

RESEARCH PAPER:

A Study of eco friendly apparel brands in Tricity

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SUMMARY

The present day fashions have undergone various modifications to introduce some of the best fashionable clothing for men and women. The days are gone when a garment was picked up from the shelf for its look or style alone, now consumers also look for eco friendliness of the garments. The latest change in fashion today is "Eco friendly fashion". The focus of this paper is to study the availability of categories of eco friendly garments in exclusive branded stores selling eco friendly apparel in the markets of Tricity. The paper also studies the sales promotion techniques of eco friendly apparel besides the customer's feedback regarding eco friendly clothing.

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Clothing today is a very important part of an individual's life as they contribute to his appearance and personality besides serving to protect the body. Clothes also contribute to the satisfaction of our desire for personal recognition (Ryan, 1966). Eco friendly clothing also called as Organic clothing is, any fabric grown by using organic practices without any use of pesticides, chemicals or artificial additives and are recycled and biodegradable. Some fibers and textiles that are common for eco friendly clothing are hemp, jute, organic cotton, organic linen, organic silk, organic wool, ramie, bamboo, hessian cloth, corn, soyabean, pineapple, lyocell, tencel, lycra, recycled cotton and recycled polyester etc. (Pandey *et al.*, 2010)

Eco fashion also called as sustainable fashion is a part of the larger trend, where a product is created and produced with consideration to the environmental and social impact throughout. In environmental friendly clothing the production processes involved are considered to be of less harm to the environment (Montero, 2009). There are various brands retailing eco friendly clothing in the market. Some of the National and International brands

producing eco friendly clothing for men are Van Heusen, Arrow, Allen solly, UV and W, Duke, Ed Hardy, Octave, Marks and Spencer, Woodland, Levis, Monte Carlo, Wills Lifestyle. National and International brands manufacturing eco friendly clothing for women are Madame, Woodland, Khadi, Fabindia, UV and W, Provogue, Wrangler, Punk, Lee cooper, Arrow, Colorplus, Neva, Wills lifestyle, Zara. Brands have now realised that, customers look for the performance characteristics besides cut, fit and design of the garment, and therefore they began to concentrate on eco friendly fashion (Taneja, 2009).

Eco labels guides the consumers and producers that the product is eco friendly and with fewer adverse environmental impacts. The Indian government launched Eco mark, in February 1991, with the earthen pot or matka as a symbol, it guarantees any product made, used or disposed off reduces the harm to the environment and the people. EU-eco label also known as "Flower" was introduced in 1992, to create awareness among the people that textile product is produced clean, not causing pollution and any health hazards and is eco friendly. The first Organic Exchange

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