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BIBA outlets to sell 'India Handloom Brand' products

Ethnic apparel brand BIBA today launched '[India](#)Handloom Brand' garments at its flagship store here under tie-up with the Ministry of Textiles.

As per the collaboration, '[India](#) Handloom Brand' fabrics will be made available at key BIBA outlets across India. BIBA will also create apparels using the [India](#) Handloom Brand fabrics promoted by the Ministry of Textiles.

Speaking at the launch function, Union Textiles Minister Smriti Irani said the ministry is focusing on promoting and reviving Indian handlooms and Indian weaves.

The minister pointed out that [India](#) has a rich textile heritage and that an initiative such as this, wherein brands collaborate with the government's initiative, will help make the programme bigger and more successful.

To start with, the clothing line will comprise [India](#) Handloom Brand Pochampally Ikkat fabrics from [Telangana](#) and will be available at key BIBA outlets.

The new Spring Summer Collection will have pieces with an additional tag of '[India](#) Handloom Brand' to certify that the product is made using the quality fabric.

"This initiative will help popularise Indian handloom products, which will in turn help weavers and local artisans showcase their works on a wider platform," the textiles ministry said.

The [India](#) Handloom Brand was launched by Prime Minister Narendra Modi August last year to promote the branding of high-quality handloom products, with zero defect and zero effect on the environment.

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