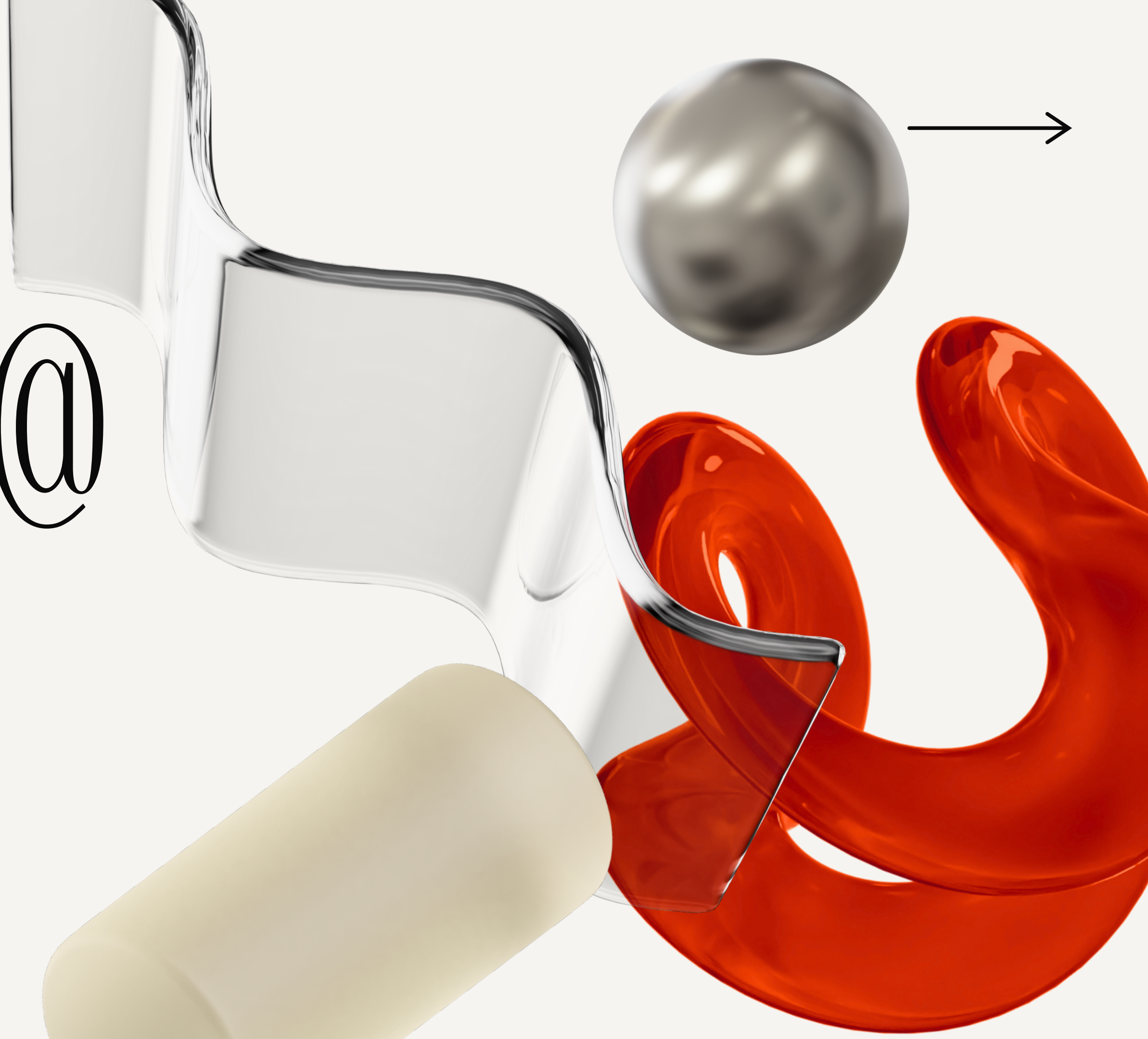
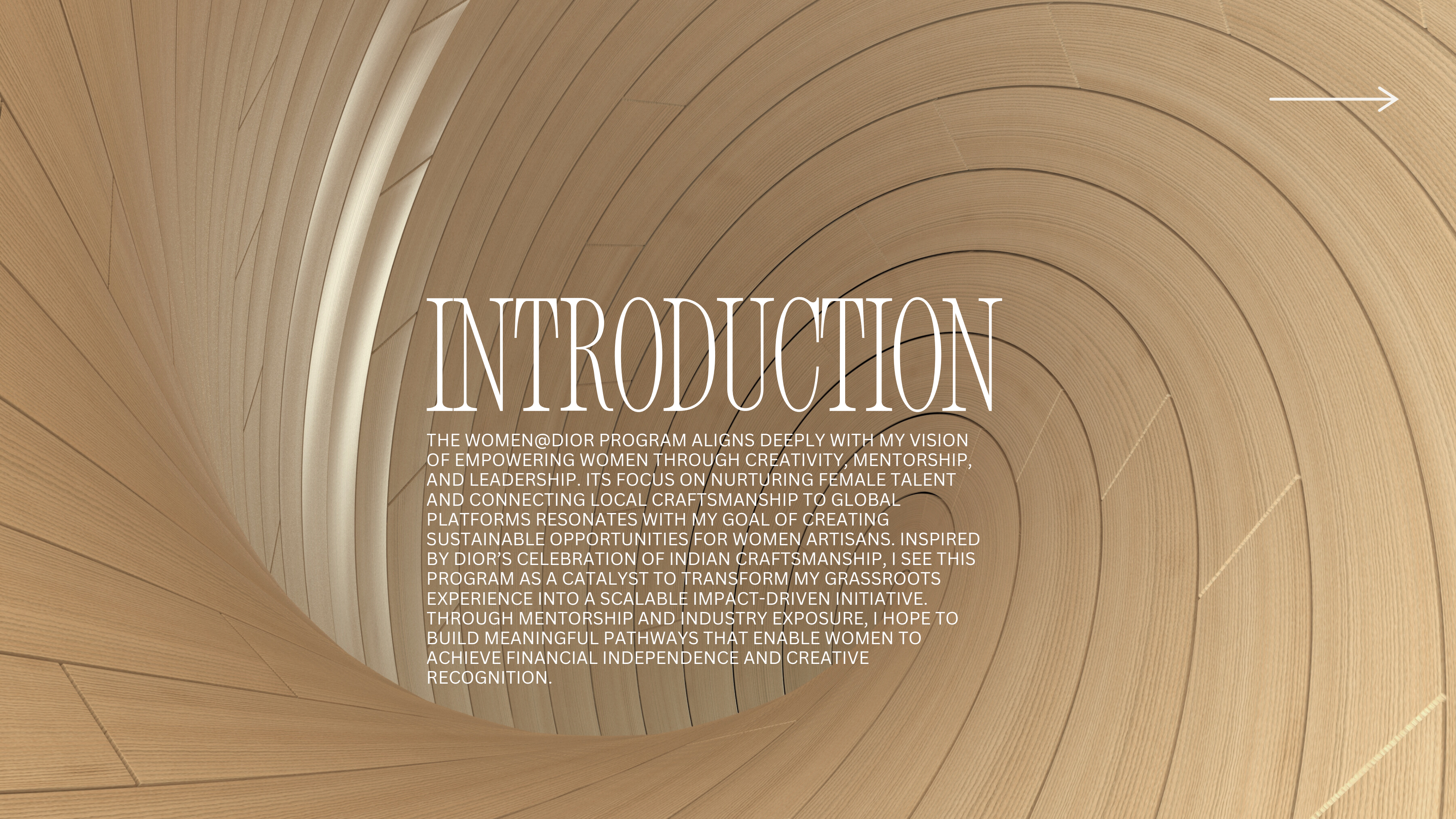


WOMEN@ DIOR

PROGRAM 2025

KHUSHI ANANDANI





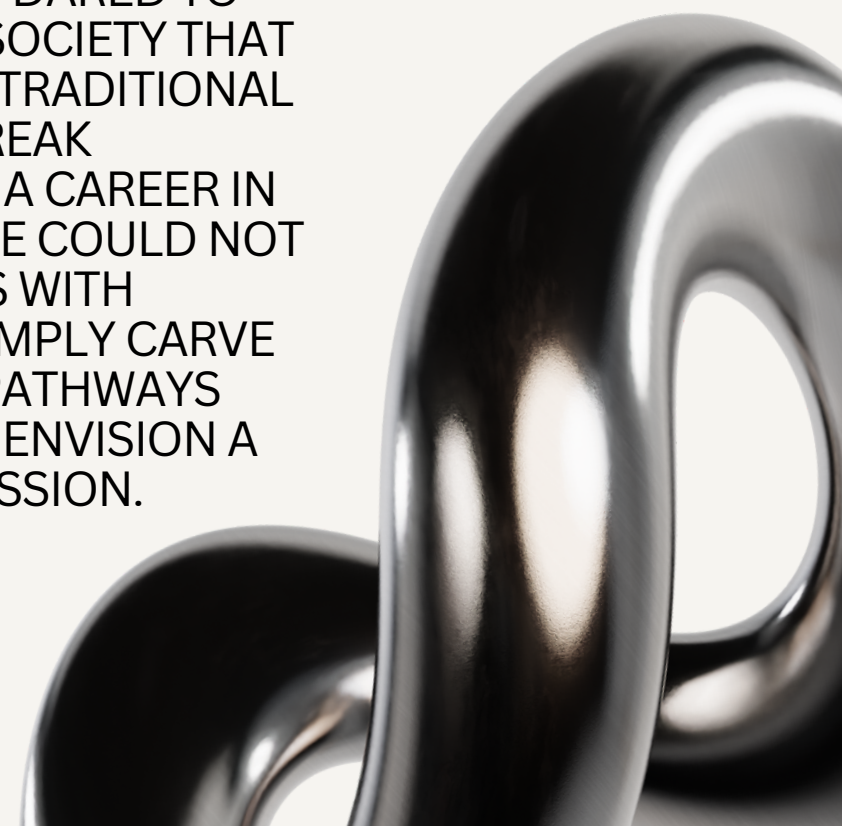
INTRODUCTION

THE WOMEN@DIOR PROGRAM ALIGNS DEEPLY WITH MY VISION OF EMPOWERING WOMEN THROUGH CREATIVITY, MENTORSHIP, AND LEADERSHIP. ITS FOCUS ON NURTURING FEMALE TALENT AND CONNECTING LOCAL CRAFTSMANSHIP TO GLOBAL PLATFORMS RESONATES WITH MY GOAL OF CREATING SUSTAINABLE OPPORTUNITIES FOR WOMEN ARTISANS. INSPIRED BY DIOR'S CELEBRATION OF INDIAN CRAFTSMANSHIP, I SEE THIS PROGRAM AS A CATALYST TO TRANSFORM MY GRASSROOTS EXPERIENCE INTO A SCALABLE IMPACT-DRIVEN INITIATIVE. THROUGH MENTORSHIP AND INDUSTRY EXPOSURE, I HOPE TO BUILD MEANINGFUL PATHWAYS THAT ENABLE WOMEN TO ACHIEVE FINANCIAL INDEPENDENCE AND CREATIVE RECOGNITION.

ABOUT MY PROJECT



IN THE VIBRANT YET COMPLEX CULTURAL MOSAIC OF JAIPUR, RAJASTHAN, WHERE TRADITION OFTEN DICTATES THE ASPIRATIONS OF WOMEN, I DARED TO DREAM DIFFERENTLY. GROWING UP IN A SOCIETY THAT EXPECTS YOUNG GIRLS TO CONFORM TO TRADITIONAL ROLES, I WAS FORTUNATE ENOUGH TO BREAK THROUGH THESE BARRIERS AND PURSUE A CAREER IN FASHION—SOMETHING MANY AROUND ME COULD NOT EVEN IMAGINE. BUT MY PRIVILEGE COMES WITH RESPONSIBILITY. IT IS NOT ENOUGH TO SIMPLY CARVE A PATH FOR MYSELF; I WANT TO CREATE PATHWAYS FOR OTHER WOMEN, ENABLING THEM TO ENVISION A LIFE OF INDEPENDENCE AND SELF-EXPRESSION.



MY JOURNEY TOOK A SIGNIFICANT TURN WHEN I WORKED WITH AN NGO- APNA GHAR ASHRAM, JAMDOLI IN MY HOMETOWN. THE WOMEN I MET THERE WERE CAUGHT IN A CYCLE OF DEPENDENCY, THEIR LIVES STAGNANT AND THEIR SPIRITS WEIGHED DOWN BY THE LACK OF OPPORTUNITY. ORGANISING WORKSHOPS IN EMBROIDERY, KNITTING, WEAVING, AND STITCHING WAS NOT JUST A CREATIVE OUTLET BUT A LIFELINE FOR THEM. THE TRANSFORMATION WAS REMARKABLE—SKILLS ONCE UNFAMILIAR BECAME TOOLS OF EMPOWERMENT. TOGETHER, WE CREATED STUNNING HANDCRAFTED PRODUCTS, FROM BASKETS TO HANDBAGS, AND I HELPED THEM MARKET THESE TO GENERATE INCOME. WITNESSING THEIR CONFIDENCE GROW AS THEY TOOK CONTROL OF THEIR LIVES RESHAPED MY PERSPECTIVE. IT MADE ME REALISE THAT EMPOWERMENT IS NOT JUST ABOUT SKILL-BUILDING BUT ALSO ABOUT PROVIDING THE TOOLS AND PLATFORMS TO SHOWCASE THOSE SKILLS MEANINGFULLY.

THIS EXPERIENCE SHAPED MY DREAM OF ESTABLISHING AN NGO WHERE WOMEN CAN LEARN, CREATE, AND THRIVE. I ENVISION A SPACE WHERE TRADITIONAL CRAFTSMANSHIP MEETS CONTEMPORARY OPPORTUNITIES, BRIDGING THE GAP BETWEEN LOCAL TALENT AND GLOBAL PLATFORMS. HAVING WORKED ON THIS GRASSROOTS INITIATIVE, I UNDERSTAND THE IMPORTANCE OF COLLABORATION AND EXPOSURE. THE WOMEN@DIOR PROGRAM IS A PERFECT FIT FOR THIS VISION, AS ITS EMPHASIS ON MENTORSHIP AND CREATIVITY RESONATES DEEPLY WITH MY GOALS. I ASPIRE TO LEVERAGE THIS PROGRAM TO CONNECT WOMEN ARTISANS WITH GLOBAL MARKETS, DRAWING INSPIRATION FROM DIOR'S AUTUMN/WINTER 2023 SHOW IN MUMBAI, WHICH CELEBRATED THE INTRICATE CRAFTSMANSHIP OF INDIAN ARTISANS.

STATISTICS AFFIRM THE URGENCY OF ADDRESSING WOMEN'S ECONOMIC EMPOWERMENT. ACCORDING TO THE WORLD BANK, ONLY 20.3% OF INDIAN WOMEN PARTICIPATE IN THE LABOR FORCE, ONE OF THE LOWEST RATES GLOBALLY. THIS HIGHLIGHTS THE IMPORTANCE OF CREATING OPPORTUNITIES THAT MAKE WOMEN FINANCIALLY INDEPENDENT. FOR WOMEN LIKE THOSE I WORKED WITH, FINANCIAL INDEPENDENCE ISN'T JUST AN ECONOMIC NECESSITY—IT'S A PATH TO DIGNITY, RESPECT, AND FREEDOM.

MY PASSION EXTENDS BEYOND CREATING OPPORTUNITIES; IT'S ABOUT RESHAPING NARRATIVES. FOR INSTANCE, DISABLED WOMEN, ACID ATTACK SURVIVORS, AND SINGLE MOTHERS OFTEN FACE INSURMOUNTABLE SOCIAL BARRIERS. STUDIES SHOW THAT ONLY 25% OF DISABLED WOMEN IN INDIA ARE EMPLOYED, AND SURVIVORS OF ACID ATTACKS STRUGGLE WITH ECONOMIC REINTEGRATION DUE TO SOCIETAL BIAS. I AIM TO FOCUS ON THESE OVERLOOKED COMMUNITIES, STARTING WITH RAJASTHAN, TO HELP THEM FIND STRENGTH IN THEIR IDENTITIES AND REALISE THEIR POTENTIAL.

MY PRIVILEGE OF WORKING IN THE FASHION INDUSTRY HAS EQUIPPED ME WITH UNIQUE TOOLS TO BRING THIS VISION TO LIFE. THE EXPOSURE I'VE GAINED AT LONDON COLLEGE OF FASHION HAS BROADENED MY UNDERSTANDING OF GLOBAL MARKETS AND STORYTELLING THROUGH DESIGN. I ASPIRE TO COLLABORATE WITH LUXURY BRANDS AND INDEPENDENT DESIGNERS TO SHOWCASE PRODUCTS CRAFTED BY WOMEN FROM UNDERSERVED COMMUNITIES. THIS WILL NOT ONLY EMPOWER THEM FINANCIALLY BUT ALSO CELEBRATE THEIR ARTISTRY ON A GLOBAL STAGE. THE WOMEN@DIOR PROGRAM'S EMPHASIS ON MENTORSHIP AND LEADERSHIP OFFERS AN UNPARALLELED OPPORTUNITY TO REFINE MY IDEAS AND TURN THEM INTO IMPACTFUL ACTIONS. IT WILL ALLOW ME TO CONNECT WITH A NETWORK OF LIKE-MINDED INDIVIDUALS AND LEARN FROM THEIR EXPERIENCES, ENABLING ME TO BUILD A SUSTAINABLE AND SCALABLE MODEL FOR MY NGO. I BELIEVE THAT EMPOWERMENT LIES IN PROVIDING THE TOOLS AND PLATFORMS FOR WOMEN TO SUCCEED WHILE CHALLENGING THE SYSTEMIC BARRIERS THAT HOLD THEM BACK. THIS JOURNEY IS DEEPLY PERSONAL TO ME. MY HOMETOWN, WITH ITS VIBRANT TRADITIONS AND UNSPOKEN CONSTRAINTS, TAUGHT ME RESILIENCE AND THE POWER OF DREAMING AGAINST ODDS. THROUGH THIS PROGRAM, I HOPE TO TRANSFORM THESE DREAMS INTO TANGIBLE CHANGE, ENSURING THAT MORE WOMEN HAVE THE FREEDOM TO DEFINE THEIR FUTURES, ONE HANDCRAFTED BASKET OR HANDBAG AT A TIME.



THANKYOU

KHUSHI ANANDANI