

AWA:EK to focus on making khadi fashionable

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AWA:EK-A Way Ahead: Ethical Khadi, will focus on making fashion industry more sustainable by making khadi fashionable. In a bid to position khadi as a sustainable fashion fabric globally, the event will throw light on khadi production, community building and ethical fashion. The event is scheduled to be held on November 24 in the United Kingdom.



The sustainable event will be hosted by a group of social, environmental activists and ethical business owners from the UK and India.

"Khadi has an immense potential to unify. It could help establish a fairer balance of power and more respectful relationship between everyone in the supply chain from farmers, artisans and designers to the wearer," said Kishore Shah, one of the organisers of the AWA:EK event and co-founder of Khadi CIC (Community Interest Company).

"We have big ambitions to make khadi a household name synonymous with sustainability, ethics and respect. We want young people in particular to make their fashion statement by wearing what they stand for - something a generation will be proud of," added Shah.

The one-day event will also identify methods to adopt concept and technology for creating zero carbon, zero poverty fabrics at a global level. programme will cover various topics including bringing together stakeholders from organic farmers to manufacturers of textile machinery and solar energy equipment, the khadi way of life and building on Gandhi's legacy; rebranding khadi in the modern context of ethical fashion and concern for the environment, and international transfer of khadi technology.

"We have a chance to transform this great but polluting and exploitative industry, and I'm so proud to be working with a group striving for generation-defining positive change," said one of the speakers Shailini Sheth Amin, owner of Moral Fibre Fabrics.

"I think it's necessary not to be obsessed with 'talking' about sustainability," said John Alexander Skelton, menswear fashion designer who will also speak at the event.

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