

Ms. Vibha Yadav

Qualification: M. Sc. Textiles & Clothing, University of Delhi, PhD Ongoing, University of Delhi (Ongoing)

Nature of Appointment: Permanent

Area of interest: Marketing & merchandising, Fashion Retail and Sustainability in Textiles and Fashion

Ms. Vibha Yadav is an Associate Professor in Department of Fabric and Apparel Science, Lady Irwin College, University of Delhi. She holds a degree in M. Sc. (Textiles and Clothing) from Lady Irwin College. She has an experience of 15+ years teaching a diverse variety of subjects like Introduction to Fabric and Apparel Science, Fashion Studies, Fashion Design Concepts, Textile Science, Textile Design and Development, Apparel Marketing and Merchandising, Marketing Management, Fashion Merchandise Retail, Indian Textile Heritage, Apparel Construction, Processes in Apparel Design and CAD in Textiles and Apparel. She has guided 15 M. Sc. Dissertations during her tenure. Her publications include a book Chapter on 'Natural Fibres' in the textbook for Textile Science and 2 Research papers in peer reviewed journals notified by UGC, on the topics of "Linen the Classic Fibre for Futuristic Fashion" and "Recommerce of Pre-owned Clothing: An Approach Towards Sustainability".