

#AVIDWORKSHOPS x Juggernaut Books present a workshop on the fabulous world of Fashion Journalism with ex-Femina Editor Sathya Saran and Harper's Bazaar Editor Nonita Kalra

For immediate release

“Fashion is instant language, ” says Miuccia Prada and yet, it takes a varied skill set a discerning eye as well as a generous dose of passion to write about fashion in a way that brings it to life, puts style into cultural context and helps readers navigate and predict trends. In the competitive world of fashion journalism, you need to be able to stand out as much as the distinctive styles you would be writing about.

Our next workshop offers insights from two experts who have mastered the true convergence of written skills, discerning abilities and passion to excel in this specialist industry.

The description of the workshop is as below:

Avid Learning and **Juggernaut books** present a unique opportunity to explore the many facets of reporting on all things stylish to fans and fashionistas the world over.

Learn how to report on the biggest fashion shows, keep fashion-lovers everywhere abreast with the latest trends and give lifestyle, fashion and beauty tips in a fun and engaging way with *Author and Journalist Sathya Saran*. Sathya will share personal insights from her years of experience with Femina Magazine and Femina Miss India Contest (FMIC), Me magazine, and as a visiting faculty member at NIFT, Mumbai.

Sathya will be joined later in the session by special guest speaker, *Editor-in-Chief of Harper's Bazaar India*, **Nonita Kalra**. Nonita will introduce participants to new cutting edge platforms for fashion journalism and explain how the field evolving with the advent of digital media.

Highlights include:

- Fashion journalism as a specialism within journalism

- Key concepts and technologies
- Research and Fashion Journalism
- Investigative and campaigning journalism;
- Learn to craft 'how to' features; list-making; surveys;
- Fashion journalism as critique

This is the third in our new series of writing workshops in collaboration with Juggernaut Books, to help bring out the inner author in you. These workshops are lead by some of the most well-regarded authors and experts, and aim to explore and demystify every aspect, technique and convention of writing for and publishing in popular genres. Publisher and Founder of Juggernaut Books, Chiki Sarkar, and Literary Agent Urmila Dasgupta kicked off the series with a workshop on how to get published. Next, Author, Journalist and Columnist, Bachi Karkaria and Author and Journalist Raghu Karnad schooled participants on writing creative non-fiction. Coming up later this month, Author and Blogger, Kiran Manral will conduct a workshop on writing across different platforms.

Join us for our next workshop that is sure to be fashionably fun while exploring the exciting world of fashion media.

Where: Essar House- Podium, 11 KK Marg, Mahalaxmi, Mumbai 400034

When: Saturday, 5th May, 2018; 10:00 AM – 4:00 PM

Fee: Rs. 1000 (including lunch) | Rs 750 for students with valid Student ID

RSVP: avidlearning@essarservices.co.in / www.avidlearning.in/ +919769937710 (prior registration required)

Press Email/ Call: Ayesah Dadachanji on ayeshah.avid@gmail.com / +91 9820155297

#AVIDWORKSHOPS

Juggernaut

AVID LEARNING
An ESSAR Initiative



FASHION JOURNALISM

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Highlights

- Fashion journalism as a specialism within journalism
- Key concepts and technologies
- Research and Fashion Journalism
- Investigative and campaigning journalism;
- Learn to craft 'how to' features; list-making; surveys;
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Date : Saturday, 5th May 2018

Time : 10:00 AM to 10:30 AM - Registrations and Refreshments | 10:30 AM to 4:00 PM – Sessions

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About the Instructors

Sathya Saran is a renowned journalist and currently serves as the Consulting Editor at Harper Collins Publishers India. She is also the Executive Director, Encyclomedia and a Freelance Writer and Columnist. Sathya has edited Femina Magazine for 12 years and been on the Board of governors of NIFT. She is currently also Adjutant Professor at NIFT, Bombay where she teaches Fashion Journalism. She has written biographies on director Guru Dutt, S.D. Burman and ghazal singer Jagjit Singh. Her biography, 10 years with Guru Dutt: Abrar Alvi's Journey, was on the nomination list for the national Film Awards. She has authored a book of short stories, Night Train and other Stories and From Me to You: on love, life, learnings. Sathya has won numerous awards such as the Bharat Nirmal Award for Excellence in Journalism, Mahila Shiromani Award for Journalism, Most Significant News Story of the Year, and the Best Fashion Writer Kingfisher Award.

Nonita Kalra has over two decades of media experience, in print and television and is an influencer in fashion, beauty and lifestyle. Currently the editor of Harper's Bazaar India (since March 2015), she has worked with organisations like India Today, Business World, UTV, BiTV, Mans World and The Indian Express. She was the Editor-in-Chief of ELLE India for nearly 13 years (till December 2012); her ideas and initiatives shaped careers and launched trends. From January to October 2013, she consulted on a special beauty project with Godrej Consumer Products Ltd -- working on building a new brand. In 2015, she consulted with the Fashion

Design Council of India on two fashion weeks. Nonita has also written columns for Forbes Life, The Economic Times & The Indian Express.

About Partners

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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Juggernaut Books- Focused on the growing mobile usage in India, Juggernaut Books aims to give authors both a digital and a physical platform. Its mobile technology and list obsessively engage both a serious reading audience and the new mobile audience. Juggernaut's authors include Arundhati Roy, William Dalrymple, Prashant Kishor, Twinkle Khanna, Sunny Leone, Rujuta Diwekar, Husain Haqqani, Svetlana Alexievich, Rajdeep Sardesai, Rajat Gupta, Kanhaiya Kumar and Sourav Ganguly. Juggernaut launched its physical list in June 2016. The JuggernautApp has been live on Android and iOS since April 2016 and the website since November 2016. It has recently launched a writing platform as well as Hindi content. More information on www.juggernaut.in