Pearl Academy, created sneakers from discarded cigarette butts. Her design was born from her realisation of the environmental impact of cigarettes during a trip to Kasol.

Shriya explained, "The unsettling sight made me realise that cigarettes not only harm us but also our environment, sparking the need for a solution. This further led to the idea of creating a pair of sneakers with discarded cigarette butts."

CATALYSTS OF CHANGE

Shriya emphasised that fashion students are catalysts of change within the industry. They have the power to infuse it with fresh perspectives and cutting-edge ideas through innovative projects.

By promoting sustainability, embracing technology, championing inclusivity, fostering collaboration, and advocating for change, they are shaping an industry that is forward-thinking, socially conscious, and versatile.

TOWARDS A ZERO-WASTE ECOSYSTEM



Nivedita Kala, a UPES Runway Incubatee, created "Unnatish," a clothing line that combines fashion with sustainability. Her vision is to create a zero-waste ecosystem in fashion. She explained, "Our outlook on the realm of fashion completely transformed during our time at design school. It became evident that the world was not merely seeking fresh designs; it was craving creations with the power to safeguard our precious planet."

In their relentless pursuit of a better world, these fashion students are crafting a sustainable paradigm that strives to make a real difference. They prioritise comfort for nurturing well-being while embracing change.

By reimagining waste, they are reshaping the very notion of discarded materials and breathing new life into them with innovative techniques. Each creation is an embodiment of love for the planet, communities, and the intricate artistry that goes into every piece.

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As these students bring their projects to life, they are not just changing the face of the fashion industry but also its heart and soul. With their innovative ideas and unwavering commitment to a sustainable future, the fashion industry is set for a transformation like never before. ■

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