

JARGON

MAY'21



A NIFT Mumbai monthly initiative



IMAGE SOURCE: PINTEREST

Contents

- 01 Editor's Note
- 02 Branded content: A creative way to connect & engage with viewers
- 03 Jargon Recommends
- 04 Fashion Therapy with Rhea
- 05 Disruption to Resculpting
- 06 Star Wars
- 07 Did we just neglect the utility of beauty?
- 08 Student Showcase



Greetings from Team Jargon!

While the country is slowly healing from the ever-so dangerous claws of the Sars-CoV-2, we have been passing every known hour in the midst of one lockdown to another. Although it has been a challenge, there were always those small things that made us smile through this ordeal. Whether it was the timely kindness of a stranger in the toughest time or the countless trends that kept us busy, social media has definitely been a turning point in this new normal. And through the platform of these countless social media sites, came the bright and shiny tales of content creation. Today, hundreds and thousands of content creators are making informative, fun, creative, funny (what not!) content everywhere, so that we, the viewers stay fully entertained 24/7, especially in these dark times.

Thus, we bring you, for the May issue of Jargon, the Ultimate Amateurs A-Z Guide to answer all your Content Creation concerns! Get to know how fashion brands use very unique and never-before-seen ways to market their products right and make their presence felt with out of the box ideas!

So go ahead, and take in all the fun and innovation that awaits you! Find out some cool facts about fashion brands you never knew about, and keep adding to your creative corner!

Hope you enjoy this issue, and as always keep supporting us, and sending us your entries to get featured!

Send your entries at-
niftjargon2019@gmail.com

BRANDED CONTENT

A creative way to connect and engage with viewers

Traditionally, brands have been using advertisements as an effective way of promoting their brands using celebrities as Brand ambassador. However, due to the presence of multiple product categories and multiple brands within product categories, the viewers of today are bombarded with ads and information to that extent that viewers end up with solutions to avoid watching these ads by either channel surfing, skip ad or block ad.

Marketers have realized that to attract viewers towards the information pertaining to their brand, traditional ways of brand promotion i.e. advertisement will not work and some creative ways of brand promotions are required. This led to the introduction of concepts like product placement and branded content.

The author of this article studied 500 viewers in the age group of 18-35 in Mumbai during Jan-March 2020 and analyzed their perception about ads and branded content while watching a content .The study revealed that:

- 87% of viewers skip ads on Smartphone.
- 75% skip ads on TV.
- On an average, people watch 5.2 seconds of a 15-second ad and 7.2 seconds of a 30-second ad
- Around 70% audience / viewers feel ad breaks distracts the flow of watching content.
- More than 80% of the audience/ viewers felt that programs should not have ad breaks
- The same percent (80%) of audience/ viewers expressed that since they switch to other programs in TV or skip ads in smartphone the purpose of ad to create awareness about the brand is defeated.
- The same viewers on being probed regarding viewing of branded content revealed that everyone (100%) enjoyed, felt engaged and connected with the brand while watching the branded content as they felt brand is well inserted in the storyline / content and it allows viewers to connect and engage with the brand.



- 87% of viewers skip ads on Smartphone.
- 75% skip ads on TV.
- On an average, people watch 5.2 seconds of a 15-second ad and 7.2 seconds of a 30-second ad
- Around 70% audience / viewers feel ad breaks distracts the flow of watching content.
- More than 80% of the audience/ viewers felt that programs should not have ad breaks
- The same percent (80%) of audience/ viewers expressed that since they switch to other programs in TV or skip ads in smartphone the purpose of ad to create awareness about the brand is defeated.

INSTAGRAM OPENS UP BRAND CONTENT
MARKETING FOR ALL USERS

- All the respondents found branded content in the form of articles, stories, videos, podcasts, web series, movies, songs, live events as exciting , entertaining and enriching.

This concept is fast catching the attention of entertainment /media production houses, brands and viewers (potential customers). A large number of such contents are available in different digital platforms with a large viewership.

But the real question is

- Are these branded contents generating business
- To what extent are they influencing viewers buying attitude
- How to measure the performance of these branded contents

In order to get answers to these specific questions, researchers need to probe whether the branded content was able to influence the following three attitudes of viewers.

- a. Cognitive attitude of viewers : Was this branded entertainment limited to giving information or it created awareness and provide knowledge about the brand functionality, brand image, brand philosophy etc.
- b. Affectionate attitude: Has the branded entertainment touched emotions of viewers.
- c. Conative attitude (Intent to purchase and purchase): Was the branded content strong enough to drive viewers purchase intention and ultimately actual purchase.

The answer to these research questions are being probed in a Pan India study being conducted by department of Fashion Management study with 50 Brands and around 1000 millennial and Gen Z viewers participating in the study.

Participate in the study and watch out for study report!

Prof. (Dr.) Sushil Raturi
Department of Fashion Management Studies



JARGON

RECOMMENDS



SERIES

01



Firefly Lane



Jupiter's Legacy



Love , Death + Robots



Lucifer



The Big Day

MUSIC

02



Wasabi
Little mix



Call me by your name
Lil Nas X



Talking to the moon
Bruno Mars



Sugarcash
ElyOtto



No guidance
Chris Brown

MOVIES

03



The social
dilemma



Nomadland



Moxie !





Fashion Therapy with Rhea

The marketing edition

Remember the iconic scene from *The Wolf of Wall Street* when Jordan Belfort enthusiastically asked his fellow salesmen a question that left an indelible mark on us all? 'Sell me this pen' were his exact words and that very moment set in motion the wheels of thoughts that headed towards the importance of impeccable sales and marketing skills. If you were to pose the same question to the renegades and moguls of the fashion industry, how many brands do you think will be able to answer you without breaking a sweat? I'm pretty sure that some might touch this topic with a barge pole and shirk away while some would present strategies that will inspire millions of wanna shins in their wake.

Today, we are not going to discuss the big-fits from Row or the intricate details crafted by Rodarte and Erdem. Today we are going to keep aside the Gucci blouse that billowed as Harry Styles played piano underwater in his 'Falling' music video. The topic of discussion today surpasses silhouettes, buttons and hems and talks about the process after the aforementioned things are crafted. It's about the journey of fashion from the convivial ateliers to your coveted closets. Today, it's all about marketing.

IN FRAME: JORDAN BELFORT
IMAGE SOURCE: PINTEREST



So, what is the importance of marketing in the pulsating moment of now? Let's back this up with a quick background check. The dense prose of 2020 was indeed a year that was more frustrating than being outbid on e-bay at the last minute. A few decades worth of cataclysmic events have occurred within a few years while the pandemic still rages unabated. I have always been a strong advocate of the glass-half-full approach and one noteworthy shift that I have noticed, is that the year 2021 has been branded with an era of mindfulness in which everything from fair wages to consciously produced fabrics comes under scrutiny. The pandemic also gave an impetus to the start-up culture and we saw many small-businesses and home-grown labels flourishing. With thousands of them emerging daily on a global platform and the world wide web making it easily accessible to all, one fool-proof way that they resorted to, in order to stay relevant in the long run was to have strong marketing strategies.

From humble pamphlets to hardcore AI advertisements, the evolution of marketing has been pretty darn dope over the years. Be it a feel-good emotional strategy for a product as simple as a packet of coffee (Nescafé Gold) or striking the iron when it's hot (The LEGO 'Friends' Apartments Set) brands have often curated products and presented it to us in such a way that hooks us in a jiffy. Wordy T-shirts that scream positivity have been doing the rounds in the highest echelons of fashion when we needed it the most. From elaborate events, influencer marketing, creating aspiration, FOMO deals, leveraging the latest technologies, offering personalisations, retargeting ads, starting socially relevant conversations to spending billions of dollars for real time data, the industry has been deeply invested in curating immaculate marketing strategies that make people spend and feel good about it at the same time. A brand that aims to function without marketing is equivalent to Harry styles ditching his chunky accessories entirely. Enough said.

FRIENDS THEMED LEGO
IMAGE SOURCE: PINTEREST

DISRUPTION TO RE-SCULPTING

The Fashion Industry Perspective

Associate Prof. Lipi Choudhary
RIC- Mumbai

Covid 19 has been one of the biggest disasters humanity has experienced in recent times. It has also led to a global economic meltdown with fear of uncertain future prompting radical changes in consumer behaviour, disruption of supply chains and rapidly declining sales. The crisis has an amplified impact on the fashion industry which is prompting adoption of innovative business strategies aligned with market realities that are transforming the industry.

Few of the significant changes triggered by the pandemic and its resultant disruptions are:

THE ECOMMERCE BOOM

Due to COVID-related lockdowns, stores were forced to close for many months and even the future operations seem to be embedded with acute uncertainty. Many brick and mortar storefronts were unable to absorb the losses and the temporary store closures led to permanent closures. However, the already evolving ecommerce channel provided an opportunity to the retailers to recover from the losses by adapting to the online business model. Even the big omni-channel retailers today are relying on their online business to survive and sail through this crisis.

TECHNOLOGY:

IMPERATIVE FOR IMPROVEMENT IN ECOMMERCE CUSTOMER EXPERIENCE

The Covid-19 restrictions have acted like a catalyst fuelling the rapid advancement in technology with increasingly more shoppers resorting to online purchases due to safety and convenience provided by the channel. The future of fashion, at least in the near future is online and technology is being perfected to cater to the expectations of the customer. Online retailers are using innovative technologies to create immersive digitally enhanced shopping experience of their customers with the help of virtual reality, augmented reality, 3D prototypes and avatars for digital fashion shows, big data etc. to make this transition of the consumer from physical to digital as seamless as possible.





FASHION SIMPLIFIED

The fashion brands were used to creating 8, sometimes even 12 collections a year. This also led to huge expenditure on promotion due to fashion shows and launch events and activities. Triggered by the Covid19 crisis, brands are opting for 'seasonless' fashion by breaking away from the regular business model of releasing new collections as per industry benchmark of seasons. Slow fashion is the way forward and the leaders in the industry are stepping up their support by going against seasonal trends and creating collections with high quality products and higher prices with a longer appeal that defy the existing norms.

COMFORT COUPLED WITH STYLE - THE CONSUMER VERDICT

With 'Working from Home' for adults, distance learning for children and social life migrating to online spaces becoming the new normal; people are adapting to a new version of lifestyle that needs them to spend more time at home. This new lifestyle has led to a significant increase in the purchase of athleisure and loungewear with a definitive modern twist in terms of innovative styling. Fashion retailers have recognized the fact that comfort more than ever before will become a key determining factor governing purchase decisions and they are tweaking their offering to leverage this trend.



SUSTAINABLE FASHION - THE CONSUMER VERDICT

As people continue to make lifestyle shifts towards sustainable consumption and modifying their spending habits in accordance with this consideration, brands are following suit and are moving towards more sustainable fabrics and manufacturing methods. Consumers are opting for brands that are taking a stand for the environment and are even willing to pay a premium for such products.

Fast fashion, which was adapted to a short-lived and inexpensive products business format, is in decline in favour of slow fashion products that are more eco-friendly and longer lasting. Brands are moving towards making high-quality products that are meant to last for a long time or are creating lifestyle products from recycled materials. "ReCommerce", shopping for pre-owned products from a consignment shop or directly from a seller on the internet is also on the rise, driven by the fact that it not only is an eco-friendly practice but also the consumers can get the products at a fraction of the original retail price. Trends like "up-cycling" and "repurposing" of vintage pieces are also seeing significant increase.



STAR
WARS



The divine feminine occupies my plane of vision. Clad in red that clings to the form in some places and is more forgiving in others. Flowers intertwined in voluminous, curvilinear riptide of tresses fall in ever so graceful cascades alongside an avalanche of cloth that resides beneath her crossed legs, the woman is bound in complete rapture with what appears to be a silly little parchment. I take a drag from my cigarette, I've a new found appreciation for the licorice that has now infiltrated my nostrils as I see the letters "JOB". The above description may lead too many into believing that I'm in an art viewing but in truth, I'm at a salon gathering in early 20th century Europe. The sight at the receiving end of my attention isn't a painting but an advert for "JOB cigarette rolling parchment" made by none other than Alphonse Mucha. Bearing witness to the marriage of art and commerce, the germination of graphic design allures advertisements in the womb of Art Nouveau. Whilst most conversations on design make an instinctive turn of the head towards modernism and Bauhaus, Art Nouveau doesn't seem to get as much consideration. This is perhaps because of its visually grandiose, ethereally utopian outlook toward beautification that inevitably led to its own demise as a movement. However, it would be profoundly foolish to call the movement an entire failure and not acknowledge the remnants that have trickled down into the forthcoming centuries.

Did we just neglect the utility of Beauty?

In the 1960's the currents of this movement were revitalized in the form of Psychedelic and Pop art. It was like seeing the staples of Art Nouveau- the engaging female figures, the detailed two-dimensional illustrations that filled every inch of the artwork, through the lens of a radically contrasting colour palette. Psychedelic concert posters became artworks in their own right, with fans sometimes snatching them up for their private collection, immediately after they were put up. For an advertisement or poster today, such obsessive enthusiasm would seem unimaginable to garner. Rebelling against elitist values and the self-reflexive expressionist movement, pop art embraces banal living experiences, introducing familiar mass culture imagery and bringing art closer to the new generation of Americans. Andy Warhol, the legendary pop-artist known for his iconic Campbell's Soup can portrait, was an avid advertising proponent and sought to challenge the very understanding of what art is. Sometimes it can take an artist's eye and a bold black outline to make evident the beauty in the mundane. While on one hand pop art elevated the products of mass culture and consumerism to the status of fine art, on the other, we also see examples of the opposite- where art, divinity and philosophy at their pinnacle, descended from their high walled shrines to reside with "ordinary mortals". The commonality here is the involvement of art as a proponent of commerce, blurring lines between commodification and works of aesthetic profundity. The west wasn't alone in this ethos.

In India, Bombay to be precise, around 1894 a lithographic press was established by Raja Ravi Varma. Varma's prints combine his aesthetic and philosophic knowledge from European academic art with Indian sensibilities to produce symbolically charged artworks, replete with iconography, often centered around myth and divine women. With the invention of the press, works of art that would otherwise restrict themselves to institutional constraints, were now widely available to the mass. Art broke its perceived shackles of merely belonging to museums or galleries and these prints found themselves on calendars, magazines, posters, matchboxes, bringing emphasis on art being commercially viable and hence transcending into design. Art was now found at homes. Fast forward today, the innocently simple mascot of Amul and the catchy jingles of Nirma are just as ingrained in our memories as any iconic painting of Raja Ravi Verma; perhaps more firmly so. Just like the artwork is more than paints, clay or marble that it is made from, advertisements are much more than the products they appear to be selling. I use the word 'appear' because, really, who remembers the 'Mentos' ads for their mediocre mouth-freshening candies? The minty freshness is a metaphor of bringing a positive change through simple actions, far too deep a philosophy than should be confined in the little plastic wrapper.

Irrespective of how many people actually buy the product after seeing the advertisement, it creates a subconscious impact and alludes, however satirically, to the social issues at large, with a much wider audience than conventional art enjoys. With such powerful examples and gold standards to look up to, most advertisements today must take a second look at their smug adherence towards pragmatism, the so-called fix with utility and the near renunciation of artistic beauty. While art in advertising is often equated with superficiality and excessive pomp, denying its place by that factor alone is naïve and thoroughly lacking in nuance. Subsequently the aesthetics v/s utility argument treats the two as separate entities, often placing the latter on a pedestal and giving the former a contemptuous secondary stature. A compromise of such nature results in an impaired visual dialogue stripped of intellectual dimensions. In our rational considerations, isn't it possible that we may have neglected the utility of beauty?

Writers:
Annyesha Bhuniya, Semester 4, Fashion Design Department.
Harini Srinivas, Semester 4, Textile Design Department.

TEAM EAGLES

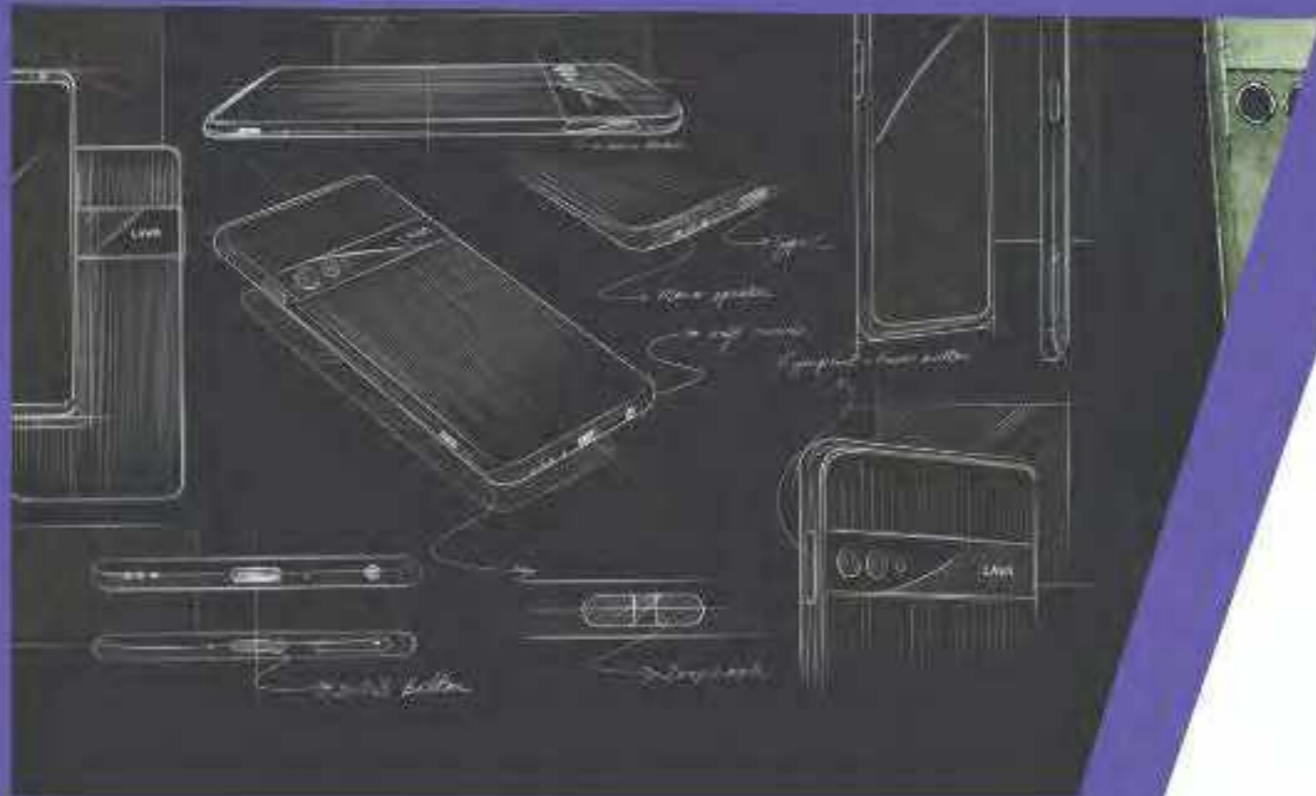
Laudeep Shivhare & Atharva Mainkar

Accessory design final year students got qualified for LAVA Design Challenge among 12,000 entries across India.

Lava International Ltd announced the 'Design in India' challenge inviting citizens to develop a fully local smartphone.

The contest is three-part series-- stage 1, the Ideation, which involves creating a prototype and presenting it to the jury.

The selected group will be taken under the wings of the Lava design team and will be mentored throughout the contest.



The Design brief of the project was to design a smartphone under 10k Rupees.

Project includes :

- Understanding of market scenario
- Competition study
- Generate consumer suggestions
- Solving problems by ideating
- Create an Innovative solution for the market

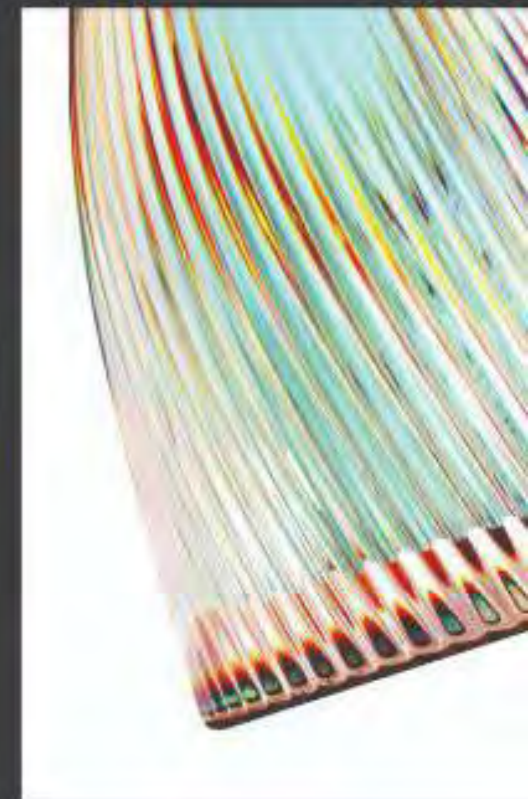
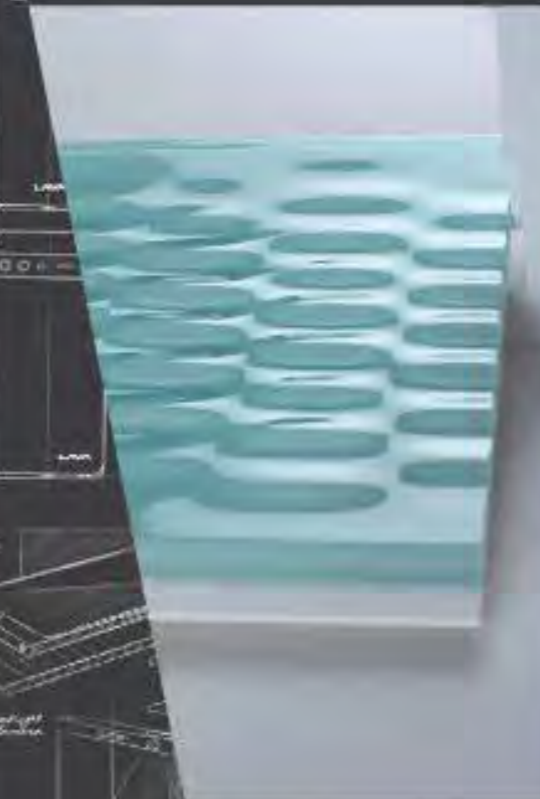
IDEATIONS

MOOD BOARD

Soft

CONSUMERS

- Store owners - Payments.
- Delivery guys - Navigating and payment.
- Servicemens - Banks, police, teachers, etc.
- College students - Online classes
- Web streamers - reading chat, etc.
- Cab drivers - Payment and Navigation.
- Housewives - Entertainment, tutorials, etc.
- Businessmen - Secondary device.
- Rural India - Education, Calling, Services, etc.





AURORA™

ELEGANT | *exquisite*

COSMETIC BRAND



Aurora is an organic and natural clinically validated skincare collection and vibrant plant pigmented cosmetics. All of the products in this line are are vegan and cruelty-free. Using nature's most restorative and nourishing ingredients, this skincare brand has something for everyone. From acne-prone skincare sets to the pregnancy safe prodcuts, Aurora uses only organic and wildcrafted ingredients. The brand also utilizes sustainable energy sources for production and is a ECOCERT and PETA certified organic company. You can feel good about what you put on your skin with the detailed ingredient list and the range of products for different skin types. The company also reuses the shipping boxes and packaging materials from its returns and is One Tree Planted partner.

- Bishu Hansdah, FD-6

The name I chose for my brand is Aurora. The reasons behind so are as follows:

Like it is already mentioned, "Aurora's Kiss" is one of the major varieties of dahlia flower. It also draws inspiration from the Disney character "Aurora" from the movie Maleficent. Even though Aurora was kind, gentle and innocent, she was also very brave. This is exactly the kind of image I want for my brand. It would also resonate with the people of Gen Z because they have grown up watching Disney movies hence the name would subconsciously leave an impression on them.

The tagline of my brand is "elegant and exquisite"- just like the flower dahlia. It's a common pre-conceived notion that beautiful things are often frail. Dahlia plant goes against that very nature. It is a perennial plant and can withstand extremes of weather. Society has led us to believe that bold women are often tomboyish. Similarly, men often feel emasculated owing to the constant comparison against the supposedly "feminine" traits. It's high time that we break free of such stereotypes.





TEAM

AMY SINGH - AD SEM 4

TISHMA SANDANSING - FC SEM 4

KAUMUDI DEWANGAN - FD SEM 4

SREEPARNA ROY - TD SEM 4

ISHLEEN KAUR - FC SEM 4

FASHION COLUMNIST

RHEA SINGH - FC SEM 6

FACULTY INCHARGE

VANDANA WEKHANDE