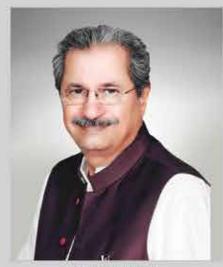


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CHANCELLOR
Honourable Prevident of Pakistan, Dr. Ard Alvi, is the Chancellor of Pakistan frommus of Fashiun and Design.



PRO CHANGELLOR
Thineserable Minoret of Education, Mr. Shabqar Mahmood, is the
Pro Chancallor of Pakistan Institute of Parkion and Design.

## MESSAGE BY THE VICE CHANCELLOR

I am pleased that you are considering to study at the Pakistan Institute of Fashion and Design. I have been part of this institution since its establishment as a premier Fashion Design School in Pakistan. Over the years, it has transformed into a specialized institute that offers professional degree programmes in the fields of Fashion and Design. Since its humble beginning in a rented building where it initially offered only one programme of study, the institute has developed immensely and come a long way. Today it is housed in a purpose-built campus where four separate Schools are offering seven undergraduate programmes and one MPhil programme (Art and Design Education). This progress has been possible due to continuous Government patronage, assistance from the stakeholders/industry and hard work of professionals in our team. Our partners believe in us which gives us great confidence to move forward every.

This year, the Covid-19 pandemic has landed us in unprecedented times. The situation is first of its kind we have faced and this may also lead one to be anxious regarding the measures taken by the Institute. I am pleased to let you know that over the past months PIFD has been striving to provide a safe environment for all. We are following all SOPs and Government guidelines as and when new information comes in. The health and well-being of our students, faculty and staff is of paramount importance to us that is why PIFD has an in-house Dispensary and a qualified Doctor and paramedical staff.

The institute has opened doors to career opportunities that were previously unavailable in Pakistan and has paved the way to create a strong design culture and industrial development in the country. By choosing PIFD you are going for the best possible way to have a successful future.

Prof. Hina Tayyaba Khalil



PROSPECTUS 2021

### HISTORY PSFD TO PIFD

Pakistan School of Fashion Design (PSFD), the promier Fashion Design Institute in Pakistan, started its humble beginning in a rented campus in 1994, as a Project of Export Promotion Bureau (EPB), Ministry of Commerce, Government of Pakistan.

The Vice-Chairman EPB, Late Mr. Abu Shamim M. Arif envisioned the establishment of the first Pashion School in the country. Mr. Ismail Qureshi, the Commercial Counselor in Paris, brought Mr. Oliver Lapidus and Lahore was chosen to be the birth place of PSFD.

Mr. Lapidus was also instrumental in the ground breaking decision by the Federation of Haute Couture, for PSFD affiliation with the leading French School, L'Ecole de la Chambre Syndicale de la Couture Paris. This initiative was implemented on ground by Mrs. Abbasi S. Akhtar, the first Principal of PSFD with the support of Madam Olga Saurat, Director, La Chambre and Ms. Shazia Wiqar, former student of La Chambre Syndicale. The faculty Included Mr. Yasir Waheed, Ms. Maryse Faux, Ms. Angelika Kukla. Ms. Anila Qayum. Ms. Shama Saced. and Mr. Philippe Germain-Vigliano, For sustainability, PSFD was very fortunate to have the support of the then Minister for Commerce, Mr. Ahmad Mukhtar, and Secretary Commerce Mr. Salman Farooqui.

After 3 years, in 1996, Mrs. Naveed Shahzad took over as Principal, and the first Executive Committee (EC) was established with Mr. Ismail Khurram as its Chairman. The Institute was then supported by the Chairman, EPB, Mr. Khuwaja Bilal, who was responsible for renewal of affiliation with L'Ecole de la Chambre Syndicale de la Couture, Paris in 1998.

In 2001, Prof. Hina Tayyaba became the Principal and was given the task to renew the School's affiliation with the French School. The new Director La Chambre, Mr. François Broca provided all out support in affiliation and improving the curriculum. The plan of establishing a purpose built campus was pushed into action with the support of then Vice Chairman EPB, Mr. Ijaz Ahmad Qureshi, and Secretary Commerce Mr. Kamal Afsar

Financial system was introduced and implemented under the guidance of Chairman Executive Committee, Mr. Farrukh Hussain Sheikh, Mr. Pervair Hanif and Director General, EPB, Mr. Tariq Iqbal Pari. As chairperson of Finance Committee, Mr. Pervaiz Hanif contributed a lot in the financial set up of the Institute and getting the unqualified bi-annual audit reports by Chartered Accountants, Ministry of Commerce Auditors and Auditor General of Pakistan.

In 2003, then Minister for Commerce, Mr. Hamayun Akhuar Khan, asked the Principal to devise strategy for building a new campus for PSFD

The same year, Mr. Avais M. Hussain joined as Chairman of Executive Committee and worked closely with then Secretary Commerce, Mr. Tasneem Noorani and the Principal on their primary agenda to upgrade PSFD's legal status and Financial Autonomy. Active and concrete support for possession of land was provided by Mr. Avais M. Hussain, Mr. Ismail Qureshi, Mr. Naved Akram Cheema, Mr. Kamran Lashari and Mr. Ikhlaq Tarar, Mr. Jehangir Tareen, went all out to get the land for the school in 2004, and it was acquired by the Institute in 2005.

The same year, with the support of Deputy Chairman, Planning Commission, Mr. Akrain Sheikh, the PC-1 for construction of the new campus was approved. Mr. Rana Shabzad took over as Project Director. An Implementation Committee was constituted with Director General, TDAP, Lahore, as Chairman to oversee progress of the project. As Director General, TDAP, Lahore, Mr. Haroon Rashid, Mr. Naved Arif, Mr. Agha Zafar Mehdi Shah and Mr. Muhammad Irfan Tarar have contributed to the project.







Mr. Pervise Hant Ex-Member, EC



Mrs. Abbasi S. Akhtar Ex Member, EC



Mrs. Nilofer Shahid Ex-Mendon, EC



Prof. Hima Tayyaha VC PIFD/ Ex-Member, EC

In 2005, the programme of Fashion Marketing and Merchandising was introduced in affiliation with Mod'Spe Institute of Fashion Marketing, Paris. Mr. Jean-Pierre Mocho, President, Federation Française Du Pret a Porter Feminin, Mr. Bene Mardellet, Managing Director, Mod'Spe and Mr. Jehanzeb Khan, then Commercial Counselor in France, were instrumental in the process.

In 2006, affiliation with La Chambre, Paris was renewed, and another PC-1 was made by Prof. Hina Tayyaba to introduce the concept of establishing 4 Schools having synergies with each other. Chairman EC, Mr. Avais M. Hussain, Minister for Commerce, Mr. Hamayun Akhtar Khan, Secretary Commerce, Mr. Tasneem Noorani, and Mr. Syed Asif Ali Shah fully supported the concept through to its materialization.

Apart from the Ministry of Commerce, all out support was also extended by the Minister for Industries and Production, Mr. Jehangir Tareen, and CEO SMEDA, Mr. Shahab Khawaja. They invited the Institute to become part of strategic working groups, organized by Ministry of Industries and Production and supported by US Aid to work on different labour intensive sectors such as Gems and Jewellery, Furniture, Textiles, and Leather. The meetings of Trade Policy and Sector Development Groups contributed in giving concrete shape to the PC-1 for establishing 4 Schools and 6 Programmes. Mr. Shahbaz Ahmad, Economic Consultant, actively supported in giving final touches to PC-1 which was approved through the personal interest taken by then Secretary, Ministry of Commerce, Mr. Syed Asif Ali Shah and his team.

In 2007, Ministry of Commerce, Chairman EC and the Principal made concerted efforts and succeeded in getting a NOC from Higher Education Commission for Degree Awarding Status. In this process, Minister for Commerce, Mr. Hamayun Akhtar Khan, Mr. Zahoor Hassan, Mr. Azmat Malik, Mr. Ata-ur-Rehman, Mr. Sohail Naqvi, Mr. Tariq Ikram, Mr. Syed Asif Ali Shah and Mr. Tasneem Noorani played a crucial and commendable role.

The same year, collaboration with Swedish School of Textiles, University College of Boras was established for student exchange and faculty training programme. Mr. Javed Akbar, then Commercial Counselor along with Mr. Kenneth, Director International Relations, Swedish School of Textiles were helpful in the process.

In 2008, the school was re-named as Pakistan Institute of Fashion and Design (PIFD), and assumed legal status on getting registered under the Companies Ordinance 1984. Mr. Shahzada Alam Monnoo, then Minister for Commerce, helped in smooth transition of the Institute from Project to Company.

In 2009, Minister for Commerce, Makhdoom Amin Fahim, Secretary Commerce, Mr. Salman Ghani, Chief Executive TDAP, Mr. Syed Mohibullah Shah, and Secretary TDAP, Mr. Mirza Karim Baig Fully supported the Institute.

Simultaneously, the tedious and time-consuming process of legislation for grant of Charter was effectively and ably negotiated by Mr. Zafar Mehmood then Secretary Cabinet. The passage of Bill from the Parliament and its signing by the President of Pakistan on 29th April 2011 culminated an arduous journey from School to Chartered Institute.

PIFD developed National Curriculum for undergraduate degrees in Fashion and Design being member of National Curriculum Revision Committee (NCRC) of HEC. In the same year, the constructions of Purpose Built Campus was completed.

In 2016, PIFD became full member of Cumulus Association which is the only global association to serve Art and Design education and research which provides a forum for partnership and transfer of knowledge and best practices around the world, currently consists of 340 members from 61 countries, PIFD is the only Art and Design Institution in Pakistan which is a full member of the Cumulus Association.

In 2017, PIFD launched MPhil programme in Art and Design Education.

In 2018, Student Startup Business Center was established at PIFD and a women-focused, university-based entrepreneurship programme (KHUDI) to build support mechanisms that cater to the unique needs of women entrepreneurs, launched with the help of PEP Foundation and the US State Department.

In 2019, PIFD became a partner Institution of Erasmus Mundus programme of European Union and is in their project "Erasmus+ Capacity Building in Higher Education and B-International".

In the same year, the Administrative Control of PIFD was transferred from Ministry of Commerce to Ministry of Federal Education and Professional Training as per decision of the Cabinet Division, duly forwarded by the Ministry of Commerce on 31\*

December, 2019.

In 2020, PIFD became one of the members of Association of Common Wealth Universities which is the world's oldest international network of universities and its mission is to promote and support excellence in higher education for the benefit of individuals and societies throughout the commonwealth and beyond. During these years PIFD established linkages with institutions around the world which assists its students to get diverse exposure to keep them abreast with the latest trends around the world. Every year students from different departments make visits to France, UK, USA, Italy, Germany and Thailand etc. for workshops/trainings.

PIFD signed a MOU with the Punjab Information Technology Board (PITB), Lahore, on 26th January, 2021, for the establishment of a National Incubation Centre at PIFD premises. The project is designed to accelerate the successful development of business start-ups through an array of business support resources and services, developed and orchestrated by the incubator management and offered both in-house and through a network of contacts.

In collaboration with National Information Technology Board (NITB) an E-Office is implemented at PIFD, in which the office management system is installed and is currently in use. This is a great step forward in the vision of a digitized institute where all managerial and administrative correspondence will now be through the E-Office.

PIFD adopted hybrid mode of teaching/learning during the Covid-19 pandemic. The goal for hybrid learning included a combination of both online learning and face to face learning to create a singular learning experience that is flexible and offers synchronous communication between students and teachers.

These pages cannot do justice to the individuals and organizations that supported the Institute. Organizations are not built over night or by one single individual. They are built in decades and centuries, and their credibility and sustainability owe a lot to many other individuals and groups, who work selflessly and untiringly in translating the concept into reality.

We would like to thank all those whose names have not been mentioned but who have contributed to make the Institute what it is today, and who gave it direction for tomorrow.



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Association

established PSFD.

Ministry of Commerce & Export Promotion Воптац (пове Trade Development Authority of Pakistan) PSFD was converted

into PIFD and registered as a

company under

Section 42 of the

1984.

degrees.

to the newly

Four-year

Degree Awarding

Act of PIFD was

PIFD developed

National Curriculum

Design being member

Curriculum Revision

Committee (NCRC) of

Four-year

undergraduate degree

programme in Leather

Accessories & Footwear

was introduced.

for undergraduate

degree in Fashion

of National

HEC

promulgated.

Status was granted and

Companies Ordinance

HEC issued NOC to

PIFD for the award of

The Institute shifted

constructed building

at Johar Town, Labore.

undergraduate degree

programmes in Textile

Design & Gemological

Furniture Design &

Manufacture were

Design, Jewellery

Sciences, and

introduced.

A piece of land was

acquired for purpose

built Campus of the

Fashion Markening &

Merchandising

Programme was

introduced

Institute.

A four-year Fashion. Design diploma programme was offered in collaboration with Ecole De La Chambre Syndicale De La Couture Parisierane.

PROSPECTUS 2021.

E-Office.

## LAHORE

Lahore, capital of the Punjab, is one of the ancient cities of the South Asia known for its cultural, social, political and commercial features. Boasting a grand fort, ancient gardens and magnificent mosques, Lahore offers multifarious display of architecture, culture and scenery that provide inspiration to any creative professional. The older part of the city is reminiscent of its past glory while the new Lahore depicts its bright and prosperous future. You can feast your eyes on various architectural landmarks, commercial hubs and food streets, These include Lahore Fort, Shahalmi Bazar, Badshahi Mosque, Wazir Khan Mosque, Jahangir's Tomb, Jahangir's Baradari, Shalimar Garden, Tollington Market, Anarkali, the magnificent panoramic view of the Mall Road and imperial architecture of the Lahore Museum. "If you haven't seen Lahore, you haven't been born," goes the local saying. You have to see Labore to testify that this is true. Lahorites are known for their love of food. While Lahore has many traditional restaurants, in recent years western fast food chains and cafes have appeared all over the city. Another landmark in Lahore's cultural life is the Lahore Arts Council commonly known as "Al-Hamra " Various kinds of exhibitions, plays and festivals take place over here throughout the year. Art galleries like Crow Eater, Ijaz Art. Gallery, Native Art Gallery, and Nai Rung are famous for displaying and promoting upcoming artists as well as displaying work of renowned artists of South Asia. Lahore has a tradition of being the center of urbanization and modern representation since the Mughal rule, and till date it happens to be the most inspiring center for fashion trend setting. Lahore is also known as fashion capital of Pakistan. The city hosts two major fashion weeks in spring/summer and fall/ winter including bridal couture weeks. Lahore happens to be full of the bloom of fashion designers and their major outlets, making it a major hub for onset of latest fashion. Labore offers great nightlife with frequent concerts happening round the year. The traditional food streets, cafes and restaurants are open throughout the night reflecting the love of food in Lahorites. The Allama Iqbal Airport in Lahore with its modern facilities caters to both Domestic and International travels. In short, Lahore is the city that binds tradition, culture and modern advancement in fashion.



## VISION AND PHILOSOPHY

Pakistan Institute of Fashion and Design's prime objective is to produce graduates who are able to combine design capability with manufacturing dexterity to create products that are functional and aesthetically beautiful, as well as giving students the necessary management and marketing tools in order to promote these products in the markets around the world. PIFD endeavours to create a new generation of designers, entrepreneurs and highly skilled youth to cope with the demands of the new millennium.

PIFD aims to be a Specialist Design institute, catering to the demands of the industry.

- Its goal is to provide a comprehensive design education which focuses on the relationship between the designed product and the consumer.
- It aims to be the platform from which individuals can pursue challenging career options in the field of design.



The Association of Commonwealth Universities is an international organization dedicated to building a better world through higher education.

International collaboration is central to this ambition: bringing universities together from around the world.

The ACU helps advance knowledge, promote understanding, broaden minds, and improve lives.

The ACU has more than 500 members spread across 50 countries in the Commonwealth.

PIFD became a member of The Association of Commonwealth Universities in January, 2020.

(https://www.acu.ac.uk/our-members)

## INTERNATIONALIZATION

Over the years PIFD has developed linkages and collaborations with institutions all around the world offering education in the field of fashion and design. Faculty and students from all departments visit different international institutions, fairs, competitions, exhibitions, conferences, seminars, and workshops internationally.

PIFD international office (PIO) is working in developing sustainable relations with other international institutions and organizations.

PIFD is member of various international institutes, associations and organizations namely Cumulus Association, Association of Common Wealth Universities, and Erasmus Mundus Programme.



Cumulus is the only global association to serve art and design education and research. Cumulus currently consists of 257 members design institutes from 54 countries. Pakistan Institute of Fashion and Design is the only premiere design institute representing Pakistan in the organization since 2016. [http://www.cumulusassociation.org/member/).

PIFD plays the following role within the country and internationally:

- To influence policy making in the field of Art, Design and Media on an International Level.
- To create an Academic Forum for advancement of Higher Education and Research in Art, Design and Media
- To work for the quality standards and full recognition of the professions in Art, Design and Media.



Erasmus+ is the EU Programme in the fields of education, training, youth and sports. Education, training, youth and sport can make a major contribution to help tackle socio-economic challenges.

The Erasmus+ Programme is designed to support Programme Countries' efforts to efficiently use the potential of Europe's talent and social assets in a lifelong learning perspective, linking support to formal, non-formal and informal learning throughout the education, training and youth fields. The Programme also enhances the opportunities for cooperation and mobility with Partner Countries, notably in the fields of higher education and youth.



Building Internationalisation (B-International) is a three year project co-founded by the European Union (EU) under the Erasmus + Programme, Key Action 2 Capacity Building in Higher Education.

Under the B-International programme, Cardiff Metropolitan University (UK) partners with Pakistan Institute of Fashion and Design (PIFD) Lahore.

PIFD and B-International have joined hands to examine and establish internationalization strategies to explore the wide tapestry of international cultures. It aims to provide staff at universities in Pakistan with a framework by which to implement international strategies that support the wider aims of the universities and provide staff with knowledge and practical tools to implement international activities that support the strategic aim of both the university and the wider aim of Higher Education sector.

B-International provides a foundation of knowledge to staff with a responsibility for internationalisation that will enable them to develop strategies and policies to support staff in the wider implementation of Internationalisation.

The project will therefore examine traditional components of internationalisation such as mobility, TNE and international research, but will also include more contemporary concepts such as developing international campuses that explore the wide tapestry of international cultures.

The project activities are structured into nine work packages.

Work packages are as follows:

WP1 Benchmarking, Strategy and Training

WP2 Training Workshops - CPD for All Staff

WP3 Online Learning Programme

WP4 Online Learning Programme

WP5 Centers for Internationalisation

WP6 Toolkit

WP7 Quality Assurance

WP8 Dissemination & Exploitation

WP9 Project Management

## INTERNATIONAL NETWORKING



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- Fashion Institute of Technology, State University of New York
- Cardiff Metropoliton University University of the Arts, London
- The Swedish School of Textile, University of Borns Konstfack University College of Arts, Crafts and Design
- Îmritur Français de la Modo
- Pakistan Institute of Fashion and Design
- Milano Fushion Institute Accodemia di Belle Arti Accademia del Lusso Amutoria
- Università Inny di Venezia. Politecnico di Milano



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THE SWEDISH SCHOOL

OF TEXTILES





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## INTERNATIONAL EXPOSURE

Pakistan Institute of Fashion and Design is unrivalled in Pakistan for the international exposure it provides to students. The students of various programmes currently offered at PIFD go abroad on exchange programmes during the third year of their education.

Footwear and handbag workshop at Fashion Institute of Technology (FIT), New York.







### ITALY

A Study trip for textile design 3rd year students was arranged in collaboration with Accademia Del Lusso, Milan, Italy.





### **GERMANY**

Students from the Department of Gems and Jewellery Design Department visited Schmuck/ Munich Jewellery Week as well as a workshop by renowned designer Nicolas Estrada.





### ITALY

Department of Fashion Marketing and Merchandising, visited Milano Fashion Institute in Italy. Students and faculty attended a two week intensive training.





### FRANCE

Students from the Department of Fashion Design went to École de la Chambre Syndicale de la Couture, Paris



Students from the Department of Cermaic and Glass Design Department went for the training on "Fab Lab and Advanced Ceramics" at the Cardiff School of Art & Design (CSAD), Cardiff Metropolitan University, UK.





### UGANDA

Students from Foundation Year Studies took part in Social Innovation Academy's (Sina) Summer School, Uganda.





16

Students take part in different social activities and cultural events through local and foreign study trips, industrial visits, funfairs, welcome & farewell dinners, and spring festivals.

The environment at the campus is friendly where the students interact and assist each other in a relaxed atmosphere.

An array of fun filled co-curricular activities take place in the campus to keep the students motivated, fresh and focused on their academic programmes. Different theme and color based days are celebrated at the campus.

Different sporting facilities are provided within the campus. These include Table Termis, Volly Ball Court and Badminton. Students whole heartedly participate in the activities.

At PIFD students are provided with the best opportunities to show their talents at multiple inter-university competitions and several other forums. PIFD welcomes talent and tends to have it displayed at the most suitable platforms.





## DEGREE Programmes

PIFD presently comprises of the following four Faculties/ Schools and Seven Departments

FACULTY/ SCHOOL OF FASHION DESIGN Department of Fashion Design Bachelor of Design (Fashion Design)

FACULTY/ SCHOOL OF FASHION MARKETING AND PROMOTION Department of Fashion Marketing and Merchandising BS Fashion Marketing and Merchandising

FACULTY/ SCHOOL OF TEXTILE DESIGN Department of Textile Design Bachelor of Design (Textile Design)

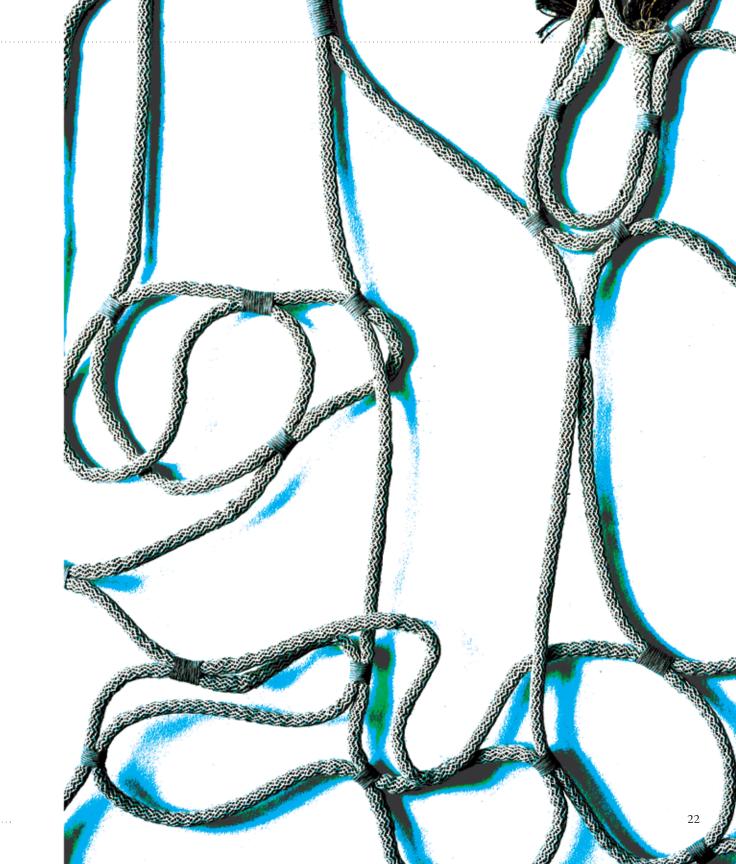
FACULTY/ SCHOOL OF ACCESSORIES AND PRODUCTS Department of Gems and Jewellery Design Bachelor of Design (Jewellery Design and Gemological Sciences)

Department of Furniture Design and Manufacture Bachelor of Design (Furniture Design and Manufacture)

Department of Leather Accessories and Footwear Bachelor of Design (Leather Accessories and Footwear)

Department of Ceramic and Glass Design Bachelor of Design (Ceramic and Glass Design)

PIFD has 100% employment ratio, not only this, PIFD also has a long list of graduates becoming successful entrepreneurs within a year after graduation. The high standards of PIFD are set by a simple idea that forms the quintessential spirit of the institute: developing the students' innovative, analytical and technical skills so that they are aware of the different possibilities and are capable of creating and promoting appropriate products for the global consumer of today. PIFD recognizes that the perfect mix of education, grooming, training and exposure is essential to develop well-rounded sensibilities and aesthetics.



PROSPECTUS 2021

# FOUNDATION YEAR STUDIES

The Foundation Year Studies introduces students to the study of design both in theory and practice. The course includes a broad spectrum of skills which enable the students to identify with design tools, processes and materials to develop suitable design ideas.

The course provides an integral base for students to pursue their major degree in any of the four Schools of the Institute.

The core feature of this programme consists of exciting opportunities to experiment, investigate, explore and evaluate. The teaching methodology helps students to understand design through lectures, seminars, hands-on studio interaction, market research, group studies and projects.

#### SEMESTER 1 AND 2

Courses

Design History and Theory History of Art and Culture Basic Drawing Shaping Digital Communication English Pakistan Studies/ Islamic Studies Material and Models/ Mathematics

By the end of Foundation Year Studies, the students attain an appropriate level of skills and creativity in the use of basic elements of design, materials and hand tools. They are able to identify important elements of a problem, justify their work convincingly, and evaluate their performance. Working as a team, students are required to define problems, analyse, and devise solutions as an integral part of coursework.



## FASHION DESIGN

The Fashion Design programme endeavours to create a new generation of creative, highly skilled designers, and entrepreneurs, who are able to understand the demands of the local and international markets.

The programme focuses on developing skills, progress of individual creativity, learning about trends & forecast, and exploring new methods & techniques of creating fashion design.

The courses are a combination of both theory and practice, the focus is on research & experimentation to design and create garments.

Students are selected on the basis of CGPA merit for two weeks training at Ecole de La Chambre Syndicale de La Couture Parisienne, France. Students are accompanied by PIFD faculty members. In Paris, they are engaged in intensive training of Fashion Design and Draping project conducted by senior faculty of Ecole de La Chambre Syndicale de La Couture. Certificates are awarded after successful completion of training.

Students are also encouraged to participate in national/international competitions and exhibitions. Internship of 4-6 weeks is compulsory before promotion to Semester VII, students are placed with designers and the industry to gain work experience.

#### CAREER OPPORTUNITIES:

At School of Fashion Design, we recognise the importance of work, experience and job placements as a key for shaping the future career of students. Graduates can pursue their careers as designers working for their own brands, for other design houses/industries, work as teachers nationally and internationally, and are able to pursue further higher studies.





### SEMESTER 3 AND 4

Courses

Pattern

Fashion Design Studio

Machine Sewing Digital Fashion History of Costume

Draping Textile Basics Textile Design

Human Anatomy

Basics of Hand Sewing

Fashion Detail

Introduction to Marketing and Merchandising French Language

English

### SEMESTER 5 AND 6

Courses

Pattern

Fashion Design Studio

Machine Sewing

Digital Fashion History of Costume

Draping Textile Design

French Language English

### SEMESTER 7 AND 8

Courses

Pattern

Fashinn Design (Design Research Methodology)

Sewing

Druping Textile Design (Research and Development) French Language

English

Costing and Planning

Internship



### FASHION MARKETING AND MERCHANDISING

The Fashion Marketing and Merchandising degree programme aims to prepare students for exciting career prospects in rapidly growing retail industry of Pakistan. This programme is not only unique when compared to other management and/ or design undergraduate degrees offered in Pakistan, but it is also very comprehensive. Not only do we nurture creativity of our graduates, we also cultivate commercial sensibility and acumen in them.

Students are taught management courses to aid them in the understanding of business dynamics, while simultaneously learning design development and merchandising processes. At the final stage of the programme students undertake Thesis Consultancy Project in which knowledge of all management and design courses is applied.

The programme was designed in collaboration with Mod'spe, Paris, which is a renowned Fashion Marketing institute in France. This programme aims to produce graduates with diverse expertise in both Fashion Marketing and Merchandising hence setting them apart from graduates from any other business school. Each year the students are sent abroad for attending summer training programmes at various Fashion institutes. Our students have been going to Fashion Institute of Technology, New York, USA, and Milano Fashion Institute, Milan, Italy, to attend the summer programmes. The FM&M department collaborated with Milano Fashion Institute, Milan, Italy in 2017. Quite a few of our undergraduates have received scholarships for postgraduate studies abroad from University of Boras, Sweden, Savannah College of Arr and Design, USA, and University of Kent, UK.

#### CAREER OPPORTUNITIES:

Graduates embark on professional life right after graduation. Having done internships and real-time consultancy projects during four years of education, our graduates are well experienced to get settled in a paid job. We take great pride in the fact that FM&M graduates tend to start their careers drawing highest salary package in comparison to all other disciplines offered at PIFD, and even higher when compared to other undergraduates from top business schools of Pakistan. Our graduates not only get a variety of career prospects, but also get much greater opportunities of professional development. We take pride in claiming that the employment rate of our graduates is very high.

Our graduates are employed by Fashion and/ or Lifestyle brands, retailers, buying houses, manufacturers, PR companies, Media, and multinational FMCGs. Some of the positions they are working in include:

- · Creative Directors
- · Brand Managers
- · Product Managers/ Merchandisers
- · Commercial Buyers
- · Visual Merchandisers
- · Marketers
- · Public Relations Managers
- · Fashion Journalists and Editors



# FASHION MARKETING AND MERCHANDISING

#### SEMESTER 3 AND 4

Courses

ENG – III, IV
Introduction to Economics
Principles of Marketing
Managing Organization
Introduction to Fashion Industry
Digital Fashion Drawing
Business Mathematics and Statistics
Textile Basics
History of Fashion
Introduction to Computing
Retail Buying
Fundamental of Financial Accounting
Consumer Behavior
Human Resource Management

#### SEMESTER 5 AND 6

Fashion Forecast Fashion Promotion

Courses

English-V, VI
Cost Accounting
Business Research Methods
Brand Management
Design Technical Study
International Marketing
Manufacturer's Merchandising
Retail Merchandising
Production Planning and Control
Visual Merchandising and Space Management
Business Ethics and Law
Financial Management
Design Development Process
Advertising and Sales Promotion
Promotion Campaign Design

#### SEMESTER 7 AND 8

Courses

Public Relation and Fashion Journalism
Supply Chain Management
Strategic Management
Entrepreneurship
Strategic Marketing
Project Management
English
Thesis: Research Methods
Thesis: Budgeting and Costing
Thesis: Collection Development Process
Thesis: Promotion Campaign
Thesis: Portfolio Development and Presentation



## TEXTILE DESIGN

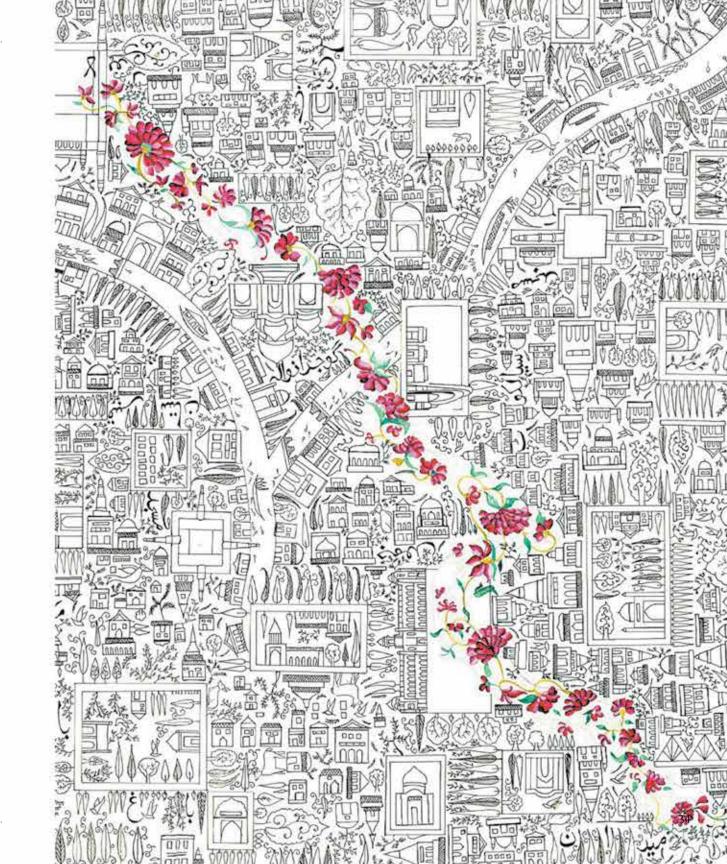
The dynamic Textile Design programme at PIFD aims to develop individual artistic skills along with meeting the industrial demands globally. The programme encourages the students to explore various dimensions of textile applications for certain target groups. Students are exposed to both conceptual and technical aspects of textile design. This helps them to distinguish between fabric qualities, use of appropriate fibres, yarns, constructions, ornaments, and special surface finishes to develop various fabrics in relation to final products. The four-year degree offers specialization in either home or apparel design.

Students get an opportunity to learn skills like weaving, knitting, printing and special finishing. They work directly in the labs on campus that are equipped with the latest tools and Industrial machinery. They are also exposed to specialized fields i.e. textile marketing & merchandizing, and textile pricing & costing.

PIFD encourages both the faculty and students to attend international training programmes. Students securing high grades along with faculty are sent to attend workshops at the affiliate institute in Sweden, University of Boras. Previously the department has attended workshops and trainings at Rhode Island School of Design, USA, London College of Fashion (LCP), UK, Accademia di Belle Arti di Frosinone, Italy, and Accademia del Lusso, Milan, Italy.

#### CAREER OPPORTUNITIES:

At PIFD, we recognize the importance of work, experience, and job placements, as a key for shaping the future career of students. The textile design programme prepares the students for diverse career opportunities in the growing Textile Industry. Our graduates are hired straight from the thesis degree show. They are employed in design houses, export houses, textile manufactures, and the retail world.



## TEXTILE DESIGN

SEMESTER 3 AND 4 Courses

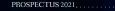
English-III (Compulsory)
Drawing-I, II
Textile Basics
History of Design-I, II
Design Foundation-I (Ornaments)
Design Foundation-II (Colours)
Weave Design Studio-I, II
Textile Marketing and Management
Textile CAD
Fibres and Yarns
Knit Design and Technology
Printing Technology
Design Studio-I

SEMESTER 5 AND 6 Courses

English-IV, V (Compulsory)
Drawing-III
Textile Design Seminar-I
Knit Design Studio.
Advance Weaving
Print Design
Applied Processes and Finishes
Textile Marketing and Merchandising
Contemporary Design Studies
Product Detail and Development-I
Product Execution-I
Textile Embellishments
Design Studio-II
Textile Pricing and Costing

Courses

English-VI, VII (Compulsory)
Besearch Methodology
Product Detail and Development-II (Home/Apparel)
Product Execution-II (Home/Apparel)
Besearch Project
Textile Design Seminar-II
Collection-Drawing (Research and Development)
Collection-Textile Construction (Development)
Collection-Product Development



## GEMS AND JEWELLERY DESIGN

The four-year bachelors degree programme of the Department of Gems and Jewellery Design aims to impart skills and knowledge in basic and advance jewellery design and production, fostering individual experimentation within contemporary parameters.

It focuses on the potential for exploration around object and function of jewellery. The intensive, well-rounded curriculum, equips students in historical traditions, techniques, and aesthetics, as well as conceptual aspects of jewellery. Seminars, field visits, and international courses in jewellery and gemology also form a major component of the curriculum.

Jewellery, which centres on the idea of adomment and its relationship with the human body, has developed through years and cultures, from being a status symbol, to becoming signifier of personal and social affiliation. As the contemporary design world evolves with new ideas and trends, jewellery continues to acquire new meanings and functions. To reflect these changing contexts, the course offers maximum flexibility to develop a critical and creative understanding of jewellery and objects where students work with both traditional skills and new technologies in state of the art workshops.

In the second and third year, students acquire familiarity with diverse materials and techniques to develop innovative products. Emphasis is on individual ideas and experimentation through creative design and manufacturing exercises.

The final year centres on developing a portfolio of work which evidences personal design philosophy through thesis research. Coupled with the department's erudite teaching methodologies, students undertake mandatory internships as well as international study trips to India, Thailand, Sri-Lanka, and Germany, with selected faculty to advance their knowledge in the discipline. Some of our graduates successfully pursue further study and research through Postgraduate/ Masters, from world reputed universities including Virginia Commonwealth University, Qatar, Goldsmith, UK, and Trier University, Idar-Oberstein Germany.

#### CAREER OPPORTUNITIES:

Our graduates take up diverse career paths, working with industrially established jewellery designers, fashion design houses, as independent studio jewellers, handcraft technicians, CAD/ CAM specialists, and as academic professionals.



# GEMS AND JEWELLERY DESIGN

#### SEMESTER 3 AND 4

Courses

English-III (Communication Skills and Academic Writing)

Handcraft Techniques-I, II Jewellery Design Studio-I, II

Jewellery Drawing-L, II

History of Art and Culture Focused on Jewellery-I, II Jewellery Calculations-I, II

Metallurgical Sciences-I, II

Drafting-I, II

Digital Visualization and Presentation-I (Adobe Illustrator)

Digital Visualization and Presentation-II (Intro to CAD)

Introduction to Gemstone Identification

#### SEMESTER 5 AND 6

Courses

English-IV, V (Technical and Business Writing) Handcraft Techniques-III, IV

Jewellery Design Studio-III, IV Drafting-III

Gemology-I, II

History of Art and Culture Focused on Jewellery-III, IV Jewellery Calculations-III, IV

Product Marketing-I, II

CAD/ CAM-II (Matrix)

Internship (Compulsory during the Summer) Jewellery Drawing Studio-III

Mini Thesis

#### SEMESTER 7 AND 8

Courses

English-VI, VII (Dissertation Writing) Handcraft and Production Techniques-I Jewellery Design Studio-V Research Methodology

Handcraft and Production Techniques-II, III (Collection)

Jewellery Design Studio-VI, VII (Collection)



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### FURNITURE DESIGN AND MANUFACTURE

PIFD is the only Institute offering Furniture Design and Manufacture programme in the country, the department started in 2009, and offers a four-year bachelors degree programme. The programme is firmly based on contemporary design thinking; furniture manufacturing and balance of creativity with practicality. The programme has strong links with industry and during the programme students will develop practical understanding of the material and processes adopted by small and large furniture manufacturers.

The programme develops independent and creative thinking through a series of intense design projects, culminating in the exhibition of students' work. It focuses on developing the students' innovative, analytical, and technical skills, so that they are aware of different possibilities and the needs of local and international markets. The course reflects the importance of design linked with the practical processes adopted by furniture manufactures, set within a business context.

#### CAREER OPPORTUNITIES:

The graduates can pursue a career in Interior Design consultancy, home styling, and furniture designing, by working for a brand or under their own label. They can be a part of academia by teaching in national and international institutions. Furniture industry of Pakistan cannot flourish without creating a synergy between the designer and the craftsman. As a Furniture department, we firmly believe in, and encourage the contribution in our society, to work directly with the specialized industry as well as individuals, to participate in the society and to increase the outcome of our programme.



## FURNITURE DESIGN AND MANUFACTURE

### SEMESTER 3 AND 4

Courses

English-III History of Furniture and Contextual Studies-I, II Drawing I, II

Technical Drawing-Drafting I, II

Design Studio-I, II

Furniture Manufacture-I, II

Material and Technique-I, II

Timber Technology

Upholstery

#### SEMESTER 5 AND 6

Courses

PROSPECTUS 2021.

English-IV (Technical Writing)
English-V (Research Report Writing)
History of Furniture and Contextual Studies-III
Business Studies (Marketing)
Financial Costing
Drawing-III, IV
Design Studio-III
Furniture Manufacture-III
Material and Techniques-III
Material Exploration-I
Computer Aided Design-I, II
Professional Practice-I (Exhibition and Portfolio)
Research and Design (Design Project)
Development and Production (Design Project)
Internship

#### SEMESTER 7 AND 8

Courses

English VI (Dissertation Research and Writing)

English-VII (Dissertation)

Drawing-V

Furniture Manufacture-IV

Material Exploration-II

Computer Aided Design-III

Business Plan

Professional Practice-II (Exhibition and Portfolio)

Brief, Research, and Ideation (Major Project)

Development (Major Project)





# LEATHER ACCESSORIES AND FOOTWEAR

PIFD is the only institute offering Leather Accessories and Footwear (Design and Manufacturing) programme in the country. Pakistan is one of the leading leather producing countries, and our leather accessories and footwear manufacturing industry has immense scope for local sale and export, which is of great importance to our economy. With properly trained and qualified professionals, not only will the quality of products be enhanced, but workmanship will be improved as well.

Leather Accessories and Footwear is an intensive skill based programme emphasizing the crucial relationship between designs and manufacturing needs of the modern leather industry. The course is based on two core areas "Design & Development" and "Production Techniques with Operational Management" Teaching methodology includes formal lectures, group seminars, tutorials, presentations, practical workshops, and studio based activates. The programme includes market/ trend research, visits to various tanneries, and shoe manufacturing facilities, as well as different exhibitions.

Internship is a requirement of students' training and professional learning at PIFD and is a prerequisite for promotion to Semester VII. Students are referred to brands and footwear industries during the summer for 4-6 weeks to gain practical experience. The work placements, employment, or work related projects and assignments, within the Pakistani industry are undertaken during the vacation periods.

The programme offers the expertise in leather accessories and footwear technology, required by industries worldwide, and includes training supported by the Pakistani leather and footwear industry. During the summers, students are provided with an opportunity to attend two weeks training programme at ARS Sutoria, Milan, Italy, Fashion Institute of Technology, New York, USA, and London College of Fashion, UK.

#### CAREER OPPORTUNITIES:

The programme leads to a successful career in Leather Accessories and Footwear Manufacturing. By the end of the programme the student can pursue an array of careers in the Footwear and Accessory field as an Entrepreneur, Designer, Buyer, Brand Manager, Product Manager, Product Developer, Marketing Manager, or Planner. Graduates can also work in academics and are able to pursue higher education.



# LEATHER ACCESSORIES AND FOOTWEAR

#### SEMESTER 3 AND 4

Courses

English HL IV (Compulsory)
Design Studio-L II
Production Techniques and Sewing I, II
Mathematics (Introduction to Drafting)
Drafting I
Digital Visualization and Presentation-L II
Design Details and Drawing I, II
Leather Technology I, II
I litting of Exaction Accessories and Footward I, II
I forman Annoony I, Burnan Anatomy II (Onthopedic)
Anatomy Drawing
Principles of Marketing

#### SEMESTER 5 AND 6

English-V, VI (Compulsory)

Courses

Design Studio III (Leither Garments)
Design Studio IV
Production Techniques and Sewing III, IV
Deating II, III
Shoe CAD/ CAM-I (2D), Shoe CAD/ CAM-II (5D)
Ornamentation-I
Sewing, Patterns (Leather Garments)
Retail Management and Entrepreneurship
Production Planning and Control
Quality and Supply Chain Management

#### SEMESTER 7 AND 8

Courses

PROSPECTUS 2021...

English VII (Dissertance Wiring)
English VIII (Compulsory)
Design Studio-V.VI
Production Techniques and Sewing-V.VI
Dratting-IV V
Shoe CAD/ CAM (Portfolio Development)
Overar enaster-II, III
Callection Process Development
Joneouslep



## CERAMIC AND GLASS DESIGN

PIFD offers a four-year bachelors degree programme in Ceramic and Glass Design. The Department offers a unique opportunity to its students to apply innovative ideas in form of functional and ornamental designs in ceramic and glass mediums.

PIFD is the pioneer amongst art and design education institutions in Pakistan to introduce glass design education within its fully equipped glass workshops. With the focus on industrial process of manufacturing, ceramic and glass design education at PIFD allows students to develop an original design approach on to conventional perceptions of design, supported by its reliance on a material point of departure.

The courses taught in the degree programme focus on knowledge of materials, learning of techniques, and application of forms with function and ergonomics, as well as experimental approach. In particular, at the level three and four of the degree programme, the combination of diverse courses offered to students develop understanding of the character and theory of design in Ceramic & Glass to an elevated level within the framework of analytical, practical, and critical evaluation.

This highly skilled educational experience with the help of quality processes, yields a contemporary spirit to designed products in ceramic and glass material, which is believed to establish a bright future of this field in Pakistan.

#### CAREER OPPORTUNITIES:

Graduates with Ceramic and Glass Degree can apply their knowledge of glass and ceramic material with multidisciplinary approach into different fields yet to be explored in Pakistan. The future graduates can pursue their career in various directions including product design, tableware, furniture design, jewellery design, interior design, exterior design, and industrial design. This potential positions the graduate designers in a highly desirable situation to be employed as professionals in the industry to cater to the needs and demands of emerging market. There is a great gap to fill for designers to be employed in the industry, i.e from small manufactories to mega scale industries producing tableware, sanitary ware, tiles, and functional/non-functional objects.



PROSPECTUS 2021

# CERAMIC AND GLASS DESIGN

#### SEMESTER 3 AND 4

Clourse

English III. IV (Compulsory)
Ceramic Design Studio-I, II
Ceramics Techniques-I, II
History I, II (Art and Architecture focusing Ceramic)
Drawing I, II
Ornamentation-I, II
Digital Design-I, II
Chemistry-I, II

#### SEMESTER 5 AND 6

Course

English V. VI (Technical and Business Writing)
Ceramic Design Studio III, IV
Ceramic Techniques-III
History-III, IV (Art and Architecture focusing on Ceramic)
Drawing-III, IV
Digital Design-III, IV
Product Marketing and Costing I
Material Sciences (Glass)
Glass Techniques-I, II
Research Methodology I
Mini Thesis (Collection/ Project)

#### SEMESTER 7 AND 8

Course

English VII. VIII (Dissertation Writing I, II)
Design Studio-V, VI
Ceramic Production Techniques-I. II
History-V (Art and Architecture focusing on Ceramic
Design)
Research Methods (Design Development and
Marketing)
Digital Design-V
Finishing Techniques



### ALUMNI

Pakistan Institute of Fashion and Design (PIFD) has a very impressive track record of creating successful designers. PIFD has a major share in the league of designers in Pakistan. Pakistan's portfolio of talented and successful designers such as Maria B., HSY, Karma, Maheen Kardar, Kamiar Bokni, Nomi Ansari, Nayna and Usman Dittu, just to name a few, have the name of PIFD among their credentials. PIFD has produced 1967 graduates till date.

#### HSY

"The four years that I spent studying Fashion are ones that I will always remember very fondly. Its here that I learned so much about what it takes to make it in the industry. And the friends I have made while at the School are the ones I hope to keep for life. Every day is a challenge while studying, and the School pushed you harder at every step to ensure you did your best. There is no other institute like this in the country and I value my time and experience here greatly."



#### MARIA B.

"The Pakistan School of Fashion Design is a premier institute that is at par with other institutes in the world, especially in terms of technical know-how. I'm happy to see that the syllabus has improved tremendously, it is more well-rounded and comprehensive and more subjects will continue to be added to it. It is a true success story."



#### KAMIAR ROKNI

"I have always wanted to be a Fashion Designer. The four years that I spent at the institute honed my talent and taught me my craft down to the tiniest details. I appreciated the environment; a place where I could pursue my interests with quality training was a dream come true. The institute also gave me the opportunity to see the world and expand my horizons. I travelled to Japan for the Maku Hari Grande prix; an international competition. These experiences along with many other wonderful moments are what I look back at when I reminisce about my school."









MAHEEN KARDAR



SAHAR ATIF



MEHDI



SAMAN ARIF



USMAN DITTU



MOHSIN ALI



ALIXEESHAN



SAIRA SHAKIRA







54

AKIF MAHMOOD







SARA ROHALE ASCHAR



SANA FAROOQ





AYESHA USMAN



MISHAAL MOAZZAM



FATIMA MAROOF KHAN





ZAHEEN KAMRAN





MOMINA SARFARAZ



WALEED ZAFAR





ZARMISHA DAR





ZAIN UL FURQAN



HIRA SHAKEEL



ARSALAN SARWAR



SALEHA SAMAD



RUBAB KHALIQUE





SHAHTAJ KAISER



ZAINAB KHALID

## BRANDS BY PIFD GRADUATES

Adnan Khan

Ahsan Nazir

Akif Mehmood

Ali Xeeshan

Dur e-Shahwar

Faiza Saglain

FANAS by Sana Farooq

Hammad Khawaja

Haute Form by Zaib & Zeeshan

HOUSE OF AKM by Aamina Karim Malik

Karma by Maheen Kardar.

L'ATTLIER by Sara Raza

Maria B. By Maria Butt.

MASHAAL by Mashaal Moazam

MASTIQUE by Farayal Hussain

Mehdi

MERAKI by Momina Sarfarz

Mohsin Ali

Navna by Saman Arif

Nomi Ansari

OPALINE

Print Therapy by Wagas Ahmed

Rahmeen Qureshi Couture

Rishmal by Risham Saqib

Saai by Sahar Atif

Shahab Saqib Event Management Company

Saira & Shakira

SKR by Sheheryar Khan Rasik

SRA by Sara Rohale Asghar

Shehlla Hashim

Tasmiyah by Momina Shafiq

The House of HSY by Hassan Sheheryar Yasin

The House of Kamiar Rokni by Kamiar Rokni

Usman Dittu

Walkerz footwear by Agha Husnain Khan

ZAHEEN KAMBAN

Zainah Salman

Zonia Anwar

Ahmad Sultan

Hussain Rehar

EMPLOYMENT & INTERNSHIPS

Ahad Home Signatures

Ahan

Afsan Nasir

Ali Xeeshan

Amber Sami Amer

Adnan

Ameer Brothers & Furnishers

Amma ShariF

Anjum Tariq Sohail (ATS)

Asifu & Nabeel

Azgard 9

Baksh Group

Baroque

Bareeze

Bata Pakistan

Beech Tree by HKB

Borjan

Caanchi & Lugari

Cambridge Fushion

Chapter 13

Chen One (Pvt.) Ltd.

Chinyere

Coca Cola

Crescent Group

Cross Roads

Cross Stitch

CHRS SUICE

Debenhams

Decent Furnishers

De Mario

Dion

Dolce Vita

ECS (Ehsan Chappal Store (Pvt.) Ltd.)

Jan Flerre

Firhaj Footwear (Hush Puppies (Pvt.) Ltd.)

Fahad Hussayn

Fantac

Faraz Mannan

Forecast

Forest Sweaters

Generation

Gul Ahmed

Hanif Jewellers

Hussan Sheheryar Yasin

HKB

Honey Waqar Hyper Star

Imbias

Kamiar Rokni

Karma by Maheen Kardar

Kayseria

Khaddi

Kashf Foundation Kohinoor Mills

Leather Tex (Julke)

Levis

Looptex Maheen Khan

Maklah Maklah

Makro

Mango

Mannequin

Maria B.

Master Group Of Companies

Marriala Consultants

Meeras by Nilofer Shahid

Mehdi

Mens Store

Metro

Minnie Minors

Mohkam

Monark Matrix Sourcing

Muse

National Furnishers

Navna by Saman Arif

Neemar

Next Nickle Nina

Niloffer

Nishat Mills

Nomi Ansari Outfitters

Pakistan Poverty Alleviation Fund

Pepper Land by HKB

Pop N Jay Profine

Rema Republic by Ulmer

Royal Tag

Saddig Leather Works

Saira Shakira Sana Safinaz

Sapphire Industries Service Group

Sefam (Leisure Club) Shafaq Habib

Solitaire

Shafi (Pvt.) Ltd, Labore

Shoe Planet

Sobia Nazirsonar

Startlet Shoes

Stoneage

Studio O Style Textiles

Style Shoes

Sublime By Sara Shahid

Toena By Hinna Butt

Unilever

Unze-London

Lieban Culture

Urban Galleria US Apparel

Woodland Furnishers

Woolfe Workman

Zarq

Zohra Rehman

Zaheen Kumran Zara Shahiahan

100% EMPLOYMENT RATE

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## INDUSTRY Linkages

Students are encouraged at PIFD to collaborate with the Industry during their four-year bachelors degree. Industry visits are planned every semester in all the technical/technique based subjects to give them exposure. Industrial project is mandatory at the end of the third year before they start the internships. The real life project gives them an insight about the challenges and limitations to meet the demands of the industry. Every year our students intern at the most renowned design houses and within the industry.















THAT MANAN

SANA SAFINAZ

**ESPACE** 

ZAHEEN KAMRAN

AT SATERIAL

House of AKM



next

MAHFOOZ Jewellers





















MANGO

























































(R) Sootlib























## ACTIVITIES

#### WEBINAR

Department of Fashion Marketing and Merchandising organized a series of Webinars, with technical support of the IT Department. Six webinars were conducted in the series, including:

- · A deeper dive in to the ground root reality of Diversity in Fashion
- · Advertising landscape of Pakistan
- . The call for Sustainable Fashion Revolution in Pakistan
- · Is blogging the future of Fashion Journalism?
- . A closer look at Fashion History of Pakistan
- · How technology is changing the Fashion Retail Landscape?

This educational series was designed to bring fashion designers, retailers, journalists, PR personnel, bloggers and other industry experts from Pakistan and abroad on a platform to instigate conversations about shifts in the fashion industry, rising issues of fast fashion, marketing beyond COVID-19 with aim of facilitating students' learning, and healthy educational interaction during periods of campus closure.















#### SOMETHING CRITICAL SOMETHING INVESTIGATIVE

A series of interactive talks on contemporary art, design and media trends, debates and research methodologies was held for PIFD's MPhil Art and Design Education students by international and national guest speakers.

International Guest Speakers who gave an online time talk to MPhil ADE students are:

- . Jan Tepe on "AR/VR Fashion"
- · Holly McQuillan on "Zero Waste System" Thinking: "Multimorphic Textile-Forms"

  • Vidmina Stassulyte on "Wearing sound"
- · Faseeh Saleem on "Artifact"

National Guest Speakers who gave an online time talk to MPhil ADE students:

- . Dr. Shabnam Syed Khan on "Art- Crafts"
- . Dr. Farida Batool on "Role of Public art in formal/ informal education"



















### 3<sup>800</sup> CONVOCATION

The 3<sup>rd</sup> Convocation of Pakistan Institute of Fashion and Design (PIFD) was held on Tuesday 17<sup>rh</sup> November, 2020, at 10:30 am at PIFD, Lahore.

The Chancellor PIFD, Honourable President of Pakistan, Dr. Arif Alvi, was the Chief Guest of the event. 845 students of Bachelors Programme from the batches of 2016, 2017, 2018 and 2019, and 7 students of MPhil from the batch of 2019 were awarded degrees. 11 students were awarded with gold medals, 16 with roll of honor, and 75 with distinction.























#### ORIENTATION

Orientation Session 2020 for the new intake was held on 23<sup>rd</sup> November, 2020, at PIFD campus. All the required SOPs were followed keeping in mind the safety and health of the students, faculty and staff members.

The ceremony was attended by the Honourable Vice Chancellor, students, faculty and staff members.

The orientation session was aimed to facilitate the new intake and provide them with the information regarding the academic programmes, class schedule, and rules - regulations.

Students were also advised to follow COVID-19 SOPs. They were informed to wear masks, wash bands for 30 seconds and maintain 6 feet social distance from others in the university.





















































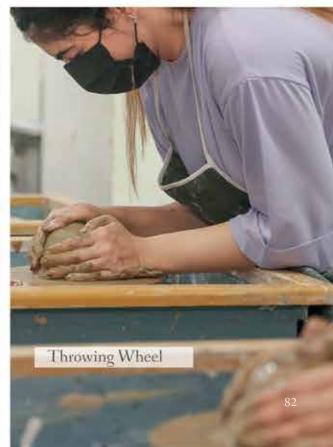






















#### IN-HOUSE DISPENSARY

Under the current Covid-19 pandemic situation, Pakistan Institute of Fashion and Design has taken precautionary measures according to government guidelines and Standard Operating Procedures (SOP's).

The health facility at PIFD includes a qualified doctor and paramedical staff. PIFD has prepped the dispensary with sanitization & medical supplies, masks, medications and medical equipment. The dispensary can be used by both male and female students, with separate beds including separators put in place. If a student feels unwell and hence is unable to walk, PIFD has the facility of quality wheelchairs available which can be used whenever required.

Apart from the dispensary, other health and safety measures are also present on campus, which start as soon as individuals enter the premises. A two-step safety protocol is planned where everyone will have to walk through a disinfecting tunnel and their temperatures will be taken and noted down. Afterwards, during the day, if anyone feels unwell they can visit the dispensary to get checked by the doctor and have their temperature taken.

PIFD endeavors to provide a safe and healthy environment for all; students, faculty and staff. Our in-house medical staff is available on campus during all office hours and attends to all on priority basis.





WASH YOUR HANDS SANTTIZE YOUR HANDS FOR 20 SECONDS



AFTER EVERY ONE HOUR





COVER YOUR FACE WHEN





#### AWARENESS SESSIONS ON COVID-19

The spread of the Coronavirus (COVID-19) is the most serious global health threat in the past decades. More than 200,000 cases of COVID-19 have been reported to WHO, and more than 8000 people have lost their lives nationwide. Our hearts go out to all who have been affected by the outbreak, and we are deeply grateful to the thousands of healthcare workers who are on the front lines helping their communities. Awareness sessions on Covid 19 pandemic bave been organized by PIFD for the students, staff, and faculty members since the start of the outbreak in February 2019. These sessions were conducted by Dr. Samra Quddus and focused on the importance of following SOPs and safety measures during the pandemic providing the right information and brief on the Covid-19's current status of the pandemic in the country. Furthermore, the importance of the Covid-19 vaccination was also discussed,





## COVID VACCINATION CAMP

In collaboration with the District Health Officer, Pakistan Institute of Fashion and Design arranged a vaccination camp in its premises in order to facilitate the institute's students, faculty and staff who were encouraged to get themselves vaccinated and avail this facility provided for their convenience.



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## FACULTY FOUNDATION YEAR STUDIES

Mr. Umar Hameed, Associate Professor/ Course Coordinator: MA (Innovation for Digital Futures), University of Huddersfield, UK. Post Craduate Certificate Media Studies, Sheffield Hallam University, UK. Bachelor in Design (Textile Design), National College of Arts, Labore.

Ms. Maida Hasan, Assistant Professor: Masters in Graphic Branding and Identity, University of Arts, London. Masters in Graphic Design, University of the Punjab, Lahore.

Ms. Asmarah Ahmed, Assistant Professor: PhD Scholar Fine Arts, University of the Punjab, Lahore. MPhil History of Art, PU, Lahore. MFA, College of Art and Design, PU, Lahore.

Ms. Mariam Ali, Assistant Professor: PhD Scholar Fine Arts, Lahore College for Women University, Lahore. MS Fine Arts in History of Art with specialization in Jewellery (Gold Medallist), LCWU, Lahore. BFA (Hons) Graphic Design, LCWU, Lahore.

Mr. Qaisar Khan Shinwari, Assistant Professor: Enrolled in MPhil Art and Design Education, Pakistan Institute of Fashion and Design, Labore. BFA, National College of Arts, Labore.

Mr. Mufakhar Subahni, Lecturer: MFA Painting, College of Art and Design, University of the Punjah, Lahore. Bachelors in Fine Arts, National College of Arts, Lahore.

Ms. Sana Khan, Lecturer: MFA (Hons), College of Art and Design, University of the Punjab, Labore. MPhil History of Art, PU, Labore.

Ms. Munaza Baqir, Lecturer: MFA Sculpture, University of the Punjab, Lahore. BFA, National College of Arts, Labore.

Ms. Hira Shakeel, Lecturer MPhil History of Art, College of Arts and Design, University of the Punjub, Lahore. MFA Graphic Design, College of Art and Design, PU, Lahore. Ms. Sufia Sultana, (on study leave) Lecturer: PhD Scholar Linguistics, UMT, Lahore. MA English Language and Literature, University of the Punjab, Lahore. MA TEFL, AlOU, Islamabad. CELTA, University of Cambridge.

Mr. Muhammad Naveed Hussain, Lecturer: MFA Painting, College of Art and Design, University of the Punjab, Labore. BFA Painting, National College of Arts, Labore.

Mr. Mutaib Shah, Lecturer BFA, National College of Arts, Labore

Mr. Aqeel Abbas, Lectuzer: MFA Painting (Hons), College of Art and Design, University of the Punjab, Labore. BFA Painting, National College of Arts, Labore. B Coun, Hailey College of Commerce, PU, Labore.

Mr. Kausar Iqbal, Lecturer: MFA, National College of Arts, Lahore. BFA Miniature Painting, NCA, Lahore.

Ms. Fareeha Nadeem, Lecturer: MPhil English Literature, Government College University, Lahore. MA English Language and Literature, University of the Punjab, Lahore.

Ms. Alia Hadi Ali, Lecturer: MS Art History, University of the Punjab, Lahore. Master of Fine Arts, PU, Lahore.

Ms. Amna Azmat. Lecturer: MS TESOL, Labore College for Women University, Labore. MA English Literature and Linguistics, NUML.

Ms. Tatheer Zeeshan, Lecturer: MPhil Applied Linguistics, UMT, Lahore. MA English Language and Literature, University of the Punjab, Lahore, B.Ed (AIOU), PGD in English Language Teaching, PU, Lahore.

Ms. Moira Plair, Lecturer: Master in Art, Design and Architecture Studies, Beaconhouse National University, Lahore. Post Graduate Diploma in Art Education, BNU, Lahore. BFA Visual Arts. BNU, Lahore. Mr. Khalid Mehmood, Lecturer: Enrolled in MPhil Arr and Design Education, Pakistan Institute of Fashion and Design, Lahore. B.Des Graphic Design, Centre of Excellence in Art and Design, Mehran University of Engineering and Technology, Jamshoro.

Ma. Sidra Tahir, Lecturer: Master in English Language Teaching and Linguistics, University of the Punjah, Labore. BA. PU. Labore.

Ms. Lala Rukh, Lecturer: MPhil Teaching English as Secondary Language, Beaconhouse National University, Lahore. MA in English Literature, University of the Punjab, Lahore. BA, PU, Lahore.

Ms. Nazia Dilawar, Teaching Associate: MPhil TESL, BNU, Lahore. MA English Language and Literature, University of the Punjab, Lahore. B.Ed., University of the Punjab, Lahore.

Ms. Ifrah Afzal, Lecturer: MPhil, English Literature, Kinnaird College for Women, Lahore.

Ms. Dua Fatima, Lecturer: B. Des. Jewellery Design and Gemological Sciences, Pakistan Institute of Fashion and Design, Lahore.

Ms. Sarah Zulfiqar, Teaching Associate: MS TESOL; Teaching of English to the students of other languages, Lahore College for Women University, Lahore.

Mr. Abdul Moin Awan, Lecturer/ Deputy Course Coordinator: Buchelor in Fine Arts, National College of Arts, Rawalpindi.

### Adjunct Faculty

Dr. Farzana Rizvi, PhD Pakistan Studies, University of the Punjab Lahore. MPhil Political Science, PU, Lahore. Mr. Naeem Ahmed Baloch, MPhil Islamic Studies, University of Sargodha. MA Islamic Studies, University of the Punjab, Lahore.

Mr. Aneel Waqas Khan, MPhil, Government College University, Lahore. MA Political Science, University of the Punjab, Lahore. BA Hons, Government College University, Lahore. LLB, Bahauddin Zakariya University, Multan.

Mr. Aamir Yazdani, MSc Irrigation Engineering University of Southampton, United Kingdom. BSc Civil Engineering, UET, Lahore.

Mr. Ahsan Fazal, B. Arch, National College of Arts, Labore.

Ms. Binish Khan, MPhil Theatre Film and Television, Beaconhouse National University, Labore. BS Hors., Textile and Fibre Art Design, BNU, Labore.

Mr. Ali Ahmad, RFA Hons., Graphic Design, University of the Punjah, Lahore.

## FACULTY DEPARTMENT OF FASHION DESIGN

Mr. Imran Mahmood, Associate Professor/ Course Coordinator: MA Art and Design with Flonors in Fashion Design, Auckland University of Technology, New Zealand.

Mr. Yasir Waheed, Faculty Member/ Consultant: Bachelors in Design, NCA. Certificate in Fashion Drawing and Design/ Draping, La Chambre Syndicale de la Countre, France. One Year in Fashion Drawing, Central St. Martins, B.TECH Higher National Diploma (Knitting), Leicester Polytechnic, Leicester, UK.

Ms. Shawana Abid, Associate Professor: (On PhD Study Leave). MS Textiles, UMT, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2013 & 2014). Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2002, 2006 & 2009).

Mr. Muhammad Asim Naeem, Associate Professor, MS Textiles, UMT, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2013 & 2014). Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris. France (2002 & 2009).

Ms. Faiza Khalid, Assistant Professor: MS Film, TV & Theatre Studies, Beacon House National University, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Bachelor in Clothing & Textiles, College of Home Economics, Lahore. Industrial Clothing Production & Manufacturing training (2006, 2007). Faculty Training in Menswear at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2013 & 2014). Faculty training at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2016).

Mr. Abdul Manan Khalid, Assistant Professor MS
Textiles, UMT, Lahore. Bachelor of Design (Fashion
Design), PIFD Lahore. Training in Menswear at L'Ecole de
la Chambre Syndicale de la Couture Paris, France (2013 &
2014). Faculty Training at L'Ecole de la Chambre Syndicale
de la Couture Paris, France (2012 & 2016).

Ms. Fatima Jabeen Iqbal, Assistant Professor: MS Textiles, UMT, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2017).

Ms. Sarah Javaid Mehmood, Assistant Professor: Enrolled in M.Phil, Art & Design Education, PIFD, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2012 & 2015).

Ms. Anum Fayyaz, Lecturer: Bachelor of Design (Fashion Design), PIFD, Lahore. Faculty Training at L'Ecole de la Chambre Syndicale de la Couture Paris, France (2017).

Ms. Hareema Ahmed, Lecturer: Bachelor of Design (Fashion Design), PIFD, Lahore.

Ms. Kainat Siddique, Lecturer: Enrolled in M.Phil, Art & Design Education, PIFD, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore.

Ms. Aneeqa Jamal, Lecturer: Bachelor of Design (Fashion Design), PIFD, Labore.

Ms. Afia Mansoor, Teaching Associate: Bachelor of Design (Fashion Design), PIFD, Labore.

Ms. Sumbal Rehman, Teaching Associate: Bachelor of Design (Fashion Design), PIFD, Lahore.

Adjunct Faculty

Alliance Française de Labore, For French Language.

Ms. Rubab Raza, Lecturer Bachelor of Design (Fashion Design), PIFD. Lahore.

# FACULTY DEPARTMENT OF FASHION MARKETING AND MERCHANDISING

Ms. Khadija Hassan, Assistant Professor/ Course Coordinator: MPhil Business Administration, Kinnaird College, Lahore. MBA in Finance & Marketing. BBA Hons., Lahore School of Economics, Lahore. Professional Certificate in Consumer Behavior and Brand Management, FIT, NewYork (2012 & 2015).

Mr. Agha Hasnain, Assistant Professor: Masters in Fashion Management with specialization in Marketing and Retailing, University of Boras, Sweden, BS Fashion Marketing & Merchandising, PIFD, Lahore. Professional Diploma in Fashion Marketing, Mod Spe, Paris, France. Professional Certificate in Consumer Behavior and Brand Management, FIT, New York.

Ms. Asma Khan, Lecturer: MS Management Sciences with Specialization in Corporate Finance, BS Business Administration, COMSATS, Labore.

Mr. Ammar Khan Bangash, Lecturer: MBA Marketing, Institute of Management Sciences, Peshawar. BBA Hons Marketing, FAST National University, Peshawar.

Ms. Huma Saeed, Lecturer: Enrolled in MPhil Art and Design Education, PIFD. BS Fashion Marketing & Merchandising, PIFD, Lahore.

Ms. Sada e Zahra, Lecturer: Enrolled in MPhil Art and Design Education, PIFD. BS Fashion Marketing & Merchandising, PIFD.

Mr. Salman Ahmed, Lecturer Masters of Business Administration, University of Bedfordshire, United Kingdom

Ms. Shahzeen Mohsin, Lecturer: BS Fashion Marketing & Merchandising, PIFD. Lahore.

Ms. Faryeal Ejaz. Deputy Course Coordinator: Master of Business Administration Specialization in Information Technology, The University of Labore. Adjunct Faculty

Mr. Faizan Khalid, Consultant: MA Management, Nottingham University, UK.

Mr. Fabeem Ud Din, MBA, Punjab College of Business Administration, Labore.

Ms. Amna Mubeen, Masters in Textile Management with specialization in Fashion Management University of Boras, Sweden, BS Fashion Marketing & Merchandising, PIFD, Labore.

Mr. Mubeen Ramzan, BS Fashion Marketing & Merchandising, PIFD, Lahore.

Mr. Saad Nasrullah, Master of Laws (LLM), University of Turin, Italy. Master of Laws (LLM), University of the Punjab, Labore. Bachelor of Laws (LLB), PU, Labore. Bachelor of Engineering (Chemical), PU, Labore.

Ms. Sumera Khalid, Masters of Philosophy (MPhil). Kinnaird College, Lahore.

Ms. Hira Khan, Lecturer: Master Fashion Styling & Visual Merchandising, Domus Academy Milan, Italy MA Interior Design, National Colege of Arts.

Ms. Beenish Malhi, Association of Chartered Certified Accountants (ACCA), BSc (Hons.) Accounting & Finance (Double Major), Minnesota State University, USA. BSc (Hons.) Economics, Saint John's University (transferred to MSU).

Ms. Maida Hasan, Assistant Professor: Masters in Graphic Branding and Identity, University of Arts, London.

PROSPECTUS 2021

## FACULTY DEPARTMENT OF TEXTILE DESIGN

Ms. Sadaf Khalid Rana, Course Coordinator: Enrolled in MPhil Art and Design Education, PIFD, Lahore. MBA, Major in Human Resource Management, COMSATS.

Mr. Yasir Waheed, Faculty Member/ Consultant: Bachelors in Design, NCA. Certificate in Fashion Drawing and Design/ Draping. La Chambre Syndicale de la Couture, France. One Year in Fashion Drawing, Central St. Martins, B.TECH Higher National Diploma (Knitting), Leicester Polytechnie, Leicester, UK.

Ms. Umber Zahid, Associate Professor (Ex-Pakistan Leave): Enrolled in PhD. Applied Arts and Design, International Islamic University, Malaysia. MFA Textile Design, Bachelors in Textile Design, National College of Arts, Labore.

Mr. Faseeh Saleem, Assistant Professor (on study leave): Entrolled in PhD, Fashion and Textile Design, University of Boras, Sweden MFA Fashion and Textile Design with specialization in Textile Design/Fiber Art, Swedish School of Textiles, University of Boras, Sweden. Post-Graduation Diploma in Art & Design Education, Beacon House National University Lahore. Bachelor of Design in Textiles (Graduated with Distinction), BNU, Lahore.

Mr. Allah Dad, Assistant Professor: PhD, Binary University of Entrepreneurship and Management, Malaysia. MS Entrepreneurship and Small Medium Enterprises Management, GCU Labore. BE Textile, University of Faisalabad. Training in Textile Subject, Konstfack University Sweden.

Ms. Bushra Jamil, Assistant Professor: Enrolled in Master in Communication and Cultural Studies, National College of Arts, Lahore. Bachelors in Textile Design, NCA, Lahore. Certificate Course at Mod'Spe Institute of Paris.

Mr. Muhammad Kamran, Assistant Professor: Bachelor of Textile Design, National College of Arts, Lahore. Ms. Rabbia Asif, Lecturer: MBA Marketing, NCBA&E, Lahore. BFA Textile Design (Distinction), University of the Punjab, Lahore. Diploma Course, Swedish School of Textiles, University of Boras, Sweden.

Ms. Nabiha Aziz, Lecturen Masters in Visual Arts and Design Studies, Beaconhouse National University, Lahore. Bachelor of Design (Textile Design), PIFD, Lahore.

Ms. Mishal Shafiq, Teaching Associate: Bachelor of Design (Textile Design), PIFD, Lahore.

Ms. Mashal Zahra, Teaching Associate: Bachelor of Design (Textile Design), PIFD, Labore.

Ms. Ayesha Munawar, Teaching Associate: Buchelor of Design (Textile Design), PIFD, Lahore.

Ms. Fatima Iftikhar, Teaching Associate, Enrolled in MPhil in Art and Design Education, PIFD. Bachelor of Design (Textile Design), PIFD, Lahore.

### Adjunct Faculty

Ms. Zeb Bilal, MA in Art & Design Studies, Passed with Distinction, Gold Medallist & Class Valedictorian. Beaconhouse National University, Lahore. Bachelors of Textile Design, Passed with Honors, National College of Arts. Lahore.

Ms. Saima Rana, MBA, Lahore University of Management Sciences, LUMS, Lahore. Bachelors in Economics and Political Science, Kinnaird College for Women, Lahore.

Mr. Bilal Ahmad, MBA Finance, IBA, University of the Punjob, Lohore.

Ms. Mehreen Anwar, MA Textile Design and Innovation, Nottingham Trent University, England, UK. Bachelor of Fashion Design, PIFD, Lahore.

Mr. Syed Hassan Mujtaba, BFA, School of Visual Arts & Design, Beaconhouse National University, Lahore.

# FACULTY DEPARTMENT OF GEMS AND JEWELLERY DESIGN

Mr. Muhammad Umar, Assistant Professor/ Course
Coordinator: Enrolled in MPhil Art and Design Education,
PIFD. MCAE (Masters in Contemporary Art for Educators).
Studio: Jewellery and Object Design, University of Sydney,
Australia. B.Des, NCA, Lahore. Certificate Training in
Comprehensive Computer Aided Designing and
Manufacturing for Jewellery at CIA, USA. Workshop on
Kundan Meena Technique, Indian Institute of Gems and
Jewellery, India. Basic Gemology Course, AIGS, Thailand.

Ms. Amina Rizwan, Assistant Professor: MFA Metalsmitting (Fulbright Scholar), Cranbrook Academy of Arts, Michigan, USA. Short Course Critical Perspectives in Arts, Teachers College, Columbia University, USA. Studio Course (Cecamics), Haystack Mountain School of Crafts, USA. B.Des Jewellery (Gold Medalist), BNU, Lahore

Mr. Naveed Anwar Butt, Assistant Professor: MA Visual Arts, National College of Arts, Lahore. BFA Communication Design, Flumerkada, Lahore.

Ms. Qurat ul Ain Ali, Lecturer: B.Des Jewellery Design and Gemological Sciences, PIFD, Lahore.

Mr. Shuja ur Rehman, Lecturer/ Deputy Course
Coordinator: Masters in Design, College of Arts & Design,
PU, Lahore. Certificate Training in Comprehensive
Computer Aided Designing and Manufacturing for Jewellery,
GIA, USA. Awarded (3 weeks) Special American Business
Internship Training organized by US Department of
Commerce. Washington DC, USA. Diploma in Accredited
Jewellery Professional, GIA, USA. Short Courses in
Introduction to Gems and Gemology and Diamond Pricing
and Grading, AIGS, Thailand.

Mr. Ali Raza, Lecturer: B.Des Jewellery Design and Gemological Sciences, PIFD, Lahore.

#### Adjunct Faculty

Ms. Hina J. Chowdhry, Bachelor of Design (Fashion Design), PIFD, Labore. Graduate Pearls Diploma, GIA, USA. Graduate Jeweller with Jewellery Design, Wax Carving & Advanced Stone Setting Diploma, GIA, USA. Graduate Gemologist Diploma, GIA, USA: The Jewel CAD Diploma, AIGS, Thailand. Ms. Shamaila Zubair, Gemologist, Lecturer: MSc Applied Geology, Institute of Geology, University of the Punjab, Lahore: Accredited Gemology Diploma, Asian Institute of Gemological Sciences, Bangkok, Thailand.

Ms. Mariam Ali, Assistant Professor: PhD Scholar Fine Arts, Lahore College for Women University, Lahore. MS Fine Arts in History of Art with specialization in Jewellery (Gold Medallist), LCWU, Lahore. BFA (Hons) Graphic Design, LCWU, Lahore.

Ms. Amna Azmat, Lecturer: MS TESOL\_Labore College for Women University, Labore, MA English Literature and Linguistics, NUML.

Ms. Fareeha Nadeem, Lecturer: MPhil English Literature, Government College University, Lahore. MA English Language and Literature, University of the Punjab, Lahore.

Ms. Moira Plair, Lecturer: Master in Art, Design and Architecture Studies, Beaconhouse National University, Labore

Ms. Lala Rukh, Lecturer: MPhil Teaching English as Secondary Language, Beaconhouse National University, Labore.

Mr. Azim Siddiqui, MSc Mathematics, University of the Puniah Labore.

Mr. Iqbal Rasul, MSc Chemistry, University of the Punjab, Lahore. BSc, Government College, Lahore.

## FACULTY DEPARTMENT OF FURNITURE DESIGN AND MANUFACTURE

Ms. Farecha Sardar, Assistant Professor/ Course Coordinator: MS Textiles, UMT, Lahore. Bachelor of Design (Fashion Design), PIFD, Lahore. Footwear and Handbag Workshop at Fashion Institute of Technology (FIT). The Art of Traditional Shoemaking, FFANY, USA (Conducted by ARS SUTORIA Consultants). International Competition for Young Fashion Designers, France (with students) June 2008. Training in Fashion Design, L'Ecole de la Chambre Syndicale de la Couture, Paris, France.

Mr. Kashif Javed, Lecture: Masters in Interior Design, National College of Arts. Labore. Bachelors in Furniture Design and Manufacture, PIFD, Labore.

Mr. Waqas Anees, Lecture: BFA Visual Arts, Beaconhouse National University, Lahore.

Mr. Muhammad Asif, Lecturer: Bachelors in Furniture Design and Manufacture, PIFD, Labore.

Mr. Shoaib Ashraf, Lecturer: M.Sc Integrated Product Design Politecnico DI Milano, Italy: Bachelors in Product and Industrial Design, UET, Lahore.

Mr. Waqas Azeem Deputy Course Coordinator: Masters in Business Administration, Virtual University, Labore.

### Adjunct Faculty

Mr. Agha Hasnain, Assistant Professor: Masters in Fashion Management with specialization in Marketing and Retailing, University of Boras, Sweden. BS Fashion Marketing & Meschandising, PIFD, Lahore, Professional Diploma in Fashion Marketing, Mod'Spe, Paris, France. Professional Certificate in Consumer Behavior and Brand Management, FIT, New York.

Ms. Naveen Zahra, MPhil English Language Teaching, Kinnaind College for Women, Lahore. Masters in English Language Teaching & Linguistics. University of the Punjab, Luhore.

Ms. Beenish Malhi, BSc (Hons.) Accounting and Finance (Double Major) Minnesota State University, USA.

Ms. Fatima Saleem, Masters in Interior Design, National College of Arrs, Lahore.

# FACULTY DEPARTMENT OF LEATHER ACCESORIES AND FOOTWEAR

Ms. Fareeha Sardar, Assistant Professor/ Course
Coordinator: MS Textiles, UMT, Labore. Bachelor of
Design (Fashion Design), PIFD, Labore. Footwear and
Handbag Workshop at Fashion Institute of Technology
(FFT). The Art of Traditional Shoemaking, FFANY, USA
(Conducted by ARS SUFORIA Consultants). International
Competition for Young Fashion Designers, France (with
students) June 2008. Training in Fashion Design, L'Ecole de
la Chambre Syndicale de la Couture, Paris, France.

Mr. Rehan Javed, Lecturer: Master in Fine Arts, University of the Punjab, Lahore. Bachelors in Fine Arts (Talent Scholarship Holder), PU, Lahore. Shoemaster and Advanced Shoemaster CAD, PLCIP by European Union. Certification in Matrix 3D Jewellery Design CAD from Marriala Consultants, Authorized Consultant by Gem Vision International.

Mr. Muhammad Zeshan Naseem, Faculty Member/
Consultant: MS Management (Continued) UMT, Labore.
MBA Marketing & Management, UMT, Labore. Shoe
Designing & Pattern Making, T.S.C, Singapore. Certified
Shoe Designer & Modelist (1\* Position), Institute of Leather
Technology. Certifications from European Union under
PLCIP; Product Design of Footwear & Leather Accessories,
Shoemaster CAD (2D & 3D) and Shoe Last Design &
Development.

Mr. Usman Rafiq, Technical Assistant: MS/ MPhil Management, UMT. MBA, Virtual University, Lahore. MA English, University of the Punjab, Lahore. Certified Shoe Designer & Modelist (1\* Position). Institute of Leather Technology. Certifications from European Union under PLCIP; Leather Goods Making & Paper Pattern Development, Shoe Last Design & Development and Product Design of Footwear & Leather Accessories. Certificate in Fashion Patterns & Drawing, PIFD. Leather Gloves Manufacturing & Designing Training at LPDI.

Ms. Saman Shireen, Lecturer: Bachelor in Design (Leather Accessories and Footwear), PIFD, Lahore. Short Course in Bag Making, London College of Fashion, London: Ms. Amna Butt, Lecturer: Enrolled in MPhil Art and Design Education, PIFD. Bachelor in Design, (Leather Accessories and Footwest), PIFD, Lahore. Short Course in Bag Making, London College of Fashion, London.

Mr. Haris Bin Zia, Lecturer: Enrolled in MPhil, Art and Design Education, PIFD. Bachelor of Design, (Leather Accessories and Footwear), PIFD, Lahore.

Ms. Sana Shameen, Teaching Associate: MPhil in Art and Design Education, PIFD. Bachelor in Leather Accesories and Footwear, PIFD. Labore.

Adjunct Faculty

Mr. Anfas Yunus, BSc Engineering Chemical Engineering, University of the Punjab, Lahore.

Dr. Tayyaba Shakeel, Bachelors in Dental Sciences (BDS, RDS), Institute of Dentistry, CMH Lahore Medical College, B.Sc University of the Punjab, Lahore.

Ms. Asmarah Ahmed, Assistant Professor: PhD Scholar Fine Arts, University of the Punjah, Lahore. MPhil History of Art, PU, Lahore. MFA, College of Art and Design, PU, Lahore.

Ms. Neha Arslan, Bachelor of Design (Leather Accessories and Footwear), PIFD. Category Manager (Head of Bags and Accessories Categories) at (Shoe Box) Servis Industries Pvt. Ltd.

Mr. Mufakhar Subahni, Lecturer: MFA Painting, College of Art and Design, University of the Punjab, Labore. Bachelors in Fine Arts, National College of Arts, Labore.

Mr. Agha Hasnain, Assistant Professor. Masters in Fashion Management with specialization in Marketing and Retailing, University of Boras, Sweden. BS Fashion Marketing & Merchandising, PIFD, Lahore. Professional Diploma in Fashion Marketing, Mod Spe, Paris, France. Professional Certificate in Consumer Behavior and Brand Management, FFT, New York.

# FACULTY DEPARTMENT OF CERAMIC AND GLASS DESIGN

Mr. Muhammad Umar, Assistant Professor/ Course
Coordinator: Enrolled in MPhil An and Design Education,
PIFD. MCAE (Masters in Contemporary Art for Educators)
Studio: Jewellery and Object Design, University of Sydney,
Australia. B.Des, NCA, Labore. Certificate Training in
Comprehensive Computer Aided Designing and
Manufacturing for Jewellery at GIA, USA. Workshop on
Kundan Meena Technique, Indian Institute of Gems and
Jewellery, India. Basic Gemology Course, AIGS, Thailand.

Mr. Usman Khalil, Lecturer: B Des in Cerumic Design, National College of Arts, Lahore. Extensive workshop on ceramic techniques by Mr. Gopal Kalapremi 2017 and 2019. Training Course in Ceramic and Glass Techniques, Cardiff Metropolitan University, 2018

Ms. Shehneela Suri, Lecturer B.Des in Ceramic Design, National College of Arts, Lahore. Extensive workshop on ceramic techniques by Mr. Gopal Kalapremi (2016, 2017 & 2019).

Ms. Ayesba Ehsan, Deputy Course Coordinator MPhil in Sociology, University of the Punjab, Lahore. BS (Hons) in Social and Cultural Studies, University of Punjab, Lahore.

### Adjunct Faculty

Mr. Iqbal Rasul, Professor, MSc in Chemistry, University of the Punjab. BSc, Government College, Labore.

Ms. Namra Javed, Lecturer, B.Des (Jewellery Design and Gemological Sciences), PIFD Labore. Colored Stone Course, GIA eLearning course. Partnership owner, Sakhawat, Edinburgh, UK. Product Developer, The Egg. Yolk Company, Labore. Mr. Wasif Hussain, Lecturer, MFA, Industrial Design, Design School Kolding, Denmark, BFA, Sculpture, NCA Lubore

Ms. Aroosha Khalil, Lecturer, Enrolled in MPhil in Art and Desgin Education, Pakistan Institute of Fushion and Design. BFA (Hons), Fine Arts (Painting), National College of Arts, Lahore.

Mr. Gopal Das Sherstha, Foreign Consultant, Bachelor in Fine Art, Lalit Kala Campus, Bhotahity, Kathmandu, Nepal. Trainer/ Instructor: Ceramic Promotion Project, Ministry of Industry/ HMG, Nepal & amp; ZDH-since:1989-2000, Hermen Zmiener S.O.S Ceramic training centre-since:2005, Leading Ceramic Designer, Asian Heritage Foundation, Dang, Deukhri and Kapilbastu, Nepal (2016- present).

Ms. Huma Tavnir Lonne, Lecturer B.Des in Ceramic Design, National College of Arts, Lahore.

Ms. Syeda Sinha Fatima, Teaching Associate B.Des in Cerumic and Glass Design, PIFD, Lahore.

Ms. Sidra Tahir, Lecturer: Master in English Language Teaching and Linguistics, University of the Punjab, Lahore.

Ms. Amna Azmat, Lecturer: MS TESOL, Lahore College for Women University, Lahore.

Ms. Nazia Dilawar, Teaching Associate: MPhil TESL, BNU Labore.

## FACULTY ART AND DESIGN EDUCATION

Dr Nusra Inayat, Consultant Art and Design Education, Ph.D. Education, London South Bank University, London, UK, Ph.D. Sociology, American University, London, UK, MSc. Applied Arts, Punjab University, Lahore. BSc. Applied Arts, Punjab University, Lahore. NVQ Level 1, 2 and 3. Teaching Training courses, The City and Guilds Institute, Red bridge College, London. Teaching in various schools, colleges and universities in Pakistan and London, since 1982. Supervisor of MS, M.Phil. and Ph.D. Theses. Published various research papers in different journals. Author of five course books. Presented various research papers in different conferences.

Mr. Umar Hameed, Associate Professor/Course coordinator, Foundation Year Studies: MA (Innovation for Digital Futures), University of Huddersfield, UK. Post Graduate Certificate Media Studies, Sheffield Hallam University, UK. Bachelor in Design (Textile Design), National College of Arts, Labore.

Ms. Mahrukh Malik, Assistant Professor, Master in Art Education (Gold Medalist), Beaconhouse National University, Labore. BFA Visual Art, BNU, Lahore.

Ms. Asmarah Ahmad, Assistant professor, Foundation Year Studies, Ph.D. Scholar, Mphil in Art & Design (Distinction holder & Roll of Honour), M.F.A. Painting (Gold Medalist), B.F.A. Art & Design, University of the Punjab, Lahore.

Mr. Adnan Mairaj Malik, Lecturer: Charles Wallace Trust Pakistan (CWT) Scholar, Prince's Foundation School of Traditional Arts (PFSTA), London, MA (hons) Visual Arts, National College of Arts (NCA), Lahore. BFA in Fine Arts (philosophy as subsidiary), Department of Visual Studies (DOVS), University of Karachi (KU), Karachi. Post Graduate Certificate in Cultural Heritage and tourism, The Boston Architectural College (BAC), in partnership with NCA.

Adjunct Faculty

Prof. Salima Hashmi, Former Principal NCA, Former Dean SVAD BNU. Art Educator.

Prof. Nazzish Ata Ullah, Former Principal NCA, Senior Fellow SVAD BNU, Art Educator.

Dr. Shabnam Khan, Former Principal NCA, Art Educator.

Dr. Farida Batool, Associates Professor and HOD, Cultural Studies, NCA.

Mr. Faseeh Saleem, Assistant Professor, PhD Candidate, Swedish School of Textile, University of Boras.

Ms. Vidmina Stasiulyte, PhD, University of Boras, Sweden, Researcher, Educator, Artist, fashion Designer.

Ms. Holy Mcquillen, PhD, University of Boras, Sweden, Design Researcher, Educator.

Mr. Jan Tepe, PhD Candidate, University of Boras, Sweden, Design Researcher, Educator

Ms. Madeeha Fasahat, Masters in Art Education with Honors from Beaconhouse National University Lahore Pakistan. Bachelors of Graphic Design from National College of Arts Lahore, Pakistan.

Ms. Jannat Khalid, Master in Art Education, passed with distinction, Beaconhouse National University, Lahore. Masters of International Belations, University of Gujrat. Bachelors of Textile and Fashion Design, Faisalabad. Bachelor of Arts, University of the Punjab, Lahore.

Mr. Azeem Hamid, MPhil in Art & Design Education, passed with distinction, PIFD Lahore. Bachelors of Design in Visual Communication, passed with distinction, Mariam Dawood School of Visual Arts & Design, BNU, Lahore. Diploma in Social Innovation from Social Innovation Academy, Uganda. Diploma in Information Technology (IT Skills), University of Cambridge, UK.



## FINANCIAL ASSISTANCE



## PIFD Financial Assistance Programme

PIFD provides financial assistance to deserving students. They can apply through the Office of Treasurer, PIFD. The Institute has limited range of bursaries to support those students who come from lower income families. The Institute grants financial assistance on the basis of demonstrated financial need to deserving students, from 2nd Semester onwards. Financial Assistance will be for one semester and this fee waiver/ concession is applicable only on tuition fee. A student will pay all payments and fines in whole in any case and no exemption will be granted. Financial Assistance in term of Half Tuition Fee is granted on kinship basis to the real brother or sister.



## HEC Need Based Scholarship Programme

#### Introduction:

Higher Education Commission (HEC) aims to elevate the socio-economic position of the needy and deserving students by providing access to quality education through need-based scholarships. Government of Pakistan has duly acknowledged the financial constraints barring students from acquiring higher education and allocated substantial funds for the improvement of education.

### Objectives:

The objectives of the programme is to provide an opportunity for talented students, especially from remote and rural areas of Pakistan (FATA, Khyber Pakhtunkhwa, Southern Punjab, Baluchistan and Northern Sindh), who are academically qualified, yet financially needy Pakistani students, to continue university studies in selected partner universities of Pakistan.



## Ehsaas Undergraduate Scholarship

#### Introduction:

Higher Education Commission (HEC) and Benazir Income Support Programme (BISP) has entered into an agreement with the objective of working together to support the merit and need-based scholarships as "Ehsaas Undergraduate Scholarship Project" for the qualified students from low income families, disadvantaged groups, and under-served regions to complete undergraduate studies (four-five-year Bachelor programmes) from public sector Higher Education Institutions (HEIs) of Pakistan, Azad Jammu & Kashmir, and Gilgit Baltistan.

### Objective:

The principle objective of the Ehsaas Undergraduate Project is to provide assistance to the maximum number of students who have secured admission to the universities in various disciplines having lack of financial means to continue their studies. The Project shall provide an opportunity for talented students who are penurious and are incapable of meeting education costs at higher education institutions.



## National Endowment Scholarship for Talent (NEST)

### Introduction:

National Endowment Scholarship for Talent (NEST) is a public sector non-profit organization. NEST is providing financial assistance for deserving and talented students who are unable to pursue higher education due to financial constraints. This is in line with the Government Policy for providing vertical mobility to the most vulnerable segments of Society. The Scholarships will be awarded for various levels of education.

#### Objective:

The objective of this Programme is to provide scholarships to the deserving and talented students in the field of Arts, Design & Culture subjects to promote arts and cultural of our economy.

These Scholarships are available in Pakistan Institute of Fashion and Design (PIFD)



## Punjab Education Endowment Fund

The Punjab Education Endowment Fund (PEEF) scholarship is also available for students of PIFD.

**ADMISSIONS** 

## Admission Policy

- All the admissions of eligible applicants shall be made on open inter-se-ment determined on the basis of entry test and interview.
- The Institute shall admit students in Four-Year degree programmes according to the schedule advertised in the leading national newspapers, and on the website of the Institute.
- . The Institute shall not accept any admission form after the due date fixed for the purpose.
- Applicants with 50% marks (550/1100) in Intermediate or equivalent or passing grades in eight subjects (including compulsory subjects) of 'O Level' and minimum 3 main subjects (no subsidiary) of 'A Level' only are eligible to apply for admission.
- It is mandatory for 'A Level' students to provide (IBCC) Equivalent Certificate. However, if at the time of admission student's 'A' Level result is not declared, the 'O' Level Equivalence Certificate must be attached with the admission application.
- All the applicants will have to appear in compulsory pre-admission Entry Test followed by an interview in the main campus as well as centres set up at Islamabad, Karachi, Peshawar and Quetta on the dates duly notified.
- Merit list will be prepared on the basis of Entry Test and Interview and be displayed for studying in 1st semester of Foundation Year Studies. Final allocation of departments will be decided after the result of 2<sup>nd</sup> semester on the basis of CGPA earned, and the students not fulfilling the required CGPA criteria will be shifted to their second or third preference if on merit in those departments otherwise the decision of "Allocation of Department Committee" will be final and binding upon the students.

## Quota System

Quota system for all over the Pakistan will be observed as:

Punjab including Federal Area of Islamabad	45%
Sindh Including Karachi (Rural 60%, Urban 40%)	20%
Baluchistan.	16%
Khyber Pakhtunkhwa	9%
FATA	5%
Gilgit Balristan	3%
Azad Jammu and Kashmir	2%

### Note

- Attested Copy of Domicile Certificate of the Candidates or parent is necessary.
- If the allocated seats of any area remain vacant due to less number of applications or non-availability of eligible candidates, these may be shifted to the areas on merit where eligible candidates after qualifying the Entry Test are available.

## FEE STRUCTURE

	1" semester	2 <sup>nd</sup> - 8 <sup>th</sup> semester
Admission/ Registration Fee (Once at the time of admission)	15,000	
Security Deposits (Refundable) (Once at the time of admission)	45,000	
Hostel Security (Refundable) (Once at the time of admission in Hostel)	2,000	
Tuition Fee	129,360	129,360
Endowment Fund	5.000	
Medical Fee	1,000	1,000
Others (Library and Workshop Fee)	2,000	2,000
Examination Fee per Semester	1,000	1,000

- 1- Adjustable Withholding Tax on Total Fee would be charged as per Government Rules
- 2- Transport Charges Rs. 42,000 per Semester
- 3- Hostel Charges Rs. 120,000 per Semester (Furnished with AC, TV & Refrigerator)
- 4- Hostel Charges Rs. 72,000 per Semester (Un-furnished/Non-AC)

## LOCATION

PIFD is located in Johar Town in the north of the city right opposite to the EXPO Centre and very nearby the M2 Motorway. This suburban location with all up town facilities has become a hub of educational institutions. Johar Town is a newly developed area with all modern amenities for the students.





## Credite

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