

MAY 2016

ISSUE 1

Utopeen

MARKETPLACE FOR TALENT

STYLE

BY PALLAVI SINGHEE



Content

3-4 **TALENTE**
Pallavi Singhee

5-6 **SHOWCASING**
Shubh Thakur

7-8 **FRESH FACE**
Mahi

9-10 **EXHIBITING**
DJ Pia

11-12 **JOB**

13-14 **OUR
CLIENTS**

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MARKETPLACE FOR TALENT

FASHION DESIGNER

PALLAVI SINGHEE

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What makes a FASHION DESIGNER passionate about the profession? Creativity, sense for diversity, exclusivity or pledge to seek fame! I think, only a fashion designer who has now been able to touch the zenith of elitism can only mark this answer well. And so we are here with a list of retorts by superbly talented Pallavi Singhee. Once you get to know her, the answer would be well defined. Tremendously successful with her brand VERB, Pallavi started her journey almost a decade before. Riding on the back of success was her aim since childhood and with so many dreams in her eyes, she kept on pushing the hardships. And finally get succeeded.



ABOUT HER CREATIVITY

Being very creative since childhood, she ranked in so many art competitions. Also, she represented her school at state and national level in art and drawing. She was also sent to various art and creativity schools by her parents. On questioning about further studies, she candidly replied, "After 12th I didn't want to do further studies, but wanted to do something creative in life. So, I joined NIFT".

EXPERTISE AND EDUCATION

Being a Kolkata-based girl, she never restricted her expedition. Even she ranked 21st on a national level in the exam of National Institute of Fashion & Technology. A distant place from her home-town never hindered her passion. She came to Delhi branch as there is no paucity of opportunities. After coming she pursued a course of accessory designing. Then, the sky was wide open for her to show her flair and ingenuity.

EXPERIENCE WITH KNACK

When asked about her experience, she said, "Nothing is small and so I started working with my Father for a professional start. He has his own furniture manufacturing and is an interior designer". She had also shown her exclusiveness in the black collection for Milan Fashion week in the early stage of her career.

HAD A GOOD COMMERCIAL START WITH "VERB"

After a fantastic experience, she started her own label in 2008. This is a totally women-centric wear label fabricating both pet and couture clothing. With an aim to make commercially successful clothes, she did extensive research. New techniques, inventive colors, and designs made her creations supreme and globally accepted. And now VERB is manufacturing throughout India and out as well. The avalanche of her creation has now reached Modian and Zenia fashions in Kuwait city and anthropology in UK & USA.

INSPIRATION FOR 'VERB'

"Fashion should stand out, should be something unique, and should make people look into," She said. It should be something carried by every common fashion seeker, not just the high-heeled models, what she believes. So in a try to make globally accepted fashion couture, she succeeds in making a commercially successful brand.

TYPE OF CLOTHING SHE DEALS IN

Fashion has nowadays a distinctive definition. Ethnic wears are no more willingly accepted. Rather a fusion is accepted exaggeratedly. So making complete fusion and a trendy creation is what she pursues. She even said, Palazzo with the top is more accepted to an ethnic outfit, these days. She is the one who is the part of Lakme Fashion Week from past four seasons and bloomed the stage with flowy and elegant designs with classy patterns this year. Also took part in the Amazon Fashion Week, 2012-13.

BIGGEST LESSON SHE LEARN'T TILL DATE

"Never depend on one market. Exploring and achieving further in terms of broadening spectrum of the brand for making extremely pet clothes. Thinking new, creating new and conceptualizing new. Try to selling in almost all metropolitan cities, making something for everyone", she said.

WHOM SHE ADMIRES

Every local domestic fashion brand, the understanding need of fashion seekers, providing exclusivity at affordable prices, pleases her. Some of the designer brands which she admires are Temperley London, Marc Jacobs, Chanel, Blumarine, and others. She exclaimed herself as a regular wear lady.

ON GLOBAL EXPOSURE

"Indian fashion is very big in the minds of people outside and all international designers are using our technology, our embroidery, and other skills of India to make exotic and gorgeous creations. If the Government helps giving exposure, we can become a compatible participant in coming two or three years. Young and new designers are actually not getting such exposure for which govt. has to stand out" she commented.

ON INCOMPETENCE OF INDIANS SHOWCASING TALENT GLOBALLY

"There is huge unavailability. Lack of sense of production with immense factory issues, labors issues and designing issues, we Indians lack behind. So designers need to be more focused, production has to be in-time, should learn to educate themselves, must learn from foreign visits", she stated. According to her, even FDCI couldn't do anything if such issues are not mended properly.

ADVICE TO THE NEWCOMERS

"Newcomers should find their own niche, their own field of market and bracket in that. For that tremendous efforts are vital. Always try to put things that are well priced and globally accepted". Stay tuned.

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FASHION DESIGNER

"Fashion should stand-out to be unique":

PALLAVI SINGHEE (FASHION DESIGNER)

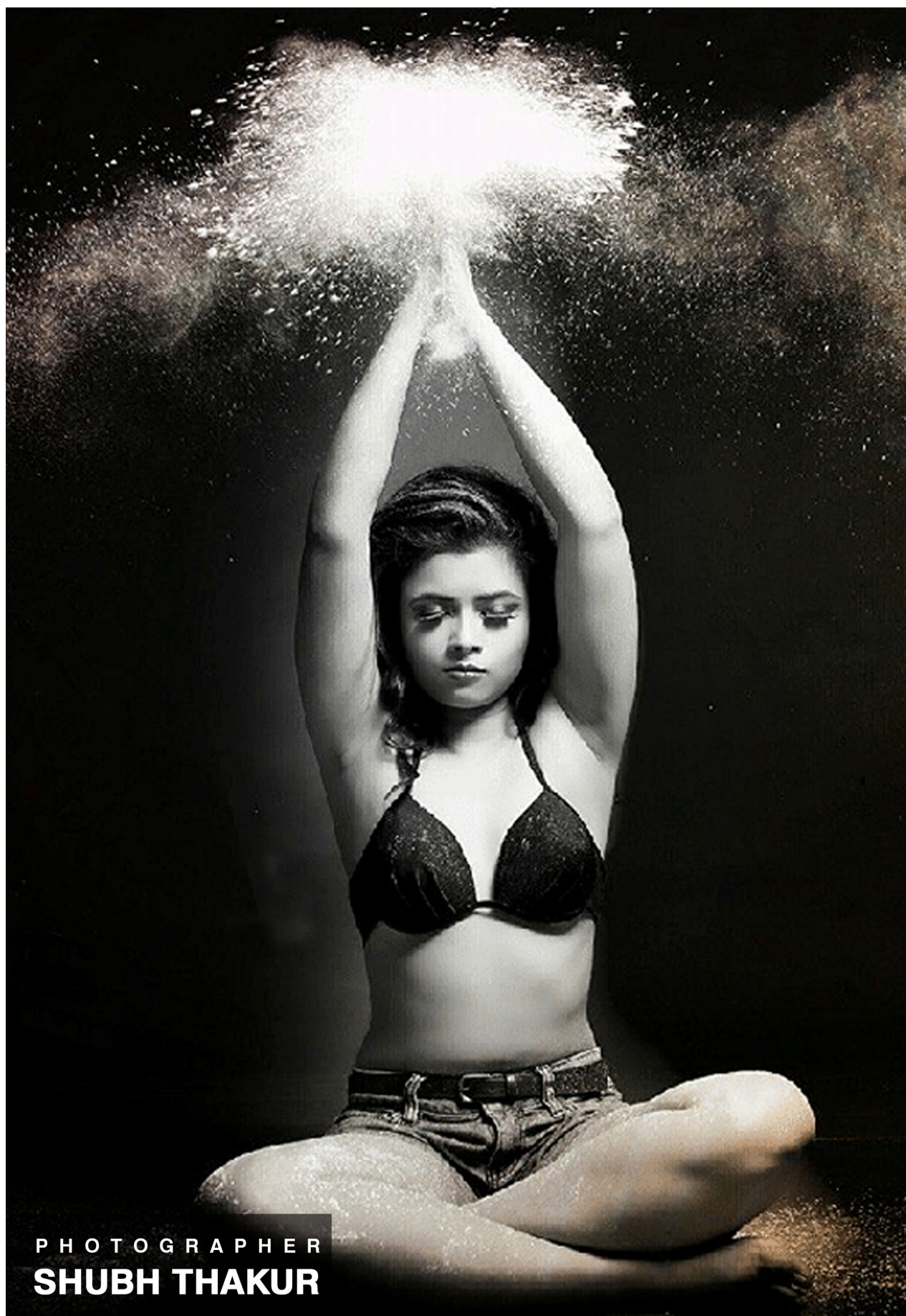


PHOTOGRAPHER

SHUBH THAKUR

Depicting emotions from the images is what the superb quality of Shubh Thakur. He is just one of the outstanding artists who visions to create incredible photos that can be treasured forever.





PHOTOGRAPHER
SHUBH THAKUR

MODEL MAHI



Sensuous, vivacious and alluringly beautiful Mahi has the talent to make eyes follow her. She with her charming personality and an active modelling talent is aspiring to rock the fashion industry.



MODEL-MAHI



DJ PIA

She is one of the awe-inspiring, multitale nte d budding artist. Being an amazing singer, DJ and a superbly talented model, she aspires to give the talent world a new definition.



DJ-PIA

J O B S

Company Name & Address: **XS PRODUCTIONS INDIA**
A-84, Sector-83, Noida

Company Description: Company is into Exhibitions & Trade Shows

Job Title: Social Media Content Writer

Job Type: Full Time

Job Category : Content Writer

Age Limit : N/A

Language : Hindi, English

Gender : Male & Female

City : Noida

Salary Range : Up to 3.25 LPA

Deadline : N/A

Job Description :

1. Flair for creative writing
2. Writing articles/ blogs/ info-graphics/-copies/Video Descriptions/ Reviews/ Stories on Trade shows and Trade shows Services
3. Writing/Editing/Proof reading/digital publishes the content written by him/her or team.
4. Command on Business communications in English and Mass communications.

Contact Details: 9560150028,
hr@xsproductions.in

Source: N/A

Company Name: **ABRAR PRODUCTIONS**

Company Description: We have started our journey with Short films and then plan to make a Hindi Feature Film in the near future. Our vision is to promote good quality cinema & spread social awareness. Our 1st short film tentatively titled 'Manav' is already in post-production. With a mission to nurture new & fresh aspirants we are looking for talented people to join our team in the journey ahead

Job Title: Director required for Hindi movie

Job Type: Full Time

Job Category : Directors

Document Required: Mail your 2 pics & audition links (for actors only) & work profile (for everybody)

Age Limit : N/A

Language : Hindi, English

Gender : Male & Female

City : Mumbai

Salary Range : As per Industry standards.

Deadline : N/A

Job Description : All Fresher's are welcome. Theatre Actors will be preferred.

Contact Details: aniket.kurne@gmail.com
or Whatsapp at 8080877668

Source: Through recruiter.

J O B S

J O B S

Company Name: **KIRTI MOTION PICTURESTIONS INDIA**

Company Description: Kirti Motion Pictures is a well-known production house which frequently delivers projects of film-making.

Job Title: Auditions for Upcoming Big Budget Bollywood Film - Actor

Job Category : Actor

Age Limit : 31-35

Language : Hindi

Gender : Male & Female

City : Delhi

Salary Range : 20000 - 50000

Deadline : 30 June 2016

Job Description : Auditions for Upcoming Big Budget Bollywood Film Urgently Required 'Male/Female Actors for Bollywood movie. A GoldenChance to work with Bollywood's Big Celebrities No Charge Apply. No Portfolio required. No ArtistCard required. No Age Limit. Date: DailyAuditions Till This WeekEnd (Shoot will start in this Month End) Audition Time: 11:30-6:30 PM Add: KirtiMotion Pictures Mumbai , 1st floor, Likhiram market, Noida near sect

Company Name: **MEDIAGAADI**

Company Description: Mediagaadi is an ever growing company and we are looking to hire a few Artist/ Graphic Designers on urgent basis. Please mail us your CV or tag graphic artist's you know.

Job Title: Graphic Designer for a growing company

Job Type: Full Time

Job Category : Graphic Designer.

Link: <https://www.facebook.com/photo.php?fbid=10154091700465853&set=gm.10154143869315505&type=3&theater>

Age Limit : N/A

Language : English

Gender : Male & Female

City : Mumbai

Salary Range : As per Industry Standards / Paid Internship.

Deadline : N/A

Job Description : Graphic Designer is required on urgent basis.

Contact Details: info@mediagaadi.com

Source: Facebook posting.

J O B S

Premium Clients



KIRTI MOTION PICTURE

Kirti Motion Pictures (KMP) is one of the unique production houses which believe in promoting and polishing raw talent and hence for providing them precise guidance started KMP Acting Studio.

KMP Acting Studio works for achieving perfection in art of film making by making the aspirants learn that art under supervision of finest and experienced artists of industry.

NIEM

NIEM - National Institute of Event Management is Asia's First and Best Event Management Institute offering the best Event Management Courses in Mumbai, Pune, Ahmedabad, Odisha, Jodhpur, Delhi and Kohlapur. It was formed to cater to the growing needs of the huge multi-dimensioned Event Management Industry in India. Event Management is done at a very huge scale in India. We have the greatest stage and television shows in the world. The growth of sophisticated and mega companies have brought forth a spurt of all types of events.



UMAK



The UMAK Centre for Culture was registered in the year 1993. The Centre hopes that the abiding values which Ustad Mushtaq Ali Khan Sahab so assiduously believed in, might be assimilated and be of benefit to the future generation, desirous of learning music and playing it with restraint and purity. The Centre has released some CD recordings and 2 books on music. Amongst its many welfare activities, the Centre has also helped the deserving artists financially who are in a distressed condition. Amongst its cultural activities which are undertaken throughout the year, UMAK Centre for Culture has by now presented more than 8 Big Music Festivals presenting both upcoming and renowned artists notable amongst them being Pandit Bhimsen Joshi, Ustad Bismillah Khan, Pandit Shiv Kumar Sharma, Pandit Birju Maharaj, Mr. Sivamani, Mr. Louis Banks and many others in the field.

Premium Clients



*Aaradhya Dance
Academy*

raj sound
event



Jagdamba Printers

Shalini Mehra
(Make up Artist)



GC Media Pvt. Ltd.



Swadesh Films Institute



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www.utopeen.com

OUR PARTNERS



Lead



Social



Online Media



Outdoor Promotion

Contest Valid till 30th June 2016