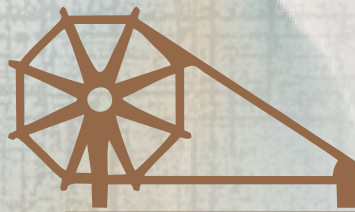


SIFT
SURYADATTA[®]
REDEFINING
FASHION
WITH
PASSION



Annual Runway Show 2019



WALK FOR KHADI
THE NATION'S PRIDE





MESSAGE FROM THE CHAIRMAN'S DESK

Dear Stakeholders,

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines. Suryadatta has students from many countries and from all parts of India pursuing their education in different streams at various Suryadatta Institutions. Each Institute of the Group is strategically located in the heart of the city and has a dedicated campus providing enlightening and inspiring, academic ambience. Each Institute is spearheaded by well qualified, experienced and dedicated Directors / Principals. The faculty is a rich Academic-Industry mix, many having International exposure.

Suryadatta Group of Institutes has always tried to gauge new possibilities in the ever evolving education sector. One of the flagship institutes of Suryadatta Education Foundation's Suryadatta Institute of Fashion Technology. The world of fashion, as a new frontier of creative job opportunities is evolving rapidly in India. Remaining true to our spirit of providing students with newer options to discover more possibilities in their career, we offer Degree courses affiliated to Savitribai Phule Pune University. In addition, we offer Diploma and Short Duration Courses in the field of Fashion Designing.

We, Suryadatta Institute of Fashion Technology, present a very creative and one of its kind Annual Fashion Show every year by the name of 'La Classe Annual Runway Show 2019'. Students of the Fashion Design Degree Program display their creativity by designing and stitching garments under various themes. This year the central theme of the Fashion Show is 'The Journey of Khadi Fabric- from India to the World'. Under this theme, students have worked hard to create a range of unique garments to portray the myriad ways in which Khadi fabric has evolved over the times. Also this year being the 150th Birth Anniversary of Mahatma Gandhi, the great propagator of the Khadi fabric, we feel privileged to have gotten this opportunity to promote the Nation's pride- Khadi fabric through La Classe Annual Runway Show 2019, on 8th February 2020

This brochure has been created to offer you glimpses of our previous shows and other related details. It is my sincere hope & request like past years you will be an esteemed part of this year's annual runway show & extend full support to our faculties & students to make 'La Classe 2019' a stupendous success.

PROFESSOR DR. SANJAY B CHORDIYA
Founder President & Chairman





MESSAGE FROM THE DESK OF VICE PRESIDENT

Dear Patron,

Suryadatta Education Foundation's, Suryadatta Institute of Fashion Technology (SIFT) is proud to announce its 9th Annual Runway Show 'La Classe- 2019'. For the present year, Suryadatta Institute of Fashion Technology (SIFT) in its effort to contribute towards Nation building, promoting Indian culture and also taking Khadi to global platform has decided to represent 'The Journey of Khadi Fabric- from India to the World'.

Khadi fabric from the swadeshi movement has always been thought of as the white spotless fabric, but it has so much more to its existence. One of the most iconic images of Mahatma Gandhiji is that of our beloved Bapu sitting beside the charkha fully immersed in spinning. Over a period of time, Khadi has come to be identified with National pride and a fashion statement. Our Prime Minister, Shri Narendra Modi has given the mantra 'Khadi for Nation, Khadi for Fashion'. When we purchase khadi, we are brightening the lives of lakhs of weavers who toiled day and night.

I fervently hope that you will encourage us in this noble endeavor by participating whole heartedly in the event.

MRS. SUSHAMA S. CHORDIYA
Vice President

INTELLECTUAL CAPITAL



Prof. Renuka Ghosnurkar
HoD - Fashion Design



Ms. Monika Karve
B.Des (FD) &
MFD



Ms. Akhila Muramatti
B.Sc. Fashion, M.Sc. Textile
Science & Apparel Design



Ms. Rucha Joshi
B.Sc. Fashion, Apparel Design
& MA Fashion (UK)



Ms. Ashu Patil
B.Sc.FD, M.Sc. Textile Science
& Apparel Design



Ms. Aarti Sawarkar
B.Sc. (FD)
MFD



Ms. Kalpana Shinde
ITI Diploma Fashion Design
MA Sociology



Ms. Nutan Jadhav
Event Co-ordinator
B.Sc. Agri, MBA-HR, PGDMM



Ms. Neha Nafade
M.Sc. Fashion Technology
B.Sc. Fashion, Apparel Design



Ms. Shikha Sharda
M.Sc. Fashion Technology



RECIPIENT OF SURYADATTA® NATIONAL AWARDS 2017

Our Chief Mentor Sandesh Navlakha is a fashion designer & stylist with around 19 years of experience. He has designed extensively for India's ace Anchor MANISH PAUL and best choreographer TERENCE LEWIS over the last 19 years, designs for weddings and wardrobes.

Other than Designing, he is also good at Illustration & Motivational Speaking. Awarded in Smirnoff International Fashion Awards.

We are fortunate to have him as a guide for our fashion students and experience the presence of such an eminent personality who motivates us and is a role model for every upcoming designer.

Mr. Sandesh Navlakha
Renowned Global Fashion Designer



RECIPIENT OF SURYADATTA® NATIONAL AWARDS 2019

A gold medalist from the National Institute of Fashion Technology, enriching and multiplying her fashion atelier with each passing year, she added a million feathered fascinator to her pretty hat by showcasing not only at Paris Fashion week but also at Hong Kong and London Bridal week, to name a few. Artistically brilliant collaborations such as ; with Russian Supermodel Maria Shatalova at the Cannes Film festival, acclaimed American painter and artist Rassouli, Styling super sisters Kareena and Karishma Kapoor, Deepika Padukone, official stylist for Vivek Oberoi and managing a plethora of other celebrities have acknowledged and reinforced her brilliance in technique, design and Haute Couture! Opulence, luxury and elegance are the heartbeat of her design sensibilities.

Ms. Nivedita Saboo
Renowned Global Fashion Designer





RECIPIENT OF SURYADATTA® NATIONAL AWARDS 2017

One of the most popular and successful fashion designers in India, Vikram Phadnis started his career as a choreographer before eventually rising to fame in the fashion industry. Over the years, he has designed for some of the biggest names in the Bollywood fraternity and has worked for several popular films.

His journey has been an inspiration to all those who want to make it big in the fashion industry. He is one of the rare designers with a distinction of working with some of the biggest names within the hallowed echelons of the fashion industry and Indian cinema.

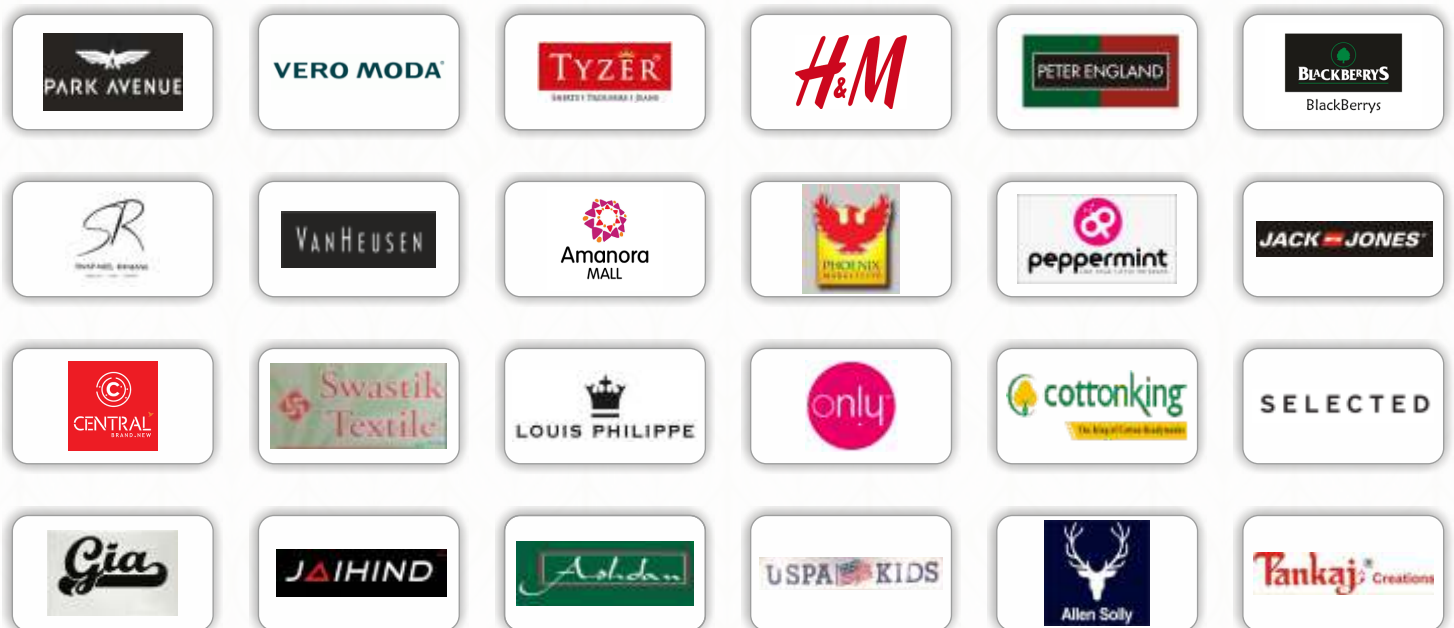
Mr. Vikram Phadnis

Renowned Global Fashion Designer



ESTEEMED RECRUITERS

Internships are key to building experience as a student or recent graduate. Employers are much more likely to hire someone with and work experience rather than someone lacking experience. It is important that students choose their internships based on their interests and career prospects.



SURYADATTA NATIONAL AWARDEES



Mr. Sandesh Navlakha (2017)



Mr. Vikram Phadnis (2017)



Mrs. Nivedita Saboo (2019)

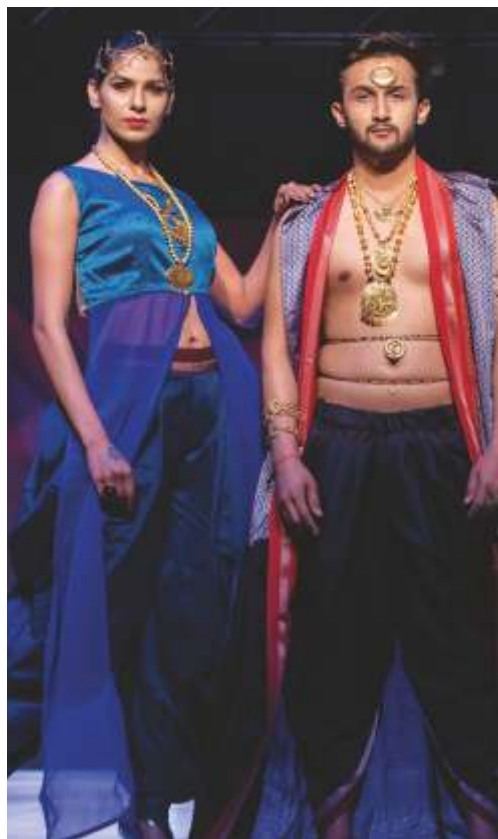
GLIMPSES OF *La Classé* RUNWAY SHOW 2016



GLIMPSES OF *La Classé* RUNWAY SHOW 2017



GLIMPSES OF *La Classé* RUNWAY SHOW 2018



GLIMPSES OF *La Classé* RUNWAY SHOW 2018



WALK FOR KHADI - THE NATION'S PRIDE



Mahatma Gandhiji takes the credit of being the pioneer designer and (brand) ambassador of India for khadi apparels. What was instigated by him, has now developed into an inferno, spreading rapidly; and globally.

This year for the "La Classe" Annual Runway show, we are looking forward for the promotion of Khadi Fabrics on the occasion of Mahatma Gandhi's 150th Birth Anniversary. We would be making a variety of collections including western wear, Indian wear, etc. Khadi means any cloth that is hand spun and hand woven.

Gandhiji advised people to wear khadi fabrics instead of foreign threads. He described Swadeshi (country made goods) as the soul, and khadi as its body. (Source: Nationalism: its theory and principles in India, by Parmanand Parashar). Khadi fabrics are different from handloom in a way that it is completely handmade, whereas yarns for the handloom fabrics are processed at mills. Yarns of a khadi fabric are made through a spinning wheel, the charkha. Over the years, khadi fabrics that were generally considered as the second skin of the Swadeshi revolutionists changed its uniqueness. It underwent a metamorphosis from that of a patriot's fabric, and a farmer's apparel, to become a fashion fabric. Primarily, the price and roughness of the fabric was not preferred by fashion savvy people. But, presently, the growing demand for khadi apparels are on an ever increasing pace, that even the million workers involved in the spinning process are unable to satisfy the market demand.

Today, khadi fabrics are not just restricted to cotton and have many aspects. Khadi blends with other fibres to make raw silk khadi, matka khadi, poly khadi, tussar silk and many more. The fabric that was initially available only in a single almond hue is now present in 30 alluring shades. The fabric has gained a global recognition with the courtesy of the fashion industry that promotes the fabric in a way; never before. Khadi apparels worn by the runway models will display an array of outfits from ethnic saris to western wear; made from khadi fabrics. The cloth has grabbed the eyeballs of international fashion designers, sprawling elaborate designs exclusively for khadi fabrics.

DRAPED DRAMA

Inspired by the sari this collection will incorporate hand embroidery techniques to give a western look to the classic Indian sari and also to create a fusion of the East & the West.



KHADI-METRIC

This collection is inspired by the symmetry in nature which is incorporated in the form of silhouettes, surface ornamentation colours etc. on khadi fabric.





FRAMING LOVE

A new perspective towards modern India accepting and recognizing women empowerment as well as same gender marriage with the use of Khadi Fabric to give a new definition by framing love and non-violence.

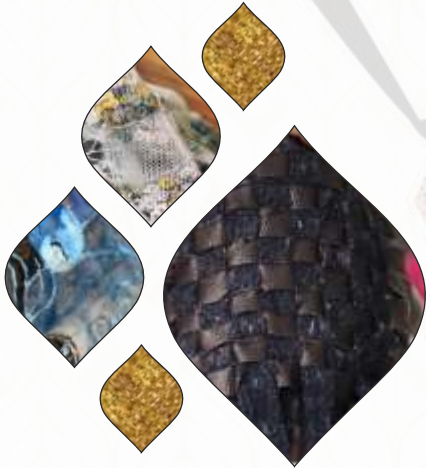
PSYCHEDELIC KHADI

This theme revolves around the idea of taking Khadi to an International level by using cotton & Silk Khadi fabrics for making evening wear which will go hand in hand with today's fashion trends.



KHADISM

Inspired by the art movement & swadeshi movement, this theme focuses on combining the 9isms; like cubism, surrealism etc. with this natural fabric by using different ornamentation techniques.



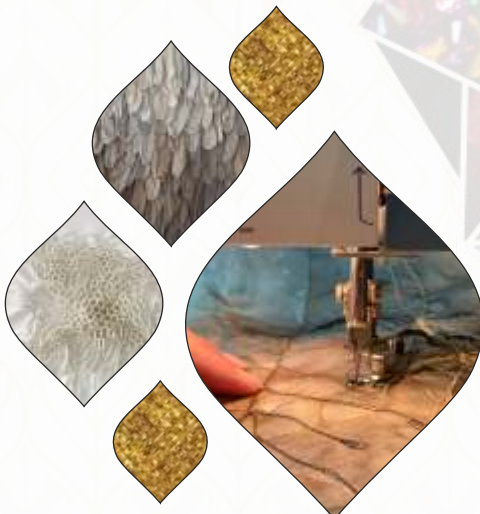
DUAL WORLD

Inspired by reducing textile waste, this theme revolves around reusing old khadi garments to make new designs which will be convertible & sustainable.



TECHNO MODE

Creating a range of minimally modern to avant garde garments depicting an act of sway and materialistic yet stylist 'A La Mode'.



ABOUT LA CLASSÉ

SIFT is a branch of this Education trust which imparts the knowledge of Fashion Design to the students through a 3 year degree course; Diploma and other Certificate courses. Affiliated to Savitribai Phule Pune University.

As our tagline suggests 'Walk for Khadi', this year we have surprises for audience as we are celebrating 150th birth anniversary of Mahatma Gandhi, having celebrities walking the ramp along with top models of India.

The main attraction is the choreography which is done by Sandeep Dharma – an eminent young fashion choreographer, fashion stylist and model coordinator in the glamour industry with multiple talents and a perfect blend of attitude, versatility and experience.

Every year a fashion show 'La Classé' is conducted in an exhilarating atmosphere full of glamour and glitter. Dozens of Celebrity Models from the tinsel town of Mumbai show case the apparels designed and stitched by the students of SIFT. A large number of celebrities from the fashion world and film industry enhance the charm of the show with their presence. Every year there is a different theme for designing the apparels and students complete a thorough research before creating mind boggling designs.

Suryadatta Institute of Fashion Technology organizes fashion show every year to showcase the talent of its students and this is the 9th Annual Fashion Show

Intention

Fashion Shows have always been glamorous events which boost visibility and promotion of brands associated. Fashion shows provide platform to budding student designers to display their art and equal opportunity to the models to showcase their talent, boosting their confidence.

THE FASHION SHOW is also an effort to bring together best talent from Fashion Design students. This event will open vast opportunities for young designers.

Fashion show is an apt event to promote youth and thus contributing to our goal as an organization.

Marketing and Media Campaign

The thrust of every business is the amount of awareness it has in the market. The below laid plan will provide maximum visibility for your company in the promotion of the event. The event branding carrying your company logo will be displayed. (both electronic copy and the print copy).

Target Groups

As we are committed to provide platform to the youth, the target groups we focus on are – college goers [age 18 – 24 years], professionals in the fashion industry, and the press community.

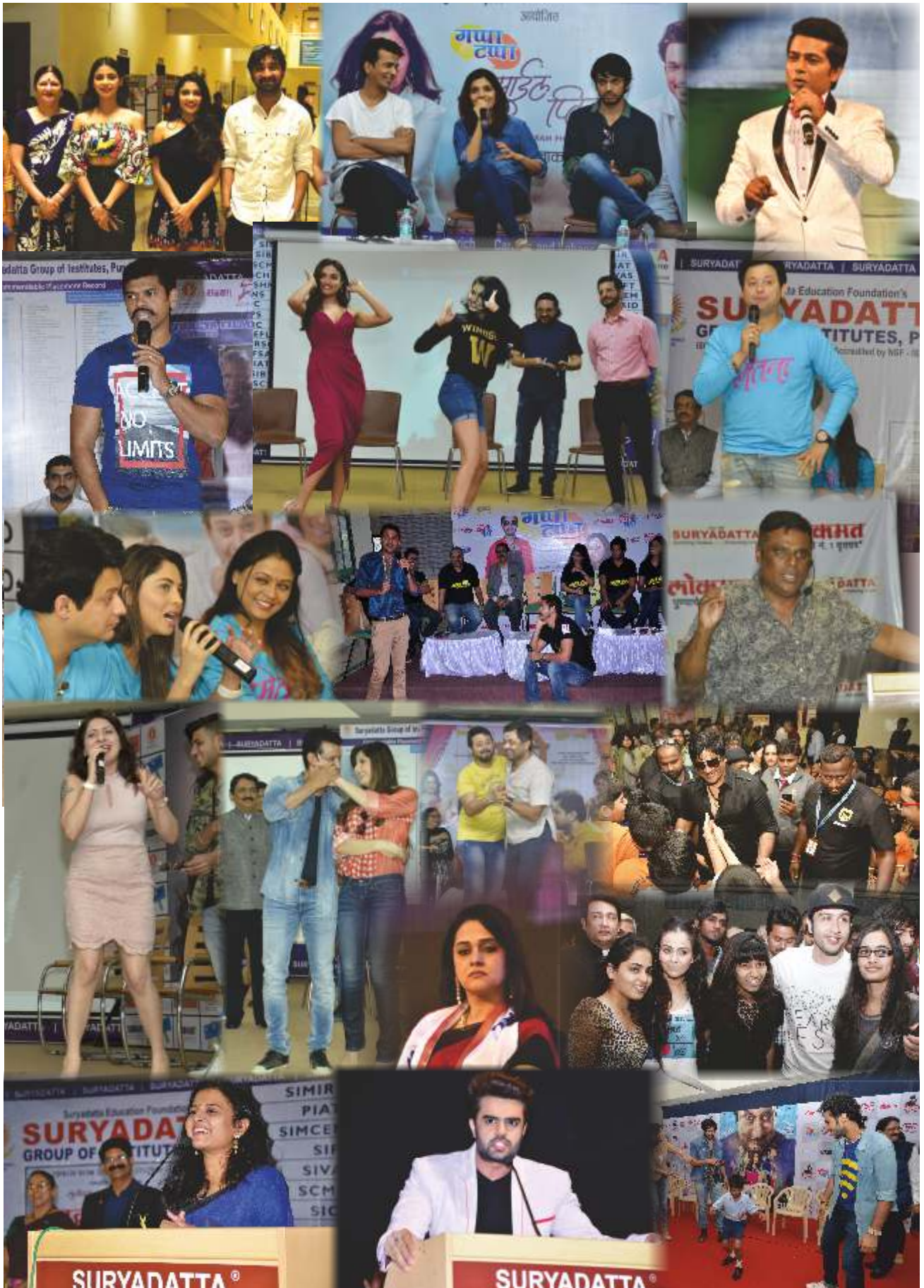
Golden Opportunity to be a Sponsor

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

1. It must serve the business interest of the sponsoring company
2. It must serve the best interests of the event and its participants
3. It must have a positive impact upon the sponsor's direct consumers
4. It must benefit the consumers who use the products or services

Keeping in mind the above points, we have laid down our efforts towards achieving the same

STAR CAST @ SURYADATTA®



STAR CAST @ SURYADATTA®



AWARDS & ACCOLADES

Best Group of Institutes Award

Recipient of the Award - Top Private Management Institutes in Western India by Jagran Josh.com Ranking 2019 at the Hands of H.E. Hon'ble Shri. Venkaiah Naidu, Vice President of India & Mr. Bharat Gupta, CEO- Jagran New Media



Best Design Institution in India

Suryadatta Group of Institutes conferred with "Best Institution in India for Design (Fashion, Interior & Animation)" at the hands of Hon'ble Shri. Vinod Tawde, Cabinet Minister for Education during Navbharat Education Awards Ceremony.



Times Power Women & Men Award 2019

Prof. Dr. Sanjay B. Chordiya, Chairman, Founder President conferred with Times Power Men Award West 2019 at the hands of Renowned Hindi Film Actress Ms. Shilpa Shetty for Excellence in Education and CSR by Optimal Media Solutions of the Times Group



Global Business Award 2019

Prof. Dr. Sanjay B. Chordiya Founder President & Chairman, Suryadatta Group of Institutes Conferred with Global Business Award 2019 certificate of Excellence in recognition of Top Institutions in India for Holistic Development and Exemplary Contribution to Indian Education organized by Brand Icon Pvt. Ltd. at the hands of Renowned Hindi Film Actor Ms. Madhuri Dixit Nene in Mumbai



Times Men of the year Pune 2019

Prof. Dr. Sanjay B. Chordiya Founder President & Chairman of Suryadatta Group of Institutes receiving the award 'Times Men Of The Year' Pune in Category Education 'KG TO PG' at the hands of Bollywood Celebrity Chitragada Singh during the Times Awards Ceremony organized in Pune.



Educational MOU with MESC

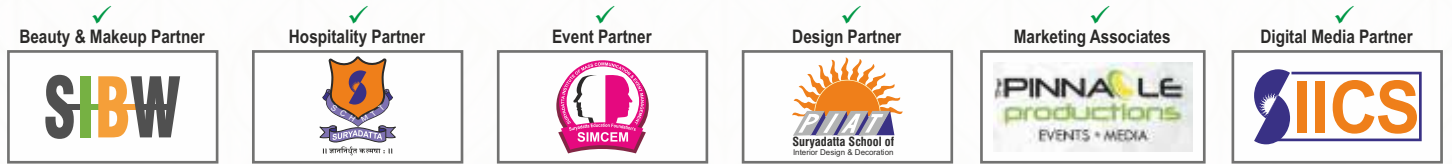
Suryadatta Institute of Mass Communication and Event Management entered in to an education MOU with Media and Entertainment Skill Council at Mukta Arts in the presence of Mr. Subhash Ghai, Director of Whistling Wood International, Amit Behel of Cinema and TV artist association, Mr. Subba Rao from Ministry of Human Resource Development among others.



PREVIOUS ESTEEMED SPONSORS



EVENT PARTNERS



EXCLUSIVE PARTNERS



OTHER PARTNERS

SPONSOR CATEGORIES FOR 2019



SIFT RUNWAYSHOWS IN MEDIA



MEANS OF SPONSORSHIP

Promotional Opportunities

The sponsor will have following promotional opportunities to build brand awareness and loyalty through presence on the following :

Sponsorship Benefits	Title Sponsor (only your brand) ₹ 5,00,000/-	Associate Sponsor (Max. of 2) ₹ 4,00,000/-	Platinum (Max. of 2 Sponsors) ₹ 3,00,000/-	Gold (Max. of 2 Sponsors) ₹ 2,00,000/-	Silver (Max. of 10 Sponsors) ₹ 1,00,000/-	Bronze (Max. of 20 Sponsors) ₹ 50,000/-
	The event title Sponsor for "La CLASSE 2019"	✓	✗	✗	✗	✗
Suryadatta Excellence Award in their respective fields	✓	✓	✓	✓	✓	✗
Chief Guest for the Event	✓	✓	✗	✗	✗	✗
Guest of Honor	✓	✓	✓	✓	✗	✗
Special Sponsor Passes in Block A	20 passes	16 passes	10 passes	8 passes	6 passes	4 passes
One member in the judging panel	✓	✓	✗	✗	✗	✗
Presence in Inaugural Session	✓	✓	✓	✗	✗	✗
* Inauguration of our 'SPARK' Exhibition in presence of Eminent Dignitaries	✓	✓	✓	✓	✗	✗
Mention in the media coverage	✓	✓	✓	✓	✓	✗
Mentioned in opening and closing ceremony	✓	✓	✓	✓	✗	✗
Branding space on the event promotional material.	✓	✓	✓	✓	✓	✓
Logo printed in Event ads & Social Media Network.	✓	✓	✓	✓	✓	✓
Banner Display for your Respective Brand	✓	✓	✓	✓	✓	✓
* Stall in the Exhibit area	✓	✓	✓	✓	✓	✓

Other Event Sponsors

- Costume Sponsor
- Ramp
- Posters
- Theme Sponsor
- Banners
- Flyers
- Backdrop
- Invitations
- Entry Passes

Other Event Sponsors
` 25,000/-

Will get 2 passes in Block A

* For more details; please contact

- Ms. Renuka / Ms. Monika : 8956943824
 - Ms. Akhila : 8378998124
 - Ms. Raahi/Ms. Monica : 8956932405
 - Ms. Nutan : 8956932415
 - Ms. Rucha : 8378998159
 - Ms. Bharati : 9112297601
- Email : renuka.ghospurkar@suryadatta.edu.in / nutan.gawali@suryadatta.edu.in
monika.supsande@suryadatta.edu.in / rucha.joshi@suryadatta.edu.in

Financial Terms and Conditions

For All Sponsors 100% payment on booking (on or before 30th January 2020)
All the payments to be done by DD or NEFT, Bank Transfer, Card Payment & Banker's Cheque in the name of

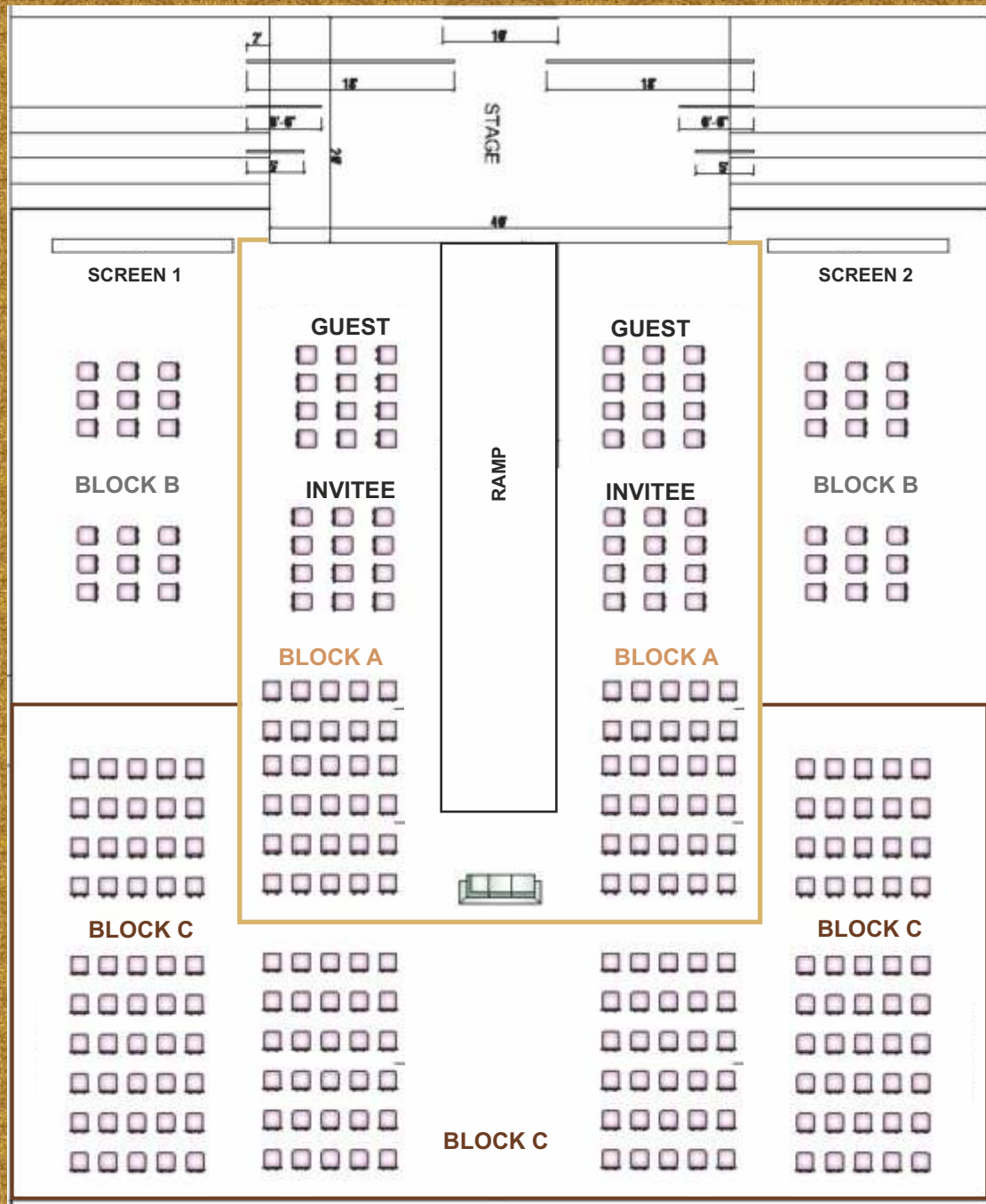
Suryadatta Education Foundation Payable at Pune

Early bird entries eligible for **Extra passes**

BRANDING @ PAST EVENTS



PROPOSED LAYOUT



Entry Ticket Rates Per Person

Block A	INR 2,000/-
Block B	INR 1,000/-
Block C	INR 500/-



SIFT Presents

La Classé

*Annual Runway
Fashion Show*

Date : Saturday 8th February 2020

Time : 5:00 pm to 9:00 pm

SPARK ANNUAL EXHIBITION

THE JOURNEY OF KHADI FABRIC FROM INDIA TO WORLD

Inauguration on Saturday 8th February at 5:00pm

Date : Sunday 9th February to
Tuesday 11th February 2020

Time : 10:00 am to 8:00 pm

Invites you to experience an unique exhibition of 1000+ hand crafted
and innovative variety of articles made from Swadeshi Fabric

Venue: Suryadatta Group of Institutes, Bavdhan, Pune Campus.

* Entry Tickets for *La Classé Annual Runway Fashion Show* will be Available at
Sadashiv Peth Campus | Tilak Road Campus | Bavdhan Campus

Online Ticketing Partner

bookmyshow



Estd. 1999 | Suryadatta Education Foundation's

SURYADATTA® INSTITUTE OF FASHION TECHNOLOGY

School of Fashion & Apparel Designing

ISO 9001 : 2015 Certified Institute and Accredited by NVT-QC, ANAB and IAF

Campus : 2074, Vijayanagar Colony, Sadashiv Peth, Pune - 411030

Web : www.suryadatta.org Follow us on :     

SIFT

Passion for Fashion

SURYADATTA® - Enriching Careers & Enhancing Lives Since 1999