

*Welcome*

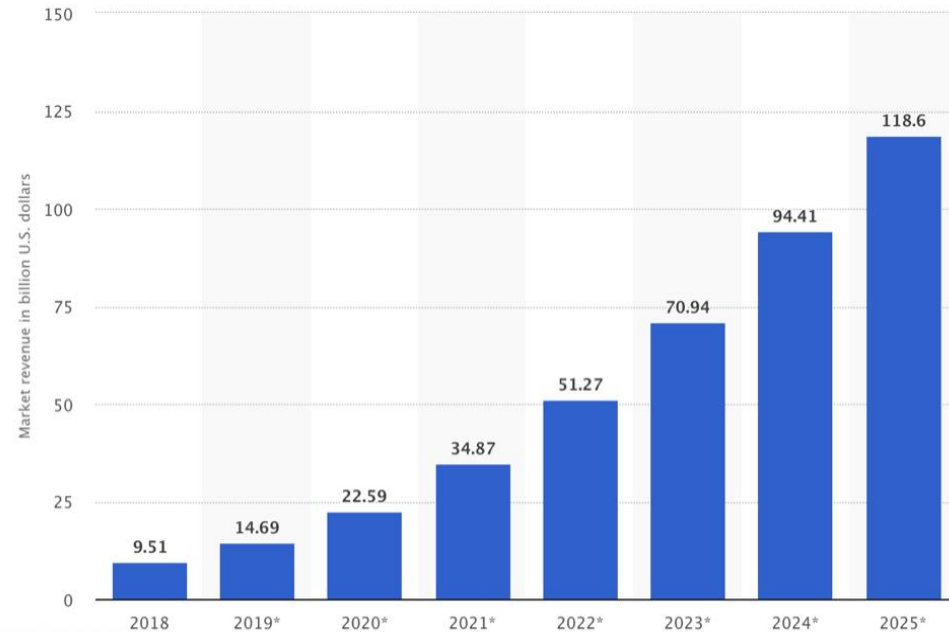


# About us

Roots is a whole new world of exploration, questioning, find answers and innovating. Being part of the Roots learning implies the three Es – Educative, Encouraging & Enriching.

# Growth Analysis of Fashion Design Industry

- According to study Fashion Industry is the world's 7<sup>th</sup> largest economy.
- Current size of the Indian fashion industry is worth INR 1000 crore, while the market size is approximated to be INR 20,000 crore.
- In India the Fashion Industry is projected to rise by \$30 Billion by 2025, which is equivalent to 60-70% of the total branded apparel market



# Course Overview

- The course prepares the students to take up any role in the industry- design studios, buying house, export houses, fashion retail, garment manufacturing, online fashion business or launch their own brands.
- At the school of Fashion design the student learns a great deal about art and design appreciation, with hands on interaction with industry experts , industry internships, working closely with artisans and craftsman. All of this allows the student to sharpen their creative thinking and develop their own design style.

# Courses offered



- Fashion Design B.A (Honours) 3 Year Degree Program
- Awarding Body- To be JNAFAU



# Course Structure: B.A (Honours) 3 Year Degree Program

1 <sup>st</sup> Semester	Fashion Design, Basics of Garment construction, Illustration, Textiles and Fabrics
2 <sup>nd</sup> Semester	History of Fashion, Design process, Styling and Craft documentation
3 <sup>rd</sup> Semester	Apparel industry, Draping, software related to Fashion
4 <sup>th</sup> Semester	Kids wear, Men's wear, Theatre costumes etc.
5 <sup>th</sup> Semester	Fashion Marketing, Knowledge of mass production, Visual Merchandising, Retail Merchandising and Preparing portfolio.
6 <sup>th</sup> Semester	Student's will prepare for a graduating ceremony, a fashion show.

# Software's

- Adobe Photoshop
- Adobe Illustrator



# USP

- Workshops - Draping, Theater costume, Men's Wear, Knit Wear Module, Craft documentation, Fashion Styling etc.
- 4 weeks summer program
- Placements with the top firms in the industry





# *Career Opportunities*

- ❖ Fashion Designer
- ❖ Costume Designer
- ❖ Fashion Consultant
- ❖ Fashion Stylist
- ❖ Illustrator
- ❖ Fashion Journalist
- ❖ Fashion Faculty
- ❖ Textile Designer
- ❖ Visual Merchandiser
- ❖ Trend spotter/Fashion Forecaster
- ❖ Entrepreneur



*Welcome to the world  
of possibilities*