

SEWMA

APRIL 2022

INSIDE
AGENT MOHAN

REKINDLING
CONNECTIONS

WHERE RHYME
MEETS REASON

PLUS
'HEY, WE DESERVE
REPRESENTATION'

EVERYTHING SHE TOUCHES
ANJULA ACHARIA
URNS TO GOLD

GREEN FASHION

*Sustainability
in fashion is
no longer just
a buzzword as
brands focus on
the environment*

BINDU GOPAL RAO





Sustainability focuses on timeless pieces with zero or minimum wastage

PHOTO CREDIT: STYLE ISLAND



Sustainably produced garments may be more expensive but last longer

PHOTO CREDIT: STYLE ISLAND

Sustainability is an important area to focus on for the clothing industry. There are efforts being made to adopt sustainable apparel manufacturing. Sustainability is all about keeping it simple and classic and preserving our clothing for longer.

THE RIGHT CHOICE

“Sustainability is not only about protecting the Earth, but also the people on it,” says Malika Mehta, co-founder and CEO, Style Island. “An important part of sustainable fashion production is, therefore, the people producing the clothes and we at Style Island truly believe this by supporting Sustainable Cotton Farming and all our products are environment-friendly. Also, we ensure the safety and security of our employees and artisans.”

According to Ashwini Seth, founder, Dennison, “When we talk about sustainability we should also understand water footprint issues as everyone is more focused on carbon footprints. For example, if we switch to hemp, we can reduce water consumption to one-third. To understand this better, for 1 kg (2.2

lb) of raw cotton we require approximately 10000-20000 liters (2,600-5,300 gallons) of water, which gives you 700-750 grams (1.5-1.65 lbs) of cotton fabric.”

SLOW FASHION

For a brand, sustainability is creating products in a way that leaves little to no negative footprint. There is no one way to make clothes sustainable.

“At Posette, we incorporate slow fashion as a very important part of our business model,” says Sonia Sachdev, founder and business head of Posette. “We believe that sustainability lies in designing timeless pieces with zero or minimum wastage. We focus on sharp tailoring and high-quality garments that would last a lifetime. Also, most of our collection includes reasonable designs created using simple/plain fabrics. This allows us to stock limited raw material and helps us with our no wastage motto.”

Meha Bhargava, founder and CEO of Styl Inc., adds, “At Styl Inc., we believe that the most sustainable garment is the one that is already in your wardrobe. Reuse and recycle your clothes in as many ways you can and don’t indulge in impulsive shopping, instead plan for everything you put in your cart. The crux of sustainability is to let go of excessive shopping. Hence, the most important trend to follow for that will be that of having a capsule wardrobe.”

MATERIAL MATTERS

Natural fabric like cotton is ideal and the most used for clothing as it is strong, yet lightweight, and breathes. It is also easy to recycle and can quickly be turned into new garments. Hemp, organic linen created from flax plant, is highly versatile, easy to grow, and popular. It is strong and durable, absorbent, and can expel bacteria.

“In sustainable wear, there are certain aspects that need to be taken care of, like the choice of material, working conditions, and its impact on the environment,” says Nitin Pamnani, co-founder, iTokri. “It is crucial to use organic or natural materials in which harsh chemicals are not used. Apart from production, repairing and redesigning, trending methods are applied by artisans in creating sustainable clothes. Redesigning and recycling of garments is in, which also means saving on raw material and natural resources.”

Dyes procured from natural raw materials are



PHOTO CREDIT: POSETTE

Natural fabric like cotton is ideal and is easy to recycle into new garments



PHOTO CREDIT: POSETTE

Sustainability is all about keeping it simple and classic

sustainable in nature. Indigo is known as one of the most natural dyes used in clothing.

“Ahimsa Silk, Khadi, Kala Cotton, Muslin and Organic cotton are some of raw materials used in while manufacturing responsible fashion. Using the latest technology, bamboo, orange, aloe vera, and eucalyptus fibers are also obtained from the plants to make sustainable clothing,” says Chetan Daruka, founder, Lotus Veda.

PRICE FACTOR

Sustainably produced garments may be more expensive but last longer, thus saving money in the long term.

“However, with time we are witnessing that the clothes made using sustainable material are also

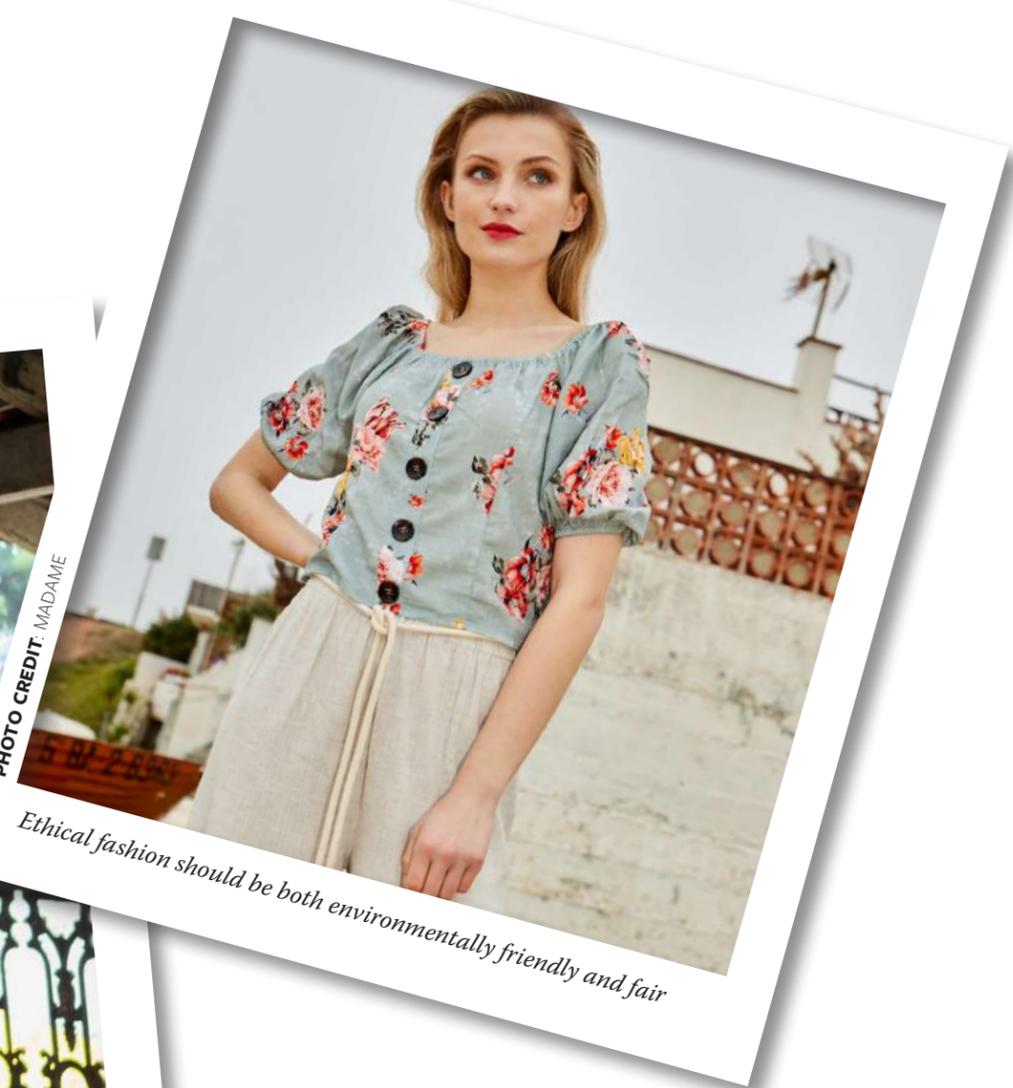
coming at par with regular clothes in terms of cost,” says Akhil Jain, executive director, Madame. “We believe our customers, and other customers as well, are aware of the environment and want to do their bit to protect it. Therefore, we only need to assure them that the clothes that we are manufacturing are sustainable and they will buy them.

Also, once the demand for sustainable clothes increases, the prices will automatically come down and their market will become competitive.”



PHOTO CREDIT: MADAME

Dyes procured from natural raw materials are sustainable in nature



Ethical fashion should be both environmentally friendly and fair

TRENDING NOW

People are also becoming more aware of where their clothes are coming from, whether the brand can be trusted, and if the manufacturing is done ethically. Ethical fashion should be both environmentally friendly and fair. Local production in fair facilities not only guarantees ethical working conditions but also reduces transport and the associated CO2 emissions.

Pooja Monga, founder, Saltpetre, says, “the most sustainable clothes are the ones that you have been using for the longest time. New clothes that are constructed for longevity of use, using low impact, minimal waste raw material and processes are essentially sustainable.” Another trend that slows the purchase of new clothes and disposable fashion is renting and sharing. In recent years, more and more start-ups, apps, and platforms help consumers swap and borrow clothes.

So are you ready to give a green spin to your wardrobe?