

Report on GreenStitched Film Festival

GreenStitched Film Festival (GFF) is a daylong screening of documentaries on sustainable fashion. The first GFF was held in Bangalore and was **supported by NIFT Bangalore along with local partners Ecofolk and Eunoia**. The event, held on **Saturday, 18th February** at the Auditorium of NIFT Bangalore, saw a **footfall of 110 people** which included industry professionals, entrepreneurs, freelancers, students, academia and media. GFF happens to be the first such attempt to raise awareness on sustainable fashion through the medium of a film festival. Along with documentaries, GFF also invited people associated with the films to answer questions from the audience.



The main idea behind conducting the event was to **bring the issue of sustainable fashion from a niche to mainstream**. This could be possible by providing a well rounded perspective on sustainable fashion, talking the different impact areas and bringing positive stories to light and ultimately raise awareness among people.



Hence the GFF included **documentaries on various facets of sustainable fashion** - fast fashion, textile waste, sustainable fashion design, slow fashion, cotton, water pollution and social aspects.

The speakers included

- Sara Mahdi, Deputy Country Coordinator, Fashion Revolution India
- Abhishek Jani, CEO Fairtrade India
- Nidhi Kamath and Keya Vaswani, Directors, Storyloom Films

Prof. V Shivalingam, Director NIFT Bengaluru was the Chief Guest of the event and had been supportive of it throughout the planning and execution phase. **Dr. Anupama Gupta, Associate Professor of NIFT Bengaluru was the main coordinator of the event on behalf of NIFT.**



9 documentaries screened included the critically acclaimed 'The True Cost', National Award winner 'Weaves of Maheshwar', 'Unravel', and some films premiered for the first time in India like 'Frontline Fashion'.



Voices from the GreenStitched Film Festival

The event brought a tangible difference in understanding of sustainable fashion among the audiences. Below is what they said.

"I liked the movies chosen, the way it was organised - no fluff. It was simple and straightforward."

Manu Raveendran, Freelancer and sustainable fashion enthusiast based in Bangalore



"It was good to understand the entire life cycle of this industry and its future in one sitting. It was interesting to listen to others perspectives and have conversations with experts in the domain."

Shashidhara K, Ecopreneur based in Bangalore



"Raw and eye opening."

Nidhi Bala, Owner of an artisanal products venture

"GFF was a fine, fuss free and to the point gathering that delivered a punch. It was commendable that the team managed to pull off with limited resources at hand. I have seen some well oiled campaigns that fall flat - so KUDOS! A sustainability army of sorts is forming in India and an event like GreenStitched Film Festival is a really noteworthy milestone."

Sara Mahdi, Deputy Country Coordinator, Fashion Revolution India (global movement to raise awareness of true cost of fashion)



"We made Frontline Fashion because amongst all the bad news out there about the fashion industry, we are seeing positive change. We wish to see this positive change spread through an event like GreenStitched Film Festival in India."

Christina Dean, Founder & CEO, Redress (Hong Kong based NGO working to reduce waste in the textile industry)

