



**STELLA MARIS COLLEGE (AUTONOMOUS)
CHENNAI-600 086**

For Immediate Release

Stella Maris College students advocate for sustainable fashion through a PR Campaign

Chennai, 9 February 2024: The final year students of the Department of Public Relations launched their annual PR Campaign on the theme sustainable fashion - campaign titled 'Eco Vastra - A Green Fashion Collective'. The month-long campaign aims to raise awareness about the environmental impact of fast fashion and empower the audience to make sustainable choices of fashion and clothing.

Through the campaign, the students advocate for the adoption of a capsule wardrobe, highlighting the benefits of a minimalist approach to fashion that not only reduces environmental impact but also fosters a conscious and mindful approach to personal styling. Focused on the principles of 'Shop Less, Thrift More' and embracing the 3 R's—Reduce, Reuse, and Recycle—the campaign supports a shift in consumer behaviour that not only enhances personal style but also champions environmental responsibility.

The students also seek to inspire individuals to make conscious choices, fostering a connection between fashion and sustainability. Over the month, the campaign will involve various activities and competitions for students and the public like slogan writing competition, print-your-tote bag competition, upcycle day, thrift collection and many more.

Following the launch of the campaign awareness video by **Dr. Sr. Stella Mary, Principal i/c Stella Maris College**, the inaugural featured sustainable fashion advocate **Mr. Senthil Sankar, Managing Partner, Eco Line Clothing and Shree Renga Polymer** who spoke about the importance of eco-conscious choices by presenting an example of how bottles can be recycled and transformed into clothes through a process called "recycled polyester". He added that by supporting such eco-friendly brands, individuals can reduce their environmental impact and promote a more sustainable fashion industry.

Ms. Sanah Sharma, Founder, Label Sanah Sharma, also gave her insights on the importance of memories and stories representing a form of sustainability. She also mentioned that clothing serves as a form of self-expression and communication, allowing us to convey aspects of our identity, lifestyle, and experiences to the world around us, shaping our collective consciousness across time and generations.

The Department conducts student-initiated campaigns every year that build awareness on

health, social or environmental issues. This year, the students are conducting a city-wide awareness campaign that focuses on promoting Sustainable Fashion.

About Stella Maris College:

Stella Maris College (Autonomous), Chennai is a Catholic Minority College run and governed by the society of the Franciscan Missionaries of Mary. The College is affiliated to the University of Madras, Chennai and was founded in 1947. The College aims at empowering young women from all backgrounds through holistic education thereby promoting social change and responsible citizenship. The institution also aims at fostering an inclusive community by bringing together different cultures and making the learning vibrant and nourishing.

Website: <http://stellamariscollege.edu.in/>

Social Media:

YouTube: <https://www.youtube.com/channel/UC19QwhKgd695LjiriGvnRfw/about>

Facebook: <https://www.facebook.com/Stella-Maris-College-335535367637180>

Instagram: <https://www.instagram.com/stellamariscollegeofficial/>

Twitter : https://twitter.com/SMC_Chennai

Contact: For further details, please contact:

Ms. Nikita Chawla

Public Relations Officer

Phone: 93840 98177 / 98406 93195 | pro@stellamariscollege.edu.in
