

Swadeshi swag in textile business

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Made in India is a popular movement in the recent times which are aimed in promoting goods sourced and manufactured in our country. This was the powerful notion followed by Mahatma Gandhiji to boycott import of textiles from western countries. Today the Swadeshi swag is again popular this time with a dual objective, to promote sustainability and to celebrate the arts and crafts of India. This can be achieved by fashion labels who decided to work towards using organic products from raw material to disposal. Additionally, lost techniques in hand spinning, handloom, vegetable dyes, ahimsa silk, kadhi make the component of slow fashion, the need of the hour.

Doodlage:

Garment and production waste are a huge threat in our country. The Kirti Tula, designer has envisioned converting these scraps into high fashion clothing line and beautiful silhouette cannot be ignored. The hand tag comes with a repair kit, that helps the customer to mend the fabric when it needs. A very effective idea to go with a garment. Doodlage is with the objective that there is no need for new clothes, the tagline associated with

fast fashion. It ensures zero wastage by using left-over and discarded fabrics from large manufacturers. The prime focus is to make fashion with sustainability. The sorting of the collected scraps, evaluation, patching, stitching, cut and made into garments, accessories, home textiles and handmade paper. The upcycled products include, low cost sanitary napkin, zero waste accessories, scrap to fab, menswear edit, do good and look good and a tunic affair. They also work with other organizations like Goonj to create a wider chain of beneficiaries. The brands all over the world is approaching Doodlage for either making a smaller version of products or just to help them with the fabric wastes.



Ethicus:

Apachi cotton is a very well-known brand in Indian cotton industry. In 2009, they initiated an in-house brand named 'Ethicus' deals with fabrics that promote

sustainability. It was India's First Ethical Fashion Brand and a pioneer to 'Made in India brands' to have monitored quality from farm to fashion and being part of creating exclusive fabrics from organic cotton and silk. Today saris, jacquard, scarf, kids dress and home textiles are their main product lines. They have obtained certification for organic blended content standard and the GOTS for their goods. The mission of the brand is laid on improving the lives of cotton farmers and traditional artisans in South India. Their powerful concept 'Inclusive growth' has a picture of the weaver along with the number of days he or she took to finish the final product is tagged along with the product, that helps in understanding the appreciate handmade goods.



Upasana:

A unit of Auroville, the word Upasana signifies workshop and in this content it is 'a prayer for sustainability'. The company works in cohesion with the weavers of Varanasi, Jamdhani and various handloom sectors across the country. The old traditional of indigo dyeing, block printing, natural dyes, kadhi fabric are launched through this label. Kapas was another project which was to promote the organic cotton farmers from Madurai, South India. Origami is indigo dyed kadhi material made in stylised silhouette to suit the needs of modern women. They have a section for therapeutic textiles made from organic materials like *Tulsi*, sandal, *Neem* on organic cotton which can be a medicine to



various health issues. Cool n conscious is a line that stands for the high-quality clean clothing line they offer. Calligraphy is a very interesting section that has scripts printed on the materials for people who want to stand out of the crowd. Upcycle artwear/ wearable art is their fusion of waste pieces of textile merged into a garment. The Conscious Fashion Hub meets frequently with the designers, environmentalists, social workers, farmers and students to discuss and find solutions to present day social issues.

Ba no batwo:

The brand works in collecting the recyclable wastes like plastic bottle, old clothes, cosmetic containers and create an upcycled apparel and accessories. Reduce, reuse, recycle are the dimensions of Ba No Batwo. Their product range is increasing everyday including the tie like neck piece, wallets, chains and carved jewelry.



No nasties:

A report published quotes that every year 12,000 farmers commit suicide due to unstable income and insecurity. No Nasties, is a complete organic and Fair-Trade clothing brand, with their flagship store in Goa. They focus on ensuring fair wages for the farmers and premiums for the community development. It has a strong and vibrant collection for men, women, boys, girls and accessories. Supplying sustainable products for everyone is their motto. The company has clear objectives



on no farmer exploitation, no child labour, no chemical, no unsafe workspace, no animal cruelty, no animal testing, no toxic inks and no animal products. Everything that frames a sustainable product are counted and framed here.

House of wandering silk:

Women artists and designers from various countries around the world work with the brand to use handmade, up-cycled materials and create apparel, textile and accessories. Started in the hills of Pakistan now the store is in New Delhi. The company's objective is taken from Gandhij's morale which quotes no fabric is beautiful when it is made by unhappiness and hunger. The people from South and Central Asia are bought into one roof for the production. Also, the skills from people around the world are used to create materials with a meaning. Major beneficiaries include women from Afghanistan, Pakistan, Laos, Uzbekistan and Cambodia. The Kantha collections have been the most exclusive in their product which is made using the historical art revived. So many designs, patterns and techniques are explicitly shared on their website. Afghan embroidery, Lao textiles, Pashmina spinning, Kadhi embroidery, Pashmina weaving, Uzbek Ikat are some of the impeccable collections from them.



The Indian goods company (2016), is also made with same notion, 'made by people and not machine'. India's incredible handicraft heritage are trapped and revived in this campaign. One can spot pieces which are unique, hand crafted, ultimate detailing, limited edition stuffs.

Paromita banerjee:

The NID, Ahmedabad alumini, and Kolkata based fashion designer, is a passionate advocate of handloom products. Her assignment 'Handmade in India', done in Himachal Pradesh a project done in collaboration with the NID-DCH brought more interest into handlooms. 'This label now works with several weaving clusters, artisans in the country by helping them generate a steady livelihood. She has her studio in Kolkata, and has a huge consumer base around the world.

Brown boy:

This is an Indian entrepreneur from Kolkata who shifted his carrier from Finance to Sustainable clothing for the passion on nature. Unethical practices, unmanageable waste generated in the industry felt a need for him to plunge on a brand that focus on sustainability. The brand 100% fair trade certified cotton for all its products. The employees are given social security, medical insurance and pension funds and their children also receive free schooling. The main highlights on the company is handmade, curated fashion, organic cotton, hand printed, fair trade and limited in edition. Their product guide page in the website, enables in telling the consumer on ways to incorporate sustainability after shopping.

Ka-Sha:

The wonderful designer Karishma Shahani Khan, leads the brand Ka-Sha, which aims in making apparels from recycling waste. The brand's 'Heart to Haat' project ensures that they're always coming up with innovative ideas for waste management. It mainly uses the post production waste effectively ideology of reusing, repurposing and self-sustenance.



Eleven eleven (11.11):

The Pret label is a branch of their parent company Cell DSGN Pvt. Ltd., with its name 11.11 signifying 'continuous quest for mastery'. A sustainable fashion that has a huge variety of bags, accessories, travel boxes. Kadhi denim, wallet, jewelry, notebook all made from

organic natural dyed textiles. The brand is dedicated at promoting Khadi, Kadhi denim, Kadhi cotton, Kala cotton (Gujarat), Ahimsa silk and vegetable dyes. These traditional handwoven textiles of India are given value addition by using natural dye, block printing and mirror works. 11.11 is a sustainable brand that bridges modernity and pre-modernity creating a collection is looks so native and luxurious. They have their concept store in Japan and flagship store in Delhi.

Conclusion:

The alarming effects of textile pollution is increasing at a rapid speed. The article is written as a means of creating more awareness in this sector by which more investors, entrepreneurs and sustainable labels club together and grow. Today shopping is tagged as liberation from stress. The reason for buying new clothes is volatile. Each activity casual, tiring, sports, recreation is related to a fabric character and all these forms the building blocks of a better quality in living. But when we look around the amount of negative impact the industry has caused can be shocking. It is time to talk about it, think and rethink about what we wear and how we live a

sustainable lifestyle.

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