

In conversation with Ms Gayatri Jolly

VIDEO INTERVIEW



Ms Gayatri Jolly is the founder and CEO of MasterG, India's first all-woman ecosystem for the global apparel industry. She has a bachelor's degree in fashion designing from Parsons, New York, and is a business graduate from Babson College, Boston. Having worked with companies such as Armani, Diane Von Furstenberg, and Dennis Basso, she has gained much experience in the design and management of the apparel industry. MasterG brings women from low-income communities and fashion clients together to engage in the field of design and production. She has designed MasterG's Breaking Patterns Pedagogy and wants to make it an ideological tool to inspire systemic and generational changes. She is driven to democratise the power of making patterns and provide affordable training to individuals who aspire to but lack the access to tools to realise their fullest potential. She divides her time between designing and training some of these individuals who aspire but lack the access to quality training and opportunities. Many of them join the MasterG studio and contribute to the contract manufacturing supply chain. HEIMAT, MasterG's first in-house brand is also designed and manufactured in the Studio by these makers. From making patterns, interpreting tech packs to stitch and packing, all activities are carried out by the skilled MasterG women. MasterG is developing a digitised model for their curriculum which shall help enhance the soft skills of their makers.

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“We use fashion and design as a medium to teach women life-skills to navigate their lives and question patterns and norms that have been keeping them on the margins of social fabric.”

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On the face of it, it is a fashion-design program but really it is an overhaul of a thinking system of why we think the way we do and why we accept certain things as normalized and why we should always think for ourselves and question.



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“Once they learn how to make a skirt a particular way, they then learn to unmake it and design a completely different model to show how they “broke the pattern”. This teaches you that just because you have been taught to make a skirt in a particular way, doesn’t mean that your entire life the skirt has to look like that. You can change that by understanding why the rules are a certain way and then ‘break the patterns.’



Link to full coversation:

https://nickledanddimed.files.wordpress.com/2021/01/samvaad-1_masterg-2.mp4