

Threads of Tradition:

Leveraging South Asian Heritage in Sustainable Fashion Entrepreneurship

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Research Focus

- Investigating how traditional South Asian cultural practices and values can inform strategic design and branding within the fashion industry.
- Exploring the potential of these practices to contribute to a more sustainable, inclusive, and environmentally responsible fashion industry.

10%
of Global Carbon Emissions

That's more than the combined emissions from international flights and maritime shipping.

Problem Statement

Waste Generation: 92 Million Tons of Solid Waste is generated by the fashion industry approximately each year.

Social Impact: 75 Million Fashion Workers Worldwide primarily in developing countries, face poor working conditions, low wages, and exploitation.

Environmental Impact: South Asian sustainable practices help cut **textile waste and carbon emissions**.

Social Impact: Empowering local artisans through fair trade **improves working conditions and supports community development**.

Consumer Behavior: The **demand for eco-friendly fashion is rising** as consumers increasingly value sustainability.

Methodology

Qualitative

Case studies and interviews with fashion entrepreneurs and cultural practitioners.

Quantitative

Surveys to assess consumer perceptions and preferences for culturally sustainable fashion.

Content Analysis

Analysis of branding materials and marketing campaigns to identify themes related to cultural sustainability.



Findings

Cultural Sensitivity

Establish clear guidelines for cultural sustainability to respect traditions and fairly compensate artisans.

Circular Design Principles

Design with reusability and durability in mind to reduce waste and promote recycling.

Consumer Education

Raise awareness about the benefits of sustainable fashion and encourage ethical consumerism.

Collaboration & Partnerships

Work with cultural experts, NGOs, and governments to promote sustainable practices.

Recommendations

Conclusion

South Asian heritage in fashion promotes social responsibility, reduces environmental impact, and supports local artisans. Traditional practices like **handloom weaving and natural dyeing** help minimize waste.

Tech-enabled traceability, education, and partnerships can tackle cultural appropriation and unequal compensation.

Collaboration with NGOs, governments, and other entities is key to achieving **sustainability and equity**.

The future of the fashion industry is promising, with a growing focus on ethics, environmental stewardship, and respect for cultural traditions.

