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FASHION TRENDS



The Victoria's Secret runway show returned after a six-year hiatus tonight, and you couldn't swing a Push Up Shine Strap Bra without hitting a supermodel. After a fashion month that was comparatively light on blockbuster casting moments, the marquee names just kept on coming at Brooklyn Navy Yard: the Hadid sisters , Anok Yai, Imaan Hammam, and He Cong repped the current crop of It Girls, while OG Angels, including Alessandra Ambrosio, Doutzen Kroes and Behati Prinsloo strapped on their wings once more.

Victoria's

In this respect, the show looked different. In others, it was the same sequined, feather-strewn spectacle fans will remember from its heyday.

The most unexpected casting coup? None other than Kate Moss, who made her debut on the Victoria's Secret runway tonight at the age of 50. She was joined by Carla Bruni (56), Tyra Banks (50), and Eva Herzigova (51) as the lingerie brand endeavors to make good on its pledge to present a more diverse and inclusive vision. Evidently, it's a welcome shift: some of the biggest cheers of the night were reserved for Paloma Elsesser—still one of only a handful of curve models who are mainstays on the Fashion Week runway—Ashley Graham, and the trans model Alex Consani.

LFW 2024

In tandem with Navaratri and Durga Puja, a different festivity unfolded in Delhi: the latest edition of Lakmé Fashion Week (LFW) in partnership with the Fashion Design Council of India (FDCI).

Hosted between October 9 and 13 across The Grand hotel in Delhi and a few off-site venues such as The Imperial hotel and a colonial building in Barakhamba, this edition of LFW — which will celebrate its silver jubilee next year — presented collections from over 45 designers, plus student shows and retail brand presentations from Marks & Spencer and Kalki.

Additionally, the calendar included the R|Elan Circular Design Challenge (CDC), an annual competition organised in partnership with the UN in India; this year saw seven finalists, including three international labels, compete for the prize money and a change to showcase their collection on the runway in the next season.



KYLIE JENNER



PARIS FASHION WEEK



Key pieces featured playful motifs inspired by classic characters, such as Mickey Mouse and Cinderella, reimagined in a contemporary context. The use of color was vibrant, with striking contrasts that drew the eye, while textures ranged from luxurious silks to modern materials, creating a dynamic visual experience.

The presentation itself was a theatrical spectacle, with models walking a meticulously designed runway that evoked a sense of nostalgia and modernity. Music from beloved Disney films accompanied the show, enhancing the whimsical atmosphere.

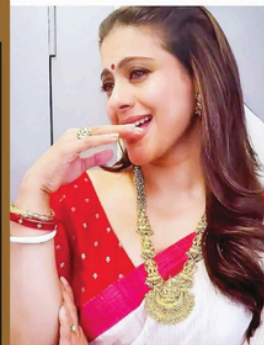
Accessories played a significant role, with statement pieces like oversized bags and unique footwear that echoed Disney themes, yet maintained a chic, avant-garde edge.

At Paris Fashion Week, Coperni collaborated with Disney to showcase a unique collection that merged high fashion with iconic Disney elements. The collection featured innovative designs that highlighted both brands' creativity, incorporating playful motifs and signature styles. The runway presentation emphasized modern aesthetics while paying homage to classic Disney characters, creating a whimsical yet sophisticated vibe. This collaboration drew significant attention for its bold concepts and artistic storytelling, appealing to fashion enthusiasts and Disney fans alike.





Bollywood-inspired Durga Puja saree looks: Style tips for a glamorous festive vibe



Durga Puja, one of the grandest festivals in India, is a celebration of tradition, devotion, and fashion. Bollywood celebrities often set the trend for ethnic wear during this festive season, especially when it comes to the iconic saree look. Drawing inspiration from Bollywood stars can help you achieve a perfect blend of tradition and glamour for Durga Puja 2024. Here are some saree styling ideas inspired by your favorite Bollywood divas.

1. The Classic Red & White Saree
The red and white saree is synonymous with Durga Puja. Bollywood icons like Kajol and Vidya Balan have often embraced this timeless combination, paying homage to the festival's Bengali roots. Opt for a cot-

ton or silk saree with a red border, pairing it with a traditional red bindi, gold bhujmukas, and bangles. This classic look exudes elegance while staying true to tradition.

2. Banarasi Silk Glam
Banarasi silk sarees are a Bollywood favorite for their luxurious texture and regal appeal. Stars like Deepika Padukone and Aishwarya Rai Bachchan have flaunted Banarasi sarees during festive events, making them a must-have for Durga Puja. Choose a bold red, gold, or green Banarasi saree, and pair it with statement temple jewelry for a royal look. A sleek bun adorned with jasmine flowers and bold Kohl-lined eyes can enhance the festive charm.

3. Kanjeevaram Sarees for a Regal Look
For those seeking opulence, Bollywood divas like Rekha have made Kanjeevaram sarees iconic. Their rich, vibrant colors and intricate zari work make them ideal for festive occasions. A traditional Kanjeevaram saree in hues like deep red, maroon, or gold, paired with heavy gold jewelry, can make you the star of the celebrations.

4. Pastel Shades for Modern Appeal
If you want to add a contemporary twist to your Durga Puja saree look, take inspiration from Alia Bhatt and Sonam Kapoor, who have been seen in pastel sarees. A pastel silk or chiffon saree in shades like mint green, blush pink, or lavender can bring a fresh, modern vibe to the traditional look.

Minimalist jewelry and soft makeup complete the ensemble for a more subtle yet chic appearance.

5. Bengali Drape with a Bollywood Twist
To truly channel the spirit of Durga Puja, Bollywood actresses like Rani Mukerji have popularized this elegant style. Pair it with red lips, a bold bindi, and gold ornaments for a striking yet graceful look.

Conclusion
This Durga Puja, embrace Bollywood-inspired saree styles that blend tradition with modern glamour. From the timeless red and white saree to pulent Banarasi and modern pastels, there's a perfect look for every festive mood.

Why lavender and almond oil body wash is your go-to for relaxation

T&G NETWORK
Transforming a simple shower into a refreshing ritual is easy with the right body wash. Blending lavender and almond oil creates an experience that not only pampers your skin but also makes you feel revitalised. It's the ideal way to enjoy a fresh start to your day or to cap it off with a touch of indulgence. With these ingredients working in harmony, let's

explore how lavender and almond oil each bring their unique benefits to elevate your shower experience. The Power of Lavender for the Mind and Body Lavender, long known for its calming properties, is a staple in the world of aromatherapy. Its subtle, floral fragrance has been scientifically proven to reduce anxiety, promote better sleep, and even relieve tension headaches. When used in a body



wash, lavender helps to create a serene shower experience, easing you into a state of calm with each breath. Almond Oil: Nature's Moisturiser Almond oil, on the other hand, works wonders for the skin. Rich in vitamins A and E, this moisturising oil deeply nourishes, hydrates, and softens your skin, leaving it supple and smooth. But it's not just about skin-deep beauty—almond oil is also

known for its anti-inflammatory properties, making it perfect for soothing irritated or sensitive skin. This is why a body wash infused with almond oil not only cleanses but also pampers your skin, giving it the love it deserves. Why Lavender and Almond Oil are a Perfect Duo When combined, lavender and almond oil create a harmonious balance of scent and nourishment. Lavender's calming fra-

grance sets the tone for relaxation, while almond oil ensures your skin is well-cared for. This combination turns your everyday shower into a rejuvenation ritual. Whether you're starting your day or winding down at night, this blend provides the perfect touch of indulgence. For an ultimate experience, the ITC Vivid Lavender and Almond Oil Body Wash brings these two ingredients together to keep

your skin satin soft with its rich foaming formula and enhances your relaxation routine. A lavender and almond oil body wash isn't just another product on the shelf; it's a simple yet powerful tool to incorporate into your bathing routine. With its calming scent and nourishing properties, this combination is the perfect way to unwind, ensuring that every shower is an act of relaxation and renewal.

CITYKART EXPANDS ITS FOOTPRINT WITH AMBITIOUS GROWTH PLANS FOR FESTIVE SEASON

T&G NETWORK
CityKart is set to open 25-30 new stores in Tier 2 and Tier 3 cities, aiming for 50%-60% festive season revenue growth, while creating 500-600 new jobs.

1. What are CityKart's plans for opening new stores next quarter, and which cities can we expect to see new locations?
In the upcoming quarter, CityKart aims to launch 25-30 new stores across Uttar Pradesh, Bihar, Jharkhand, Assam, and Odisha, with new locations broadening its footprint into 15 additional cities. This expansion will increase CityKart's presence from 75 to over 90 cities and take the count of stores to 130 around. Additionally, CityKart is excited to debut its first store in New Delhi.

2. How is CityKart preparing for the upcoming festive season, and what sales growth do you anticipate?
CityKart is gearing up for the festive season by expanding its store network and

enriching its product range. With the opening of new Stores and robust festive demand, the company is targeting 50%-60% revenue growth during this period. Committed to being the Best Bargain in town, CityKart offers competitive entry price points (EPP) across both apparel and non-apparel categories.

3. Which categories will CityKart focus on or expand during the festive season, and what are the reasons for this focus?
We are skipping this question.

4. Will CityKart be hiring additional staff to meet the increased demand during the festive season, and if so, how many new jobs will be created?
CityKart's store expansion is set to create around 500-600 new jobs, primarily within local communities. To further support operations during the peak festive season, additional temporary staff will be onboarded. This approach allows us to efficiently manage increased demand while ensuring seamless operations and

delivering an outstanding shopping experience.

5. What drives CityKart's focus on expanding in Tier 2 and Tier 3 cities, and how do these markets differ from Tier 1 cities?
CityKart's expansion into Tier 2 and Tier 3 cities is fueled by the increasing demand for affordable fashion in these areas. Unlike Tier 1 cities, these markets often face a scarcity of options and a limited availability of budget-friendly fashion, coupled with the changing preferences of value-conscious consumers.

6. How does CityKart plan to use technology to enhance the shopping experience for customers during the festive season?
CityKart is leveraging technology to enhance the shopping experience during the festive rush. To ensure a seamless shopping experience, we are prioritizing tools such as Zenefits for AC optimization, Playable for training, Xobin for assessments, Zoho for recruitment, and Woopet for operational excellence. This comprehensive approach guarantees a smooth and

efficient customer journey.

7. What new initiatives or promotions can customers expect from CityKart during the festive season?
CityKart is excitedly offering free gifts, such as electric kettles, along with generous cashback on every purchase. We are also launching digital brand awareness campaigns and partnering with 100 regional creators to enhance our outreach.

8. How does CityKart plan to address supply chain and logistics challenges during the festive season?
CityKart is fully equipped to tackle supply chain and logistics challenges during the festive season. Our advanced warehouse facilities in Haryana support all our stores across India. By enhancing our logistics capabilities, we guarantee timely stock replenishment and uphold a high freshness index at the store level, ensuring an optimal shopping experience for our customers.

9. Which products or categories does

CityKart expect to be in highest demand during the festive season?
CityKart aims to be a trendsetter in Tier 2 and Tier 3 cities by adopting the strategy of 'Global Products, Local Layout.' During the festive season, we expect a significant demand for High Fashion winter wear and ethnic attire, reflecting the changing preferences of customers in these regions.

10. What are CityKart's long-term growth plans, and how does the company envision its evolution over the next 2-3 years?
CityKart recognizes the significant opportunities within existing markets and aims to strengthen its presence through a strategy called 'City Fortification.' This initiative includes opening more stores in the same cities, expanding into neighboring regions, and enhancing our reach both within and across state lines. Our long-term vision is to expand through-

out India, increase our store count, enhance our product offerings, and achieve revenues of INR 950-1000 crore by March 2025.

Sudhanshu Agarwal, Founder, CityKart





TOP TRENDS OF 2024



LIFE @ ATHARVA



**ATHARVA SCHOOL
OF FASHION & ARTS**



MR. NARESH VANKAR

Bhujodi, Kutch, India

WE ORGANIZED AN ENRICHING THREE-DAY TIE AND DYE AND HANDLOOM WEAVING WORKSHOP FROM 15TH TO 17TH OCTOBER 2024, RUNNING DAILY FROM 10 AM TO 4 PM.

RENOWNED NATIONAL AWARD WINNER MR. NARESH SIJU, AFFECTIONATELY KNOWN AS "THE INDIGO MAN," LED THE WORKSHOP, GUIDING STUDENTS THROUGH THE ENTIRE PROCESS FROM FABRIC PREPARATION TO DYEING AND FINAL FINISHING.

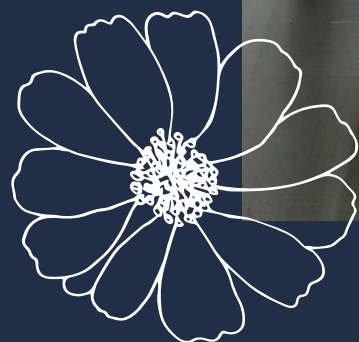
THE SESSION CULMINATED IN A HANDS-ON INTRODUCTION TO HANDLOOM BASICS, WHERE PARTICIPANTS ASSEMBLED HANDLOOM PARTS IN OUR EXHIBITION GALLERY, FOSTERING A DEEPER APPRECIATION FOR THIS TRADITIONAL CRAFT.



GLIMPSES...







Contributors

FYBAFD



Nandini Shetty



Danish Sakhala



Simranjeet Channa



Kanan Nayak



Harshita Shah



Vrinda Nambiar



Vinisha Keni



Shradha Sharma



Ranjana Yadav

@atharvafashion

WWW.ATHARVAFASHION.COM

Contributors

FYBAFD & SYBAFD



Preeti Jetti



Noorjahan Chaudhary



Kirti Pawar



Shruti Yadav



Vaijayanti Yadav



Payal Prajapati

@atharvafashion

WWW.ATHARVAFASHION.COM

Meet the Team



Nishad Aachal

Assistant CR (FY)



Vaishnavi Raut

Class Representative (SY)



Yashvita Joshi

Assistant CR (FY)



Sandeep Yadav

Assistant CR (SY)



Ms. Bincy Abraham

Mentor / FYBAFD



Ms. Himani Prajapati

Mentor / SYBAFD



Ms. Falgni Makwana

HOD

@atharvafashion

WWW.ATHARVAFASHION.COM



THANK YOU!

