



## MIPDOC 2007

### CO-PRODUCTION CHALLENGE PROJECTS

#### THREADS OF TRADITION

**Production Company:**

Sprocket Science (United Arab Emirates)

**Project Description:**

If you think Fashion is only about glamour, you're right! But in emerging eastern economies, it's a struggle for survival. The only way to break their 'SWEAT SHOPS' curse; to save their youth from turning into faceless, nameless outsource bases and to secure their culture and the livelihood of millions of craftsperson Creating the value addition of 'design', by weaving threads of tradition, the fashion fraternity's leading icons take on neo colonialism, sociopolitical and economic agendas of profiteering politicians & corrupt corporatism, hoping to liberate 23 Million workers of this industry. Through a six-part documentary series; on six award winning Modern Mahatmas we go past red carpet and velvet ropes to unveil Lecoanet Hemant, who give up their Parisian power positioning, to return to India. Seeking to standards and enable transparency, they challenge the Fashion Establishment. Exploring the socio-economic underbelly, the humiliation and frustration of the designers, we unveil 'India Shinning' through their day-to-day epic battles—from front rows to footpaths. Rizwan Beyg wants to break Pakistan's fashion conspiracy; travelling overseas, seeking support for his fraternity, that is being held at ransom by an Islamic media giant and an over-ambitions events company; our cameras document how he weathers turbulence of politics and jihadi threats. Bibi Russell: "A weaver of 100000 colored dreams" this a graduate of London College of Fashion was also a leading international model Vogue, Bazaar etc. Giving up her career, she returns to save Bangladeshi arts and crafts-creating employment for 40000 craftsperson we unravel her elusive strength, as she succeeds where many a man failed Andre Kim Known as the 'Sheppard of Seoul Style' a tough disciplinarian who spent his life indoctrinating his country into 'design', breaking away from 'manufacturing apparel' and the chop shop curse into a new era Dubai: sarcastically referred to as Do buy; the land of imported brands; this country seeks to tap Emirati and Expatriate talent. Sohail Gobhash creates a historical podium "Creations" giving an opportunity for young Zahra Mohammed, its first winner, to create change. 2008, for the first time on an international fashion week, the world will see the modern face of Arabia.