

**Whistling Woods
International**

INSTITUTE OF FILM, COMMUNICATION & CREATIVE ARTS



In association with



SCHOOL OF FASHION

BA in Fashion Design



www.whistlingwoods.net

PROGRAMME SPECIFICATIONS

Duration	: 3 Years (6 Semesters)
Eligibility	: 10+2 or equivalent from any Recognized Board/University
Awarded By	: Rajiv Gandhi National Institute of Youth Development (Institution of National Importance by Act of Parliament No.35/2012)
Entrance Process	: General Aptitude Test, Creative Ability Test, Statement of Purpose & Interview

PROGRAMME OBJECTIVE

The Fashion Design programme at WWI School of Fashion aims at creating a strong foundation in various aspects of design. Students benefit from a rich educational experience that equips them to succeed in the global fashion industry. Our priority is to encourage each of our students to develop their personal brand of imagination and creativity, to help them acquire the knowledge, skills and experience needed to realise personal ambitions and to find their unique voice as a designer. Masterclasses are delivered by a dedicated team of practicing designers/industry specialists, and modules are led by experienced faculties. Students are taken on field visits to work with local artisans and are well-trained to create garments using Indian textiles with a universal appeal.

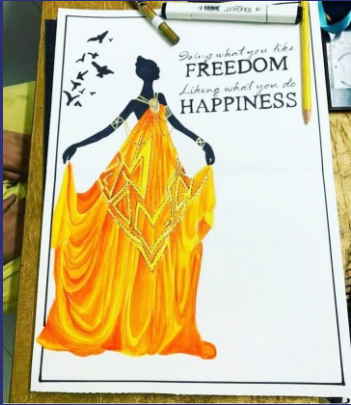
OPPORTUNITIES FOR GRADUATES

India is the second largest producer of textiles and garments in the world. The Indian textiles and apparel industry is expected to grow to a size of US\$ 223 billion by 2021, according to a report by Technopak Advisors. This industry accounts for almost 24% of the world's spindle capacity and 8% of global rotor capacity. Abundant availability of raw materials such as cotton, wool, silk, and jute as well as skilled workforce has made the country a sourcing hub.

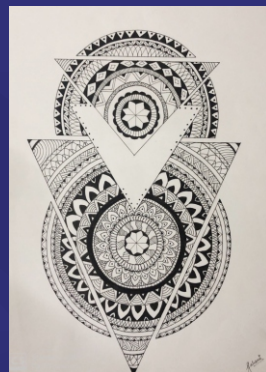
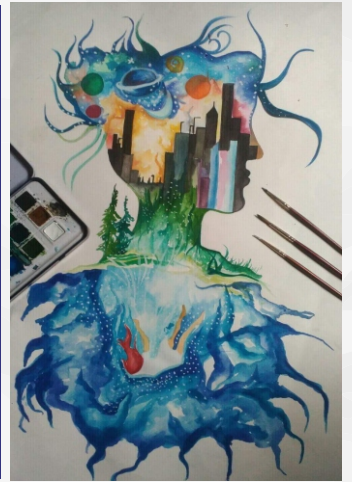
The textiles industry has made a major contribution to the national economy in terms of direct and indirect employment generation and net foreign exchange earnings. The sector contributes about 14% to industrial production, 4% to the gross domestic product (GDP), and 27% to the country's foreign exchange inflows. Thus, growth and all-round development of this industry has a direct bearing on the improvement of India's economy.

Textiles and Apparel industry provides direct employment to over 45 million people. Textiles sector is the second largest provider of employment after agriculture. Fashion Design graduates may work as Costume Designers independently or with a reputed designer or brand. Graduates can also work as Fashion Stylists for films/television. Visual Merchandiser, Fashion Show Coordinator, Fashion Photographer, Fashion Illustrator and Pattern Designer are other areas where Fashion Design graduates can work in.

PROGRAMME OUTLINE							
	Sem	Course Code	Course Title	Theory Credits	Practical Credits	Total Credits	Total Hours
1		FMGE 1101	English Language	2	0	2	30
		FMGE 1104	Creative Writing	2	0	2	30
		FSBC 1101	Fashion Illustration & Digital Design 1	0	5	5	150
		FSBC 1102	Personality Development, Makeup & Grooming	0	2	2	60
		FSBC 1103	Foundation Design	0	3	3	90
		FSBC 1104	Pattern Making & Apparel Construction 1	0	5	5	150
		FSBC 1105	Fashion Theory 1	3	0	3	45
2		FMGE 1117	English Literature	2	0	2	30
		FMGE 1105	Culture Studies 1	2	0	2	30
		FSBC 1201	Textiles 1	0	2	2	60
		FSBC 1202	Fashion Illustration & Digital Design 2	0	4	4	120
		FSBC 1203	Fashion Cordination	0	3	3	90
		FSBC 1204	History of Fashion Clothing 1	0	2	2	60
		FSBC 1205	Pattern Making & Apparel Construction 2	0	4	4	120
		FSBC 1206	Fashion Theory 2	5	0	5	75
3		FMGE 1106	Production Design	2	0	2	30
		FMGE 1103	Introduction to Indian Arts	2	0	2	30
		FMGE 1109	Culture Studies 2	2	0	2	30
		FSBC 2101	Textiles 2 (Indian)	0	2	2	60
		FSBC 2102	Fashion Illustration & Digital Design 3	0	5	5	150
		FSBC 2103	History of Fashion Clothing 2	0	2	2	60
		FSBC 2104	Pattern Making & Apparel Construction 3	0	5	5	150
		FSBC 2105	Fashion Theory 3	4	0	4	60
4		FMGE 1119	Understanding of World Art	2	0	2	30
		FMGE 1110	Culture Studies 3	2	0	2	30
		FSBC 2201	Advance Illustration & Digital Design 1	0	5	5	150
		FSBC 2202	Business of Fashion 1 (Merchandising)	0	3	3	90
		FSBC 2203	Advance Pattern Making & Couture Finishes 1	0	5	5	150
		FSBC 2204	Trend Forecasting	0	2	2	60
		FSBC 2205	Fashion Theory 4	4	0	4	60
5		FMGE 1118	Understanding Art Context	2	0	2	30
		FMGE 1112	Culture Studies 4	2	0	2	30
		DSBG 1101	Introduction to Design Culture	2	0	2	30
		FSBC 3101	Styling for Films & Television	0	4	4	120
		FSBC 3102	Advance Pattern Making & Couture Finishes 2	0	5	5	150
		FSBC 3103	Advance Illustration & Digital Design 2	0	4	4	120
		FSBC 3104	Business of Fashion 2	0	1	1	30
		FSBC 3105	Fashion Theory 5	3	0	3	45
6		FSBC 3201	Advance Pattern Making & Couture Finishes 3	0	7	7	210
		FSBC 3202	Portfolio Development	0	7	7	210
		FSBC 3203	Business of Fashion 3	0	2	2	60
		FSBC 3204	Fashion Theory 6	3	0	3	45



STUDENT WORK



FACULTY



Jewellyn Alvares
Head of Department

From being a renowned Fashion Designer to an expert in designing couture, customised bridalwear and more, Jewellyn Alvares, is a man who dons many hats. For more than 2 decades, his speciality in bridalwear, under the brand name 'Jule Bridal', has made him an expert in finer nuances. In 2018, at the Lakme Fashion Week, he launched his menswear line under the eponymous label, Jewellyn Alvares. He is also a trained footwear designer and his creative repertoire has been seen in international brands like Catwalk and Pavers England, to name a few.



Shilpa Soneji Davda
Faculty

An international design school alumni trained in illustration, Shilpa Soneji Davda has years of experience in guiding design aspirants in developing detailed hand-drawn illustrations and rendering skills using multimedia tools. As an academician, having worked with leading institutes of the country, she has developed a unique mode of delivering lectures that are effective and produce commendable outcomes. Besides academics, she has illustrated children's storybooks. She also works as an illustrator for designers and brands and is a portfolio curation expert.



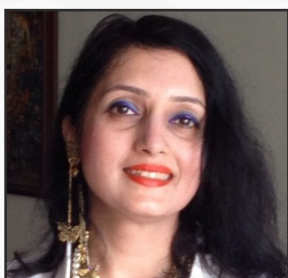
Deepen Sharma
Faculty

As a Fashion Illustrator for over 6 years, with trained skills in design and applications used to aide digital design, Deepen Sharma brings industry experience to the classroom. He has worked with national and international designers and brands, such as Anita Dongre, Payal Singhal, French Consulate and many more. He has also worked as a Head Designer for a famous jewellery brand and have had his works featured in international magazines such as Vogue and Verve. Owing to his strong personal style and being the finalist of Myntra's Fashion Superstar, a reality show that shot him to fame, he has created a name for himself in the world of fashion as an influencer.



Indrila Varma
Faculty

Indrila Varma holds a Masters in Fashion Technology and is currently pursuing her Ph.D. in the area of green manufacturing environmental sustainability in the textile and apparel sector. With combined corporate and academic experience of more than 15 years, she has worked in the corporate sector as an Export Merchandiser and Retail Buyer. She has also worked with premier retailers like Pyramid Retail and Shoppers Stop. Her expertise lies in the fields of Retail Buying and Merchandising, Marketing, and Textiles. She has also published several research papers in various journals and participated in international conferences in India and abroad.



Rugmani Venkat
Faculty

Rugmani Venkat has over 21 years of experience in academics, and holds a Masters in History and Ancient Indian Culture from the University of Mumbai. With a mastery in handcrafted jewellery, and research, her area of expertise lies in History of Art, Costume and Fashion, Cultural Anthropology, and Jewellery/Accessory crafting techniques. As an avid backpacker, she takes interest in ethnic cultures and their manifestations, besides being a voracious reader.



Lancy D'silva
Faculty

With over 25 years of work experience in the industry, Lancy D'silva has been crafting structured apparel for select clientele for over a decade. His experience with the Italian brand, 'B'roni' as the Made-to-Measure Manager and later as a Bespoke Consultant with 'Camessi', has honed his skills in pattern making and garment construction with immaculate detailing to cut, fit and finish, which influences technical know-how in the institute's design laboratory.

ALUMNI & STUDENT TESTIMONIALS

“Whistling Woods International was a huge step towards my future. As a fashion student I often wondered about why we had so many assignments given to us every day during my academic tenure. But now when I look back, it surely was worth it all. For me it was a step by step learning process where there were a lot of ups and downs but the culture of WWI always taught me to stand up tall and confident. Not forgetting our faculty, who was always there whenever I had a creative block. Every class that I attended left a great impact on my personality and career.”

Mansi Joshi
Alumni, School of Fashion, 2019
Assistant Designer, Deepthi Balagiri Label

“Whistling Woods International has played an exceptional role in creating a strong foundation for my career as well as personal life. I have witnessed skill and competence, rising to a zenith. The learner-centric environment crafted here not only trained us in the academic curriculum but also motivated us. Overall WWI has made a gigantic impact on my life. It has helped me to develop a firm foundation of knowledge, which in turn broadened my horizon about the fashion world. The skills provided by the experienced & expert faculties made me ready for the industry. They have assisted me to look at different career options & helped me understand the exposure in various fields. The institute has taught me professionalism and enhanced my creativity in designing. This kind of knowledge & experience is significant, while working with renowned designers.”

Jigyasha Soni
Student, School of Fashion

“I joined Whistling Woods International as a filmmaking student but eventually found my calling for fashion design. WWI has been my home away from home, I am what I am because of the courage and support that my HODs of respective department gave me while switching my programme. WWI allowed me and gave me the platform to find my own style as I was never controlled or held back. This in turn allowed me to achieve an outstanding portfolio. I started working as Assistant Designer at Gaurang Shah, further worked as the Design Head at Neeta Lulla. Now I am working on my illustrations for my upcoming art exhibition.”

Suryakant Rout
Alumni, School of Fashion, 2018
Ex-Design Head, Neeta Lulla

“My 3-year journey at WWI has been my first step towards exploring my talent, skills, and creativity to the fullest. As a person, I matured and realised my direction of success at this institution. A platform to perform is provided in every institution, but a method to perform and attain success is provided only in the best institutions, and I am extremely proud to be a part of Whistling Woods International's guidance and learning methodologies. I also heartfully thank all my mentors, who have guided me towards the betterment of my skills and creativity.”

Swetha Balasubramanian
Student, School of Fashion

INDUSTRY SPEAKS

“The experience of being here at WWI School of Fashion enabled me to learn so much about myself. I feel institutes like these are important as it gives the students and the invited guests a perspective about different aspects of fashion. I would like to come back and meet the students again.”

Hemant Trivedi
Veteran Fashion Designer

“This is one of the premier institutions I've witnessed and I'm happy and glad to be here. The exposure students get over here is humungous. With experienced people from the industry visiting the school, the students get to learn, pick up and grasp as much as they can. I wish the students success for all their future endeavours.”

Gavin Miguel
Fashion Designer

“It is such a brilliant academy, a brilliant place to be. The faculty is fabulous, the premises are great; everything is so wonderful. It's very inspiring and motivating and a great platform for young and budding creative talent.”

Krishna Mehta
Veteran Fashion Designer

“It's always a pleasure to speak to the students. People imagine that we are teaching them but actually we get to learn from them.

I'm extremely happy with the campus here at WWI. The students have an energy that is unusual. The drive towards the campus is a creative exercise, as there is so much to see. It's very much exciting. Like fashion, it's make-believe. And I love it!”

Wendell Rodricks
Fashion Designer

“The students are very fortunate to have a lovely campus and experienced faculty at WWI School of Fashion.”

Meher Castelino
Fashion Journalist & Consultant

Programme Fees

Programme	Duration	Programme Total	Security Deposit
BA in Fashion Design	3 years	11,00,000	50,000

All figures in Indian Rupees

Fees Payment Plan:

Programme	Acceptance	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Total
Payable	On Admission	Jul 2021	Dec 2021	Jun 2022	Dec 2022	Jun 2023	Dec 2023	
BA in Fashion Design	2,00,000	2,50,000	2,00,000	2,00,000	1,00,000	1,00,000	1,00,000	11,50,000

All figures in Indian Rupees

Material/Other Costs:

Semester 1

Art Material Kit (Approx.): INR 9000 | Sewing Kit (Approx.): INR 7000

3 Reference Books (Approx.): INR 2500 + INR 1000 = INR 3500

Trend Forecasting WGSN subscription: INR 10000

Semester 1 & 3

2 Study Tour (Domestic):
INR 25000 each

Semester 5

Study Tour (International):
INR 125000 (OPTIONAL)

Semester 6

Graduation Show (Max. Budget):
INR 100000

Note:

- The above mentioned costs does not include cost of fabric or accessories that students are required to purchase from time to time for the assignments of any subjects. This would be on their discretion to buy the fabric/accessories of the cost that suits them
- Also, there is no mandatory vendor from our side. Students will be 'suggested' a vendor by the Institute, but it is purely the discretion of the student /parent to buy from a vendor of their own choice
- All students being accepted to the Fashion Design programme will need to acquire an Art Material Kit, a Sewing Kit, a Trend Forecasting WGSN subscription and some fashion reference books. The cost of the WGSN subscription is INR 10,000/- + GST per year as of now. However, it is subject to change each year. Additional details will be provided on admission

Disclaimer:

- Curriculum of programme is indicative. May be altered as per the discretion of WWI/RGNIYD
- Fee mentioned above do not include any Govt. Taxes, which may be added as and when mandated. Also exam fee is not included in the above fee. Fees may be changed as per the discretion of WWI/RGNIYD with appropriate prior notice

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SCHOOL OF FILMMAKING

SCHOOL OF CREATIVE ARTS

SCHOOL OF MEDIA & COMMUNICATION

SCHOOL OF EVENT MANAGEMENT

SCHOOL OF PERFORMING ARTS

For admission enquiries, please write to:

✉ **admissions@whistlingwoods.net**

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