




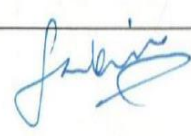
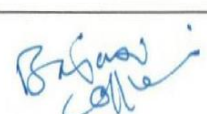
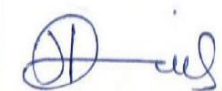
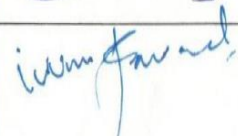
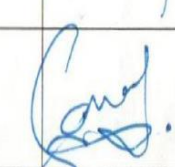
Webinar / Online B2B Report

Title	Fashion Forecast, Trends & Consumer Behaviour
Meeting Date:	06 th October, 2022
Meeting Time:	2:00 PM to 5:30 PM
Meeting Location:	TDAP Headquarters, Karachi
Coordinated by:	Mr. Saeed Tamimi, AM (Fashion)
1. Objective(s) of the Meeting	
<p>The primary objectives and topics covered in the above trainings were;</p> <ul style="list-style-type: none">a) learn the technicalities of making a product under a latest fashion forecast, trends and geographical consumer behavior to handle the sales & marketing side of their masterpieces.b) aims to build the capacity of our fashion designers, SMEs and women entrepreneurs in Pakistan to effectively participate in national and international fairs by a better learning the ways & means of modern-day practice with various display techniques & strategies to gain the attention of visitors/buyers.c) importance of exports by following the trends yet fusing it with local unique embroidery techniques & craftsmanship with contemporary silhouette and ensure the its supply chain.d) role & importance of understanding of geographical consumer behavior and tackle it accordingly	
2. List of Participants	

Afshan Durrani

Afshan

List of Confirmed Participants – TDAP's Seminar on Fashion Forecast, Trends & Consumer Behaviour In Collaboration with AIFD (06th October, 2022) At the Conference Room, 03rd Floor, TDAP, Headquarters, Karachi

<u>S.NO.</u>	<u>Name</u>	<u>Company Name</u>	<u>Profession</u>	<u>Phone</u>	<u>Email</u>	<u>Signature</u>
1.	Noor Afshan	Director of A&D Textile industry	Faculty	0331-3933821	noorbaloch@hotmail.co.uk	
2.	Nida Inayat Nawab	Reefat Enterprises	Designer	0300 9281991	nadainayatnawab16@gmail.com	
3.	Sufia Ejaz	Saad N Sumaiya designers fashion	Designer	03012149605	sufiaejaz@gmail.com	
4.	Fakhra Jamal Siddiqui	Fakhra Jamal	Designer	0311 2875325	fakhrajamal@gmail.com	
5.	Rubina Laeeq	Bajias Collection	Designer	0333 3104486 / 0300 2514215	bajias85@gmail.com	
6.	Hina Mahmood	Alina's Wardrobe	Designer	0300 2546708	hinamshafi9@gmail.com	
7.	Irum Fawad	I F Design Studios (CEO)	Designer	0300-2008797	mirumfawad@gmail.com	
8.	Fizzy threads	Sonam Furqan (CEO)	Designer	0331-2159058	sonam.furqan@dupont.com	


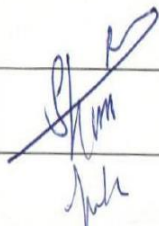




→ Sabeen Jahangeer

Mehsina Hussain

Huma Waheed

KCCI

Huma Waheed

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Swad Chisthie	Indus Valley	Incharge	0333 2322421	imrana.shahryar@ivs.edu.pk	

Kausar Ahmed

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Asma wafid

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		School of Art & Architecture (IVS)	Fashion Design Programme			
24.	Sadia Kausar	Indus Valley School of Art & Architecture (IVS)	Associate Professor	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>
25.	Nabiha Athar	Indus Valley School of Art & Architecture (IVS)	Associate Professor	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>
26.	Fatima Siddiqui	Indus Valley School of Art & Architecture (IVS)	Interim Head, Department of Textile Design	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>
27.	Aiman Aijaz	Indus Valley School of Art & Architecture (IVS)	Textile Design Student	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>
28.	Fiaza Batool Rizvi		Textile Design Student	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>
29.	Ayesha Alam Manaal Irfan Bhatnagar	Indus Valley School of Art & Architecture (IVS)	Textile Design Student	0333 2322421	imrana.shahryar@ivs.edu.pk	<i>[Signature]</i>





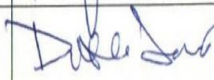
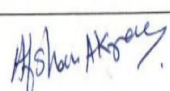


Syeda Sumaira
Ah

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Sumaira

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36.	Fatima Jumma	Iqra Universtiry (AIFD)	Fashion TEXTILE Design Student	0322 2414616	asad@aifd.edu.pk	
37.	Ayesha Zaki	Iqra Universtiry (AIFD)	Fashion Design Student	0322 2414616	asad@aifd.edu.pk	
38.	HAFA Noor ul Ain	Iqra Universtiry (AIFD)	FASHION DESIGN STUDENT BS-FMM	0322 2414616	asad@aifd.edu.pk	
39.	Halimah Junaid	Iqra	BS-FMM	0322 2414616	asad@aifd.edu.pk	

Syeda Tehniyat Anjum (Aid) Textile Design-03118327915 anjumtehniyat@gmail.com

		Universtiry (AIFD)				
40.	Rahim Saleem	Iqra Universtiry (AIFD)	Textile Design Student	0322-2414616 0331-4755111	asad@aifd.edu.pk rahimsaleem500@gmail.com	
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42.	Hajra Khan	Iqra Universtiry (AIFD)	Textile Design Student	0322 2414616	asad@aifd.edu.pk	
43.	Sanam Agha	Sanam Agha	Fashion Designer	0300 2003332	sagha1&1@gmail.com	
44.	Syeda Raafia Mamujee	SRM Couture	Fashion Designer	0333 1236690	srm@srmcouture.com, info.srmcouture@gmail.com	
45.	Durreshahwar	Sadaf Garments	Designer	0300 8280838	sadaf_garments@hotmail.com	
46.	Afshan Akram	Designer Inn	Fashion Designer	0300 8280838	sadaf_garments@hotmail.com	
47.	Nayla Perveen	Sundar Art Collection	Designer	0300 8280838	sadaf_garments@hotmail.com	
48.	Saba Jafri	Zehra Enterprises	Designer	0300 8280838	sadaf_garments@hotmail.com	
49.	Sakina Hashim	Sakina Hashim	Designer	0300 8280838	sadaf_garments@hotmail.com	
50.	Urooj	Urooj	Designer	0300 8280838	sadaf_garments@hotmail.com	

A. Hafza Yousuf AIFD (Fashion Designer) Hafza-89@live.com 03233675158 Hafza

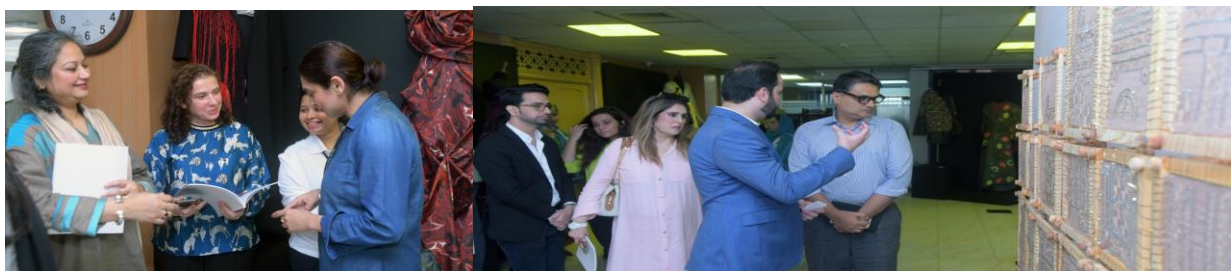
3. Discussion

- Trade Development Authority of Pakistan (TDAP) in collaboration with Asian Institute of Fashion Design-AIFD (Iqra University) successfully organized a seminar cum display on "Fashion Forecast, trends and Consumer Behaviour" at the TDAP Headquarters, Karachi, wherein, more than 60 participants from various textile & fashion institutes, fashion designers, SMEs and women entrepreneur observed the session and learn the technicalities of making a product under a latest fashion forecast, trends and geographical consumer behavior to handle the sales & marketing side of their masterpieces.
- The welcome address was given by Mr. Ahsan Ali Mangi, Secretary, TDAP, who also explained the latest initiatives of TDAP to further facilitate our exporters in more scientific manners by using latest tools & tactics. He also appreciated AIFD institute for its valuable cooperation to TDAP in arranging such seminar & display by focusing the vast understanding of the topic.
- In her keynote speech, the legendary designer Shamaeel Ansari gave a comprehensive presentation to apprise the audience about her success story and importance of exports by following the trends yet fusing it with local unique embroidery techniques & craftsmanship with contemporary silhouette and ensure the its supply chain. Her presentation was followed by a Q&A session from the participants.
- In the main session, Dr. Asad Hussain, Director, AIFD spoke about the role & importance of consumer behavior and explained very impressively the dynamics of his lecture through different live pictorial/ video presentations, on-spot explaining methods by engaging each participant, and thoughtful Q&A session.
- In the end, the closing remarks and vote of thanks was delivered by Ms. Madiha Ali, Director, TDAP, Karachi followed by certificate distribution ceremony, group photo sessions and visit of Display by the participants.

4. Conclusion / Way Forward

- The above series of seminars on various technical topics in collaboration with different reputable textile & fashion institutes is planned by TDAP's Textile & Leather Division & Women Entrepreneur Division under its Annual Business Plan 2022-23 that aims to build the capacity of our fashion designers, textile & fashion students, SMEs and women entrepreneurs in Pakistan to effectively participate in national and international fairs by a better learning the ways & means of modern-day practice with various display techniques & strategies, making a masterpiece product to gain the attention of international buyers.

4. Photos (if applicable)



5. Evaluation Matrix Against (Total No. Of Participants 60) –					October 06, 2022
No.	Question	No. Of Participants Strongly Agree	No. Of Participants Agree	Disagree / Strongly Disagree	Neutral
1	The objectives of the training	48	7	-	-

	were clearly defined				
2	Participation and interaction were encouraged	52	3	-	-
3	The topics covered were relevant to me	50	8	-	-
4	The content was organized and easy to follow	52	5	-	-
5	The information given was helpful	55	2	-	-
6	This training experience will be useful in my work	51	3	-	2
7	The trainer was knowledgeable about the training topics	56	2	-	-
8	The trainer was well prepared	55	3	-	1
9	The training objectives were met	56	1	-	2
10	The time allotted for the training was sufficient	40	10	-	5
11	The meeting room and facilities were adequate and comfortable	34	20	-	5

6. Press Clippings

TDAP, AIFD organize seminar-cum-display on 'Fashion Forecast, Trends and Consumer Behaviour'

By
News desk

October 13, 2022



Trade Development Authority of Pakistan (TDAP) in collaboration with Asian Institute of Fashion Design- AIFD (Iqra University) successfully organized a seminar cum display on “Fashion Forecast, trends and Consumer Behaviour” at the TDAP Headquarters, Karachi, wherein, more than 60 participants from various textile & fashion institutes, fashion designers, SMEs and women entrepreneur observed the session and learn the technicalities of making a product under a latest fashion forecast, trends and geographical consumer behavior to handle the sales & marketing side of their masterpieces.

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