

THE THREADLINE

WHERE FASHION AND INSIGHT INTERTWINE

CAREER

RESEARCH

INDUSTRY

EVENTS



Vision

To carve out a position of leading design Discipline, globally recognized for inculcating design thinking, creativity, entrepreneurship and inspiring proficiency in technology and marketing skills along with sustainability concerns.

Mission

- Cultivating hands-on skills in core areas of Fashion including creative and research-based visualization for design and product development while appreciating local as well as global socio-cultural trends and concerns.
- Developing proficiency in the use of technology in design and marketing through internships and industry projects.
- Developing technical, management and leadership skills for effective handling of manufacturing and retail operations.
- Building entrepreneurial orientation amongst young professionals.

A MESSAGE FROM THE DEAN



The School of Design - Fashion Design & Technology is a flagship initiative of Lovely Professional University. Here, we don't just follow trends - we invent them. The focus of the school is both academic and personal growth, and it provides a world-class education to its own aspiring fashion designers and technology graduates. Our faculty is a community of dedicated scholars whose teaching prepares students for wide-ranging careers and lifelong learning. Welcome to the School of Design, where the future of fashion is being built.

Dr. Amit Kumar Anjanee
Professor & Dean



Step into the world of Fashion Innovation at LPU, where creativity meets cutting-edge technology. For decades, we have been a trendsetter, shaping tomorrow's leaders by unleashing the artistic potential within. By merging design, science, and technology, we're redefining the fashion landscape. Our inclusive approach empowers students to push boundaries, think outside the box, and pioneer new paths. Join us in revolutionizing fashion, where imagination knows no limits.

CAREER & INDUSTRY

Diksha Khetan
Brand and Marketing Designer
Trident

Jasjot Singh
Business Venture
Bloomatic

**CORPORATE
JOBS**

ENTREPRENEURSHIP

DESIGN

**CAREER
OPTIONS**

HIGHER STUDIES

RETAIL

**TEACHING &
RESEARCH**

Tamanna Raut
Executive - Costing
Shantanu & Nikhil

Ridhima Sharma
UCA London, UK

Tushita Tripathi
Department Manager
ZARA

Manish Ramani
Head of Department,
Renaissance University,
Indore

Mr. Jasjot Singh, student of M.Sc. in Fashion, is an accomplished entrepreneur and the owner of Bloomatic, which generates an annual revenue of three crores.

JASJOT SINGH
Batch2024

Anusha Chenichery, a B.Sc. (Design - Fashion) Lateral Entry student, has secured a position at Trident with an impressive CTC package of 18 LPA.

**ANUSHA
CHENICHERY**

B.Sc. Fashion Design - 2024 Placed at
Trident

Sweetie Dutta, a B. Design (Fashion) student, has successfully secured a position at Trident, receiving a competitive CTC package of 18 LPA.

SWEETIE DUTTA

B. Design - 2024 Placed at Trident

40+

Research papers

178+

Book chapters

164+

Copy rights

94+

Patents

RESEARCH

DR. SUDEV DUTTA

Dr. Sudev Dutt is an assistant professor in School of fashion Design and Technology, Lovely Professional University. He holds patents in filtration and PPE technologies and has edited international conference proceedings on sustainable fashion and technical textiles.



Textile electret filter media

18

Sudev Dutt
Department
India, 'Depe
Technology

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Advances in Electrically Conductive Textiles

Materials, Characterization, and Applications



Edited by
Subhankar Maity, Pintu Pandit and Saptarshi Maiti



THE TEXTILE INSTITUTE BOOK SERIES



The study titled 'textile electret filter media' discusses conductive ink for printable wearable textile electronics. It highlights its role in manufacturing flexible, electronic devices. It covers the evolution of conductive inks, their use in creating cost-effective, transparent sensors, and their application in industries like healthcare. The paper details manufacturing techniques such as screen printing and inkjet printing, emphasizing their efficiency and adaptability for wearable technologies.

MUGA SILK

Asian Textile Journal

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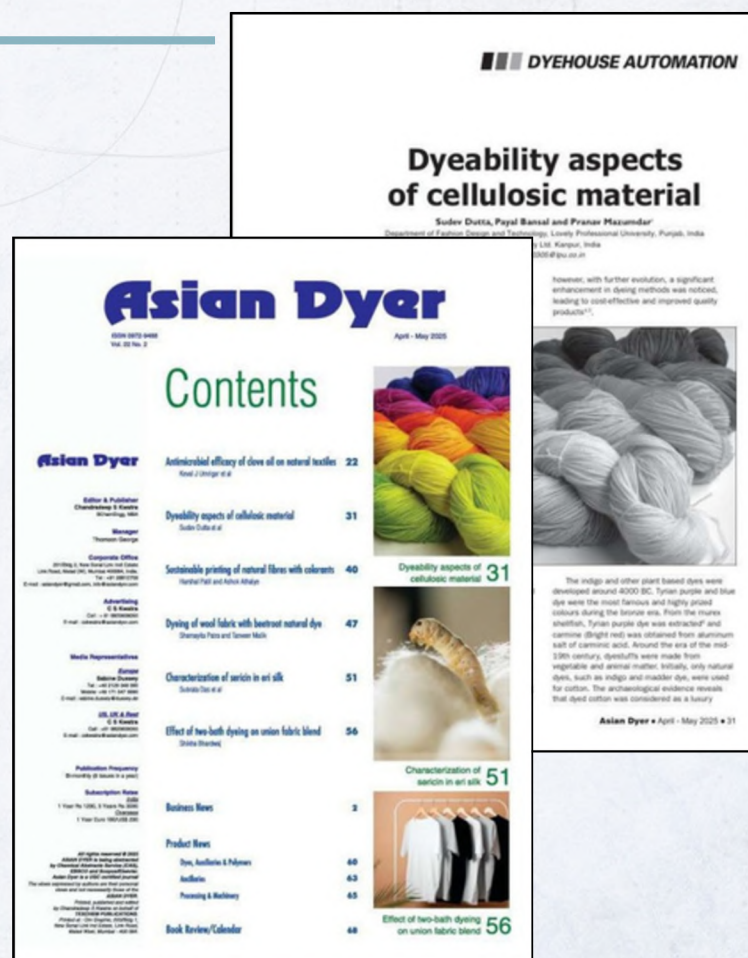
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The paper titled ' Madhubani on Muga silk ties' explores the application of Madhubani painting on Muga silk ties, blending traditional Indian art with modern fashion. It details the process of using acid dyes on Muga silk, highlighting its heritage and market potential. The technique enhances the fabric's vibrancy and durability, making it suitable for wearable art, with a focus on the chemical dyeing process and its aesthetic outcomes.



The paper titled ‘Sustainability aspect of wearable clean room filters: a review’ explores the critical role of clean room filters in maintaining air quality standards in industries such as pharmaceuticals and healthcare, focusing on materials like HEPA and ULPA filters that efficiently capture pollutants, bacteria, and chemicals. It emphasizes sustainability through the use of biodegradable and energy-efficient filtration media, alongside smart technologies with sensors for real-time monitoring, aiming to enhance clean room performance while addressing environmental concerns.

The paper titled ‘Dyeability aspects of cellulosic material’ paper examines the significance of cotton as a widely used textile material, focusing on its dyeability and the role of dyeing in enhancing fabric quality. It categorizes dyes into two groups natural and synthetic highlighting the historical evolution from natural dyes extracted from fruits, berries, and plants like indigo and saffron, to modern synthetic options. The study notes advancements in dyeing machinery and techniques to optimize the process, improving efficiency and product quality, with an emphasis on the development of plant-based dyes like Tyrian purple and indigo since 4000 BC, underscoring cotton's historical and ongoing value in the textile industry.





The paper titled ‘Hydrogel-based bio-inks: Current progress and future directions in 3D printing’ delves into advancements in hydrogel-based bio-inks for 3D bioprinting, particularly for tissue engineering, highlighting their potential to create functional tissues and organs with improved biocompatibility and precision, while addressing challenges and future prospects like standardized protocols and regenerative medicine applications.

This paper titled ‘evaluates the ageing behavior of three polyester conductive filter materials—TEFLON coated, Carbon Fibre Blended with PET, and Carbon Fibre Scrim using fly ash aerosol at varying dust densities (50 g/m³ and 90 g/m³) and aerosol pre-charges (2 kV, 5 kV, 9 kV). Tests conducted on flat-based and pilot-filter rigs revealed that higher aerosol charges improved ageing performance across all materials. The flat-based rig consistently outperformed the pilot unit, and TEFLON coated media exhibited superior ageing resistance due to enhanced surface properties.



The paper titled ‘Comparative analysis of electrostatic filtration in pilot pulse-jet and flat-based test rigs’ evaluates the filtration performance of three filter media, PTFE (Polytetrafluoroethylene)-coated media, stainless steel fibre blended with PET (Polyethylene Terephthalate), and PET using pilot pulse-jet and flat-based test rigs. It examines the influence of varying charge levels and dust concentrations on filtration efficiency, revealing that electrostatic charge enhances filtration, with pulse-jet systems showing higher particulate emissions than flat-based systems. The study highlights the significant impact of dust charge on filtration behavior, noting that conductive media and pre-chargers improve efficiency, and underscores the need for further research on dust charge effects to optimize filtration systems



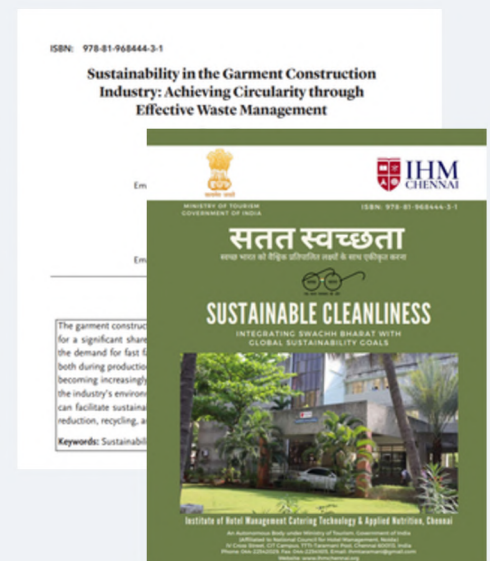
DR. NEHA SHAH

Dr. Neha Shah is an associate professor in School of Fashion Design and Technology, Lovely Professional University. She has explored innovations in Khadi, integration of Usta and Mandana art in textiles, clothing for hemodialysis patients & smart maternity wear. She holds a patent for blended nonwoven fabric.



The paper titled 'Technology in Pursuit of Maternity Wearables' explores maternity clothing in India and how it has evolved from loose, concealing garments to stylish, comfortable wear using stretchable fabrics. Today, smart textiles and wearable tech are transforming maternity care monitoring maternal and fetal health while enhancing comfort. This paper explores trends in smart maternity wear, women's expectations, and the current market landscape.

The paper titled 'Sustainability in the Garment Construction Industry: Achieving Circularity through Effective Waste Management' examines how the garment construction industry significantly contributes to environmental pollution through textile waste, driven by fast fashion trends. Sustainable practices particularly waste reduction, recycling, and circular economy adoption are essential to minimizing its ecological impact. This research explores how effective waste management can enhance sustainability in garment production.



The paper titled 'Adaptive wear: A review on growth, challenges and leeway' discusses how adaptive clothing serves medical and therapeutic needs for individuals with disabilities, post-surgery patients, the elderly, and those in rehabilitation. Despite growing awareness, many still struggle to find suitable garments. Brands like Nike, Tommy Hilfiger, and Care+Wear have introduced adaptive wear, yet global accessibility remains limited. This paper analyzes user reviews to uncover challenges and commercialization barriers, guiding future efforts in inclusive fashion design.



DR. SUSHILA SAHANI

Dr. Sushila Sahani is an assistant professor in School of Fashion Design and Technology at Lovely Professional University, published research paper on eco-conscious textile finishing, focusing on UV protection, sustainable dyeing, and value addition to natural fabrics innovatively



The paper titled 'Plasma Innovations: Revolutionizing Sustainable Textile Treatments' focuses on plasma surface treatment as an eco-friendly, efficient, and innovative solution for textile surface modification, addressing both industrial and environmental challenges faced by the textile sector. The paper describes how plasma treatment induces cleaning, activation, etching, cross-linking, and coating deposition on textile substrates. These phenomena enhance various fabric properties such as wettability, dyeability, hydrophilicity, antistatic behavior, flame retardance, and antimicrobial activity while maintaining air permeability and mechanical integrity.

The chapter titled 'Connected Couture: Co-Branding in the Era of Smart Luxury Fashion' discusses how digital innovation, AI integration, and tech partnerships are redefining the concept of luxury by merging digital experiences with sustainability and personalization. The transformation highlights how luxury fashion brands are shifting from product-centric to experience-driven ecosystems supported by intelligent technologies. The chapter emphasizes how digital fashion and NFTs are reshaping traditional notions of luxury ownership.



The chapter titled 'Transforming Fashion: Creating Value and Sustainability through Circular Models' examines the fashion industry's transition from a linear "take-make-dispose" model to a circular economy framework, emphasizing environmental, economic, and technological dimensions of circular fashion. This chapter positions circular fashion as the future-ready model for resilient and responsible growth, balancing sustainability, technology adoption, and profitability across the global fashion ecosystem.

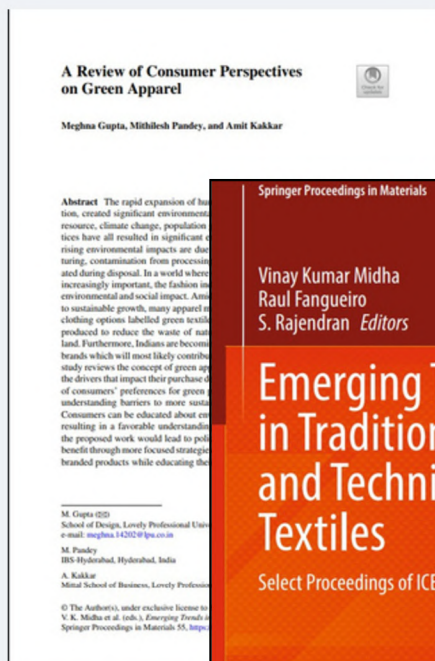


MEGHNA GUPTA

Meghna Gupta is an assistant professor and Head of Department in School of Fashion Design and Technology at Lovely Professional University. She is specialized in field of Textiles with 20+ years of experience, dedicated to mentoring, researching emerging technologies, and advancing sustainability in the industry

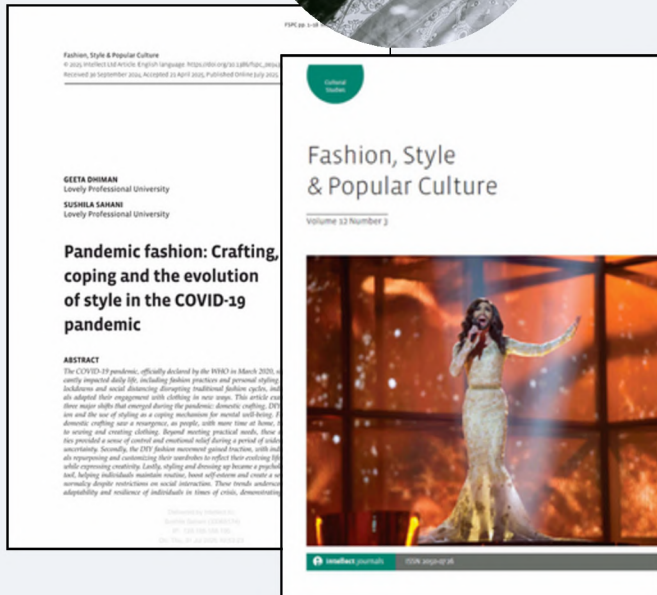


The study titled ‘overcoming consumer barriers in green apparel: insight into motivations and challenges’ examines consumer behavior toward sustainable fashion, highlighting key motivators and barriers. While factors like awareness, accessibility, brand recognition, style, and cost drive eco-friendly choices, obstacles such as limited availability, high prices, poor design, and lack of information hinder adoption. Insights from this research can guide policymakers and industry leaders to promote sustainable practices and increase the uptake of green apparel.



The paper titled ‘A Review of Consumer Perspectives on Green Apparel’ explores the concept of green apparel and its growing relevance in addressing environmental challenges posed by the fashion industry. It examines consumer awareness, motivations behind purchasing eco-friendly clothing, and the barriers to sustainable consumption. With increasing interest in organic clothing among Indian consumers, the research highlights opportunities for retailers and manufacturers to adopt focused strategies that promote environmental safety. Educating consumers about the benefits of green fashion can foster more responsible choices and support policy development for a more sustainable apparel sector.

GEETA DHIMAN & DR. SUSHILA SAHANI



The paper titled 'Pandemic fashion: Crafting, coping and the evolution of style in the COVID-19 pandemic' involves examining how individuals adapted their fashion and styling behaviors during the COVID-19 pandemic. It highlights the use of fashion as a coping mechanism, showcasing how people engaged in domestic crafting and lockdown creativity to manage stress, express emotions, and maintain a sense of normalcy. Fashion emerged as a therapeutic outlet, reflecting resilience and personal transformation in response to global uncertainty.

NIKITA SINGH & SARISHTI DUTT



The paper titled 'Redefining Art, Fashion, and Design Through NFTs and the Metaverse' explores how NFTs (Non-Fungible Tokens) and the Metaverse are revolutionizing art, fashion, and design by introducing new ways to create, own, and experience creative works through blockchain and virtual environments. While the chapter highlights enthusiasm for this digital renaissance, it also discusses critical challenges such as accessibility to technology, ethical concerns around digital ownership, and sustainability related to the energy consumption of blockchain networks.





NIKITA SINGH

Nikita Singh is an assistant professor at Lovely Professional University. She is An expert in digital fashion with 6+ years of industry and academic experience, she excels in design and prototyping using Illustrator, Photoshop, Clo 3D, and is empaneled with DC Handicrafts.



The chapter titled 'The Role of CLO 3D in High-End Virtual Fashion Design' focuses on how CLO 3D technology is transforming the luxury fashion industry through advanced virtual prototyping, hyper-realistic fabric simulation, and interactive garment visualization. It highlights the adoption of CLO 3D by leading luxury brands like Balenciaga, Gucci, and The Fabricant for creating digital couture, virtual runway shows, and blockchain-based NFT collections.

The chapter titled 'Revolutionizing Fashion Education With Integrating AI and 3D Design for a Sustainable Future and Beyond' discusses the transformative impact of AI-driven 3D design technology in fashion education. It highlights how integrating such advanced digital tools fosters sustainability by reducing material waste and carbon footprints through virtual prototyping. The chapter also emphasizes AI's role in enhancing circular fashion practices, optimizing supply chains, and improving trend forecasting, thereby promoting ethical and efficient fashion manufacturing.



The chapter titled 'Experimental Retail: Conceptualizing Immersive and Memorable Shopping Journeys' This chapter explores experimental retail, a pioneering strategy transforming traditional shopping into immersive, life-changing experiences. As the retail landscape evolves, retailers seek new ways to connect with customers deeply. Experimental retail focuses on creating unique, emotionally resonant shopping experiences driven by narrative environments, interactive elements, and sensory engagement. Integrating consumer psychology and experiential marketing enhances customer satisfaction, brand loyalty, and purchase intent.



RICHA KAUSHAL, ASSISTANT PROFESSOR



The chapter titled 'Co-Marketing and Co-Branding' strategies for collaborative branding that promote sustainability, cultural intelligence, and market differentiation in fashion. The chapter discusses role of block-chain technology in revolutionizing communication strategies, particularly in the field of influencer marketing, by addressing key challenges such as transparency, fraud prevention, and secure transactions.

The chapter titled 'Upcycling and Recycling in Sustainable Fashion: Transforming the Industry for a Greener Future' evaluates how circular design and recycling innovations reshape fashion toward greener industry practices. The chapter also discusses how technology aids sustainability with tools like AI for waste reduction, blockchain for supply chain transparency, and waterless dyeing methods. It also sheds light on challenges like inadequate textile waste collection systems.



RAJVEER KAUR RANDHAWA, ASSISTANT PROFESSOR



The chapter titled 'Unveiling Snapchat's Influence on Digital Fashion, Self-Expression, and Brand Engagement: Bitmoji, Brands, and Beyond' co-authored with M.Sc student Jaskiranpreet Kaur explores the evolving dynamics of digital fashion, self-expression, and brand engagement within the context of Snapchat's Bitmoji feature. Through a multidisciplinary lens combining media studies, fashion theory, and marketing, it critically examines how Bitmoji avatars serve as digital extensions of the self, fostering novel modes of identity construction and personalization.



AKASH RATHOUR, ASSISTANT PROFESSOR & HEAD OF LABS





SANDEEP RANJAN, ASSISTANT PROFESSOR



The chapter titled ‘Elements of Educational Game Design: A Comprehensive Examination for Modern Educators’ offers an in-depth exploration of educational game design, examining its theoretical underpinnings, fundamental design elements, and implementation strategies. Drawing on research from cognitive psychology, game studies, and instructional design, this chapter delineates how effective game mechanics, narrative structures, adaptive feedback systems, and user-centered interfaces can converge with robust educational content.

The chapter titled ‘Gen Z’s approach to ethical digital engagement’ explores generation Z’s attitudes toward ethical responsibility and inclusivity in the digital marketplace. The chapter examines their responses to digital dilemmas, including ethical concerns around sponsored content, algorithm-driven content, and responsible sharing. It also highlights how Gen Z uses social media for activism while striving to maintain integrity and informed engagement.



ARCHANA KUMARI, ASSISTANT PROFESSOR



This research titled ‘RAKAAN: Changing Trends of Phulkari’ is focused upon how fashion and tradition has changed over the period of time for females in Punjab. The research process includes information about how phulkari fabric changes from time to time or its change is like a generation gap, it's not changes in fabric also the quality of fabric, or designs of flowers embroidery time to time changed. If we talk about the 20th century even before that, girls embroidered phulkari with their hands and for help groups of girls even mother and sister also. But now in this time period this trend has totally changed the hand embroidery converted into machine works, because of 21st century girls going to school for education or job.



JASMEEN KAUR, ASSISTANT PROFESSOR



EVENTS



One India



Spectra



One World



Students from Staffordshire, UK, participated in hands-on Summer School workshops, including Puff Printing, Silk Printing, Tie and Dye, Marble Printing, and Nail & Thread Art.



Students gain knowledge of the essentials of 3D printing technology in 'Ashar's master class' by Mr. Syed Ziwaquar, Founder and Entrepreneur at Ziwaquar pvt. Trust.



MYSTIQUE FASHION SHOW

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DR. SUSHILA

VIDUSHI PARTH (STUDENT)

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Think**BIG**

