

Shweta Raj's Survival Guide: Thriving Through Fashion Week

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Model Shweta Raj, a Delhi-based professional, is making her debut at the Global India Couture Week (GICW) in Mumbai. Raised across India as an army child, she brings a unique perspective to the runway. At 29, Raj emphasizes the importance of preparation and self-care during the intense schedule of fashion weeks.

Prioritizing Rest and Sleep

Raj highlights the significance of quality sleep in maintaining energy levels. She notes, "If I don't sleep well, I feel very groggy. The job requires me to have a good presence of mind, and sleep is the most crucial step." Adequate rest ensures she remains alert and performs at her best during shows.

Maintaining a Balanced Diet

To stay fit and energized, Raj carries home-cooked meals during fashion weeks. She shares, "I have carried a tiffin in my bag. I have boiled eggs, fruits, and oats. That's how I stay fit throughout a hectic fashion week." This approach helps her avoid unhealthy temptations and maintain her health.

Skincare and Hair Care Routines

Raj follows a simple yet effective skincare regimen: cleansing, toning, moisturizing, and regular use of sunscreen. She has recently incorporated retinol into her routine, which she finds beneficial. For her hair, she avoids coloring and has declined offers for hair color shows to maintain its health.

Navigating the Evolving Fashion Industry

Raj acknowledges the challenges of staying relevant in the fast-paced fashion industry. She states, "Times are really changing, and Indian markets have moved into fast fashion. It is no longer about one, solo trend. As a model, I am required to be versatile and relevant." Adaptability is key to sustaining a successful career.

Raj looks up to seasoned models like Deepti Gujral and Candice Pinto, admiring their longevity and professionalism. She appreciates their ability to remain popular and relevant while being grounded individuals. Their influence shapes her work ethic and personal values.

Embracing a Multifaceted Approach

Raj advises aspiring models to view their careers as long-term endeavors. She suggests, "You need to be multi-skilled to survive in this current age." Continuous learning and skill development are essential for longevity in the industry.

Financial Planning for Stability

Having started her career at 19, Raj emphasizes the importance of financial discipline. She advises young professionals to save diligently, stating, “One needs to keep actively saving.” Smart financial planning provides security and flexibility in a fluctuating industry.

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