

## Pearl Academy's student wins SDC's (Society of Dyers and Colourists) 1st National Student's Design Competition

*Winner gets a fully paid trip to UK by SDC India*

New Delhi, Delhi, IND, 2008-03-26 16:52:49 (IndiaPRwire.com)

*Pearl Academy of Fashion's Textile Design student - Neha Aneja won the **National student's Design competition**, conducted by the **Society of Dyers and Colourists (SDC)**. Competed with over 87 submissions from 15 renowned fashion design institutes of India, Neha will now be representing India for Global SDC Colour Award 2008 to be held in Bradford, UK on April 17, 2008.*

*The Indian Chapter of the Society of Dyers and Colourists (SDC) conducted National Design Competition that witnessed participation from well known design institutes like- **Pearl Academy of Fashion, National Institute of Design (Ahmedabad), National Institute of Fashion Technology (NIFT), NIFT - Tirupur Exporters Association Fashion Institute, Army Institute of Fashion Design, Maharaja Sayajirao University, Garden City of College, Kumaraguru College of Technology, Indian Institute of Textile Training, Nirmala Niketan Polytechnic, Nirmala Niketan Degree College, L.S. Raheja and B.D.Somani.***

The distinguished Jury short listed **Amit Kumar from NIFT Gandhinagar and Neha Aneja of Pearl Academy of Fashion, New Delhi** as the finalists and their entries were selected for the final round to judge the winner from India who shall represent India at the SDC's Global Competition.

**Excited with her win, Neha Aneja said** *'I developed prints for beach wear and my inspiration was 'starfish'. I traveled to Mumbai with all my work which was done during academic years for an interview by the jury members, and there I got to know that I am the one who will be representing India for the final SDC competition. Being there with society members, I got to know more about this society. As I always notice that there are many competitions being held for fashion design students but I was happy to know that this society is giving opportunities especially to the textile design students to showcase their talent. SDC has provided the textile designers a platform to grow and groom for further portfolio development'.*

*The Global competition is open to entries from countries like: **Australia, Hong Kong, India, New Zealand, Pakistan, South Africa, Sri Lanka, the United Kingdom and the United States.** Judging of the Global award for finalists' work will take place on Thursday 17 April 2008, with the overall winner being announced during the awards ceremony on the evening of Friday 18 April 2008. The global winner will receive the SDC Colour Design Award 2008, with a cash prize of £1000, plus the Veronica Bell Trophy. The winning college will also receive a prize. Pantone Asia will be supporting this year's global competition and is donating a Pantone Cotton Passport for each of the overseas winners.*

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### **About Pearl Academy of Fashion:**

Pearl Academy of Fashion (PAF) is a centre of excellence imparting professional education and training in the field of fashion, textiles, retail and media industry. It is the first and only institute in the

country that offers internationally recognised B.A. and M.A. level programmes in fashion in association with the Nottingham Trent University (NTU), U.K., and LDT Nagold, Germany, widely acclaimed world leaders in fashion and retail education. The Academy has active networking with national and international organizations, besides membership in prestigious bodies like the International Foundation of Fashion Technology Institutes, National Retail Federation, USA and the

### **About SDC**

The Society of Dyers and Colourists is an international professional society specialising in colour in all its manifestations. It was founded in 1884, and was granted a Royal Charter of Incorporation in 1963 in UK. It has provided service of the highest standard to the profession through its famous Journal (JSDC), the several ISO standards (for various fastness parameters) and the Colour Index, amongst its other seminal publications/books. The SDC is a registered charity in UK and its aims and objectives are 'to advance the science of colour' in the broadest sense. The India chapter of SDC -EC was formally established on 28th July 2006. The immediate outcome further was the establishment of two regions, the Mumbai and Tirupur. The Society's activities have been growing steadily over the years. The Society of Dyers and Colourists (SDC) continues to encourage the creative and inspired use of colour in fashion and textile design with the launch of the SDC Colour Design Award 2008 for students following a recognized fashion/textile undergraduate course.

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