



Press Note

- **Suryadatta Institute of Fashion Technology and Suryadatta Institute of Mass Communication & Event Management, together organizing “F-OTO WOOD 2014” Exhibition**

Theme: Fashion. Photo and Bollywood

Suryadatta Group of Institutes has always tried to gauge new possibilities in the ever evolving education sector. Fashion, being a new frontier of creative job opportunities is rapidly evolving in India. Suryadatta Institute of Fashion Technology (SIFT), provides students with newer options to discover more possibilities in their career by offering various courses like diploma, degree, Pg diploma, Masters Degree and Short duration courses in the field of Fashion and Jewellery Designing and Textile designing. Short course in Fashion Design offers plenty of opportunities for enthusiastic, talented and hard working youngsters, house wives, professionals. Students who enroll in these courses are provided with industry-specific, technical and professional skill with strong emphasis on pattern cutting, Garment construction and Fashion illustration, this enables the graduating designer to perform competitively in the global Fashion Industry. The course encourages a rigorous creativity and intellectual approach to Apparel Design.

Fashion Designing is a skill based sector. To ensure that students fully master their designing skills, they get hands-on experience in fashion designing as well they are exposed to the contemporary styles & trends ruling the markets, thus SIFT organizes all various kinds of Workshops, Fashion Shows & Exhibitions for the students. Like Fashion Make-up, Sari draping, Personal Grooming, Self-Entrepreneurship Development sessions etc. The Exhibition organized in the previous years has been Village, Recycled, etc. All of which were very successful.

Suryadatta Institute of Mass Communication & Event Management, (SIMCEM), provides scope of Media and Mass Communication courses that has been widening day by day and the Event Management Industry encompasses events like Fashion & Celebrity shows, Road shows, Musical concerts, Company conferences, Banqueting facilities, Tourist attractions and Sports.

The students of SIFT and SIMCEM together will be displaying their skills and talents through this exhibition named 'F-OTO WOOD'. The elaborated meaning of F-OTO WOOD is Fashion. Photo and Bollywood. We will take you through the eras of Bollywood right from Madhubala and Devanand to Amitabh and Hema Malini to Deepika Padukone. Moreover, the assignments of students, garment stitched by students will be displayed along with a photo exhibition, and a short documentary film.

A part from the exhibition there will be exciting stalls of mehendi,tattoo,hair breeding, handmade item,food stalls and much more..So,Eat! Shop!Enjoy!

Approximately more than thousands guests are expected -professionals & experts from the industry, faculty and students from other Colleges, media and academia. The planning and execution of the Exhibition will provide the students hands on experience in event management, Marketing skills, Communication skills. The Exhibition will thus provide good visibility, branding and logo presence for your organization.

For this Exhibition Guest of honor Miss. Caroline, Fashion Choreographer and working for an NGO, & Miss. Anaida an Indian performer, actor, director, producer, pop and playback singer, multi-linguist, advertising conceptualize, creative exponent of the fine arts, writer/poet and painter.

We are hereby welcoming you all, this is a formal invitation for most exciting exhibition cum sale of handmade items. Exhibition is free of charge.

Venue of Exhibition: SuryadattaEducation Foundation's,
Suryadatta Institute of Fashion Technology (SIFT),
2074, SadashivPeth, VijayaNagar Colony,
Behind S.P.College, Pune – 411030

Date & Time: Date: 20th, 21st& 22nd December 2014
Time: 10.00am to 6.00pm

For More Details Contact: 020-24325830, 24330425,
www.suryadatta.org, www.sgisift.org
