

# Importance of Communication Skills in the Fashion Industry

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## ABSTRACT

The Institute of Fashion Technology is a brand extension of the well-established Faculty of Family and Community Sciences, a pioneer in Extension and Communication. The institute brings together a variety of disciplines under one roof, with the goal of creating educational, social, and business opportunities for the Fashion, Fashion Media, Garment, and Retail industries. Today, a brand's success is largely defined and understood by its distinct identity. With a plethora of prêt and luxury brands mushrooming in the Indian retail scene, it has become critical for each of 'them' to develop a distinct brand identity for maximum impact in the Fashion and Lifestyle domain. Thus, "Fashion Communication" is at the heart of the fashion industry. Fashion Communication is one of the industry's newest and most exciting avenues, encompassing integrated course study in areas such as Graphic Design, Fashion Journalism, Visual Merchandising, Styling and Photography, Advertising, Public Relations, and Space Design. As a result, upon graduation, Fashion Communication students emerge as dynamic professionals capable of providing the most effective and financially viable communication solutions for the fashion, media, and lifestyle industries. So, that students can work on skill-based sector will see an increase in demand for jobs in sanitation, health, technology, and other areas. Learning about entrepreneurship enables people to take calculated risks in real-world situations, which is a skill that distinguishes a good entrepreneur from others. The research process itself opens up new avenues for learning and literary development.

**Key words:** Fashion Media, Fashion and Lifestyle, Entrepreneurship, Skill, Research

## About Fashion Communication

The Faculty of Family and Community Sciences has grown right into a main institute with a various variety of programmes. Over the route of six decades, the school has labored tough to redefine and widen its attitude in reaction to the continuously converting countrywide and worldwide environment. It has a expert culture, a colourful coaching studying ethos, social relevance engagement, teamwork, and intrinsic motivation to be the best. As a end result of the foregoing, the institute of Fashion Technology turned into based in 2013 below the auspices of the Faculty of Family and Community sciences.

The Institute of Fashion Technology is the primary of its kind in Vadodara, Gujarat, bringing collectively more than one disciplines below one roof with the intention of increasing educational, social, and enterprise potentialities withinside the style and generation industries. The institute changed into based at the notion that style schooling need to live aggressive so that it will maintain up with the fast moving style enterprise. Fashion conversation is part of that Institute of Fashion Technology.

Fashion communication refers to using various media to speak the message of favor, culture, and way of life. It includes setting the communication layout approach to paintings on style and way of life items. Because of the developing style sector, it's far greater essential than ever for manufacturers to have a awesome identification which will attain most effect and awareness. Graphic layout, style events & show layout, style advertising & public relations, style journalism, styling, style photography, broadcasting, social media, and style movies are all regions of favor communication. As a result, style communication is on the coronary heart of the

enterprise and serves as a conduit among clients and designers.

The basic framework of Fashion Communication is built around investigation and analysis of the relationship of word to image. Information exchange has been more democratic since the introduction of the Internet and social media in the previous few decades. Professionals who specialise in the specific sector of fashion are increasingly required to relay the message between fashion designers and clients. Communication, awareness, historical, and theoretical studies all come together in fashion communication. It focuses on the creative communication and promotion of fashion through various media.

One of the latest avenues within side the style enterprise is style communication. The route teaches college students the way to speak correctly within side the workplace. It consists of practises in verbal, written, and audiovisual communication. Clothes communication, to position it simply, is the act of speaking or speak me thru style. It enables to enhance their Skill, Research and Entrepreneurship primarily based totally experience.

According to the University Grant Commission's (UGC) Quality Mandate, UGC ought to take steps to offer Life Skills (inclusive of gentle skills) to college students enrolled in establishments of better education, in particular on the undergraduate level. Life skills, notwithstanding being intangible, have a widespread impact in boosting college students' employability and self-esteem. Communication, interpersonal skills, time management, teamwork, flexibility, trouble solving, expert skills, etc.

Fashion Communication offer Skill primarily based totally guides, Entrepreneur primarily based totally guides and Research primarily based totally guides. Thus, college students get possibilities to look at withinside the subject in their interest.

### Skill based Courses

- Skill-based education is defined in India as a vocational skill acquired through short-term training or courses outside of the formal education system that leads to employment in the informal sector. The government's Pradhan Mantri Kaushal Vikas Yojna (PMKVY) scheme, which attempts to improve recognition and standardisation, includes such abilities. Expertise, on the other hand, must be developed both in formal and informal learning environments. When the Indian economy opened up to the outside world through liberalisation and globalisation, it produced a significant demand for

skilled graduates across a wide range of industries, resulting in a massive scramble for higher grades and degrees. Career seekers in the formal sector found new options after the Internet and mobile revolution, such as learning necessary skills from the Internet and through internships prior to starting a full-time job. The use of formal education to achieve job-ready skills has been steadily decreasing. It is essential to empower them for the development of the economy. Some of the benefits of skill-based education like...

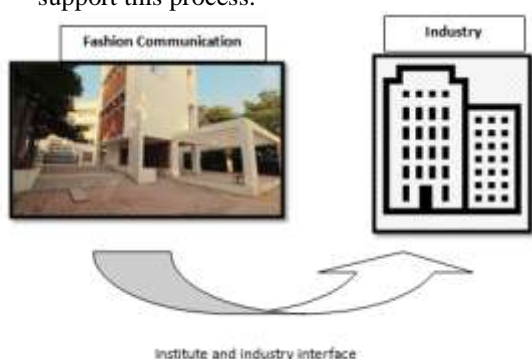
- Fashion Communication has different perspective with different subjects, Students take responsibility of their learning through skill-based education,
  - Creative Drawing and Sketching
  - Visual Merchandizing
  - Technical Drawing
  - Multimedia and Web Design
  - Fashion Illustration
  - Creative Advertising



- Creative Advertising : Any brand or product will be remember long-lasting through advertisement. Fashion Communication students create creative and unique advertisement in form of Audio- video or print

base, that is kind of strategy to effectively and creatively advertise a brand or products. Which helps them close the knowledge gap. The examination displays their competency rather than their grades, and the educational process is a fantastic boon for dropouts because it allows them to continue without a gap. The entire structure is based on the individual, and students have control over their learning through assessments and hands-on projects.

- Students are groomed to become effective leaders in their chosen area through skill-based learning. It is critical for kids to think beyond grades and gain real-world skills in order to support this process.



Institute and industry interface

- Skill-based education is more successful and purpose-driven, providing students with a defined goal as well as a lively culture. It's the ideal blend of beliefs, values, and routine to build a strong foundation. It encourages and fosters the art of learning and development, giving students the tools they need to succeed in their chosen sector.

### Entrepreneur courses

- Entrepreneurship education focuses on skill and smart work that will develop life skill among students. Soft skill and communication skill, and present in front of public is very necessary. Multitudinous training forums use filtered entrepreneurship education, fastening on critical aspects similar as deals training, marketing capability, and ecommerce.
- students from fashion communication learn entrepreneur related courses like
  - Fashion Photography
  - Fashion Choreography
  - Graphic Design
  - Film Making
  - Publication Design
  - Fashion Journalism

### Internship



- Fashion photography and fashion choreography is very significant for students of fashion communication as picture depict 1000 words. Photography which display product clothing and their fashion item. for this WE organized fashion photography workshop with professional expert from same field.
- Internship is one of the practical subject under Fashion Communication umbrella. students will go for internship at least 3 months and the choose internship for interesting areas of filed. They get train under this internship programme and company take call for as employee to fresher's.
- They gain work experience, gain understanding the way particular industry functions and what it would be like to work in that scenario.
- There's no disputing that many Indian institutions are still unfamiliar with the concept of entrepreneurial education. This is the ideal opportunity for institutions to take action that would not only improve the quality of education for students, but also improve their brand. As more parents recognise the benefits of instilling entrepreneurship in their children and young adults, demand is expected to skyrocket.



### Research-based courses

- As per UGC Guideline Research is significant for Fashion Communication, always have new knowledge what's going on, what is next? is

necessary. it is expand new point and learn many more things.

- Research improves mathematic and problem-solving skills while also restoring and protecting memory. As a result, it prepares the mind to comprehend thoughts and theories more effectively. When compared to those who are unwilling to investigate, a person's learning ability improves and they can do better.
- It sheds light on issues that need to be addressed. It enables people to bandy issues and respond to motifs that society doesn't address.
- Fashion Communication has subject like
  - Craft Documentation
  - Research Methodologies
  - Portfolio Development & Presentation
  - Final Graduation Project
- fashion styling and choreography for various kind of displays, expos which better the outputs image by applicable use of styling and choreography.
- For Craft Documentation students learn creating traditional Indian craft , and update artistic technologies.



### CONCLUSION

- Students should also keep in mind that, post COVID, the skill-based sector has seen an increase in demand for jobs in health, technology, and e-business other areas. Students can participate in the effort of breaking the cycle of unemployment by filling numerous specialised workforce vocations.
- entrepreneurship education's final reason is to broaden younger minds. Students in better grades and people enrolled in universities and

schools can gain lots from the exposure. Learning approximately entrepreneurship allows people to take measured dangers in real-lifestyles situations, that's a expertise that distinguishes a terrific entrepreneur from others.

- There is constantly scope for gaining knowledge of, regardless of what activity direction someone is on or in which they may be in society. Individuals who're of their instructional years are within side the identical boat. Students preference to keep away from studies due to the fact it could be mentally tiring at times. It is, nonetheless, an critical issue of instructional gaining knowledge of and improvement and this talent is more desirable within side the programme of Fashion Communication.

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