

Become a **COMPLETE
CREATIVE
PROFESSIONAL**



Bachelor's and Master's Degree Programs



India's Leading Institution For Creative Education

Established in 1993, Pearl Academy is globally renowned for enabling entrepreneurship and employability by empowering creative minds. We have evolved with technology and strategic shifts to hone skills and raw talent for the ever-changing creative needs of the industry.

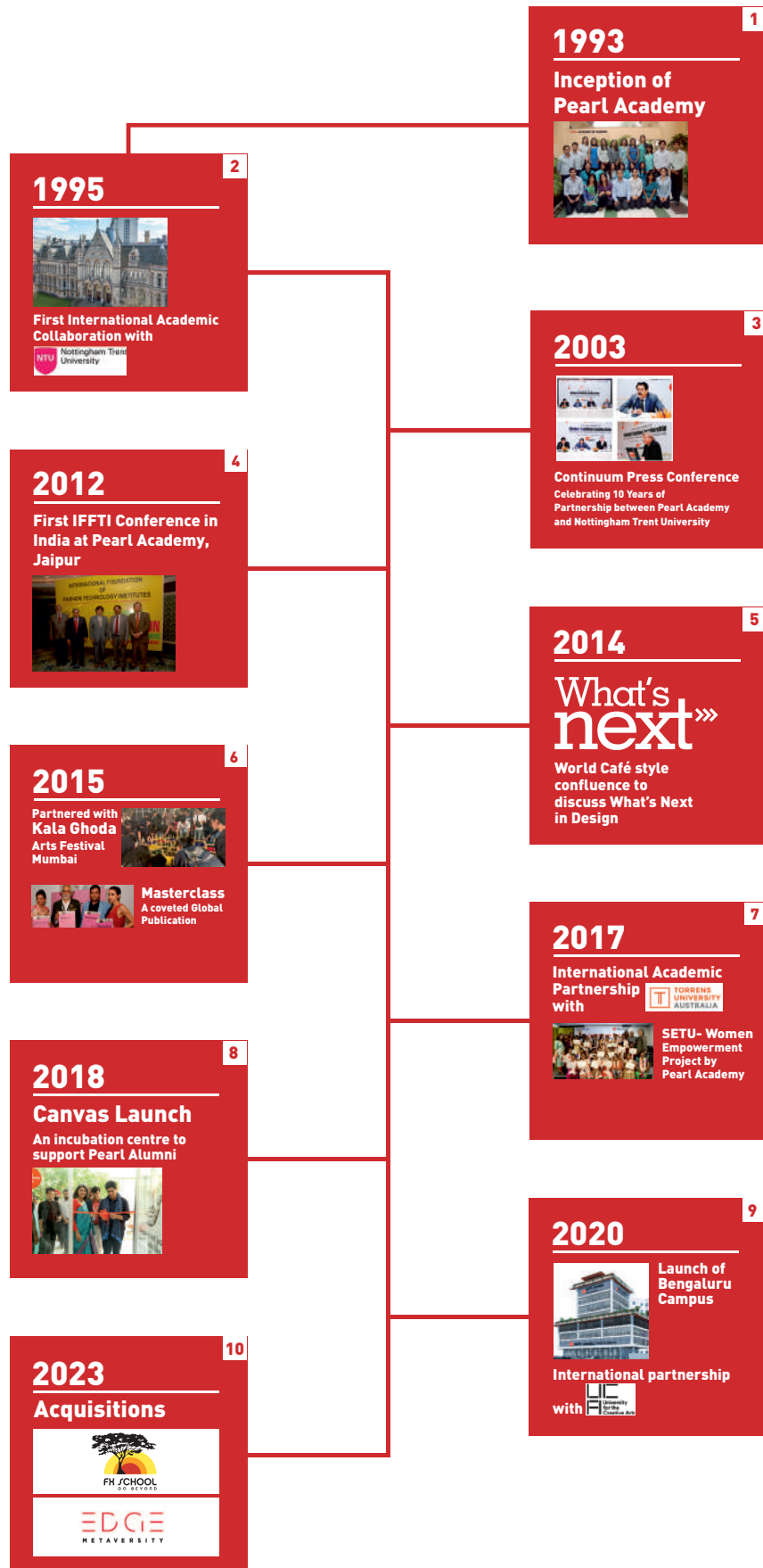
Enabled by Creative Arts Education Society (CAES) - RGNIYD MoU, students at Pearl Academy campuses will get B.Des., BBA, M.Des. and MBA Degrees, effective 2024 intake.

The Rajiv Gandhi National Institute of Youth Development (RGNIYD) is an Institution of National Importance under the Ministry of Youth Affairs & Sports, Government of India.

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Legacy Wall



Global Immersion[#]

The curriculum includes a 2-week international exposure program to the UK, USA, and Italy for all bachelor's degree students.

Tech Expertise

Tech-driven and future focused curriculum and pedagogy.

School For Life

Life skills training for holistic development.

Start-Up Support

Runway incubator to help convert ideas into viable businesses.

99% Placement in 2023

Top recruiters from leading industries.

Lifetime Placement Support*

Best opportunities for career advancement.



Unreal Engine authorised campuses.

Strong Industry Connect and Alumni Network

Gain real-time industry insights and expand your network.

*T&C apply! [#]For Bachelor's Students, 2024 Intake

Awards and Recognitions



**No.1
Fashion College
in India***

India Today, Outlook &
The Week, 2016 - 2024



**Best
Design Institute
in India**

ASSOCHAM, 2016 - 2023
Education World, 2022
World Leadership Congress, 2021
ET Now, 2017



**No.1 for
Innovation in
Creative
Education**

Adobe Education Leaders
Summit, 2020



*Ranked No.1 Under Private College Category

Global Immersion

2-Week International Exposure* in the US, UK and Italy included in the curriculum.



Cultural Exposure | University Certified Workshops
Real-Time Industry Exposure | Museum Workshops

International Exchange



Credit Transfer For International Bachelor's Degree Program



Master's Progression For International Degree



Summer School Program and Semester Abroad Program



*For Bachelor's Students, 2024 Intake

Immersion Program

For Design and Business Students



LONDON



PARIS



MILAN



NEW YORK

Pearl Academy Alumni Showcase at London Fashion Week



FASHION STYLING



FASHION DESIGN



FASHION COMMUNICATION



Tech Expertise

Expand your creative horizon with tech-driven curriculum

To remain at the forefront of evolving technology, all our programs are meticulously designed with a tech-driven and future-focused pedagogy and 35% of credits are dedicated to tech-driven curricula. All our programs feature courses in Web 3.0, AR/VR with access to state-of-the-art infrastructure, labs, softwares for hands-on learning to empower you for the next digital age.

The Tech Advantage At Pearl



Adapting to technological advancements

1



Digital literacy and skill development

2



Integration of technology in the curriculum

3



Tech led Innovation and collaboration

4

Explore our Tech-inclusive Curriculum



Our tech courses include:

- | Web 3.0 and Metaverse
- | Artificial Intelligence and Machine Learning
- | AR/VR (Augmented Reality/Virtual Reality)
- | Adobe XD and Figma
- | ChatGPT and Midjourney
- | Python, 3D Printing and more




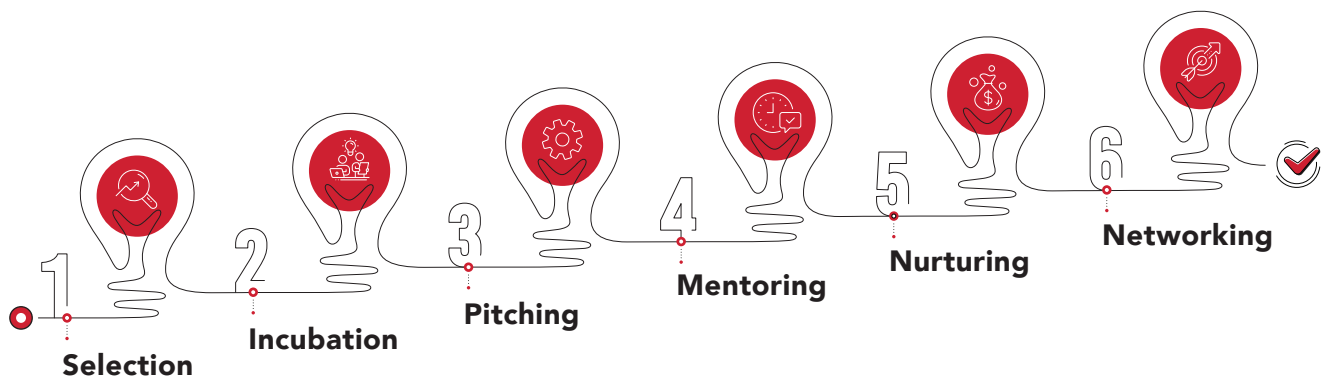
Start-Up Support Through **Runway**

This mentor-driven incubation program offers intensive support and resources to fuel your entrepreneurial journey, transforming ideas into viable businesses.


80+ Start-ups
Supported


16 Start-ups
Funded


50+ Entrepreneurs
Created



School For Life

We believe in holistic development of students across all programs through life skills. Our School for Life curriculum integrates essential life skills into core learning. It begins with basic communication and progresses to cultivating self-awareness and empathy for adaptive leadership. We are committed to fostering all-round personality development and personal branding along with social responsibility by instilling values that drive positive transformation. An important attribute of our life skills curriculum is financial literacy that allows you to make critical financial decisions as you transform into a complete creative professional.



Communication Skills

Non-Verbal Communication, Spoken and Written, Negotiation Skills, Professional Communication



Emotional Intelligence

Self-Awareness and Empathy



Financial Acumen

Budget Planning, Investing Basics and Personal Finance



Analytical and Problem-Solving Skills

Problem Solving, Creative Thinking and Critical Thinking



Deans



Antonio Maurizio Grioli

Dean – Fashion, Business, Interiors

A fashion patron, creative artist and visionary thinker with over 40 global awards, Antonio is an Italian designer with an academic journey that spans over 15 years in Europe and Asia. His experience and expertise include creative direction, envisioning and strategising curriculum in design studies.



C B Arun Kumar

Dean – Communication Design, Film, Gaming

With over 30 years in the Animation and Visual Effects industry, Arun is a National Award-winning director renowned for his work on India's first sci-fi TV series 'Space City Sigma.' He has worked in various capacities for leading media houses like TV18, Moving Picture Company, Maya Entertainment and more, including notable collaborations with Ram Gopal Verma.



Ravi Mokashi Punekar

Dean Emeritus – Product Design

Prof. Mokashi, an alumnus of IIT Bombay, has over 35 years of experience in Product Design Education. He served as the Former Head of Department of Design at IIT Guwahati and served as Chairman and Faculty of Industrial Design at the National Institute of Design, Ahmedabad. He also led an MHRD sponsored project at IIT Guwahati, collaborating with IDC School of Design, IIT Bombay, and NID, Bangalore.



Arun Kumar Bhardwaj

Dean – Product Design & Foundation

An engineer with 30 years of diverse experience across industries and global regions, Arun is known for his prowess in New Product Development, Product Engineering, Process Engineering, Engineering Systems, and Lean Manufacturing. He has held senior positions in prestigious organisations like Kohler India Corp. Pvt. Ltd and more.



Emanuel Maia

Dean – Technology & Innovation

Bringing over 15 years of Product Designing experience, Emanuel specialises in Circular Product Design, UI/UX, CMF, DFM and DFA. He has been honoured with global accolades by Bombardier, Swirl, Swarovsky Optik, Pottinger, Miele, Rigips Saint Gobain and Shape 2019.

Associate Deans



Prasanna Baruah
Fashion Design & Textile Design

With more than 25 years of experience in nurturing young creative talents, Prasanna began his career with mass-manufacturing apparel. He later transitioned to becoming a fashion illustrator, collaborating with renowned designers and leading apparel brands. He is passionate about empowering students with multi-disciplinary, cross-cultural learning opportunities, preparing them effectively for the industry.



Shalini Gupta
Fashion Styling & Beauty

Shalini Gupta has over 23 years of expertise in design and styling for magazines, TV, and celebrities. She co-founded and served as Head of Design (2000-2015) at 'What's Pink', a distinguished fashion accessories label. She also spearheaded a British Council-funded project in collaboration with Manchester Metropolitan University, aimed at digitally elevating Indian craft products.



Meha Jayaswal
Fashion Communication, Fashion and Lifestyle Business Management & Global Luxury Brand Management

With over 24 years of experience in the fashion and media industry, Meha Jayaswal excels in curriculum research, planning, and pedagogy. She made significant contributions to India's leading stock market magazine, Dalal Street Investment Journal, and served as a Trade Communications Executive for the International Wool Secretariat, with a focus on India and Southeast Asia.



Dr. Preetha Ravi Sree
Interior Design

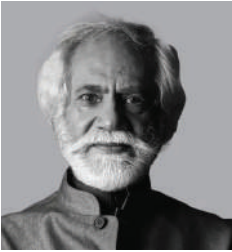
Dr. Preetha has over 23 years of expertise in both architecture and interior housing projects, blending industry and academia seamlessly. Recognised as the Exemplary Academic Leader for 2022 by Centre for Education, Growth and Research (CEGR) and featured in Business Talkz magazine as Notable Women Personalities of 2024, she plays a pivotal role in preparing students for success in Interior Design.



Dr. Preeti Yadav
Communication Design

With 18+ years of teaching and research experience, Preeti holds a Ph.D. in Visual Communication from IIT Guwahati. She has served as a visiting research fellow at Politecnico di Milano, Italy, and as a professor at universities in Delhi NCR. Her work was awarded as 'The Best Paper' at ICCVAD 2018 and 'Distinguished Paper' at ICORD'17.

Advisory Board



Sunil Sethi
Chairman, FDCI
(Fashion Design
Council of India)



Surya Vanka
Founder, Authentic
Design & Chair-elect,
Industrial Designers
Society of America



Rajiv Makhni
Gadget Guru,
Technology Journalist,
Writer & Analyst



Darshan Mehta
President & Chief Executive,
Reliance Brands



Gaurav Gupta
Premier Couturier &
Celebrity Designer



Anjali Bhushan
Writer, Director,
Producer, Head Creative
Content & Production,
Viacom18 Studios



James Ferreira
Indian & Bollywood
Fashion Designer



Arun Sirdeshmukh
SVP & Global
Business Head,
Ola Electric



Ganesh Subramaniam
Founder & CEO,
Stylumia



Seema Mahajan
President, Studio of
Fashion & Craft by
Usha International



Satish Gokhale
Founder Director,
Design Directions Pvt. Ltd.



Prasad Ajgaonkar
Libertarian Entrepreneur,
Award Winning Technology
& Entertainment
Entrepreneur, CEO,
I Realities Technology
Pvt. Ltd.



Ali Fazal
Actor



Pradyumna Vyas
President-Elect, World
Design Organization



Brinda Miller
Chairperson, Kala
Ghoda Association



Nikhil Malhotra
Chief Innovation Officer,
Creator of Makers Lab,
Creator of BHAM
(Bharat Markup Language),
TEDx Speaker, Author,
WEF AI fellow, Ex-IBM



Sonal Kalra
Journalist & Author,
Hindustan Times



Baarish Vasant Date
Architect & Co-founder,
Graphics Beyond
(Designed Ram Mandir's
way finding signages)



Anuj Prasad
Co-founder, Desmania
Design Pvt. Ltd.



Jashish Kambli
Executive Partner & Founder,
Future Factory



Reboni Saha
Product Design Head,
Mozaic Design



Prasad Bidappa
Fashion Stylist &
Choreographer



Abhijit Bansod
Design Entrepreneur,
Founder - Studio ABD,
Tigoona, Mubhi



Vibhor Sogani
Indian Artist &
Product Designer

And More...

Alliances



Industry In Classroom



Sara Sozzani Maino
Deputy Director of Vogue Italia
and Head of Vogue Talents



Bobbi Brown
International Makeup Artist,
Author & Philanthropist



Mohd Yaman
Product & Solution Expert,
Adobe



Erik-Jan Middelhoven
Design Manager, IKEA India



Gaurav Khanijo
Designer & Founder,
Khanijo



Anju Modi
Fashion Designer



Adrien Yakimov Roberts
Director Of Education,
Accademia Costume & Moda



David Goldsmith
Asst. Professor,
Parsons (USA)



Stefano Mirti
President Fondazione,
Milano



Clare Mcturk
Principal Lecturer,
MMU (UK)



Charudutt Chitrak
Fashion Photographer



Devika Chhabra
Human Resource,
Chanel

And More...

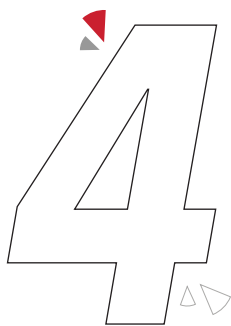
Bachelor's and Master's Degree Programs



Enabled by **CAES – Rajiv Gandhi National Institute of Youth Development**

(An Institution of National Importance) MoU, students at Pearl Academy

campuses will get Bachelor's and Master's degrees, effective 2024.



Year Bachelor's Degree Programs

B.Des. in Fashion Design

B.Des. in Textile Design

B.Des. in Fashion Styling

B.Des. in Fashion Communication

B.Des. in Interior Architectural Design

B.Des. in Communication Design

SPECIALISATIONS

Graphics | Animation and VFX | UX/UI Design | Game Design

B.Des. in Product Design



Year Bachelor's Degree Programs

BBA in Fashion and Lifestyle Business Management

BBA in Global Luxury Brand Management

BBA General - New Course!



Year Master's Degree Programs

M.Des. in Fashion Design

M.Des. in Fashion Styling

M.Des. in Fashion Communication

M.Des. in Interior Design

M.Des. in Communication Design

M.Des. in Product Design

MBA in Fashion and Lifestyle Business Management

MBA in Global Luxury Brand Management

MBA General - New Course!



Communication Design

B.Des. and M.Des. Degree Programs

This program immerses you in brand communication and evolving cultural and behavioural insights to enrich visual language across diverse channels. It encompasses fundamental and historical aspects of design, advanced applications in branding and advertising, and the integration of problem-solving and analytical skills through practical, design-focused projects. Our comprehensive curriculum is complemented by experienced faculty, industry experts, international exposure, and state-of-the-art labs-all geared towards transforming your concepts into tangible realities in animation, VFX, UX/UI design, and game design.

Specialisations*

Graphics | Animation and VFX | UX/UI Design | Game Design

Program Highlights

Live industry projects with Tech Mahindra, Realme, Oppo, Condé Nast, etc.

Notable alumni at CRED, Airbnb, IBM, Condé Nast, PhonePe, etc.

Alliances with Unreal Engine and IAMAG

Unreal Engine authorised trainers and campuses



Explore More

Career Opportunities

UX/UI Designer
Animator

Art Director & Creative Head
Video Game Designer

Product Marketing Manager
Brand Strategist

And More...

Student Work



CognitoScape - An ADHD Management Ecosystem

The CognitoCube is a gamified IOT device designed to aid medication adherence for ADHD patients. The CognitoScape App works in tandem with the FocusCube, providing slow gaming activities and tools for medication management and tracking progress.

By Shreya Dutt

Financy - A Financial Literacy App

Financy is a mobile platform with a modern, engaging interface encompassing 3D elements and glassmorphism to make financial education more accessible and enjoyable.

By Tanmeet Kaur



And More...



Fashion Styling

B.Des. and M.Des. Degree Programs

The Fashion Styling programme offers a comprehensive curriculum covering personal styling, commercial styling, costume design, and editorial styling and fashion art direction. It equips students with the knowledge and skills needed to excel in various facets of the fashion industry. In India, the fashion industry is growing rapidly due to increasing disposable incomes and changing consumer preferences. There is a rising demand for fashion styling services from individuals seeking personalised fashion advice, brands aiming to enhance their visual identities, and media outlets creating engaging fashion content. Globally, the fashion industry is a multi-billion-dollar market, with styling playing a crucial role in shaping trends, promoting brands, and influencing consumer behaviour. As the digital landscape expands, there is a growing need for skilled fashion stylists who can navigate various platforms and mediums. The Fashion Styling programme addresses this demand by providing students with the necessary expertise to cater to diverse clientele, collaborate effectively with industry professionals, and contribute to the creative evolution of fashion styling both in India and globally.

Program Highlights

Work experience at London Fashion Week, Lakmé Fashion Week, India Couture Week etc.

Alumni working with Vogue, Yashraj Films, Amazon Prime etc.

Notable alumni include influencers like Sakshi Sindhwani, Roshni Bhatia, Kompal Matta Kapoor, etc.

Partnership with MAC Cosmetics for beauty module



Explore More

Career Opportunities

Fashion Editorial Stylist
Stylist For Brands

Costume Designer
Personal Stylist

Fashion Art Director
Stylist For E-Commerce

And More...

Student Work



A Conceptual Photo Shoot - Urban Bloom

Anam Khan's Vogue Italia and Malvie Magazine featured work pays homage to India's most revered artistic geniuses, including M.F. Hussain, Tayeb Mehta, and Amrita Shergil. She has captured their essence and influence with a modern, culturally contemporary finesse. Anam has created a visual dialogue that bridges past and present, offering a fresh perspective on the intersection of art and fashion.

By Anam Khan

Qalaa - Art in Motion

Featured by Vogue Italia, this editorial beautifully encapsulates the essence of a girl who embodies art itself. With soft lighting and natural settings, we unveil the raw emotion and captivating presence of Qalaa. Each frame offers a glimpse into her world, where every emotion and gesture exude the beauty and power of her being. Through candid shots and intimate close-ups, we evoke a sense of wonder and admiration, inviting viewers to connect with Qalaa's enchanting spirit. She effortlessly emanates grace and allure, serving as the living embodiment of art.



By Tanisha Kalra

And More...



Fashion Communication

B.Des. and M.Des. Degree Programs

As India's sole interdisciplinary multimedia fashion communication program, this course goes beyond trends with a deep dive into the narrative of fashion, shaping cultural conversations and media futures. The curriculum is designed under the guidance of industry experts that helps you lead, influence, and communicate the language of fashion with authority and creativity. You will unveil the inner circle of fashion with access to exclusive insights and conversations with some of the biggest names of the fashion industry. The program highlights in-person learning while also having online/hybrid schedules for collaborative projects.

Program Highlights

Curriculum includes 360-degree communication across all media formats

Alumni holding key positions at Harper's Bazaar, Vogue, Nicobar, Elle and more

Industry partnerships with National Film Development Corporation, FDCI, SnapChat, Media & Entertainment Skills Council



Explore More

Career Opportunities

Fashion Photographers

Fashion Editors/Journalists

Fashion Filmmaker

Event Designer

Visual Merchandiser

Fashion PR Specialist

And More...

Student Work



An Art-House Short Film - Dear Panic

The Project focuses on the core concept of anxiety and outlines the journey of the protagonist as she goes through an endless chain of anxious thoughts.

By Anisha Dua

Collab Project: Nintendo x Super Mario

An exclusive limited edition sneaker collaboration with Nintendo and Illumination's The Super Mario Bros movie. By harnessing the imaginative and vibrant aesthetic of Super Mario, it infuses Moschino with a radical and playful spirit, creating the ultimate sneakers for dedicated Mario enthusiasts.

By Rashi Jogani



And More...



Fashion Design

B.Des. and M.Des. Degree Programs

The program offers a real-world exposure to fashion design, fostering your design and technical skills, deepening understanding of textiles and materials, embracing modern technology like CLO 3D with a strong focus on professional practice and entrepreneurship. We also provide global exposure through international partnerships and shape your career through learning-by-doing approach. This program encompasses a dynamic blend of hands-on practical experience and theoretical knowledge via classroom sessions.

Program Highlights

Curriculum blends traditional textiles and craftsmanship with global fashion trends

Notable alumni include Nikhil Mehra, Mandira Wirk, Vaishali Shadangule, etc.

Work opportunities at FDCI x Lakmé Fashion Week, India Couture Week, etc.

Internship opportunities at Balenciaga, Ralph Lauren, etc.



Explore More

Career Opportunities

Creative Director
Fashion Designer

Visual Merchandiser
Costume Designer

Image Consultant
Visual Designer

And More...

Student Work

A Women's Collection - Modern Warrior



The collection embodies the essence of a modern female warrior, blending a soft-survivalism mindset with modular designs.

By Nisha Gurung

Time Whisperer

what makes a garment a statement piece to the wearer suffering from Alzheimer's?

This collection stands at an intersection of local and global, traditional and innovative and classic and contemporary. With designs inspired from my grandfather's difficulties in putting on clothes and his jumbled memories of east and west India, the collection encapsulates that feeling of contentment and oneness to the elderly. It brings forth a range of soft, breathable and authentic charm to the wearer, creating eco-friendly designs based on concepts of ethical fashion



By HARSHA RATHI

And More...



Textile Design

B.Des. Degree Program

The program is perfect for those drawn to the idea of new patterns, textures, and colours that can be used to create beautiful and functional fabric. Learn about the business and marketing aspects of the industry with a range of skills and knowledge on materials and techniques, design principles and product development. The program also provides global exposure through the International Lab Experience (ILE), offering a broader perspective on design and culture. We focus on in-person learning and leverage online or hybrid sessions for group projects, industry assignments, and special masterclasses.

Program Highlights

Curriculum blends design and technical learning

Exploration of traditional Indian textiles and contemporary smart textile techniques

Strong industry ties with FDCI, India Craft Week, Craft Council of India, etc.

Live industry projects with Anju Modi, FabIndia, WoolMark, Aditya Birla Group, etc.



Explore More

Career Opportunities

Textile Designer
Digital Print and Graphic Designer

Textile Technologist
Knits and Knitwear Product Developer

Smart Textile and Automotive Product Developers
Colour and Trend Forecasters

And More...

Student Work



Colour-Changing Kidswear Prints

This design project is aimed at developing a kidswear collection for Spring Summer 2023 with a major focus on textile printing with the help of photochromatic pigments.

By Gouri Mutha

Emotional Threads: Rug Collection Exploring Colourful Expressions

Each rug is a symphony of hues expressing a gamut of emotions. Each design is a collaboration with emotions, weaving a narrative that resonates with every step. They serve as tangible expressions of the human experience, inviting viewers to immerse themselves in a world where emotions are woven into every thread. Experience the power of colours to transform spaces into emotional sanctuaries.

By ANIKA JAIN



And More...



Product Design

B.Des. and M.Des. Degree Programs

Discover our specialised project-driven product design programs tailored to nurture your creativity and innovation as a product designer. You will gain advanced skills in research, conceptualisation, and practical implementation. Our hands-on approach equips you with versatile expertise in design thinking, product innovation, and management, all leveraging cutting-edge technology. Whether pursuing a B. Des. or M. Des. in Product Design, our courses emphasise cultivating design thinking and fostering product innovation.

Program Highlights

Led by Ex-HOD Design, IIT Guwahati and IIT Bombay alumnus

Industry practitioners as mentors

Placement/ internship opportunities with Capgemini, Whirlpool, FabIndia, etc.

Hands-on approach through project-based learning



Explore More

Career Opportunities

Industrial and Engineering Products Industry

Medical Equipment Industry

Sanitation Products Industry

Transportation Industry

Sports Goods Industry

Design Consultation

And More...

Student Work



PROCRETE: Sustainable Material Innovation in Design

PROCRETE represents a groundbreaking material innovation driven by a design-centric approach. Crafted from local waste, it offers a sustainable alternative to everyday materials typically made from toxic and unsustainable sources. With its potential to replace conventional materials, PROCRETE embodies a shift towards eco-friendly design solutions.

By Vanshita Jain

Design Of ROTOMO, A Portable Washing Machine

This is designed to allow the user to wash their clothes by simply putting washing device into the bucket. The device is powered by strong DC motor having high torque and RPM. Quick wash: 5 -10 min. It is compatible with all bucket sizes with its telescopic height adjustable.

Rotomo was awarded the first runner-up prize in the industrial design category at the ADI Battle of Projects.

By Jitendra Sharma



And More...



Interior Design

B.Des. and M.Des. Degree Programs

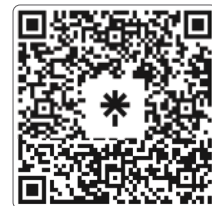
B.Des. in Interior Architectural Design and M.Des. in Interior Design at Pearl Academy provide you with a holistic and well-structured learning experience, covering both the skills and conceptual understanding needed for today's ever-evolving industry. You will master core design concepts, spatial techniques, materials, and design software, enabling you to function effectively in the industry. By blending principles, processes, and hands-on application, you will become an expert at transforming spaces both functionally and aesthetically.

Program Highlights

Curriculum integrates innovative design principles, practical industry experience, and environmental responsibility

Focus on entrepreneurial success, resulting in successful practises by alumni

Placement opportunities at Aditya Birla, IKEA, Bottega Di Lusso, etc.



Explore More

Career Opportunities

Interior Designer
Architectural Designer

Hospitality Space Designer
Set Designer

Retail Space Designer
Sustainability Specialist

And More...

Student Work



A Gender-Neutral Creative And Performing Arts Centre

This one-of-a-kind centre embraces inclusivity and provides a safe and empowering space where individuals can navigate through artistic expressions beyond traditional boundaries.

By Aastha Bhandari

LIBRARY FOR VISUALLY IMPAIRED

An innovative solution for enabling visually impaired children of Red Cross Society, Delhi to navigate through their library.

By Yamini sharma



And More...



Global Luxury Brand Management

BBA and MBA Degree Programs

Global Luxury Brand Management is the only business administration program in the country offered by an 'Institute of National Importance.' You will learn what goes into building the world's most coveted brands, from heritage and storytelling to the psychology of desire. This well-crafted program will train you to conceptualise cutting-edge marketing strategies for the luxury realm, including influencer collaborations, digital storytelling, visual merchandising, product merchandising, and experiential campaigns and spaces that exude luxury.

We incorporate collaborative projects, internships, and live industry projects into the curriculum to cultivate your problem-solving skills. Through a mix of face-to-face classes, study tours, online modules, and collaborative platforms, our program ensures a well-rounded and flexible learning experience.

Program Highlights

BBA and MBA in Luxury Brand Management, a first-of-its-kind in India

Live industry projects with Reliance Brands Limited, UEL, etc.

Alumni working with prominent brands such as Bottega Veneta, Perona, Louis Vuitton, Luxury Closet, etc.



Explore More

Career Opportunities

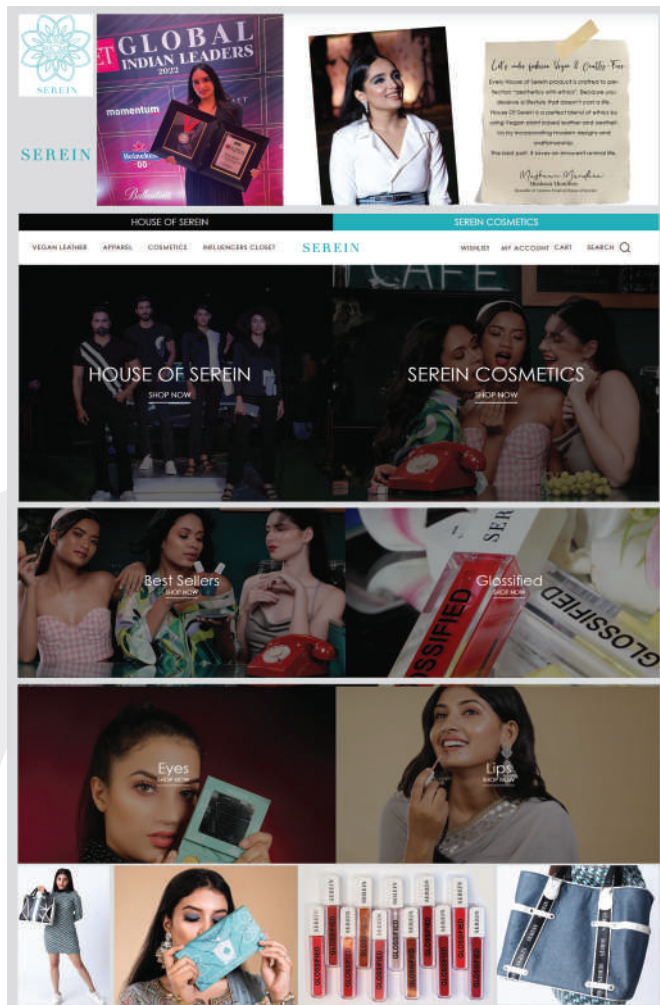
Luxury Retail Buyer
Visual Merchandiser

Luxury PR and Marketing
Product Merchandiser

Sourcing Manager

And More...

Student Work



Introducing A Fashion Brand - House Of Serein

This brand aims to challenge people's perceptions of luxury by emphasising carefree fashion and providing sustainable, vegan, and environment-friendly apparel.

By Muskaan Mundra

And More...



Fashion and Lifestyle Business Management

BBA and MBA Degree Programs

Embark on a transformative journey that instils a robust foundation in essential business practices, fashion, and lifestyle merchandising. Fashion and Lifestyle Business Management offers a holistic learning experience, incorporating practical knowledge, interdisciplinary courses, collaborative projects, internships, live industry projects, and industry visits to prepare you for a successful career. In-person classes provide a hands-on learning experience, while visits and study tours create an experiential learning environment. Additionally, online modules and collaboration platforms provide accessible and flexible education.

Program Highlights

BBA and MBA in Fashion and Lifestyle Business Management, the first-of-its-kind in India

Develops creative vision, technical expertise, and industry know-how

Alumni, Richa Kapila (D'Chica) and Chhavi Singh (Nestroots) secured funding from Shark Tank, India

Live industry projects



Explore More

Career Opportunities

Visual Merchandiser

Product Merchandiser

Digital Marketing

Retail Buyer

Fashion Buyer

Sourcing Manager

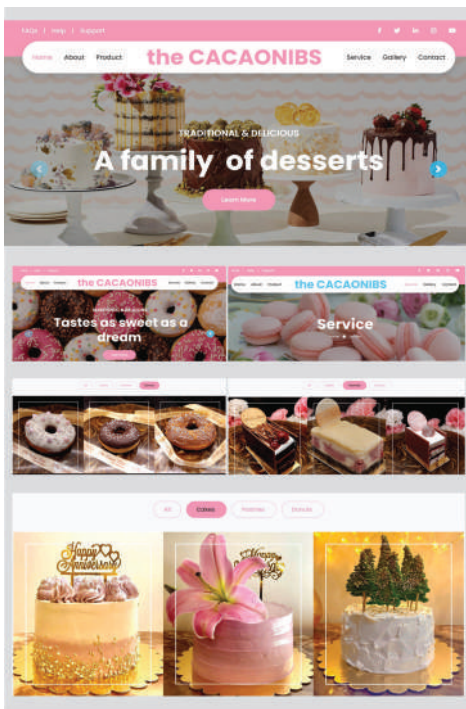
And More...

Student Work

Leather of the future

A stylish sustainable alternative using cactus leather that also treads lightly on the environment. With every cactus leather creation, Sarthak and his team pave the way for a greener, more ethical future for fashion.

By Sarthak Khandelwal



E-Commerce Project Cacaonibs

This digital marketing project on website creation has the perfect blend of creativity and functionality supported by advanced payment gateway and created by the next generation of digital marketing experts.

By Vasvi Gupta

And More...



BBA & MBA General

BBA and MBA Degree Programs

Program Highlights

Guaranteed 3-month mandatory internship for every BBA and MBA General student.

For student internships, dedicated industry outreach team works with a consortium of 30+ companies like Ogilvy, Fractal Analytics, Disney Hotstar, AbsolutData and more...

Internship placement process to commence at the beginning of the final year of BBA/MBA Degree programs. Students can commence internships from last semester of their program.

Specializations

Advertising & Brand Management

Digital Communication Management

HR

Data Science and Business Analytics

Media & Entertainment Management

Celebrated Entrepreneurs



Richa Kapila

Co-Founder, D'Chica

UG Fashion Retail Management (2009-2013)

Richa co-founded D' Chica in 2019. With a mission to empower young girls during transformative life stages, D' Chica specializes in puberty essentials tailored to meet the unique needs and preferences of teen girls.

In a recent milestone, **D' Chica made waves on Shark Tank Season 3, securing a monumental deal of Rs 80 lakhs from esteemed investors Namita Thapar and Vineeta Singh.**



Chhavi Singh

Founder, Nestroots

UG Fashion Retail Management (2004-2008)

Chhavi Singh is the Founder & Chief Executive Officer at NestRoots, founded in 2016. NestRoots is a home decor marketplace provider. The startup has a strong e-commerce presence across platforms like Amazon, Pepperfry, and Myntra.

With over 55,000 users since its inception, the Gurugram-based startup aims to revolutionize the home decor industry, focusing on crafting homes that combine aesthetics, quality, and affordability. **Nestroots was featured in Shark Tank India Season 2 where it raised Rs 50 Lakhs investment**



Kirti Goel

COO, P-Tal

UG Fashion Design (2013-2017)

Kirti Goel, Co-Founder and head designer of P-TAL, is responsible for design developments & front-end operations of the company.

She is a proud recipient of the World Trade Center Award for Innovation and Impact in SanJose, USA. She is engaged in the incubation program of CIIE.Co (IIMA) The Craft catapult.

P-Tal bagged an All Shark Deal of Rs 1 crore, for 3.2% equity during Shark Tank India Season 3

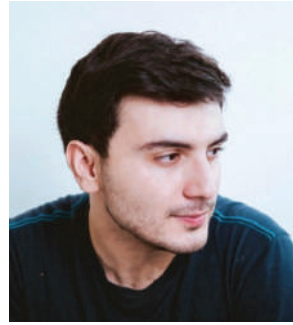
Star Alumni



NIKHIL MEHRA
Director
Shantnu & Nikhil



RASNA BHASIN
Editor-In-Chief
Harper's Bazaar India



VITTHAL BHAT
Product Designer
CRED



RIMZIM DADU
Founder
Rimzim Dadu



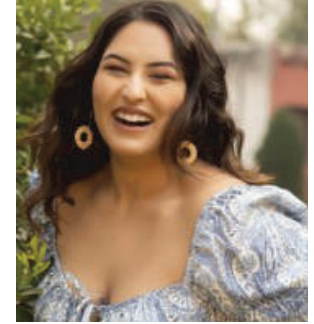
HARMIND SINGH
Director
Design & Creative
PhonePe



JAHNVI BANSAL
Creative Director & Stylist
Won Forces of Fashion
2023 Award - Vogue India



VAISHALI SHANDANGULE
Founder
Vaishali S



SAKSHI SINDHWANI
Social Media Influencer



SHAAN MUTTATHIL
Celebrity Makeup Artist



CHHAVI SINGH
Founder, Nestroots
Secured funding at
Shark Tank India



ALIA MUKHTAR
Founder
AMID Designs



MISHI SHARDA
Product Designer
Center for Active
Design, New York

And More...

Star Alumni



KARAN TORANI
Founder
Torani



MANDIRA WIRK
Founder
Mandira Wirk



SHREYA MEHTA
Actress, Model
& YouTuber



Richa Kapila
Founder
D'Chica



MEGHNA JAIN
Assistant Vice
President
Shoppers Stop



DHRUV AGARWAL
Founder & Principal
Designer
Plank.Studio



POORNIMA GUPTA
Regional Visual
Merchandiser
BlueStone



PURVA TAKKAR
Growth Designer,
Adobe Express, USA



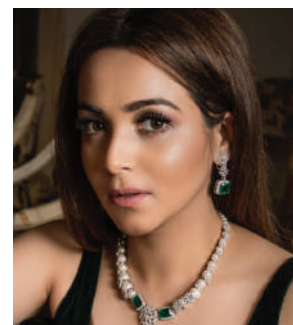
ABHIKAAM DIXIT
UX Designer,
TCS



ISHA MAYER
Lifestyle Editor,
Elle Magazine
(Worked with brands like
MissMalini, Filmfare, etc.)



PRATYUSH KUMAR
Founder and Creative
Head, Pieux
(Won Grazia Young
Fashion Award, 2024 for
Sustainability)



**KOMPAL MATT
KAPOOR**
Fashion Influencer

And More...

Life at Pearl

We believe that creativity requires a fun learning environment and strive to make your experience unique and enriching every day.



Our Creative Journey At Notable Events



India Couture Week



Lakmé Fashion Week



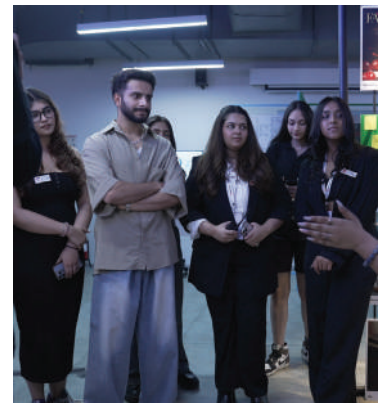
Pune Design Festival



India Craft Week



Portfolio - Graduating Showcase of Final Year Students



Pearl Utsav - Pearl Academy's Annual Cultural Fest



Pow Wow - An Exclusive Orientation Week



DesAlign Showcase - Awards & Recognition for our Tech-heads

And More...

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- Garment Construction Lab
- Textile Lab
- Fashion Styling Lab
- Make-up Studio
- Photography Studio

- Design Studios
- Makers' Lab With 3D Printers, Laser Cutters, Vacuum Forming Machines & More
- Mac Labs with Adobe Creative Suite and Other Software
- Wacom Labs

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accenture

Capgemini

PhonePe

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ADITYA BIRLA GROUP

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maşaba

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Our admission process is meticulously designed to evaluate, identify, and offer opportunities to potential students for both Bachelor's and Master's degree programs.

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Apply at pearlacademy.com and pay the application fee online



Scan to Apply

Step 2

Entrance Exam

- Written Admission Test
- Personal interview and Portfolio Evaluation

Step 3

Result Declaration

All results are declared on Pearl Academy Website

Step 4

Enrollment

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Opp. Gateway Hotel

DELHI-SOUTH

Lotus Tower,
Community Centre,
New Friends Colony

DELHI-WEST

Eros Building
District Centre,
Rajouri Garden

MUMBAI

SM Centre, Andheri-Kurla Road,
Andheri East

JAIPUR

SP – 38A, RIICO Industrial Area,
Delhi Road, Kukas

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