

BANGALORE NORTH UNIVERSITY
In Association With
SHAHI EXPORTS PVT LTD, BANGALORE
&
ARMY INSTITUTE OF FASHION AND DESIGN, BANGALORE
Organising a National Conference on the topic
**“ROLE OF INNOVATIONS IN DEVELOPING SUSTAINABLE FASHION DESIGN
AND LUXURY FASHION GOODS”**
ON
25TH APRIL 2019
JNANA JYOTHI AUDITORIUM, CENTRAL COLLEGE CAMPUS, BANGALORE
CONFERENCE BROCHURE

INTRODUCTION

Sustainable fashion is today a highly debated and increasingly covered topic in media and at seminars worldwide. More and more clothing companies are transforming their business models and improving their supply chains to reduce overall environmental impacts, improve social conditions in factories, etc. We also see a growing awareness among consumers, especially younger generations. Three important trends can be seen for the global fashion industry over the coming years. Firstly, fashion consumers are likely to grow increasingly tired of the mass-produced, fast-to-market and similar-looking fashion styles that dominate the market today. Instead, we are likely to see a rise in the demand for more personalized items of higher quality that are produced ‘on-demand’ (such as tailor-made, custom-made and bespoke items). ‘Fashion on-demand’ has been identified as “the missing piece in the puzzle” but is now finally emerging on a broader scale. ‘Fashion on-demand’ implies that the customer can choose his/her preferred style, fabric, size and possible details from a range of pre-designed options, thus “co-creating” an item of choice before production.

Another concept that will continue to grow in popularity over the coming years is ‘circular fashion’. Essentially, the concept ‘circular fashion’ combines the key theories of “sustainable fashion” with the notion of a “circular economy”, the latter which has accelerated in popularity over the last five years.

Finally, a third concept is now entering the fashion scene, i.e. the concept of ‘compassionate fashion’. While respect for workers, animals and the natural environment has always been at the core of the ethical fashion movement, the broader fashion industry is now opening up to a fundamental shift from simply being mindful to also feeling true compassion towards how people, animals and ecosystems are affected across the supply chain. This transition from mere consciousness to genuine compassion means that companies will begin to lead ‘from their hearts’ as opposed to simply ‘from their minds.’

Luxury Fashion

Luxury brands have always been fashion industry leaders, with admirable aesthetic value and innovative yet traditional business management. The brands constantly struggle to secure profits by providing novel value to customers through quality products and services, customer management, retail strategies, and innovative marketing mixes.

To survive the recent unforeseen challenges of heated competition, they have turned toward marketing communication using social media. Social media are the two-way communication platforms that allow users to interact with each other online to share information and opinions. Use of social media sites such as Twitter and Facebook has already expanded to almost every luxury fashion brand and been evaluated as business take-off tools.

Speakers *Invited professional Speakers from Textile manufacturing, Apparel Manufacturing and Fashion Retail companies will be speaking on the theme.*



REGISTRATION FORM

**BANGALORE NORTH UNIVERSITY
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**NATIONAL CONFERENCE
ON**

“ROLE OF INNOVATIONS IN DEVELOPING SUSTAINABLE FASHION DESIGN AND LUXURY FASHION GOODS”

DATE: 25TH APRIL 2019

Venue: JNANA JYOTHI AUDITORIUM, CENTRAL COLLEGE

Name : _____
Designation : _____
Institute / Industry : _____
Address : _____

Mobile No : _____
E-Mail ID : _____

Details of Registration fee:

Amount: _____ Date: _____

Signature of the Delegate

Note:

- Professional / Faculty / Delegates from Academic Institute :Rs 200
- Students / Research Scholars :Rs 150
- Registration fee is to be paid way of DD, drawn in favour of **NATIONAL CONFERENCE** , payable at Bangalore.
- Registration fee includes Lunch, High Tea and Seminar kit.

CONTACT ADDRESS

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