

Prasad Bidapa on the Global Rise of Indian Fashion

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In the concluding chapter of his exclusive interview with Femina, fashion icon Prasad Bidapa delves into the unique elements that distinguish Indian fashion on the global stage. With a career spanning over four decades, Bidapa has been instrumental in shaping India's fashion landscape, both domestically and internationally.

The Global Rise of Indian Models

Bidapa attributes the increasing prominence of Indian models worldwide to their remarkable adaptability. He notes, "Indian models effortlessly switch from couture to streetwear in moments, carrying both sari and suit with unmatched conviction." Many of these models come from diverse backgrounds in dance, drama, and dialogue, bringing a unique emotional depth to their work. This versatility allows them to resonate with audiences across various cultures and fashion sensibilities.

The Significance of Handlooms in Indian Fashion

A staunch advocate for sustainable fashion, Bidapa emphasizes the importance of handlooms in preserving India's cultural heritage. He describes handwoven fabrics as "true luxury," crafted with care, history, and soul. According to Bidapa, a Banarasi sari holds more cultural value than any European designer handbag, highlighting the deep-rooted significance of these textiles in Indian society.

Challenges and Opportunities for Indian Models

Despite their talents, Indian models have faced challenges in gaining global recognition. Bidapa attributes this to limited access and narrative representation in major fashion capitals. However, he observes a shift in the industry, with brands increasingly seeking diversity and authenticity. Bidapa believes that with stronger storytelling, professional portfolios, and global exposure, Indian models are poised to make a significant impact on the international fashion scene.

Bidapa's Contributions to Indian Fashion

Beyond his work with models, Bidapa has been a pivotal figure in promoting Indian textiles on the global stage. He has curated and presented numerous fashion events, including the Rajasthan Heritage Week, which showcased the rich traditions of Indian handlooms. Through these initiatives, Bidapa has helped bridge the gap between traditional Indian craftsmanship and contemporary fashion trends.

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