

Bhutan Set to Host Its First-Ever Fashion Week: A Sustainable Showcase of Heritage and Innovation

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Bhutan is entering the global fashion arena with a vibrant debut: its **first-ever Fashion Week**, scheduled from **October 27 to November 1, 2025**. Organized by the Department of Media, Creative Industry and Intellectual Property in collaboration with the Royal Textile Academy, this landmark event promises more than just runways—it's a cultural revival and creative platform all in one.

Show Director **Kelly Dorji** has envisioned a journey through Bhutan's past, present, and future in fashion—an immersive celebration of craftsmanship designed to elevate the nation's creative industry. Eleven designers have already been announced, with a broader roster expected to emerge as the event draws closer.

Bhutan Fashion Week aspires to become an annual fixture, intended to place Bhutan's sustainable fashion identity on a par with global fashion capitals. Organizers have explicitly set their sights on making it a peer of the "big four" fashion weeks worldwide.

With autumn's earth-toned colors serving as its scenic backdrop, the event will highlight Bhutan's deep-rooted traditions in textiles and handweaving, while also embracing contemporary design narratives and eco-conscious practices.

Spread across iconic locations like **Bumthang**, **Paro**, and **Thimphu**, the programming is as diverse as its locales. Historic halls will evoke the country's textile past, vibrant streets will stage fashion in the present, and modern fashion forums in the capital will showcase Bhutan's forward-looking design future.

This event isn't merely a fashion spectacle; it's designed to nurture Bhutan's entire creative ecosystem. Workshops, panel discussions, and networking sessions aim to empower designers, weavers, and artisans, fostering sustainable growth and global visibility.

Bhutan Fashion Week 2025 represents a bold step for the Himalayan kingdom—one that weaves together heritage and innovation, sustainability and style, identity and global ambition.