

SURYADATTA  
— CELEBRATING —  
**25**  
RAJAT MAHOTSAV

Sift

G20  
भारत 2023 INDIA

75  
Azadi Ka  
Amrit Mahotsav

SURYADATTA  
REDEFINING  
**FF** FASHION  
WITH PASSION



11th  
*La Classé*

Annual Runway Show 2023

Presents

**INDIAN**  
**TRIBES**

2023-30

MODERN with TRADITIONAL  
Costumes Accessories





## 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 'Indian Tribes'. Students have worked hard to create a range of Modern Costumes with Traditional Accessories which represent their Journey of Past, Present & future. We feel privileged to have gotten this opportunity to promote Indian textile and old techniques of embellishment through 'La Classé Runway Show 2023'.

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 2023' 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 11th Annual Runway Show, 'La Classe' – 2023. 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, "Indian Tribes". 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 11th La Classe Annual Runway 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



Mrs. Renuka Ghosnurkar  
Vice Principal SIFT



Pooja Vishwakarma  
HOD SIFT



Ms. Shikha Sharda  
Assistant Professor



Ms. Pratigya Kulkarni  
Assistant professor



Ms. Khushabu Gajabi  
Assistant Professor



Ms. Dhanashree Pise  
Lab Assistant



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



Nupur Pitti  
Anchor



## 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.



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.

**Chief Mentor**  
**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 fascinators 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 2023 Show Director

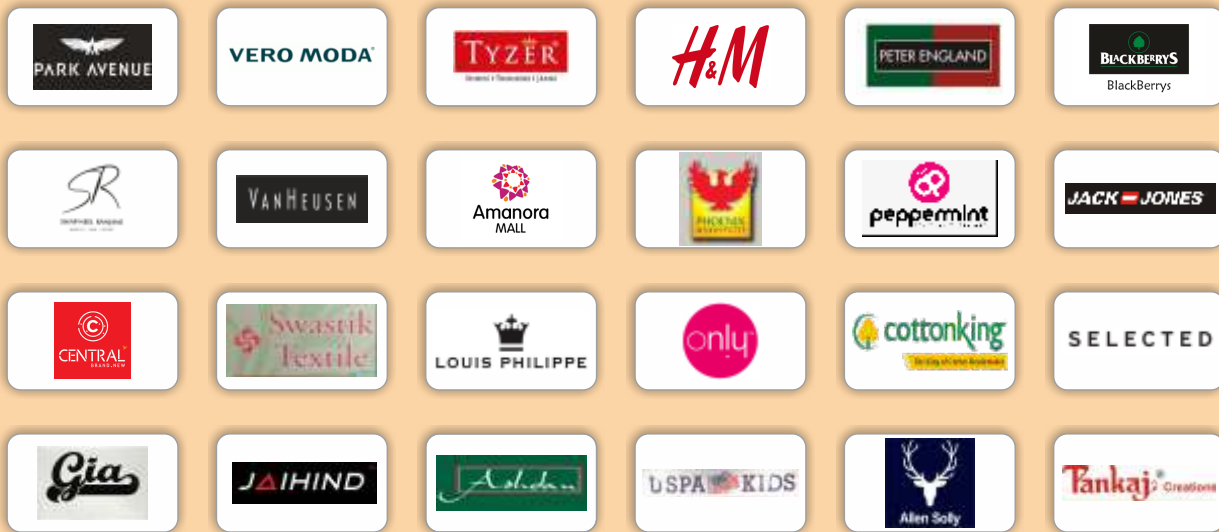
Is a renowned Fashion & Runway Director. Grooming Expert & on boarded Faculty with multiple International Pageants across the globe. He has trained & groomed Models for Femina Miss India, Miss Universe & Miss World. Worked closely with Celebs Nora Fatehi, Sunny Leone, Malaika Arora Khan, Jimmy Shergil, Randeep Hooda, Richa Chaddha, Jacqueline Fernandes & Many others to name. He owns IPs Like Miss Pune, Miss Mumbai, Miss Kolkata & Miss Delhi He has successfully curated & Produced Events Like Little Miss India. On boarded as Fashion Director for Phoenix Pune & Lucknow. Owns Sandeep Dharmas Runway House - Renowned Modeling Agency Celebrity Fashion Choreographer Sandeep Dharma.

**Mr. Sandeep Dharma**  
Famously known as a Fashion Connoisseur



## 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 Navlakha (2017)



Mr. Vikram Phadnis (2017)



# 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 2019



# SIFT *La Classe* Runway Show 2020



# SIFT *La Classe* Runway Show 2020



# SIFT *La Classe* Runway Show 2022



# SIFT *La Classe* Runway Show 2022



# TRIBES 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.





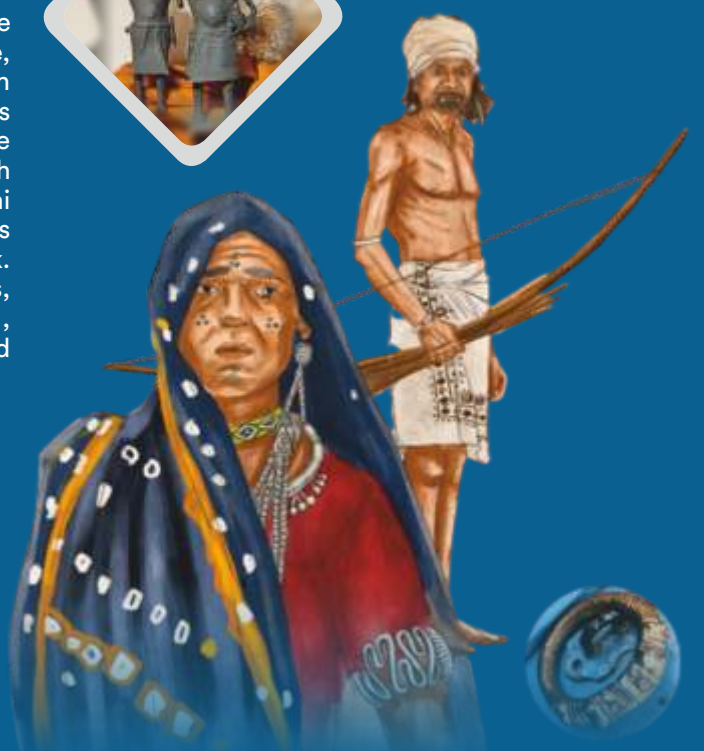
## ANGAMI NAGA TRIBE

We have taken Inspiration from the “Angami Naga Tribe” situated in the Nagaland kohima district. Our Collection is based on Western Wear where we showcased “Beauty with Strength”. The Silhouette used is Body con dresses with Sleeve Variation and semi circular and Half circular Flair. The Fabric used will be Ikat, Net, Taffeta Silk and Cotton. The Major Color used in the Garment will be Black and White and the Minor Colors will be Red, Yellow, Green and Pink. Embellishment used in the garments will be Bead work, Feather Work, Stick Work and Shelf Tucks. The Accessories used will be Anklet and Headgears.



## BHIL TRIBE

The collection to inspire by the tribes of Haldighati which is the “Bhill Tribe”. The name Bhill was derived from the word billee, which means “bow”. The Bhill tribe is known as “Dhanush Parush of India”. Because they are adapted to Dhanush learning. In this collection we have worked on ethnic wear using garments like Tube Tops, Skirts, Corsets & Jackets making it unique through transparency & transferable silhouette, Implementing Bandhani Print, pithora painting, mirror work to enhance the garments look. By using vibrant color scheme ie. Red, orange, Black. Implementing Accessories & other elements such as Chokers, earrings, Turbans & headgears, Necklaces, bangles, nose pins, Bindis, and mangtikas as well as tassels, pompoms, beads and oxidized jewellery.





## THARLI TRIBE

The collection is based on Tharu tribe. The Tharu people belongs to ethnic group. Rang Tharu people of western Nepal Connect the name to the Thar Desert and understand themselves as descendants of Rajputs who migrated to the forests in the 16th century. The collection is inspired from tharu culture like festival, art work people. They also decorate cloth with tribal patterns which can be called as patch work. This collection will be fusion (Indo western) wear Included variation of skirts, Sari attached with shawl (dupatta).The Major color used is Black & Maroon and Multi color will be used as the minor color. The Fabric used will be cotton mix with polyester, wool, silk mix with polyester, and net organza. Also embellished with hand painting & patch work, mirror work, This wear will be Accessorized with footwear's, oxidized jewelry, headgear.





## KINNAURI TRIBE

The theme inspiration is “kinnauri Tribe” of Kinnaur district of the Indian state Himachal Pradesh. We liked their Geometric motifs of shawl and traditional colors and also heavy accessories. The collection is inspired from Geometric motifs of shawl. The kinnauri shawl is called as kullu shawl. The type of Garments are western wear including crop tops, miniskirts, variations of jackets, one piece dress and Hot Pants etc. Net, Taffeta silk, Thick cotton and Satin fabrics are used. The Major Color used will be Black Color and the Minor Color used will be Neon Colors. The garments are Embellished with Bead work, Cut Work and Patch Work and accessorized by oxidized jewelry and beaded jewelry. We are Working on Transformation Garment to show uniqueness in our Collection.

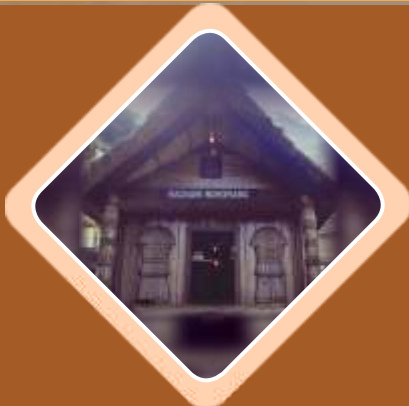
## KHASI TRIBE

The collection is inspired by "khasi" tribe who lives in Jaintia Hills of Meghalaya. The Collection Comprises of western wear that include gowns. It has some Organza touch with beautiful machine embroidery. The Fabrics used will be Velvet, Cotton, Silk and Organza Net. Major color used in the Collection is Blue, Along with some minor colors such as Yellow, Red and also has some Silver element in the garments for embellishment. Also the Embellishment will include some Bead Work and Embroidery. The Ornaments include crown & silver jewellery.



## BODO TRIBE

Bodo Tribe is from Assam and the parts of Meghalaya. They use lots of handmade designs and the weaving patterns in their traditional clothes. The designs used on their clothes which is called Aronai are used in our collection. The fabric used for the garments is Silk Cotton. The major colour used in the garment is Bottle Green. The element derived from the Bodo tribe is their handmade designs such as designs of the pigeon eye, winkle of peacock, bloomed flowers, fern leaf, footprint of Bear, Diamond Shapes and the designs representing twill.



## BANJARA TRIBE

The collection is inspired by “Banjara Tribe” which is a wandering tribe particularly a strong independent and highly skilled women. Their use of Lambani embroidery – the mirror work and the thread work is exquisite and one of that has been passed down from generation to generation. The collection encompasses of Fusion Wear. “With color one obtains an energy that seems to stem from witchcraft” that is the energetic color that includes Purple and Golden. The adornments include pagdi and oxidized jewelry.



## KARBI TRIBE

The collection is based on Karbi Tribe. The Karbi tribe are one of the major indigenous ethnic tribe in the Northeast India and especially in the Hill areas of Assam. They use symmetrical design and animal print in their design . The Collection is western Wear which includes Pant, Skirt, Top and Shrugs. The color that gives the bright effect will be used which includes Red, Black, White, Blue , Green and Yellow. The accessories include Drape pagdi with feather on one side, Talvar and Basket. The embellishment will include Embroideries with coins , Feathers and Kavdis.



## 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 and other Certificate courses. Affiliated to Savitribai Phule Pune University.

As our tagline suggests 'Indian Tribes', this year we have surprises for our audience, where we are showing Indian Tribes in Modern outfits combining it with Traditional accessories.

The main attraction is the choreography which is done by Sandeep Dharma 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 conducted in an exhilarating atmosphere full of glamour and glitter. Dozens of Celebrity Models from Mumbai show case 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 complete 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 11<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.

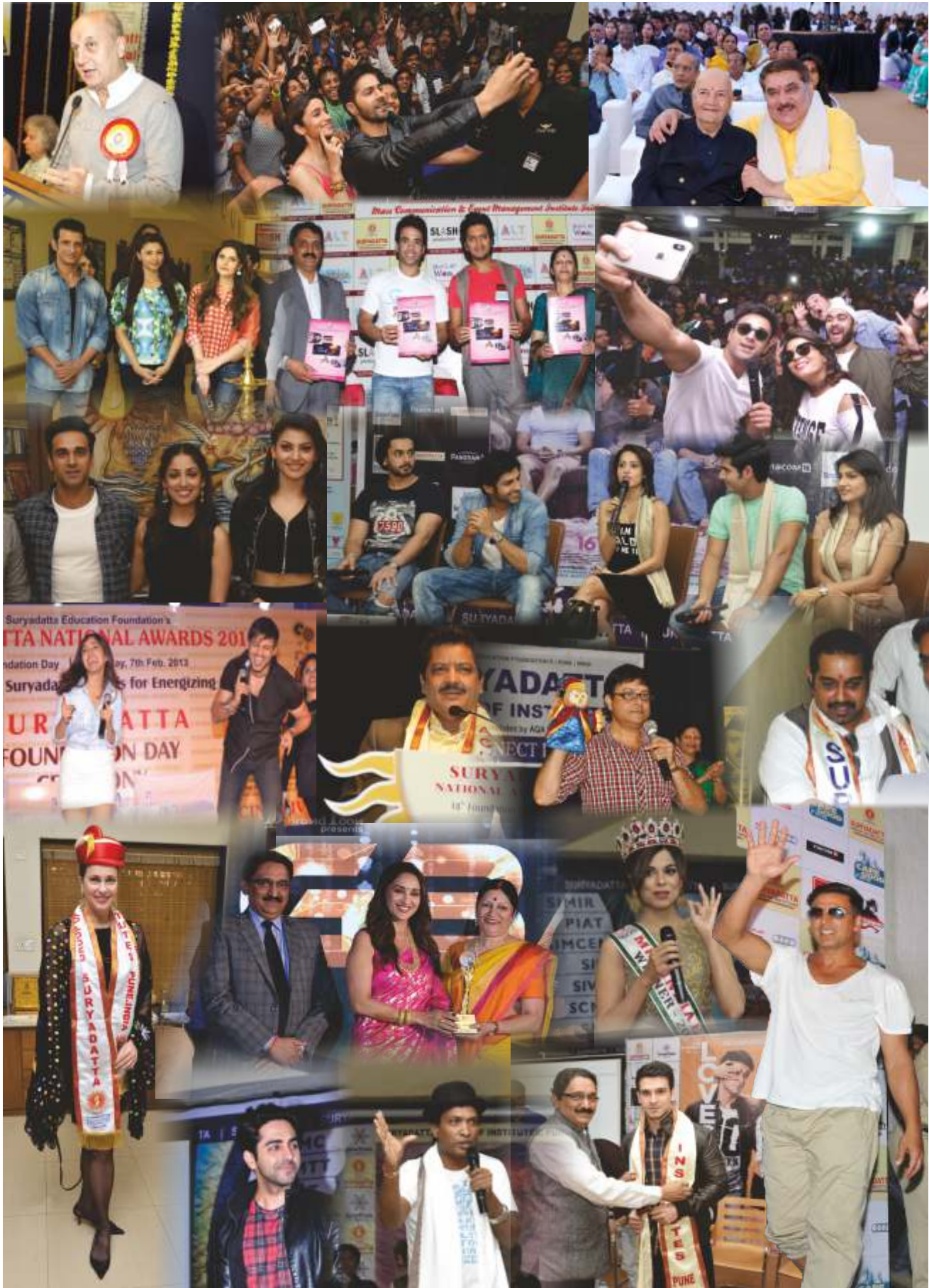
### Golden Opportunity to be a Sponsor

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.







**Brands of Maharashtra 2021 by Sakal at the hands of renowned Former Chief Minister Hon'ble Shri Prithviraj Chavan, Hon'ble Shri Sushilkumar Shinde & NCP President Hon'ble Shri Sharadchandra Pawar**



Recipient of Global Business Award 2022 for being Best Multi disciplinary Educational Institute of Maharashtra in offering various courses in emerging sector at the Hands of Renowned Film Actress Ms. Shilpa Shetty



Recipient of Most prestigious IMC Ramkrishna Bajaj National Quality Award Trust in April 2022



SCMIRT, SIHS & SIICS was Awarded with the International Education Award 2022 at the hands of Former Indian Cricketer Mr. Sunil Gavaskar by TIME Cyber Media Pvt. Ltd.



Award for Excellence to Shri Sanjayji Chordiya Founder President & Chairman of Suryadatta Education Foundation at the hands of NCP President Hon'ble Shri Sharadchandraji Pawar in May 2022 during JITTO Connect 2022.



Patron Membership of Maharashtra Chamber of Commerce Industry & Agriculture (MACCIA) was offered to Prof. Dr. Sanjay B Chordiya at the hands of Hon'ble Shri Nitin Gadkari, Minister of Road Transport and Highways of India



Suryadatta College of Hospitality Management & Travel Tourism (SCHMTT), is felicitated as the Times Education Icon 2021 in the category of Best Institute in Hotel Management by Times Group Pune at the hands of Renowned actor & entrepreneur Kunal Kapoor at J W Marriott, Pune



Prof. Dr. Sanjay B Chordiya, Founder President and Chairman - Suryadatta Group of Institutes, Pune, got an Award in ET Business Leaders of the Year 2020 Program for Outstanding Contribution in the field of Education at Taj Lands End, Mumbai, at the hands of Shri Gaur Gopal, and other dignitaries.



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Professor Dr. Sanjay B. Chordiya, Founder-President and Chairman, Suryadatta Education Foundation, was recently felicitated by Dr. Bhagwat Kishanrao Karad, Union Minister of State for Finance; Ashok Chavan, PWD Minister Of Maharashtra, Dr. Shrikant Shinde, Lok Sabha MP, and Nilesh Khare, Editor & Business Head - Zee 24 Taas. The honours were done during the 'Udaan Dare to Dream' Conclave and Award Ceremony.



CERTIFICATE of Excellence in the field of Innovative learning with emphasis on Life Skill Development by the hands of Smt. Supriya Sule Honourable Member of Parliament



(L-R) Shri Chandrakant Salunke, Founder President SME Chamber of India, Prof. Dr. Sanjay B Chordiya Founder President & Chairman receiving Pride of Maharashtra Award 2021 as Best Educational Institute of the Year at the Hands of H.E. Governor of Maharashtra Shri Bhagatsingh Koshiyari VP Sushma Chordiya SGI.



Lokmat School Icon Award- 2021' has been conferred upon Suryadatta National School for the exemplary performance and holistic development of the students to Professor Dr. Sanjay B. Chordiya, Founder President and Chairman, Suryadatta Education Foundation at the hands of Padma Bhushan Dr. Vijay Bhatkar, Renowned Indian computer scientist, IT leader and educationalist



Recipient of the Best Institute in India for Developing Holistic and Ethical Medical Professionals at the hands of Mrs. Amruta Fadnavis in Mumbai



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



Recipient of Best MCA Institute of the Year 2021-22 Award at the hands of Actress and Miss Universe 2000 pageant Lara Dutta in Mumbai



Best Social Media Campaign Award" to Suryadatta Group of Institutes at the hands of Shri. M. P. Poonia, Vice Chairman, All India Council of Technical Education (AICTE) during ASMA Annual Convention & Awards



Recipient of the Award - Excellence in Extra Curricular Activities to promote all round child development at the hands of Mr. Uday Samant Cabinet Minister of Higher Education & Technical Education Government of Maharashtra in presence of Navabharat MD Mr. Nimish Maheshwari

# Glimpses of Celebrities @ Suryadatta June / July 2022



A Gathering of over 5000 students & alumni who interacted with the starcast of Movie 'Y' & "Tamasha Live"



# Glimpses of Celebrities @ Suryadatta on 18th June 2022



A Gathering of over 5000 students & alumni who interacted with the starcast of Movie 'Juggugg Jeeyo'



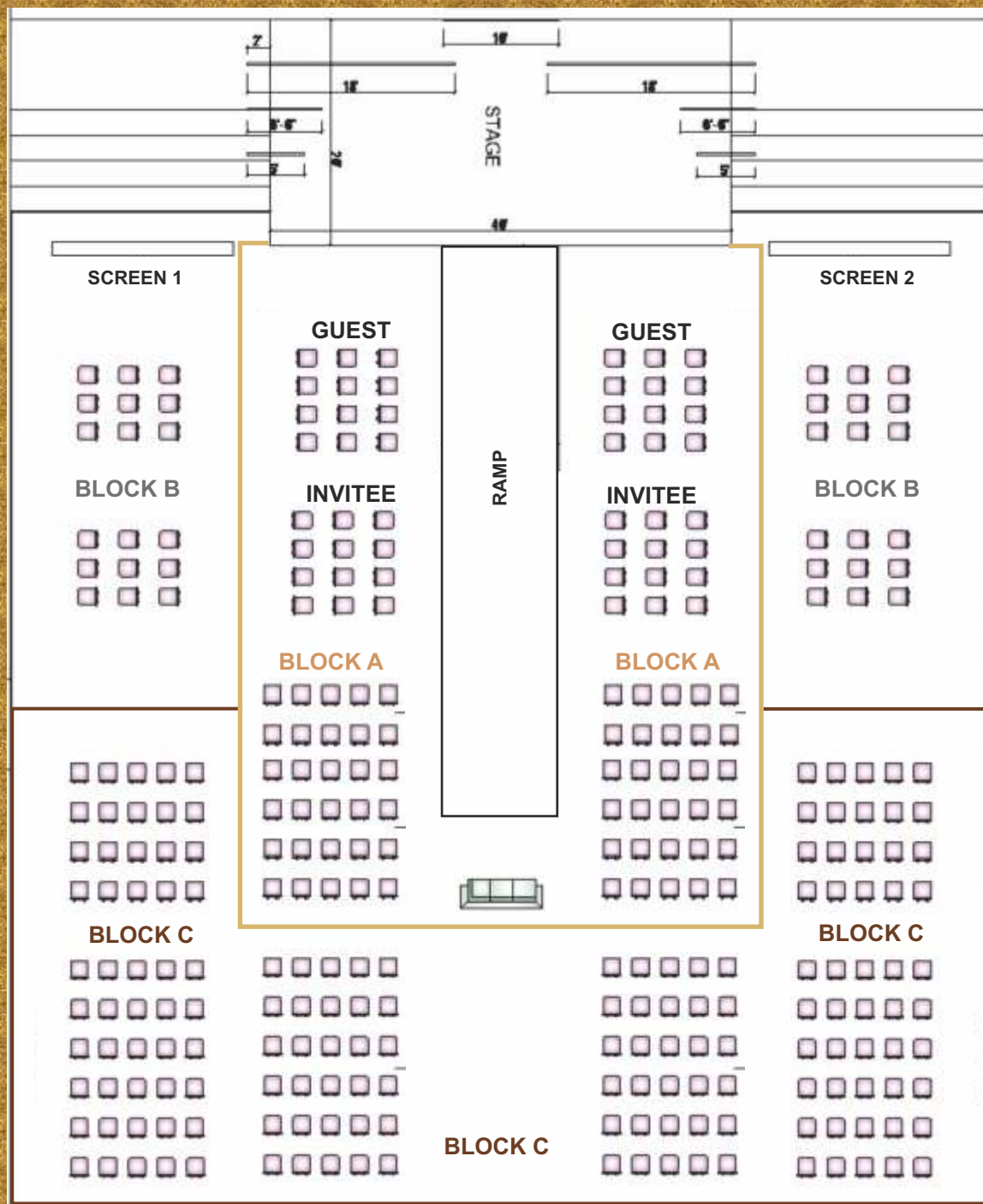
# PRESS COVERAGE



# Branding @ Past Events



## Proposed Layout



### Entry Ticket Rates Per Person

Block A	INR 700/-
Block B	INR 500/-
Block C	INR 300/-







# 11<sup>th</sup> La Classé

## Annual Runway Fashion Show

Presented by **SIFT**

Date : Wednesday 8<sup>th</sup> Feb. 2023 | Time : 6:00 pm onwards

**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



Enriching Careers,  
Enhancing Lives for  
Sustainable Development

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 :



Passion for Fashion

Updated 2<sup>nd</sup> Feb. 2023

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