



BRINGS FRESH PERSPECTIVE TO FAST-CHANGING DYNAMICS OF FASHION

The Fashion Design Council of India (FDCI) organised its bi-annual fashion event Lotus Make-up India Fashion Week (LMIFW) Autumn Winter 2019. The five-day event began in the national capital Delhi at the Jawaharlal Nehru Stadium on March 13. FDCI's partner Pearl Academy showcased on the last of the event as part of the 'Designer Stockroom' initiative, the company said in a statement.

"We are happy to continue our relationship with Lotus Make-up as our title sponsor, after establishing a discernible synergy with this effective collaboration. This year, the show brought in a fresh perspective to the fast-changing dynamics of fashion with consumers looking at it as a powerful vehicle of self-expression," said Sunil Sethi, President of apex fashion body FDCI. For its October 2017 edition, Fashion Design Council of India had broken ties with global e-commerce player Amazon and announced its new title sponsor in the form of Lotus Make-Up, part of Lotus Herbals.



Feel Green, Feel Great with Liva

Liva, the leading ingredient consumer brand of the Aditya Birla Group announced partnership with FDCI to showcase India's first Green Heart Fashion Show with a thought leading initiative to promote the concept of sustainability through their collection and products. This initiative by Aditya Birla was the reflection of their commitment towards breaking the myth about eco-friendly materials and also educates the users about the need for utilization of sustainable materials to avoid environmental hazards in future.

In order to enhance and promote sustainable development Green Heart Fashion Show showcased collections by well-known designers: Rina Dhaka, Sahil Kochhar, Shalini James and Samant Chauhan who created fluid garments using Liva eco. The show reconciled sustainability with the fashion industry, ethics and responsibility with beauty, luxury and comfort with style and elegance. The collection shattered the myth of sustainable clothing being boxy, stylishly textured, and fashionable while highly breathable.

"The mission was to showcase a series of collection featuring designers championing sustainability and eco-friendly fashion practices. Liva has taken this step of associating with FDCI to support responsible fashion across the value chain," said Rajeev Gopal, Global Chief Sales and Marketing Officer, Birla Cellulose on Liva's association with FDCI. "With textiles consumptions increasing by the hour and the emergence of fast fashion, the industry at large must realize the need for sustainability to save the future," he further added.



“FDCI is forging ahead to take fashion on a greener path with a generation of new-age eco-warriors. We believe sustainability and conscious consumption is the need of the hour. Thus, we are extremely proud to begin this new chapter with LIVA as our Associate Sponsor, as we share a common ideology,” says FDCI President Sunil Sethi.

The whole six yards for Grand Finale

The Fashion Week in association with Liva witnessed a coalescence of heritage and modernity for the Grand Finale. The sari is a metaphor of history; its seamless and unstitched character makes it moldable for every body type. It is one of the few ensembles that has withstood the test of time, tide, trends and has held women’s undaunted interest for decades. It is this multi-identity that LMIFW paid a tribute to at the grand finale.

Saris and its myriad interpretations from the country's most ingenious designers including Akaaro, Alpana & Neeraj, Amit Aggarwal, Anamika Khanna, Anavila, Anita Dongre, Bodice, Gaurav Gupta, Little Shilpa, Neeru Kumar, Pankaj & Nidhi, Payal Khandwala, Prashant Verma, Raw Mango, Rimzim Dadu, Rohit Bal, Rohit Gandhi + Rahul Khanna, TAANI by Tanira Sethi, Tarun Tahiliani, Urvashi Kaur and Wendell Rodricks.

“The grand finale paid homage to the adaptability ingrained in the warp and weft of this traditional fabric, which hasn’t lost its relevance pan-India despite Western onslaught. Today the sari has seen many innovative and artisanal renditions to woo the modern, thinking woman in a youthful way,” says Sunil Sethi, President FDCI.

“Being a brand that celebrates beauty, the sari has remained a symbol of femininity and versatility, two key elements of our philosophy, making it a perfect fit for the ultimate showcasing at LMIFW. What’s interesting is new dimensions are being curated out of the existing template of the sari to make it culturally emblematic,” says Nitin Passi, Jt. Managing Director of Lotus Herbals Pvt. Ltd.

