



# Safir Anand looks at Evolution of Fashion Industry as he Models for ET Now with a Makeover from Shantanu & Nikhil

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In a quirky and fun-filled Diwali special, [Safir Anand](#) turns model for ET Now as the show explores how luxury shopping and Made In India were making a comeback this festive season. The show had Safir getting a makeover from celebrity designers Shantanu & Nikhil.

The special episode looks at how the fashion industry has survived in what was once an unorganised sector with Safir highlighting the evolution of the world of fashion which is going through a phase of commercialization with houses such as Aditya Birla and Reliance acquiring stakes in brands like Shantanu Nikhil, Ritu Kumar and Manish Malhotra.

With a keen eye on the market, the interview is punctuated with lots of fun chit chat around styling, investments and sets a new trend-the #BullWalk

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