

Celebrating India's Craftsmanship: A Fashion Showcase at Kunj

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In a vibrant celebration of India's rich artisanal heritage, five distinguished designers showcased their creations at The Kunj, a newly inaugurated cultural hub in New Delhi's Vasant Kunj. This initiative, curated by Sunil Sethi, Chairman of the Fashion Design Council of India (FDCI), was presented in collaboration with the Ministry of Textiles' DC Handicrafts. The Kunj serves as a unique cultural destination, housing 19 retail spaces that highlight India's finest craft brands, including Karigar Sangam, Kalp Kosh, and Khel Ghar, which revives traditional Indian games.

Designers and Their Craft

- **Divyam Mehta:** Known for his innovative approach, Mehta's collection featured intricate Kantha embroidery, shibori dyeing, and block printing, celebrating the diversity of Indian textile traditions.
- **Payal Jain:** Jain's designs paid homage to the delicate art of chikankari, showcasing the timeless elegance of this traditional Lucknowi embroidery.
- **Samant Chauhan:** Chauhan modernized Bhagalpuri silk by incorporating hand embroidery, blending traditional fabrics with contemporary silhouettes.
- **Suket Dhir & Anjali Kalia:** Their collaborative collection captivated the audience with innovative designs that merged traditional techniques with modern aesthetics.

Inauguration and Significance

The event was inaugurated by Neelam Shami Rao, Secretary of the Ministry of Textiles, alongside Amrit Raj from DC Handicrafts. Their presence underscored the government's commitment to promoting and preserving India's rich craft heritage. The showcase not only highlighted the craftsmanship of these designers but also emphasized the importance of supporting local artisans and reviving traditional crafts in contemporary fashion.

This event at The Kunj marks a significant step towards bridging the gap between traditional Indian crafts and modern fashion, fostering a deeper appreciation for the country's rich cultural tapestry.

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