

Dream. Dare. Design.



“

We don't follow trends,
we start conversations.

We don't replicate the West,
we redefine the world's idea
of India.”

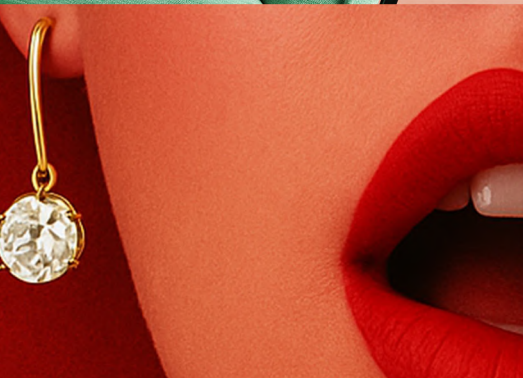
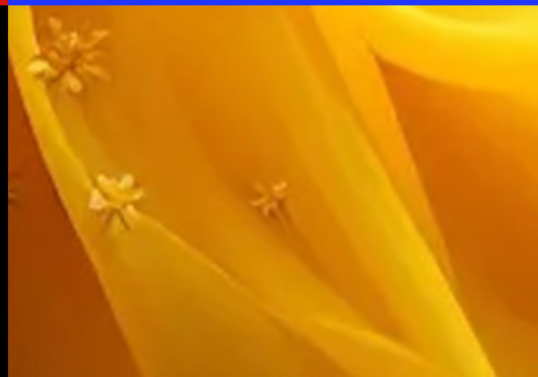




Communication
Design



Fashion
Design



Jewellery
Design



Interior
Design



Luxury Product
Design

“

We don't
teach
design,
we
awaken it.”





At DIA, design isn't a subject. It's a spirit — a dialogue between hands, hearts, and horizons.

We believe every space tells a story, every sketch holds emotion, and every creation reflects the world we wish to build.

Our classrooms are ateliers, where ideas take form through curiosity, craft, and collaboration. Where tradition meets innovation, and rebellion finds purpose.

We honour the artisan's hand and the

designer's dream — weaving the wisdom of Banaras looms with the pulse of Milan runways, the intimacy of handmade forms with the precision of digital design.

From jewellery benches to interior models, from couture drapes to brand stories — DIA shapes creators who dare to design a new India — bold, conscious, and unapologetically original.

We are the new thread of Indian Design — rebellious, rooted, and rare.

Must-Visit Places (Delhi NCR)





DELHI:
CENTRAL / SOUTH /
WEST / NORTH

01 Pragati Maidan
National Crafts Museum
& Hastkala Academy

02 INA
Dilli Haat

03 Janpath
Handloom Haat

04 Khan Market
Boutique Craft Stores

05 Hauz Khas Village
Craft Boutiques &
Studios

06 Chandni Chowk
Dariba Kalan / Kinari
Bazaar

07 Lajpat Nagar
Central Market

08 Sarojini Nagar
Ina Market Stalls

09 Greater Kailash
Community Bazaars

NORTH DELHI:
& NORTH-EAST
DELHI

10 Kamla Nagar
Hudson Lane Pop-Ups

11 Wazirpur
Industrial Area
Metal Craft Units

12 Narela / Ghevra
Peri-Urban Craft &
Material Suppliers

**TRADITIONAL CLUSTERS
& TRAINING : WEST /
SOUTH-WEST DELHI**

13 National Crafts
Museum
Tribal craft networks

14 West Delhi
Hastsal Craft Cluster

15 Patel Nagar
Small Workshops

16 Anokhi / Fabindia
Supplier & Studio
Networks

**GURGAON
(HARYANA)**

17 Andheria Modh
Dastkar / Nature Bazaar

18 Gurugram Malls
Weekend Craft Pop-Ups

19 Sector 29 MG Road
Weekend Markets

20 Farrukh Nagar
Haryana Cottage
Clusters

**FARIDABAD &
SURAJKUND
(HARYANA)**

21 Surajkund
International
Crafts Mela

22 Surajkund Diwali &
Seasonal Melas

**NOIDA
& GREATER NOIDA
(U.P.)**

23 Noida Haat
Saras Aajeevika /
Swadeshi Melas

24 Greater Noida
Expo & Exhibition
Craft Stalls

25 Noida Sector
Markets & Weekend
Bazaars

**NCR
BORDER
HIGHLIGHTS**

26 Raj Nagar /
Kaushambi / Vasundhara
Ghaziabad bazaars

27 Ghaziabad
Local & Swadeshi melas

28 Saharanpur
Woodcraft Supplier
Linkages

29 Palwal
& Ballabgarh
Craft Clusters

30 Badkhal
& Faridabad
Local Craft Units

**TRAINING,
NGOS & PROMOTION
BODIES**

Dastkar
Society For Crafts &
Craftspeople

Delhi
Crafts Council &
INTACH Linked Groups

Delhi / UP / Haryana
State Handloom &
Handicraft Boards

Noida & Ghaziabad
NGO & SHGC Craft
Networks

NIFT & Design
Schools
Student Craft Markets

**WHOLESALE:
MATERIALS &
SPECIALIST SUPPLIERS**

RWA, Community
Centres & Rotary
Craft Bazaars

Khari Baoli
& Old Delhi Prop /
Material Markets

Paharganj &
Chandni Chowk
Brass & Metal Wholesalers

Nehru Place
Fabric & Trimming
Wholesale Belts

Hapur & Ghaziabad
Pottery Supply
Clusters

Surajkund
& Dilli Haat
Papier-Mâché Suppliers

**SEASONAL
& POP-UP
HUBS**

Janpath, Dilli Haat
& Noida Haat
Diwali & Festival Bazaars

Delhi University
Areas, Gurgaon, Noida
Weekend Flea Markets

Pragati Maidan &
India Expo Mart
Craft Exhibitions

Beyond NCR Design Routes Within 350 km

Agra (U.P.) — Marble Inlay & Zardozi

Pietra Dura inlay work, leather goods, and zardozi embroidery clusters around Taj Ganj & Fatehabad Road. (upodop.gov.in)

Firozabad (U.P.) — Glass & Bangle Work

Home to India's glass-blowing and lamp-making industries; Suhag Nagar clusters famous for colourful bangles and tableware.

Khurja (U.P.) — Ceramics & Pottery

Blue-glazed earthenware and tableware from family-run workshops; U.P. Ceramics Development Centre supports innovation.

Moradabad (U.P.) — Brassware & Metal Craft

"Peetal Nagri" of India; visit Lakri Fazalpur & Mughalpura clusters for brass decor, lamps, and homeware. (epch.in)

Meerut (U.P.) — Leather & Sporting Goods

Traditional leather goods, small-scale accessories, and artisanal saddlery; also supplies materials for craft and fashion prototyping.

Saharanpur (U.P.) — Wood Carving & Furniture

One of India's oldest woodcraft clusters known for floral carving and export furniture.

Panipat (Haryana) — Handloom & Textile Recycling

Renowned for handwoven carpets, recycled yarn, and upcycled textile exports — a living example of circular design.

Rohtak & Hisar (Haryana) — Handloom & Embroidery

Regional handloom units producing durries, rugs, and phulkari-inspired embroidery; local melas feature women-led craft cooperatives.

Jaipur (Rajasthan) — Heritage Crafts & Design Capital

Epicentre of block printing (Bagru, Sanganer), blue pottery, meenakari jewellery, gemstone polishing, lac bangles, and miniature painting.

Bagru & Sanganer (Jaipur region)

Textile villages preserving centuries-old natural dye and block printing techniques — ideal for design field visits.



Amber & Jaipur City Workshops

Enamel jewellery, metal inlay, and textile innovation centres; visit Jawahar Kala Kendra and Rajasthan Small Industries Corporation.

Alwar (Rajasthan) — Papier-mâché & Terracotta

Known for terracotta figures, hand-painted toys, and folk crafts used in home décor and festivals.

Bharatpur (Rajasthan) — Stone Carving & Woodcraft

Small artisan communities around Deeg producing carved sandstone artefacts and handcrafted furniture.

Mathura & Vrindavan (U.P.) — Clay & Festival Crafts

Clay idols, terracotta lamps, and eco-crafts made for festivals — great examples of seasonal, sustainable design markets.

Bareilly (U.P.) — Zari & Embroidery

Hand zari, sequin, and thread embroidery traditions — important for fashion and accessory collaborations.

Lucknow (U.P.) — Chikankari & Zardozi

Exquisite white-on-white embroidery and contemporary chikankari innovation labs. (Approx. 500 km, ideal for extended study tours.)

Bikaner (Rajasthan) — Wool Craft & Leather Goods

Camel leather and wool-based crafts; traditional saddlery and handwoven textiles rooted in desert ecology.

Haridwar & Rishikesh (Uttarakhand) — Natural Materials & Handicrafts

Bamboo, hemp, and natural fibre crafts; small communities working on sustainable handmade products.

Dehradun & Mussoorie (Uttarakhand) — Woodcraft & Paper

Known for handmade paper, pinewood artefacts, and small eco-craft clusters.

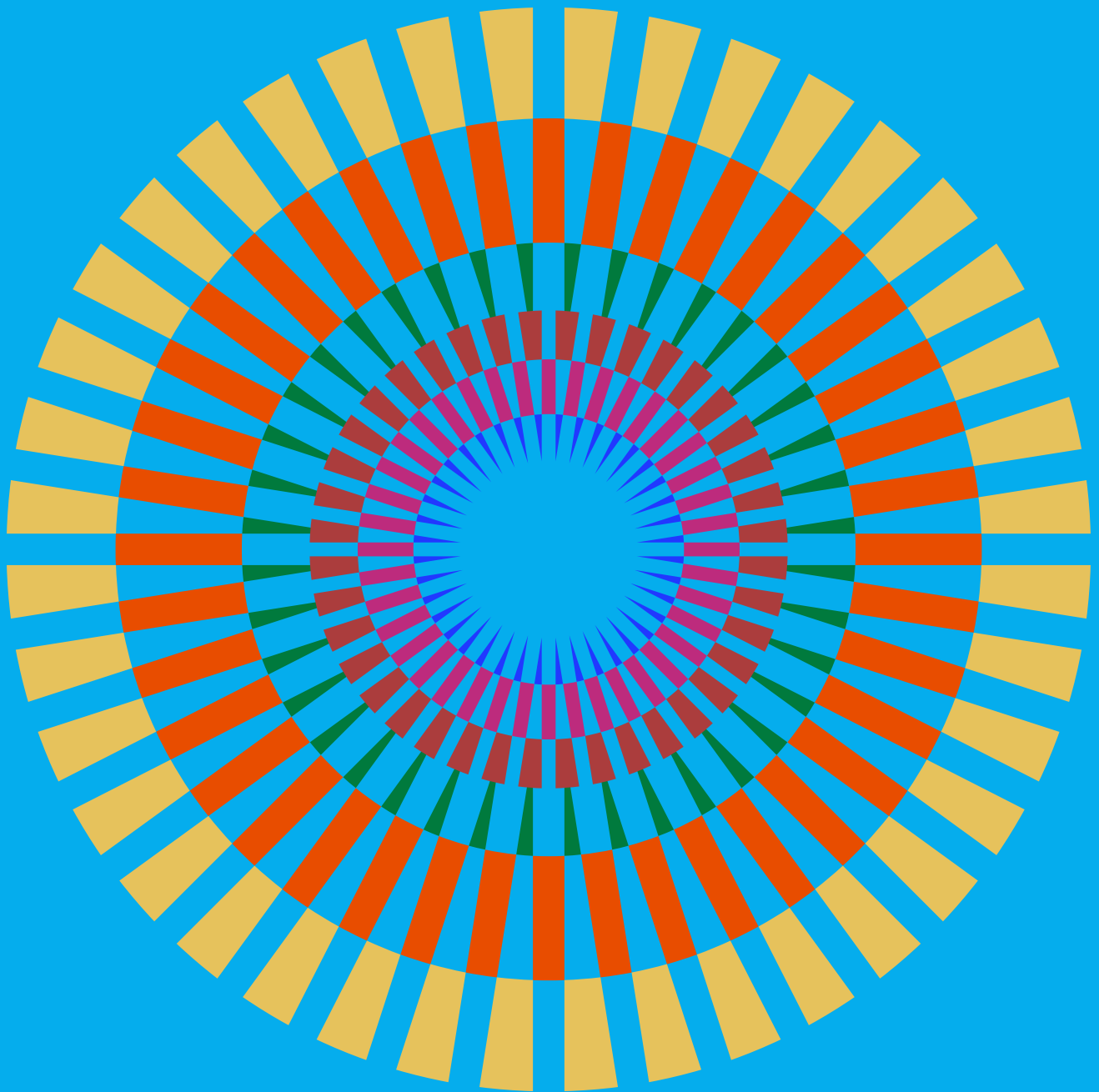
Ambala (Haryana) — Instrument & Utility Craft

Specialist wood and metal workshops for precision tools and utility items — often used by industrial designers.

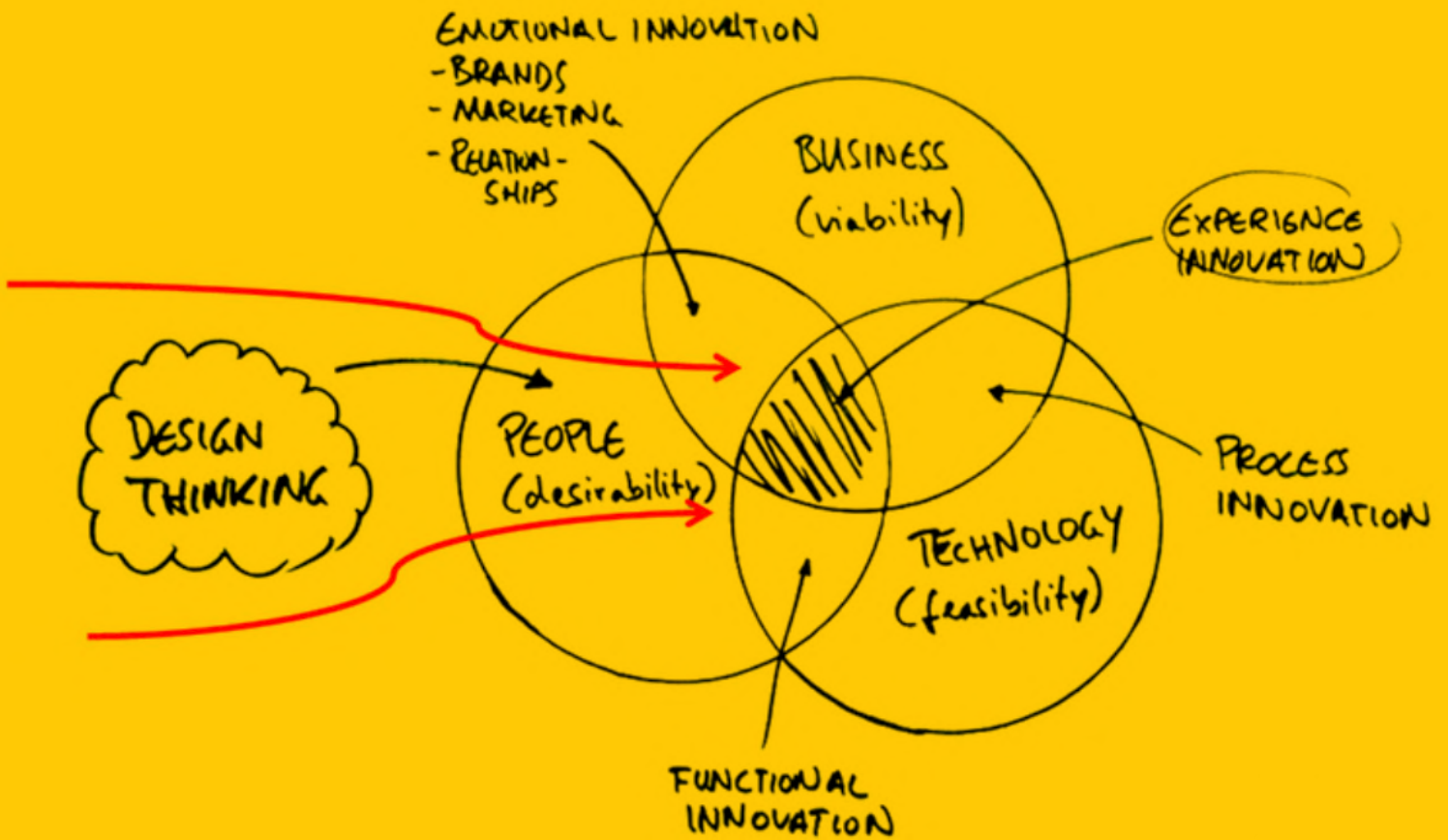


“

We Don't Begin with Design.
We Begin with Disruption.”



Foundation
Year 1

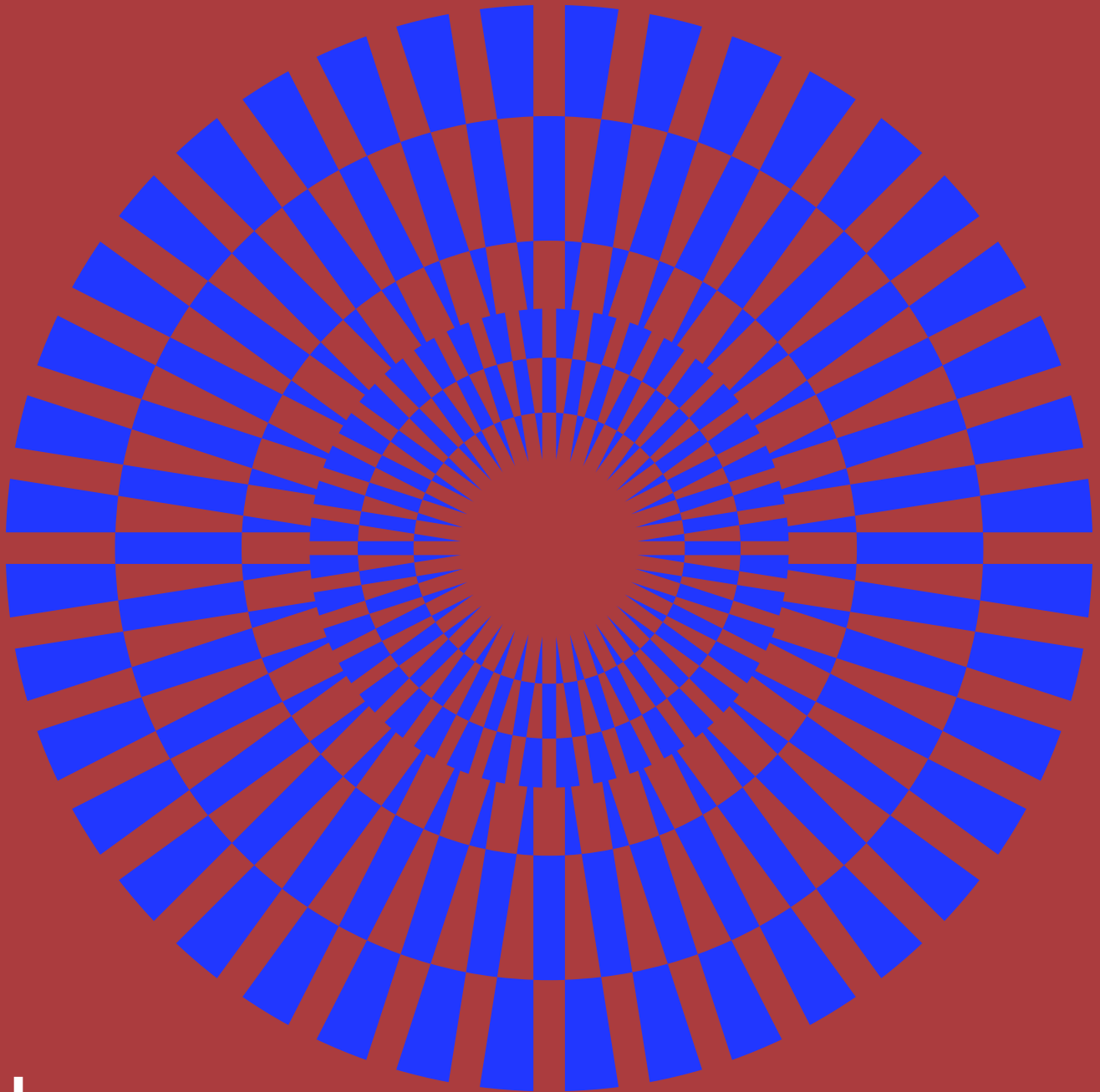


Foundation Year 1

The Foundation Year at DIA is not a preparatory stage — it's a provocation. A space where young designers question, dismantle, and reconstruct the very idea of design. It's the year of becoming — where imagination misbehaves, curiosity collides with craft, and chaos becomes couture. At DIA, the foundation is a creative rebellion inspired by the experimental spirit and reinterpreted through India's bold, emotional lens. This is where students learn not just how to create, but why to create — and how to make that creation matter.



“We Don’t
Just Design Products.
We Design Desire, Responsibly.”



Luxury
Product
Design



Luxury Product Design

B.Des 4 Years

Luxury is no longer about excess — it's about essence. At DIA, product design is a philosophy of purpose, emotion, and ethics. We create designers who can merge beauty with responsibility, craft with technology, and heritage with innovation. From handbags and footwear to home objects and collectible furniture, DIA's product designers shape the new world of conscious luxury — where every object tells a story of sustainability, culture, and timeless design.

Luxury in India

Rooted in heritage, craftsmanship, and cultural symbolism

Defined by exclusivity, personalisation, and heirloom value

Shaped by rituals, emotion, and artisanal mastery

Influenced by royal legacy and evolving lifestyles

Global Luxury

Anchored in design excellence, innovation, and superior craftsmanship

Defined by material quality, precision, and controlled exclusivity

Driven by brand narratives, experiences, and sustainable practices

Focused on lifestyle enhancement over status

The Indian Twist

Luxury in India is emotional + experiential, traditional + modern, craft + technology, spanning affordable to ultra-luxury.

Growth Journey Of Luxury Product Design Student

01

Foundation Of Product Design

- Basics of product design
 - Luxury fundamentals
- Affordable luxury concept

Phase 1: THE FOUNDATION
OF LUXURY
(Semesters 1 & 2)

02

Specialisation

- Elective Choice & Global exposure
 - Food Court Model
 - Curated to craft clusters, design studios, manufacturing units, museums, and luxury retail environments.

Phase 2: THE MAKER'S MIND
& THE MARKET'S EYE
(Semesters 3 & 4)

03

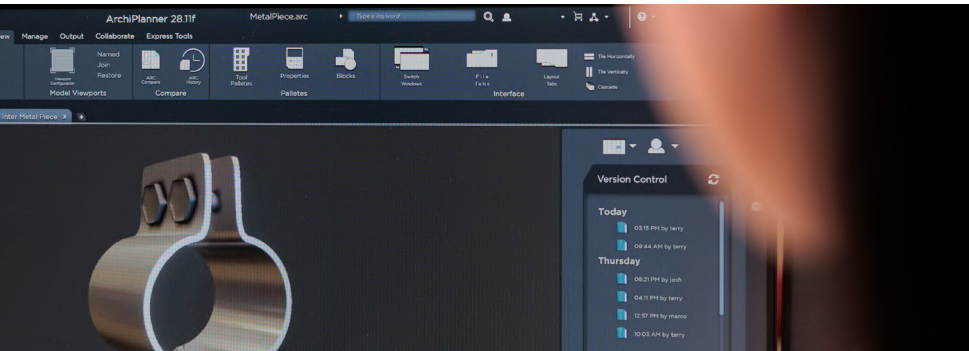
Super Specialisation

- Finding your own style within the elective choice.
- Refining entrepreneurship skills
- Understanding how to create and build value in creative and cultural businesses.

Phase 3: THE BUSINESS OF
BEAUTY
(Semesters 5 & 6)

Specialisations & Categories

DIA's Luxury Product Design program offers six pathways blending heritage, innovation, and sustainability:



Luxury Accessories: Bags, shoes, belts, eyewear; merging ergonomics with emotion.



Home & Lifestyle Products: Ceramics, lighting, decor, fragrance; personal, poetic spaces.



Furniture & Furnishings: Small furniture, textiles, modular pieces; sustainable and heirloom-worthy.



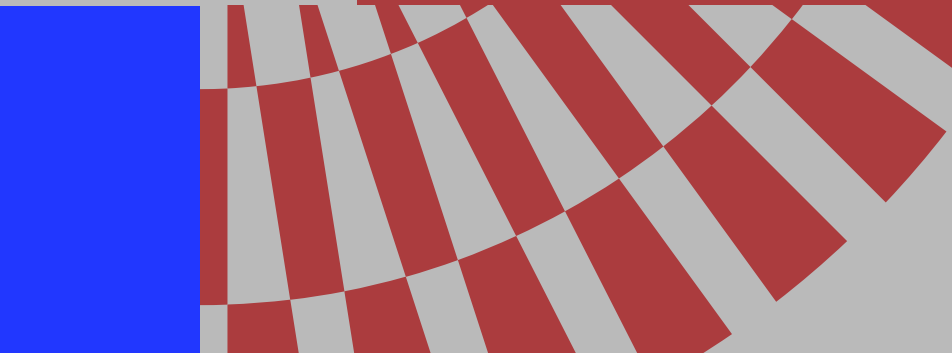


Sustainable Product Systems: Circular design, biomaterials, ethical production; reimagining waste as wonder.



Material Innovation: Organic & next-gen materials; translating biology into beauty.

Digital Product Design: AI, parametric design, AR prototyping; where hand meets algorithm.



Notable Alumnus



*Ms. Sikha
Agarwal*

Karigar Collective, India
(Creative Director & Founder)
Website – www.onnaliving.in

*Mr. Shreyansh
Jaiswal*

Shreyansh Designs, India
(Founder & Designer)
Website – www.shreyanshdesigns.com

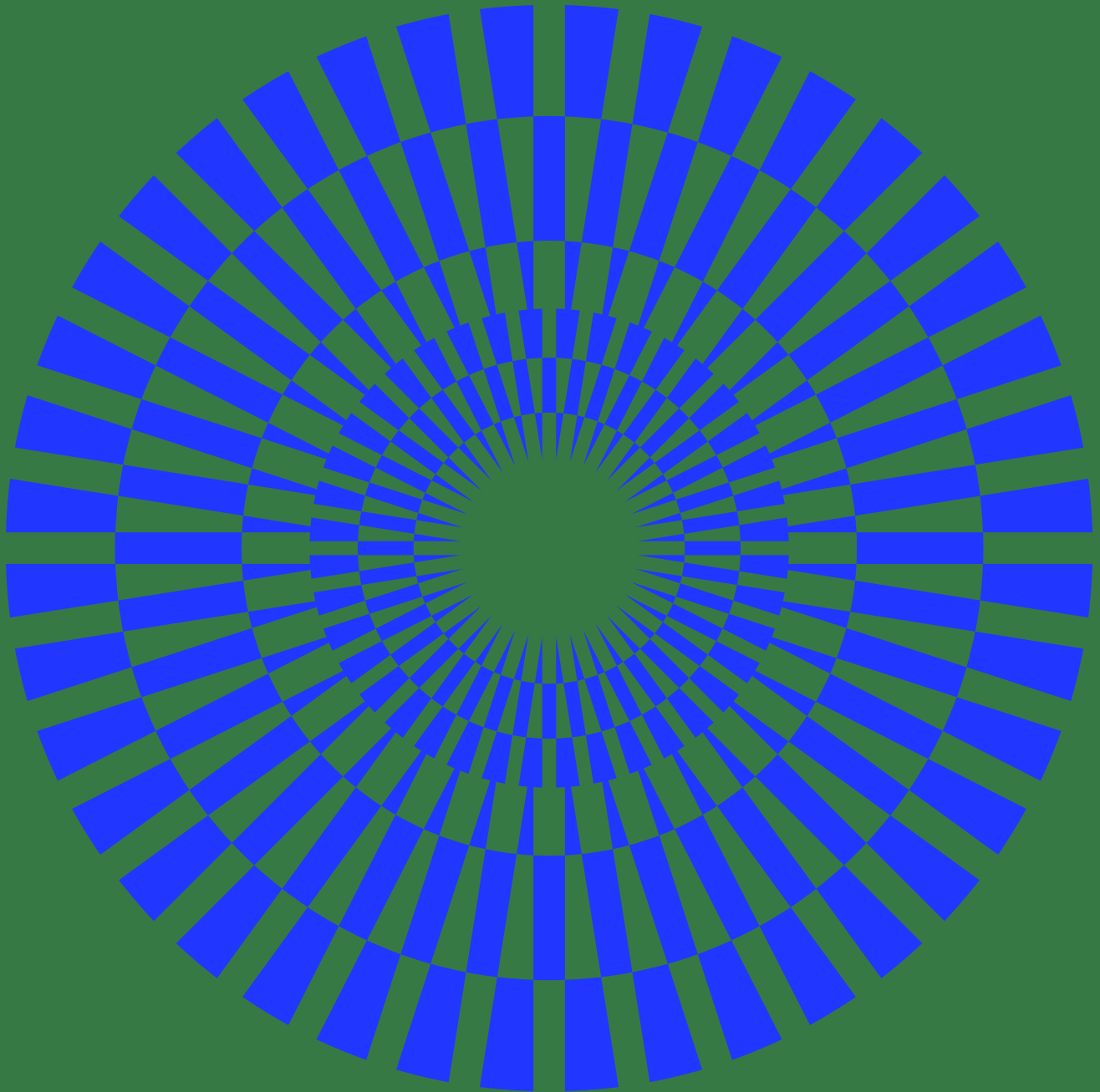


*Ms. Eshu
Tomar*



Manish Malhotra, India
(Senior Executive Merchandiser)
 [eshu-tomar-8b5978158](https://www.linkedin.com/in/eshu-tomar-8b5978158)

“We Don’t
Decorate Spaces
We Design Worlds.”



Interior
Design



Interior Design

B.Des 4 Years

The Interior Design Department at DIA isn't about furniture and finishes — it's about creating worlds that move people. We design spaces that perform as beautifully as they look — spaces that tell stories, shift moods, and redefine how humans live, work, and feel. DIA's interiors emerge from the intersection of craft and code, material and emotion, performance and poetry. They are Indian in soul, global in intelligence, and timeless in impact.



What We Stand For

01

A commitment to innovate, ethics and towards social responsibility

02

A studio culture that encourages curiosity, experimentation, and collaboration

03

Preparing designers who are confident creators and thoughtful contributors to society

04

Learning that blends hands-on craft, technology, and research

05

Design that responds to people, culture, and climate

Our Educational Promise

Every student who enters the program leaves with:



A strong design voice



The ability to transform space into experience



The confidence to thrive in the global design landscape

Program Philosophy

Interior design is not decoration—it is the architecture of human experience.

Observation to
articulation

Design Perception
& Expression

Industry-ready
precision

Technical Fluency
& Digital Craft

Empathetic,
climate-aware
design

Human-Centric
& Sustainable Thinking

Tactile material
wisdom

Material Intelligence
& Making Culture

Practice-ready
designers

Professional Identity
& Industry Integration



Design with Depth,
Build with Purpose”

Contextual
cultural
intelligence

Culture, Heritage
& Craft Ecology

World-aware
perspective

Global Exposure
& International Design Literacy

Connected
design
ecosystems

Interdisciplinary Collaboration &
Systems Thinking

Future-facing
innovation

Innovation, Technology
& Future-Ready Systems

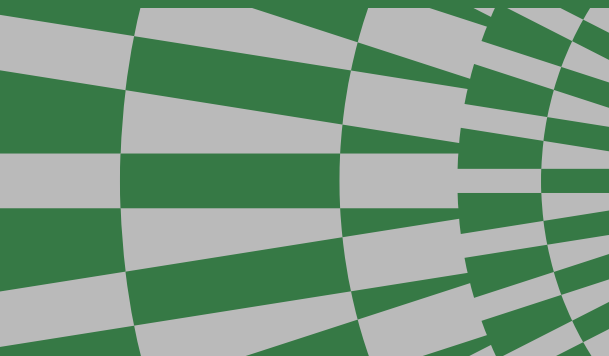
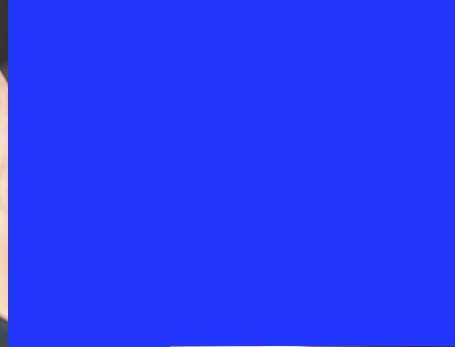
Responsible
design values

Design Ethics, Sensitivity
& Social Responsibility

Program Objectives



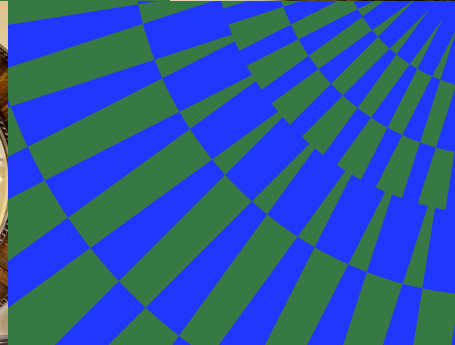
To cultivate design thinkers with strong foundations in aesthetics, form, proportion, and spatial intelligence.



To develop competent professionals through rigorous training in drawing, CAD–BIM workflows, and material technologies.



To empower students with global exposure through masterclasses, workshops, industry collaborations, and interdisciplinary studios.



To foster design ethics, sensitivity, inclusivity, and social responsibility as core components of professional identity.



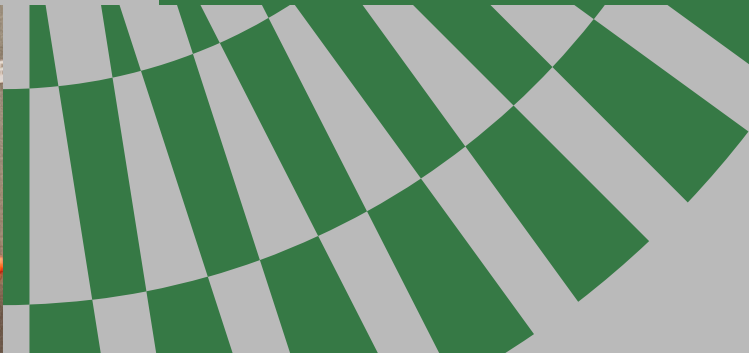


To promote human-centric and sustainable design, grounded in ergonomics, environmental psychology, and climate-responsive principles.



To encourage research, craft knowledge, and cultural awareness, celebrating Indian traditions while integrating contemporary international discourses.

To prepare graduates for a dynamic industry through entrepreneurship development, professional practice training, internships, and portfolio building.



Notable Alumnus



*Mr. Shivam
Sharma*

Blueprint Interiors, India
(Founder & Designer)

 [blueprint.interi0rs](#)

*Ms. Sumedha
Sharma*

Tarkett, India
(Graphic & Interior Designer)
 [creativesumedhasharma](#)



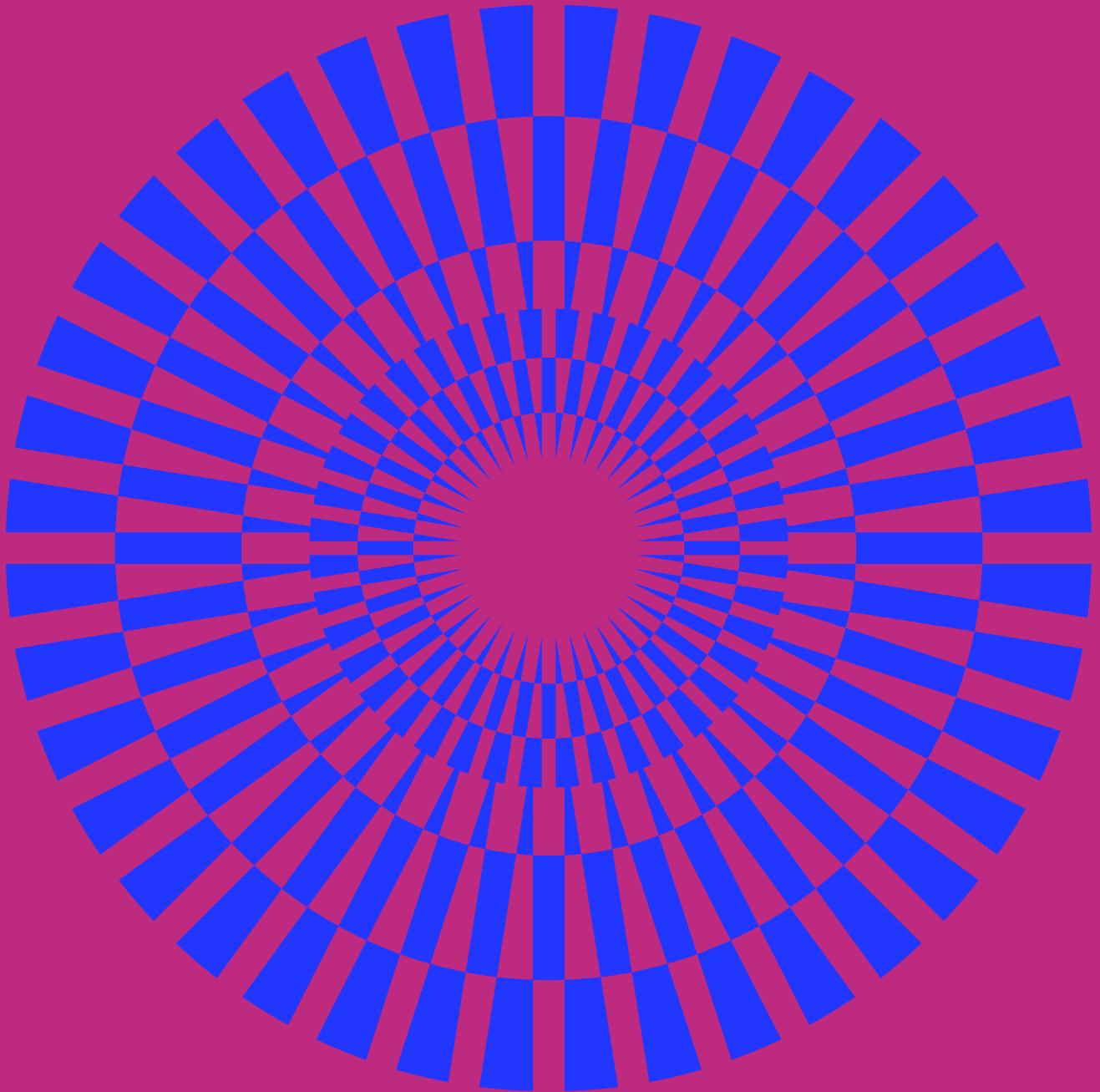
*Ms. Chanchal
Kashyap*



D Decor, India
(Founder & Event Designer)

 [ddecor367](#)

“We Don’t
Follow Fashion,
We Redefine It.”



Fashion
Design



Fashion Design

B.Des 4 Years

The Fashion Department at DIA is not a discipline — it's a movement of imagination. We exist to provoke, question, and reinvent the idea of fashion as culture, art, and identity. At the intersection of craft, chaos, and technology, DIA nurtures a new generation of visionary makers — rebels with precision, dreamers with discipline. Our studios are laboratories of theatre and thought, where drapes become dialogues and garments become philosophies. We encourage students to build their own worlds, not follow existing ones. Here, process is poetry, experimentation is elegance, and failure is a form of fashion.

Our curriculum cultivates designers through nine interlinked pillars, each strengthening a distinct dimension of the creative voice — conceptual, cultural, material, performative, digital, analytical, and ethical. Together, these pillars form an ecosystem where students learn to ideate, make, innovate, perform, contextualize, and regenerate.



With this approach we ensure that every DIA graduate enters the industry with:

Conceptual depth

Technical mastery

Cultural intelligence

Digital fluency

Research rigour

Performance sensibility

Sustainable ethics

A distinct Indian perspective with global relevance

This philosophy is not just a curriculum,

it is the **blueprint for the next generation of Indian fashion.**

Program Philosophy



Body, Identity & Movement

Figure • Form • Drape • Identity • Performance • Styling • Embodiment

Key Focus: Ergonomic and expressive garment design, body as cultural canvas, styling and performance integration.

Modules: Draping & Grading, Fashion Illustration, Cinematic Styling, Patternmaking, Theatre Costume & Performance, Identity-Based Styling, Movement & Gesture Labs.

Outcomes: Design functional, expressive garments, create culturally informed styles, adapt for stage, film, editorial, and performance contexts.

Concept & Narrative Design

Ideation • Storytelling • Cultural Insight • Brand Thinking • Creative Direction

Key Focus: Conceptual voice, narrative intelligence, trend translation, pitching ideas.

Modules: Design Projects (Women's, Men's, Kids, Resort, Graduation), Fashion Business & Strategy, Fashion Film Direction, Trend Forecasting, Narrative Design Systems, Brand Identity, AI for Concept Development.

Outcomes: Craft compelling narratives, build cohesive collections, brand stories, digital pitches, and lead creative direction.

Material & Textile Innovation

Textiles • Craft • Fibre Futures • Surface • Technology • Bio-Design • Material Emotion

Key Focus: Material literacy, craft-tech integration, sustainable and bio-based innovation.

Modules: Woven & Print Design, Leather Sourcing, Fabric Studies, Creative Technology (TUKAcad & CLO3D), Bio-Based Materials, Smart Textiles, Circular Couture Lab, Material Innovation Workshop.

Outcomes: Decode and engineer textiles, innovate with sustainable materials, revive crafts, design emotionally resonant surfaces.

Global × Indian Fashion Cultures

Cultural Identity • Anthropology • Craft Ecologies • Global Luxury • Ritual & Region • Dress Systems

Key Focus: Material literacy, craft-tech integration, sustainable cultural literacy, identity-driven design, global-local fashion positioning.

Modules: Trend Analysis, History of Fashion, Traditional Textiles & Embroidery, Apparel Production, Luxury Anthropology, Cultural Semiotics, International Exposure (Paris/Milan/Japan/Dubai).

Outcomes: Build globally relevant, culturally rooted collections; position Indian identity on international platforms.

Theatre, Performance & Costume Futures

Costume Design • Character • Stagecraft • Light • Movement • Film • Performance Narratives

Key Focus: Functional, narrative-driven garments for stage, screen, and performance; integrate lighting, choreography, psychology.

Modules: Cinematic Styling, Fashion Photography, Makeup & Styling, Draping, Costume Studios, Period & Fantasy Costume, Light × Textile Interaction, Digital Costume Pre-Visualisation.

Outcomes: Design performance costumes, engineer movement-ready garments, create cinematic and stage-ready wardrobe narratives.

Fashion Research & Historiography

Research • Context • Archives • Fieldwork • Theory • Critical Analysis • Documentation

Key Focus: Research, cultural & material analysis, connecting insights to design strategy.

Modules: History of Fashion, Trend Analysis, Traditional Textiles, Fashion Research Lab, Ethnographic Methods, Visual Research, Archive Studies, Critical Theory, Guided Collection Research.

Outcomes: Conduct rigorous research, produce high-quality documentation, inform design with analytical depth, prepare for postgraduate or research-driven roles.

Periodical Narratives & Silhouette Evolution

Historical Systems • Global Timelines • Indian Fashion Eras • Reconstruction • Revivalism

Key Focus: Historical fashion reconstruction, heritage reinterpretation, silhouette evolution.

Modules: Periodical Runway, Historical Pattern Reconstruction, Global Dress Timelines, Silhouette Re-engineering, Revivalism Labs, Runway Through Time Showcase.

Outcomes: Reconstruct historical patterns, create contemporary silhouettes, produce research-driven portfolios and showcases.

Digital Fashion & Process Systems

Virtual Sampling • CAD • 3D Draping • Tech Packs • AI Workflows • Digital Visualisation

Key Focus: Digital prototyping, AI-integrated workflows, hybrid physical-digital design.

Modules: CAD & 3D Draping, Creative Technology, Digital Product Creation, Virtual Sampling, PLM Systems, 3D Rendering, Tech Pack Development, Virtual Runway Integration.

Outcomes: Prototype digitally, simulate fabrics and drape, prepare industry-standard tech packs, reduce waste, design for hybrid ecosystems.

Sustainability & Circular Luxury

Regeneration • Longevity • Craft • Ethics • Circularity • Low-Impact Systems

Key Focus: Sustainable design, circularity, longevity, ethical leadership, craft preservation.

Modules: History of Fashion, Traditional Textiles, Apparel Production, Circular Systems & Repair, Upcycling, Design for Disassembly, Biomaterials, Eco-Dyeing, LCA, Longevity Engineering, Regenerative Systems.

Outcomes: Build circular design systems, innovate with biomaterials, evaluate environmental impact, create repairable and regenerative garments, integrate sustainability in concept, material, and process.

Notable Alumnus



*Mr. Sarthak
Saxena*

Kardo, India
(Head of Design)
Website - www.kardo.co

*Mr. Malkeet
Singh*

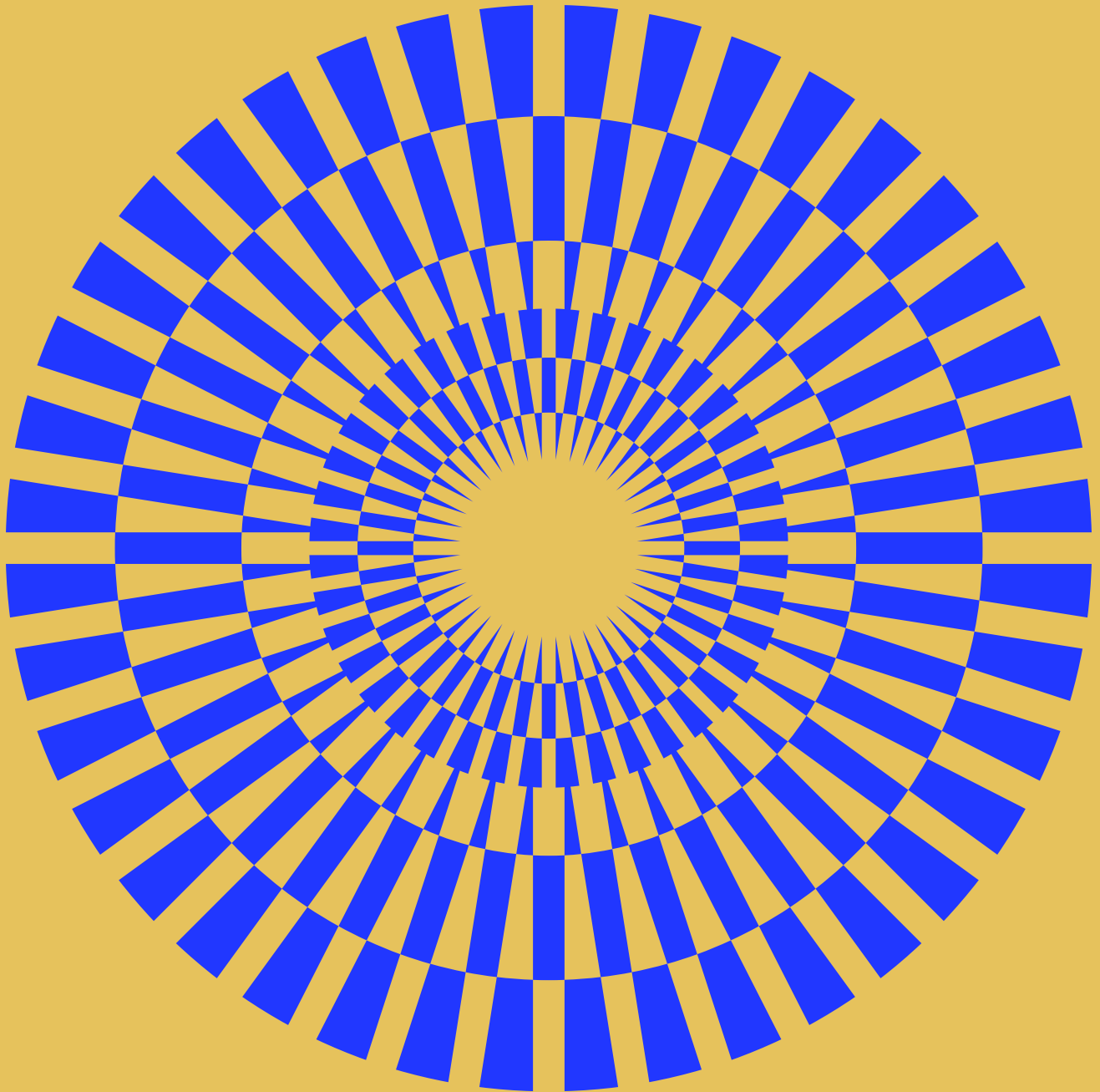
Stylist, Movement Director &
Global Model
 [curled.jpg](#)



*Ms. Saloni
Agarwal*

Arem, India
(Creative Director & Founder)
 [aremindia](#)

“We Don’t
Create Content
We Create Culture.”



Communication
Design



Communication Design

B.Des 4 Years

Communication Design at DIA is more than visuals. It is the art of influence, identity, and imagination. We design the stories that shape perception, behaviour, and belonging, turning messages into movements, brands into experiences, and design into dialogue. Our department bridges art, technology, psychology, and storytelling. Training creators who don't just follow trends, but build the narratives that define our time. DIA's communication designers speak in pixels, poetry, and code. Fluent in both the language of business and the language of emotion.



PROGRAM VISION

The Communication Design programme at DIA prepares new-age creators who blend visual storytelling, branding, interaction, and emerging media with clarity and purpose. Students learn to design communication systems that influence perception, shape culture, and respond to real-world needs.

The curriculum integrates traditional craft with digital innovation — from illustration and typography to immersive media, motion graphics, and experience design. Our focus is to build designers who think critically, create responsibly, and communicate with impact.

Aligned with NEP guidelines, the programme offers a flexible structure, hands-on learning, and access to an incubation environment where ideas transform into meaningful visual and interactive experiences. Through collaboration with industry and faculty expertise, DIA aims to shape confident, future-ready communication designers.

Program Philosophy

Transformation Pillars of Communication Design

Every message begins with an idea — students learn to design meaning before choosing the medium.

Concept
is Everything

We teach narrative design, empowering students to craft stories that shift mindsets, not just sell products.

From Message
to Movement

Students learn to decode behaviour and psychology to create communication rooted in empathy and connection.

Design for Emotion,
Not Just Attention

Learners design seamlessly across AR, film, gaming, interfaces, and immersive environments.

Digital + Physical
+ Virtual Worlds

We shape designers who translate Indian heritage and humour into global, contemporary communication.

India's Voice,
World's Vision

“Design is thinking
Made Visual.”
~ Saul Bass

Design for Ethics & Sustainability

Students are trained to create responsibly — guided by clarity, integrity, and social awareness.

Data as Narrative

Students turn data into compelling stories that reveal problems, imagine solutions, and influence society.

Inclusivity is Standard

We teach communication that reaches everyone — designing for diverse abilities, cultures, and senses.

Typography as Voice

Students treat type as image — shaping characters that speak with personality, tone, and emotion.

Strategy Leads Creativity

Here, creativity is guided by strategy — turning insight into precise, intelligent design decisions.

Notable Alumnus



*Mr. Rahul
Chandra*

Zepto, India

(Creative Director)

 [rahul-chandra-bb3461122/](#)

*Mr. Rishi
Dangwal*

Cleansheet Communications, Canada

(Jr. Art Director)

 [rishi-dangwal/](#)



*Mr. Sylvester
Singh*

HSAD, INDIA

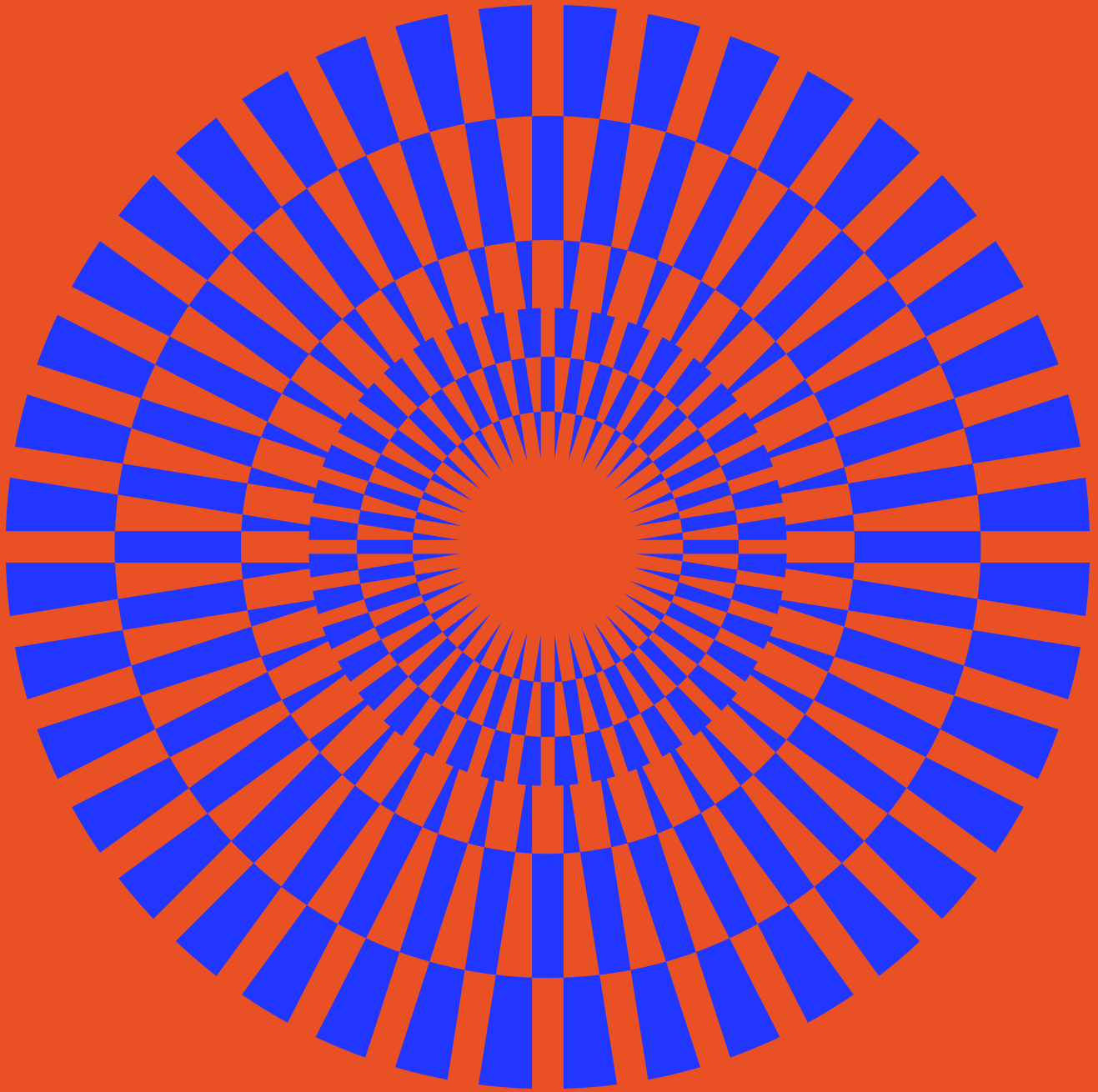
(Associate Creative Director)

 [sylvester-singh-b63988114/](#)



“

We are not a jewellery school. We are a design movement — where the karigar meets the coder, the artisan meets the algorithm, and the sparkle meets the soul.”



Jewellery Design



Jewellery Design

B.Sc 3 Years

At DIA, jewellery is not merely adornment — it's architecture for the body, storytelling through material, and emotion set in metal. Our approach bridges centuries of Indian craftsmanship with the new language of digital innovation — from hand chasing and gemstone setting to 3D printing and parametric modelling. Students learn to see beyond ornament — to create pieces that move, transform, and communicate. They study cultural symbolism and human behaviour, explore sustainability through recycled metals, and experiment with AI-driven forms. Each creation becomes a dialogue between past and future — between the hand that makes and the mind that imagines.



The 3 Levels of Academic Excellence

Program Philosophy



Material Intelligence

Understanding matter before mastering form

CORE COMPETENCIES:

- Gemmology, diamond grading & valuation
- Metallurgy for jewellery
- Jewellery manufacturing techniques
- Technical & orthographic drafting
- Surface development & finishing
- Material experimentation across gold, silver, glass, enamel, resin, recycled and alternative media
- Wearable technology fundamentals (sensors & smart components)
- Material documentation & standards

Narrative Jewellery

Designing jewellery as language, memory & meaning

CORE COMPETENCIES:

- Trend forecasting & cultural analysis
- Surface ornamentation & development
- Visual mapping & creative ideation
- Mood boards & conceptual storyboards
- Narrative building & symbolism
- Semiotics in jewellery
- Conceptual jewellery studio practice

Digital Craftsmanship

Where technology becomes a creative ally

CORE COMPETENCIES:

- 2D CAD (CorelDRAW)
- Matrix / MatrixGold
- Digital sculpting (ZBrush)
- CAD–CAM workflows
- 3D printing & rapid prototyping
- Digital ornamentation mapping
- Digital rendering & presentation
- AI tools for jewellery conceptualing
- AR/VR narratives & Unreal Engine environments

Heritage To Haute Couture

Reviving craft legacies through contemporary design

CORE COMPETENCIES:

- History of jewellery
- Design crafts & traditional manufacturing techniques
- Lost-wax casting (historical to contemporary)
- Indian craft cluster studies
- Heritage motif & symbolism research
- Street style, cultural observation & trend interpretation
- Contemporary Indian luxury market anthropology

Sustainable Storytelling

Ethics, ecology & responsibility in luxury design

CORE COMPETENCIES:

- Sustainability & design frameworks
- Lab-grown diamonds (CVD & HPHT)
- Sustainable materials lab
- Circular design strategies
- Life cycle assessment (LCA) for jewellery
- Supply chain traceability & documentation
- Market behaviour & responsible sourcing
- Live industry sustainability projects

Brand & Market Intelligence

From creative vision to commercial reality

CORE COMPETENCIES:

- International markets & demographic analysis
- Fundamentals of management & marketing
- Branding & visual merchandising
- Retail ecosystems & consumer behaviour
- Product positioning & market-to-concept workshops
- Costing, pricing & professional practice
- Enterprise development
- E-commerce & digital retail
- Portfolio & pitch development

Contemporary Jewellery Studies

Jewellery as cultural, conceptual & critical practice

CORE COMPETENCIES:

- Global contemporary jewellery movements & practitioners
- Conceptual development & alternative wearability
- Body, identity & socio-cultural exploration
- New material & hybrid media experimentation
- Curatorial, exhibition & gallery literacy
- Critical writing & articulation
- Cross-disciplinary collaborations
- International benchmarking & global platforms

Notable Alumnus



*Ms. Simran
Chhabra*

Simran Chhabra Jewels, India
(Creative Director & Founder)
Website - simranchhabra.com

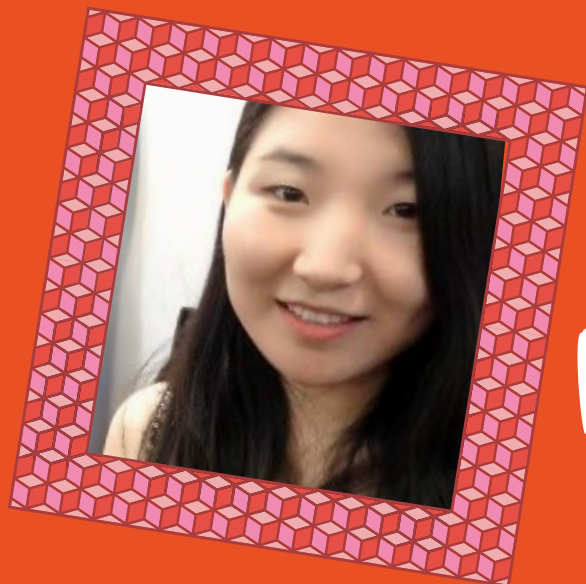
*Ms. Shivika
Sahni*

Design by Nature Gems, Canada
(Operations Manager)
 [shivikasahani](https://www.linkedin.com/in/shivikasahani)



*Ms. Xu
Liangyu*

Jutuo Jewelry, China
(Head of Design)
 [xu-liangyu-a87508110](https://www.linkedin.com/in/xu-liangyu-a87508110)





Our Team

The Leadership

MS. SHILPI GUPTA

Founder

A fashion brand management graduate from University of Central Lancashire, UK, a charismatic leader with a flair for creativity and panache, **Shilpi Gupta is an epitome of style and fashion.**

Born and brought up in Dehradun, Shilpi's persona was always marked by a creative streak. Partnering with her husband, industrialist Rajeev Gupta, she set up the Institute of Management Studies in 1998 and IMS Law College in 2004, both in Noida.

To give expression to her passion for design, Shilpi Gupta set up the Design and Innovation Academy, DIA, in 2005 to impart quality education in the fields of Fashion, Communication, Jewelry and Interiors.

Shilpi Gupta firmly believes in giving back to society and works tirelessly to make her dream and vision of establishing DIA as a world class design college, a reality. To achieve this, DIA provides the students intensive international exposure through student exchange programs, international participation in workshops, conferences, exhibitions, global internships and also inviting international design faculty.

Over the years, Shilpi Gupta has gained in-depth global fashion knowledge, while simultaneously exploring cities across the world as future markets for the brand. House

of Shilpi Gupta, Sona Chaandi - is a craft-based label, which thrives on luxurious detailing and workmanship. Shilpi's exclusive couture range does perfect justice to the union of beauty, poise, regal grandeur and the individuality of a woman.

The Sona Chaandi Collection revives the timeless artistry of weaving with real gold and silver threads. Each piece is an heirloom, echoing the grandeur of palaces, the rhythm of looms, and the silence of karigars whose hands carry centuries of legacy.

Recognized for her work in fashion capitals like Milan, London, and Dubai, Shilpi Gupta has also showcased at the Dubai International Fashion Show and exhibited her designs at La Villa. The brand has been presenting stunning collections, using the best materials from Milan and Paris, crafted by artisans of repute, earning the label, House of Shilpi Gupta, a steady stream of loyalists.

Shilpi Gupta has been conferred 'Best Woman Entrepreneur' Award by the Noida Management Association.



“Sona Chaandi is not merely a collection, it is an inheritance. Each motif, each thread carries the weight of centuries, of Mughal grandeur, Rajput elegance, and the artisanal whispers of Indian karigars. This collection is an ode to timeless craft and modern heirloom couture, designed not just for today, but for generations to come.



MR. RAJEEV GUPTA

President - Institute of Management Studies (IMS), Noida

Mr. Rajeev Kumar Gupta is the President of Institute of Management Studies (IMS), Noida, a premier higher education institution in the Delhi–NCR region, renowned for its academic excellence, industry-aligned programs, and innovation-driven learning environment. With a strong commitment to quality education and institutional growth, he provides strategic leadership and vision to steer IMS Noida towards national and global prominence. emerged as a renowned institution across North India.

Mr. Gupta has been instrumental in expanding IMS Noida's global footprint through international collaborations and academic partnerships. He has represented the institution in key national and international forums and has led initiatives such as Memorandums of Understanding (MoUs) with global organizations to enhance student exchange, research, and cross-cultural learning opportunities.



MR. CHIRAG GUPTA

Vice-President

Mr. Chirag Gupta serves as the Vice President of IMS Noida, where he plays a pivotal role in shaping the institution's strategic direction, academic vision, and operational excellence. With a forward-looking mindset and a deep commitment to quality education, he works actively to position IMS as a center of innovation, industry relevance, and student-centric learning. Blending strong business acumen with creative and interdisciplinary thinking, Mr. Gupta contributes to building academic environments that prepare students for evolving global opportunities. His leadership reflects a clear focus on institutional growth, educational excellence, and holistic student development.

Professional Overview

As Vice President, Mr. Gupta leads initiatives that drive institutional expansion, academic quality, and meaningful industry engagement. Under his guidance, IMS continues to strengthen its infrastructure, academic frameworks, and collaborative networks. A notable milestone has been the development of a state-of-the-art sports facility on campus, reinforcing the institution's commitment to well-rounded student

growth and physical well-being.

Drawing from his background in finance and marketing, he integrates analytical insight with creative problem-solving. This design-thinking approach supports the creation of future-focused curricula, experiential learning ecosystems, and cross-disciplinary academic structures that connect management, technology, law, media, and design education.

Key Responsibilities

- Strategic planning and institutional development
- Academic governance and quality assurance
- Industry partnerships and corporate collaborations
- International tie-ups and global exposure initiatives
- Oversight of operations, admissions, and student engagement
- Mentorship of academic and administrative leadership teams

Vision for IMS

Under his leadership, IMS continues to focus on:

- Delivering industry-aligned, future-ready academic programs
- Strengthening corporate and international collaborations
- Encouraging entrepreneurship, research, and innovation
- Creating an inclusive, dynamic, and student-focused ecosystem

“

“Education must evolve with time. Our goal at IMS is to empower students with knowledge, skills, and values that enable them to lead, innovate, and make a meaningful impact in society.”

The Mentors



PROF. (DR.) M. K. V. NAIR

Professor & Dean – School of Design, IMS DIA

Fashion Design | Research | Design Education Leadership

With over 21 years of academic, research, and leadership experience, Prof. (Dr.) M. K. V. Nair stands at the intersection of design thinking, research excellence, and institutional leadership.

Highlights

13+ patents filed/published/granted

PI on funded research projects worth ₹70+ lakhs

Author of multiple books & international chapters

Speaker and resource person at IIT Delhi, CII, Amity, SGT University

Research across fashion, sportswear design, craft empowerment & sustainability



MRS. RITU GULATI

Principal – Jewellery Design

Fine Jewellery | Retail Strategy | Gemology

With over two decades of experience in jewellery education and industry practice, Mrs. Ritu Gulati is a cornerstone of jewellery design at IMS DIA.

Highlights

45+ years combined academic & industry experience

GIA-certified jewellery professional

Author of History of Jewellery

Expertise in precious jewellery & market readiness



MS. APOORVA VIJH

Faculty – Luxury Product & Jewellery Design

Product Design | Luxury Manufacturing | Industry Practice

Ms. Apoorva Vijh brings real-world luxury industry expertise into the classroom, having worked with iconic brands such as Titan, PC Jewellers, and Imaginarium.



MS. TANYA GUPTA

HOD – Interior Design

Architecture | Interiors | Sustainable Development

An architect, academic, and researcher with 22+ years of combined academic and professional experience, Ms. Tanya Gupta brings a global perspective to interior design education.

Highlights

Industry experience with India's top luxury brands

Expertise in premium materials and production workflows

Strong focus on market-ready design and craftsmanship

Highlights

6 international journal publications (Scopus/ASCI indexed)

Book chapter on adaptive reuse of industrial buildings

Research presenter at international architecture conferences

Expert in architecture-interior integration & sustainability



MR. ANIRBAN LAHIRI

Faculty – Communication Design & Filmmaking

Cinematography | Visual Storytelling | Film Direction

With 20+ years in the film industry, Mr. Anirban Lahiri is a master visual storyteller who transforms classrooms into creative studios.

Highlights

Two decades of professional film industry experience

Expertise in cinematography and visual language

Mentors students for film, reels, documentaries & media careers



MR. SACHIN SHARMA

Creative Director & HOD – Fashion Design Fashion

Design | Styling | Costume Design | Creative Leadership

With over 25 years of experience across Bollywood styling, high-fashion design, and creative direction, Sachin Sharma brings industry depth and real-world excellence into the classroom at IMS Design & Innovation Academy.

Highlights

25+ years of experience in fashion design and Bollywood styling

NIFT All India Topper with Parsons, New York scholarship

Long-term collaboration with Manish Malhotra

Worked with India's leading couture and luxury designers

Expertise in fashion illustration, styling, costume design, and creative direction



MS. SIKHA AGARWAL

*Chief Creative Officer & Industry Mentor -
Luxury Product & Fashion Design*

Fashion & Textile Design | Branding & Business Strategy

A fashion and textile professional with 8+ years of experience across luxury fashion, craft-led production, education, and entrepreneurship, Ms. Sikha Agarwal brings an industry-first, systems-driven perspective to creative leadership and academic mentorship.

Highlights

8+ years across fashion, textiles, education & entrepreneurship. Experience with luxury and design-led brands (Nida Mahmood, Wear Three, Me & Kashmir)

Led and presented two seasonal collections as Head of Design for Me & Kashmir at Paris Fashion Week

Expertise in craft-based production, supply chains & brand building

Founder, Karigar Collective (Onna Living, Re Pah Ro, Silaai Tanka)



MR. PRASOON CHANDRA PODDAR

Artist & Art Educator – IMS DIA

Fine Art | Material Exploration | Art Education

Trained in painting with a BFA and MFA from Jamia Millia Islamia University, Prasoon's work extends beyond the canvas into experimental surfaces and unconventional materials, allowing each medium to narrate its own story. His artistic inquiry challenges traditional aesthetics while remaining rooted in conceptual depth and social relevance.

Highlights

13+ years of teaching experience across leading design institutions

BFA & MFA in Painting from Jamia Millia Islamia University

Practice-led research in materiality, sustainability, and alternative surfaces

Community art initiatives with youth and marginalized groups

Collaboration with traditional artisans and craft ecosystems



MS. SUKRITI JOSHI

Associate Professor – Fashion Design

Pattern Making | Garment Construction | Textile Science

Ms. Sukriti Joshi brings together academic depth and hands-on industry understanding, making fashion education structured, practical, and deeply engaging for students.

Highlights

9+ years of combined academic & industry experience

Strong command over fabric science and construction

Known for structured mentoring and concept clarity

Focus on craftsmanship, precision, and design fundamentals



AR. POOJA THAREJA

Architect & Visiting Faculty

Architecture | Interior Design | Urban Planning | Sustainable Design

An architect, urban planner, and educator with 4+ years of combined academic and professional experience, Ar. Pooja Thareja brings a strong balance of design practice and pedagogy to architectural and interior design education.

Highlights

Architect, Urban Planner & Educator

Gold Medalist – Master of Urban Planning (IGDTUW)

1st Rank – Bachelor of Architecture (GGSIPU)

Worked on institutional & public-sector projects (Supreme Court Complex, AIIMS, NIFT, JNU, IIT Delhi)

Professional exposure at NITI Aayog, Delhi

Research publication with Routledge & book chapter on architecture

