

AAFT is indebted to

#### Late Shri Suraj Prakash Marwah

(The Founder of AAFT) for his invaluable contribution to our mission to provide quality media education worldwide





















04-09

Patrons

Board of Directors

Academic Council

Advisory Council

Sonam Kapoor

10-19

Maheep Kapoor

Nirmal Kulkarni

Board of Advisors

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From SOFD Director's Desk

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AAFT- ICMEI





SANDEEP MARWAH President, Marwah Studios



SONAM KAPOOR AHUJA Cine Artist



LT. GEN. K. M. SETH (RETD.)
Hon'ble Former Governor of
Chhattisgarh
DR. BHISHMA NARAIN SINGH
Hon'ble Former Governor &
Union Minister
DR. R. L. BHATIA
Hon'ble Former Governor of
Kerala
SHRI VED MARWAH
Hon'ble Former Governor of
Jharkhand
IEUAN WYN JONES
Former Deputy First Minister
fo Wales



BONEY KAPOOR Film Producer



MOHIT MARWAH Managing Director, Marwah Studios



ANIL KAPOOR Cine Artist



AKSHAY MARWAH CEO, Marwah Studios

BOARD OF

DIRECTORS

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SAEED MIRZA

Filmmaker, Mumbai

P. MURARI

Former Chairman, Indian Institute of Mass Comm., New Delhi

PRAYAG RAJ

Film Writer & Director

MR. PAHLAJ NIHALANI

Film & Television Producer

A.S. BEDI

Producer / Director

#### SOORAJ BARJATYA

Renowned Director

JAVED AKTHAR

Renowned Film Writer

#### SATISH KAUSHIK

Renowned Director & Actor

#### MADHUR BHANDARKAR

Renowned Director

#### MUKHTAR ABBAS NAQVI

Former Minister of State for Information and Broadcasting in Govt. of India

#### GIRJA VYAS

Former Minster of State for Information and Broadcasting in Govt. of India

#### SALMAN KHURSHID

Former Minister of Water Resources Member of Lok Sabha

#### SHAH NAWAZ HUSSAIN

Former Indian federal minister & a politician of BJP

Dr. Lalit Bhasin

Senior Lawyer, Supreme Court

#### BHASKAR GHOSH

Former Director General of Doordarshan

#### AZIZ BURNEY

Former Editor, Sahara Urdu

#### BRIJENDRA SAHAI

Former Chief Secretary, Govt. of U.P.

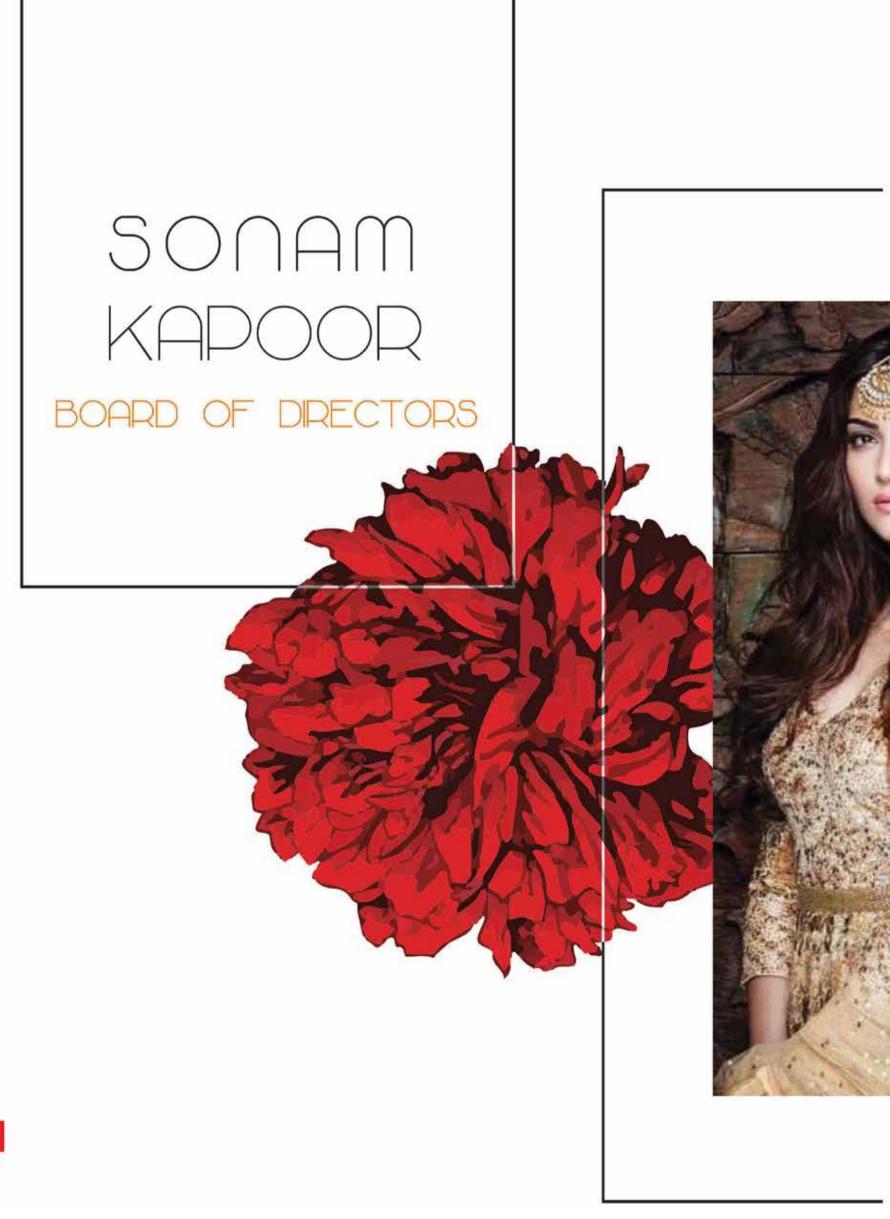
#### RAHUL DEV

Editor, Aaj Samaj

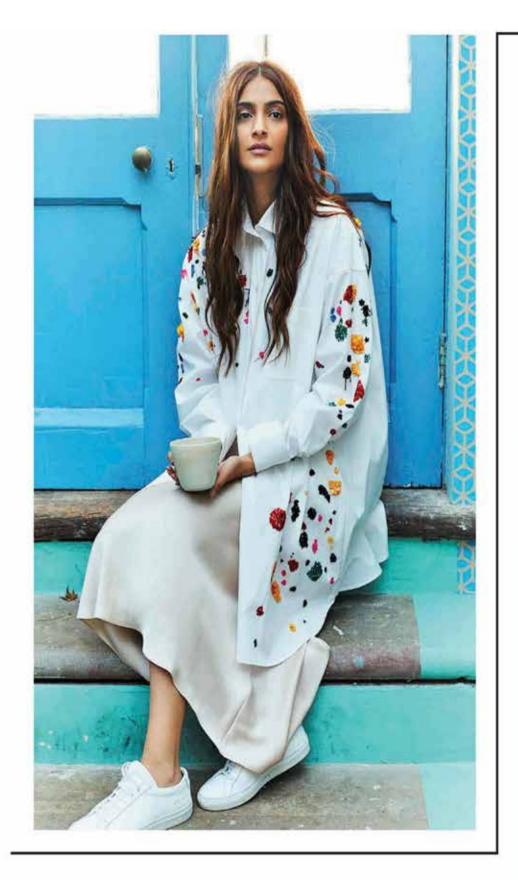
#### **ROB LYNES**

Director, British Council, India

















BOARD OF DIRECTORS









# OARD OF DIRECTORS







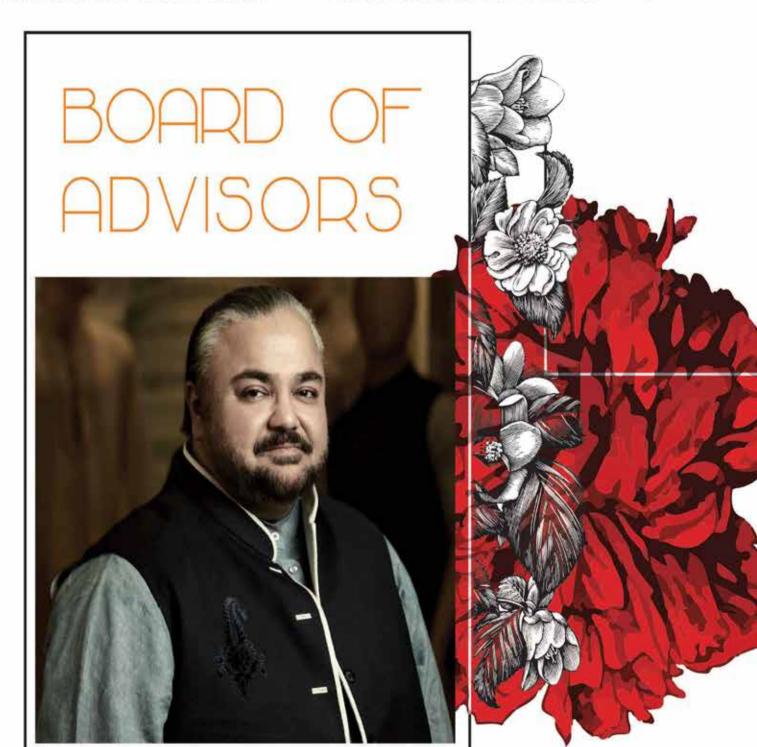


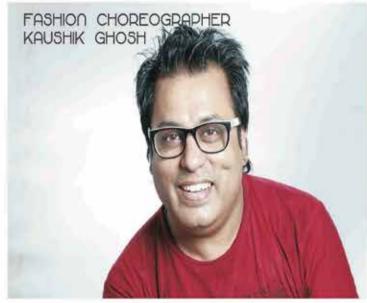




CHOREOGRAPHER : KAUSHIK GHOSH

FASHION DESIGNER : SANJANA JOH





DESIGNER REENA MARWAH







FASHION DESIGNER RAVI BAJAJ



FASHION DESIGNER SUNITA KAPOOR



FASHION DESIGNER DUO : RAHUL KHANNA & ROHIT GANDHI



# FROM THE PRESIDENT'S DESK DR.SANDEEP MARWAH

Fashion is not something that exists in dresses only. Fashion is in the sky, in the streets and has to do with ideas, the way we live and what's happening around us everyday.

Realising this, Asian Education Group is running its' school of Fashion & Design at Marwah Studio, training students from all parts of the world to be more observant and creative, shaping them into dynamic fashionistas who would significantly contribute to the field of fashion.

Marwah Studio is the first professional film and TV studio complex in North India contributing tremendously to the growth of Media and Entertainment Industry all around the world. It is not only the training ground to many media professionals but also a shooting floor for many creative and brilliant projects.

This studio is churning out thousands of talented people hailing from various parts of the world and is inspiring millions in million ways under the banner of Asian Education Group which has been extensively involved in promoting education in Asia through its' Asian Academy of Film & Television, AAFT School of Digital Marketing, School of Cinema, School of Mass Communication, School of Fashion & Design, School of Animation, School of Advertising, School of Fine Arts & Performing Arts, Asian Institute of Hospitality & Tourism, Asian Business School, Asian Law College, and Asian School of Business.

The School of Fashion & Design is diligently training the aspiring trendsetters on costume designing and new innovations in the field of fashion. The school primarily focuses on the development of designing skills of the fresh talent.

The film and media industry is in constant need of skillful and creative people who can effortlessly apply innovative designs and aesthetics to the garments and accessories for the television celebrities and movie stars. The school of Fashion & Design gives a platform to the aspiring fashion designers to create and exhibit their original work portfolio and also to collaborate and learn with the eminent designers in the industry. It is training the young and creative people to become productive for the industry.

Amazingly, our close links with Mumbai Film Industry gives us an unmatchable standing drawing the highest number of students to our institute & gives us the privilege to be amongst the topmost film and television institutes of India.

We believe in working to give best kind of knowledge to our students & giving wings to their dreams!

#### AWARDS & ACCOLADES

The Edutainment Awards 2015

For Best media School

Delhi Gaurav Award 2015

National Award at Vigyan Bhawan

Pride of India Award 2015

Chairman

Indo-Crech Republic Film & Cultural Forum

Chairman

Indo-Romania Republic Film & Cultural Forum

Chairman

Indo-Slovenian Republic Fim & Cultural Forum

Param Shree Award 2014

Media Excellence Award by All Journalist Association

Icon of Noida 2014 by Times of India

ISRMAX Asia 2014 International Award

Enterpreneur of the Year Award by Centre for Education Growth & research(CEGR)

National Media Excellence award by Media Federation of India(MFI)

Honoured by Prime Minister of Nepal Shri Khadga Prasad Sharma Oil

As Chairperson for Indo-Nepal Film & Cultural Forum

Honored by Prime Mi nister of Nepal Shri Khadga Prasad Sharma Oli

As Chairperson for Indo-Nepal Film & Cultural Forum

Honored by International Roma Cultural university, Serbia

Honored by Education Council of India

Honored by NGY Infra Conclave, Noida

Honored at Sri-Sri Ravishankar Vidya Mandir For Promotion of Arts



"DESIGN IS NOT FOR PHILOSOPHY, IT'S FOR LIFE"

- ISSEY MIYAKE

On behalf of Asian School of Media Studies, I would like to welcome you to the School of Fashion & Design. It is our aim to lead each one of you on, to reach the highest standards of professionalism during your period of study here. And I am certain that your forthcoming journey will be challenging, rewarding and, above all, enjoyable.

The School of Fashion & Design is more than just a design school. It is a place with beautiful and inspiring surroundings that produces unique professional designers. Our specialized programmes in Fashion Design, Fashion Communication, Interior Design, Textile Design and Jewellery Design have been developed, delivered and assessed by a robust mix of faculty and industry leaders with significant years of experience.

Students come to the School with an intense curiosity, a deep affinity for other people, and the desire to gain an understanding beyond their own experience. Coursing through our stringent curriculum, they navigate each step in the innovation process together. The design thinking process becomes a 'glue' that holds teams together, allowing students to unleash intuitive leaps, lateral thinking, and new ways of looking at creative problems.

With much dedication and passion, we are constantly improving in every way possible towards our goal to give our students an academically-comprehensive and personally rewarding education. We are certain that the solid achievement on your School of Fashion & Design programmes will provide you with a positive start in your chosen career when you graduate as a professional designer.

All we expect from you is hard work, determination and passion. Follow your design dreams by making the most use of all your senses, allow yourself to think outside of the box and not to follow mainstream opinions.



### ABOUT US

The world we live in is largely designed shaped and controlled by human imagination and endeavors. As a species, we are artists and designers capable of the most compassionate, farsighted, and joyful actions. We probe, stimulate and transform almost everything around us. We define beauty, proportion, and aesthetics in ways that bring us together and drive us apart. Design is not a neutral act. It is purposeful and magnifies capacity. It reveals and conceals who we are. And while design has played a role in every epoch of human history, it has never been more important than now.

The School of Fashion & Design is a hub for innovation and creativity. Students and faculty, in all disciplines of creative design, that is fashion, interior, textile jewellery, collaborate and exchange their ideas to produce inspiring designs together. on creating spectacularly focus transformative learning experiences for a generation of students and prepare them to rise with the challenges of our times. We aive them formal education, industry experience and mentor them in creation of strong portfolios that will enhance their job prospects.

SOFD has emerged as the leader in design education. Our deliberate mash-up of industry, academia and the big world beyond campus is a key to our continuing evolution. It provides a much broader spectrum of fashion education by catering to the needs of the film industry with respect to costume designs, accessory

designs and more. Here, the students will understand the importance communication and critical reasoning and the effect they have on this diversified and global industry. The programmes are structured to challenge and inspire students by incorporating artistic. technical, and theoretical elements into a realistic approach to the Fashion & Design The fully Industry. equipped state-of-the-art campus and real-world curriculum of our institute is bound to inspire future thinkers and innovators in the global world of fashion and design.

The college is dedicated to imparting quality and innovative education and preparing students for careershat require exceptional skill in designing aspects. It offers courses in a variety of creative arts, with strong liberal arts education supporting specific preparation for a variety of careers in design professions. Our curriculum gives exposure for actual work experience in the industry. The hands-on experiential learning through live projects, innovative pedagogy under the quidance of experienced faculty and practicing professionals, and through participation in national events organized by college, the students can enhance their professional, creative and artistic skills, and improve their future employment options.

We welcome you to board the most exciting, innovative, memorable and creative learning experience at School of Fashion & Design.



#### PROGRAMS SCHOOL OF FASHION & DESIGN

#### 3/6 MONTH CERTIFICATE COURSES

- Modeling (3months)
- Makeup & Styling (6months)

#### 1 YEAR UG/ PG DIPLOMA COURSES

- PG Diploma / Diploma in Fashion Design
- Diploma in Textile Design
- Diptoma in Textile & Fashion Design
- Diploma in Fashion Communication
- Diploma in Jewellery Design

#### 2 YEAR PG DEGREE + DIPLOMA

Fashion Design

#### 3 YEAR UG DEGREE + DIPLOMA

- Fashion Design
- Fashion Communication
- Jewellery Design
- Textile Design

#### 4 YEAR UG DEGREE + DIPLOMA

Fashion Design

# CAREER

#### **FASHION DESIGN**

A career in fashion design & communication involves lots of glamour and thus, is regarded as one of the most stylist career options to take up. Now-a-days, there is a constant need for skilled professionals in the fashion world concerning fashion shows, movies, commercials, photo shoots, and other related settings. Besides, they can also work independently and get hired on contractual basis.

- Fashion Designer Fashion Stylist
- · Fashion Consultant · Apparel Merchandiser
- · Fashion Merchandiser · Visual Merchandiser
- · Textile and Fabric Quality Auditor
- Sampling In-charge for Buying Houses
- Product Development Manager
- Fashion Communication Manager
- Fashion Event Manager Fashion Journalist
- · Fashion Show Presenter · Quality Controller
- · CAD Designer · Freelance Designer

#### **FASHION COMMUNICATION**

With the multitude of domestic and international brands, companies and designers exploding into the Indian retails scenario, it has become essential for each of them to develop a unique brand identity, and maximize its visibility. This is made possible by FASHION COMMUNICATION professionals, who except in extending the design stratergy beyond the domain of the product, to include all aspects of communications designs.

- · Fashion Communicatiob Manager · Fashion Journalist · Faculties
- Fashion Photographer Fashion editor Promotion & Merchandising Officer
- · Fashion Assistant · Fashion Advertiser · Area operations Manager · Fashion consultant · Fashion photographer · Art Director · PR Manager
- · Trend Forecaster · Brand Manager

#### TEXTILE DESIGN

With growing market potential for textile products, there is a wide range of career opportunities for textile designers. They can take up full-time jobs in garment manufacturing companies, fashion designing agencies, textile manufacturers, handloom cooperatives, fabric buying houses, apparel export houses, and the retail world. Growing opportunities are found with government sponsored and private silk, handloom, khadi, jute, and craft development organizations. With some experience, textile designers can work as freelancers by providing their designs to different organizations. They must have a basic understanding of fabric, fibers, weaves, cutting, sewing, and finishing, along with know-how of international marketing and trade.

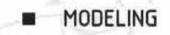
- Textile Designer Fashion Designer Clothing/Textile Technologist
- Apparel Merchandiser Apparel Production Engineer Fashion Retail Manager
- Quality Controller CAD Designer Freelance Designer

#### JEWELLERY DESIGN

The career opportunities for jewelry designers in India are limitless. They can work with established jewelry firms, reputed jewelry designers, and leading fashion houses. Skilled and innovative designers can design their own line of products and crave an individual niche for themselves. As a freelance designer, one can create his/her own design by following the instructions of jewelry houses.

- · Jewellery Designer · Jewellery Merchandise · Exhibition Manager
- · Production Manager · Casting Manager · Gem Embroidery Maker & Innovator
- · Jewellery Setter · Freelance Designer





■ MAKEUP & STYLING

### CERTIFICATE PROGRAMS

DURATION: 3/6 MONTHS

#### certificate programmes

(6months Course)

# MAKEUP<sub>a</sub> STYLING

Creativity is your best makeup skill, don't be afraid to experiment.

A stylist is one of the most popular, emerging professions in the fashion world globally. We at SOFD offer a 6 month certificate course which promises to upgrade the skills of the students in the art of styling and the use of cosmetics to rev up the look. It will help to inculcate appropriate hygiene and makeup sense among the students. The course enables a student to style for males, females, kids, celebrities and select clothing and accessories for TV shows, music videos, print and TV advertising, public appearances, ramps and so on School of Fashion and Design being operated under the aegis of Asian Academy of Film and Television has the advantage of directly operating along with its Film School. Time and again our students get the opportunity of working in collaboration with film school at Marwah Studios on the in-house productions. Also this course helps the student to get up to date knowledge of makeup and styling from basics to the advanced level. They learn to applymakeup and prosthetics for theatrical, television, film, fashion, magazines and other similar productions including all aspects of the show biz. To understand the overview of Fashion and Film industry, their operations and the working ways of a stylist and makeup artist. To understand the basics of makeup and styling. To provide hands on experience on special cases for makeup such as- bridal, ramp, stage, theatre etc. To make them understand the nuances of age and time specific make up. To give them an understanding of fashion history, fabric properties and various body types. To train them in styling of male, female, celebrity, wardrobe guide and so on.



#### **Short Term Programs**

(3months Course)

### MODELING

Modeling makes something real before it happens

Craze of fashion shows has gradually augmented in our country. Indian cities like Delhi and Mumbai have also created a space for themselves in the list of fashion capitals of the world. Indian models are now regulars on international ramps, and due to this, career in modeling is considered as one in the main stream now a day. We at SOFD offer a 6 month certificate course, which aims to train young minds in the various aspects connected with Fashion as well as other areas of - Modeling, Grooming, Personality Projection, Make-Up and Styling, Back Stage Management, Time Management, Fitness, Communication Skills and Music and Beats. As the school operates under AAFT and Marwah Studios, the students gets hands on experience to work with the industry, celebrity models and production houses. This course aims to build up students' individuality by enriching his/her charisma and uniqueness in order to create their own long term success in the career of modeling. It aims to provide its students, a clear perspective fashion industry and its work environment. It trains the students in runway and ramp training along with focusing on developing their communication skills and visible personality traits. The course also trains them in basic makeup, health and hygiene.



FASHION DESIGN

TEXTILE DESIGN

JEWELERY DESIGN

FASHION COMMUNICATION

# UG/PG DIPLOMA PROGRAMS

DURATION: 1 YEAR



UG/PG Diploma Programmes 1 year Course

## FASHION DESIGN

#### Develop individual style to build a solid future

Fashion is something that comes from within and a fashion design course brings out the artist in you. It allows the students to discover their innate qualities related to fashion and designing, and take their passion for fashion to the next level.

Fashion designing course aims to combine creativity of artistic minds with technical proficiency. This one year diploma in fashion designing polishes the students' skills related with design sense and conceptualization.

An integrated approach towards creative applications is provided through theoretical classes and practical trainings. Students are taught about colors, compositions, pattern making, cutting and everything that it takes to become an accomplished designer. Fashion designer course also gives the students a deep understanding of current market trends and potential strategies to sail through it.

Our fashion designing institute also makes students work on real life fashion projects through internships.





UG/PG Diploma Programmes 1 year Course

# TEXTILE FASHION DESIGN

#### Textile tells the story of who we are

Textile design forms the core of the entire business of fashion. Rapidly expanding activities in the domestic and export sectors of the apparel and home fashion industry demands professional inputs in design and development of fibers and textiles. Textile design is presently the strategic value adding activity that can make all the difference in transforming fashion business into an economically viable and profitable proposition.

This course of study will prepare the students for a wide range of careers in the textile mills and export houses, with fashion designers, design studios, mills, buying houses as design or fabric managers



UG Diploma Programmes 1 year Course

# JEWELLERY DESIGN

Jewelery is the most transformative thing one can wear.

AAFT's Jewelry Designing Course is distinctly positioned to associate jewellery designing to fashion. The curriculum is designed to provide a comprehensive understanding of the industry through in-depth study of the processes, styles and its properties. Through this course, students get acquainted with the creative process of working with jewels. They start with basics i.e. elements and principles of design, sketching exercise to understand 3D and transforming their ideas into 3D drawings and also get acquainted with rendering techniques. They are trained in basic manufacturing skills, trend forecasting and related CAD software's. Visits to museums and galleries form an important part of the program. As the school operates under AAFT and Marwah Studios, the students gets hands on experience to work on the in-house movies, industry and celebrity clients.





UG/PG Diploma Programmes 1 year Course

# FASHION COMMUNICATION

Its not what i think, it is what i see

Individual creativity balanced by commercial practicality is the key factor underlying the culture of this program. Students are encouraged to explore their talents through the application of the professional design process from concept to product. The development of professional attitude and the ability to be self-motivated are considered vital for employment in one of the most demanding industries. The general philosophy of the program is to provide an environment in which graduates can realize their own potential, build on their individuality and strengths, graduating into the job market equipped with the necessary knowledge, skills and attributes to succeed in a wide range of careers in fashion and communication.





+ Diploma PG Degree Programme + Diploma 2 year Course

# FASHION DESIGN

Masters in Fashion Design offers an opportunity to take up a creative career in fashion and clothing. It holds great potential for employment opportunities in designer stores, luxury brands & apparel retail brands. In a globally competitive fashion environment, a fashion designer must possess significant, skills and professional attitude to give shape to creative ideas through technical interpretation. The course provides opportunities to students to gain live experience through industry interaction, internships and live projects to help students develop a perception of complete product development process right from concept to consumer. Experts from the industry are often invited for group discussions, update students about the state of art technology implemented and used widely in the industry.

#### Career Options:

Masters in Fashion Design enables student to work beyond boundaries of design horizons. The fashion industry offers a plethora of opportunities for talented people and the demand of designer wears has increased manifolds, giving this industry flourishing export business. Students can be self employed, can work with export houses, designer brands, and media houses etc.





FASHION DESIGN

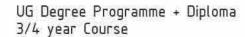
TEXTILE DESIGN

JEWELERY DESIGN

FASHION COMMUNICATION

## BACHELOR PROGRAMS

DURATION: 3/4 YEARS



## FASHION DESIGN

Fashion in clothing is the current need of every society of human race. In India, Fashion Industry has great potential to make a mark at the world stage. Today, Indian designers and their designs are not just known within the country but have a great demand globally. With this the scope of career opportunities in this domain is multiplying like mushrooms.

We at SOFD, offer programs in Fashion Design that aims to train students to use colors, fabrics and ornamentation to craft different fashion items. We try to focus on building groundwork in terms of conceptualization, research, design sense and individual artistic expression. We are career focused and bring the industry into the classroom every day, offering real-world opportunities for experience and employment.

Students can analyze recent fashion trends and learn about basic business and merchandising principles. The hands-on practice allows students to apply skills in interpreting and developing projects in the different areas of fashion, and add more value to their creativity. Students are imparted knowledge on history and heritage of textile and costumes, hand work- sketching and construction of garments, surface development, design philosophy, marketing basics and CAD software.

----



UG Degree Programme + Diploma 3 years Course

## JEWELLERY DESIGN

Jewellery has always enjoyed an important position as an accessory for adornment. A perfectly designed and crafted piece of jewellery adds to the grace of the wearer. Jewellery making produces wearable objects in precious and common metals as well as organic and inorganic materials. The jewellery designer has to be very creative, artistic, technically sound, aware of the market trends and have business sense. Both hand drawing and drafting methods and computer aided design programs are used in designing jewellery. Rapid development in technology and machinery has provided artists with easier alternatives to producing a variety of jewellery items.



UG Degree Programme + Diploma 3 years Course

## FASHION COMMUNICATION

Fashion communication relates to communication skills pertinent to fashion and lifestyles industries. The course of study in Fashion Communication covers the elements of communication and fashion design. The students of this course will be provided with an environment in which they can acquire necessary knowledge, skill and attitude to realize their potential. Students in this course study illustration, packaging, computer graphics, photography, and fashion event planning and production.

UG.Degree Programme + Diploma 3 years Course

# TEXTILE DESIGN

The Textile Design courses at Asian Academy of Film & Television empower students to blend into a voluminous network. The curriculum is regularly revised by academicians keeping in mind its industry relevance. The course focuses at an overall development of the students.













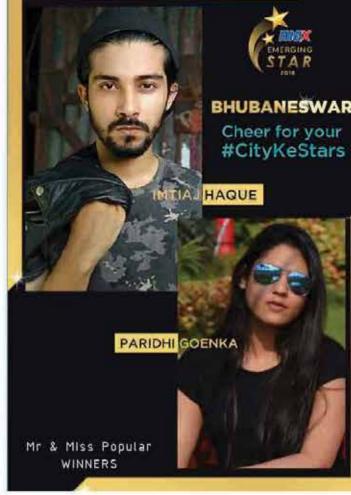






AAFT ALUMNA JEESHA SHOWDHARY WON: MISS EXTRA ORDINARY PLUS SIZE











WINNER: SADHNA VERMA
2nd RUNNER UP - SIMRANPREET KAUR
MISS DELHI NCR 2018



# NOIDA FILM CITY

International
Education Centre

MARWAH STUDIOS

17000

People working in 3 shifts

200

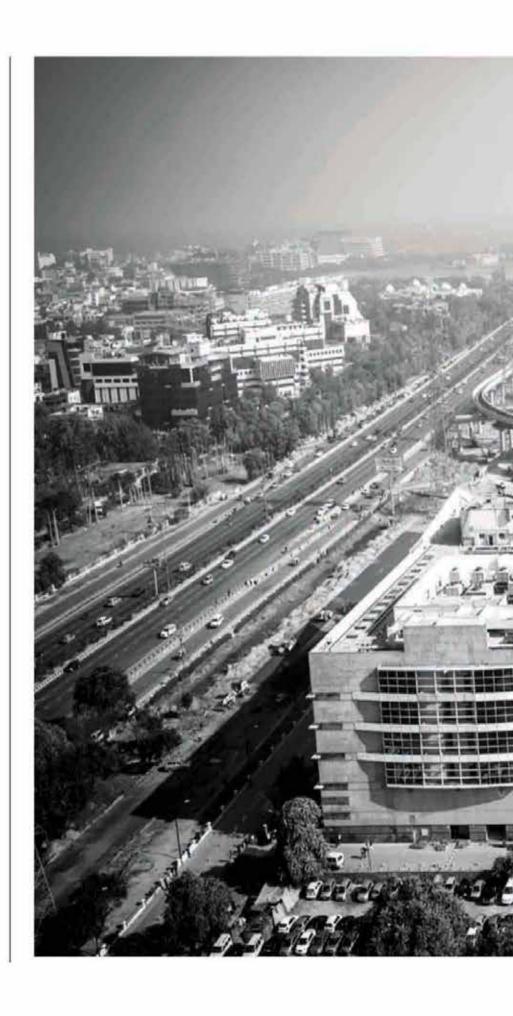
Production Houses

350

TV Channels

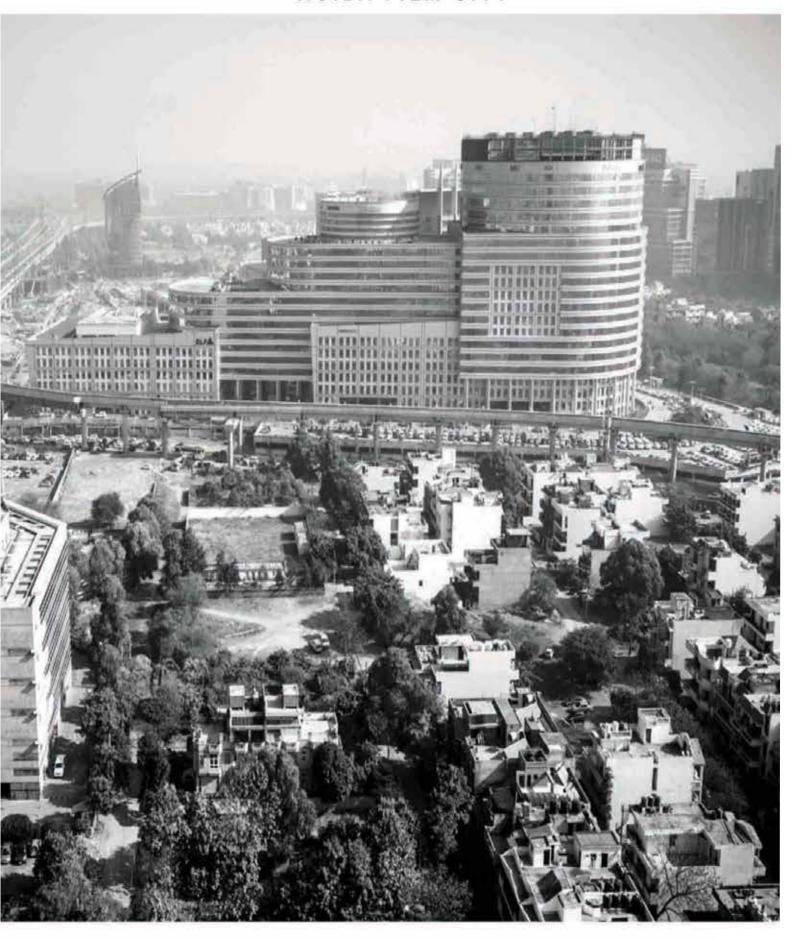
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Nation Connection



### WE ARE THE ONLY MEDIA EDUCATION HUB LOCATED IN THE HEART OF MEDIA CENTER OF SOUTH ASIAN CONTINENT

#### NOIDA FILM CITY



### PASS OUT BATCH 2017



TEAM SOFD





FASHION COMMUNICATION







### WORKSHOPS

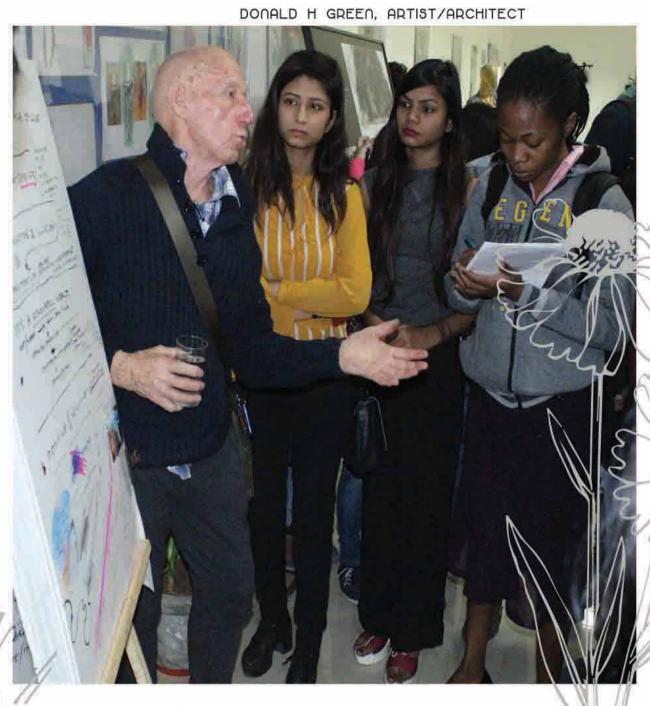


CHERRIYAL MASK MAKING



CALLIGRAPHY WORKSHOP







### MASTER SESSION





ITALIAN DESIGNER STEFANO RICCI











ANUJ SHARMA, BUTTON MASALA WORKSHOP







STOOD 1ST IN INTERNATIONAL CONDOM 2018 AT CENTRAL PARK , CP





STOOD IST IN FASHION SHOW COMPETITION AT ASIAN BUSINESS SCHOOL, NOIDA

## COMPETITION



CRICKET MATCH AT NOIDA STADIUM



GRAFFITI COMPETITION

### INTERNATIONAL

### CHAMBER OF

MEDIA & ENTERTAINMENT

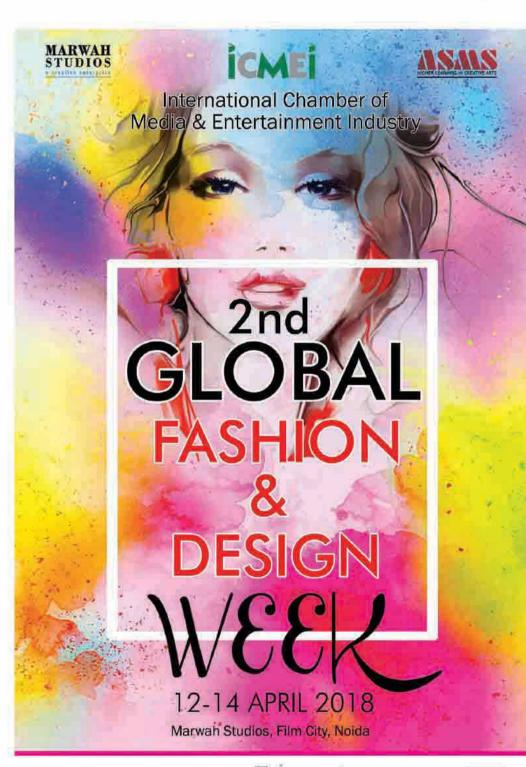
INDUSTRY (ICMEI)

In order to promote Delhi NCR As the favorite destination for the designer, stylist, academicians, filmmakers, and media professional from all over the world, INTERNATION CHAMBER OF MEDIA & ENTERTAINMENT INDUSTRY (ICMEI) has organized

the First Global Fashion and Design Week (GFDW) which has become an important part of fashion and design field worldwide.

Workshops, seminars, talks, book releases, forum launches. film social issues. screenings, entertainment programs, fashion shows, award functions, master classes, stalls, poster releases etc. were the part of the show, 45 events, 9 fashion shows, 33000 footfalls, 40 countries in 4 days make first Global Fashion And Design Week Noida 2017 as the biggest fashion week of the country.

35 Supermodels of 35 different countries, of the World marked their presence in the first Global Fashion and Design Week Noida 2017 making GFDWN as the biggest fashion week of the country.













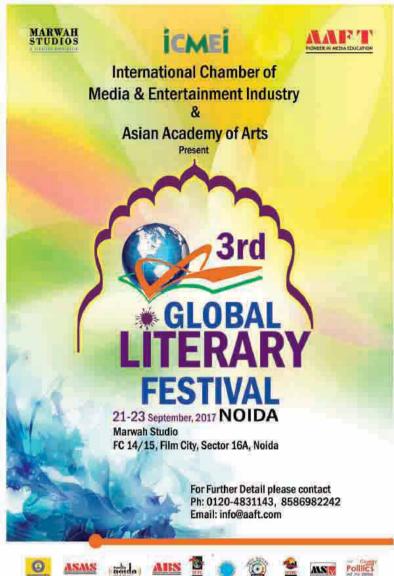




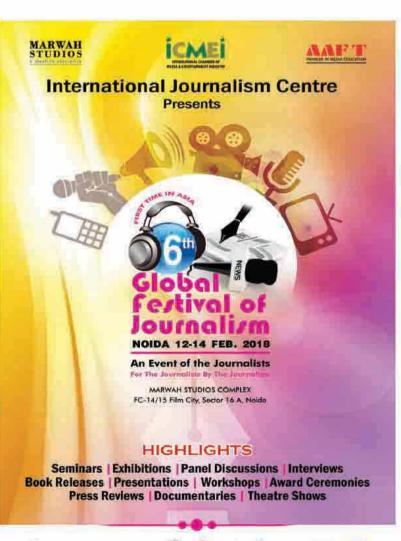








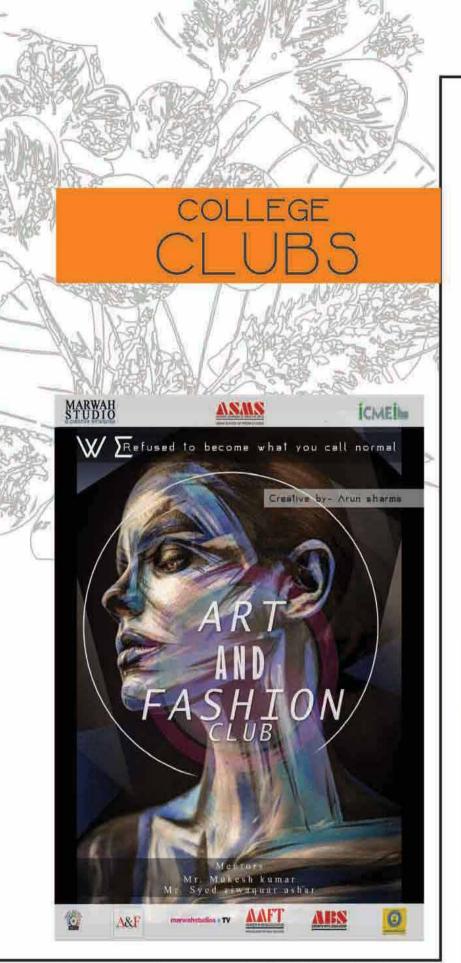




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ASAS Inda ARS Q

Politics



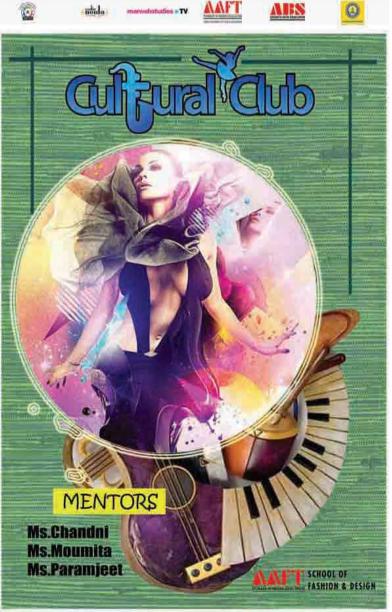
As we all go by the proverb that 'all work and no play makes Jack a dull boy', therefore, apart from studies we focus equally on the extracurricular activities in the college. For this there are 4 clubs operating under the realms of the Schoo, I to help students in their overall development. Motto of the clubs is- OF THE STUDENTS, BY THE STUYDENTS, FOR THE STUDENTS. Each club has its own set of responsibilities and tasks. These clubs have been built around providing an avenue to the students to get involved in various co-curricular activities and to participate in inter college and intra college competitions and workshops. These clubs also take care



### **SPORTS CLUB**



MENTOR Neetu Tetotia Jeet Bhatia



of student development in terms of responsibility taking, organizing events, interacting at various levels, getting sponsorships from medium and big players and so on. Each club annually plans their activities for the year which is then organized and conducted by students under the guidance of their respective faculty coordinators. The constituency of the club includes minimum 15 and maximum 20 members. Each club has two faculty coordinators attached to it. These coordinators select 15 club members among students who are willing to work for the club.

#### CULTURAL CLUB

This club is responsible for all cultural activities like celebration of festivals, national festivals, annual events like farewell and welcome parties and competitions. Apart from this, fashion show coordination team and film club is also a part of the cultural club. Students from different academic years who have a common interest in cultural affairs join the club as members and are responsible for all club activities under the guidance of faculty coordinators.

#### LITERARY CLUB

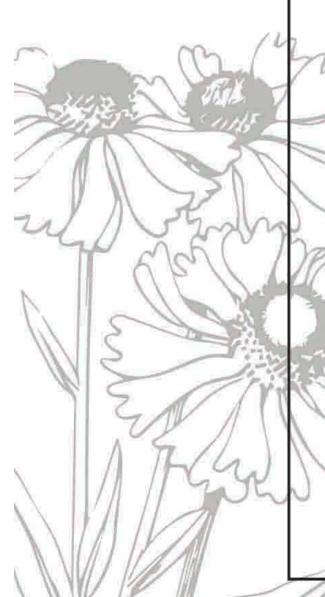
Speeches, elocution, debates, discussions, poetry, creative writing, quizzes, workshops coverage of different events being organized in the campus in terms of news writing, reporting, photography and videography comes under the purview of this club. This club also is responsible for the publishing of the School Magazine 'HOOKS' which is released every semester. Club members under faculty guidance are responsible for the content writing, news writing, photography, editing and formatting of the magazine.

#### SPORTS CLUB

This club promotes all activities related to health and sports. They organize Intra School and Inter School competitions and matches. Sports day is organized by this club which is a fun filled day completely packed with enjoyment and activities for students, staff and faculty members of the school. Fun activities like tug of war and sports like kho kho, pool, carom, table tennis and chess are promoted by the club.

#### ART CLUB

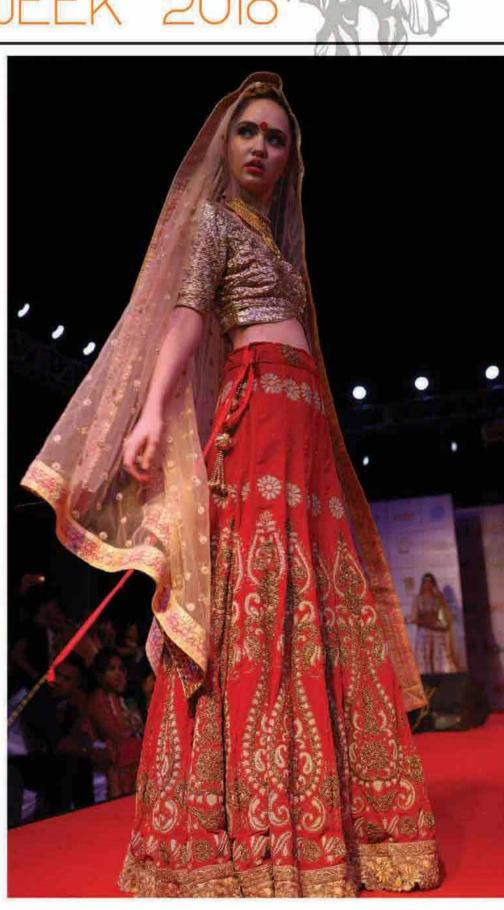
This club is accountable for the aesthetic and artistic appeal of the college. They conduct competitions such as graffiti, poster making, best out of waste, installations and many more of the like. This club is in charge of beautification and adornment for any event to be organized in the college by deciding on a theme and planning accordingly to fit it well within available resources.



## GLIMPSE OF GLOBAL FASHION & DESIGN WEEK 2018













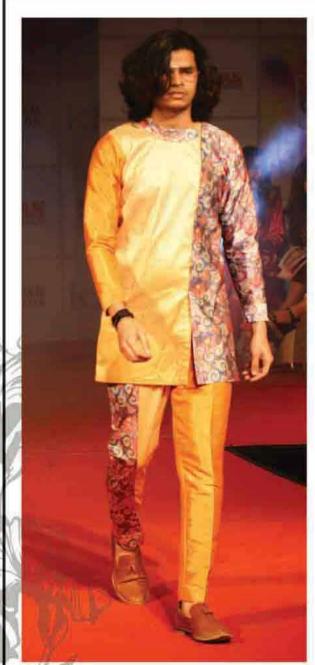








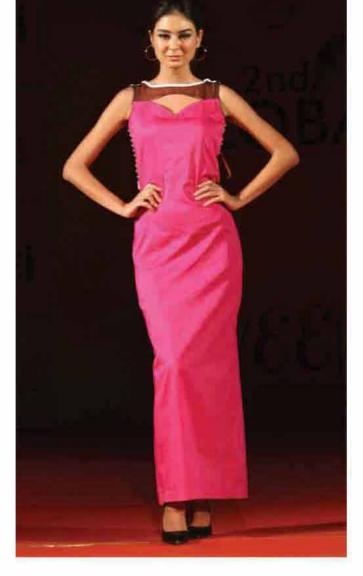


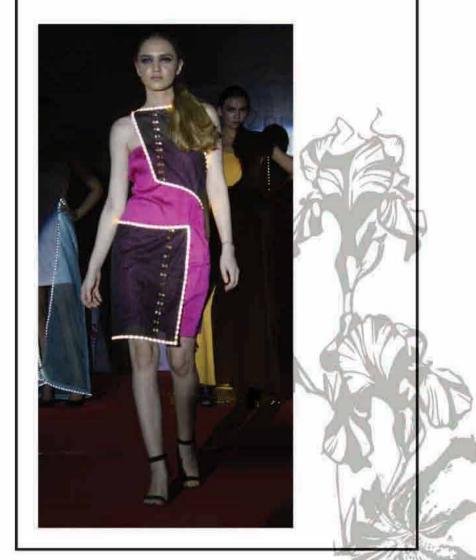




























# STUDENT PROJECTS



Designer : Kajal Singh Model : Mansi Sharma

FASHION DESIGN



Designer : Shefali Singh & Ankita Singh Model : Sonam Rathore

#### FASHION DESIGN





#### JEWELLERY DESIGN





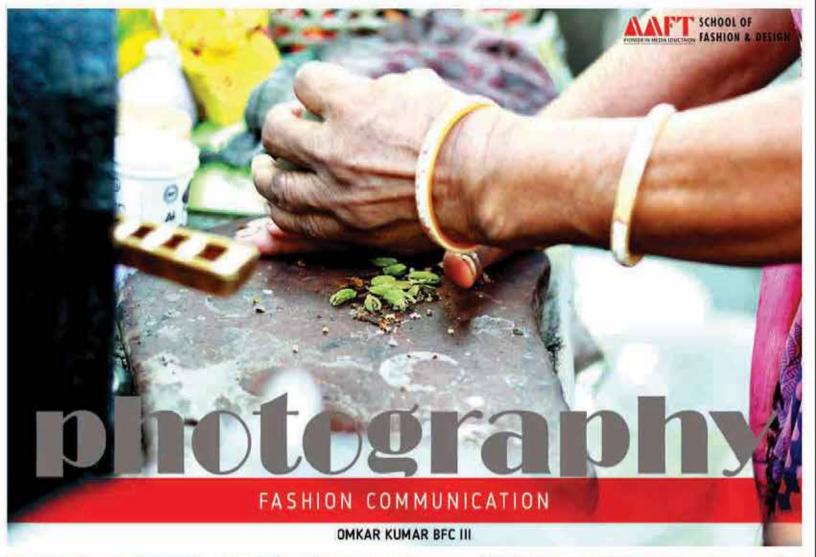


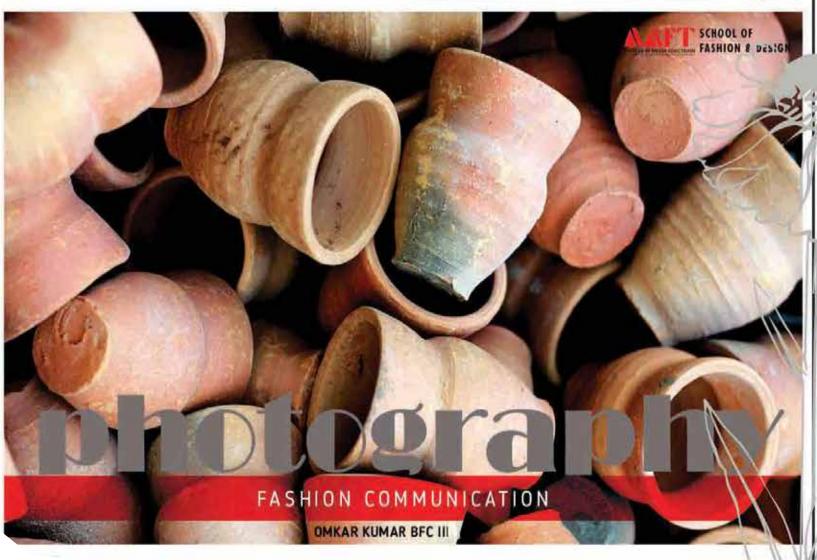




Jewelery Desigh Exhibition in GFFN 2018 by Diploma Students

PHOTOGRAPHY





FASHION COMMUNICATION

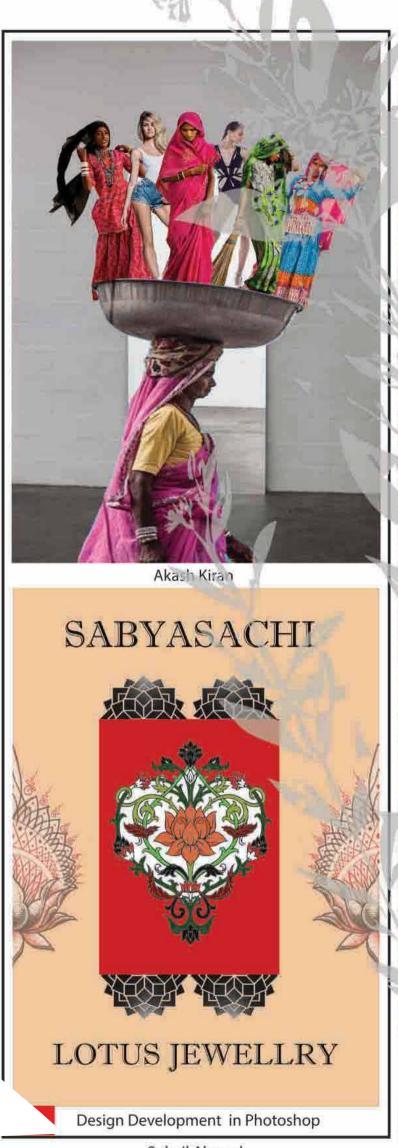




Graphic Designer: Suhail Ahmed

// FASHION COMMUNICATION

#### FASHION COMMUNICATION





MAKEUP & STYLING















TEXTILE DESIGN

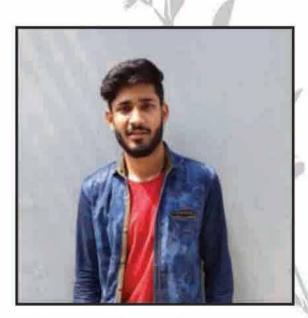
Akshita Chaudhary

#### TEXTILE DESIGN





# STUDENT



SOFD is best School for Fashion and Design. Faculties over here are so helpful and when it comes to spreading knowledge, guidance,mentoring, decission makings for projects. My experience with this college is something I'll be proud of as it gave me vision which i could never forsee in me.

I would specially like to thank our Director Maam, for her vigrous support all through. The best part was the exposure we have got in all the Gloabl Events/Fashion Weeks, where we showcased our collection on ramp, which gave me alot of enthusiasm & recognition.

-Akshay Kumar, Fashion Design.



The day I decided to join this course, I was pretty nervous about how things will go. But the moment it started, I got happy with the way things proceeded. The environment, teachers and course structure was so amazing. I learnt a lot about textiles. At any point if needed, I was helped by my teachers. The regular workshops and educational visits added to my knowledge and were recreational as well. The atmosphere and amazing support by my teachers kept me going and excelling in my learnings.

I am quite happy with this college and our course structure. It really boosted up my knowledge and confidence as well. I conclude by saying the fight proportion of course structure, time duration, teachers guidance, and regular visits, I learned a lot about textiles studies and able to increase my knowledge.

-Priyanka Chauhan, Textile Design.



I'm really feeling proud to take my first move towards success with this college. The faculty members of this college are the best, they guide & support you evolving your hidden talent. The most proud moment for any student is to be recognized by his or her work which in future will help you state yourself in the industry. With different kinds of exposure given by the college during the my tenure, I would like to thank you all for making me capable to carve my place in the industry.

-Abhilasha Guleria, Jewelry Design



My experience in SOFD college has given me a chance to sharpen my skills in my field of Fashion Communication. There have been, and there will continue to be, many opportunities to learn more ways of improving my Photography Skills as a result of my time in my College, which I am truly thankful for also i am Thank full of my Professors and My Director for continues support and guidance throughout my curriculum.

-Harshit Bhutani, Fashion Communication



Aaft school of Interior Design provided me with great experience in both education & learning as well as other extra curricular activities. It has a dynamic infrastructure and all the facilities available and needed for skilled learning. The canteen has exciting and new menu to try. The teachers are as friendly as our fellow friends and the overall experience met my expectations. I would surely recommend this college to other aspiring students.

-Ankita Shukla , PGDFD

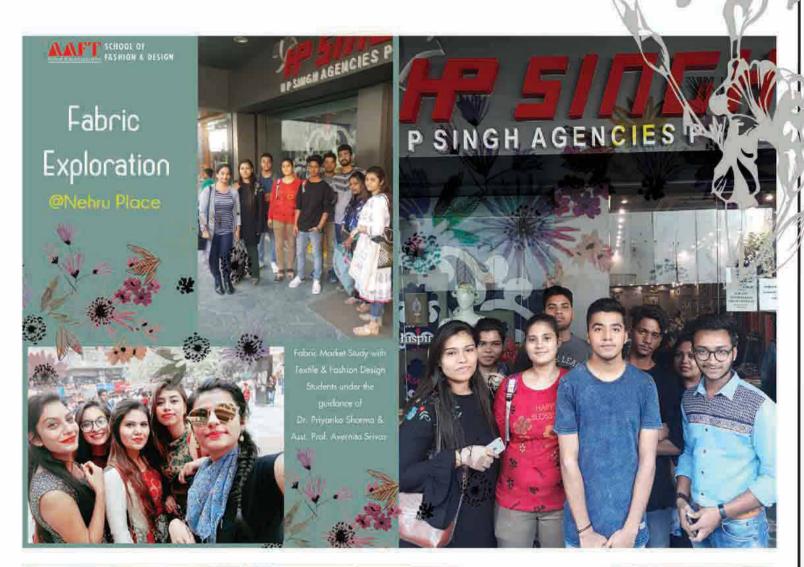
### INDUSTRY VISITS







TCNS PVT. LTD. / EXPORT HOUSE VISIT





Visit to Festival of Wall Painting of SOHRAI & KHOVAR traditions. A Tribal Art of JHARKHAND















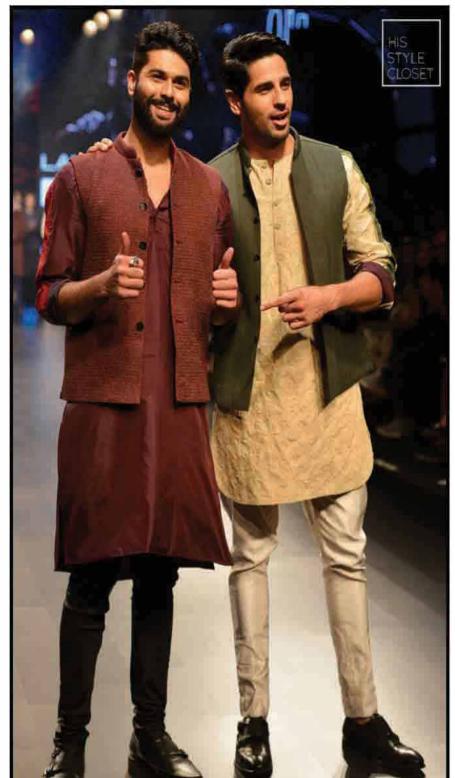


GLOBAL FASHION & DESIGN WEEK 2018



GLOBAL FASHION & DESIGN WEEK 2018





Kunal Rawal, Fashion Designer

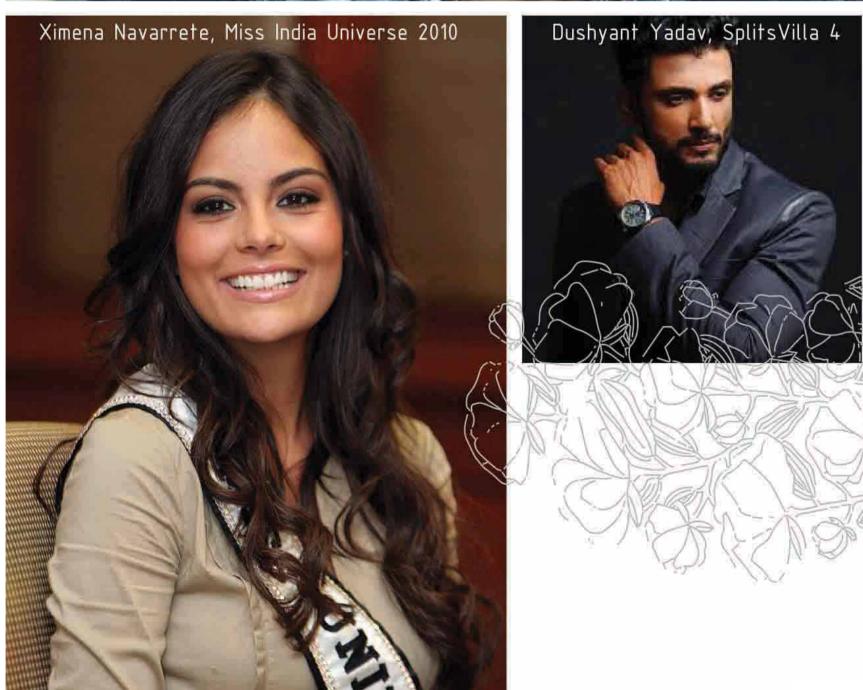
### OUR ALUMNI



Hasleen Kaur, Miss India Earth 2011

Photographer : Ashana Jain





### PLACEMENTS

- Shahi Export Private Limited
- Orient Craft Private Limited
- R.K Fashions Private Limited
- Indian Handicrafts and Textile Syndicate
- Handicrafts and Handloom Exports Corporation
   of India
- PC Jewellers Private Limited
- Eurostar Exim Private Limited
- Dolphin Pod Private Limited
- Karan and Neha Design Store
- RNA by Rahul and Anushka,
- Antardesi by Manish Tripathi,
- Crest Design PVT LTD,
- Darzi on Call Services Private Limited ,
- Poshaque by Barkha Grover
- Sky Brothers Private Limited
- Studio Praxis,
- J S Constructions and Interiors,
- Live Space,
- ACME Constructions Private Limited
   Space Interface



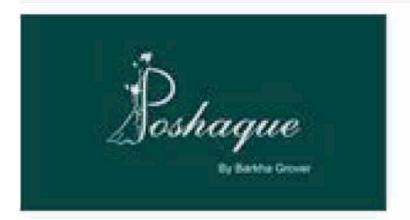


péro



## NAMCATAJOShLPUCA

#### Gauri & Nainika























### CELEBRITY VISITS





AMIR ABHDULA, PRESIDENT SANDEEP MARWAH WITH VARIJA BAJAJ, FASHION DESIGNER & RITU LAL











TEAM BHEN HOGI TERI







TEAM RAAGDESH

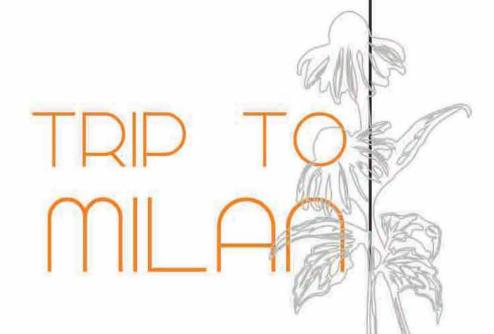


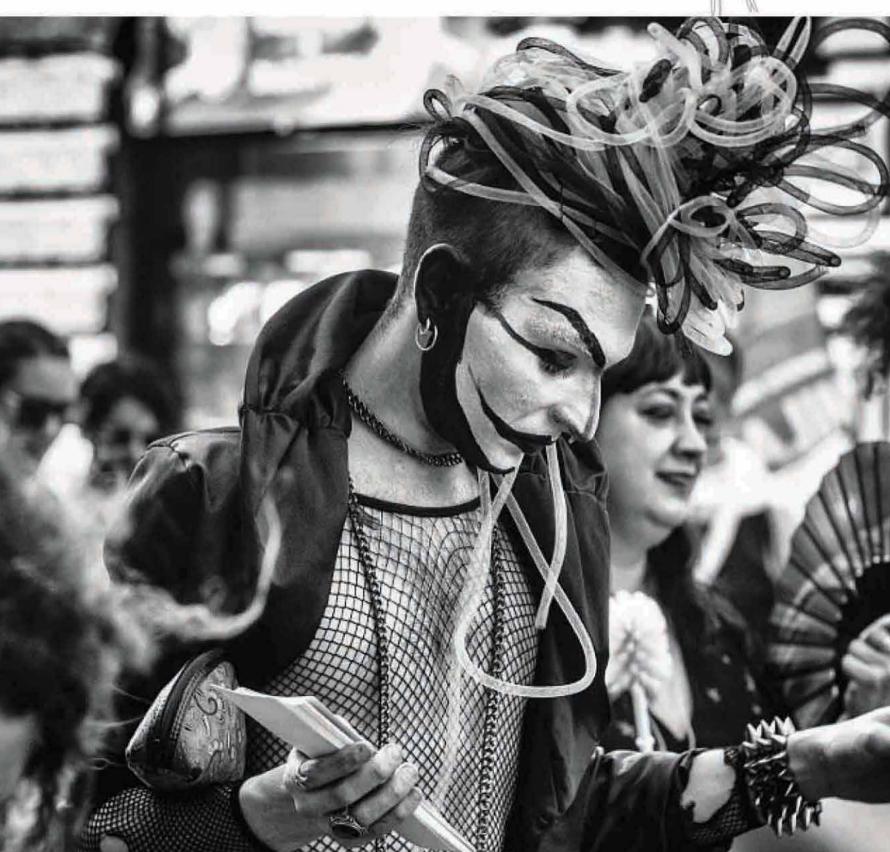
ACTOR KUNAL KAPOOR WITH OUR PRESIDENT SANDEEP MARWAH

# STUDENTS FROM 120 COUNTRIES



















## SOFD TEAM



Prof. Ritu Lal Director



Avernita Srivastava Asso. Dean



Neetu Teotia Asst. Professor



Jeet Bhatia Asst Professor



Paramjeet Malhotra Asst Professor



Chandni Aggarwal Asst Professor



Shalini Singh Asst Professor



Moumita Dey Asst Professor



Sayed Ziwaquar Ashar Asst Professor



Deepti Gera Sethi Asst Professor



Mukesh Kumar Asst Professor



Anuja Gupta Asst Professor





Vikas Kumar



Sabir Mohmad



Sachin Singal



Arushi Khandelwal



Richa Gupta



Kuldeep Rohila



Sarika Wadhwa



Ritu Arora

### AAFT- A UNIT OF ICME!

#### INTERNATIONAL CHMABER OF MEDIA AND ENTERTAINMENT INDUSTRY

International Chmaber of Media and entertainment Industry is a representative business organisation for the Media and Entertainment Industry in India and other countries. It plays an important role in bridging the gap between the Industry and the Government by ensuring focused involvement of both towards the commercial welfare. It oversees the government policies and the legislations that will facilitate the latest infrastructure, financial assistance and business facilities to the industry. Established with the intent to develop and promote the growth of media and entertainment industry in India and other countries worldwide, the Chamber has created 162 international committees and 80 national committees. With offices in 100 countries across the world, ICMEI provides a common platform for the members of the media industry to come forth and exchange ideas originating from different cultures of these countries.



Dada Sahib Phalke Award, 2018

#### VIGYAN BHAWAN 2018









#### VIGYAN BHAWAN 2018





#### PROMOTING WORLD PEACE, ARTS & CULTURE THROUGH MEDIA & POLITICAL ASSOCIATIONS



DR. HARSHAVARDHAN Minister of Science and Technology



GEN. (RETD.) V.K. SINGH Union Minister of State for External Affairs



SHYAM JAJU Senior Vice President BJP (Delhi & Uttarakhand)



SHRI VIJAY GOEL Member of Parliament, Rajya Sabha

#### PROMOTING WORLD PEACE, ARTS & CULTURE THROUGH MEDIA & POLITICAL ASSOCIATIONS



DR. (PROF.) RAM SHANKAR KATHERIA Minister of State in the Human Resource Development Ministry



INDRESH KUMAR Ministry of Development of North Eastern Region, Govt. of India



MANOJ TIWARI Member of Parliament, North East Delhi



SHRI KALRAJ MISHRA Minister of Micro, Small and Medium Enterprises





Marwah Studios Complex-I Film City, Noida



Asian Education Group Marwah Studios Complex-II Sector 125, Noida



Marwah Studios Complex-III Sector 5, Noida



AAFT University of Media And Arts Marwah Studios Complex - IV Maath, Kharora, District-Raipur, Chhattisgarh



#### Marwah Studios Complex

FC- 14/15, Sector-16A, Noida Film City, Uttar Pradesh, India Toll Free: 1800-102-6066 | Ph: 0120-4831100 | sms AAFT to 57575

Email : help@aaft.com | Website : www.aaft.com