

VISION **NXT**

Brand byte



Green-ovation

Brands employing Renovation and Innovation for a Green and Sustainable Future



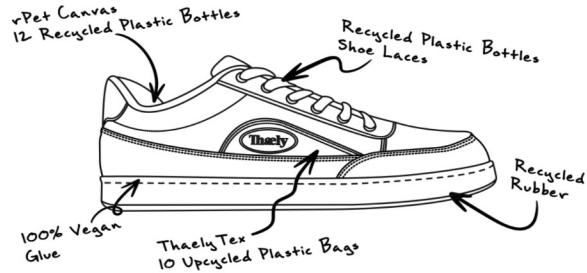
Via <https://www.pieuxorganic.com/>

There are many ways to tackle the environmental challenges being faced at a global level, one of which is switching to materials that do not cause damage and more harm. They need to be either bio-degradable or circular in nature to keep fashion sustainable. We speak of fashion as a form of self expression and if it doesn't reflect consciousness, then the industry is failing. In India, our roots have always embraced conscious consumption. A land where nature is worshipped, upcycling, recycling, and veganism is a way of living. Luckily enough, many brands, designers, scientists and researchers realise this and are striving towards betterment out of sheer passion for fashion and climate change in equal parts through upcycling materials that can't degenerate or creating materials that do, for a greener future.

Circularity

Circulars

Brands focussed in upcycling, recycling stubborn materials while being socially uplifting

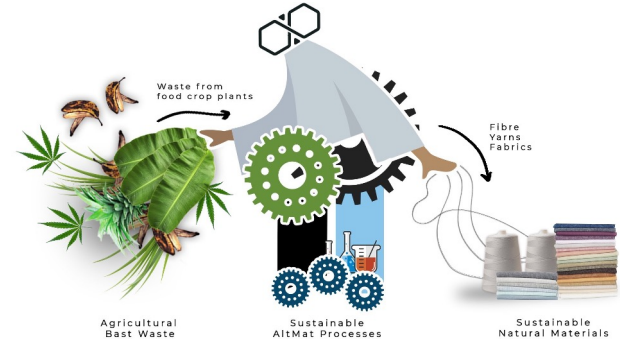


Via <https://thaely.com/>

Clean.Green.

Redeem.

Redemption of the Environment through Bio-based/Green materials/brands that refuse to leave a residue



Via <https://altmat.in/>



Circularity Circulars

*Brands focussed in upcycling,
recycling stubborn materials while
being socially uplifting*



Sirohi aims to handcraft a range of high quality luxury products in the sustainable lifestyle sector connecting their artisans with designers from all over the globe to help them understand modern design sensibilities. Tackling gender inequality & increasing employment opportunities for women in rural communities. Promoting sustainable & responsible consumption by upcycling plastic and textile waste in a circular economy.

<https://sirohi.org/>

CHAMAR

इंडिया

Chamar Studio: Cobbling a slur into style. Sudheer Rajbhar has taken the derogatory term 'chamar' that refers to Dalit leather workers, and used it as a name for his Dharavi-based bag brand, flaunting it as a badge of honour. He searched for a material that could replace leather and in 2017, he developed a new recycled material made from waste, with properties really close to leather.

<https://chamar.in/>



Winner of LFW'22 Circular fashion design, women's Luxury Eco-fashion brand crafted ethically for a sustainable future. Pieux makes products that add value to the wardrobe of the consumers while exploring fashion consciously. They make use of de-construction and re-construction of old clothes and discarded carpets to give an extended life to them. Making use of pattern making to construct every silhouette, they work closely with artisans in UP and Uttaranchal for different products.

<https://www.pieuxorganic.com/>

Thaely

Thaely was initially developed as design exercise by Ashay Bhavé to develop an ethically produced sneaker that only uses components recycled from waste materials. The aim of the exercise was to find a solution to the problem of the 100 billion plastic bags used each year that use 12 million barrels of oil and kill 100,000 marine animals annually. They work with different kind of recycled plastics for their sneakers.

<https://thaely.com/pages/material-breakdown>
<https://thaely.com/>



क.श
Ka-Sha
INDIA



SIROHI



Thaely



CHAMAR
इंडिया

Pieux
Luxury Redefined





feel good
fibers since
1992

Derived from renewable wood sources in a closed loop process, TENCEL™ Luxe branded lyocell filament yarn defines the landscape of luxury fashion with its silky smoothness, liquid-like drape and color vibrancy. TENCEL™ Luxe filaments blend superbly with other noble fibers such as silk, cashmere or wool. JJ Valaya, the OG couture player has delved into an eco-conscious space with Tencel Luxe with his travel collection at LFW'22. While Tencel is being researched on for 30 years now, Tencel Luxe is paving way into Indian Luxury now. <https://www.tencel.com/luxe>



Malai – (noun) a newly developed material made from entirely organic and sustainable bacterial cellulose, grown on agricultural waste sourced from the coconut industry in Southern India. Malai is a flexible, durable material comparable to leather or paper. The material tech company produces as well as creates designs inhouse too. <https://malai.eco/>
<https://www.instagram.com/malai.eco/>

Clean.Green. Redeem.

Redemption of the Environment through Bio-based/Green materials/brands that refuse to leave a residue



Phool is cleaning up the River Ganges by recycling flowers from temples and mosques. Over eight million tonnes of flowers are discarded in the river every year for religious purposes in South Asia. This is contributing to the pollution of the River Ganges, which provides drinking water for over 420 million people. Phool has come up with what it reports is “the world’s first profitable solution” to the monumental temple waste problem: flowercycling. Women working with Phool collect floral-waste daily from temples. The waste is up-cycled to produce organic fertilizers, natural incense, and biodegradable packaging material.



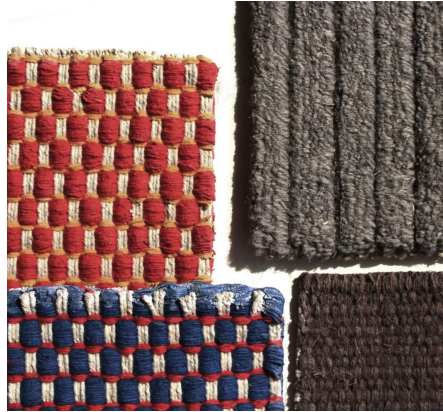
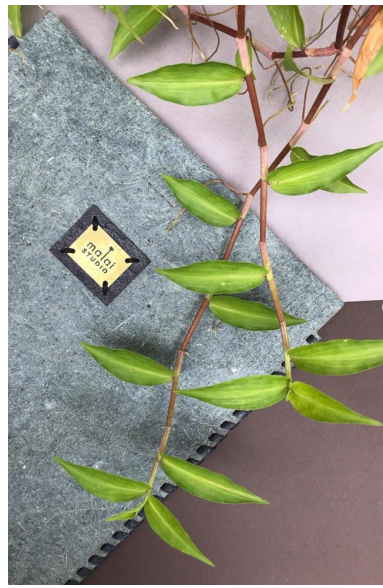
Alternative Material From Agriculture Residue

A luxurious natural fibre sustainably upcycled from agriculture residue. It is where food supply chain and textiles meet to solve the dual problem of Agriculture waste and Textile pollution.

Designer Divyam Mehta used this material for his spring summer collection showcased at LFW'22 developed by the AltMat company based in Ahmedabad, Gujarat
https://www.instagram.com/altag_offical/ <https://altmat.in/>



There are other companies in India who are working with eco materials such as Arture [cork, Desserto or cactus leather], Aulive [Piñatex, cork], but Beej is the only company that dabbles in multiple sustainable materials. They were the first to bring cactus leather into the country. They currently work with four main materials — cork from Portugal, Piñatex from Spanish company Ananas Anam [which sources from the Philippines], Desserto from Mexico, and Khesh from West Bengal.” <https://studiobeej.in/>





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