



Bandana Tewari

The magic of Indian textiles - by Bandana Tewari

A POP UP

fridayFUNDA

AT LAKMÉ FASHION WEEK

This fashion season, the Godrej India Culture Lab returns with its signature Pop Up Friday Funda live at Lakmé Fashion Week. This Funda will take the shape of a special talk by fashion's favorite contrarian Bandana Tewari during the dedicated textile day of Lakme Fashion Week Winter/Festive 2014.

Bandana Tewari grew up in the foothills of the Himalayas, studying Victorian literature from Irish and Nepalese nuns. She went on to do a B.A. in Literature and a Master's in Mass Communication and Film Making in New Delhi. Her experience making her final student film titled, *Little Death* (after Roland Barthes's *la petite mort*), led her to deal with rowdy truck drivers in the middle of the night, and forcing local shop-owners to lend naked mannequins for two minute scenes in her film. Now, some years later (in the course of an award-gathering career spanning television, internet, fashion, writing and more), as the Fashion Features Director of *Vogue India* and a Business of Fashion writer she continues to globe-trot with the same energy and passion, constantly pushing local Indian design and crafts on to the world scene and being the spokesperson on the state of fashion in India vis-à-vis the international world. Bandana's several accomplishments at *Vogue* include Project Renaissance - a unique collaboration between Indian artisans and international fashion brands organized in celebration of the magazine's fifth anniversary.

At this special Fashion Funda, Bandana will talk about how disruptive thinking can benefit fashion in India. Whether it's the 'dislocation' of traditional crafts and their introduction into non-traditional environments, to deliberating on fashion's formidable role as catalyst of social change, she brings her passionate debate to Lakme Fashion Week. This event, like all our other events, is free and open to all.

In order to RSVP, please log on to www.indiaculturelab.org and RSVP from the event page or send us an email on indiaculturelab@godrejinds.com. Also, we will be running many exciting contests on **Twitter (@indiaculturelab)**, so do follow us to know more and participate!

Time and venue

22 August 2014,
Friday, 6.30 pm.
Jabong Stage, 8th floor,
Hotel Palladium,
462, Tulsi Pipe Road,
Lower Parel, Mumbai.

In collaboration with

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FASHION
WEEK