

Just go with the slow



PM Modi recently sported a sky-blue 'sadri' jacket made out of 28 recycled plastic bottles

PHOTO: PTI



A quilted trench coat made from waste material
PHOTOS: INSTAGRAM/DOODLAGEOFFICIAL

▼ A 1469 original patchwork waistcoat made out of leftover waste



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Exemplifying the sustainable fashion zeitgeist, Prime Minister Narendra Modi, for a recent Parliament session, wore a sky-blue 'sadri' jacket made out of 28 recycled plastic bottles. He was presented with the jacket during the India Energy Week in Bengaluru. "The PM wearing a jacket made of recycled plastic symbolises support for sustainability. This also serves as a reminder for people to consider sustainable alternatives in their daily lives," says Senthil Sankar, managing partner, Ecoline Clothing, a sustainable fashion brand from Karur, Tamil Nadu, which produced PM Modi's jacket that has provided a big fillip to the slow fashion movement.

Lauding the endorsement by the PM, Kriti Tula, founder at Doodlage, a zero-waste clothing brand, says, "We've seen changes in buying behaviour in the past based on PM Modi's encouragement to buy local." One of the pioneers of upcycling in India, Doodlage recycles post-consumer and scrap waste from factories into capsule collections.

Recently, a number of brands gathered at the 22nd World Sustainable Development Summit (WSDS) by The Energy and Resources Institute (TERI), New Delhi — to showcase sustainable products, and among them was 1469 Original, whose founder Harinder Singh works with farmers and artisans in Punjab to promote sustainable fashion. "Among other items, we showcased a T-shirt made out of fabric that combines leftover yarns of various counts. These yarns were collected from multiple mills that otherwise would have trashed the remnants. We also upcycled cut pieces of fabric into patchwork dupattas and stoles," shares Singh.

A PERIOD OF REFLECTION

The conversation has gone mainstream after the pandemic owing to the rising calls to save the planet. "We have

seen a spurt in sales for sustainable fashion after the pandemic. Every year, new-age brands are joining this space and finding ways to work on sustainability. Customers have a greater awareness of sustainability through media," shares Tula.

Wajahat Rather, founder at Raffughar, a conscious-clothing brand, agrees. "According to The State of Fashion 2021, today's consumer is more inclined towards sustainable fashion products, and after Covid-19, is opting for more sustainable fashion than in the past." Rather recently launched Manshoor Numa: Prismatic, a sustainable collection comprising anti-fit silhouettes made with pre-consumer waste, evocative of the Kashmiri craft of khatamband.

INCULCATING PRACTICES

"Learn about the impact of fashion, swap clothes with friends and

family or buy pre-loved. Don't be afraid to alter and mend, shop local and invest in sustainable fashion brands that suit your style," advises Tula. Rather recommends treating shopping as investment. She further adds, "We need to take care of resources and make optimum use of them. Avoid single-use plastic and buy from craftspeople to ensure the survival of the handicrafts sector. Think of longevity." Sankar says, "Let's embrace sustainability and make informed choices. Every garment we purchase is an opportunity to support a better future for the planet and for ourselves."

With PM Narendra Modi wearing a jacket made of recycled PET bottles, we speak to experts about the rise of sustainable clothing and ways of adopting it



▶ A printed dress made out of factory waste



Models in Raffughar's sustainable collection made from pre-consumer waste

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