

# Ethnic Pret

## 'Skills in Fashion'

ATDC has entered in season 2 with "Times Delhi Fashion Week" after successful stint in 1st season by its B.Voc students, who had successfully presented collection "**Converge**" at Times-Bangalore Fashion week, combining various crafts of states and converging them in to 'Ready to wear' outfits to produce wearable beautiful collections.

ATDC in its season 2 is focusing on '**Skills in Fashion**' and how it's empowering women of India who is setting examples everyday by joining urban workforce in various sectors across world proving her metal. In late 70's and 80's affluent family's non-working women began dressing 'not for power' but merely to dress up differently, the women who entered in to business and workplaces at that point, started sporting uniforms to make an statements and became symbol of inspiration like: **Saira Banu, Asha Parekh, Zeenat Amaan, Sadhana Shivdasani**, such actresses were the gems that gave us such a confidence to hold on to our roots, further western influencer's like **Grace Jones**- with shaved/angular hair, creative make-up and cloaks, suits, hats and costumes have set way ahead of their time, similarly **Jerry Hall**- who styled term- super model, were a true professional, who took pride in maintaining their looks, till pop star **Madonna** entered the scene, she stood for everything that was cool, exciting, path breaking then **Princess Diana** who was the most iconic, photographed, women of the decade in 90's, she changed to different attires one after the other setting international fashion for many.

As women entered in to the working world, it changed their dressing style, giving more power, freedom to them while empowering them at workplaces, power dressing marked the new era with Epaulets styled tops, Puff sleeves, Leg of mutton sleeves, Che Guevara T-Shirts became emblem of the liberation moment- When you cannot speak, no one is listening, your clothing might tell only half story the other half belong to women who produced them. The sewing has provided millions of women with a pathway for economic freedom. The Fashion Designers like Donna Karan, Giorgio Armani have set many trends. Now more and more women are independent and successful and entering in urban works forces and more are expected to join through various skill initiatives by Govt. of India.

ATDC being nodal agency in empowering skills to large number of women, celebrates women in workforce through its collection "Ethnic Pret"-Skills in Fashion. The final year B.Voc design students of ATDC will present Fashion collections, Accessories which has less to do with style and more to do with skills set, women portrays in present times, it's a collection inspired from no-nonsense women, an ensemble which is crafted responsibly, is not only utilitarian, but also made with clear conscience, which empowers 'W' women in you. It is a transition of women from rural to urban workspaces to night out.

The ten ATDC Centre's from different regions will compete from North, East, West & South India to present fashion collection's, utilising skills in Fashion and will celebrate women in workforce.

***The Fashion Skills to be utilized by ATDC Centre's are as under:***

- Sustainability
- Surface Techniques
- Digital Printing
- Weaving Techniques
- Pattern Making
- Draping
- Origami
- Applique
- 3d Printing

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