Wear Clothes That Matter! * Ethical Fashion Is The Future!
Weavers and hand looms are contributors to sustainable fashion and employment in India. Hand loom makes up the biggest part of the craft industry in India, along with traditional techniques and roots embedded in ancient artisanal traditions. However, it incurred a steep decline between the 2nd and 3rd census carried out for hand loom, conducted in 1995-1996 and 2009-2010. The hand loom sector went down from employing 65.6 lakh workers in 35 looms in 1995-96 to employing only 43.2 lakh workers in 23 looms in 2009-10.

What Is The Japanese Concept Of 'One Mile Wear'?

The Japanese Concept Of ‘One-Mile Wear’: They say that despite all the clothes we own, we only wear a couple from our wardrobe. Ultimately, we want our clothes to be useful, to be worn, and to be kept. When we make mindful choices about the clothes we buy, we wear them more.

Indeed, we have our moments where we need clothes for our daily 9 to 5, work and leisure events, casual brunching scenes with friends, etc. But that’s probably just a tiny percentage of the clothes you really own.

Sustainable Fashion And Employment In India

Read More
Up-Cycling & Recycling With Veteran Fashion Designer Reynu Taandon

The veteran fashion designer of the Indian fashion industry Reynu Taandon, although designing for a long time established her brand in 1999 under the name Mynah’s. She has been the Brand Ambassador of the Paradiso Sahara Group and at Fashionista a fashion educational institute. Read More

Masaba Stepping Towards 'Sustainable Fashion'

Fashion designer Masaba Gupta launches plastic-free clothing line. Indian Fashion designer Masaba Gupta has launched an apparel line ‘I Will Wear Out Plastic’, which features clothes, with detachable bags built within the garment itself. Read More

Ruchika Sachdeva – A Designer Driven By Sustainability

The designer Ruchika Sachdeva who started her own label in the year 2011 – BODICE, sees fashion from a distinct perspective. She won the Woolmark Prize for her collection of women’s wear and considers that moment to be the defining one for both, her brand and herself. Ruchika is a passionate fashion designer working within the integrities of sustainable and ethical fashion. Read More
GET NOTICED!
FEATURE WITH US!
Sushant put his heart and soul into his craft, although he was concerned more about research than looks, still every-time he managed to keep up with the fashion trends naturally. He was one of the most talented actors the industry had, and it’s time that we remember him for the gem of a person he was. Rajput excelled every single path he crossed be it acting or fashion. Indian or western culture dresses he aced all of them and kept up on a point with ongoing fashion culture and trends.

Kai Po Che!, Shuddh Desi Romance, Detective Byomkesh Bakshy!, Kedarnath, Chhichhore, M.S. Dhoni: The Untold Story, PK

Read More
IS THE WORLD WELL DRESSED BUT DEPRESSED?

According to data by World Health Organisation (WHO), almost 8,00,000 people die due to suicide every year, which is 1 person every 40 seconds and the survey further depicts that India and China account for 40% or more of the annual suicide deaths globally. This topic of mental health raised as yet again a pall of gloom descended on all of us, the demise of Bollywood celebrity Sushant Singh Rajput left the entire world to open their eyes and talk about mental illness.

Although we don’t have direct access to the inner workings of the mind of someone who has passed away, there is much evidence that the thought processes are often gravely disordered by the effects of trauma, mental health conditions, and substance abuse.

Talking about mental illness for some, the high-end fashion industry can be highly stressful, competitive, and critical. Most models of the Indian fashion industry and famous fashion designers of India are portrayed as the “tortured artists”, someone who adorns and creates dark clothing. It emphasizes on appearance, the fashion industry in India heavily focuses on appearance, and it has further created stereotypes of its own.

The fashion industry in India is known as a fast-paced, high-end fashion world full of glamour and glitz. Thus, the question arises; what happens when the runway goes dark? I Knock Fashion understands that if a person can’t think rationally due to impairment of the mind, the decision clearly is not a choice.
As the pandemic changes the psychology of consumer behavior, fashion giants also meander their sales and branding strategies to sell the latest fashion for women, men, and kids. Zara owned by Inditex will now boost its online sales; closing down about 1200 brick and mortar stores across the globe. With the closure of these stores, the store count would drop between 6000– 6700 respectively. It is expected that most of the closures would be in the European and Asian countries.

**COVID 19 Impact: Zara Boosts Online Sales Over Offline Stores**

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Sustainable fashion can be a one in all solution to reduce all the harmful impacts the industry is causing to the environment over the years. It is a perfect alternative to fast fashion, Sustainability in fashion acts as the closest possible alternative that substitutes a more fulfilling lifestyle choice. It significantly lowers our impact on the environment, as under sustainable fashion we possess only that we use and we use all that we possess. Along with this, the other major factor is that eco-friendly fabrics and accessories last for a very long time.

Organic materials keep on getting better with time and don’t need to be disposed of soon, Sustainability as a process includes how we produce and consume garments, shoes, accessories, and other textiles.

Since the Bangladesh factory incident, several organizations looked out to educate and brief consumers about the impacts the fashion industry has on the environment and encouraged the consumers to opt for better fashion choices.

**Will COVID-19 Draw Attention to Sustainable Fashion?**

*Read Full Blog*
RECREATE YOUR DENIMS

If your denims are showing threads, just trim and add lace to it. Perfect for those summer outings!

A patchwork of pieces of denim, make a perfect rug for modern homes. Give your denim a second chance!

Cut out the pocket area and fix it on embroidery hoops. Just hang it on the wall and use it to put your things!

Your torn denim pockets can hang on those wall hangers to make perfect storage for your essentials. Do patch work or stick to decorate it!

Stencil paint your denims and make them just as new to flaunt in front of your friends! Small prints or large ones, they look lovely!
For decades, make-up and skincare brands have been taking the lives of many animals in the name of ‘product testing’. This process involves testing every chemical and ingredient that goes into making a cosmetic before launching it in the market for human use. According to a 2016 report by PETA, over 250 cosmetic brands still test their products on animals, adversely affecting over 27,000 animals each year. In order to put an end to this barbaric practice, many brands and consumers are now producing and supporting ‘cruelty-free’ cosmetics. This means, neither the product nor any ingredient will be tested on animals by the brand or any third party. This initiative is slowly gaining pace as many major brands – including the likes of Lush and Urban Decay have joined the initiative. This has also paved a path for many local organic brands like Kama Ayurveda and Biotique Naturals.

Hollywood stars have taken this a step ahead and have launched their own lines of cruelty-free cosmetics and beauty care products. Actors like Jessica Alba and Drew Barrymore have introduced eco-friendly brands – The Honest Company and Flower respectively. Their brands advertise their products as being environmentally friendly through their use of novel ingredients and by not partaking in animal-testing, while still providing products to consumers at affordable prices.

With increasing celebrity attention and passionate enthusiasm from consumers (specifically millennials who are big on sustainability), we’ve seen a rise in demand for cruelty-free beauty care and cosmetics in recent years. However, the outlook is not that positive and even with powerful initiatives and advanced technology, many major companies are continuing this age-old, cruel practice. Chinese law even requires international brands to test their products on animals before they can be sold in their markets.
**GO CRUELTY FREE**

**EASY KITCHEN**

**HOME HACKS FOR SKIN**

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**Curd and Honey**
For dry skin, take a spoon of curd and add half spoon of honey, mix and apply on your face. Leave for 5-7 min, wash with cold water.

**Sugar scrub**
Take a spoonful of crystallized sugar, add lemon or warm water for it to stick together. Now use it as a scrub for baby soft skin.

**Banana Pack**
Mash some bananas and add a tablespoon of honey with some lemon juice, apply it on your oily skin as a mask and wash with cold water after 10 min.

**Coconut Oil**
Combine sugar, salt, honey and coconut oil into a thick paste and use as a scrub for your body.

**Flax Seed**
Grind flax seed, mix with honey, curd and wild turmeric, apply all over your face, keep for 10 mins and wash with cold water.
Ever felt caged? Like you have to do this for a lifetime whether or not you want it! You can't express yourself to the people whom you have grown along? You want to scream, shout, tell others that you are like them with different preferences!

This was and maybe still is the life of many Queers in India! While we got a lawful constitution in the 1950s, it wasn't until 2017 that the 'Bharatiya Samvidhan' recognized the love that was a little different than what the society would approve of or as termed by section 377 'Unnatural'!

This law prevailing in India regarding the criminalization of same-sex marriage or even sexual expression in private was introduced during the British Era, before it, transgender, same-sex love was a common sight in the Indian society.

It took a year more even after protecting love expression in private under the Right to Privacy act by the Supreme Court of India in 2017, for the LGBTQ community to gain absolute normalcy in the society under law.

The section 377 lawyers Menaka Guruswamy and Arundhati Katju– fighting against the draconian law set by Britishers and further adopted by the Indian constitution came out openly speaking about their relationship. Another celebrity chef Ritu Dalmia also revealed her liking for women after the decision was made and implemented by the Supreme Court Of India.

Section 377 under the Indian Penal Court 1860, criminalizes sexual acts ‘against the order of nature.' Whoever voluntarily has carnal intercourse against the order of nature with any man, woman or animal, shall be punished with imprisonment for life, or with imprisonment of either description for a term which may extend to ten years, and shall also be liable to fine.

The struggle and fight against this barbaric law haven't been easy for the Indian LGBTQ society. It took them years after the first plea was rejected in 2013, the same year when Suneet Verma– The Indian fashion designer married Rahul Arora in New York. It wasn't until 2018 that the Indian Supreme Court stood for the rights of the LGBTQ community legalizing same-sex marriage and making it a normal in the society.

But the question is– Does the society see it as NORMAL?
I Knock Fashion surveyed a sample size consisting of Indians within an age group of 19–45 years. Interestingly the findings of the outlook of the Indian society towards LGBTQ were surprising. While 80% of the Indian population falling between the age group of 19–24 years seems to be indistinguishable of LGBTQ considering them equally a part of the society as the others, many were not in favor of attending Pride Parades or other such events. This leaves us thinking whether this generation that has had the most global exposure through social media and the web; follows the live and let live policy. Well many say, Asian countries, especially the people of India, have a soft heart and a rigid mind. The age group between 25–45 years are either neutral or unfavorable towards the queers, yet claim to have a ‘no change in attitude’ for its friends who would open up to being LGBTQ to them.

As the law favors the LGBTQ community, many still succumb, indecisive to opening up about diverse or different preferences, this is majorly due to the societal norms set during the British era against queers, embedded deeply within the people.

Another eye-opening find is that while the younger generation accepts their siblings as queers, the 25 years + choose to neglect the question about acceptance of siblings being LGBTQ openly. The survey thus makes it clear that those that have been exposed to global trends from an early age seem to be more accepting of the LGBTQ community while the others are still reluctant towards the modern approach to LGBTQ.

Hence, the law has accepted and legalized all the rights for the LGBTQ in India, but a large part of the society still see's it as a taboo.
How would your behavior be towards a friend who just opened up about being Gay/ Lesbian?

1. More Accepting  
2. Distance Maintaining  
3. No Change

Take The IKF Survey Now! Click Here
Inclusivity has always been the motto of the fashion industry. Be it size, color, Pride or any other concept built by the society, fashion industry and beauty industry have always had a mind of its own. The Indian fashion designers, global makeup industry, international fashion brands and organizations representing fashion and beauty do not know to discriminate instead they purely judge you on the basis of your talent. Queers have had a special place in the fashion and beauty industry, be it the famous Indian fashion designer Wendell Rodricks or the renowned Rohit Bal and Anwesh Sahoo a fashion illustrator and model, they all are well celebrated for their talent and work.

"There is nothing wrong with you, there is a lot wrong in the world you live in" – Chris Colfer
Know-It-All About The Drag Queen Makeup!
SCARF IT UP!

STYLE YOUR SCARF IN MANY WAYS!
Designer Anita Dongre is the founder of House of Anita Dongre, an Indian fashion house, and the founder of Pink City, a handcrafted jadau fine jewelry brand. In 2015, And Designs India Limited re-branded itself as House of Anita Dongre. It shelters AND, Global Desi, and her signature label ANITA DONGRE. She recently introduced Anita Dongre Grassroot to her fashion house, which is a sustainable and luxury pret label.

DID YOU KNOW?

Doubling the useful life of clothing from one year to two years reduces emissions over the year by 24%.

Fashion Fact

Designer Anita Dongre is the founder of House of Anita Dongre, an Indian fashion house, and the founder of Pink City, a handcrafted jadau fine jewelry brand. In 2015, And Designs India Limited re-branded itself as House of Anita Dongre. It shelters AND, Global Desi, and her signature label ANITA DONGRE. She recently introduced Anita Dongre Grassroot to her fashion house, which is a sustainable and luxury pret label.
IKF IQ!

WHICH COUNTRIES DO THESE DRESSES BELONG TO?

Saree
- India
- Cambodia
- Chile

Kimono
- China
- Japan
- Argentina

Liputa
- Chad
- Sudan
- Congo

Ao Dai
- Laos
- Vietnam
- Combodia

Hanfu
- Russia
- China
- Mongolia

Click Here To Play More!

Play The Maze!

Must Try!

Screen shot the maze, play on edit, find the way and tag @iknockfashionofficial
Honey! I want you to bake something for me today!

Oh sure! Sweety Just Give Me 5 Minutes

(After baking her makeup)
Perfect isn’t it?

A man at a cafe table—Woow those two girls! He walks up to those girls and asks

Ladies! Have you been shopping?
Yes, there is a new Sale and we are shopping for it

Interesting! So who is getting married?
Us!

Huh!! What luck!
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