



INTERNATIONAL
COLLEGE OF
FASHION[™]
RULE THE WORLD OF FASHION

Welcome To The World Of ICF



Curriculum Developed By:



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN



IIT-Delhi



niesbud

Awarded as Asia's Fastest Growing Fashion Institute



Members of



WGSN

World's leading fashion trend forecasting, analysis and research service.



The Indus Entrepreneurs



Dear Student:

Welcome to International College of Fashion (ICF). As freshman, ICF will be your academic home away from home for the next couple of years.

The College is designed to provide consistent, high-quality and appropriate academic advising, monitoring, mentoring, nurturing and coaching to ensure your academic and personal success. We believe that with all of the support services available, including tutoring and Supplemental Instruction, no student should earn any grade below a B. Even so, your academic success depends on how well you take responsibility for your own education, including taking initiative to achieve academic excellence. It is up to you to take advantage of these services as soon and as often as you need them.

To assist in your transition to the college, you will be assigned an academic mentor to guide you to your destination – A Fruitful Career. You and your mentor will review and sign an advising syllabus indicating what you need to do to be a successful and competent student. Your assigned mentor and other advisors in the College will be available to you on a daily basis, and you will be required to see them regularly. In addition, your mentor will receive regular progress reports from each of your professors for the classes. We want you to be successful and we will do all that we can to ensure that you are successful – but you must do your part as well.

At the end of the semester, you will take part in a comprehensive assessment and clearance regarding other requirements from the University. When this is successfully completed, you will transition to the next semester of your course discipline.

We look forward to supporting your academic and personal success at the International College of Fashion!
Sincerely,

Prof. Gulbash Duggal
Dean, ICF

International College of Fashion

International College of Fashion (ICF), promoted by the Bajaj Capital Group, is a leading and preeminent temple of envisioning and evolving Fashion Entrepreneurship education. ICF endeavors to partake in the developmental process of fashion industry by producing top notch entrepreneurs with valuable skill set and efficiency. It is instrumental in mentoring students to continually look for marketable opportunities to exploit and start a new business venture from concept to creation and from fashion to street.

ICF, through its Entrepreneurship programs, takes the initiative of discovering those talented and successful individuals who have both the flair and business edge to become future leaders and champions of the local fashion industry. Fashion Entrepreneurship aims to build strong professional foundation of technical and managerial ability for effective decision making. It usually involves planning, organizing, directing and controlling the input of suppliers, contractors and the design team members, together with accepting the associated business risks. It targets towards individuals who aspire to build their autonomous brand identity in the fashion industry.

Fashion Entrepreneurship at ICF aims to break new ground through offering a postgraduate program that provides new business opportunity for emerging fashion entrepreneurs who need professional business strategy and project management knowledge, guidance, and a systematic approach to developing and sustaining new business opportunities.

The ethos that entrepreneurship serves as a catalyst for economic development underpins the course. Strengthened by International College of Fashion's unparalleled external and internal industry networks, you will be able to develop innovative fashion related concepts through to commercialization, whilst developing collaborative relationships between education and industry that are aligned to 21st century business and new market challenges for the fashion industry at large.

There will be emphasis on the development of the individual and the way the individual operates both as part of a creative team and across the domain of entrepreneurship. You will be supported on your individual journey through the course and into the world of business through assignments, internships, and "Mentoring" round tables involving professionals from across the innovation landscape.

The multi disciplinary profile of students on the course will reinforce the real world dimension with students from fashion backgrounds working alongside others from outside the traditional boundaries of fashion to explore innovations in order to create, deliver and sustain economic and market growth for the fashion industries.

Whether or not students start a business, the entrepreneurial perspective is a trait most employers find attractive in new hires. "Entrepreneurship" is a term that describes the method of introducing a new idea, process or product into a pre-existing company by organizing colleagues to create, adopt, sell and implement innovative concepts into the existing business. It is acting like an entrepreneur within a corporation or organization. Companies and organizations benefit when employees bring innovation and creativity to the workplace. Whether you are starting your own business or working within a company structure. Entrepreneurship will broaden your perspective to recognize opportunities

Mentors @ ICF





Ms. Jaivani Bajaj

Ms. Bajaj completed her graduation in small business management from Delhi University and has done her masters in management with specialisation in marketing with a certification in apparel merchandising and production. She has been involved with operations in the fashion Industry since 1995 with varied experience in different facets of fashion industry including managing the Indian production facility of an leading export house supplying to some of the top buyers in the U.S. like Nordstorm, T.J Maxx, J.C Penny, Dillard's, Wet Seal and catalogues like- Lane Bryant etc.



Mr. Vinod Kaul

He is a seasoned professional with over thirty years of experience in the retail, fashion and publishing industries in senior positions. He obtained his graduate Honours degree (Bsc.) from St. Stephen's College, Delhi and Post Graduation (PGDBA) from Indian Institute of Management, Ahmedabad, specializing in marketing.

He has worked in Canada with Canadian fashion retailers. In India, he has worked in senior capacities with brands like Tata Exports Ltd., Bata India Ltd., DCM-Benetton India Pvt.Ltd. (Executive Director), Birla VXL Ltd. (VP-Marketing) and Raymond Ltd. (Director-Retail). He headed the Fashion Design Council of India

(FDCI) as Executive Director from 2002-2004. In 2004, Mr Kaul launched his start-up e-publishing venture, NewsVision which now has six publications in retail, fashion and luxury. In 2008 he launched India's first comprehensive retail database called DataLive. In Feb 2009, he was appointed Director once again at the Fashion Design Council of India. Mr Kaul is on the Board of a number of Companies and Institutions.



Prof. Gulbash Duggal

Prof. Duggal has been associated with Design Academics & Culture Mentoring for over 20 years. She is an experienced Institution Head with a demonstrated history of working in the Design Higher education & Lifestyle industry. She is skilled in Trend Analysis, Operations Management, Retail, Design Thinking, and Entrepreneurship;

Prof. Duggal is a strong education professional with a rich experience in research and management.



Ms. Sunita Chauhan

Having an experience of about 20 years in the field of Pattern Making and Garment Manufacturing Technology. I have great desire and interest towards teaching and have already devoted my past 20 years on the teaching students in Fashion Designing, Worked With Different Prestigious Colleges As A Sr. Faculty In Pattern Making & Draping, Indian Traditional Embroidery, Garment Construction.

Have organized a number of internal and external fashion shows and education trips for the institute and encouraged students in active participations to enhance their Fashion designing skills. Guided students and enhanced their skills in Fashion Designing and Garment Manufacturing.



Dr. Aditya Vij

Aditya Vij has been a part of the fashion Industry for the last 23 years ..He has worked in the fashion manufacturing / sourcing and management of the Fashion Industry ...he has worked with Top brands like Benetton ; Zingara ; Osh kosh ; Urban outfittersand has been running his buying agency successfully for last 14 years ; ensuring a lot of business ends up on Indian shores.

Apart from this he has been actively involved with training and teaching management and fashion Industry students ; mentoring many to run their own successful careers .

He is also a well known collector and restorer ..having been covered by both national and International medias extensively.

His educational qualifications are Research scholar (Phd) ; MBA ; MPM ; Bsc(hons)



Mr. Narendera

Having A Vast Experience Of Merchandising In Different Export Houses With Different Buyers Like Valeria Cappuccino, British India ,Miss Sixty Roberto Cavalla, Primark ,River Island Dimri, Charming Shopeee, New Look, Etc. Pioneered The Fashion Education In Iift Group, Jd College, WLC, IIRM Etc. Organized Several Fashion Show And Participate In Garment Fairs And Seminars At National Level.

The Motive Of Life Is "Will To Win"



R.K. Chandra

Superannuated from SBI in Jan'06, at 60 years of age, and served as Senior Officer of State Bank of India, under Local Head Office, Patna for over 37 years. He Worked in various positions of Key Responsibility. Guest Faculty at Sanjay Gandhi Institute of Dairy Technology, Patna., SISI Institute, and Institute of Entrepreneurship Development, Patna. He is also a Guest /Visiting Faculty at L.N.M. Institute of Economic Development and Social Change, Patna, for MBA Students in Financial (Portfolio) Management, International Business.



Kriti Mehta

Kriti is a Pearl academy alumna. She completed her post graduation with a distinction and began her carrier in fashion in 2010 . She has worked with export houses and name like BIAN by G. Pia Fleming, Varun Bahl and Kisneel by Pam. Her personal skills and key interests lies in Design Process, Porfolio Development and Range Planning.



Ms. Bharti Mishra

Hand on experience of more than 24 years imparting teaching to students. Industry exposure of designing, printing, dyeing and marketing of hand painted textile items.
Member of Jury in various fashion events.

Industry Workshops @ ICF





"I don't do fashion.
I am fashion."

Coco Chanel



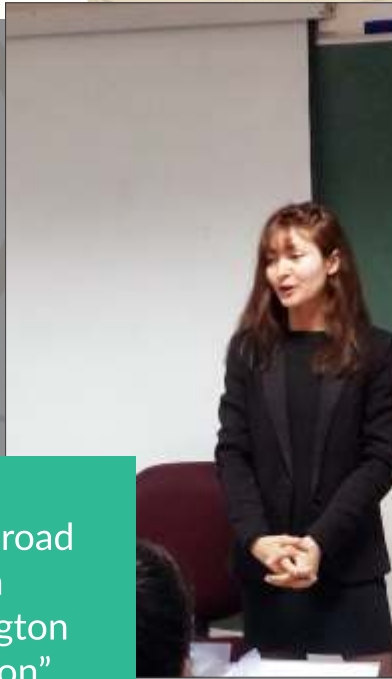
"Walk like you have
three men walking
behind you."

Oscar de la Renta





"ICF Study Abroad Program with City and Islington College London"



"I don't design clothes. I design dreams."
Ralph Lauren



"Clothes mean nothing until someone lives in them."
-Marc Jacobs





"Fashions fade,
style is eternal."

—Yves Saint Laurent



"And now,
I'm just trying
to change the world,
one sequin at a time."

—Lady Gaga



Students Work @ ICF





Akash Bharti

Joining ICF was definitely a good decision, it's a place where I found amalgamation of learning and fun under the guidance of greatly experienced and supportive faculty who continuously push you in the right direction and help you find your aesthetics. I absolutely love the course BBA-FE because it showed me aspects of fashion industry that I didn't consider before and as I move to sophomore year I see a lot of opportunities in the industry for me.





Aryan Gupta

It has been a wonderful journey with. ICF It has played a huge role in shaping me as a designer. The special guidance of teachers and our hard work together has proved to be fruitful in making professionals out of us. And I personally believe I will achieve greater heights after graduating from ICF.





Kavya

The wonderful experience at ICF helped me discover my own capabilities and potentials. The faculty with their knowledge and experience helped us in creating our own portfolio which taught us giving a better perspective to things.

I'm truly grateful to the ICF faculty for every experience and opportunity they have provided for our growth and expansion.

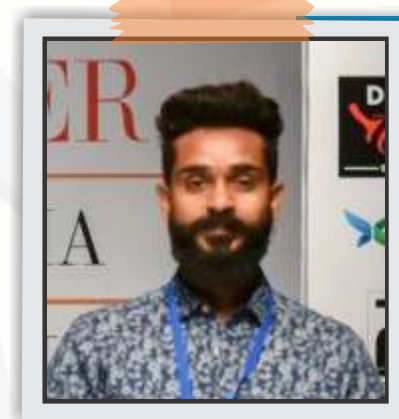




Nancy

The quality learning here at ICF gave me a meaningful platform to showcase my talent in front of Industry Professionals and well known people from the fashion industry and also acknowledge my hard work in return.





Pankaj Kumar

I'm truly grateful to the ICF faculty for being such an extremely great help and supportive in every possible way. The industry exposure and the overall experience helps students to better understand the real fashion scenario.

Our talent has been taken to another level with all the hard work & inputs of students and teachers collectively.





Pooja Baroli

ICF has been the right foundation and best decision by far. It not only provides a comfortable environment to work in but also encourages youngsters broaden their creative minds.

The overall experience helps us prepare for the fashion industry in the best way possible.





Prithvi

ICF brings out the best in one's own self. From the day I walked into ICF, I was exposed to a new world altogether where I learned and gathered information from the best faculty in the industry, with wide exposures and opportunity to help us learn and bring out our inner talents and excel in them. ICF journey comes with loads of surprises and opportunity which helped me to get to know about the who's who of the fashion industry. ICF made my dream come true of learning about the fashion industry right from scratch to the peak of it.





Rishabh Gupta

The excellent curriculum, the enriching industry exposure, and the highly experienced faculty at ICF have building our overall personalities as per the industry requirements.

BBA in Fashion Entrepreneurship course is a complete package including all major subjects like Retail, Entrepreneurship, Merchandising, Fashion Overview etc. that are important for a designer to excel in the current fashion industry.





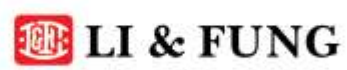
Ritika Raj

It's been a great journey being a part of ICF. It's learning not only about designing but also about marketing, retail, in-depth study about fashion world, forecasts, illustration and more. The journey is about enhancing your skills with the help of excellence in guidance and support. Thanks ICF..!!!

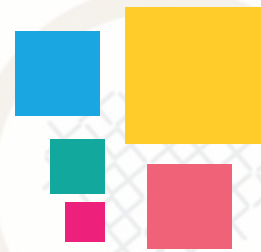




Some of the Recruiters @ ICF



Courses @ ICF



BBA in Fashion Entrepreneurship

3 Yr Bachelor Degree Program
Degree from UGC Recognised University

Admission Eligibility : 10+2 (any stream)
iNET Test, PI Score

PG Diploma in Fashion Design

1 Yr Govt Approved Post Graduate Diploma Program
PG Diploma from Jawaharlal Nehru Technical Education

Admission Eligibility : 10+2+3 (any stream)
PI Score

In today's highly competitive fashion industry, it is essential that designers have a working understanding of Fashion Design. At ICF students are provided with experiential learning and practical understanding of the business of Fashion Design, through the utilitarian approach of learning, that covers subjects like...

- Entrepreneurial Skills
- Aesthetics For Merchandising
- Fashion Fundamentals
- Trends & Forecasting
- Apparel Construction
- Visual Merchandising
- Textiles
- History Of Costumes

Masters in Fashion Entrepreneurship

2 Yr Post Graduate Degree Program
Degree from UGC Recognised University

Admission Eligibility : 10+2+3 (any stream)
iNET Test , GD & PI Score

Diploma in Fashion Design

1 Yr Govt Approved Diploma Program
Diploma from Jawaharlal Nehru Technical Education

Admission Eligibility : 10+2 (any stream)
PI Score

- Marketing Communication
- Brand / Image Management
- Store Planning
- Franchising
- Consumer Product Evaluation &
- Fashion Product Development
- Fashion Retailing & Manufacturing
- Business Plan
- Legal Issues And Regulations



How is ICF different from other college

This course introduces the concepts of design, marketing and sales management through a series of readings, case studies that highlight the decision-making problems of marketing and sales managers and mentoring from experts from the industry and designers perspective. The focus is on topics like market environment, planning and research, consumer behavior, segmentation and forecasting, promotion decisions and the different elements of marketing mix, sales and distribution management in the Indian context. Case analysis is used to bring in real world problems into a classroom environment and to ensure active participation thereby leading to innovative solution to problems.

Whether or not students start a business, most employers find entrepreneurial traits attractive in new recruits. We want to encourage our students to innovate and introduce a new product or a process into the market.

The Post Graduate Diploma in Fashion Entrepreneurship program at ICF trains the fashion lovers who plan to create their own clothing line, to evaluate a business idea from top to bottom and to get a true understanding of the market. Experiential learning, where students learn entrepreneurship through Fashion Marketing, Entrepreneurship Management, Range Planning, Retail Model and Enterprise Launching & Resource, Trends & Forecasting and by working on their own businesses modules, continues to be a big part of entrepreneurial education today, and, many times, students are even more involved with the business leaders.

The new concept of education

The focus is on topics like market environment, planning and research, consumer behavior, segmentation and forecasting, promotion decisions and the different elements of marketing mix, sales and distribution management in the Indian context. Case analysis is used to bring in real world problems into a classroom environment and to ensure active participation thereby leading to innovative solution to problems.

FAQs

1.What is Fashion?

When it comes to personal wealth creation, the fashion industry in many ways parallels the entertainment industry. While talent is very important, other factors such as hard work and persistence are critical to long term accomplishments.

2.Why should we learn entrepreneurship with design?

You're a person who wants to make a difference. A leader and a person who wants to explore outside your comfort zone. You're passionate about design and fashion—and you have a mind built for business and a vision to make your mark in the design industry.

Your goal: to recognize the opportunities in the rapidly changing fashion and design industries and to hone the most relevant and timely business skills needed to turn these opportunities into business successes.

Your dream: to make beautiful things that make life more beautiful. To capture and reflect the world in a meaningful, unique way. To make people understand your vision. To cut through clutter. To visually persuade, promote, and inform.

To respond to a fashion business environment that is going global, going viral, and going places it's never gone before, we designed this course to train a new generation of fashion industry professionals. Our graduates will help revitalize mature operations, bring new thinking, new products, and original ideas to the table through solo projects, and increase market share across the spectrum of fashion-related markets and industries.

3.Why ICF?

ICF, through its Entrepreneurship programs, takes the initiative of discovering those talented and successful individuals who have both the flair and business edge to become future leaders and champions of the local fashion industry. Fashion Entrepreneurship aims to build strong professional foundation of technical and managerial ability for effective decision making. It usually involves planning, organizing, directing and controlling the input of suppliers, contractors and the design team members, together with accepting the associated business risks. It targets towards individuals who aspire to build their autonomous brand identity in the fashion industry.

Students will work directly with key executives in fashion retailing, wholesaling and design, venture capitalists, and will have the opportunity in their varied projects to fully develop a business proposal for critique by renowned members of the entrepreneurship and venture communities.

FAQs

4.What Faculty will I be trained under?

Synchronizing with ICF philosophy of Experiential learning and “by the entrepreneurs and for the entrepreneurs,” ICF has picked up the best from the industry. These are “practicing educators” who have a solid hand on real life experience in their field of expertise over multiple decades. These experts would add the perfect blend of concepts, application and experience.

5.What will I learn @ ICF

What the course teaches....

Self-Discovery and awareness | Entrepreneurship Foundation | Experiential Learning Projects | Idea Generation | Idea to Business | Internship | Using Technology | Field Visit | Guest talks | Making Presentation | Effective Communication (Verbal & Writing) | Personal Counseling

Content Flow

From Concept to Consumer

Conceive ➡ Research ➡ Develop ➡ Test ➡ Produce ➡ Promote ➡ Distribute

6.What Career Options do I have on completion of my course?

Many are attracted to pursue a career in the fashion industry due to lucrative income opportunities. Aside from that, the idea that you can succeed on your own motivates aspirants even more. As a matter of fact, about one-third of professional fashion designers are self-employed.

Career Opportunities

Fashion Designer
Fashion Merchandising
Fashion Illustrator
Visual Merchandising
Fashion Photographer
Fashion Writer
Fashion House Manager

Clothing Pattern Maker
Product Manager
Textile Artist
Boutique Owner
Fashion Stylists
Apparel Business Owner
Fashion Consultant

Accessories Designer
Costume Designer
Fashion Buyer
Retail Merchandiser
Fashion Editor
Fashion Forecaster
Fashion Public Relations Specialist

.....the opportunities are unending



Campus: 3rd Floor, Gulab Bhawan, 6, Bahadur Shah Zafar Marg,
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