

Indian Fashion Trunk

New York Fashion Week: Sustainable, thought-provoking collection by Indian students gains applause

INIFD and London School of Trends helps student designers showcase their creations at the runway

It was a proud moment for India as students of Inter National Institute of Fashion Design (INIFD) in collaboration with London School of Trends (LST) presented a sustainable, fashion-forward, and thought-provoking collection called “INDIAN FASHION TRUNK” at the 7th season of the recently concluded New York Fashion Week held at Ziegfeld Ballroom, New York, USA.

Anil Khosla, CEO, INIFD, said, “The labour of love and hard-work of the students spoke a universal language propelling the dialogue around sustainable fashion. We are elated to be able to support talented and foresighted creative minds and enable them to represent the country at a global platform such as the renowned New York Fashion Week. With the objective of providing world class mentorship and guidance to nurture the talent pool to become the fashion moguls of the future, we are continuously investing in the journey of the students pursuing fashion with grit and passion”

India has always represented harmony in diversity and the same could be very well seen in the collection. Sustainability is the need of the hour and staying considerate towards the environment is very important. Students have consciously sourced, manufactured and designed clothes using ethical fabrics, repurposed materials, ensuring zero wastage.

The designs were based on the ‘Craftsmanship of the Future’. To capture the spirit of India with students coming from diverse backgrounds, they were focused on fall-winter trends for the 2022 season. It depicted the rich culture, indigenous craftsmanship, art, design, originality, textiles from different states of India. The vibrant colors with rich deep hues and fabrics

are one-of-a-kind which highlighted the craftsmanship that makes India a powerhouse source for fashion.

Sunny Somra, Director, London School of Trends, said, “We are humbled to see how our agency with INIFD has transpired into a talent showcase of the country’s finest fashion designers making an uproar at a coveted event - New York Fashion Week. Our objective with this association is to pave the way for the bright future of fashion students and consolidate their foundation as they witness the extraordinary possibilities at every point of their career in fashion.

Amidst powerhouse designers and plethora of versatile creation of fashion legends, 52 pieces curated by the INIFD were displayed on the runway. This opportune event saw a clique of celebrities adorning the fashion week with their presence.

Ritu Kochhar, Director, INIFD, said that “Under the professional guidance of industry experts, our students are mastering fashion design, in addition to being equipped with discovering their individualistic styles, techniques and craftsmanship to create a masterpiece with a creative vision. We are also continuously looking for ways to enhance our facilities and syllabus to create a sustainable ecosystem offsetting footprint in the field of fashion from the get go.”