

Exploring the Adoption of Organic Textiles and Innovative Eco-Friendly Materials in Indian Fashion

Deepali Amit Joshi¹ and Dr. Archana Singh²

Research Scholar, Department of Fashion Design¹

Assistant Professor, Department of Fashion Design²

OPJS University, Churu, Rajasthan, India

Abstract: *This paper delves into the growing trend of adopting organic textiles and innovative eco-friendly materials in the Indian fashion industry. With increasing environmental awareness and a shift towards sustainable practices, the fashion industry is undergoing a transformation. This paper examines the reasons behind the adoption of organic textiles and eco-friendly materials in Indian fashion, the challenges faced, and the potential impacts on the industry's future.*

Keywords: Organic Textiles

REFERENCES

- [1]. Nerurkar O, 2019. Sustainable product design for Fashion Apparel: A preliminary analysis of Indian and Swedish fashion Apparel brands. International Journal of Applied Engineering Research. Volume 14, Number 4 (2019) pp. 849-858.
- [2]. Srinivasan R, Patel N, Jain R, 2020. Fashion Sustainability: Impact of Awareness of Apparel Life Cycle and Sustainability Factors on Apparel Consumption. Studies in Indian Place Names (UGC Care Journal)ISSN: 2394-3114 Vol-40, Special Issue-08.
- [3]. Hasbullah, Sulaiman, Mas'od, 2019. Factors Affecting Sustainable Apparel Consumption in Emerging Countries: A Systematic Literature Review, <https://www.researchgate.net/publication/334891876>, retrieved on 2nd June, 2020.
- [4]. AICHEUA, V., COOPER, T. and KNOX, A., 2011. Public understanding towards sustainable clothing and the supply chain. In: Fashion Colloquia, London College of Fashion, London, 21 September 2011., <http://irep.ntu.ac.uk/id/eprint/788/>, retrieved on 10th June, 2020.
- [5]. Galvan d, Carrera M, Juarez L and Rodriguez R, 2017. POCKET CLOSET: AN ALTERNATIVE TO THE FAST-PACED CLOTHING CONSUMPTION https://www.academia.edu/36614007/POCKET_CLOSET_AN_ALTERNATIVE_TO_THE_FAST_PACED_CLOTHING_CONSUMPTION, retrieved on 10th June, 2020.
- [6]. Armstrong, Niinimaki, Lang and Kujala, 2015, A Use-Oriented Clothing Economy? Preliminary Affirmation for Sustainable Clothing Consumption Alternatives, Sustainable Development, June 2015, DOI: 10.1002/sd.
- [7]. Liew Kah Ling J, Liew Kah Ling J, 2017 https://www.academia.edu/42061194/Understanding_millennials_perception_and_behaviour_toward_sustainable_fashion_consumption_in_the_postmodern_society, retrieved on 15th June, 2020.
- [8]. Connel KY, Kozar J, 2014, Environmentally Sustainable Clothing Consumption: Knowledge, Attitudes, and Behavior, chapter in Roadmap to Sustainable Textiles and Clothing Environmental and Social Aspects of Textiles and Clothing Supply Chain, Muthu SS (Ed), Springer Publication, 2014.
- [9]. Nap, J 2017. CONSUMERS' CHOICE TOWARDS ECO-FASHION. A Case study of G-Star's Raw for the Ocean Campaign. Master Thesis (Cultural Economics & Entrepreneurship) submitted to Erasmus University Rotterdam.