

well as bringing weavers & artisans into the mainstream

VIEW FROM THE TOP



I have been buying handloom fabric from weavers but never gave a thought about weaving my own fabric.
 — Suket Dhir, Designer

The handloom fabric is expensive because a lot goes in the making.
 — Aneeth Arora, Designer, Pero

BEAUTY IN THE DETAILS - DRAPES & JEWELLERY

Academically, jewellery design is a popular course now as it also makes way for corporate jobs.



— Preetha Hussain, Associate Professor, NIFT

Paper, clay, discarded watch larts, glass, nuts and bolts are now being used to make accessories. It's not because it's cheap, but it's different and arty.



— Pooja Roy Yadav, Founder, Nimai

A sari should be sold and worn like a sari — in its original form. A gown sari or a skirt sari is just a trend — short-lived.



— Palak Shah, Founder & CEO, Ekaya

Handloom and textile is all about the detail. Every motif woven by hand is different because of the pressure etc. Handmade textile has a real and promising future.



— David Abraham, Designer

'KHADI FASHIONABLE DUE TO BLEND WITH SILK & COTTON'

By Mail Today Bureau in New Delhi

AT THE Mail Today Fashion Summit on Wednesday, AK Garg, deputy director, marketing and exports (I/C), KVIC, and Khushboo Agarwal, creative head, Ritu Beri Designs, focused on the gradual climb of khadi on the global platform and benefits of the boom in khadi industry, and even dispelled myths related to the material.

Explaining that khadi was aptly termed 'vichitra vastra' because it isn't just fabric, but a 'serious thought', Agarwal said, "Khadi has been neglected for years, but it's fashionable now because it's being

REINVENTING KHADI — FABRIC OF THE FUTURE

blended with silk and cotton while retaining its qualities, which gives it a global image. We are using Indo-Western silhouettes, giving khadi a modern flavour while retaining the signature designs."

She dispelled myths associated with khadi that it can only be worn in summers, can only have cotton blends and was introduced by Gandhi. Pointing out that the khadi industry generates a huge number of employment, Garg said KVIC is taking multiple steps to promote the material.

"We are providing lots of facilities to artisans, including setting up workshops for them at their native villages, besides coming up with other schemes such as providing them with ₹1,200 per



We have come up with khadi uniform options for the Railways, & will soon select one.

— Khushboo Agarwal, Designer



The fact that Modi is endorsing khadi is working well. The Modi jacket and even the Ladies' Modi jacket are popular.

— AK Garg, KVIC

month for their child's education and ₹25 lakh loan facility. We are also making sure that there are no middlemen involved in the payment procedure of artisans." The duo said this support is

encouraging youngsters to take up the art as a profession. "The kids come up with new designs and technology, which also helps propel khadi in the global market," Garg added.