

SRI VENKATESWARA COLLEGE (UNIVERSITY OF DELHI)

EVENT REPORT

NAME OF THE EVENT: Visit to Select City Mall				
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME	
15th February 2024	Sociology	NA	Rahul Jha	
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid	
1:00 p.m. to 3:30 p.m.	National Museum, Delhi	15	Outdoor; Offline	
FINANCIAL SUPPORT/ASSISTANC E (if any):	No			

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	Visit to Select City Mall, New Delhi
OBJECTIVES	
	Familiarizing GE: Sociology of Fashion, 4th Semester students with hands-on field experience to explore and analyze the socio-economic and cultural aspects related to fashion within the expansive and multifaceted shopping mall and reflect on facets like consumerism, urban development, and social inequality.
METHODOLOGY	The visit was organised for General Elective (GE):
	Sociology of Fashion students of Semester 4. Observation and recording the visual & written memory of Sociologicas aspects related to Fashion and ethical implications related to Global brands and sustainability issues related to objects of aesthetic importance was emphasised.

INVITED SPEAKERS WITH AFFLIATION DETAILS (IF ANY)	None
OUTCOMES	
	The field visit to Select CityWalk provided a comprehensive understanding of the socio-economic and cultural dimensions of fashion in an urban Indian context. By examining the mall through the lenses of social differentiation, class distinctions, gender, global supply chains, and sustainable fashion, we gain valuable insights into the complex and multifaceted nature of Fashion. Development of lens of Critical scrutiny of conspicuous consumption based culture, and appretiation of Indian concept of need based consumption and importance of local.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters √	2 Number of Participants & Name of participants √	3 Video clip	$\begin{array}{c} 4 \\ \text{Photos} \\ \checkmark \end{array}$	5 Feedback Form & analysis
6 News clip with details	7 Sample Copy of the Certificate √	8 Posters/ Invites	9 Event report Attested by Event Coordinator & IQAC Coordinator √	10 Any other document

IQAC Document No: IQAC/SVC/2023-2024/SOC/ 12	Criterion No: II, III
Departmental file no: SOCIOLOGY/2023-2024/SOC/12	IQAC file No: SVC/2023- 24

NAME OF	NAME OF HEAD/	IQAC COORDINATOR (SEAL &
TEACHER &	COMMITTEE INCHARGE &	SIGNATURE)
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For

Reference

Criterion I	Curricular Aspects (planning	Criterion	Student Support & Progression
	& Implementation)	V	
Criterion II	Teaching Learning &	Criterion	Governance
	Evaluation	VI	
Criterion III	Research, Innovations &	Criterion	Institutional Values & Best
	Extension	VII	Practices
Criterion IV	Learning Resources and		
	Infrastructure		

REPORT

Report on the Sociology of Fashion at Select CityWalk, Saket, Delhi

On 15th February 2024, a field visit to Select CityWalk, an urban entertainment center located in Saket, Delhi. This visit aimed to explore and analyze the socio-economic and cultural aspects related to fashion within this expansive and multifaceted shopping mall. Select CityWalk spans 1.3 million square feet, featuring three floors of office space, a six-screen multiplex, serviced apartments, and a variety of zones dedicated to different consumer demographics. This report delves into the implications of such a space for understanding fashion in a sociological context, drawing on theories from Georg Simmel, Diana Crane, and other relevant concepts.

Socio-Economic and Cultural Aspects

Fashion and Social Differentiation

Georg Simmel's theory on fashion suggests that fashion serves as a means of social differentiation and imitation. Select CityWalk epitomizes this theory, with its zoning strategy creating distinct spaces for families, youth, and

celebratory events. The diverse range of stores caters to various social classes and tastes, illustrating the dynamic interplay between individuality and conformity. High-end boutiques, fast fashion outlets, and local designer stores coexist, offering consumers the opportunity to express their identity and social status through clothing choices.

Fashion Consumption and Class Distinctions

Diana Crane's work on fashion and class distinctions highlights how consumption patterns reflect and reinforce social hierarchies. Select CityWalk's layout and store selection mirror the socio-economic stratification of its clientele. The presence of luxury brands signifies affluence and exclusivity, while more affordable fashion chains indicate accessibility for a broader audience. This spatial organization allows for a nuanced observation of how different classes interact with and within the mall, providing insights into the consumption habits that underpin fashion's role in social stratification.

Gender and Fashion

The mall's offerings also shed light on gender differences in fashion consumption. Women's fashion stores outnumber those for men, reflecting broader market trends and societal expectations regarding gender and appearance. The variety of services, including beauty salons and spas, further underscores the gendered nature of fashion consumption, where women are often targeted as primary consumers. This gendered consumption pattern resonates with historical and contemporary discourses on fashion's role in shaping and expressing gender identities.

Global Supply Chain and Sustainable Fashion

Select CityWalk serves as a microcosm of the global fashion supply chain, showcasing brands that rely on complex international networks for production and distribution. This site provides a tangible context to discuss issues related to sustainable fashion, such as the environmental and ethical implications of fast fashion. While some stores offer sustainable options, the prevalence of fast fashion highlights ongoing challenges in promoting eco-friendly consumption practices. The juxtaposition of sustainable fashion brands against conventional ones sparks important conversations about consumer awareness and responsibility.

Cultural Expressions through Fashion

Fashion at Select CityWalk also reflects the cultural diversity of Delhi. The mix of traditional Indian attire and Western fashion illustrates the blending of global and local influences. This cultural amalgamation is evident in stores offering contemporary takes on traditional garments, catering to a clientele that values both cultural heritage and modernity. The open plaza and celebration zones often host cultural events, further integrating fashion with cultural expression and community engagement.

Ethical Considerations

The existence of a high-end shopping mall like Select CityWalk also brings to the fore controversies related to consumerism, urban development, and social inequality. The concentration of wealth and luxury within this space contrasts sharply with the socio-economic realities outside its walls. This discrepancy raises ethical questions about the role of such establishments in exacerbating social divides and the responsibility of businesses in promoting inclusive growth.

Conclusion

The field visit to Select CityWalk provided a comprehensive understanding of the socio-economic and cultural dimensions of fashion in an urban Indian context. By examining the mall through the lenses of social differentiation, class distinctions, gender, global supply chains, and sustainable fashion, we gain valuable insights into the complex and multifaceted nature of fashion consumption. This site serves as a powerful example of how fashion functions not merely as a form of personal expression but as a significant social and cultural phenomenon, reflecting broader societal trends and issues.

Geotagged Photos

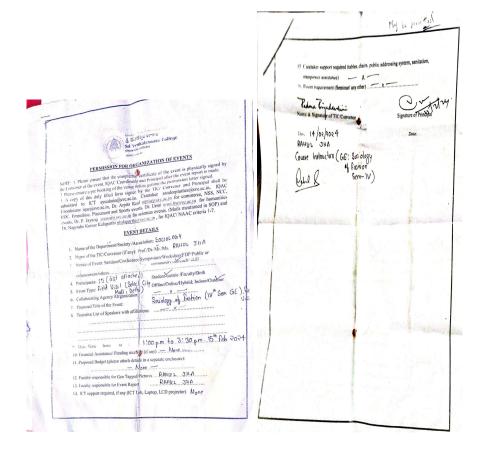


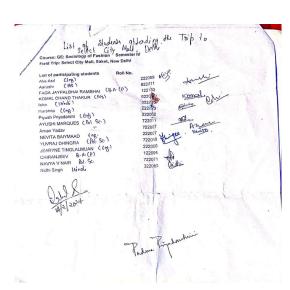






Notice and Letters







TITLE OF THE EVENT: PIELD VISIT: SELECT CITY MALL

DATE OF THE EVENT: 15th Peb. 2024

NAME OF THE DEPARTMENT/ SOCIETY: SOCIOLOGY

NAME OF THE EVENT COORDINATOR: RAHUL JHA

s.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
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CERTIFICATE

This is to certify that the Select City Mall, Delhi Visit for GE: Sociology of Fashion, Semester IV was successfully conducted on 15th February 2024 from 1:00 p.m. to 3:30 pm by Department of Sociology in the Offline mode and its event report has been submitted to IQAC for records.

QAC Coordinator Coordinator, IQAC Sri Venkateswara College (University of Delhi) Dhaula Kuan, Naw Delhi-110021