

WHAT SUP

PARIVARTAN STARTS A FRESH DIALOGUE ON SUSTAINABILITY AND SLOW FASHION

Change, the only constant in the world, is not just a regular word but a force. And its Hindi translation Parivartan, headlining a sustainable event held at Daga Nikunj on February 11, aimed at re-establishing and reiterating the power of the word in bringing a substantial and much-required change to save the planet. This common objective of cooperative co-existence brought together Yogini Bapat, Shital Bhavishi, Janki Soni, Bhavika Popat and Somini Sen Dua to organise a landmark event that would start a new chapter in slow fashion.

The daylong event in collaboration with Mrittika Earthy Talks and WICCI West Bengal saw a number of stalls selling products that follow the ethics of eco-friendly and organic with passion. The event was marked by talk shows on menstrual health, compost building, e-waste, organic vegetables and more that steered forward the dialogue of making result-oriented changes in daily life. A fashion show, Bohemia, by Dorji Shantiniketan, promoted slow and sustainable fashion. The concept of pre-loved fashion also joined the voice to cut down on fast fashion.



Stylist Anupam Chatterjee also dropped by and had his heart on the beautiful planters.



Team Parivartan (l-r) Yogini Bapat, Janki Soni, Somini Sen Dua, Bhavika Popat and Shital Bhavishi

The day was marked by a panel discussion that centred around the topic 'Is Sustainable Living the Answer to the Climate Crisis?' (R-L) Shruti Ghose of Garbage Free India, who is known for far-reaching initiatives of garbage segregation; Lata Bhatia, who has Calcutta's first zero-waste store and who also does workshops in composting; Ekta Jaju of SwitchOn Foundation; Nandan Mall of Hulladek Recycling; Somini Sen Dua, founder-director of Mrittika Earthy Talks Foundation; Surhid Chanda of Hari Mitti and Aavek Bhattacharya. Somini, who was moderating the panel discussion, talked about conscious living while Aavek focussed on sustainable fashion and natural dyes. The discourse also mentioned the importance of organic, chemical and pesticide-free food, creating urban kitchen gardens and more.



One of the highlights of the day was the fashion show Bohemia by Dorji, Shantiniketan, which saw model Nick Rampal and owner of Bunaphile, Sonika Dey, walk the ramp among others. The brand is known for using natural dyes with products like seasonal flowers, indigo, leaves of trees and *kanha* (*khair*). Stitched and designed by designer duo Sumon and Seyati, the designs are contemporary, trendy and chemical-free.

Somini Sen Dua said, "Parivartan is the change we are trying to include in our lifestyles. Climate change is a crisis now and we all agree on that. If we are still irresponsible we as a human race will not be able to survive. From the time we brush our teeth, to the packaged food we eat, and what we wear, we consume chemicals... we are the ones buying cancer and inviting it home! Statistics predict that fashion waste may increase to 148 million tonnes by 2030. It's time to live responsibly."



The daylong event exhibited a host of handmade and sustainable products from labels like Twirl, Ayurum Organics, Urvija, Paushtik Life, Rags to Riches, Bon Ap Pet It and more. It included attractive crocheted dolls, trendy and eco-friendly handbags that make a great alternative to leather ones, functional and multi purpose products made out of cane and bamboo, ceramic cutlery with beautiful prints and even eco-friendly jewellery made out of natural products.

Pictures: Pabitra Das