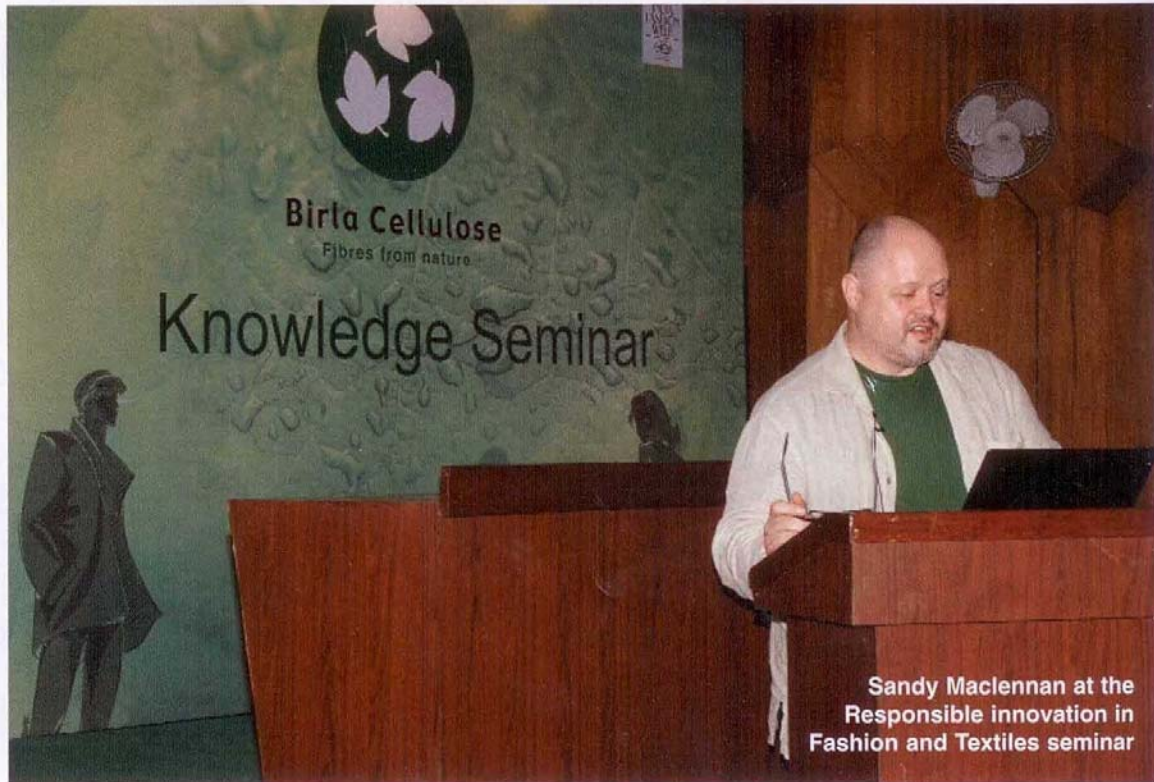


At the venue

Focus on Green Fashion



Sandy MacLennan at the Responsible innovation in Fashion and Textiles seminar

The Earth is getting warmer by the day and its resources are depleting fast. And nothing can stop this depletion except the use of environment friendly and sustainable products. Birla Cellulose highlighted this fact at a seminar on 'Responsible innovation in Fashion and Textiles' at the WIFW. The seminar was addressed by Sandy MacLennan, an eminent design consultant from London. MacLennan highlighted the need of a fibre which uses only ingredients that are safe to both humans and the environment. Though derived

from renewable sources, the fibre will give an equal or better performance of the produce it replaces.

Eco-friendly fibre can be used in almost everything from personal care products to home furnishings and apparels. The seminar stressed on the point that to keep pace with the changing environmental needs, India will have to introduce the concept of eco-friendly fashion. The fashion fraternity needs to promote the use of organic fibre to take up the cause of green fashion.