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Fashion show held with local fabrics

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The Entrepreneurship Development Institute of India (EDII) in association with the State Handlooms, Textiles & Handicrafts Department on Friday organised a fashion show under the Handmade in India (HMI) project at the World Trade Centre (WTC), Bhubaneswar.

The show was inaugurated by Governor Prof GaneshiLal in the presence of EDII Director General Dr Sunil Shukla.

It was unique because noted designers used the weaves and fabrics made by artisans from Odisha to make stylish outfits that were donned by models. The objective was to highlight the beauty of traditional crafts and heritage textiles of Odisha.

The HMI project is focused at evolving an entrepreneurial ecosystem around six selected handloom clusters spread across five States including Bargarh in Odisha.

Prof Lal highlighted the marvellous history of weavers of Odisha. Dr Shukla said there is an urgent need to regenerate traditional crafts and textiles, thus upholding the cultural and the traditional heritage of the State.

WTC Assistant Director Nimeshika Natarajan said, "This is an effort to promote Odisha handloom and sustainable fashion and take the products of Odisha handloom to international markets.