Fashion designers talk about the impact a fashion show can have when it comes to raising funds or creating awareness about social causes. We take a look...

Muktha Shetty

Many say that the increase in fashion shows has always had a big impact on the fashion industry. A show is a way of giving back, while for others, it's a chance to make waves. But in someone's talk about how the generation is something we all can join in. This time, we look at how a fashion show or event can make a difference in the world by creating a much-needed impact.

CAUSE AND EFFECT
In a time when we take for granted the causes and the effects, how many wonder how a designer's words and actions resonate and impact the audience? What if a designer creates a popular strategy among fashion lovers? How to raise awareness of social causes as part of a cause-related marketing campaign? This is the way to make it happen. There's no better way to raise funds with so much attention for charity-driven campaigns.

Fashion designer Muktha Shetty, who has been involved in meaningful causes through her charitable foundation, SCARF, says, "There's no better way to raise funds with so much attention for charity-driven campaigns. We are always happy to make people come together for a great cause. I feel it's the way forward for many fashion houses and foundations to make more than one impact.

Co-hosted by The Cancer Patients Aid Association, the event is scheduled to take place at the iconic Ritz-Carlton, Mumbai. There's no better way to raise funds with so much attention for charity-driven campaigns. We are always happy to make people come together for a great cause. I feel it's the way forward for many fashion houses and foundations to make more than one impact.

The bold and the beautiful

Comme des Garçons (Korn-day-garsaw)

This is a compound Fashion industry and the brand

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