

# Fashion for a cause

Pure Earth is holding a fashion show with a difference – to help street children in India.

**A**n event to watch out for – Singapore-based fashion label, Pure Earth launches its holiday collection in a fashion show in aid of I-India. The show titled “Pure Good” will be held in Oomphaticos in Singapore’s Tanglin Mall on May 23.

Pure Earth’s creative director, Rashmi Gogna said, “The show will assist in gaining exposure for I-India’s work in helping street children in Jaipur. It will also see us launching our new Resort Wear, with 10-50 per cent of clothing sales going to I-India.”

The fashion event will take place from 6.30pm to 8.30pm and guests can enjoy tasty tapas and wine while watching the show. In keeping with the theme of Mother’s Day, mothers and daughters (members of Pure Earth) will model the new collection.

In addition, beautiful jewellery made by the children within the I-India Vocational Program will be available for purchase. Each guest will receive a goodie bag containing a \$25 voucher for Pure Earth, a silk scarf donated from Pure Earth, sponsored gifts from Proctor and Gamble plus three issues of *India Se*. There will also be an auction of a selection of limited edition Pure Earth designs with all proceeds going to I-India.

The night promises to be a happy fun filled event celebrating ‘Pure Good by Pure Earth for I-India’.

Tickets are priced at \$50 with part of the proceeds going directly to I-India. To buy, contact Jacqueline at 68875331 or buy directly from Pure Earth outlets at 02-06, Holland Road Shopping Centre, Ph 64690560 and 02-28, Tanglin Mall – Ph 68875331.

For more information call Rashmi Gogna 9366 4951 or Anita Williams, I-India Representative, 9633 2124, [www.pureearth.com.sg](http://www.pureearth.com.sg), [www.ladli.org](http://www.ladli.org).

## I-INDIA – FOR A GOOD CAUSE

There are estimated to be more than 15 million children without homes in India. Many are not counted by the census as they live in slums which are regularly relocated by the Indian government. Many children run away from home fleeing physical or sexual abuse. Tragically, their homelessness can lead to further abuse through exploitative child labour and prostitution. I-India has been rescuing children from lives of neglect and abuse in the slums of Jaipur since 1993. I-India is registered under the Rajasthan Societies Act 1958 as an association working for the welfare of the poor people of the state. It is registered under



A child in the slum area of Bagraana, one of the beneficiaries of I-India’s school and shower bus projects.

the Foreign Contributions Registration Act (FCRA) 1976 by the Ministry of Foreign Affairs permitting it to receive foreign donations.

I-India touches the lives of 3,000 children every day, through the following programmes:

**CHILD LINE** Free helpline for children needing information or assistance.

**THE SCHOOL ON WHEELS** Visits children in slum areas offering education, health care, counselling and a nutritious hot meal.

**THE SHOWER BUS** Visits different checkpoints through out Jaipur twice a week so that children can shower and families can collect safe drinking water.

**THE LADLI VOCATIONAL CENTRE** A self-funding vocational training centre that provides practical jewellery making and tailoring training for girls and boys particularly suited to the district of Jaipur.

**THE SHELTER HOMES** Each home has full time careers, cooks, teachers, hobby-teachers and a nurse, and the children go to a local school.

For more information go to [www.i-indiaonline.com](http://www.i-indiaonline.com).

## PURE EARTH, PURE GOOD

Singapore-based fashion label Pure Earth offers a collection of contemporary attire that draws inspiration from nature and the rich diversity of Indian designs, crafts and textiles.

Designer and entrepreneur Rashmi Gogna has over 15 years’ experience in the fashion trade and has received the Spirit of Enterprise (SOE) award. Pure Earth’s Singapore outlets are in Holland Village and Tanglin Mall. **S**