

PRESS RELEASE

IAM announces India's first Fashion Innovation Lab in association with Tukatech Inc., U.S.A.

Gurgaon, August 21, 2009

The Institute of Apparel Management is establishing India's First Digital concept to consumer lab for the student and industry professionals in India. This **Fashion Innovation Lab** will lead to creation of "New Age" digital fashion designers and merchandisers for Apparel Textile and Retail Industry.

Dr. Darlie Koshy, Director General & CEO of (IAM / ATDC) today signed a Memorandum of Understanding with Mr. Ravi Kapoor, Managing Director of (Tukatech - Asia) .

The vision to put in place "**Fashion Innovation Lab**" is to offer new opportunities for students and industry's professionals to develop a "Consumer to Concept" products/ services Digital Lab including Digital Design to Digital Product which will cover ideation, story boarding, pattern engineering, marker making and virtual proto- typing, apparel collections in a seamless flow, using Tukatech softwares

Tukatech Inc is the world leader in providing solutions to the sewn products industry worldwide. It has been rated as the best Apparel CAD Company in the US for two years consecutively. Tukatech Inc. has been associated with educational institutes since its inception. Through its tie-ups with various leading Fashion & Engineering Institutes around the world, it has given awareness, exposure and training to students on the latest technology in the field of fashion, design and apparel production.

The "Fashion Innovation Lab" will have State of Art facilities from Tukatech **(a) TUCKAcad** (Pattern making, grading and marking making suite of applications). **(b) e-fit (Simulator)** 3D Virtual Prototyping, Design and Fit verification, and animated and visual storyboarding and other applications.**(c) TUKAstudio** (Fabric and Print Design Color ways Repeats, Storyboard and much more).**(d) Students TUKAcad Rental Programme** (Students rent our TUKAcad LE with all the fundamental tools for patternmaking on a monthly rental basis).

The Institute of Apparel Management is positioned as “Multi-varsity for the apparel industry” offering UG/PG programmes in the professional Academic Tracks: i) Fashion and Lifestyle Design; ii) Apparel Merchandising and Management; iii) Apparel Production Technology & supply Chain Management; iv) Fashion Retail & Brands Management.

IAM has world class infrastructure. With the emerging export and retail workplaces now embracing digital workflows which mean both designers and merchandisers have to be trained in Digital platforms as we are shaping a new generation of students for the future. These activities from “design to prototyping to the point of sale” have already become substantially digital. Therefore, IAM intends to align new curriculum for making lifestyle, apparel marketing & merchandising and the apparel/ retail management programmes more oriented towards such new processes. Such an approach changes the way students think and work on creating concepts to developing storyboards, prototypes etc.

IAM is determined to create a world class “Fashion Innovation Lab” (FIL) within the IAM which will then act as a magnet to strengthen the positioning of the Institute as well. IAM is sure that FIL will become a major attraction for both students and industry especially for the CE programmes.