

Linking handlooms with Fashion

To promote handlooms with fashion, “Design Sutr”, a National Workshop on Handlooms & Fashion, Exhibition and Fashion Show was organized at NIFT, Bhubaneswar on 22nd January 2015. In the workshop, students from all the 15 NIFTs, officials and designers from 25 Weavers’ Service Centres (WSCs), handloom weavers and some private institutions participated. There was a competition amongst NIFTs on the subject promotion of handloom with fashion in three sub-categories vis., (i) traditional handlooms (ii) handloom in trend apparels and (iii) handloom in home furnishing. Best entries were rewarded. Organization of the workshop generated a lot of enthusiasm among weavers, students of NIFT and officers of the Ministry of Textiles and State Governments.

In the above direction, the course work in NIFTs is being integrated with handloom and handicraft clusters to achieve twin objectives of (i) giving field exposure to students for skill enhancement and (ii) Product development/design for better marketability.