



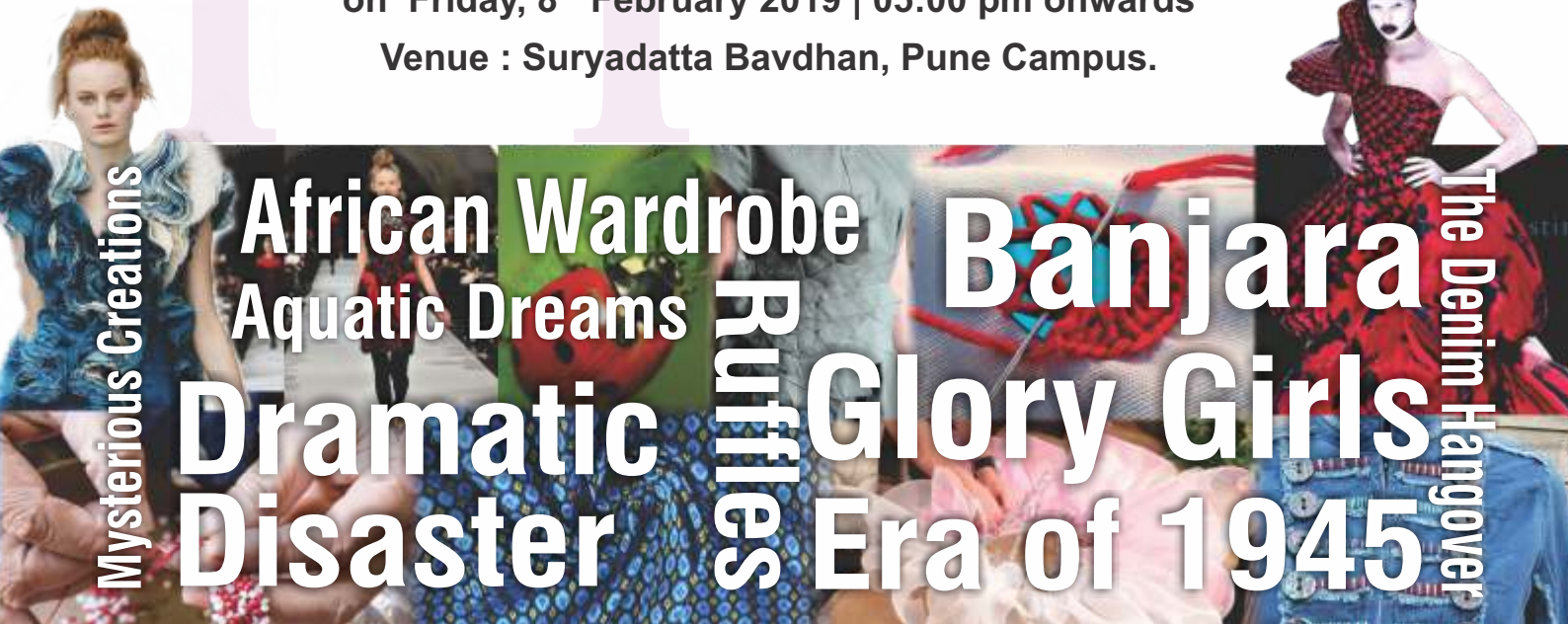
# La Classé

**Annual Runway Show 2019**

**New Style Innovation**

on Friday, 8<sup>th</sup> February 2019 | 05:00 pm onwards

Venue : Suryadatta Bavdhan, Pune Campus.



Mysterious Creations

**African Wardrobe**

**Aquatic Dreams**

**Dramatic Disaster**

**Ruthless**

**Banjara**

**Glory Girls**

**Era of 1945**

The Denim Hangover



## ABOUT SURYADATTA EDUCATION FOUNDATION

**SURYADATTA EDUCATION FOUNDATION (SEF) is a charitable trust registered with the Registrar of Societies, Government of Maharashtra. The Suryadatta Group of Institutes established in the Year 1999.**

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.

Prof. Dr. Sanjay B. Chordiya, a Senior Management Professional, Chartered Engineer and Educationist is the Chairman and Founder President of Suryadatta Education Foundation. Dr. Sanjay B. Chordiya established Suryadatta Education Foundation to develop self motivated successful leaders in the field of Management, Information Technology, Media & Mass Communication, Corporate Communication, Consultancy, Value Education, Training and Research. Since its inception, Suryadatta Education Foundation has contributed to the present day vibrant global economy by giving the Industry multi faceted professionals.

The ethos of Suryadatta is "Enlightening and Disseminating Knowledge for Prosperity" " **ज्ञाननिर्धूत कर्मणाः** "



**Prof. Dr. Sanjay B Chordiya**  
Founder President & Chairman

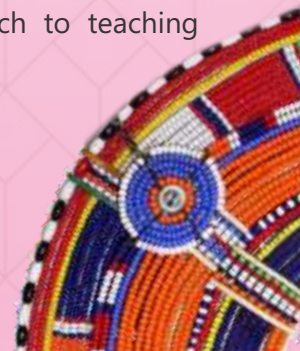


## VISION

To be a World Class Centre of Excellence in Innovative learning, combining the best of Indian sensibilities with a Western Outlook and to be rated as a premier Educational Institute, offering contemporary education using State-of-the Art technology, spearheading high quality research, besides providing expert training and consultancy services catering to the ever-changing needs of the Industry and Society.

## MISSION

- Create multi-faceted professionals in emerging disciplines, attuned to a rapidly evolving, volatile, global economy.
- Develop sustainable network of reputed academicians and high level achievers in the corporate and social arena.
- Shape a complete human being steeped in rich values through a holistic approach to teaching methodologies designed by Industry Experts.





# SURYADATTA

REDEFINING

# FASHION

WITH PASSION



## FROM THE DESK OF VICE PRESIDENT



**Mrs. Sushama S. Chordiya**  
Vice President  
Suryadatta Education Foundation

Dear Students,

"India is witnessing a welcoming environment for creative industries. The professionals and connoisseurs are in demand in the mainstream industries like never before.

Vibrancy of the colours of 'Rainbow' turn round in the visual forms of nature from season to season, the twinkling stars of the pitch dark night, the fragrance emitted by thirsty earth with first shower of monsoon, the buds blossoming with the touch of golden sun rays and soon..... always enchant the human beings and gets reflected in our creations.

Probably the origin of Fashion designing is related with Nature's creativity and its confluence with thinking power of intelligent human beings. Here in Suryadatta, our Inspirations are these wonders of the universe, and I welcome you to this wonderland of Suryadatta where we will weave your dreams into reality.

In SIFT, every day will be a pleasant surprise for you through practically oriented learnings and finally fly in the open world of challenges with the confidence of conqueror as a beautiful butterfly as well as the mighty eagle.

## MESSAGE FROM H.O.D., FASHION DESIGN



**Mrs. Renuka Ghospurkar**  
Head of Department  
Fashion Design & Technology (SIFT)

Dear Students,

Our specialty is dedicating this institute for design education in the stream of fashion. Many related areas are focused on having the key subject as fashion design. This institute offers many undergraduate courses related to fashion that leads to creating fashion entrepreneurs internationally. Receiving world class education from the right place at the right time makes students achieve their goals in life successfully. We believe in developing originality in every individual who joins us. When they graduate and serve the industry they are our footprint in creative education. We believe in quality than quantity as we nurture artists to take the lead in fashion design and management in the future.

Fashion is an art, a lifestyle, a self-portraying medium. This global language of fashion is a part of every individual's life. We take responsibility in taking the lead of directing and supporting this global language through creative minds.

The strong backing of the Management of Suryadatta Group of Institutes for ensuring holistic growth of its student's personality is amazingly dedicated to the only goal of student's welfare. This has enabled us to explore new fields in fashion designing & technology and to be in close interaction with the fashion industry.



# GLIMPSES OF *La Classe* RUNWAY SHOW 2016





# GLIMPSES OF *La Classe* RUNWAY SHOW 2016





# GLIMPSES OF *La Classe* RUNWAY SHOW 2017





# GLIMPSES OF *La Classe* RUNWAY SHOW 2017



La Classe Runway Show 2017  
Saw some known faces from the industry along with Top Models from Mumbai and National Level Pageant Winners from Pune.  
Yogita Bihani currently seen on Soni TV as a Main Lead of 'Dil hi toh hai'.



# FASHION SHOW THEMES 2019

The tagline, 'New style innovation', speaks about central themes of the Fashion show. In 2019 students of SIFT will showcase 9 themes and working on different aspects such as different fabric manipulation techniques, Surface ornamentation techniques and embellishment techniques. Few groups are inspired by insects, African Tribes, Banjara Tribes etc. Students are developing the outfits using Denim, CAN-CAN fabric and Khun fabric.

Inspired by a Fish, the theme is based as the dyeing effect and ombre concept.



## The RAGE of Ruffles



## Banjara - The Wandering Souls



Inspired by the Banjara jewelry and surface ornamentation techniques, this collection consists of western garments.



## Aquatic Dreams



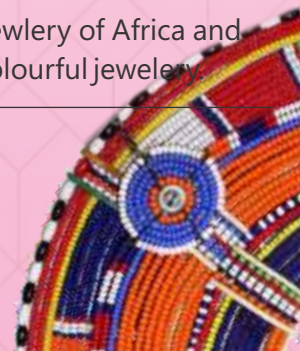
Using Fusing and can can as the main fabric, this collection consists of long and short western dresses



## African Wardrobe



This collection is inspired by the Tribal Jewellery of Africa and focuses more on simple garments with colourful jewellery





## Glory Girls



A Collection of garments using creative techniques of fabric manipulation like smocking, quilting etc.

Incorporating Maharashtra's famous Khun Textiles into semi-ethnic garments emphasising the accessories.

## Era of 1945



## Dramatic Disaster



Keeping Alexander McQueen's weird & innovative styles as inspiration, this collection contains unique silhouettes with knotting and some other surface ornamentation techniques.

An innovative collection including a Denim Saree and Indo Western Garments with ornamentation techniques like Zardosi, Bead work and Patch work etc.

## The Denim Hangover



## Mysterious Creations



Inspired by the shapes, colors and patterns of various insects, this collection is made exclusively for kids.



## 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.

As our tagline suggest 'New Style Innovation' this year we have surprises for audience as we have 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 tinsel town 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 talent of the students and this is the 8<sup>th</sup> Annual Fashion Show

### Intention

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

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

Fashion show is an apt event to promote youth & 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 youth, the target groups we focus on are – college goers [age 18 – 24 years], professionals in the fashion industry, 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



# MEANS OF SPONSORSHIP



## Promotional Opportunities

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

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

Sponsors Benefits	Title Sponsor (only your brand) ₹ 3,00,000/-	Platinum (Max. of 1 Sponsor) ₹ 2,00,000/-	Gold (Max. of 2 Sponsor) ₹ 1,00,000/-	Silver ₹ 50,000/-	Bronze ₹ 25,000/-
The event title as "our sponsor presents THE FASHION SHOW"	✓	✗	✗	✗	✗
One member in the judging panel	✓	✗	✗	✗	✗
Presence in Inaugural Session	✓	✓	✗	✗	✗
Mention in the media coverage.	✓	✓	✓	✓	✗
Mentioned in opening and closing ceremony	✓	✓	✓	✗	✗
Branding space on the event promotional material.	✓	✓	✓	✓	✓
Logotype printed in Event ads & Social Media Network.	✓	✓	✓	✓	✓
Own banner	✓	✓	✓	✓	✓
Sponsors will get free passes	✓	✓	✓	✓	✓

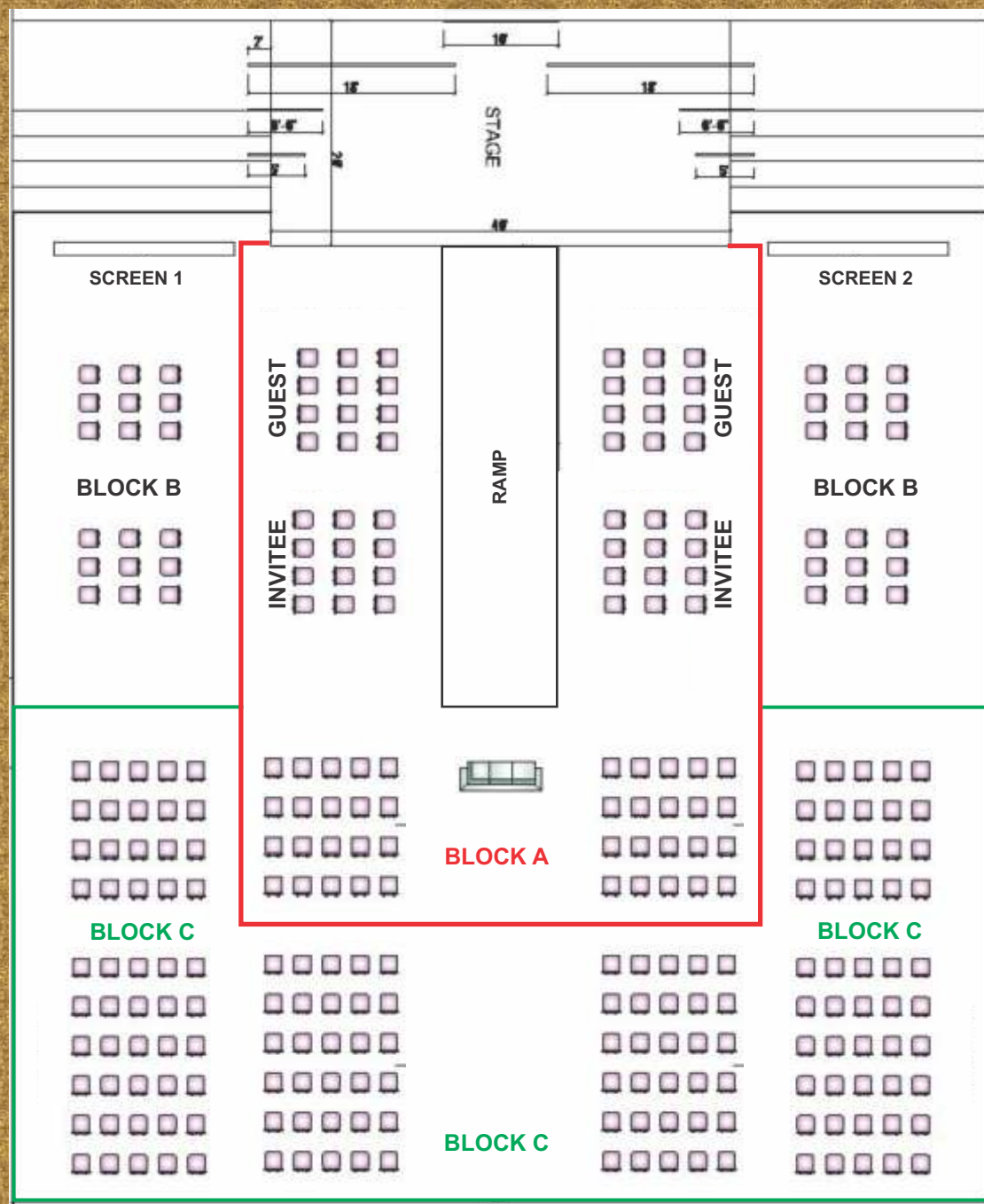
## Financial Terms and Conditions

For All Sponsors 100% payment on booking (on or before 31st January 2019).

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



## STAGE AND RAMP LAYOUT WITH SEATING ARRANGEMENT



Entry Passes Rates	
<b>Block A</b>	INR 2,000/-
<b>Block B</b>	INR 1,000/-
<b>Block C</b>	INR 500/-

Indicated layout \*Seating arrangements may vary as per requirement.



## BRANDING LOCATIONS @ PAST EVENT





## OUR PREVIOUS SPONSORS



## EVENT PARTNER



## SIFT RUNWAYSHOWS IN MEDIA





## STAR CAST @ SURYADATTA







**For more detail please contact:**

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**SURYADATTA GROUP OF INSTITUTES**  
**SIVAS - SURYADATTA INSTITUTE OF FASHION TECHNOLOGY (SIFT)**  
**School of Fashion & Apparel Designing**

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

**Campus :** 2074, Vijaya Nagar Colony, Sadashiv Peth, Pune - 411030

**Web :** [www.suryadatta.org](http://www.suryadatta.org) **Follow us on :**       



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