Assignment 03 (BFDI-073)- July, 2026
Course: BFDI-073: Introduction to Fashion Industry
Skill Enhancement Course for BAG/BSCG
Due Date: October 31, 2026 (For latest updates, refer SED Notification On IGNOU's website)

Max. Marks: 50
Marks Weightage: 30%

Part I

Q1- Discuss the growth of Indian Fashion Industry in the present scenario with example. (10 Marks)

Q2- Write a short note on: (5X2=10 Marks)
(a) Properties of Viscose Rayon
(b) Manish Arora

Q3- What do you mean by Fashion Marketing? Explain about STP process in detail. (10 Marks)

Part II Case Study/Activity

Q4- Prepare a summary report of any one female and kids fashion retail outlet in perspective to its summer collection 2026. (20 Marks)

Q1- Discuss the growth of Indian Fashion Industry in the present scenario with example. (10 Marks)

Answer

India's fashion industry has expanded from a largely tailor-led, textile-based market to a diverse system of designers, manufacturers, brands, retail chains, online platforms and specialised services. It includes traditional clothing, western wear, occasion wear, accessories, footwear and technical or sustainable textiles. Its growth is not simply the sale of more garments. Fashion now connects Indian craft heritage with modern technology, changing lifestyles, international buyers and new forms of entrepreneurship.

Reasons for growth

Rising incomes, urbanisation and a younger consumer population have increased demand for fashionable clothing. College students, working professionals and families now seek different garments for office, travel, festivals and everyday use. Social media also exposes customers in smaller cities to styling ideas and international trends. Shoppers increasingly expect fashionable products at several price levels rather than only expensive designer garments.

Organised retail has widened access. Chains such as Pantaloons, Westside, Max Fashion and Zudio bring ready-to-wear garments, coordinated collections and regular seasonal changes to more Indian cities. The growth of shopping malls and value-fashion stores has made branded clothing more visible. E-commerce sites and brand-owned applications allow people to compare styles and sizes without visiting metropolitan showrooms. Digital payments, efficient logistics and online returns support this expansion. A small designer may now reach customers through an Instagram portfolio or an online storefront.

Indian fashion has also benefited from its traditional textile and craft resources. Banarasi weaving, Chikankari embroidery, Bandhani tie-dye, hand-block printing, Kantha, Ikat and other regional skills give designers a distinctive design vocabulary. Contemporary labels reinterpret these techniques on dresses, jackets, shirts and accessories. This creates opportunities for weavers and artisans when partnerships provide fair orders and recognition. Ethnic wear remains commercially important for weddings and festivals, while fusion wear combines traditional details with convenient modern silhouettes.

Fashion education and professional services have grown alongside clothing sales. Design institutions, fashion weeks, styling agencies, merchandising teams, photographers, pattern makers and digital marketers now form part of the industry. Domestic manufacturing clusters produce garments for Indian brands as