

# Handbook on Denim Garage Challenge 2017



## **Introduction**

In February 2015, the concept of “Denim Garage Challenge” was proposed by ‘Nandan Denim Ltd’, under the leadership of Mr. Deepak Chiripal, to the NIFT team, headed by Prof. Vandana Narang with an objective to:

- Provide a platform to the students for honing their designing skills with different types of denim and avail other facility that they may not have access to.
- To promote denim as a material of choice and build an affinity for “Nandan Denim Ltd” in the community of upcoming designers and faculty of NIFT.

As one of the Largest Denim Manufacturers in the world, NIFT was our first choice to incubate budding talents to know about the plethora of possibilities with Denim. `

## **Key Flag- bearer for Nandan- NIFT Association**

After laying the initial building blocks, the relationship between Nandan and NIFT, was consolidated by Ms. Anuttama Chakraborty- Professor, 'NIFT- Delhi' and Mr. Subroto Ghosh, Head of Product Development, Nandan Denim Ltd.

### **Anuttama Chakraborty**

She has graduated from NIFT Kolkata in 2002, and was associated with the garment industry in the capacity of a designer. She joined NIFT Delhi in the fashion Design Department as an Assistant Professor in 2002 and has been sharing her expertise in the field of draping techniques, CAD for fashion; children and denim wear design, fabric manipulation, and visualization. She has been teaching in the department for the last seven years and has constantly been in touch with industry to facilitate the students for internships, placements and classroom projects. Apart from academics, she is actively taken part in uniform design projects and product development for renowned corporate.

### **Mr. Subrata Ghosh**

He is head of Product and development at Nandan Denim LTD. He is particularly looking into study, product development of denim fabric and Technical Marketing. Also responsible for R&D and retailing of readymade jeans through factory outlet, activities include sourcing new fiber, yarn, chemicals, technology and process. Doing developments of all international brands like Levi's, M&S, C&A, VF, ZARA and markets like Europe, Turkey, Egypt, Bangladesh etc.

Present Management Representative for GOTS, OE and Oeko-Tex certifications.  
Ex: HOD of finishing and MR of ISO-9001. Got training for over 2 months in Burlington USA denim plant.

### **List of Winners -2015**

- Shalvi Sharma, NIFT, Delhi
- Niharika Dubey, NIFT, Delhi
- Darshita Agarwal, NIFT, Gandhinagar

### **List of Winners -2016**

- Gaurav Yadav, NIFT - Gandhinagar
- Shankar Kumar, NIFT- Delhi
- Srishti Verma , NIFT- Delhi
- Sourav Nath, NIFT - New Delhi

## **Rules and Regulations**

1. Denim “fabric” sent by Nandan, should only be used to make the final product/garment. Usage of denim fabric from any other source (local or brand) will result in disqualification.
2. Denim should be the main fabric in the final product/garment. However, usage of other fabric as per the design requirement is allowed in amalgamation with denim. (Ratio strictly needs to be less than 40%).
3. Multiple entries are allowed only in different categories.
4. In case of group participation, maximum of three students are allowed. The prize money will be given to the group as “one single entity”.
5. If the address given for Fabric collection by students is outside the service area of the courier company, students will have to collect it from the courier centre by themselves.
6. Plagiarism for the concept and product should be highly avoided as it can affect the final score.
7. Students need to arrange the stitching and washing facility by themselves. However, for any guidance, they can always reach to the ‘Nandan’ Design Team.
8. Nandan, will only provide the denim fabric, any other fabric requirement should be managed by the students themselves.
9. Repeat sample for the fabric requirement won’t be entertained, if damaged.

10. Time line for the submission should be strictly followed by the participation.

11. All the mandatory information filled at the time of registration should be authentic. In case of any changes, students should inform in prior.

12. Submission of the concept and final product to Nandan, should not be done without the information to the course coordinator or centre head.

13. Acknowledgement of the fabric received by the students should be intimated to 'Nandan Design' Team.

14. A minimum of 2 complete ensembles have to be designed and rendered in color in an A 3 size page and scanned in at least 300 ppi resolution for sending the entry.

15. Students need to provide specific details about ensemble category, flat sketches, fabric type, denim weight, tentative consumption, content, special stitching features and washing effects planned for the design.

All entries should have details regarding students name, course, semester, centre and clear address of correspondence along with email address and direct contact number.

## **Categories for Participation**

*There is total of five categories with further sub-categories, Students can choose any category to participate, however no two participation in the same category are allowed.*

### **1. Denim in Casual wear (woven knits)**

Keeping any brand in mind, students can design garments in the following categories-

-Indo-western

-Ethnic wear

### **2. Denim in Uniform**

Use of denim (whole or in combination with other fabric) in Uniform segment. Keeping in mind the technical requirement of the product as per the occupation.

- Institutional (School and Colleges)

- Work-wear

Use of denim in uniform wore by people in service (ex- aviation, defense, restaurant etc), Corporate (banking, IT etc), Industrial (Heavy, Government etc).

### **3. Denim in Knitwear (denim with circular knit)**

Use of denim to create apparels for Men, Women and Kids.

Example- Jegging, t-shirt etc.

#### **4. Denim with Leather in Accessories**

- Use of denim to create accessories like bags, shoe, belts or products that can be used for corporate gifting. Innovative ideas are most welcomed.

#### **5. Denim in Lifestyle Design**

- Use of denim in furnishing (or furniture) used in corporate space and home.

## **What do I win?**

1. Chance to explore and showcase your talent by experimenting with Denims in front of the best in the denim Industry (Brands, Manufacturing firms and designers).
2. Exposure to the technicality of Denim Manufacturing process.
3. Opportunity to bag internship and final placement with the largest denim producer of India- 'Nandan Denim Ltd'.
4. Most Innovative concepts can be given an opportunity to use Nandan's production facility to bring washing effect.
5. Participation certificates and assured goodies for the finalists.
6. The prize money\* per category will be :
  - 1<sup>st</sup> Prize: 25,000 Rupees
  - 2<sup>nd</sup> Prize: 20,000 Rupees
  - 3<sup>rd</sup> Prize: 15,000 Rupees

\*Prize money is subjected to the discretion of "Nandan Denim Ltd.

## **Competition Time-line**

1. Online Registration opens on 15th October 2017, which will be open till 31<sup>st</sup> Oct 2017.
2. Registered students can avail guidance on the concept development and categories between 28th October 2017 to 5<sup>th</sup> November 2017.
3. Submission of the concept and design (1<sup>st</sup> draft) to the Nandan Team should be done through digital mediums. Example- Students

can submit their concept through power points presentation, a video made on cell phone – where students can themselves explain the model/concept using mood board, images etc. They can also share links to their social media profile) the more innovative is the mode of submission; chances to score high points will be higher).

4. Last date of submission of the 1<sup>st</sup> draft (concept and design) will be 30<sup>th</sup> November 2017.
5. Result of the screening round will be declared by 10<sup>th</sup> December 2017.
6. Window opens for fabric discussion with selected students till 13<sup>th</sup> December 2017.
7. Fabric dispatch on the registered address of the selected students till 20<sup>th</sup> December 2017.
8. Final Product submission and final result declaration will take place in February 2018.

For any queries, feel free to reach us at-

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- [sanjayshroff@chiripalgroup.com](mailto:sanjayshroff@chiripalgroup.com)

For registration link, please visit the site - [www.nandandenim.com](http://www.nandandenim.com)