Fashion for all!

TODAY FASHION IS JUST NOT LIMITED TO LEARNING ABOUT THE FABRICS AND DESIGNING BUT BEYOND THAT. SOME OF THE BOOMING OPTIONS ARE:

**FASHION JOURNALISM**
J D Institute of Fashion, Mumbai offers a 1 year post-graduate degree wherein the students are selected via an entrance exam by evaluating the applicants through their language, basic knowledge in fashion and an eye for the latest trends. The course begins in March and trains the students from fashion technology to trend forecasting – all that is crucial to fashion reporting. The institute helps getting internships and fresher is expected to earn about Rs.10000 every month.

**HAIR-STYLING AND MAKE-UP**
Formal training is given to those who are looking forward for this as a career. “It’s better if you don’t venture into hair-styling and make-up unless you are trained for it,” says Anusha Kartik (24) who is trainee hairstylist. “If not, sticking to the job of co-ordinating with the make-up artist and hairstylist is the best you can do,” Kartik adds. Besides doing this course, you can also work for fashion houses, TV serials, or films. But be prepared to start with a meager pay package and irregular working hours. Fresher can expect a starting pay anywhere between Rs. 5,000 to Rs.10,000 per month. Established and reputed stylist can call for their own shoots and earn more than most of the corporates.

**Institutes**
- Wigan and Leigh College, Mumbai - Tel: 022-23015591/4, 5662997.
- University of Mumbai – www.mu.ac.in.
- SNDT Women’s University, Mumbai – www.sndt.edu

**FASHION COMMUNICATION**
With the changing urban lifestyle more customers have become brand conscious. Owing to this, some institutes in Mumbai are introducing a four-year undergraduate degree in Fashion Communication, Planning the look of the store, choosing the brand logo, understanding the consumer behavior and the marketing of the product are the aspects covered in the course. There are various options available - from working at managerial level to designing positions at retail outlets. The pay package would vary from Rs.35,000 to Rs.40,000 for managerial jobs and Rs.20,000 for designing.

**Institutes**
- Symbiosis Institute of Design, Pune.
- NIFT, New Delhi.
- J D Institute of Fashion Technology, Vile Parle (E), Mumbai.
- SNDT Women’s University, Mumbai.

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Franchisee

“A marketing concept, franchising helps the franchisor spread the brand by giving someone the right to open an outlet. Franchisee business is basically multiplying your money on other people’s money,” articulate Prasad Brid, Marketing Manager of the website - Flora 2000. Incidentally, he also happens to be the brain behind the launch of ‘Garzia’ (the leading Pizza outlets), which used the franchisee model to spread its magic. Having started the initiative with a tight budget, Garzia’s smart use of franchisees model has enabled them to pose stiff competition to established brands like Dominos and Pizza Hut.

Franchising allows the brand to grow using the franchisee's investments; it saves the franchisor a lot of effort to increase the visibility of the brand. Though all the major decisions in this business are taken by the franchisor, there are some powers that are handed to the franchisee that may contradict some foundation rules. “In India, players like Smokin Joes and Pizza Hut have some exclusive vegetarian outlets, which normally aren’t the practise world-over, were pizza joints serve both vegetarian and non vegetarian food as well. Even Mr. Donald’s in India, doesn’t serve mutton, whereas internationally they do. So, this is an exception wherein the decision is made keeping the franchisor/brand owner in the loop” explains Prasad.

Mr. Brid has one tip for all the young aspiring entrepreneurs, “It’s a great responsibility to start and maintain a brand, but the best thing about the franchisee model is the maintenance of standards, which is also the most vital aspect and must be kept intact”. As franchisee model has become the new cheap and best growth drive of business, often entrepreneurs look at it as the smartest means to leverage any business.

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