

UP- CYCLING – A NEW TREND AND NECESSITY !

“ Sustainable development is the masterful balance of meeting our own needs without jeopardizing future generations ability to do the same ”



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Up-cycling, in simple words is Best out of Waste, which we Indians are following doing and have learnt from childhood at a small scale, as a fun activity or a part of project. But now it's more corporatized and across the world industry is accepting, adopting this concept for environment friendly world, to reduce waste or waste reuse in more effective way with a beautiful fashion statement.

World over it is still new and in its nascent stage as compared to recycling. Up cycling not only required creativity to produce new creative piece from waste material , but also needs right sourcing of the waste from industry , NGO, etc. Across the value chain waste needs to be processed and assembled in terms of each piece of fabrics, yarns, garments being conscious of chemicals and field residue etc. in a more usable and meaningful way.

Treating waste material to make recycled products or making products out of waste with up- cycled value added attributes, both are important. Many developed countries already are encouraging this step and corporate, small brands are moving towards this making mark of such trends in the world. For few fast fashion brands, unsold garments is a waste, which is thrown to garbage rather than selling on discount, for just to keep the brand image intact, this is real insult of prosperity and waste of useful resources which are put in from field to retail; all efforts are wasted , if garment is not worn by human beings.

Up-cycling garments / used garments with value addition is not a new trend in the world; world over poor nations are already using used garments from developed nations for years. Up-cycling is a trend among youth, making DIY creative garments from old clothes is youth mantra. During and after Covid-19, Up-cycling is a new trend, as sitting at home people are becoming more creative with their old stuff and are making some useful stuffs.

In this issue we are focusing on Up-cycling trends, please share your feedback.

Wish you happy monsoon , Take Care, be safe, be healthy