

SUSTAINABLE BRANDS

of the Season

A CONSCIOUS SHIFT IN OUR SHOPPING HABITS IS NO LONGER DEBATABLE, IT'S A NECESSITY. WHETHER IT'S FOR A BETTER CARBON FOOTPRINT OR ANIMAL WELFARE, SUSTAINABILITY IS INCREASINGLY BECOMING A WAY OF LIFE.

WHILE BRANDS ARE YET TO BE 100% SUSTAINABLE, THEY HAVE HOPPED ON BEING SUSTAINABLY-CONSCIOUS, SO HERE'S A SMALL GUIDE ON JAIPUR-BASED BRANDS THAT ARE EXCELLING IN IT.

By Bhavishya Akar

go
with
the
slow



The brainchild of Nikkhil and Madhav, Suntannd, is a celebration of bold women who shine in every aspect of their lives. The brand religiously follows the trend of minimalism and slow fashion, where each piece is thoughtfully crafted using recycled polyester, Oeko-certified cotton linen and other organic certified fabrics, making them an all-time wardrobe staple. Along with this, their in-house manufacturing helps them follow a lean inventory model and a well-designed utility tote bag keeps their shipping quality in check.



What started as a side hustle for Nimisha, founder of Bohemian Alley, with just a few pieces of journals, now is a thriving business with a beautiful collection of bags, journals, accessories and more. From sourcing vegan leather to using organic cotton fabric and handmade paper for journals/ diaries, sustainability is the choice they made from day one. They go a step further by repurposing fabric scraps into scrunchies, bookmarks, and more, generating waste in the least quantity. Today, 80% of Bohemian Alley's current production is made from sustainable materials.



Founded by Malika, a designer herself, Birdhouse is a responsible footwear label that combines style with sustainability. While other brands generally use petroleum-based synthetics, Birdhouse uses natural alternatives like jute, cork, rubber, and algae. They take sustainability a step ahead with their shoebox, which can convert into a cozy Birdhouse for our chirpy friends.

