

Fair Fashion Show Tagline:

Style Me Sustainable Date:

10th November 2017

Held at National Institute of Fashion Technology, New Delhi

Fair Fashion Show- **“Style Me Sustainable”** – a unique event showcasing beautiful ensembles made from Fair/Natural fabrics & fibers, was showcased on 10th November as a part of WFTW 2017 thereby sending out a strong message about setting trends via our traditional crafts. The Show will focus on creating awareness about Slow/Fair /Sustainable Fashion by showcasing trendy ensembles created through the fusion of sustainable fabrics, traditional techniques and modern designs.



The Show was attended by the International Delegation and students of NIFT. The endeavor was also to orient the budding designers towards Fair Fashion and how it treats people and planet fairly. The show also endeavored to bring artisans to the forefront. It was supported by the Ministry of DoNER and Ministry of Textile along with GoCoop. Embassies of Bulgaria, South Africa and Vietnam, the ambassadors of these countries and their colleagues showcased the support by walking the ramp and sporting Fair Trade Apparels and accessories.

We would also like to thank and appreciate the efforts and gestures of Exim Bank, NSDC, Taneira, NIFT Delhi, and Hand Crafted in India for making this show a success.

Fair/Slow fashion stands for a much more conscious purchasing decision of the consumer. It incorporates awareness towards where the product is coming from, who made it, what kind of effect has been made on the environment and also towards one's own consumption behavior. It does not only offer beautiful garments of high quality at a fair price, but also treats people and planet fairly. By purchasing Fair Fashion products, the consumer supports the use of natural, sustainable, recycled materials, eco-friendly dyes, highly skilled artisans, as well as the preservation of their culture and fashion heritage. Deciding to purchase Fair Fashion makes the consumer a part of the fashion industry's change towards a more sustainable future. To be highlighted is that the purchased garments are generally of a much better quality and in alignment with the consumer's values.



The Chief Guest for the event was Shri. P Muralidhar Rao



Upasana

Upasana is located in Auroville in southern India, is a place where creativity, fashion, design, Indian culture, business, social responsibility and spiritual progress get woven seamlessly together. In 2005, Upasana ventured into the field of social development with a strong focus on “Design for Change” under the leadership of Uma Haimavati Prajapati.



Upasana’s Indigo collection had accents of red, black and mainly white. Indigo dyeing is an ancient technique, used around the world for centuries. The dye is extracted from a plant, which makes the product 100% natural. The fabrics that were used in the collection were – Khadi, Organic cotton, and Khadi Jamdani. Khadi is a handspun and handwoven cloth that originated in India. The Organic Cotton used is

grown by local farmers around India. Khadi Jamdani is traditional weaving technique that is practiced in East India.

Sasha

Sasha is engaged with over 5000 artisans, over 100 craft enterprises and 16 craft lines across the country with one ideology that fashion is an expression of the unique handprints of the creative and talented artisans of our country. Based in Kolkata and set up in 1978, Sasha has been actively engaged with the textile and Craft sectors in India.

The eclectic and contemporary collection of clothing bears a distinct Sasha stamp, making it more accessible to a global citizen with enhanced tastes and sensibilities while enhancing the livelihoods of traditional craftspeople. It was aimed to create a dialogue around Fair Trade, fashion, Sustainability, Crafts and the Consumer.



Mahila Umang

Mahila Umang Producers Company Limited is a collective of women farmer producer members engaged in promoting sustainable livelihoods opportunities through on and off farm based



micro-enterprises, in order to improve their quality of life. Umang is located in a tiny village-Naini, Ranikhet in Almora district of Uttarakhand.

Efforts over the past few years has led to the consolidation of this network of 1500 women who are involved with



various viable business activities, which provide small yet significant incomes on a sustainable basis. Each and every business activity is directly controlled by the producer-group, all assets are owned by them and all are equal shareholders of the business. Mahila Umang's collections were exclusive hand knitted accessories by grass root women of Uttarakhand. Ponchos, shawls, caps etc were showcased by Mahila Umang.

Rangсутra

Rangсутra Crafts is a community-owned craft company of artisans from remote regions of India. Rangсутra ensures sustainable livelihoods for artisans and farmers by creating top quality handmade products based on the principles of Fair Trade and a celebration of India's rich craft heritage. Rangсутra Crafts was created eleven years ago to ensure regular work and market access to artisans, and artisans are co-owners and shareholders in the social enterprise. Since its inception, the team has grown and has built partnerships with over three thousand artisans across the country. Designs are bridge between artisans and customers; tradition and the contemporary; and change and continuity. Rangсутra brand products can be found in large retail outlets in India and globally, including IKEA and Walmart.



Rangсутra showcased beautiful Indigo Collection which included jackets, Skirts, Tunics and Sarees.

Go-Coop

Some labels are more a mark of approval. The Good Loom is a brand by Go-Coop. Go-Coop is the winner of India national award for handlooms marketing on the e-commerce space. What started as a platform for the sale of handlooms - a sort of Etsy for the Indian artisan community now launches its own conscientious lifestyle brand.

The Good Loom by Go-Coop is a fashion label with a focus on ethical sourcing of Indian handlooms that are curated to match the sensibilities of our time.

The brand launched with a range of shirts for men developed at the loom to be worn by the urban male. The Good Loom symbolizes a thoughtful approach to retail, the environment, and the arts and crafts of India. It's a brand of clothing that is meant to feel good on you, and feel good from within. It is a label that has been tailored to promote a thoughtful lifestyle that is kind on the environment, the artisan ecosystem, and you.



Eco Tasar silk Pvt Ltd

Ecotasar weaves and sells textiles made from the handmade yarn produced by the rural based women producers. It supplies sarees to stores across India and counts international brands like



W... NOONDAY, SERENA & LILY, JOHN

ROBshaw, MONSOON among its partners. It is a social enterprise jointly promoted by a producer company of rural women making silk yarn by Khitish Pandya, a social entrepreneur.

The mission of Ecotasar is to run a sustainable and commercially competitive textile business which shall help generate wage opportunity for a large number

rural based producer like yarn makers, weavers, dyers, etc. in its value chain so that these small artisans and producers do not have to migrate out of their habitat in search of work.

EcoTasar displayed a range of Vibrant Tasar Silk Sarees.

Ethic Attic

Ethic Attic showcased creations made of GOTS certified Organic cotton from India. Fabrics made of Lotus Fibers to suite high-end luxury textile, soft breathable and sustainable. In the process of making silk doesn't involve any killing of the silk worm, thus naming it as Ahimsa or peace silk. Ethical brand by Fairconnect focusing on ethical, sustainable and hand crafted products from artisans across India.

A new age Design Studio believing in Ethical, Fair Trade and Sustainable lifestyle as way forward. Their in-house brand Ethic Attic deals with Fair Trade Organic Cotton Clothing and Sustainable



Apart from these FT/ Ethical Organisations, Successful Ethical Fashion Designer Jay Ramrakhiani displayed his range of Benares sarees inspired by the N-E designs to the vocals of N-E singer and Sunita Bhuyan. The models walked the ramp to the composition of legendary N-E Singer and lyricist Dr. Bhupen Hazarika's "O Ganga Behti Ho Kyun". This track of the Fashion Show displayed all the principles of Fair Trade. The Collection featured in

this track is an effort by Mr. Ramrakiani to revive and uplift the traditional art and the community associated with the art. Mr. Ramrakiani has not only built capacity of these communities but has also adopted the entire village and is implementing a lot of welfar



projects for this community as part of the Taj CSR Initiative as well as his own initiative. The Joy of Giving Ambassador Sunita Bhuyan also a perfect example for Women Empowerment walked the ramp to promote the N-E crafts.

This Track was followed by the most awaited and was highlight of the entire Fashion Show. In this track The Ambassadors and Dignitaries of Bulgaria, Belarus, Vietnam and Indonesia to showcase their support for the Artisans and promote Handmade and Sustainable Fashion.

All the Ambassadors and Dignitaries were Felicitated and honored by the Chief Guest for the evening Shri. P. Muralidhar Rao, WFTO president Mr. Rudi Dalvai and FTF-I President Mr. lytha Mallikarjuna felicitated Shri. P. Muralidhar Rao and thanked him for accepting the invitation and for gracing the event with his presence. Mr. lytha Mallikarjuna spoke about the “I AM” (Indian Artisan Movement) and why there is a need for such a movement and how will I AM benefit the Artisans. He also encouraged the entire audience to chant the” I AM” slogan once in the signature Style



He went out to thank all our partners and Co - Organisers Ministry of DoNER, National Skill Development Council, Exim bank and Taneira for supporting the event and to understand the values and ethics of Fair Trade. Mr. lytha thanked NIFT and its students for providing us venue and all the required support and helped we required to make this Fashion Show such a great success.

The last and Final track was from an artisan Group from Agar Dagra Afad which showcased traditional motifs that were inspired from nature – daoraimekhrep or wink of a peacock, dinkhiya or fern, kasaubikha or chest of a turtle – some of the best designers collaborate with rural weavers to bring out fashionable outfits with strong traditional designs.



Aagor is a Bodo word which means Motifs and it works with over hundred women who are mostly from the Bodo tribe. Every Aagor product bears a story of a woman who either get to send their children to school or break out of the bondage of being poorly paid housemaids. Some of the biggest handloom brands like Fab India, Big Bazaar, Mother Earth and Tribes have been Aagor’s clients. Many buyers get amazed at the quality products sold by a

non - profit organization based in remote, strife-torn Bodo land area of Assam that is run by the weavers themselves!!

The show ended by thanking everyone who was a part of the event.



The Fair Fashion was not only an Organizational success but created waves throughout the Regional Fashion Circles. The Fashion show garnered a lot of support from the Fashion and lifestyle bloggers apart from the Media.

NIFT, Delhi not only turned out to be superb venue and a host but also provided us with a lot of visibility across various digital media platforms as the In-house Fashion Superstars of NIFT took to the social media Platform and made the Fair Fashion Show viral.

Fair Fashion show will go a long way in creating sustainable livelihoods for craftsmen and weavers in India and also in reviving and contemporizing our dying crafts and it is hoped that though it was created as platform for World Fair Trade Week, it grows into an abode for the designers working on Sustainable and Slow Fashion.



