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Drawing Fashion's (Un)Fair Side

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Mixed media artworks by fashion students from the recent Fashion Revolution Week highlight the industry's socio-environmental impact

Fashion Revolution India, the Indian arm of the UK-based fashion advocacy platform Fashion Revolution hosted a design contest during the Fashion Revolution Week (19-25 April). The week-long activation also featured virtual workshops, discussions and outreach activities. Among them was a contest developed in collaboration with Fairtrade India, inviting fashion design students from 12 Indian universities to interpret the fashion industry's link with United Nation's Sustainable Development Goals (SDGs).

The focus was on three of these—Gender Equality, Climate Change and Responsible Consumption and Production. “Purpose-driven art is a powerful medium to communicate and understand the role of the fashion industry in global issues such as gender, waste, water, and climate. By engaging students in this initiative, we wanted to nudge them to research and learn more about UN Sustainable Development Goals and imagine the future they would like to build,” said Shruti Singh, Head of Policy at Fashion Revolution India in a press release.

Students of NIFT (Mumbai, Delhi, Bengaluru, Chennai & Kolkata), ISDI Mumbai, Istituto Marangoni Mumbai, Indian Institute Of Crafts & Design IICD, Jaipur, Pearl Academy, Delhi, country-wide campuses of INIFD besides others contributed their artworks. The entries were a mix of reflective digital collages and illustrations underlining gender justice in fashion's supply chains, the industry's environmental footprint and tropes of mindful consumption. Out of 120 entries, fifteen artworks were shortlisted—five under each SDG. Three selected students, to be announced soon, will be awarded a paid collaboration with menswear label Indian Terrain, a Fairtrade brand.

The shortlisted artworks published here from Fashion Revolution Design Contest were featured on Fashion Revolution India and Fairtrade India's social media pages during the Fashion Revolution Week.

Here, a selection of the shortlisted artworks.



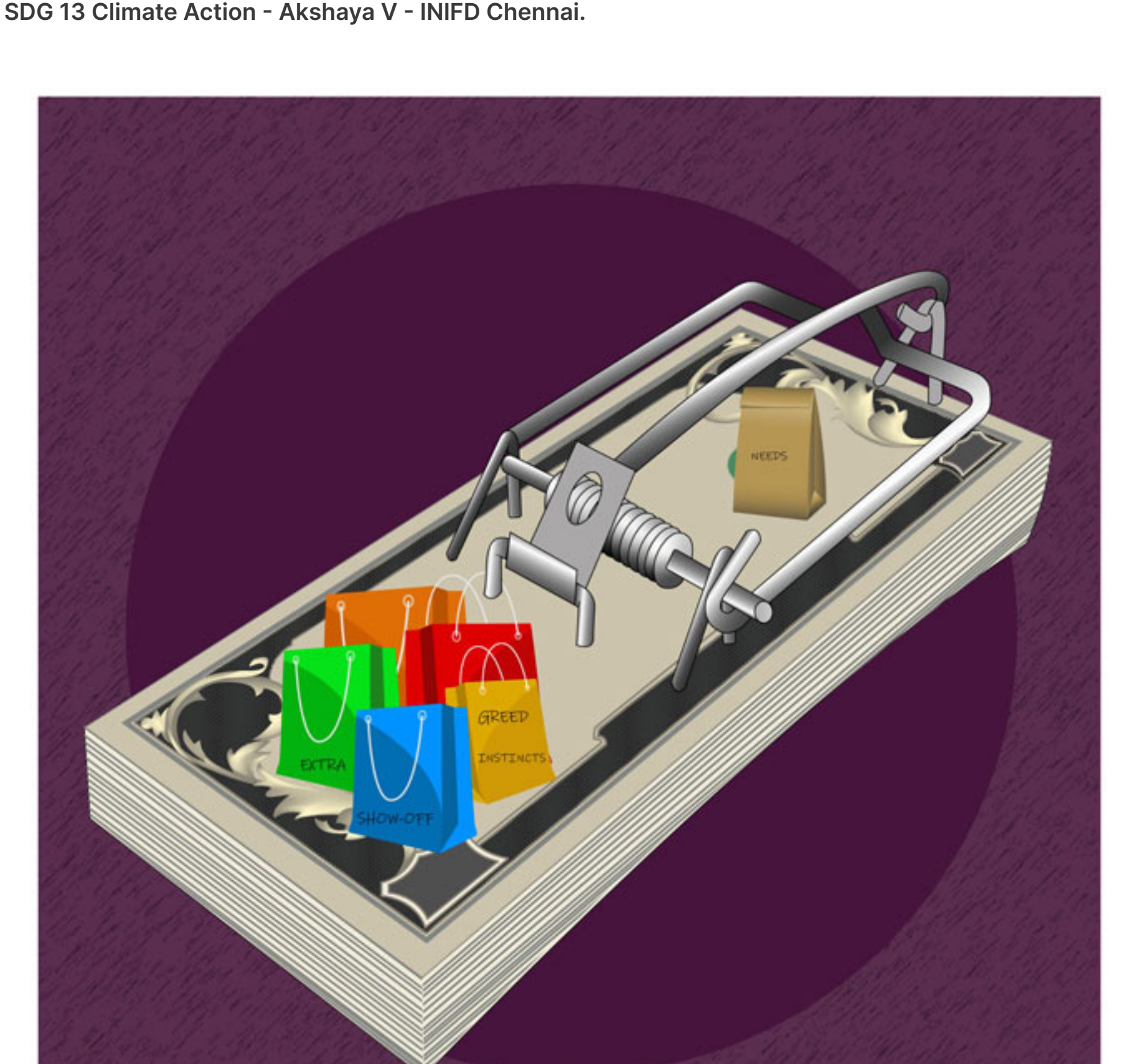
UN SDG 5 Gender Equality - Vedica Jain, Istituto Marangoni, Mumbai.



UN SDG 5 Gender Equality - Kashish Goel, Pearl Academy, Delhi.



SDG 13 Climate Action - Akshaya V - INIFD Chennai.



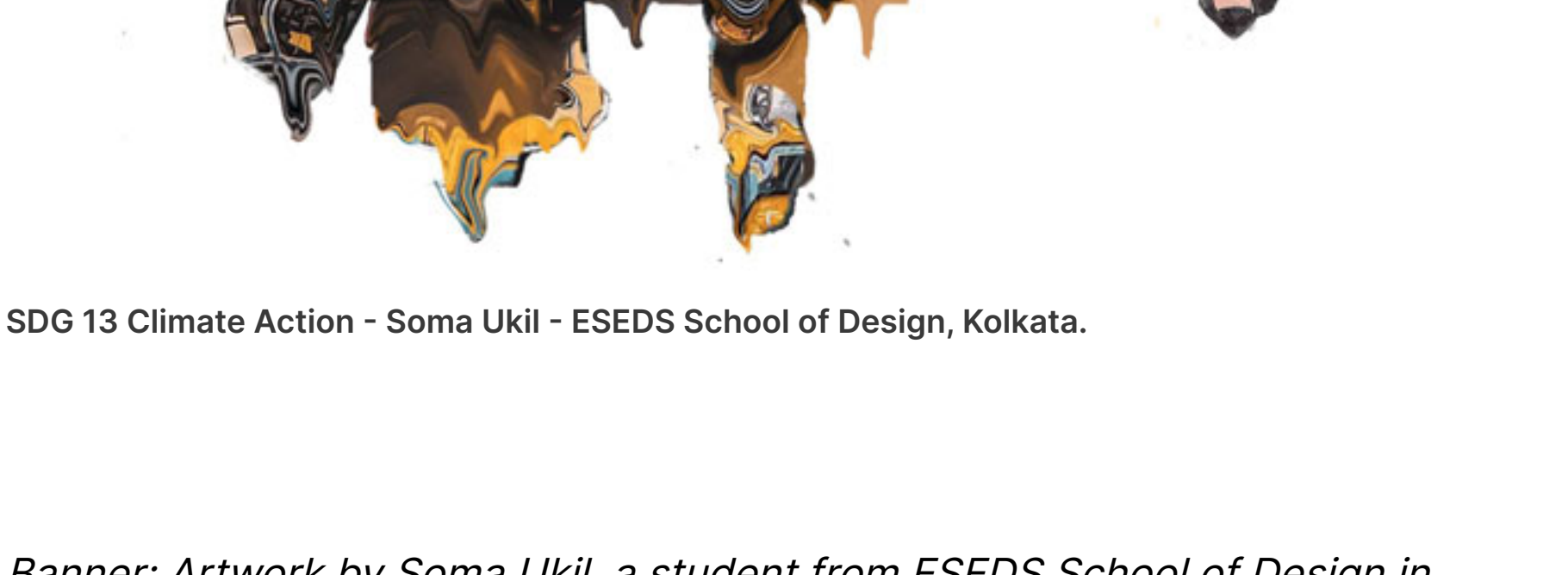
SDG 12 Responsible Consumption and Production - Ankita Prakash, Pearl Academy, Delhi.



SDG 13 Climate Action - Vanshika Mittal -Istituto Marangoni, Mumbai.

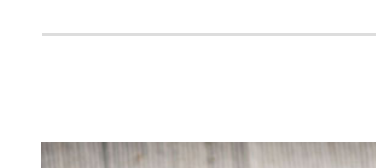


SDG 13 Climate Action - Soma Ukil - ESEDS School of Design, Kolkata.



Banner: Artwork by Soma Ukil, a student from ESEDS School of Design in Kolkata.

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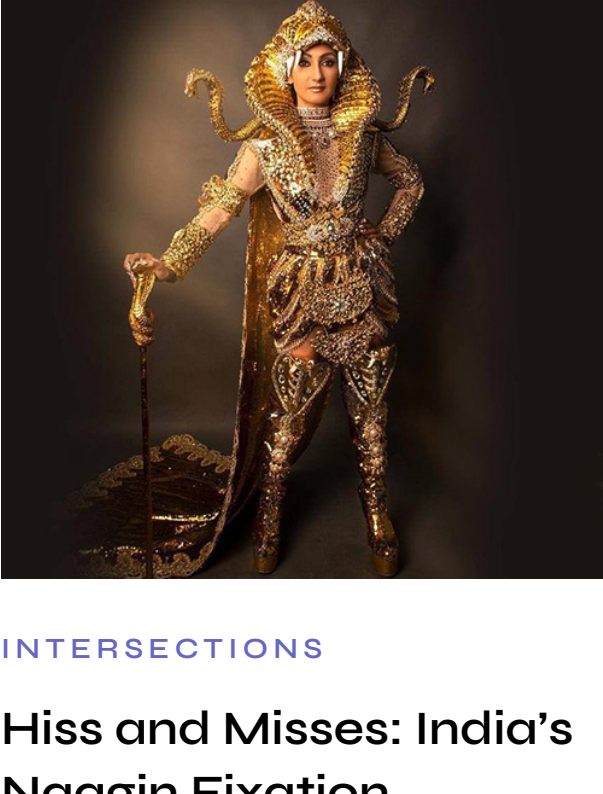
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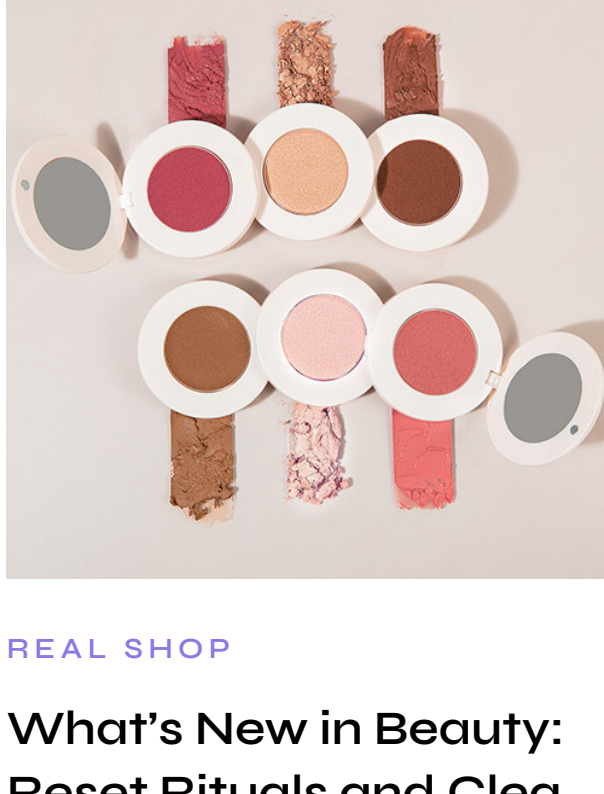
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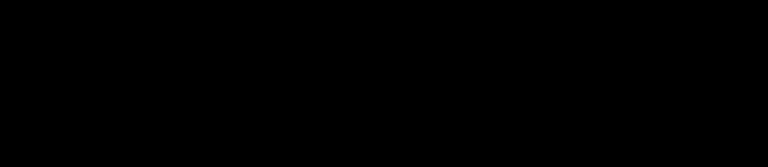
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