

Dinesh Meena/DNA



Canadian tourist Brynn (right) helps fellow national Jacob try on a khadi jacket at a shop in the city

Once scorned by fashionistas as a downmarket fabric, *khadi* is now becoming popular with Jaipur's trend-conscious youth, especially in the winter

**Shilpi Batra**

With the mercury in the city already starting to dip considerably, Jaipurites are doing much more than just digging out their old woollens. They are upgrading their winter wardrobes with *khadi* garments that are now finding a place in many retail outfits across the city.

Once known as the 'uniform of politicians', *khadi* garments have today become a style statement for fashion-conscious Jaipurites. And a lot of credit for this goes to various designers, who have worked with the fabric to create contemporary styles.

Internationally too, *khadi* has gained popularity. "We used to think that *khadi* clothes were limited to *kurtas*, Nehru jackets and sling bags or *jholas*. But seeing the options available in Jaipur, our opinion has changed," says Brian, a

# Be Indian, wear Indian

Spanish tourist.

And though many people still stereotype the '*khadi* look', as being synonymous with serious journalists and politicians, the younger generation is open to experimenting with their look, teaming *khadi* garments with jeans and canvas shoes.

"I happened to check out a *khadi* ex-



**I happened to check out a *khadi* exhibition once, where I saw some really young designs**

**Aman Kapoor**

hibition once, where I saw some really young designs. For the coming winter, I have bought a bright-coloured 'politician'-style coat for myself," says Aman Kapoor, a business associate with an event management company.

The Gramya Khadi Handicraft (GKH) outlets across the city have witnessed large profits after they tied up with well-known designers.

"We wanted the youth to popularise *khadi* clothes, and so, we collaborated with designers like BB Russell," says Satish Agarwal from the GKH Emporium, MI Road. "We have already sold out 80 per cent of her creations," he adds.

Apart from just promoting *khadi* apparel, GKH also sell natural products like teas, oils, shampoos, soaps, body washes and pickles.