



Immrrse

experience your path

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FASHION DESIGN

THE IMMRSE EXPERIENCE



Congratulations on completing Virtual Internship Program™ (VIP). Your Career Immorse Report is now ready to give you a clear understanding of your compatibility with your custom filtered, shortlisted and chosen career options.

This highly reliable and accurate report about your potential competence in your chosen professions is scientifically designed by integrating advanced technology and in-depth research data related to career assessment.

Developed by our team of highly experienced psychologists, psychometrics, researchers and leading industry professionals in India, your Career Immorse Experience is the most unique and all-encompassing process of arriving at a clear-cut, sharply defined career choice decision. It is the only career guidance program in the country which identifies and acknowledges that experience is the greatest teacher across all professions.

Through our Virtual Internship Program™ (VIP), you engaged in an immersive, hands-on experience of practical, on-the-job realities of your chosen career options. In this simulated internship experience, you were oriented & guided by top industry professionals and leaders. Such experience is vital towards making a precise career path decision with absolute confidence, conviction and clarity of mind.

Your Career Immrse Report is computed on the basis of your on-the-job performance at the time of the VIP™. This report is a deeply insightful tool which highlights your professional compatibility and competence in your chosen career options. We encourage you to carefully reflect upon this report to develop a thoroughly informed, scientifically accurate as well as deeply passionate career choice.



YOUR CHOSEN CAREER OPTION

FASHION DESIGN

Fashion is a medium with which people encapsulate who they are on an everyday level, and how they project that through their clothes. A fashion designer is someone who understands people's personalities and designs fashion to make them look the best they can.

While there is no specific rulebook which fashion designers must follow, the fashion design academic curriculum creates a process which hones the students' skills and talents. Students learn primarily to develop their aesthetic sense and also about aspects such as fundamentals of fabric, manufacturing technology, market research and textile science.

This field is best suited for students who have a passion for style, clothing, merchandise, footwear and accessories. Ideal candidates would have an interest in design & creativity as well as in manufacturing & marketing.

INDUSTRY SCOPE

While the fashion industry is 300-400 years old at its place of origin in America and Europe, it is a relatively new and growing industry in India since the last 30 to 40 years.

According to a report by Economic Times, the Indian Fashion Industry marks a growth of USD 100 billion and at a CAGR of 8-10 percent offline, the online fashion segment is expected to grow by 15-20 percent over the next five years. As per a report by indianmirror.com, the organized market for designer apparel is about Rs.250 crore and designer wear calculates to less than 1% in the apparel market.

While the above statistics may seem that the market for designer wear is extremely small, it is important to note that it is a growing market and the market share of designer apparel is expected to rise higher. The Indian

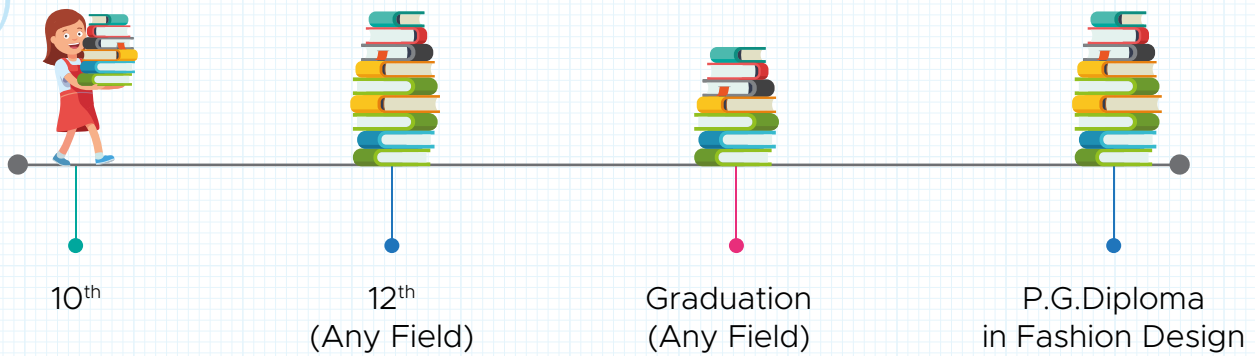
consumers, especially those under the age of 45, are growingly conscious about fashion.

As such, fashion designers are expected to have promising opportunities in India. Future fashion designers of India can also seize the opportunity of reviving our country's hidden treasure of artisans and craftsmen living in the alleys and villages of India by integrating them into their own businesses, which can target audiences in the Indian urban as well as international fashion markets.

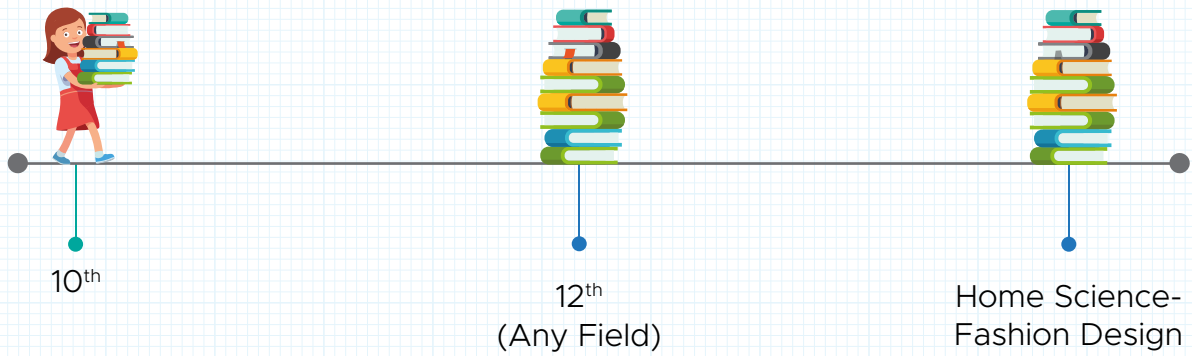
It is also important to note that while the Indian fashion industry accounts for barely 0.2% of the international industry's net worth, the international industry heavily utilizes India for sourcing raw materials for fashion wear. India is the third largest producer of cotton, second largest producer of silk and fifth largest producer of man made fibers all over the world. Emerging Indian fashion designers have the opportunity to capitalize as much as international players on our country's rich abundance of these natural resources.

As for future avenues, fashion designers with experience or specialization in 3D printing and computerized embroideries may find more job opportunities in large scale apparel corporations.

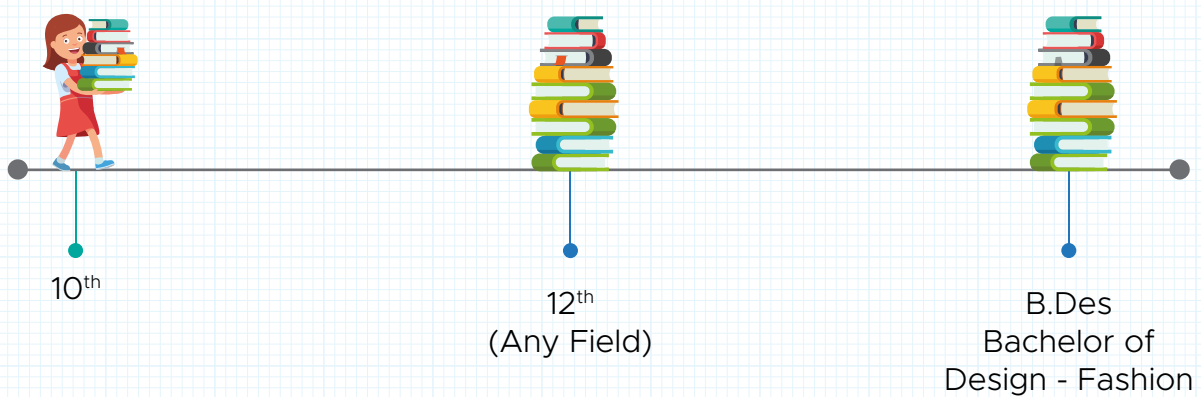
EDUCATIONAL PATH



OR



OR



ENTRANCE EXAM

- CET in Designing
- UCEED (IIT)
- NIFT
- NID
- College wise exams

PLACEMENT

The industry placements for Fashion Designers can be classified into the following categories:

FASHION & APPAREL COMPANIES

Fashion & apparel companies may be large scale organizations or medium scale businesses which hire fashion designers for various aspects of the design and manufacturing process.

FASHION DESIGNERS

Fashion designers might work with existing senior designers who may have established their own brand or label. Such placements provide young fashion designers with valuable insight and experience on running their own business in the future.

FASHION MAGAZINES & WEBSITE

Fashion designers may also work as fashion journalists in magazines, websites and even on TV & internet video channels.

OWN LABEL

After having worked as an employee, if a fashion designer feels that they have acquired the exposure and confidence to start their own labels, they may choose to do so at that point in their career. Alternately, fashion designers may take the very first step of their careers by creating their own labels as entrepreneurs in the fashion industry.

WORK PROFILE

A fashion designer may find job profiles in the following segments of the fashion industry:

- Illustration
- Stylist
- Merchandising
- Management
- Communication
- Pattern Making
- Textile designing
- Retail merchandising
- Accessory design
- Fashion journalism
- Fashion forecasting

**There are various departments and job profiles for professional fashion designers at different stages of their careers. The above list is not an exhaustive list of such profiles, but a reference shortlist of common job profile*

ENTRY-LEVEL SALARY

Salaries are subjective to a wide range of factors such as:

- Candidate's competence & financial needs
- Job responsibilities
- Size of the employing corporation
- Fresher employment policies
- Location - city/country
- Current economic conditions

As of today's overall scenario in India, an approximate entry level salary can be anywhere between Rs. 1- 5 lakhs per annum. Depending on the above listed and other factors, each candidate's entry level salary may vary significantly.

CAREER IMMRSE REPORT

Every profession demands a unique mix of intrinsic or developed qualities in an individual. Individual qualities are divided into two categories: Left Brain Qualities and Right Brain Qualities. Brain mapping studies by scientists categorize the functions of the human brain into these two halves or hemispheres. The left brain carries out analytical and methodical functions of thinking while the right brain processes creative, innovative and artistic functions. Each individual has a unique natural mix of left brain and right brain qualities. Certain qualities can be developed further through focused training.

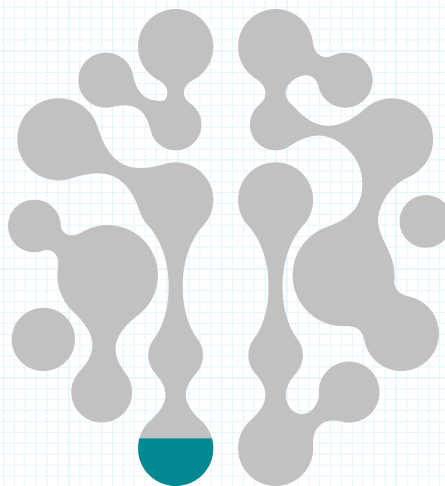
The following is an assessment of your estimated compatibility in relation with the Balanced Compatibility Requirement for the field of Fashion Design. This assessment is derived from computing the student's performance in the Virtual Internship Program

LEFT BRAIN

10%

Qualities for Fashion Design

- Analytical Skills
- Detail Orientation



RIGHT BRAIN

0%

Qualities for Fashion Design

- Idea Generation
- Originality
- Visual Orientation
- Domain Knowledge

Your left brain quality is relatively weak. You can work towards building a stronger quality

Your Right Brain quality is relatively weak. You can work towards building a stronger quality

** Please keep in mind that the above report is not a static and/or constant evaluation of your brain qualities. Every person has a unique mix of strong and weak qualities, which are constantly evolving. By applying strategic training methods, your mind can be trained to improve its functioning in a specific quality.*

PROFESSION COMPATIBILITY ANALYSIS

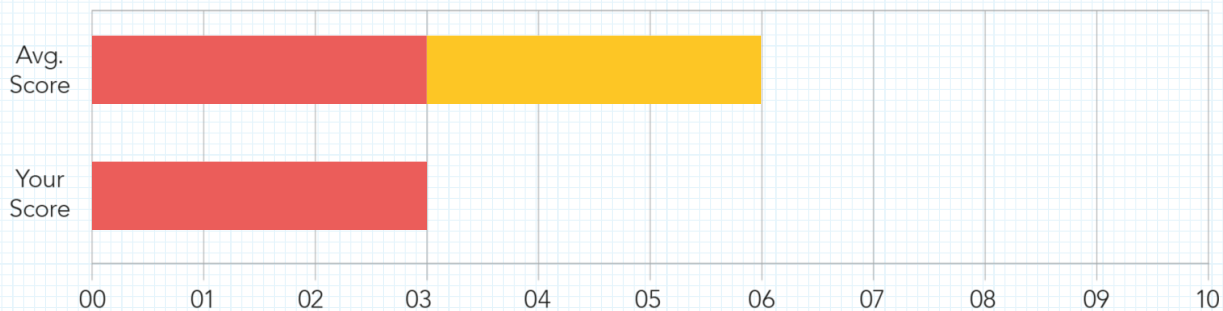
1. ANALYTICAL SKILLS

Analytical skills refers to the process of using a rational, systematic series of steps based on sound mathematical procedures and given statements to arrive at a conclusion. For example, you use your brain's analytical skills function when you work on geometric proofs, or when you solve a rubik's cube.

Professional fashion designers apply analytical skills and use mathematical procedures to execute the precision work involved in the making or manufacturing of their designs. Identifying target audiences, studying current market trends and choosing from a wide range of raw materials are all day-to-day activities of a fashion designer which require good analytical skills.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Analytical Skills:



Above graph shows Analytical skills Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S ANALYTICAL SKILLS

- Analytical skills is a vast subject. Read about the topic. Begin with reading internet articles and progress to reading a couple of books.
- Take a course. You may join classes or sign up for an online course. Finding relevant apps may also be useful.

- There are several online practice tests for analytical skills. Take these tests and try to gradually improve your performance.
- Solve logic puzzles in the newspaper. Playing games like chess and rubik's cube will also help enhance analytical skills.
- Physical exercises, meditation and mindfulness practices boost the overall performance of the brain and will help strengthen your analytical skills. Strive to incorporate these activities into your day-to-day routine.

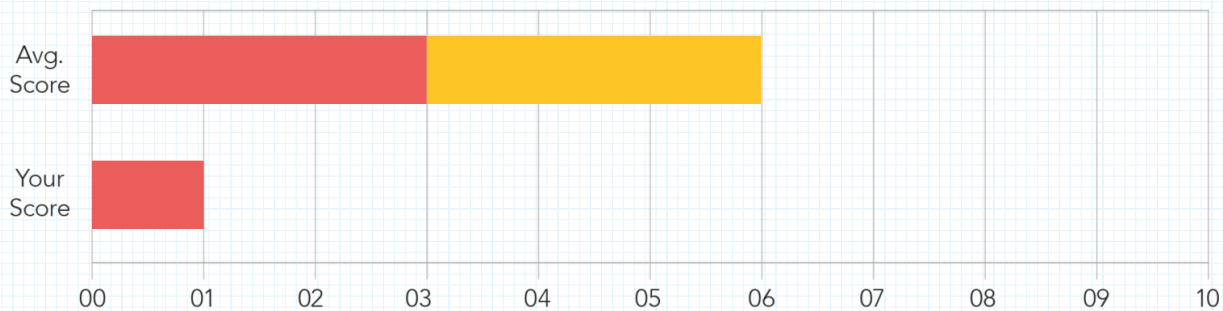
2. DETAIL ORIENTATION

The quality of detail orientation is the trait which defines a very close attention to the several small parts and systems that constitute the bigger picture.

Fashion designers are extremely detailed about the choice of the fabric, the color, stitching styles, etc. They also put in meticulous efforts to create designs which best match the personalities, likes & dislikes and fashion needs for their clients.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Detail Orientation:



Above graph shows Detail Orientation Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S DETAIL ORIENTATION

- Practice making designs and create outfits or clothing precisely as per the design plan.
- Developing an advanced level proficiency in MS Excel is highly recommended.
- Develop organization habits in your daily lifestyle - organize your room, books, wardrobe, kitchen, etc. Create a methodical system of organization. For example, organize your books by categories, and in alphabetical order.

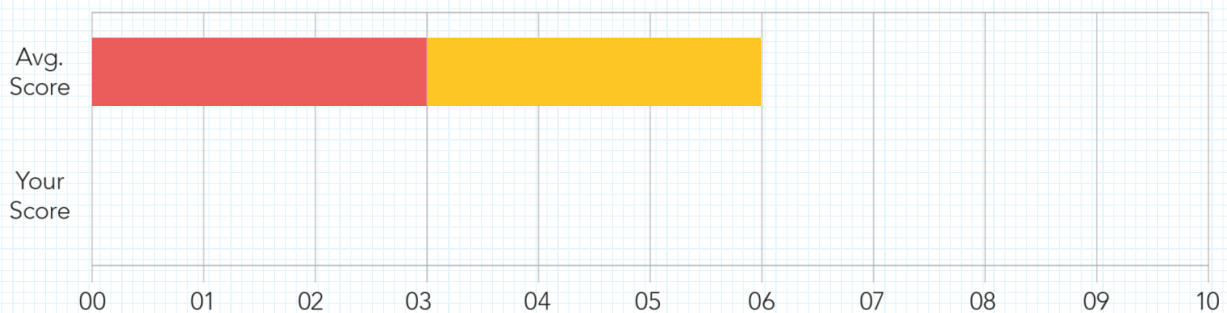
3. IDEA GENERATION

This quality refers to the ability of generating innovative and imaginative ideas about a topic and think of multiple solutions for a single problem.

Professional fashion designers are constantly innovating and generating ideas to create designs as per the changing needs and requirements of the clients. A fashion designer's work involves a great deal of innovation not only in design but also in manufacturing, branding, marketing, and other such activities

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Idea Generation:



Above graph shows Idea Generation Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S IDEA GENERATION

- Watch videos and ted-talks of successful, innovative people.
- Observe and make a list of problems being faced by people, communities or organizations. Think of innovative ways with which these problems could be possibly solved. Make this a daily, on-the-go habit. Keep observing and making such lists. Just make the list, regardless of whether or not you take any action upon these ideas. Maybe someday, you might get one idea on which you choose to act upon.
- Read good literature, watch creative films, listen to well written songs and music without lyrics - don't just consume mainstream popular media. Research to find acclaimed works of art from around the world.

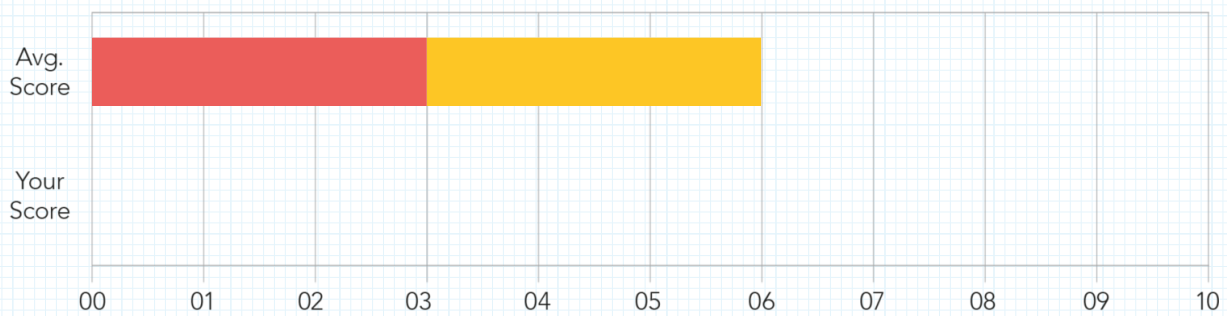
- Have stimulating conversations with your friends and others. Ask and share your knowledge and opinions across a vast range of topics like politics, business, travel, art, media, health, beauty, history, science, religion, etc. It enhances your knowledge, understanding, opinions and broadens your thinking spectrum.
- Create a questioning habit. Question everything you see. Ask questions about why something exists or why it's done how it's done. Also ask "what if..." questions to think of new possibilities. The more you ask questions to yourself, the more the idea generating parts of your brain will strengthen.

4. ORIGINAL THINKING

Fashion designers use the medium of their designs as a way of creative expression. Much like how painters express themselves through their paintings, or musicians through their music, fashion designers express their unique voice and identity through the art form of their designs. In the aesthetic sense, clothing designed by a fashion designer is not just a functional apparel but a much larger statement about the unique personality, opinion and a form of beauty created by an artist.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Original Thinking:



Above graph shows Original Thinking Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S ORIGINAL THINKING

- Apart from fashion design, create in other forms as a regular hobby. Create a clay model, sculpture, a song, a story or a short film/video. Discover your underlying unique voice beneath everything you create. This is an ever evolving process with no end goal. The process itself is the goal.
- Attend workshops which boost creativity. Go for storytelling workshops, theater workshops, music workshops, etc. for example.
- Regularly practice one or multiple hobbies like writing, painting, sculpting, sketching, singing, music, acting, dance, etc. Decorate your home. Cook different recipes. It engages the right brain and enhances its creative abilities.

- Physical exercises, meditation and mindfulness practices boost the overall performance of the brain and will help strengthen your innovation & imagination. Strive to incorporate these activities into your day-to-day routine.
- Have a small network of mentors and fellow artists who will provide you honest feedback on your work. This small group will form your “inner circle” of people whom you trust because you know they wish only the best for you. Nurture long term relationships with these people and make them your family. Value their criticisms of your work and use it constructively.

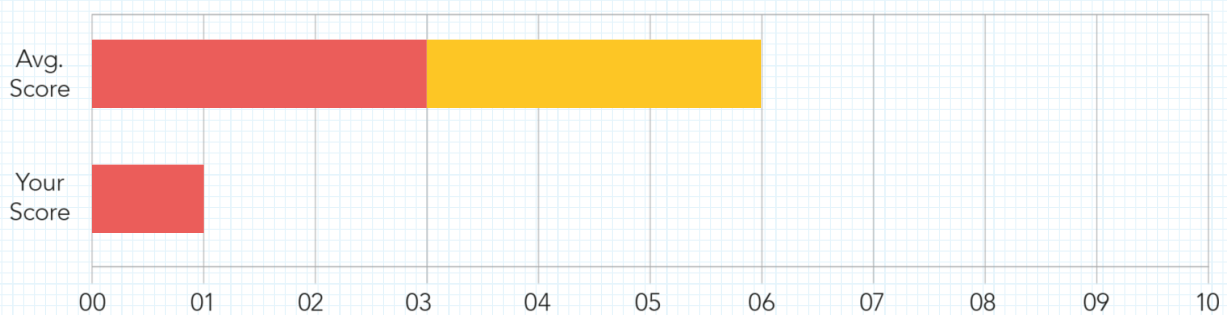
5. VISUAL ORIENTATION

Visual orientation refers to strong visual attentiveness and analytical qualities. It is the brain quality with which fashion designers are able to see details at a close range of any object and tell whether something is wrong.

The process of creating designer wear clothing is not a bulk manufacturing process which employs the precision of machines and factories. Instead, it's mostly a hand crafted job and fashion designers monitor the process with their naked eye. Their visual cognizance is highly alert to spot any errors or off-balance aspects in the design

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Visual Orientation:



Above graph shows Visual Orientation Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S VISUAL ORIENTATION

- Get into the practice of analyzing and reviewing designer wear in good detail. Observe a given piece of clothing for several minutes and notice all the intricacies. Identify with clarity why you like or dislike a certain design.
- Play visual puzzles in the newspaper, in books, and those available in stores or online.
- Practice observation exercises such as observing everything around you. For example, if at home, make detailed notes of what you observe on the walls, floor, ceiling, on the table, etc. Repeat such exercises frequently in the same space as well as different spaces. Pay close attention to detail and compare the differences in your observations of the same space at different times.

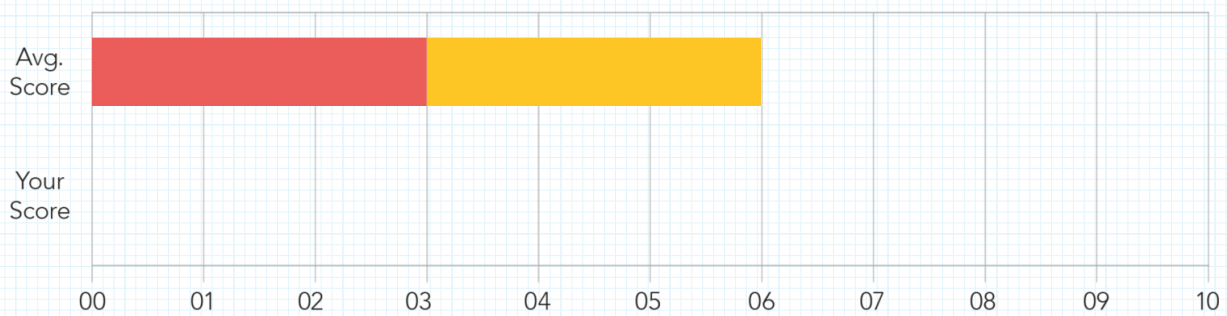
6. DOMAIN KNOWLEDGE

Domain Knowledge is knowledge of a specific, specialized discipline or field, in contrast to general knowledge, or domain-independent knowledge.

Clients often trust fashion designers to make suggestions and rely on them. Fashion designers have the domain knowledge to explain to the clients their design ideas and why they think something specific is best suited for a client's individuality and needs.

PERFORMANCE REPORT:

Based on the computing of your performance in the Virtual Internship Program, the following is an assessment of your strength in Domain Knowledge:

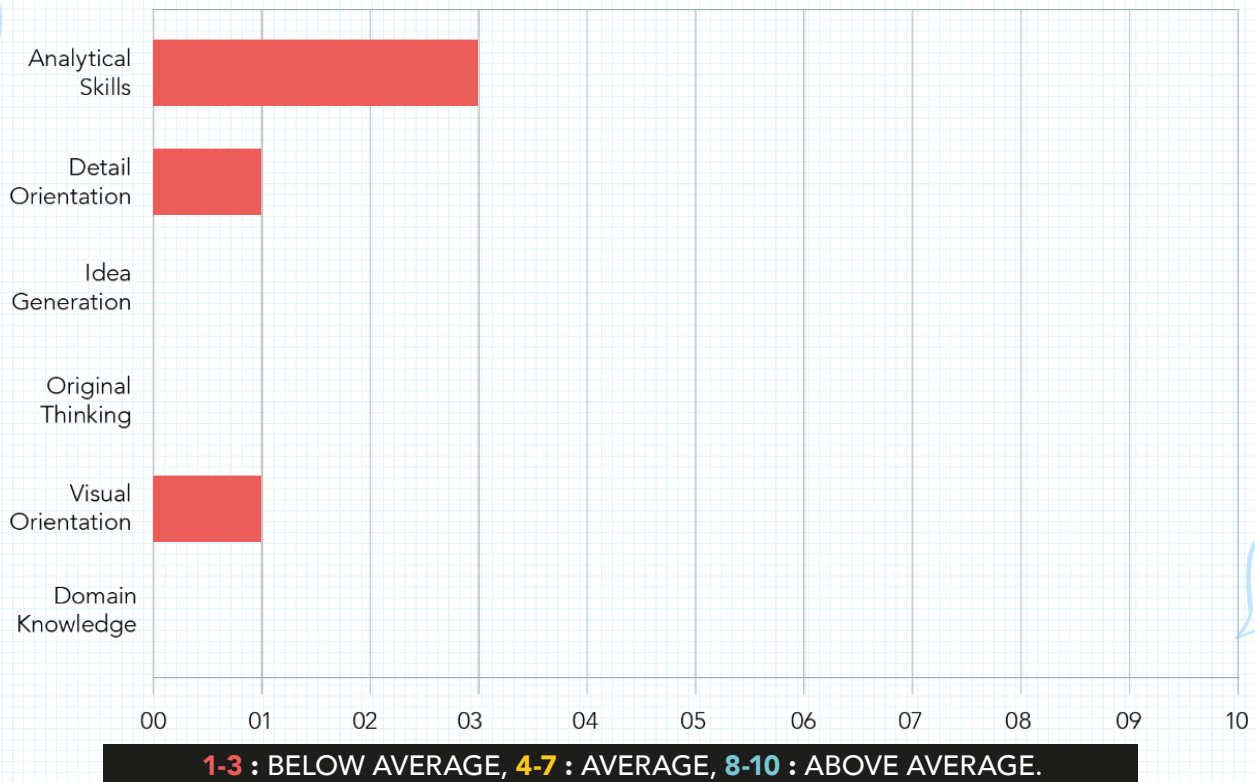


Above graph shows Domain Knowledge Performance graph

HOW TO STRENGTHEN YOUR BRAIN'S DOMAIN KNOWLEDGE

- Make a friend with whom you can regularly discuss in good in-depth detail, your respective opinions about different designer wear displayed in a mall or showroom. Practice this regularly to develop your aesthetics and opinion.
- Read as much constructive material related to fashion designing as possible. Also watch relevant videos. This will give you more and more knowledge about the field.
- Also work on your verbal communication skills, since you will mostly share your domain knowledge with clients verbally.

PROFESSIONAL COMPETENCE ANALYSIS



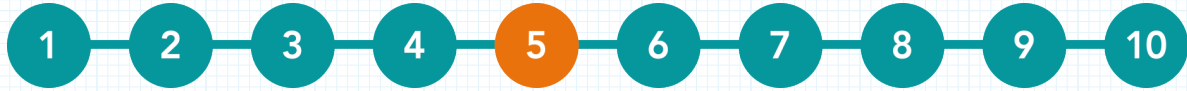
The above Professional Competence Analysis is a scientifically computed measure of your brain's Analytical Skills, Detail Orientation, Idea Generation, Originality, Visual Orientation and Domain Knowledge.

Based on your Profession Compatibility and Professional Competence Analysis, your Career Immorse Grade in the profession of Fashion Design is:

HYPO IMMRSIVE

Your competence in the field of Fashion Design is relatively weak. We recommend that you choose the option of Fashion Design only if you have absolute conviction to pursue this profession against all odds. If this is not the case, you have several naturally strong qualities and we recommend you discover a career path which aligns better with your intrinsic strengths.

INTEREST LEVEL



At Immorse, we emphasize on the importance of being deeply interested in the career path you choose for yourself. Studies have proven that being interested in a topic is a mental resource that enhances learning, which then leads to better performance and achievement.

Based on your responses regarding the various tasks you performed in the VIP[™], your Interest Level in the field of Fashion Design is 5. This Interest Level is rated on a scale of 1 to 10, with 10 being the highest.