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FASHION DESIGN INDUSTRY IN INDIA

A Landscape Overview for
International Stakeholders

2025

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SECTION 1

INTRODUCTION

FASHION INDUSTRY IN INDIA- SECTOR OVERVIEW

India is among the top garment-manufacturing countries globally, with a rich heritage of fine craftsmanship across the textile value chain, from fiber and yarn to fabric and apparel. The country is known for its high-quality cotton, silk, and denim, which are highly sought after in international markets. India is the world's largest producer and consumer of cotton, covering 12.5 million hectares, which accounts for 38% of the global cotton cultivation area. The textile and apparel industry is highly diversified, including traditional handlooms, handicrafts, wool, silk, and a well-organized industrial sector.

Market Size and Economic Contribution

India's textile and apparel industry is growing rapidly, with a projected compound annual growth rate (CAGR) of 14.59%. The market, valued at $172.3 billion in 2022, is expected to reach $387.3 billion by 2028. The industry contributes 2.3% to India's GDP (approximately $70 billion) and is the second-largest employment provider after agriculture, offering direct employment to 45 million people and supporting 100 million workers in allied sectors. Key textile-producing states include Andhra Pradesh, Telangana, Haryana, Jharkhand, and Gujarat.

Indian Textile Industry Market Value
In Billion USD

14.59% CAGR

2022   2028
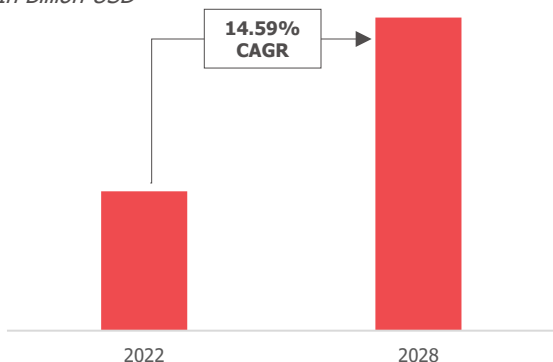
Export Trends and Performance

India is the sixth-largest exporter of textiles and apparel, benefiting from a robust raw material base and a well-developed manufacturing ecosystem. In FY23, textile and apparel exports (including handicrafts) reached an all-time high of $35.58 billion, despite global logistical challenges. The industry accounted for 8% of India's total exports, with India holding a 5% share in the global textile trade.

Export Performance in 2023-24

- Textile exports in July 2024 remained steady at $1.66 billion, similar to July 2023.

- Apparel exports grew from $1.14 billion in July 2023 to $1.27 billion in July 2024.

- FY24 Ready-Made Garments (RMG) exports stood at $14.51 billion.

- Cotton textiles saw a 6.71% growth, while man-made textiles declined by 5.46%, ready-made garments dipped by 0.24%, and handicrafts surged by 36.62%.

- Cotton Fabrics and Made-ups exports totalled $10.58 billion (April 2023 - February 2024).

To further boost exports, the Indian government aims to achieve a $1.8 trillion domestic textile market and $100 billion in exports by 2030, with a long-term vision of reaching $600 billion in exports by 2047.

Key Export Destinations

India exports textiles and apparel, including handlooms and handicrafts, to over 100 countries. Major export markets include the USA, Bangladesh, UK, UAE, and Germany. The USA is the largest importer, accounting for 28% of India's textile and apparel exports in 2023-24, up from 24% in 2019-20.

The India-UAE Free Trade Agreement (FTA), effective from May 1, 2022, is expected to significantly boost exports. India is also negotiating FTAs with the EU, Australia, UK, Canada, and Israel, which will further enhance its competitive position in global trade.

FASHION INDUSTRY IN INDIA- SECTOR OVERVIEW

Government Initiatives and Policy Support

Recognizing the textile sector's crucial role in economic growth, the Indian government has introduced several policies and incentives to support production, innovation, and trade facilitation.

Key Initiatives:

- Amended Technology Upgradation Fund Scheme (ATUFS)-Provides financial support for upgrading textile machinery.

- Advance Authorization (AA) Scheme – Eases import duties for exporters sourcing raw materials.

- Production Linked Incentive (PLI) Scheme – Promotes investment in technical textiles and man-made fiber (MMF) production.

- PM Mega Integrated Textile Region and Apparel (PM MITRA) Parks – Plans to set up seven integrated textile parks in greenfield and brownfield locations.

- Textile Cluster Development Scheme (TCDS) – Active from 2021-22 to 2025-26, focusing on infrastructure and skill development.

- Rebate of State and Central Taxes and Levies (RoSCTL) Scheme- Extended until March 2024 to enhance the export competitiveness of garments and made-ups, with a budget allocation of ₹73.98 billion ($900 million).

- Removal of Anti-Dumping Duties (ADD)- Lifted on purified terephthalic acid (PTA), viscose staple fiber (VSF), and acrylic fiber to support man-made fiber exports.

- National Technical Textiles Mission (NTTM)- Launched in 2020-21, NTTM aims to position India as a global leader in technical textiles, with a budget of $178.74 million (₹1,480 crore) until March 31, 2026. The mission focuses on:

- Research & innovation- 137 projects approved with a funding of $57.33 million (₹474.7 crore).

- Promotion & Market Development- Expanding domestic and international markets.

- Export Promotion- Enhancing India's share in global technical textiles.

- Education & Skill development – Training workforce in specialized textile sectors.

Bharat Tex 2024: India's Largest Global Textile Event

Inspired by Prime Minister Narendra Modi's 5F Vision (Farm to Fiber to Fabric to Fashion to Foreign), Bharat Tex 2024 was India's biggest textile trade fair, held in New Delhi in February 2024. Organized by 11 Textile Export Promotion Councils and supported by the Ministry of Textiles, the event focused on trade, investment, and sustainability. Key highlights:

- 3,500+ exhibitors, 3,000+ buyers from 111 countries, 100,000+ trade visitors.

- 2 million sq. ft. venue across Bharat Mandapam and Yashobhoomi.

- Featured "Vastra Katha", an artistic textile narrative.

- Multiple MoUs signed, strengthening India's global textile partnerships.[i]

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EMERGENCE OF DIGITAL FASHION

India's fashion and lifestyle industry, valued at $110 billion, is undergoing a digital transformation, with online sales reaching $11 billion. The global online fashion market is expected to grow at a 25% CAGR, hitting $35 billion by 2028. Traditionally fragmented and unbranded, the sector is now witnessing increased consumer openness to new brands, with digital disruptors leading the change.

These digital-native brands operate online-first, leveraging data, social media, and direct-to-consumer models. Although over 700 brands have emerged, only a small percentage have surpassed $6 million in revenue. Growth is segmented into three phases: initial (up to $6 million), breakout ($6–12 million), and scaling ($12–24 million+), with brands overcoming operational challenges to expand further.

The online fashion sector, growing at 30% annually since 2019, is driven by national brands, private labels, digital disruptors, and unbranded vendors. National brands like Louis Philippe and Biba have doubled their online presence, while digital disruptors, growing at 33% annually, are reshaping categories like ethnic wear and accessories.

Gen Z and millennials, who drive 70–80% of digital fashion traffic, fuel this growth. Digital disruptors engage younger audiences with pop culture-driven collections and community collaborations. With digital fashion expected to reach $10 billion by 2028, branding investments and data-driven decision-making are critical.

New business models, including virtual clothing, digital rentals, AR shopping, NFTs, and influencer collaborations, are revolutionizing fashion. However, scaling challenges include managing inventory, expanding product lines, and balancing customer acquisition costs with brand-building investments.

The future of Indian fashion is intertwined with technology, with the metaverse offering new opportunities for immersive brand experiences. As digital fashion matures, Indian brands are well-positioned to leverage innovation and sustainability to redefine the industry.[ii]

SECTION 2

FASHION DESIGN EDUCATION IN INDIA

HISTORY AND BACKGROUND

Fashion education in India has evolved significantly, transitioning from traditional craft-based learning to structured, technology-driven programs. Before independence, textile and handloom skills were passed down informally within artisan families, with little formal education available. The British colonial period further impacted indigenous textile production, emphasizing Western tailoring over Indian craftsmanship.

After independence, the need for modernization led to the establishment of design and textile institutions. The National Institute of Design (NID) was founded in 1961 to promote design thinking and textile innovation, while textile engineering programs were introduced in institutions like IIT Delhi and TITS Bhiwani. However, it was the establishment of the National Institute of Fashion Technology (NIFT) in 1986, that marked a turning point in professional fashion education. NIFT introduced structured courses in fashion design, communication, and technology, producing industry-leading designers.

The 2000s saw rapid expansion in fashion education with private institutes like Pearl Academy and JD Institute of Fashion Technology offering specialized courses. With globalization, the curriculum integrated subjects like fashion merchandising, retail management, and luxury brand management. The rise of e-commerce and digital marketing further influenced course structures, making fashion education more industry-oriented.

In the 2020s, the focus has shifted towards AI, Big Data, and sustainability in fashion education. Institutes now emphasize digital innovations such as 3D design, augmented reality (AR) applications, and ethical fashion practices. Initiatives like INDIAsize[iii] and VisioNxt[iv] - Trend Insights Lab are helping integrate data-driven insights into fashion education. Additionally, online platforms and EdTech courses have made fashion education more accessible, equipping students with skills for the evolving global industry.

Overall, Indian fashion education has transformed into a dynamic field, blending traditional expertise with modern technology. Moving forward, institutions must prioritize research, industry collaborations, and sustainability to stay competitive in the global fashion landscape.[v, vi]

The fashion education sector in India is rapidly evolving, with an increasing emphasis on research and innovation.

- NIFT operates 18 campuses across India and has an alumni network of over 38,000 professionals.

- A faculty strength of over 600 educators supports around 13,000 students annually.

- Research domains include sustainability, transparency, supply chain efficiency, and digital transformation.

- Educational models incorporate insights from business strategy, technological adaptation, and circular fashion practices.

- Scholarships and affordable tuition in government institutions ensure accessibility for students from diverse socio-economic backgrounds.[vii]

KEY COURSES

Fashion education in India offers a variety of courses at different levels, including diploma, undergraduate, postgraduate, and doctoral programs. These programs are designed to equip students with technical, creative, and business skills in the fashion industry.

A. UNDERGRADUATE COURSES (BACHELOR'S DEGREE)

Bachelor of Design (B.Des) in Fashion Design
Duration: 4 years
Institutions: NIFT, NID, Pearl Academy, UID, Amity School of Fashion Technology
Key Subjects:
- Fashion Illustration & Design
- Fabric testing and quality control
- Pattern Making & Garment Construction
- Surface ornamentation
- Sewing advancements
- Surface Modeling in Computer Aided Vision

Bachelor of Fashion Technology (B.FTech)
Duration: 4 years
Institutions: NIFT (Delhi, Bangalore, Mumbai etc)
Focus: Technical aspects of fashion production, textile technology, and apparel manufacturing
Key Subjects:
- Advanced Garment Construction
- Textile Science & Technology
- Garment Assembling
- Apparel production technology
- Sustainable production
- Fashion marketing and merchandising
- Retail Management

Bachelor of Arts (B.A.) in Fashion Communication
Duration: 3-4 years
Institutions: AAFT, Symbiosis, Pearl, World University of Design, MIT Institute of Design, Amity University
Focus: Fashion journalism, media, branding, and communication
Key Subjects:
- Fashion Journalism
- Fashion Media & Styling
- Fashion art illustration
- Fashion marketing and Merchandising
- Fashion Photography
- Graphic Design

KEY COURSES

B. POSTGRADUATE COURSES (MASTER'S DEGREE)

Master of Design (M.Des) in Fashion Design
Duration: 2 years
Institutions: NID, NIFT, UID, Pearl Academy
Focus: Advanced design research, sustainability, and innovation
Key Subjects:
- Fashion visualisation
- Textile and material design
- Fashion forecasting
- Advanced pattern making and construction
- Fashion drawing

Master of Fashion Technology (M.FTech)
Duration: 2 years
Institutions: NIFT
Focus: Advanced apparel manufacturing, technical design, and product development
Key Subjects:
- Fabric formation
- Supply chain management
- Apparel quality characterization
- Intellectual property rights and patents
- Fibres
- Textile finishing

M.A. in Fashion Communication
Duration: 2 years
Institutions: AAFT, Pearl Academy, JD School of Design, Amity
Focus: Advanced fashion media, branding, and communication
Key Subjects:
- Luxury Brand Management
- Fashion PR & Social Media
- Consumer Psychology in Fashion
- Feature writing and content creation in fashion industry

MBA in Fashion Management (MBA-FM)
Duration: 2 years
Institutions: SGT University, NIFT, Amity, Manipal University
Focus: Business and management side of fashion
Key Subjects:
- Fashion Supply Chain Management
- Retail & E-commerce Strategies
- Global Fashion Trade Policies
- Digital Marketing for Fashion
- Consumer behavior in fashion

KEY COURSES

C. DIPLOMA & CERTIFICATE COURSES

Diploma in Fashion Design
Duration: 1-2 years
Institutions: JD Institute of Fashion Technology, Pearl Academy, INIFD
Key Subjects: Fashion Sketching, textile fibres, pattern completion and garment construction, Fabric sourcing\

Diploma in Textile Design
Duration: 1-2 years
Institutions: NIFT, IICD, NIIFT
Key Subjects: Structural fabric design, Textile art and craft, Print, Dyeing and printing, Computer aided textile design

Certificate in Fashion Styling & Image Consulting
Duration: 3-6 months
Institutions: Pearl Academy, London School of Trends (India), LISAA
Key Subjects: Fashion Styling, Celebrity Styling, Trend Forecasting

Online Fashion Design Courses
Platforms like Coursera, Udemy, and BoF (Business of Fashion) offer short courses on:
• Sustainable Fashion
• Fashion Illustration & Sketching
• Digital Fashion Marketing

D. PH.D. & RESEARCH PROGRAMS IN FASHION

Ph.D. in Fashion Design/Textiles/Apparel Technology (NIFT, NID, IIT Delhi)
Research Areas: Sustainable Fashion, AI in Fashion, Smart Textiles

ELIGIBILITY CRITERIA

The prerequisites for fashion designing courses can differ based on the programme level (diploma, undergraduate, postgraduate), as well as the particular demands of the colleges providing the course. Students need to fulfil the below-mentioned criteria to be eligible for Fashion Designing courses.[viii]

Course Level	Eligibility Criteria
Undergraduate/UG Diploma	Class 12 from any stream or equivalent (some colleges may need English as a mandatory subject). With a minimum of 50% aggregate score from a recognised board.
Postgraduate/PG Diploma/PGDM	A bachelor's degree in Fashion Design or any relevant discipline. With a minimum of 50% aggregate score from a recognised university.
After 10th Diploma/Certification	Class 10 scores with all the base subjects, including English.
Doctorate	A master's degree in Fashion Design or any relevant discipline. With a minimum of 50% aggregate score from a recognised university.

FASHION DESIGN ENTRANCE EXAMINATIONS

Below mentioned are some of the top Entrance Exam for Fashion Designing in India:[ix, x, xi]

Fashion Designing Entrance Exams	Examination Details
CUET	Over 30 universities participate in CUET, offering undergraduate programs in fashion design. The degrees conferred include Bachelor of Design (B.Des), Bachelor of Science (B.Sc.) in Fashion Design, Bachelor of Vocation (B.Voc.) in Fashion Design & Technology, and Bachelor of Arts (BA) in Fashion Design. This exam is conducted between May and June every year.
NIFT Entrance	Conducted by the National Institute of Fashion Technology, this exam offers admission to Bachelor of Design (B.Des), Bachelor of Fashion Technology (B.F.Tech), Master of Design (M.Des), Master of Fashion Management (MFM), and Master of Fashion Technology (M.F.Tech) programs. The exam typically takes place in February, with results announced in March
JEECUP	The Joint Entrance Examination Council Uttar Pradesh (JEECUP) facilitates admissions to various diploma courses, including Fashion Designing and Garment Technology, across polytechnic institutes in Uttar Pradesh. This state-level entrance exam is pivotal for candidates aspiring to pursue a career in fashion design within the state. This examination is usually held in the month of May, with results declared in June.
NID DAT	Organized by the National Institute of Design, NID DAT is a two-stage examination—Prelims and Mains—held in December and April, respectively. It assesses candidates' aptitude for design across various disciplines.
SEED	Symbiosis International (Deemed University) administers the Symbiosis Entrance Exam for Design (SEED) for admission to its Bachelor of Design (B.Des.) program. The exam is conducted online and evaluates candidates on design aptitude, visualization, analytical skills, and general awareness. Eligibility requires completion of 10+2 with a minimum of 50% marks. The exam is typically held in January every year.
PAF	The Pearl Academy of Fashion conducts PAF exam. It has two types: GPT: General Proficiency Test and DAT : Design Aptitude Test and is usually conducted through several cycles every year. Applicants are tested on these skills: language ability, mathematical skills, logical reasoning etc.

KEY BODIES INVOLVED IN FASHION DESIGN EDUCATION IN INDIA

All India Council for Technical Education (AICTE)

- Regulates technical institutions, including those offering fashion technology programs.

- Approves and accredits fashion-related courses in private and government colleges.

- Ensures quality and curriculum standards for fashion technology education.

University Grants Commission (UGC)

- Regulates universities offering fashion design, textile design, and apparel merchandising programs.

- Provides funding and accreditation for fashion design courses in Indian universities.

- Encourages research and industry partnerships in fashion education.

Fashion Design Council of India (FDCI)

- India's apex body for fashion professionals, supporting designers and fashion entrepreneurs.

- Organizes India Fashion Week and promotes emerging talent.

- Collaborates with educational institutions to enhance industry exposure for students.

Apparel Export Promotion Council (AEPC)

- Supports fashion and textile education related to export-oriented production.

- Conducts training programs for apparel manufacturing and fashion business management.

- Works with institutions to enhance fashion students' employability in the global market.

MAJOR SPECIALIZATIONS AND CAREER SCOPE

A degree in Fashion Designing opens up a wide range of career opportunities. Based on the students' interests and skill set, they can specialize in various fields within the fashion industry: [xii, xiii]

1. Fashion Designer

Fashion designers create innovative designs by drawing inspiration from the latest trends. Their primary job is designing apparel, accessories, or footwear. This career is ideal for individuals with a strong sense of creativity and an eye for aesthetics.

2. Fashion Stylist

Fashion stylists work on presenting garments and accessories designed by fashion designers. They ensure that models and clients achieve the desired look through clothing selection, accessories, hairstyles, and makeup. This career often involves working with celebrities, influencers, or models and provides opportunities to travel worldwide.

3. Fashion Illustrator

Fashion illustrators transform a designer's vision into reality through sketches and digital drawings. Their work is essential in visualizing concepts before production begins. Proficiency in digital design tools and hand-drawing skills is crucial in this role.

4. Fashion Director

Fashion directors oversee fashion houses, brand collections, and fashion shows. They need an in-depth understanding of the industry, strong research abilities, and excellent networking skills to execute fashion events seamlessly.

5. Fashion Consultant

Fashion consultants help individuals refine their style based on personality, appearance, and industry trends. They must stay updated on evolving fashion trends and possess a strong knowledge of fashion design fundamentals.

6. Fashion Merchandiser

Fashion merchandisers analyze fashion trends and consumer behavior to help fashion companies sell their products effectively. They work closely with designers, manufacturers, and retailers to ensure that the right products reach the market at the right time.

7. Jewellery Designer

Jewellery designers create unique pieces using various metals and gemstones. They can design jewelry for mass production or bespoke items for high-end clients. Creativity and knowledge of material properties are essential skills in this field.

8. Textile Designer

Textile designers create patterns and designs for fabrics used in clothing, upholstery, and home décor. This role requires a deep understanding of color theory, fabric properties, and weaving techniques.

MAJOR SPECIALIZATIONS AND CAREER SCOPE

9. Fashion Influencer

Fashion influencers leverage social media to impact purchasing decisions by showcasing fashion products and trends. This role requires branding skills, content creation, and audience engagement to build a loyal following.

10. Retail Buyer

Retail buyers manage product selection and purchasing for retail stores. They ensure that products are in demand, competitive, and aligned with current trends. Strong analytical and negotiation skills are essential for this role.

11. Personal Stylist

Personal stylists curate outfits for individuals based on their preferences, lifestyle, and body type. Unlike fashion designers, personal stylists work with everyday clients rather than celebrities or models.

12. Fashion Accessory Designer

Fashion accessory designers specialize in creating functional yet stylish accessories such as handbags, belts, and footwear. They must consider both aesthetics and practicality while designing.

13. Independent Fashion Designer

Independent fashion designers establish their own brands and work autonomously. This path requires strong entrepreneurial skills, branding expertise, and creativity to stand out in the competitive fashion industry.

14. Junior Designer

A junior designer is an entry-level position where individuals collaborate with senior designers to develop concepts and drafts. This role provides hands-on experience and acts as a stepping stone to higher positions in fashion design.

15. Apparel Designer

Apparel designers create unique clothing designs, footwear, and accessories. They often specialize in specific categories such as casual wear, formal wear, or activewear.

16. Fashion Journalist

Fashion journalists report on industry trends, events, and designer collections. They must possess strong writing and photography skills while maintaining good relationships with designers and fashion brands.

17. Fashion Business Management

Fashion Business Management encompasses various roles that combine creativity with strategic business acumen. Professionals in this field may pursue careers such as fashion product managers, fashion market managers, fashion business advisors, chief merchandise officers, retail managers, e-commerce entrepreneurs, digital and social media marketers, buyers, sourcing agents, and sales and distribution managers.

CHANGING LANDSCAPE OF FASHION EDUCATION

Research-Driven Learning & Industry Collaboration	• Indian fashion education is transitioning from traditional theoretical learning to a research-driven approach integrating innovation, industry insights, and academic research. • Institutions like NIFT (National Institute of Fashion Technology) and other premier fashion schools are focusing on project-based learning where students collaborate with brands and industry experts. • Initiatives like INDIAsize (a national sizing survey) and VisioNxt - Trend Insights Lab are equipping students with real-world forecasting and market analysis skills.
Technology Integration & Digital Transformation	• AI, Big Data, UI/UX, AR/VR, and CXM (Customer Experience Management) are becoming essential parts of the curriculum. • Hands-on training in virtual fashion design, digital pattern-making, and 3D modeling allows students to create garments digitally before physical production. • Digital fashion and metaverse fashion designing are gaining momentum, preparing students for a future where fashion will increasingly exist in both physical and virtual spaces.
Sustainability & Ethical Fashion Education	• Courses now emphasize sustainable fabric sourcing, ethical production, zero-waste design, and circular fashion to align with the growing demand for eco-conscious fashion. • Students are trained in recycling, upcycling, and slow fashion methodologies to reduce the environmental impact of clothing production.
Expanding Career Opportunities & Specialized Programs	• Fashion education now offers a wide variety of specialized programs to cater to India's evolving fashion ecosystem: • Merchandising & Category Management – For careers in retail buying, fashion strategy, and business analysis. • Supply Chain & Logistics – Focus on manufacturing, sourcing, and global distribution. • Strategic Brand Management – Preparing students for leadership roles in fashion marketing and branding. • Fashion Technology & Digital Fashion – Training students to integrate AI, blockchain, and Web3 into fashion design. • Fashion Journalism & Influencing – Addressing the demand for digital content creators, bloggers, and media professionals in fashion.
Inclusivity & Diversity in Fashion Education	• Institutions are shifting towards inclusive design practices, catering to plus-size fashion, gender-fluid designs, and adaptive clothing for disabled individuals. • Fashion education is becoming more accessible to students from diverse backgrounds with government initiatives and scholarships supporting talent from different socio-economic groups. • Brands are launching adaptive fashion lines catering to people with disabilities, promoting accessibility in fashion.
Luxury & Premium Fashion Expansion	• The luxury and premium segment in India is growing due to increasing disposable incomes and a stronger desire for aspirational brands. • Indian designer labels are expanding globally, with more participation in international fashion weeks and collaborations with global brands. • Sustainable luxury is becoming a niche market, with high-end brands focusing on ethical sourcing and eco-friendly production.[xiv]

SECTION 3

TOP RANKED FASHION DESIGNING INSTITUTIONS

INDIA TODAY RANKINGS

Below are the top ranked institutions as per India Today's Ranking 2024[xv]

Rank	Institution
1	National Institute of Fashion Technology, New Delhi
2	National Institute of Fashion Technology, Mumbai
3	National Institute of Fashion Technology, Bangalore
4	National Institute of Fashion Technology, Hyderabad
5	National Institute of Fashion Technology, Chennai
6	National Institute of Fashion Technology, Gandhinagar
7	National Institute of Fashion Technology, Kolkata
8	National Institute of Fashion Technology, Patna
9	Pearl Academy, New Delhi
10	National Institute of Fashion Technology, Jodhpur
11	National Institute of Fashion Technology, Kannur
12	Symbiosis Institute of Design
13	National Institute of Fashion Technology, Bhubaneshwar
14	National Institute of Fashion Technology, Raebareli
15	National Institute of Fashion Technology, Shillong
16	Army Institute of Fashion and Design
17	National Institute of Fashion Technology, Kangra
18	Pearl Academy, Jaipur
19	JD Institute of Fashion Technology, Bangalore
20	Amity School of Fashion Technology, Noida
21	Pearl Academy, Mumbai
22	NIFT-TEA College of Knitwear Fashion, Tiruppur
23	Amity School of Fashion Technology, Lucknow
24	JD Institute of Fashion Technology, Delhi
25	School of Fashion, World University of Design

KEY INSTITUTIONS-OVERVIEW

National Institute of Fashion Technology

The National Institute of Fashion Technology (NIFT) is a premier fashion design and technology institute in India, established in 1986 by the Ministry of Textiles, Government of India. It offers undergraduate, postgraduate, and doctoral programs in fashion design, fashion technology, textile design, fashion management, and fashion communication. NIFT is known for its innovative and industry-oriented curriculum, which combines creativity with technical expertise.

The institute operates multiple campuses across India and collaborates with leading global fashion institutions, enabling students to gain practical experience through internships and industry projects. NIFT has played a pivotal role in shaping India's fashion industry by producing skilled professionals who contribute to various sectors, including design, manufacturing, retail, and marketing. It is recognized as a global leader in fashion education.

The National Institute of Fashion Technology (NIFT) has a total of 17 campuses across India. These campuses are in:

- New Delhi (Headquarters)
- Bengaluru
- Chennai
- Gandhinagar
- Hyderabad
- Kolkata
- Mumbai
- Patna
- Raebareli
- Shillong
- Bhopal
- Jodhpur
- Kannur
- Bhubaneswar
- Kangra
- Srinagar
- Lucknow

Each campus offers specialized courses in fashion design, technology, management, and communication, contributing to NIFT's role as a leader in fashion education in India.

National Institute of Design

NID campuses are located in Ahmedabad, Gandhinagar, Bangalore, Kurukshetra, Vijayawada, Jorhat, and Bhopal. The National Institute of Design (NID) is a premier design institution in India, recognized as an 'Institution of National Importance' under the DPIIT, Ministry of Commerce and Industry.

NID offers specialized programs in fashion design across its campuses:

NID Ahmedabad: Offers a Master of Design (M.Des.) in Apparel Design. This program emphasizes process-centric learning, addressing current and emerging concerns in functionality and environmental sustainability. It aims to educate individuals to be creative and responsible designers, competent to handle multiple aspects of today's competitive and diverse apparel industry.

NID.EDU

NID Assam: Provides a Bachelor of Design (B.Des.) in Textile and Apparel Design. This discipline combines textiles, fashion, technique, technology, and an empowered creative process. The curriculum integrates traditional rural craftwork and collaborates with indigenous artisans, preserving cultural legacy while infusing modern design perspectives.

MIT Institute of Design

MIT Institute of Design (MITID) is a leading design school located in Pune, India. Established in 2006, it offers undergraduate, postgraduate, and doctoral programs in various design disciplines, including Product Design, Communication Design, Fashion Design, and Digital Media Design, among others. MITID is known for its innovative curriculum that blends creativity with technology, providing students with a strong foundation in design thinking, problem-solving, and industry-specific skills.

KEY INSTITUTIONS-OVERVIEW

MITID emphasizes hands-on learning through workshops, internships, and live projects, fostering collaboration between students, faculty, and industry experts. MITID has state-of-the-art infrastructure, including design studios, labs, and digital resources, ensuring a conducive environment for learning and experimentation.

MITID has built strong ties with the industry, providing students with opportunities for exposure and placements in leading design firms and companies. It is part of the MIT Group of Institutes, which is one of India's prominent educational groups. Through its focus on creativity, innovation, and practical skills, MITID aims to shape future design leaders and contribute to the evolving design landscape.

Pearl Academy

Pearl Academy is a renowned design, fashion, business, and media education institution in India. Established in 1993, it offers undergraduate, postgraduate, and professional programs in various fields, including Fashion Design, Interior Design, Communication Design, Digital Marketing, and Business Management. Pearl Academy is known for its industry-focused curriculum, which integrates creativity, technology, and entrepreneurship, preparing students for careers in the global creative economy.

The academy has campuses in major cities such as Delhi, Mumbai, Jaipur, and Bangalore. It provides state-of-the-art facilities, including design studios, laboratories, and collaborative spaces, encouraging hands-on learning and innovation. Pearl Academy also emphasizes global exposure through partnerships with international institutions, internships, and student exchange programs.

With strong industry links, Pearl Academy ensures that its students gain real-world experience and have access to job opportunities with leading companies. The academy is recognized for its academic excellence and is considered one of India's top institutions for design and creative education.

UID, Ahmedabad

Unitedworld Institute of Design (UID) is a prominent design school located in Ahmedabad, India. Established in 2014, UID is part of the Unitedworld Education Group. It offers undergraduate and postgraduate programs in various design disciplines, including Product Design, Fashion Design, Interior Design, Communication Design, and Animation, among others.

UID is known for its modern infrastructure, state-of-the-art facilities, and a curriculum that combines creativity, technical skills, and design thinking. The institute focuses on providing a comprehensive education that integrates theoretical learning with practical exposure through workshops, internships, and industry collaborations.

UID's emphasis on innovation, hands-on learning, and industry engagement prepares students for careers in the global design and creative industries. It has gained recognition for its quality education and is one of the leading design institutes in Gujarat.

Symbiosis Institute of Design

Symbiosis Institute of Design (SID), located in Pune, offers undergraduate programs (BDes) in Communication Design, Industrial Design, Fashion Design, and Fashion Communication. The institute admits students who have completed their 10+2 or a Diploma with valid scores.

SID provides various scholarships, including the SIU Scholarships and Central Scholarship Scheme, to support deserving students. The institute has strong industry connections with leading companies such as ADP, Deloitte, Omnie Solutions, and Kochartech, offering excellent placement opportunities for its graduates.

JD Institute of Fashion Technology

JD Institute of Fashion Technology (JD Institute) is a renowned fashion design and creative education institution in India. Established in 1988, it offers a variety of undergraduate, postgraduate, and diploma programs in Fashion Design, Interior Design, Fashion Communication, Textile Design, and more. With campuses in major cities like New Delhi, Mumbai, Bangalore, and others, JD Institute is known for its emphasis on creative excellence, technical skills, and industry-oriented training.

KEY INSTITUTIONS-OVERVIEW

Srishti Institute of Art, Design and Technology

Srishti Institute of Art, Design and Technology (Srishti) is a prominent design and arts school located in Bangalore, India. Established in 1996, it offers a wide range of undergraduate and postgraduate programs in art, design, technology, and media. The institute is known for its multidisciplinary approach, fostering creativity and innovation across various fields such as Visual Communication, Product Design, Fashion Design, Animation, Fine Arts, and Interaction Design, among others.

Srishti emphasizes experiential learning and encourages students to explore diverse design disciplines, enabling them to develop a strong conceptual understanding and technical expertise.

Amity School of Fashion Technology

Amity School of Fashion Technology (ASFT), a part of Amity University, offers professional education in design, technology, and management for the fashion, textile, and apparel industries. ASFT provides undergraduate and postgraduate programs, including Bachelor of Design (B.Des) in Fashion Design, Fashion Communication, and Textile Design, as well as Master of Design (M.Des) and Master of Fashion Management (MFM) degrees.

School of Fashion, World University of Design

The School of Fashion at the World University of Design (WUD), based in Sonepat, Haryana offers comprehensive programs aimed at nurturing the next generation of fashion professionals. These programs are designed to prepare students for successful careers in various facets of the fashion industry, from haute couture to mass market. It offers undergraduate and postgraduate courses in Fashion Design, undergraduate degree in Fashion communication and textile design, and postgraduate degree in international fashion business.

END NOTES

- [i] Apparel and Garment Industry and Exports. (2024). India Brand Equity Foundation. https://www.ibef.org/exports/apparel-industry-india
- [ii] Digital Fashion disruptors in India. (2024, January 18). India Brand Equity Foundation. https://www.ibef.org/blogs/digital-fashion-disruptors-in-india
- [iii] Note: The Ministry of Textiles, Government of India, initiated the INDIAsize project to develop standardized body size charts tailored to the Indian population. This initiative addresses the inconsistencies arising from using size measurements based on Western body types, which often do not align with Indian physiques. The project involved collecting anthropometric data from over 25,000 male and female individuals aged between 15 and 65 years across six regions in India, utilizing 3D whole-body scanning technology.
- The resulting size charts aim to assist both national and international apparel manufacturers and retailers in producing well-fitted garments suited to Indian body types, thereby enhancing customer satisfaction and reducing returns due to poor fit
- Source: INDIAsize. (n.d.). Nift.Ac.In. https://nift.ac.in/indiasize/
- [iv] Note: VisioNxt, established in 2018 by the National Institute of Fashion Technology (NIFT) with support from the Ministry of Textiles, is India's pioneering trend insights and forecasting initiative. Initially set up at NIFT's Delhi and Chennai campuses, it is now centralized in Chennai. VisioNxt leverages artificial intelligence and emotional intelligence to provide trend forecasting tailored to the Indian fashion and retail market. It offers consultancy services, academic courses, and workshops. In September 2024, VisioNxt launched 'Paridhi 24x25', India's first indigenous fashion trend book, marking a significant milestone in the country's fashion forecasting landscape
- Source: India's First Fashion Forecasting Initiative 'VisioNxt.' (2024, September 19). Pib.gov.In. https://pib.gov.in/PressNoteDetails.aspx?NoteId=152162&ModuleId=3&reg=3&lang=1
- [v] Design Education. (n.d.). Designinindia. https://www.designindia.net/thoughts/history/design-education
- [vi] The evolution of fashion design education in Indian colleges. (2024, February 16). Vidyalive.com. https://www.vidyalive.com/blog/the-evolution-of-fashion-design-education-in-indian-colleges/
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- [viii] What is Fashion Designing: Admission 2025, Fees, Syllabus, Entrance Exam, Top Colleges, Career Scope. (2025, March 4). Shiksha.com. https://www.shiksha.com/design/fashion-designing-chp
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- [x] Admission process. (n.d.). Sid.edu.In. https://www.sid.edu.in/admission-process
- [xi] Top 10 entrance exams for design courses in India. (2024, December 3). Collegedekho.com; Collegedekho. https://www.collegedekho.com/articles/top-design-entrance-exams-in-india/
- [xii] Scope and career of fashion designing in India. (2025, February 7). Careers360. https://design.careers360.com/articles/scope-of-fashion-design
- [xiii] Rajput, A. (2023). Future prospects in fashion design. International Journal of Home Science, 203–205. https://www.homesciencejournal.com/archives/2023/vol9issue2/PartD/9-2-34111.pdf
- [xiv] Vig, S. (2023, February 27). Indian fashion industry in next 2 years: Trends, challenges, and opportunities. Times of India. https://timesofindia.indiatimes.com/readersblog/fashioninfo/indian-fashion-industry-in-next-2-years-trends-challenges-and-opportunities-50945/
- [xv] Top Design Colleges in India 2024. (n.d.). Indiatoday.In; India Today. https://bestcolleges.indiatoday.in/rankings/fashion-design

ABOUT GRESHAM GLOBAL:

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