



THE RELEVANCE OF SUSTAINABILITY IN INDIAN LUXURY FASHION BRAND: A CASE STUDY WITH REFERENCE TO GRASSROOT

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ABSTRACT

With a growing focus on socially and ecologically conscious activities, the convergence of luxury and sustainability has emerged as a key theme in the worldwide market. This study explores the distinct environment of luxury brands in India and how their relationship to sustainability has changed over time. India, a nation with a rich history, exquisite craftsmanship, and a wide range of cultural influences, is a major player in the luxury industry but also faces social and environmental issues.

This study sheds insight on the paradigm shift towards sustainable practices by examining the evolving Indian luxury brand environment. It looks at these brands' reasons for incorporating sustainability into their basic beliefs as well as the difficulties they faced and the tactics they used. This study attempts to identify the forces responsible for this revolutionary change.

The study's conclusions add to the body of knowledge on sustainable luxury by offering market-specific information unique to India. It provides useful advice to Indian luxury firms navigating the sustainability scene, helping them to adopt more conscientious practices without sacrificing their uniqueness and handiwork. In the end, this study hopes to spark additional conversations and initiatives toward a more sustainable future for luxury brands in India.

KEYWORDS: Sustainability, Luxury, Fashion Industry, Craftsmanship, Rural area.

INTRODUCTION

The idea of sustainability has evolved over the past many years from a passing fad to become a fundamental aspect of the international fashion business. With the convergence of heritage, craftsmanship, and modernity in the context of Indian luxury businesses, this paradigm shift towards sustainability has gained more significance. Given India's position at the crossroads of innovation and legacy, the incorporation of sustainable practices into the luxury brand space becomes a crucial topic of conversation.

Indian luxury products have long been associated with lavishness, fine craftsmanship, and a deep cultural legacy. But the changing global environment—marked by environmental consciousness, ethical consumption, and climate change—has brought sustainability to the fore. International and domestic consumers expect luxury firms to be transparent, use ethical manufacturing practices, and take environmental responsibility in addition to offering high-quality items.

This study discusses Designer Anita Dongre's brand, Grassroot. This Indian sustainable fashion company has been growing both domestically and internationally. It has promoted its stores overseas, particularly in well-known fashion hubs like New York.

The well-known designer, Designer Anita Dongre, supports women's empowerment by providing work opportunities for women living in rural areas. She believes that gaining financial independence could give women more influence. Her support of slow fashion and sustainability also inspires influential

people in the fashion business to assume social and environmental responsibility.

In order to better understand the complex relationship that exists between sustainability and Indian luxury companies, this study will look at the opportunities, problems, and possibility for change. By means of an extensive examination, this investigation aims to elucidate the changing dynamics, strategic priorities, and the influence of sustainability on the Indian luxury market. It places the Indian luxury market in the wider global framework of responsible luxury and conscious consumerism.

Anita Dongre's Grassroot is a sustainable and eco-conscious fashion brand that focuses on traditional Indian craftsmanship and ethical practices. The brand emphasizes the use of organic fabrics, handwoven textiles, and traditional artisanal techniques to create contemporary and stylish clothing.

Grassroot by Designer Anita Dongre is a premium fashion brand that is well-known for its dedication to supporting rural craftsmen and bringing back traditional crafts. The company collaborates closely with talented artisans, giving them a stage on which to display their abilities and uphold traditional methods. The elaborate craftsmanship, block printing, and hand embroidery found in many of the designs are a reflection of India's rich cultural legacy.

The clothing line includes a range of outfits, from casual wear to more elaborate designs suitable for special occasions. The brand's emphasis on sustainability extends beyond just the



materials used; it also encompasses fair labour practices and environmental responsibility.

Overall, Grassroot by Designer Anita Dongre aims to blend traditional craftsmanship with modern aesthetics while promoting sustainability and supporting local artisans.

ACHIEVEMENT TALE

Fashion is a powerful influencer, with the ability to drive and mold popular thought and wellbeing. By giving rural women employment possibilities, designer Anita Dongre promotes women's empowerment. She is an advocate of financial independence as a means of empowering women. Fashion influencers are also encouraged to be responsible for society and the environment by her advocacy of slow fashion and sustainability.

This Indian line of sustainable fashion has been expanding both domestically and abroad. It has advertised its boutiques abroad, particularly in New York and other fashion hotspots.

OBJECTIVES

1. To identify the ways of implementing sustainable elements into high-end clothes.
2. To analysis possibilities and challenges in implementation of sustainability on luxury brand.
3. To identify the success of the brand in implementing sustainability

RESEARCH METHODOLOGY

For this case study, the researcher used secondary data. To gather the information, a range of sources were including reports, websites, journals, publications, and research papers.

DATA ANALYSIS

SUPPLY CHAIN ANALYSIS

RAW MATERIALS

Organic and environmentally friendly raw materials and procedures are used.

As a commitment to sustainability, the House of Anita Dongre (HoAD) uses Bemberg™ and Tencel™, fibers. These are biodegradable and compostable and break down naturally after disposal. The cotton is sourced from the Better Cotton Initiative (BCI), an organization that makes "global cotton production better for the people who produce it, better for the environment it grows in, and better for the sector's future. [4] Anita Dongre has refrained from utilizing fur and leather goods ever since. PETA has commended the business for its commitment to these principles.

SUPPLIER PRACTICES

Utilizing the luxury of space, Grassroot by Designer Anita Dongre created an ergonomically designed office that adheres to the "reduce, reuse, and recycle" philosophy. A sustainable, energy-efficient structure in which we cultivate organic crops, compost our waste, recycle all of our water, and plant trees that serve as bird nesting grounds

ENERGY CONSUMPTION

Reduced energy needs, consumption, and carbon footprint through the use of ventilation and natural sunlight. Currently, 90% of their Exclusive Brand Outlets have LED lights that use less energy. Garbage is separated to lessen the impact on the environment and is fed into a compost pit, which generates biogas for their kitchens, which exclusively offer vegetarian meals. In addition to recycling water, they have water-saving devices installed in every tap. The air quality and temperature of the area are further enhanced by the terrace garden and flowerbeds that line each walkway and balcony. They have air conditioners that never drop below 24°C during the hottest days, and the walls are built with insulation and air gaps to maximize energy efficiency.

WATER USAGE

Anita Dongre's Grassroot initiative focuses on sustainable and eco-friendly fashion. While specific water usage details for Grassroot may not be readily available, the brand emphasizes responsible practices, including water conservation, in its production processes to minimize environmental impact. 67% percent of the wastewater produced is recycled and used for lawn irrigation and toilet flushing.

WASTE GENERATION

Anita Dongre Foundation is working with many organizations that employ women who help to provide upcycle the fabric waste generated in the manufacturing process. This upcycled waste is used to create Indian quilts, carry bags, reusable masks, and other items that aid people and animals in need. Every month, approximately 2000 Kg of textile waste is upcycled

PACKAGING

Recycling the plastic used in packaging and managing textile waste is crucial to the process. HoAD is the first major fashion house in India to activate a comprehensive plastic waste management program. In partnership with Lucro Plast-E-Cycle Pvt Ltd, about 500 kg of plastic waste is recycled at HoAD every month.

We recycle and dispose of all of our electronic waste (also known as "E-Waste") in an environmentally responsible manner.

SOCIAL IMPACT

WORKING ENVIRONMENT

By creating jobs locally, the grassroots transformed villages into a viable unit. This avoided migration to already crowded cities with fast-paced lifestyles that are regrettably copying the west by consuming packaged food, using plastic excessively, and generally disregarding the environment.

The Designer Anita Dongre Foundation has provided jobs in rural Maharashtra for 200 formerly untrained women by training them. In six communities, the Anita Dongre Foundation currently manages and promotes these villages manufacturing units.



COMMUNITY INVOLVEMENT INITIATIVES:

The Designer Anita Dongre Foundation is committed to helping provide sustained employment to women through collaborations with organizations like Goonj and NEPRA

CHALLENGES

1. Persuading people that sustainability benefits the bottom line is the most frequent obstacle in the development of a sustainable firm utilizing biodegradable packaging materials and sustainable fabric all across
2. Achieving carbon neutrality takes time and concentration.

FINDINGS

1. Sustainable: Ecologically conscious, inventive and sustainable.
2. Eco-friendly: they work during the day and start and conclude early. They use very little energy in their clever designs. They handle garbage as well.
3. Handmade: promoting Indian handicrafts and giving craftspeople employment possibilities.
4. It is feasible to integrate luxury with sustainability. While some brands may not be able to achieve complete sustainability, others can, with careful resource management, extensive recycling and upcycling, and thrifting, significantly affect waste and pollution.

SUGGESTIONS

- Natural dyeing can be used by brands in place of artificial colours.
- Seed paper tags could be used in place of the standard paper tags.

SCOPE OF FUTURE STUDY

- The researcher can consider the concept of sustainably sourcing resources to reduce their impact on the environment.
- To research on integrating eco-friendly practices into the manufacturing process.
- A study on - reducing carbon emissions and switching to renewable energy.
- A study on - encouraging ethical production and sourcing to support regional communities.

CONCLUSION

Integrating sustainability into Indian luxury firms is an essential strategic requirement rather than just a fad. In order to be relevant and achieve long-term success, luxury businesses in India need to reflect the growing importance that consumers have on ethical and environmentally sustainable operations. Adopting a sustainable approach not only solves environmental issues but also improves brand recognition and draws in a base of ethical customers. It's clear that luxury and sustainability can coexist, and that doing so will be essential to Indian luxury firms' survival in an increasingly globalized market.

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