

Sustainable Design through up-Cycling Crafts in the Mainstream Fashion Industry of India

Authors : Avani Chhajlani

Abstract : Fashion is considered to be the most destructive industry, second only to the oil rigging industry, which has a greater impact on the environment. While fashion today banks upon fast fashion to generate a higher turnover of designs and patterns in apparel and related accessories, crafts push us towards a more slow and thoughtful approach with culturally identifiably unique work and slow community-centered production. Despite this strong link between indigenous crafts and sustainability, it has not been extensively researched and explored upon. In the forthcoming years, the fashion industry will have to reinvent itself to move towards a more holistic and sustainable circular model to balance the harm already caused. And closed loops of the circular economy will help the integration of indigenous craft knowledge, which is regenerative. Though sustainability and crafts of a region go hand-in-hand, the craft still have to find its standing in the mainstream fashion world; craft practices have a strong local congruence and knowledge that has been passed down generation-to-generation through oration or written materials. This paper aims to explore ways a circular economy can be created by amalgamating fashion and craft while creating a sustainable business model and how this is slowly being created today through brands like - RaasLeela, Pero, and KaSha, to name a few.

Keywords : circular economy, fashion, India, indigenous crafts, slow fashion, sustainability, up-cycling

Conference Title : ICFCM 2021 : International Conference on Fashion Communication and Marketing

Conference Location : Rome, Italy

Conference Dates : April 08-09, 2021