

**LAKME FASHION WEEK**  
**(Sustainable Fashion Day)**

**St. Regis, Mumbai**

Lakme fashion week has earned renown as one of India's most prestigious fashion show that take place twice a year. Its summer – resort show takes place in April while the winter – festive show take place in August. The event usually run and organized by Lakme and IMG Reliance Limited. Lakme fashion week has been conceived and created with a vision to “Redefine the future of fashion and integrate India into the global fashion world”.

This year Lakme fashion week devoted its 2<sup>nd</sup> day as sustainable fashion day. The aim is to celebrate India's rich heritage of textile crafts and brought attention to the unsung farmers who grow the cotton, one of the very important fabric of fashion industry, arcticians and women weavers who toil away at looms relentlessly to create one of a kind garments. So it's a kind of introducing everyone to the cycle/chain from farmers who works hard on field to grow cotton to the fashion designers who after processing and all finally designs the cloths.

Lakme has coordinated with C&A foundation for this collaboration as C&A foundation is a corporate philanthropic foundation, affiliated to global retailer and helps cotton farmers make the switch to organic farming and works with government, brands and NGOs to accelerate the market for sustainable cotton. **C&A foundation then gave this opportunity to SRIJAN to showcase its work done in the field of organic cotton.**

**Smt. SangitaKumare**, wife of Shri KannulalKumare of age 39 is an organic cotton farmer since 2017. She resides in a village called Marram located in Sausar block of Chhindwara district, Madhya Pradesh. She has given 1.025 acre of land under organic cotton and **AnkushPatil**, son of Shri SiddharthPatil of age 30 is an organic cotton farmer since 2017. He resides in a village called Khapa located in Sausar block of Chhindwara district, Madhya Pradesh. Ankush has given 0.5 acre of land under organic cotton.

They went to attend the event supported by C&A and enabled by IMG Reliance. In the event they got the opportunity to speak on (Lakme Fashion Week) LWF platform about the socio economic and environmental case for organic cotton. They speak lots of thing related to organic cotton farming because the audience who were there had no or very little knowledge about cotton farming and they do not even aware that a farmer's hard work is the reason that most of us have designer clothes to wear. The day was dedicated as sustainable fashion day so all the designers who are from fashion industry got the opportunity to present their design and cloth made by organic cotton and organic dying, so here the role of our farmer is to speak about what does it mean to be organic, because people just know the brand name like Fabindia, they go and buy the dress by spending thousands of rupees but they should also know that to grow something organic one has to practice everything organic, your plot should be separate, your tillage equipment's also must be different. They also talked about the challenges of farming, like the farmer has to depend upon the rain for good production, also they have to depend upon the market because ultimately the market is going to give them price, they also have to face the

problem created by the moneylender because moneylender is the one who provides money as and when required and charges huge interest for the same. They also discussed what are some of the difference of organic and inorganic cotton farming, organic farming improves soil health, it helps soil to increase water holding capacity, it helps to create healthy environment and also helps to improve our health.

After that they talked about market for organic cotton, as we know that we pay lots of money to purchase big brand' cloths but as cotton growers we have same market for organic and inorganic cotton, there is no such difference in price. At last they talked about why we need a shift from inorganic to organic because organic farming combines tradition, innovation and science and promotes fair relationships and a good quality of life for everyone involved. An organic cotton farming system is one that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions rather than the use of artificial elements such as pesticides and other chemicals that cause adverse effects.

After that they also got chance to see the special showcase by 11.11 textile brand, the luxe pret label by entrepreneurs Shani Himanshu and Mia Morikawa, emphasizing on creating links between farmers, weavers, vegetable dyeing and block printing traditions.



Figure 1 AnkushPatil speaking on benefits of organic farming



Figure 2 Ankush Patil discussing about the market role in organic farming



*Figure 3 Sangita Kumare talking about why we need a shift from inorganic to organic*