



# Report on NIFT-IFFI Styling Competition

Held at IFFI Goa  
24th November, 2024



## Executive Summary

NIFT was invited to conceive and execute a Fashion and Styling competition inspired by the historical archives of Indian cinema to celebrate a century of film making in the Indian sub-continent at IFFI.

IFFI is the only film festival in South Asia that is accredited by the International Federation of Film Producers' Associations (FIAPF) of the 44th international festivals in the Competitive Feature Films Category. Since its inception in 1952, IFFI has been curating spectacular films from all over the world. Since 2004, IFFI has moved to its permanent venue at Goa, where it is jointly organized each year by National Film Development Corporation (NFDC), Ministry of Information and Broadcasting, Government of India and Entertainment Society of Goa (ESG), Government of Goa. The Ministry of Information and Broadcasting provided a platform to NIFT students to showcase their talent through a Design competition presenting the

journey of the Indian film industry through the iconic looks and fashions since the 1920s. The Ministry of Information and Broadcasting provided a platform to NIFT students to showcase their talent through a Design competition presenting the journey of the Indian film industry through the iconic looks and fashions since the 1920s.

The 55th IFFI Goa, celebrated the eponymous 100 years of India Cinema along with NIFT through the depiction of the Visual elements, Fashion and Styling of the era's depicted through the popular medium of Cinema. The programme was sponsored by the Kamala Ankibai Ghamandiram Gowani Trust under their social initiatives and the presentation was titled "Cine Fashion over the Decades: powered by Pillars of Humanity".

The looks were conceived by the NIFT students in consonance with the Core Team for all the participants. The models who walked the stage were from NIFT along with specially abled and transgender models from Pillars of Humanity whose costumes were designed by the trust designers but conceived in collaboration with NIFT. As part of the competition, the students visualised and executed the looks from historical archives of Indian cinema, the 6 eras distributed amongst campuses who were selected for the event were:

- Era 1: 1910- 1939 - Bengaluru & Mumbai
- Era 2: 1940- 1959- Bhopal & Kolkata
- Era 3: 1960-1979 - Panchkula & Kannur
- Era 4: 1980-1999 - Chennai & Patna
- Era 5: 2000- 2019 - New Delhi & Gandhinagar
- Era 6: 2020 – till Current Times - Shillong Team1 & Team2



## Event Details

•**Name of the Event :**

55th International Film Festival of India (IFFI),  
Goa – Styling Competition

•**Dates:**

23rd November 2024: Fitting and rehearsal  
24th November 2024: Rehearsal & main show

•**Location:**

Goa, India

•**Theme:**

Fashion Styling Through Eras:  
Celebrating 100+ Years of Indian Cinema.

## NIFT's Role & Timeline of Events:

The competition went through several rounds of selection before the final teams made it to Goa. It started with the thoughtful division of eras, an explanation of the movies during those eras by Dr. Vinayak Yashraj along with a presentation on movies and looks, to the students before the first round of competition. The core team supported the formulation of the rules of the competition and clarified the doubts of the students. Based on this the students had to put together a presentation consisting of concept note, movie inspiration, look board and final styling looks with details.



Sr No.	Date	Activities
1.	17th October 2024	<ul style="list-style-type: none"> <li>•An initial meeting with the Dean was held to discuss the project brief.</li> <li>•By the evening, an initial draft of the concept note and execution plan was prepared.</li> </ul>
2.	17th-21st October 2024	<ul style="list-style-type: none"> <li>•PHASE I: A core committee was formed.</li> <li>•Rigorous brainstorming sessions, conducted day and night, were undertaken to conceptualize the event.</li> <li>•Detailed era-wise planning, competition parameters, and budget allocation were meticulously outlined to achieve the envisioned outcome.</li> <li>•The competition was officially announced across all campuses on 21st October 2024.</li> </ul>
3.	22nd October 2024	<ul style="list-style-type: none"> <li>•A meeting was held with Ms. Vrunda Desai Ma'am and Shekhar Kapoor (Event Director) and Mrs. Nidarshana Gowani (Sponsor) to discuss the concept proposal and budget. It was attended by Dr. Preetha Hussain and the details were discussed with Dean.</li> </ul>
4.	23rd October 2024	<ul style="list-style-type: none"> <li>•The core team was briefed on the discussions from the previous meeting, and the concept was fine-tuned based on the feedback received.</li> </ul>
5.	24th October 2024	<ul style="list-style-type: none"> <li>•An online meeting through VC was conducted with students across all 19 campuses to explain the competition requirements and ensure clarity among participants.</li> </ul>
6.	26th October 2024	<ul style="list-style-type: none"> <li>•A meeting was held with SDAC, CAC, and core committee members from all campuses to address concerns raised by campus coordinators ahead of the Diwali holidays.</li> </ul>
7.	4th November 2024	<ul style="list-style-type: none"> <li>•Campus-level jury evaluations were conducted on the first day of college reopening after Diwali holidays.</li> </ul>
8.	5th November 2024	<ul style="list-style-type: none"> <li>•Results from the campus-level jury evaluations were compiled and submitted to the core committee.</li> </ul>
9.	11th November 2024	<ul style="list-style-type: none"> <li>•PHASE II: The second phase of jury evaluations was conducted at the Mumbai campus with External Jury Members coordinated by Dr. Rashmi Gulati (CP-M.Des).</li> </ul>
10.	12th November 2024	<ul style="list-style-type: none"> <li>•Results from the second-phase jury evaluations were announced.</li> </ul>
11.	13th November 2024	<ul style="list-style-type: none"> <li>•A second round of meetings was conducted with the finalists to discuss their next steps.</li> </ul>
12.	13th-22nd November 2024	<ul style="list-style-type: none"> <li>•A second round of meetings was conducted with the finalists to discuss their next steps.</li> </ul>
13.	23rd November 2024	<ul style="list-style-type: none"> <li>•Looks and line up for show.</li> <li>•The fittings, rehearsals with styling and props.</li> <li>•The rehearsals included sequencing along with the specially abled models from Kamala Trust.</li> </ul>
14.	24th November 2024	<ul style="list-style-type: none"> <li>•Trial run on the final stage- afternoon</li> <li>•Final show- evening</li> </ul>

Second round of jury at Mumbai was coordinated by Dr. Rashmi Gulati in support with all the core team members.

Sequence wise each era was explained to the jury panel to ensure better understanding and judgment. Post second round of competition Dr. Vibhavari Kumar & Dr. Vinayak Yashraj, Dr. Rashmi Gulati and Dr. Preetha Hussain fine-tuned the looks for the event at Goa and also the props and coordination with the choreographer.

Ms. Jayati took care of the coding and jury marking sheets as well as the coordination of students' travel to Goa. Dr. Preetha took care of the coordination with the sponsors and the partnering Ministry and the Core Team and Student coordination.

Dr. Rashmi was responsible for coordinating Jury at the second phase and students' travel for the three days at Goa. The emcees for the show were Ms. Jayati and Dr. Vinayak. The props were sourced by students and the rest which could not be sourced by students were hired by Kamala Trust.



## Participation Details

The competition was open to all 19 campuses of NIFT, with 104 entries in the first round, where the students came up with the iconic looks of the era allotted to them. Out of these 54 entries went forward to the second jury at NIFT Mumbai.

The Eminent jury panel comprised of:

**Mr Narendra Kumar Ahmed** ,  
Designer and Filmmaker.

**Ms Ruby Bhatia** , Actress and Video Jockey  
and Life coach.

**Ms Belinda Bawa** , Costume Designer and Stylist.

**Mr Pranav Hamal** , Fashion Choreographer  
and show Director.

**Dr Patricia Sumodh** , Professor of Fashion Design  
Dept , NIFT Mumbai.

Post jury 12 teams were selected for the final competition at Goa. Each team had 5 members, hence 60 students from NIFT across centres travelled to Goa. The participating teams for the competition round at IFFI Goa were:

- 1910- 1939- Bengaluru & Mumbai
- 1940- 1959- Bhopal & Kolkata
- 1960-1979- Panchkula & Kannur
- 1980-1999- Chennai & Patna
- 2000- 2019- New Delhi & Gandhinagar
- 2020 – Till date- Shillong Team1 & Team2

The curated looks for each era were as follows:

### •1910- 1939-

Bengaluru- Laila & Majnu, Movie: Laila Majnu, 1927  
Mumbai- Gopa' s 2 looks, Movie: Prem Sanyas, 1925

### •1940- 1959-

Bhopal- Nargis & Raj Kapoor, Movie: Shree 420  
Kolkata- Alibaba & Marjina, Movie: Alibabavum  
40 Thirudargalum, 1956

### •1960-1979-

Panchkula- Helen & Jeenat Aman, Movie: teesri Manjil,  
1966  
Kannur-

### •1980-1999 -

Chennai & Patna

### •2000-2019 -

New Delhi & Gandhinagar

### •2020 -Till date -

Shillong Team1 & Team

# Achievements and Outcomes

The competition round at Goa was judged by another esteemed jury:

•**Mr Gavin Miguel**, Designer and a doyen in the world of Couture as well as Pret.

•**Mr James Ferrera**, Designer, one of the precursors of the fraternity and established the concept of fashion in India, especially on iconic looks in films.

•**Mr Narendra Kumar Ahmed**, Designer and stylist who balances his interest equally in the fields of Fashion and Films and is an esteemed NIFT alumni.

The students were felicitated by Shri. Subhash Ghai, eminent filmmaker. The winners of showcase at Goa for each era, who received a cash prize of Rs.5100/- were:



## 1910- 1939- Mumbai

<b>Designer</b>	Nandeika Huddar
<b>Stylist</b>	Soumya Attut
<b>Makeup- Hair</b>	Ketakee Kusurkar
<b>Model 1</b>	Siya T
<b>Model 2</b>	Aswathy M.S

## 1940- 1959- Kolkata

<b>Designer</b>	S. Maria Rovina
<b>Stylist</b>	Akshay K
<b>Makeup- Hair</b>	Insha Siddiqui
<b>Model 1</b>	Shivanand K
<b>Model 2</b>	Naga Harini.p

## 1960-1979- Kannur

<b>Designer</b>	Fathima Farzana
<b>Stylist</b>	Athheena D K
<b>Makeup- Hair</b>	Luna MK
<b>Model 1</b>	Ayona Padhi
<b>Model 2</b>	Sania Maria Romal

## 1980-1999- Patna

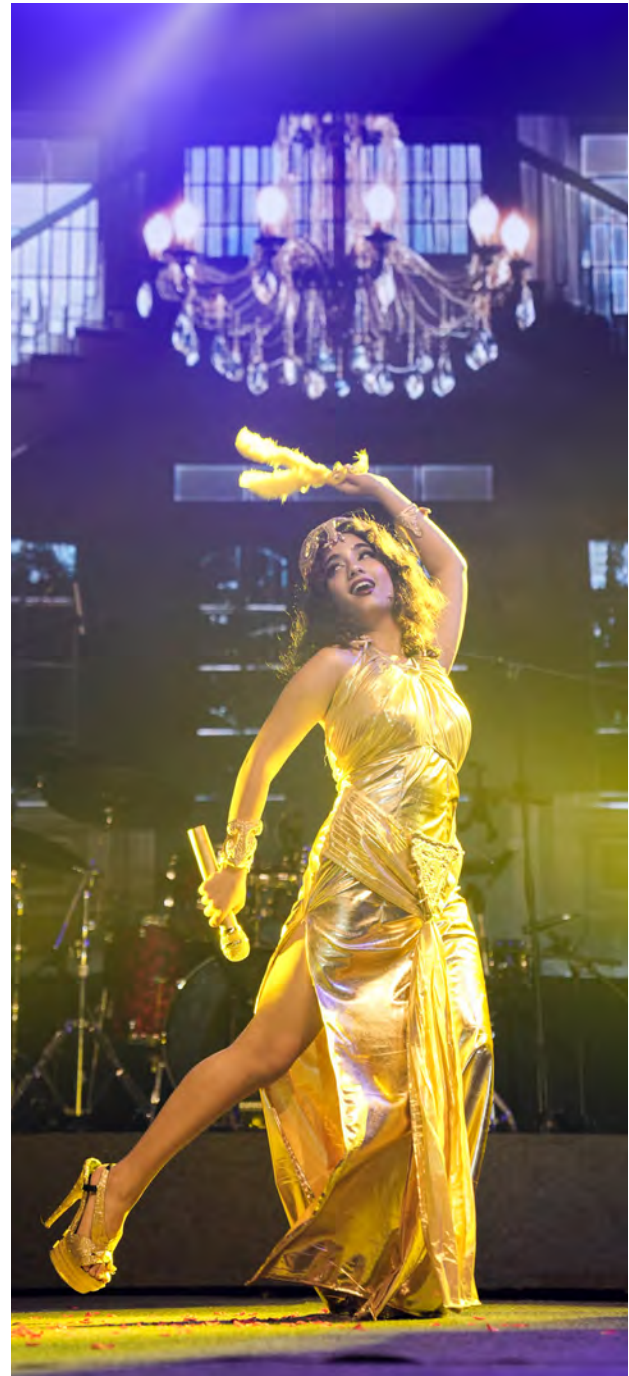
<b>Designer</b>	Debabrata Barai
<b>Stylist</b>	Parth Bhoria
<b>Makeup- Hair</b>	Sunanda Das
<b>Model 1</b>	Mohd. Amaan Rahman
<b>Model 2</b>	Bhavya Singh Naruka

## 2000- 2019- New Delhi

<b>Designer</b>	Gauri Garg
<b>Stylist</b>	Vanya Aggarwal
<b>Makeup- Hair</b>	Nikita Gupta
<b>Model 1</b>	Shourya Bagdi
<b>Model 2</b>	Tanishq Khurana

## 2020 – Till date- Shillong team 2

<b>Designer</b>	Harshitha Gunasekaran
<b>Stylist</b>	Arya Borhade
<b>Makeup- Hair</b>	Sanah Varghese
<b>Model 1</b>	Mahi Sowlani
<b>Model 2</b>	George Varghese



## Concluding Note

Styling Showcase made a huge impact at the 55th IFFI, Goa. It would not have been possible without the support received by the core team, from DG and Dean as well as Directors, SDACs & CACs of the respective campuses. Also, the support from the IFFI organizers and Kamala Trust for organizing the lodging and boarding of 48 NIFT students.

This inclusive nature of the was one of the important learning for the students was to be mindful of the specially-abled participants and transgender community and work along with them in the Showcase.

The event elucidated the strength of the NIFT fraternity across campuses and the strong connect that helped envisage and execute the event within three to four weeks. This event was a great exposure and a learning curve for students and faculty

Submitted By NIFT-IFFI Goa Styling Core committee  
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