

# ALU AISD Fashionista

Volume 1, Issue 1

January– March, 2016

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“The most courageous act is skill to think for yourself. Aloud”

- Coco Chanel

## Top 10 Denim Brands in India for Men

Today when more and more people are becoming brand conscious retailers are cashing on it and are earning big bucks. The big names in the clothing brands tell us how our fashion scenario has evolved and changed. There are some brands which have been in business for more than 100 years. These clothing brands have made a definite mark in the fashion and clothing industry. The brands have changed the whole style and clothing scenario. Media and promotions have been the sole reasons for the brand awareness and consciousness among the Generation.

- **K Lounge**
- **Flying Machine**
- **Levis**
- **Wrangler**
- **Spykar**
- **Diesel**
- **True Religion**
- **Pepe Jeans**
- **Lee**
- **Numero Uno.**

**N. Kanagaraj**  
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## From the Editor-in-Chief's Desk



**Editor-in-Chief**  
**Dr. B.Dharmalingam**  
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The purpose of ALU AISD fashionista a quarterly Magazine, is to inform, engage and inspire the diverse readership, including Academia, Students, Industry personnel and other stakeholders by publishing B.Voc. Fashion technology students' creative fashionable and glimpses of departmental activities. It is intended to bring out the hidden literary talents of our students and also to inculcate authoring skills to them. We wish to propagate the calibre of our B.Voc. Fashion technology students through this medium. We firmly believe that, our students have come out with astonishing contributions for this magazine with very high standard and quality content. I am sure that the this Fashionista magazine will provide a platform to the students to sharpen their skill and will strengthen the academic activities of the department.

# DRESS CODE FOR MEN AND WOMEN

Colleges usually relax the dress code restrictions, as a result of which, some can practically drag themselves from the bed straight to the college. When the same college pass outs join a company, some of those companies encourage them to carry on with the "programmer" attire, complete with the hoodies and slack jeans, while there are some companies that ask their employees to follow a formal dress code.

## Why Dress Code?

Most of the organizations expect their employees to feel the distinct difference of studying in college and stepping into the professional life. And the most noticeable difference is the dress code. Companies, by and large, are conscious about how their employees dress up. It is because the way they dress and groom in their work environment forms a perception in the minds of the clients, suppliers, and others about not only them but also the company.

## Reason for dress code

### 1. Dress Code

It has a social significance, with different rules and expectations being laid out to suit different circumstances and occasions.

### 2. Impression Clues

The dress code of a person provides significant clues about various attributes such as their gender, income, occupation, social class, and attitude towards fashion, tradition, and comfort.

## DRESS CODE - COMMON MISTAKE

Some common dress code blunders that should avoid.

### Fitting clothes

- Clothes too big give you a bloated look and too tight-fitting clothes accentuate the body in a non-formal way.

### Wearing short skirts

- Short skirts draw attention to the legs when sit down.

### Wearing short socks

- Short socks, or drooping socks expose skin and that distracts attention while crossing legs or sitting down.

### Low-cut or plunging tops

- Just as with short skirts may distracts an interviewer.

### Improper color choices

- Colors, like green, yellow, red, etc., don't go well in corporate circles.

### Clothes with sayings, pictures, or designs

- This lends a very informal and non-serious look to the interviewees.

### Poorly-maintained shoes

- Shoes should be clean and polished.

### Not dressing formally for business social events

- Even dinners at the boss' house are formal business occasions so dress-up accordingly.

## Improper grooming

- Unclipped nails, odorous of breath/perspiration, and unkempt hair all are red-checks.

## DRESS CODE FOR MEN

- Formal Attire - Expensive suits, silken ties, and heavy coats Semi-Formal Attire - everyday wear at work place, business meeting, business party to any other meeting

## Shirt

- Charcoal Grey, Dark Brown, Dark Blue, Fawn, and White, solid pastel colours Vertical Pin-stripes, Shirts with vertical pin-stripes (continuous/broken lines with the width of a pin running vertically through the shirt)

## Trousers /pants

- Trousers very light-colored trousers take the attention off than person's shirt. Colours - Dark Blue, Dark Brown, Black, and Dark Grey.

## DRESS CODE FOR WOMEN

- Female professionals can add a lot of color, variety, and additional options to their professional wardrobe. They can prefer Kurti & Salwar in Gentle Pastel Colors.
- Use Light Pink or Brown, (matt/gloss) Colors for Lipstick and Nail Paint Matte' or gloss colors
- Use Simple Necklace, Small Earrings, and Nose-Rings (preferably studs) Big dangling earrings and heavy jewelry pieces should be avoided.
- Wear Minimum Make-up
- Western outfit - formal shirt & trousers, and suit & skirts. Skirts should be knee-length.



M. Vijayarani

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## HISTORY OF SEWING MACHINE

People started sewing as long as 20,000 years ago, during the last Ice Age. Archaeologists have discovered bone needles with eyes, used to sew together skins and furs, dating back to this time. The earliest known sewing needles made of iron come from the Celtic hill fort at Manching, Germany, and date to the third century.



It was over 1500 years later in 1790, that the first workable sewing machine was invented and patented by the British inventor Thomas Saint. Saint's machine, which was designed to sew leather and canvas, mainly on boots, used only a single thread and formed a chain stitch. In 1830 a French tailor, Barthelemy, Thimonnier 1793-1857, patented the first practical sewing machine. Thomas Saint's machine, it produced a chain stitch. By 1841, eighty of his machines were being used to sew uniforms for the French army.

In 1846 however patented a sewing machine with a grooved, eye-pointed needle and shuttle. This lock stitch machine could sew nothing but straight seams, which could not be longer than the basing plate. He returned penniless to find that In 1851, Issac M. Singer (1811-75) patented the first rigid-arm sewing machine. Singer's machine also included a table to support the cloth horizontally, instead of a feed bar; a vertical presser foot to hold the cloth down against the upward stroke of the needle, and an arm to hold the presser foot and the vertical needle-holding bar in position over the table. A real breakthrough was his invention of a foot treadle instead of a hand crank. Parts of Singer's new machine were based on Howe's work.

Singer went on to found a company that became

the world's largest manufacturer of sewing machines by 1860. He was awarded 20 additional patents, spent millions of dollars advertising his machine, and initiated a system of providing service with sales. Other important inventions in the field included the rotary bobbin that was incorporated 1850 into a machine patented by the American inventor Allen Benjamin Wilson 1824-1888 and the intermittent four-motion feed for advancing the material between stitches. Sewing machine brands

- Singer
- Juki
- Jack
- Brother



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# CREATIVE WAY TO REUSE & RESTYLE THE OLD CLOTHES

One of the saddest things that can happen in the wardrobe is when our absolute favourite item of clothing loses its pizzazz and needs to meet its end at the bottom of the garbage can or be used to mop the floor. We tend to either throw out that beloved item and go shopping hoping to strike gold and find the same article of clothing or perhaps an updated version that inspires us once again. Upcycling clothing is a creative way of repurposing clothing. Here are some very interesting ways to re-create the wardrobe



## Make a little kid happy.

Take the back pocket of old jeans and start adding embellishments to make it in to a mini purse. This is a great gift for a child to play with



## 1.Home-made Scarf

Take two different colour jersey tops and create a double scarf

## 2.Hard to give up the denim jacket

Give your jacket a completely different new look by cutting off the sleeves and sewing ones from a totally different top.



### Lovely lac

Create a contrast between the rugged jean shorts and a delicate lace peek-a-boo.

Insert a liner of lace to the side of your T-shirt.



### Keep your favourite tTshirt as a pillow.

Great idea to make the comfortable T-Shirt to a cosy pillow



### Others



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# KASUTHI EMBROIDERY OF KARNATAKA

## HISTORY

The women expressed their artistic urge by embroidering delicate piece of colourful art, the Kasuti. In oldern days it was a custom that the bride had to possess a black silk sari called 'chandra kali sari' with Kasuti work on it. As a matter of fact traditionally this embroidery is done on saris and blouses. The blouse (choli) on which Kasuti with match color motifs and borders worn with this sari is known as "Khan". The border of sari will be with Negi and Murgi stitches. In Kannada the word for embroidery is *Kasuti*. In Karnataka, the Kasuti



embroidery work has traditionally been and still is done entirely by women. The embroidery was done on sarees, *cholis* and children's clothes and was essentially a home craft.

## KASUTI EMBROIDERY

The basic embroidery stitches

- Back stitch
- Running stitch
- Cross stitch
- Zig-zag

Running stitch

*Kasuti* stitches are horizontal, vertical or diagonal. These are used going in one direction, the design being completed on the return journey by filling in the blank portions in the running stitch.

## MOTIFS

Standard motifs - Gopurams of temples, the chariot and palanquin, the lotus, tulsi plant, Elephants with howdahs, peacocks with spread plumage, birds of different kinds, animals and flowers. The cradle, anklet-bells, palanquins and other articles of everyday use are artistically depicted.

## MATERIALS

Hand woven cloth of dark color, usually black.

## COLOURS

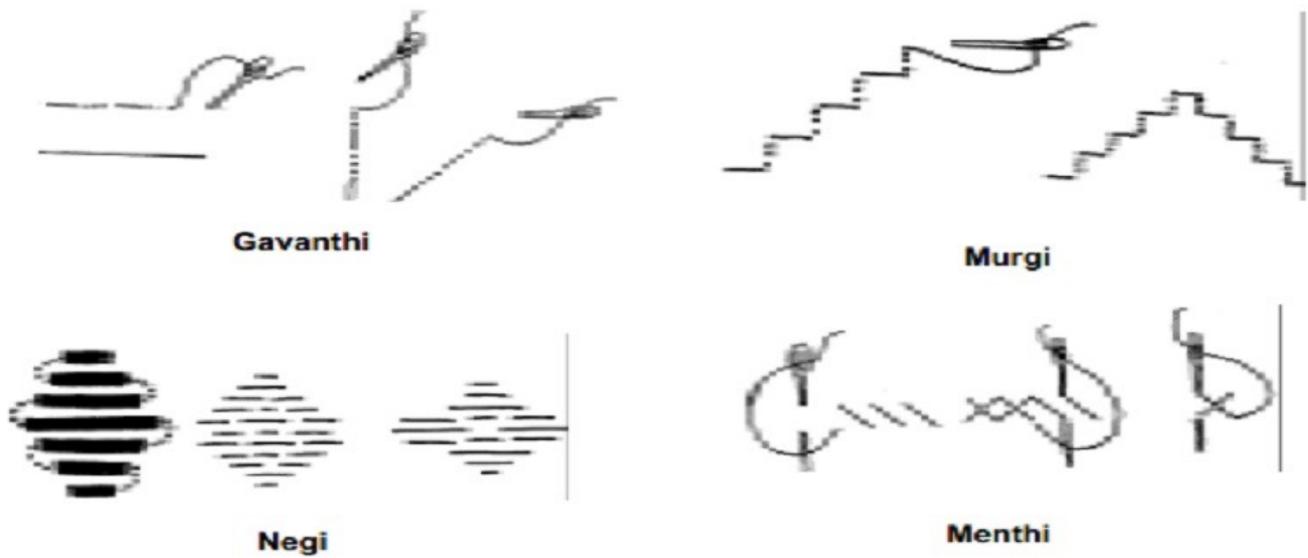
Red, purple, green, orange and crimson  
Patterns - orange, green and crimson or purple, green, orange and red with brighter shades

## THREADS

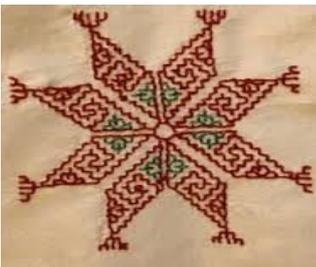
Silk thread, silk yarns, mercerized cotton

## TYPES OF STITCHES

- **Gavanthi:** Gavanthi means 'knot' and is a double running stitch, Gavanthi may be worked in horizontal, vertical or diagonal directions



- **Murgi:** Murgi is a zigzag running stitch which appears like staircase. Design appears same on right and wrong side of the material, the stitches should be of uniform size.
- **Negi:** Negi in Kannada means 'to weave' i.e. Negi design has an overall effect of a woven design made by running or darning stitch. Design does not appear identical on either sides of the cloth.
- **Menthi :** This stitch is an ordinary cross stitch. Menthi in Kannada means 'Fenugreek Seed'. This cross stitch usually appears heavy as it is used for filling purpose. It can be seen in Ikat sarees.



## Neeta Lulla

### Neeta Lulla - Fashion Designer

Neeta lulla at Indian resort fashion week, 2012.

Residence - Mumbai , Indian.

Nationality – Indian.

Occupation – costume designer, couturier, fashion stylist.

Awards – national film awards for best costume design.

Website –www.neetalulla.com.

Labels – Neeta lulla fashion.

Neeta Lulla is an Indian costume designers and fashion stylist who has worked on over 300 films. She has been designing wedding dresses since 1985. Her name became inseparably associated with Bollywood actor actresses Aishwarya Rai and Madhuri Dixit wore her costumes in Devdas (2002 Hindi



film), the trend-setting setting Bollywood film. Her first big client was jewelry designer Varuna Jani, though Jani hadn't started her business at the time. After that Lulla fully committed to a Bollywood client base when she designed for actor Spana who was prominent in the Bollywood community in South India. This success was followed by her designs for actresses Salma Agha and Sridevi.

#### Career

A notable creation from later in her career was a dress she designed for Aishwarya Rai's wedding to Abhishek Bachchan. She crafted Rai's pearl-encrusted lehenga for her mehendi ceremony and an additional dress for her South Indian wedding ceremony. The

designer has claimed her favorite wedding that she's created pieces for was Rakhi Sawant. Neeta Lulla has designed for Shilpa Aishwarya Rai, Sridevi, Sapna, Salma Azad, Isha Kop-pikar and Juhi Chawla. Courtesy of reality TV show Tahul, Lulla also designer for Dimpy Ganguly, Rahul Mahajan's young bride.



After successfully completing the challenge of designing for a period films like Mohenjo Daro (2016), she plans on trying her hand in Tollywood again with Gautamiputra Satakarni.

Later in her career, Lulla opened The Whistling Wood International Neeta School of Fashion in her home city of Mumbai. The institute offers a selection of courses in fashion, merchandising and online marketing. The school is currently owned by Subash Ghai who has worked with Lulla on several films. Neeta comments:

#### Collection

Make in India: showcased an exclusive Paithani collection made of contemporary separates on February 17, 2016.

Showcased at Lakme Fashion Week, , April 6, 2016

## Award:

- National Film Award for Best Costume Design 2012 for Balgandharva
- National Film Award for Best Costume Design 2009 for Jodhaa Akbar.
- IIFA Best Costume Design Award 2009 for Jodhaa Akbar.
- Kingfisher Fashion Award 2005 for Contribution to Fashion
- Bollywood Movie Award – Best Costume Designer 2003 for Devdas.
- Zee Cine Award for Best Costume Designer 2003 for Devdas.
- National Film Award for Best Costume Design 2002 for Devdas.
- Bollywood Movie Award – Best Costume Designer 2001 for Mission Kashmir.
- IIFA Best Costume Design Award 2000 for Taal



## ***OTHER INDIAN FAMOUS DESIGNERS***

*Ritu Beri, Manish Malhotra, Ritu Kumar, Tarun Tahilani, Payal Singhal, Manish Arora, Anand Kabra, Asmita Marwa, Rohit paul*

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Next issue will  
be released on  
1<sup>st</sup> April 2016

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