

Vedanta Aluminium's VedSuta Weavers Shine at Bhubaneswar Fashion Week

Bhubaneswar: Bringing Odisha's rich handloom heritage to the forefront of contemporary fashion, Vedanta Aluminium, India's largest aluminium producer, showcased the craftsmanship of its women-led handloom initiative, VedSuta, at Bhubaneswar Times Fashion Week 2026. In collaboration with a fashion house, traditional Sambalpuri sarees produced by VedSuta artisans were reimagined into contemporary designer ensembles for the runway. The showcase also witnessed women beneficiaries of the initiative walking the ramp in their own textile creations. The

collection brought together the distinctive motifs, vibrant colours and intricate weaving traditions of Sambalpuri textiles with contemporary silhouettes. Speaking on the occasion, C Chandru, CEO, Vedanta Aluminium, said, Odisha's traditional crafts represent generations of skill, creativity and cultural knowledge. Through initiatives like VedSuta, we are creating opportunities for women artisans to build sustainable livelihoods while carrying this heritage forward. VedSuta forms part of the larger livelihood development ecosystem of the Subhalaxmi Cooperative, established in 2008.