



BANGALORE UNIVERSITY

PROJECT WORK- FAD 506

“A STUDY ON VISUAL MERCHANDISING IN LEVIS STORES AND ITS INFLUENCE ON SALES”.

A project report submitted in Partial Fulfillment for the Degree of
Bachelor of Science in Fashion and Apparel Design

Submitted By

Name: Sagar R Naivaruni

Reg No: 17OLS86012

Guided By

Mr. Shahul Hameed M

Asst. Professor

B.Sc. Fashion and Apparel Design



Department of Fashion and Apparel Design

NITTE School of Fashion Technology & Interior Design

2019-2020

CERTIFICATE

This is to certify that the project work FAD 506 **"A STUDY ON VISUAL MERCHANDISING IN LEVIS STORES AND ITS INFLUENCE ON SALES"**.

Submitted by Sagar R Naivaruni (17OLS86012) in partial fulfillment of the requirement of the degree of Bachelor of Science in Fashion and Apparel Design is based on the result of studies carried out by him in the Department of Fashion and Apparel Design, **NITTE SCHOOL OF FASHION TECHNOLOGY AND INTERIOR DESIGN**, Bangalore under the guidance **Mr. Shahul Hameed M Asst. Professor, B.Sc. Fashion and Apparel Design**. The project or any part of this thereof has not been previously submitted for any other degree of any university.

Place: BANGALORE

Date: 8-11-2019

Shahul Hameed M
8/11/2019

Signature of Guide

Mr. Shahul Hameed M

Asst. Professor

B.Sc. Fashion and Apparel Design

NITTE SCHOOL OF FASHION

TECHNOLOGY AND INTERIOR DESIGN

Rave

Seal & Signature of Principal
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8/11/19

Nitte School of Fashion Technology & Interior Design
Bangalore University Practical Examinations
VALUED



12th October 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sagar R Naivaruni** studying at **Nitte School of Fashion Technology and Interior Design** bearing the register number **17OLS86012** has successfully completed his internship in our **Organization for Levi's Brand** from **01/07/2019** to **31/07/2019**. During the internship period he did the **"Study on Visual Merchandising and its effectiveness in the promotion of the brand."**

During the period of his internship, we found him to be diligent, sincere and hardworking.

We wish him all the best for his future endeavors.

For Vogue Clothing

Suresh Bhandari
(Manager - HR)

