



VIVEKANANDHA
ARTS AND SCIENCE COLLEGE FOR WOMEN
Affiliated to Periyar University, Salem
Veerachipalyam, Sankagiri - 637303, Salem.



Prof. Dr. M. KARUNANITHI
B.Pharm., M.S., Ph.D., D.Litt.,
CHAIRMAN & SECRETARY

DEPARTMENT OF COSTUME DESIGN & FASHION



VOLUME 1, JULY 2025
NEWSLETTER



Editorial Desk

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Associate Professor & Head
Team of CDF
Faculty & Students

Designer

Ms.M.P.Saparna, M.Sc.,
Tutor
Costume Design & Fashion



CHAIRMAN MESSAGE

I take immense pride in the Department of Costume Design & Fashion for nurturing creativity, craftsmanship, and innovation. The department empowers students with practical skills, industry knowledge, and ethical values, shaping them into future fashion leaders who respect tradition while embracing modern trends. I wish them continued success and excellence.



**Prof. Dr. M. Karunanithi,
B.Pharm., M.S., Ph.D., D.Litt.,
Chairman & Secretary
Vivekanandha Educational
Institutions & Hospitals**

PRINCIPAL MESSAGE



**Dr. V. Padmanabhan,
M.Com., M.Com(CA), MBA., Ph.D., NET
Principal,
VIAAS**

I proudly acknowledge the Department of Costume Design & Fashion for its dedication to creativity, innovation, and skill development. The department equips students with industry-relevant knowledge, nurturing future designers who blend tradition with contemporary fashion. I commend their efforts and wish them continued success.

NEWSLETTER

JULY 2025





COSTUME DESIGN & FASHION NEWSLETTER

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DEPARTMENT OF COSTUME DESIGN AND FASHION

ABOUT THE DEPARTMENT

The Department of Costume Design and Fashion was established in the year 2017. The Department of Textile and Fashion Designing was established in the year 2019. The scope of our course is immense as women have increasingly become more fashion conscious and seek to enhance it in every way. The role of the costume designers is to create the characters outfits /costumes and balance the scene with texture and colour etc. The costume designer works alongside the Director, Scenic, Lighting Designer, Sound Designer and other Creative personal. Clothing companies need to hire people in a variety of jobs, ranging from fashion designers, textile designers, models, retailers, buyers and merchandisers, to provide end-to-end solutions to their clients .Our Institutions provide training to potential fashion designers to expand their talent and become entrepreneurs in the fashion world





VISION

To empower women as trailblazers in global fashion and costume design, blending creativity, technical expertise, and emerging technologies, fostering innovation, sustainability, and inclusivity while shaping the future of design and storytelling.



MISSION

- **Equip women with the skills and knowledge to become confident, independent, and industry-ready professionals in costume design and fashion.**
- **Develop students as creative and critical thinkers with a solid foundation in design, storytelling, and product development.**
- **Provide hands-on training in key areas such as CAD-based textile design, printing, embroidery, 3D garment design, pattern making, and grading.**
- **Incorporate cutting-edge technologies like AI, AR, and VR to stay aligned with global industry trends and foster innovative approaches.**

DEPARTMENT OF COSTUME DESIGN & FASHION



DOMAIN IN FOCUS

- DESIGN THINKING
- INNOVATIONS
- START UPS
- ENTREPRENEURSHIP
- WOMEN EMPOWERMENT
- SUSTAINABLE FASHION
- CAD DESIGNERS
- INDUSTRIAL ENGINEERING
- VISUAL MERCHANDISING
- DIGITAL FASHION DESIGNING
- FASHION PORTFOLIO
- BEAUTICIAN



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STUDENTS ACHIEVEMENTS MAKE-UP ARTIST



Hearty Congratulations!

Ms. T. Stylin of III B.Sc. CDF has successfully completed a professional makeup artistry course, showcasing her dedication, creativity, and skill in the beauty industry.





STUDENTS ACHIEVEMENTS NSS - NIC 2025



Hearty Congratulations!

The Department of Costume Design and Fashion extends heartfelt congratulations to Ms. C. Yuvasree and Ms. M. Lathika for successfully participating in the NIC 2025 at LEAD College, Kerala. Their selection reflects outstanding commitment, leadership, and enthusiasm. We are proud and wish them continued success ahead.





STUDENTS ACHIEVEMENTS SPORTS



Hearty Congratulations!

Ms. S. Megala has brought pride and honor with her successful participation in the President Cup 2025, organized by the King Maker Sports Academy in collaboration with the P-5 Police Boys & Girls Club. Demonstrating exceptional skill and determination, she secured the Gold Medal in Boxing.





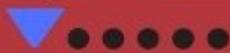
CLUB ACTIVITY

BRUSH & BOTTLE ACTIVITY

The Department of Costume Design and Fashion conducted the creative Brush & Bottle, club activity on 30.01.2025 and 01.07.2025, encouraging students to explore artistic expression through painting and design.



The Brush & Bottle, club activity enhanced students' creativity, improved their painting and design skills, and encouraged artistic self-expression, fostering a deeper appreciation for visual aesthetics in fashion design.



The Start-Up initiative empowered students with entrepreneurial skills, enhanced their understanding of business development, and encouraged innovative thinking, laying a strong foundation for future ventures and self-reliance in the fashion industry.



PAPER REBORN ACTIVITY

CLUB ACTIVITY

The Department of Costume Design and Fashion organized the Paper Reborn, club activity on 04.07.2025 and 07.07.2025, promoting creativity through sustainable fashion using recycled paper-based design projects.



RECYCLING

In the "Paper Reborn" activity, students learned paper recycling hands-on, fostering creativity, teamwork, and sustainability. They created new paper sheets while gaining awareness of eco-friendly practices and environmental responsibility.

HALO CRAFT ACTIVITY



CLUB ACTIVITY

The Department of Costume Design and Fashion conducted the Halo Craft, club activity on 04.07.2025 and 07.07.2025, focusing on enhancing students' creativity through innovative handcrafted fashion and accessory projects.



CREATIVITY



Students creatively transformed old bangles, threads, and embellishments into beautiful accessories, enhancing hand-eye coordination, concentration, and teamwork while gaining appreciation for traditional crafts and the art of upcycling.

COLOUR PAPER ART



The Department of Costume Design and Fashion organized the Colour Paper Art, club activity on 10.07.2025. Students demonstrated creativity and teamwork by crafting vibrant designs using color paper. This engaging activity enhanced their focus, hand-eye coordination, and design skills while promoting sustainable artistic expression.

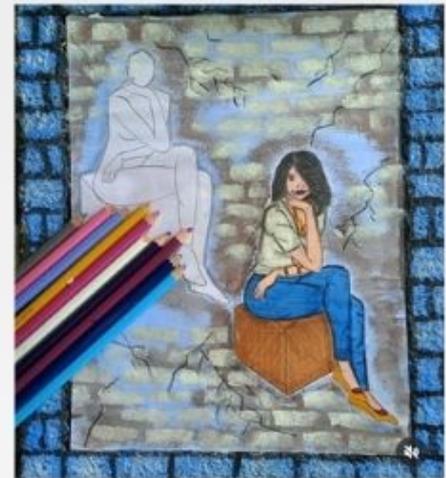
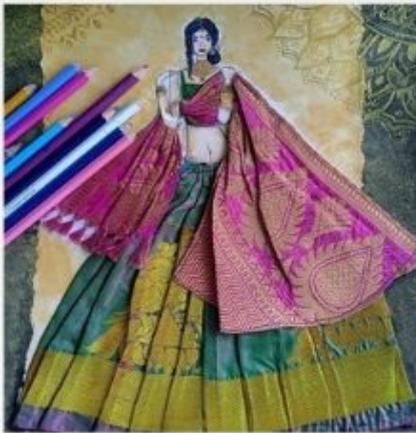
ART & CRAFT WITH JUTE



The Department of Costume Design and Fashion organized the Art & Craft with Jute, club activity on July 8 and 9, 2025. Students demonstrated their creativity by crafting wall hangings and coasters from jute thread, fostering an appreciation for natural fibers. This engaging hands-on experience also helped improve fine motor skills, patience, and environmental awareness through artistic expression.



FASHION ILLUSTRATION





EVENTS



INDUSTRIAL VISIT



The Department of Costume Design & Fashion organized an industrial visit to Pallava Spinning Mill Pvt Ltd on 11.07.2025. A group of 82 students and 4 faculty members participated in the visit. The spinning mill visit offered students hands-on insight into yarn production, highlighting material properties, modern techniques, sustainability, and industry interaction –bridging theory with practice for future-ready fashion professionals.



NEW •

HANDLOOM FASHION SHOW 2K25



The Department of Costume Design and Fashion, in association with Kovai Makkal Sevai Maiyam and Ideamax, organized a spectacular Handloom Fashion Show on 24.07.2025. The event aimed to promote traditional handloom textiles and showcase students' creativity through sustainable fashion. Dr. S. Sangeetha, Logistic Expert, Psychologist & Cosmetologist, graced the event alongside Mrs. Gowri Saravanan from Kovai Makkal Sevai Maiyam, Coimbatore. Mr. Sathish Kumar, Center Manager at Ideamax, Erode & Ms. K.S. Dhivya, Fashion Designer and Jury from Ideamax, Erode, added value to the occasion. The show celebrated the elegance of handloom and the innovation of emerging fashion designers.

HANDLOOM FASHION SHOW 2K25



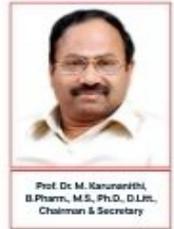
GUEST LECTURE

The Department of Costume Design & Fashion conducted a guest lecture on "Textile Trailblazers: Empowering Women through Innovation & Industry Insights" on 21.07.2025. Guest speaker Mr. Kandhasamy Nallayan delivered an inspiring talk emphasizing women's role in textiles. His motivating insights enriched students' understanding of industry innovations and empowerment opportunities.

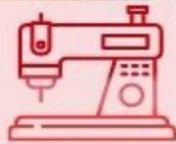




SANKAGIRI VIVEKANANDHA ARTS AND SCIENCE COLLEGE FOR WOMEN Affiliated to Periyar University, Salem.



DEPARTMENT OF COSTUME DESIGN & FASHION



Hi Tech Sewing Lab



Beauty Palace



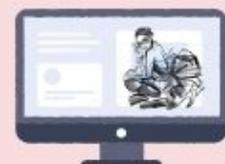
**Pattern Making &
Draping Lab**



Textile Testing Lab



**Textile Processing
Lab**



**CAD & Fashion
Illustration Lab**



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VIVEKANANDHA EDUCATIONAL INSTITUTIONS

TIRUCHENGODE CAMPUS

Swamy Vivekanandha Medical College Hospital and Research Institute
Vivekanandha Dental College for Women
Swamy Vivekanandha College of Pharmacy
Vivekanandha College of Nursing
Vivekanandha School of ANM
Swamy Vivekanandha Physiotherapy College
Vivekanandha Allied Health Science (Co- Ed)
Krishna Institute of Optometry & Research
Vivekanandha Institute of Health Science & Research (Boys)
Krishna Institute of Health Science (Boys)
Vivekanandha College of Engineering for Women (Autonomous)
Vivekanandha College of Technology for Women
Vivekanandha Institute of Information and Management Studies
Vivekanandha College of Arts & Sciences for Women (Autonomous)
Vivekanandha College for Women
Vivekanandha College of Education for Women
Krishna College of Education For Women
Krishnasree College of Education For Women
Vivekanandha Vidhya Bhavan Matric Higher Secondary School
Vivekanandha Medical Care Hospital (VMCH)

SANKAGIRI CAMPUS

Swamy Vivekanandha Naturopathy and Yoga Medical College
Vivekanandha Pharmacy College for Women
Vivekanandha Nursing College for Women
Vivekanandha Arts & Science College for Women
Vivekanandha ANM School
Rabindranath Tagore College of Education for Women
Viswabharathi College of Education for Women

