Tune in for the next episode in AVID's Sustainability NOW Series which explores conscious and sustainable innovations in the luxury sector

For Immediate Release

"The starting point is not design; the starting point is sustainability."
- Leading Luxury Fashion Designer, Stella McCartney

The concept of luxury from the very root of the word's etymology is linked to waste, excess and even immodesty. Can we, in today's world, evolve the term and its attendant meanings to be seen as more than indulgence and extravagance? Can luxury- be it in fashion, product design, heritage, beauty or hospitality- be repositioned and reimagined as a concept that is not only ethical and restrained- but also one that is mindful of the environment and contributes actively to the healing of the planet?

As per a pre-COVID luxury market study from Bain and Company, a calculated sum of **3 trillion dollars'** worth of personal luxury goods was sold over the past 20 years. Much of these items go unused and hoarded- which has given rise to a nascent luxury rental market. Now more than ever greater global sustainability needs to be the topmost focus for these industries.

As part of our **Sustainability NOW Series**, **Avid Learning** presents **Sustainability NOW: The Future of Luxury in India** a panel discussion on the shifting notion and practice of luxury across the industries of fashion, lifestyle, branding, eco-tourism and hospitality. How are these sectors catering to a growing number of conscious consumers? How have they innovated to fit into a circular economy of production? What indigenous methods have they adopted and incorporated?

Founder, Peepul Consulting **Srimoyi Bhattacharya**, *Founder RARE India* **Shoba Mohan** and *Founder, Rewear* **Vikram Ramchandani** will be in conversation with *Journalist, Author and Podcast Host* **Gayatri Rangachari Shah**.

Please read on below for more details:

The concepts of sustainability and luxury share a common component and goal- one of durability. Sustainability entails the concept of promoting the conservation of natural resources, and this idea is closely associated with durability, which is a core component to luxury brands. Thus, it may be important for luxury brands, products and experience makers to consider a significant shift toward sustainability efforts.

These speakers will focus on fashion by way of upcycling, a burgeoning luxury rental market, sustainability-oriented branding, the circular economy, and the buying and coveting vintage and pre-loved products as a sustainable practice. They will also delve into luxury experiences in the hospitality sector, as well as the concept of eco-tourism and probe their corresponding repercussions and changes.

This panel intends to go beyond the common connotations attached to the concept of luxury, and challenge them. It will explore luxury beyond the associations of indulgence. These speakers and experts will explore the links between luxury and the idea of recycling i.e. the re-using, repurposing, remaking, reshaping of luxury materials and objects across time and place, hence giving more space for discussion to this understudied historical phenomenon.

Read more about the Series below:

Sustainability NOW is a thematized and targeted series of discussions, online episodes, masterclasses and more that aim to convert audiences into change makers and active catalysts and custodians for a greener future. Speakers include artists, designers, material researchers, chefs, architects, creative entrepreneurs, policymakers, environmentalists, urban planners, educators, scientists, social media influencers, philanthropists, scholars, technologists, business leaders, museologists and many more voices. Previous editions of the series have covered topics such as architecture and urbanism, emerging trends in the fashion industry, the future of food and conscious consumption, materiality, technological innovations and sustainable heritage.

Join us to learn more about how style, substance and sustainability go hand-in –hand in India's luxury sector today!

When: Thursday, 29th July 2021 | 6:00 PM – 7:30 PM

RSVP: www.avidlearning.in

Press Email: Ayeshah Dadachanji on ayeshah.avid@gmail.com

About the Speakers

Srimoyi Bhattacharya is the Founder of Peepul Consulting, a leading communications advisory firm in the luxury and lifestyle space with presence in New Delhi, Mumbai and Bengaluru. With about 25 years of communications expertise, she is passionate about helping brands build their image, support their growth through the creation and execution of strategic and creative marketing / communications programs. Born and brought up in Paris, Srimoyi worked in PR in Paris in corporate and new media for over 7 years before moving to the New York in 2002. Srimoyi started Peepul in 2006 and chose to

move to India in 2006 where Peepul is now run along with her partners. She is currently writing a book on brand communications to be released by Penguin India before the end of the year.

Shoba Mohan is the Founder Partner of RARE India, a company that has been promoting conservation and community based tourism with sustainability as a keystone value for tourism and hospitality. She sits on board associations like RTSOI, TTC, IAHRC etc. and promotes the idea that sustainable travel is future ready and luxury has to be redefined around parameters that believe in protection and preservation of the planet. About RARE: RARE India is a collection of some of the finest boutique hotels with its heart set around conscious luxury travel - palace stays, wildlife life lodges, homestays and retreats of the sub-continent. We believe that 'conscious luxury travel' is future ready and our community is an inclusive list of experiential hotels and hospitality concepts with a quality and style quotient that appeal to the world traveller, believe in working with the community while being personal and high on service. Our hotels are often set away from the repetitive and regular routes, aspire to tread softly on the land they are set in and preserve the innocence of the destination. In short, you have a 'RARE' collection of hotels and concepts that offer the perfect immersive experience to the evolved traveller. Founded by Shoba Mohan, RARE India's list comprises a unique collection of hotels spanning four countries – India, Nepal Sri Lanka & Bhutan, 17 States in India alone and over 75 hotel brands. www.rareindia.com

Vikram Ramchandani is the founder of United Coaltion (www.unitedcoalition.in) of which rewear is a part. United Coalition has investment positions in a few select brands that are managed and run through a collective ethos of bringing both, beauty and sense into the world. He has structured complex financial instruments for global investors, traded in commoditized goods with central Africa, sat on the USIBC summit for Nuclear exchange between Niger and India, was an advisor to India's first pre-IPO fund, managed mining contracts between nations, setup India's first broadcast design firm, established an accessories brand, and currently manages a clothing company. Born in Dubai and schooled in Toronto, his work in Barcelona and Bombay gives him an inimitable perspective on the nuances of not just the international protocols of commerce but also an insight in to the psychological disposition of various cultures.

Gayatri Rangachari Shah is a Mumbai based journalist, columnist and author. She is co-author of Changemakers: 20 Women Transforming Bollywood Behind the Scenes, published by Penguin Random House. Gayatri hosts her own podcast, called Uncommon Women, on RedFM India, which is also available on Spotify, JioSaavn, Itunes and Apple podcasts. Her writing has appeared in both national and international publications like The New York Times. She writes regularly for The Hindu, in which she also has a column. She is a contributing editor at Architectural Digest and Vogue and was India Head at New York based Tina Brown Live Media, which produced the globally renowned journalism summit Women in the World. She is the India ambassador for Interiors Academy, an online platform for the global interior and design community.

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