

Fashion Council WICCI



**WOMEN'S INDIAN CHAMBER
OF COMMERCE AND INDUSTRY**
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*Welcoming
Council Members to
WICCI*

*President, Vice President
and 20+ Nominated
Council Members*

Snigdha Binaykia National President, Fashion Council

Snigdha Binaykia, a fashion enthusiast and an astute business professional has been in the fashion domain for over 21 years. Graduated in commerce, she studied her design from National Institute of Fashion Technology and pursued her mass communication/journalism from Symbiosis. Her textile skills came from her learnings at National Institute of Design. She has had the opportunity to work with some of the leading corporate houses such as Tata Group, Mahindra Group, Future Group to name a few along with some of the most coveted brands - GAP, The Children's Place, Destination Maternity and more in lead roles. Her expertise has been in setting up and establishing fashion brands through the global landscape. Her journey began with a NGO – SEWA and from there came in the vision of women empowerment . Over the past years she has been instrumental in the growth of some of the best names in the fashion industry. In addition, she also headed the fashion clothing vertical with The Times of India Group. Having achieved several milestones and being on the advisory panel of some major organizations, she now is the founder and creative director of her own fashion luxury brand – Oyl and The Indian Irish, featuring her contemporary writing works.



Arunima Gangadharan, National Vice President, Fashion Council

Arunima Gangadharan comes with an experience of 15 plus years in the Fashion industry and has graduated in Engineering. She has worked with global brands such as Ralph Lauren, Tommy Hilfiger and Giordano. Her area of competence has largely involved collaborating, co-creating and stimulating diverse global teams and managing resources based on design requirements, capability and skill set. Currently self employed, she is a co partner with a start up company.



Yamina Zehra, Fashion Council

Yamina Zehra works at AppViewX as a user experience researcher in Product Engineering. She has a degree in commerce and is pursuing a Masters degree in Design from National Institute of Fashion Technology, Bengaluru.



Shruti Arora, Fashion Council

Shruti Arora is working with Myntra as a Senior Manager. She has a B.Tech degree and has pursued her Masters in Fashion design from National Institute of Fashion Technology, Bengaluru.



Ayushi Chugh, Fashion Council

Ayushi Chugh has a degree in Textile design and is pursuing her Masters in design at National Institute of fashion technology, Bengaluru.



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Krishna Sukumaran, Fashion Council

Krishna Sukumaran is a Fashion and Lifestyle Accessory student from National Institute of Fashion Technology, Bengaluru. She follows the motto of “Empathy elevates humanity”.



Malvika Nayak & Fashion Council

Malvika Nayak is a Fashion Design Student at National Institute of technology, Bengaluru and passionate about crafts and textiles. She is enthusiastic about sustaining traditional crafts and culture through innovative design.



Sharanya Agarwal & Fashion Council

Sharanya Agarwal is a Knitwear Design Student from National Institute of Technology and is kindled by everything art, design, culture and technology.



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WEF is a platform for 'Business Beyond Borders.' SHEconomy is e-commerce for women worldwide in Goods & Services for 'Commerce Beyond Borders'



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