

75  
Azadi Ka  
Amrit Mahotsav

SIFT

SURYADATTA®  
REDEFINING  
FASHION  
WITH PASSION

10<sup>th</sup>  
*La Classé*

Annual Runway Show 2022

Presents

Colors  
OF INDIA





## MESSAGE FROM THE CHAIRMAN'S DESK

Dear Stakeholders

The Suryadatta family has blossomed into a bouquet of academic institutions in various disciplines. The students come to enrol themselves for various courses from different parts of India. Each institute is strategically located in the heart of the city and has an enthralling campus which provides an inspiring academic ambience. Each Institute is spearheaded by well qualified, experienced and dedicated leaders and faculty members.

The faculty of SGI is a rich mix of Academic-Industry experts and many have International exposure. Suryadatta Group of Institutes has always tried to gauge new possibilities in the ever evolving education sector. One of its flagship institutes is Suryadatta Institute of Fashion Technology (SIFT). The world of fashion, as a new frontier of creative job opportunities is evolving rapidly in a country like India. Thus, remaining true to our spirit of providing the students with newer options to discover more possibilities in their career, we offer Degree courses affiliated to Savitribai Phule Pune University.

In addition, we offer Diploma and Short Duration Courses in the field of Fashion Designing. Suryadatta Institute of Fashion Technology, presents a very creative and one of its kinds Annual Fashion Show every year named 'La Classé Annual Runway Show'. As part of this show, students of Fashion Design Program display their creativity by designing and stitching garments under various themes with great dedication and enthusiasm.

This year the central theme of the Fashion Show is 'Colours of INDIA'. Under this theme, students have worked hard to create a range of unique garments with beautiful designs. We feel privileged to have gotten this opportunity to showcase and promote Indian textile and old Indian technique of embellishment through La Classé Annual Runway Show 2022, which will be held on 6th March 2022.

This brochure has been designed with the aim to offer you beautiful glimpses of our previous shows and other related details. It is my sincere hope and request that like past years, you will be an esteemed part of this year's Annual Runway Show and will extend full support to our faculties and students in order to make 'La Classé 2022' a stupendous success.

**PROFESSOR DR. SANJAY B CHORDIYA**  
Founder President & Chairman







# MESSAGE FROM THE DESK OF VICE PRESIDENT

Dear Patron

Suryadatta Institute of Fashion Technology (SIFT) under the aegis of Suryadatta Education Foundation (SEF) is proud to announce its 10th Annual Runway Show, 'La Classe' - 2022. Suryadatta Institute of Fashion Technology in its efforts to contribute towards Nation building and also towards promoting Indian culture and embellishment technique has taken the initiative to showcase myriad designs invariably over the years. The theme of the Annual Runway show this year is, "Colours of INDIA". With the world's communities getting closer, the amount of influence Indian fashion and designs have on global platforms is humungous.

India's rich and natural resources have contributed in making and using a wide range of textiles available which is our heritage. Our Prime Minister Shri Narendra Modiji has been a great force in inspiring and promoting Indian textile and culture in global markets. India, as a country, has made such a notable contribution to the world of global fashion. The world has successfully embraced Indian culture and fashion while, at the same time, admiring their traditions and heritage. The contribution of SIFT in this direction has been noteworthy for the last so many years. This years La Classe 10 show emphasizes on promoting Indian textile and embellishments with modern silhouette.

I fervently hope that you will encourage us in this noble endeavour of ours by participating wholeheartedly in the event.

**MRS. SUSHAMA S. CHORDIYA**  
Vice President

## INTELLECTUAL CAPITAL



**Prof. Renuka Ghospurkar**  
Fashion Mentor



**Pooja Vishwakarma**  
B.Sc. FD / M.VOC



**Ms. Shikha Sharda**  
M.Sc. Fashion Technology



**Ms. Aarti Sawarkar**  
B.Sc. (FD) MFD



**Ms. Kalpana Shinde**  
ITI Diploma Fashion Design  
M.VOC



**Yogita Gosawi**  
Mrs. Glamour India 2020  
Mrs. Maharashtra 2018  
Queen of Queens 2019



**Nupur Pitti**  
Anchor



**Charuta Mundada**  
B.Sc. M.C.M., MCA  
Co-ordinator



**Swati Kadam**  
Co-ordinator



**Maya Kadam**  
Co-ordinator



**Savita Gandhi**  
Co-ordinator



**Swapna Salekar**  
Co-ordinator



**Roshanii Jain**  
Co-ordinator



## Mrs. Snehal Navalakha

Director Family Managed Business  
& International Relations

Mrs. Snehal Navalakha Completed her B.E. from Pune University securing First Class, She has also completed PGDFT, PGDBM (HR), MBS (Production), MBS (Finance), MMM and MBA from Savitribai Phule Pune University (SPPU). She has about 11 years of experience in teaching various courses in Marketing, Finance and Production Subjects.

She has a background of managing Family Businesses. Her powerful network of professionals and businessmen include professionals graduated from reputed International Universities such as Harvard, Cornell, New York University etc. She guides the students in the areas of Family Business Management and works for Managing International Relations at Suryadatta.



## Dr. Kimaya K. Gandhi

Chief Medical Counsellor

Dr. Kimaya is a MD in Homeopathy from DS Homeopathic Medical College, Pune. She also has completed her MBA in Health Care Management & Post Graduate Diploma in Emergency Medicine. Dr. Kimaya is committed towards the complete health care of patients by providing them with the best medical services. She is confident and capable of accepting every responsibility towards her patient's health and wellbeing.

Dr. Kimaya has 7 years of Industry Experience & over 3 years Teaching Experience. She practices in her Personal OPD from 2012 onwards. She has conducted numerous health checkup camps and participated in social causes across Maharashtra.



## Er. Siddhant S. Chordiya

Executive Development Officer

Siddhant Sanjay Chordiya, presently working as Executive Development Officer, Director Corporate Relations & Admissions. He has completed his B.E. Civil and MBA in HRM from Savitribai Phule Pune University.

He is pursuing second Masters Degree in Financial Management from SPPU. He is also pursuing Diploma in Animation from Harvard University, USA, and Diploma in Event Management from KKSU. Simultaneously preparing for his Doctorate PhD in Fintech. He is involved in various social projects and Organization Development Activities, International Affiliations, Collaborations and working on various Startups.





## Recipient of Suryadatta National Awards 2017

Our Chief Mentor Sandesh Navlakha is a fashion designer and stylist with around 19 years of experience. He has designed extensively for India's ace Anchor MANISH PAUL and best choreographer TERENCE LEWIS over the last 19 years. He has also designed for weddings and wardrobes.

Other than Designing, he is also good at Illustration and Motivational Speaking. He was also awarded at Smirnoff International Fashion Awards.

We are fortunate to have him as a guide for our Fashion Design students who will experience the presence of such an eminent personality who motivates us and is definitely a role model for every upcoming designer.

### Mr. Sandesh Navlakha Renowned Global Fashion Designer



## Recipient of Suryadatta National Awards 2019

A gold medalist from the National Institute of Fashion Technology, enriching and multiplying her fashion atelier with each passing year, she added a million feathered fascinator to her pretty hat by showcasing not only at Paris Fashion week but also at HongKong and London Bridal week, to name a few. She has had brilliant collaborations such as ; with Russian Supermodel Maria Shatalova at the Cannes Film festival, acclaimed American painter and artist Rassouli, Styling super sisters Kareena and Karishma Kapoor, Deepika Padukone, has been an official stylist for Vivek Oberoi and also managing a plethora of other celebrities have acknowledged and reinforced her brilliance in technique, design and Haute Couture! Opulence, luxury and elegance are the heartbeat of her design sensibilities.

### Ms. Nivedita Saboo Renowned Global Fashion Designer







## Recipient of Suryadatta National® Awards 2017

One of the most popular and successful fashion designers in India, Vikram Phadnis started his career as a choreographer before eventually rising to fame in the fashion industry. Over the years, he has designed for some of the biggest names in the Bollywood fraternity and has worked for several popular films.

His journey has been an inspiration to all those who want to make it big in the fashion industry. He is one of the rare designers with a distinction of working with some of the biggest names within the hallowed echelons of the Fashion industry and Indian cinema.

### Mr. Vikram Phadnis

Renowned Global Fashion Designer



## La Classe 2022 Show Director

Alesia Raut is an Indian-Russian model, VJ, and a fashion choreographer. She has had the opportunity to anchor a travel show on STAR One. She was a contestant in a TV reality show Fear Factor: Khatron Ke Khiladi. She had anchored a travel show on STAR one. She has also done runway in many shows such as Manish Malhotra. She had the opportunity to play the role of a model in Madhur Bhandarkar's Movie. She is an official ramp walk trainer of Femina Miss India and Miss India Universe pageants. She was also a Finalist in the 'Look of the year-1999' contest.

### Ms. Alesia Raut

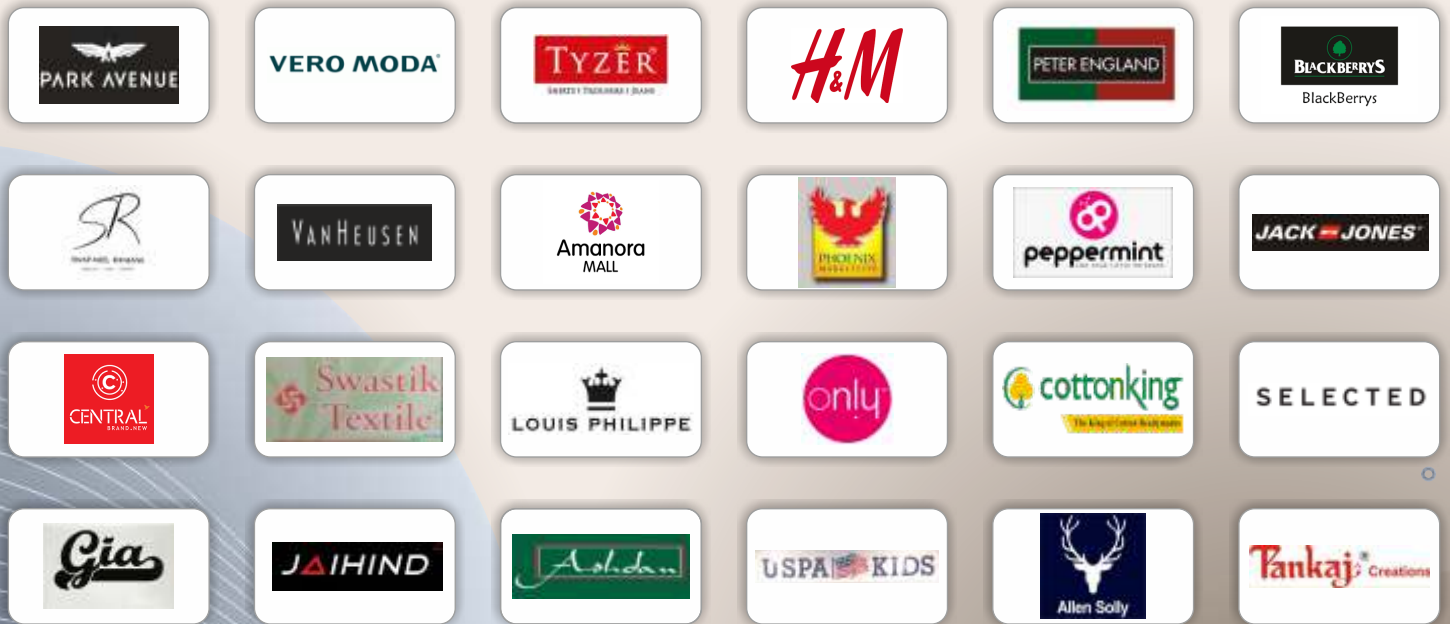
Indian Model & Chirographer





## OUR ESTEEMED RECRUITERS

Internships are key to building experience as a student or recent graduate. Employers are much more likely to hire someone with work experience rather than someone lacking experience. It is important that students choose their internships based on their interests and career prospects.



## SURYADATTA NATIONAL AWARDEES



Mr. Sandesh Navlalkha (2017)



Mr. Vikram Phadnis (2017)



Mrs. Nivedita Saboo (2019)

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Azadi Ka  
Amrit Mahotsav



# Glimpses of *La Classé* Runway Show 2016



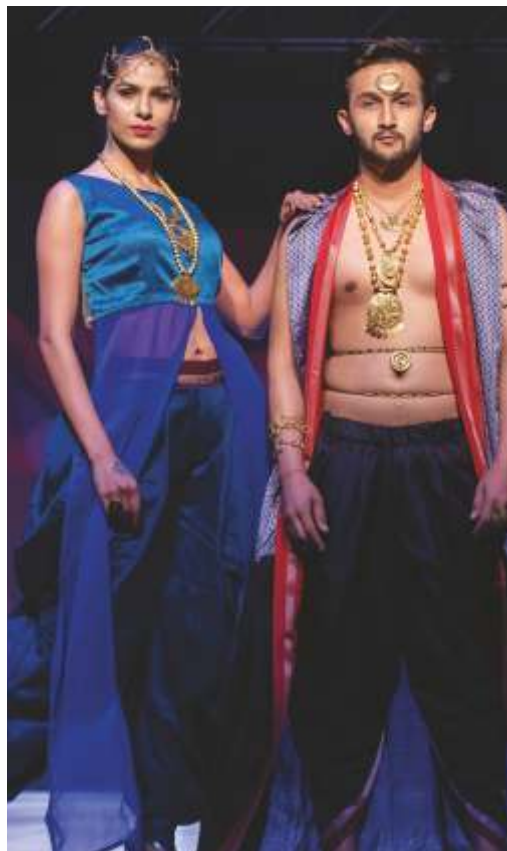


# Glimpses of *La Classé* Runway Show 2017





# Glimpses of *La Classé* Runway Show 2018





# Glimpses of *La Classé* Runway Show 2018





# SIFT *La Classe* Runway Show 2020





# SIFT *La Classe* Runway Show 2020





# COLORS OF INDIA

India is a country with diversities. The country is rich in its culture and heritage. All the States of India have a distinct culture and most of them have a vernacular language, but all of us together are Indians which can be termed as unity in diversity. We are all different people belonging to different cultures and landscapes but we stand united, together.

This year for the "La Classe" Annual Runway show, we are looking forward to promote our cultural heritage. We would be making a variety of collections including modern wear, Indian wear, and also gipsy collection etc inspired by the Indian culture and heritage. India has one of the finest textile traditions in the world with respect to dyeing, weaving and surface embellishment etc. The richness of its crafts is evident in the excavated findings of Harappa and Mohenjo-Daro in the Indus Valley.

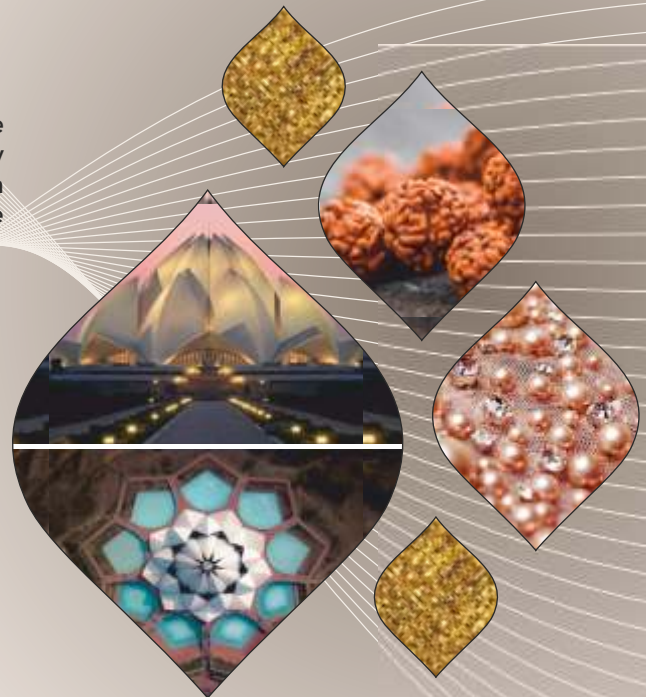
Each state of India displays a variety of designs, producing distinct textiles and crafts indigenous to the region. Thus, traditional Indian textiles can be classified according to the region of production. Another classification of Indian textiles can be based on the technique of production. Traditional textiles of India is also categorized on the basis of the production technique, namely Embroidered, Resist Dyed, Printed and Hand-woven textile. Famous craft in India like Kashida, Phulkari, Chamba rumal, Parsi work, Chikankari, Zardozi, Kasuti, Lambadi embroidery, Kantha Bengal, Sujani Pipli appliqué and also printing, painting like bandana, ikat and patola, block print, bagru, sanganer and kalamakari.

## BEAUTY WITH FUSION

This collection is inspired by the lotus temple. We use lotus structure and for the silhouette play with Indian and Western Silhouette and create a fusion with them. Using colour such as blue golden & some pastel shade & 3D petals of lotus.

## FOLKLORE CLUTTER

The collection is inspired by the handicrafts of Maharashtra, Karnataka and Goa which is incorporated in the form of silhouettes & prints on modern & traditional fabrics.



## SHILPA SHASTRAS

As the name describes, our collection is inspired by the temple's architecture and carving located in Tamilnadu, Telangana and Andhra Pradesh. The collection includes combination of bright and bold colours. and fantasy silhouette

## SILKEN TEMPTATION

This collection is inspired by textiles and craft from nature in the form of silhouettes, print, pattern, colours and shawls.





## HIDDEN PARADISE

collection inspired by nature from Himachal Pradesh and Jammu Kashmir. We chosen colours and silhouette from nature. The collection includes multi colour and modern silhouette with old draps.

## FUSHION AND FASHION

The rich cultural, heritage and vibrant history of Rajasthan and Gujarat infuse an electric mix of elegant fashion with Royal style. Our collection is inspired by interiors of palaces, mahal and handicrafts practiced by Rajasthan and Gujarat. The collection includes colourful outfits with modern touch.

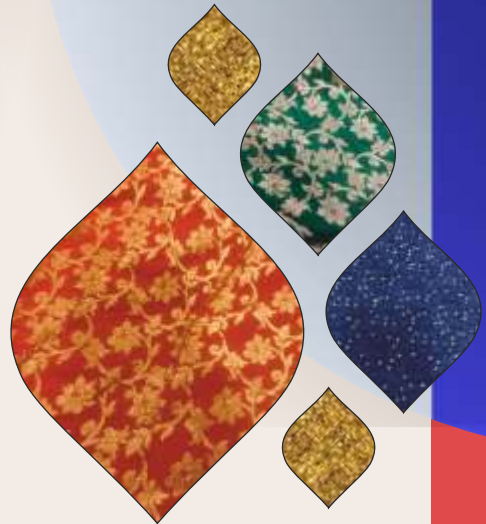


## SPIRITUAL ART

This collection is inspired by the traditional paintings of West Bengal, Orissa, Jharkhand, Chattisgarh which is incorporated in the form of digital printing on fitted silhouettes of white and maroon colour with cowrie accessories.

## KASHNI DUPATTE WALI

The word has it's own purity in it, goddess Lakshmi is mostly know by the word kashni, Also it means a special girl or a flower, as the name of the collection represents, the collection has all ethnic wear, presenting 3 states of India, their culture, art, tradition and the colours. We have presented the silhouettes of Uttarpradesh, the art of Bihar and the colours of Madhya Pradesh.



## I'D NO. 24-GLAM TO ITS PEAK.

We have taken our theme from the states Sikkim and Uttarakhand. Our collection is based on the different places from these states. We have taken the colours encrypted from these places. There are many non textile products which are used to showcase our collection. Painting and mental works are used in our garments. collection is a flowy collection. We have showcased both the beauty and strength.



## About La Classé

SIFT is a branch of this Education trust which imparts the knowledge of Fashion Design to the students through a 3 year degree course, Diploma & other Certificate courses. The institute is affiliated to Savitribai Phule Pune University.

As our tagline suggests 'Colours of India', this year we have surprises for our audience with Indian technique, modern and ethnic silhouettes which have been inspired by our Indian heritage.

The main attraction is the choreography which is created by Alesia Raut, an eminent young fashion choreographer, fashion stylist and model coordinator in the glamour industry with multiple talents and a perfect blend of attitude, versatility and experience.

Every year a fashion show 'La Classé' is organized in an exhilarating atmosphere full of glamour and glitter. Dozens of Celebrity Models from the tinsel town of Mumbai showcase the apparels designed and stitched by the students of SIFT. A large number of celebrities from the fashion world and film industry enhance the charm of the show with their presence. Every year there is a different theme for designing the apparels and students undertake a thorough research before creating mind boggling designs.

### **Suryadatta Institute of Fashion Technology organizes Fashion show every year to showcase the talent of its students and this is the 10<sup>th</sup> Annual Fashion Show.**

#### **Intention**

Fashion Shows have always been glamorous events which boost visibility and promotion of brands associated. Fashion shows provide platform to budding student designers to display their art and gives equal opportunity to the models to showcase their talent interms of boosting their confidence.

THE FASHION SHOW is also an effort to bring together best talent from the students of Fashion Design. This event will open vast opportunities for young designers.

Fashion show is an apt event to promote youth and thus contributing to our goal as an organization.

#### **Marketing and Media Campaign**

The thrust of every business is the amount of awareness it creates in the market. The below laid plan will provide maximum visibility to your company in the promotion of the event. The event branding, carrying your company logo, will be displayed. (both electronic copy and the print copy).

#### **Target Groups**

As we are committed to providing a platform to the youth, the target groups we focus on are – college goers [age 18– 24 years], professionals in the Fashion industry, and the press community.

#### **Golden Opportunity to be a Sponsor**

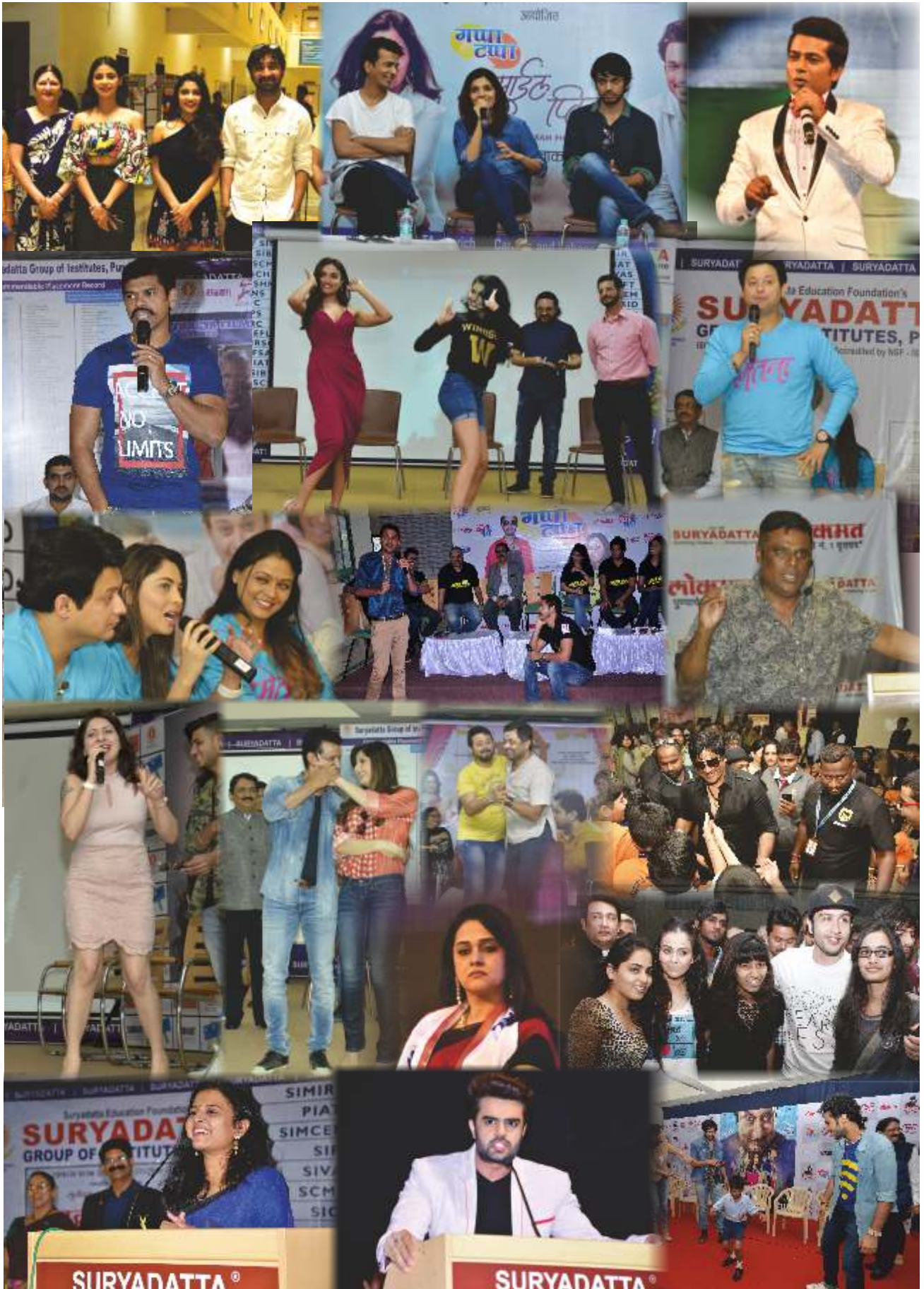
Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool. Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy. To be effective, sponsorship of any event must serve the interest of four constituent groups:

1. It must serve the business interest of the sponsoring company.
2. It must serve the best interests of the event and its participants.
3. It must have a positive impact upon the sponsor's direct consumers.
4. It must benefit the consumers who use the products or services.

Keeping in mind the above points. In all of this, we have laid down our efforts towards achieving the same.

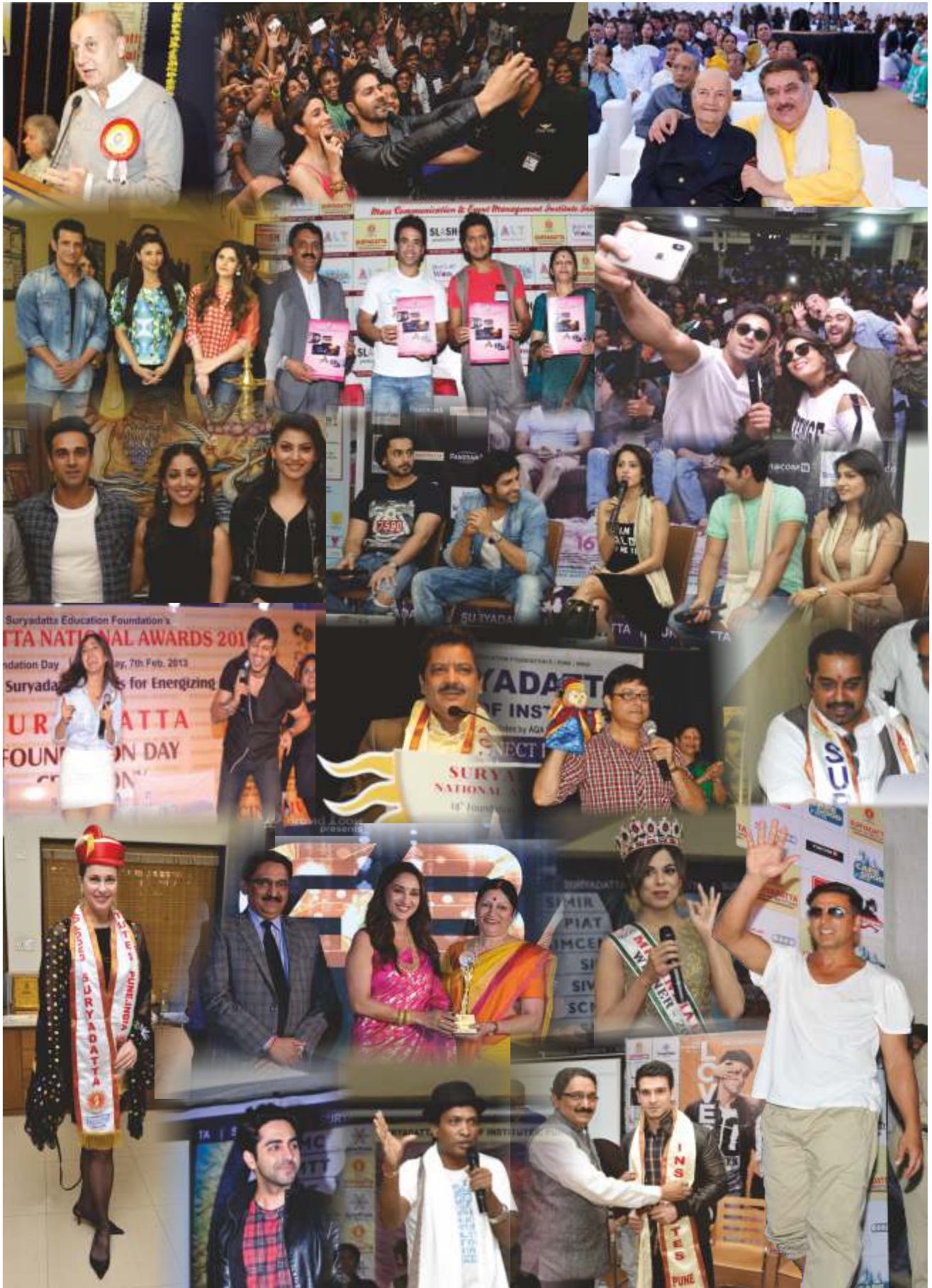


# STAR CAST @ SURYADATTA®





# STAR CAST @ SURYADATTA®





# Awards & Accolades

## Best Group of Institutes Award

Recipient of the Award - Top Private Management Institutes in Western India by Jagran Josh.com Ranking 2019 at the Hands of H.E. Hon'ble Shri. Venkaiah Naidu, Vice President of India & Mr. Bharat Gupta, CEO- Jagran New Media



## Best Design Institution in India

Suryadatta Group of Institutes was conferred with "Best Institution in India for Design (Fashion, Interior & Animation)" at the hands of Hon'ble Shri. Vinod Tawde, Cabinet Minister for Education during Navbharat Education Awards Ceremony.

## "Best fashion technology institute in Maharashtra of year 2021 "

Prof. Dr. Sanjay B. Chordiya founder president and Chairman of Suryadatta Group of Institutions receiving the award "Best Fashion Technology Institute in Maharashtra for year 2021" At the hands of "Prof. K.K Agarwal, mentor, CGER and Chairman, National Board of Accreditation" during the 16th Rashtriya Shiksha Gaurav Puraskar ceremony organized in Noida



## Global Business Award 2019

Prof. Dr. Sanjay B. Chordiya Founder President & Chairman, Suryadatta Group of Institutes Conferred with Global Business Award 2019 Certificate of Excellence in recognition of Top Institutions in India for Holistic Development and Exemplary Contribution to Indian Education organized by Brand Icon Pvt. Ltd. at the hands of Renowned Hindi Film Actor Ms. Madhuri Dixit Nene in Mumbai

## Times Men of the year Pune 2019

Prof. Dr. Sanjay B. Chordiya Founder President & Chairman of Suryadatta Group of Institutes receiving the award 'Times Men Of The Year Pune' in the Category Education 'KG TO PG' at the hands of Bollywood Celebrity Chitrangada Singh during the Times Awards Ceremony organized in Pune.

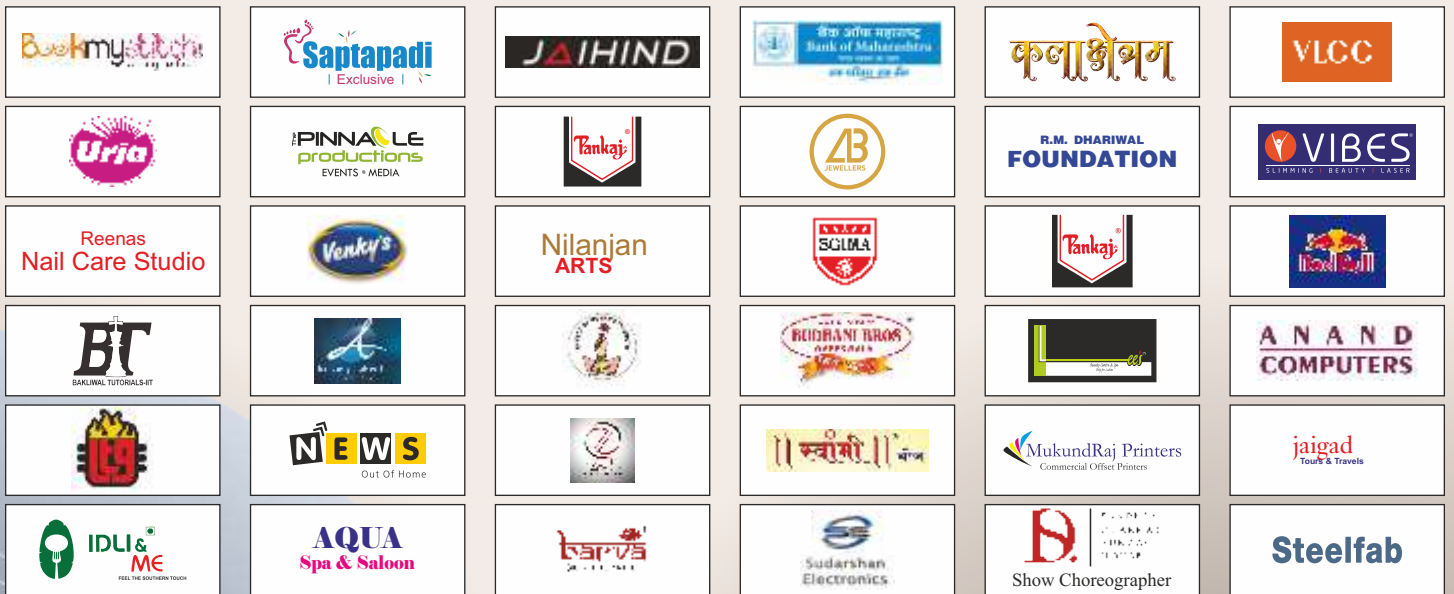


## Educational MOU with MESC

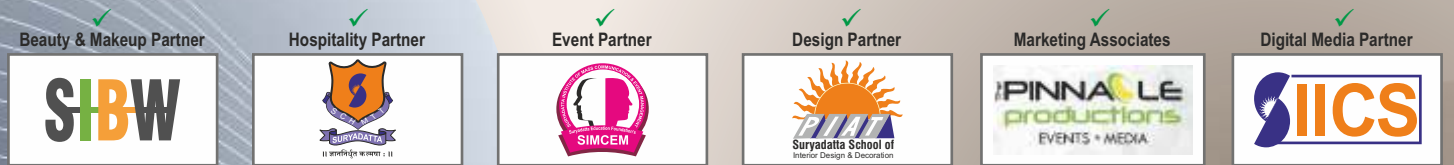
Suryadatta Institute of Mass Communication and Event Management entered into an education MOU with Media and Entertainment Skill Council at Mukta Arts in the presence of Mr. Subhash Ghai, Director of Whistling Wood International, Amit Behel of Cinema and TV artist association, Mr. Subba Rao from Ministry of Human Resource Development among others.



# PREVIOUS ESTEEMED SPONSORS



## Event Partners



## Exclusive Partners



## Other Partners

## Sponsor categories for 2022



## SIFT RUNWAYSHOWS IN MEDIA





# MEANS OF SPONSORSHIP

## Promotional Opportunities

The sponsor will have following promotional opportunities to build brand awareness and loyalty through presence on the following :

Sponsorship Benefits	Title Sponsor (only your brand) ₹ 5,00,000/-	Associate Sponsor (Max. of 2) ₹ 4,00,000/-	Platinum (Max. of 2 Sponsors) ₹ 3,00,000/-	Gold (Max. of 2 Sponsors) ₹ 2,00,000/-	Silver (Max. of 10 Sponsors) ₹ 1,00,000/-	Bronze (Max. of 20 Sponsors) ₹ 50,000/-
	The event title Sponsor for "La CLASSE 2022"	✓	✗	✗	✗	✗
Suryadatta Excellence Award in their respective fields	✓	✓	✓	✓	✓	✗
Chief Guest for the Event	✓	✓	✗	✗	✗	✗
Guest of Honor	✓	✓	✓	✓	✗	✗
Special Sponsor Passes in Block A	20 passes	16 passes	10 passes	8 passes	6 passes	4 passes
One member in the judging panel	✓	✓	✗	✗	✗	✗
Presence in Inaugural Session	✓	✓	✓	✗	✗	✗
* Inauguration of our 'SPARK' Exhibition in presence of Eminent Dignitaries	✓	✓	✓	✓	✗	✗
Mention in the media coverage	✓	✓	✓	✓	✓	✗
Mentioned in opening and closing ceremony	✓	✓	✓	✓	✗	✗
Branding space on the event promotional material.	✓	✓	✓	✓	✓	✓
Logo printed in Event ads & Social Media Network.	✓	✓	✓	✓	✓	✓
Banner Display for your Respective Brand	✓	✓	✓	✓	✓	✓
* Stall in the Exhibit area	✓	✓	✓	✓	✓	✓

### Other Event Sponsors

- Costume Sponsor
- Ramp
- Posters
- Theme Sponsor
- Banners
- Flyers
- Backdrop
- Invitations
- Entry Passes

Other Event Sponsors  
` 25,000/-

Will get 2 passes in Block A

### Financial Terms and Conditions

For All Sponsors 100% payment on booking (on or before 4th March 2022)  
All the payments to be done by DD or NEFT, Bank Transfer, Card Payment & Banker's Cheque in the name of

**Suryadatta Education Foundation** Payable at Pune

Early bird entries eligible for **Extra passes**

### \* For more details; please contact

- Ms.Pooja Vishwakarma : 7499915677
- Mrs. Kalpana Shinde / Mrs. Aarti : 8956943824
- Mrs. Shikha Sharda : 9356054179

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arti.sawarkar@suryadatta.edu.in  
kalpana.shinde@suryadatta.edu.in

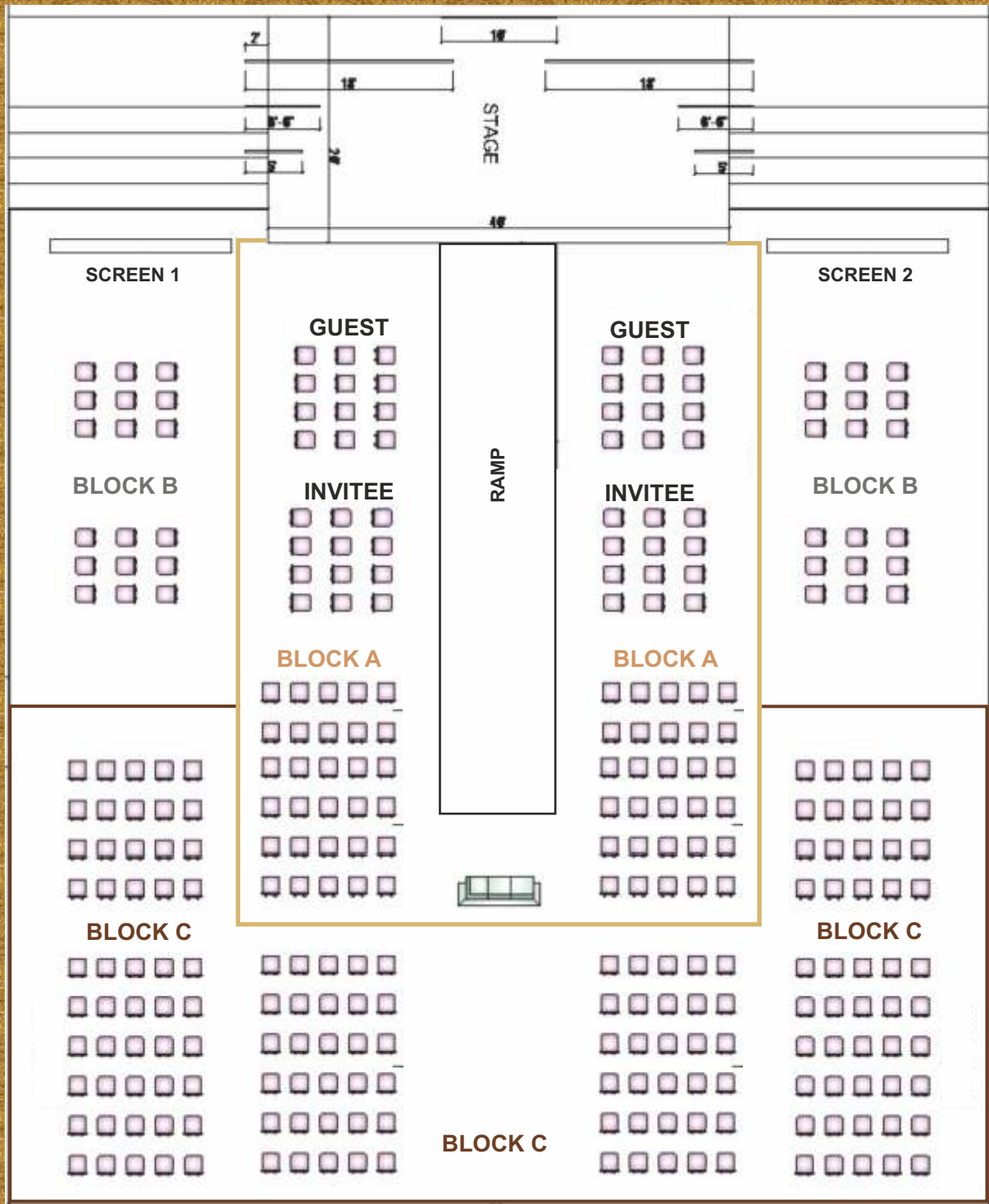


# Branding @ Past Events





# Proposed Layout



Entry Ticket Rates Per Person	
Block A	INR 1,000/-
Block B	INR 700/-
Block C	INR 300/-





# La Classé

## Annual Runway Fashion Show

Presented by SIFT

Date : Sunday 6<sup>th</sup> March 2022 | Time : 4:00 pm to 8:00 pm

**Venue: SuryaGayatri Bhavan, Suryadatta Bavdhan Pune Campus.**

\* Entry Tickets for *La Classé Annual Runway Fashion Show* will be Available at  
Sadashiv Peth Campus | Tilak Road Campus | Bavdhan Campus



Estd. 1999 | Suryadatta Education Foundation's

**SURYADATTA<sup>®</sup> INSTITUTE OF FASHION TECHNOLOGY**  
**School of Fashion & Apparel Designing**

ISO 9001 : 2015 Certified Institutes and Accredited by ANAB, USA (Member of IAF) by NVT-QC

Campus : 2074, Vijayanagar Colony, Sadashiv Peth, Pune - 411030

Web : [www.suryadatta.org](http://www.suryadatta.org) Follow us on : [f](#) [i](#) [t](#) [v](#) [y](#) [l](#) [i](#) [n](#) [i](#) [n](#)



**SURYADATTA<sup>®</sup> - Enriching Careers & Enhancing Lives Since 1999**