

The **FUTURE** of Fashion Is Sustainable, Not Fast.

The global fashion industry is at a critical turning point. For decades, fast fashion has shaped how products are designed, manufactured, and consumed—prioritizing speed, scale, and affordability. While this model has democratized fashion, it has also resulted in significant environmental impact, resource depletion, and ethical concerns across global supply chains. Today, sustainability is no longer a choice or trend; it is a responsibility that will define the future of fashion.

Sustainable fashion represents a shift in mindset—from short-term consumption to long-term value creation. It focuses on thoughtful design, responsible material selection, ethical manufacturing, and reduced waste. The future lies in quality over quantity, durability over disposability, and purpose over speed. Consumers are increasingly aware of the environmental and social footprint of their choices and expect brands to operate with transparency, accountability, and integrity.

Innovation is a key enabler in this transition. Technological advancements in material science, digital design, and production planning are helping reduce overproduction, lower carbon emissions, and optimize resource use. From recycled and bio-based materials to smarter manufacturing processes, sustainability and innovation are now deeply interconnected. At the same time, circular fashion models such as recycling, resale, and extended product life cycles are reshaping how fashion is created and consumed.

At REPL, we have consciously embraced this transformation by shifting our focus from fast fashion to responsible and conscious production. We are actively working toward ethical sourcing, transparent supply chains, and environmentally responsible manufacturing practices.

By collaborating with trusted vendors who share our values, prioritizing sustainable materials, and minimizing waste at every stage of production, we are committed to creating fashion that respects both people and the planet.



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Our approach emphasizes quality craftsmanship, long-term partnerships, and compliance with ethical and environmental standards, ensuring that growth is achieved responsibly and sustainably.

Equally significant is the role of craftsmanship and heritage in building a sustainable future. Traditional techniques, local sourcing, and artisanal skills naturally align with slow and responsible fashion principles. By blending time-honoured crafts with modern design sensibilities and technology, the industry can create products that are culturally meaningful, environmentally conscious, and commercially viable. This balance of tradition and innovation defines the new direction of global fashion.

Education and research institutions play a vital role in shaping this transition. By nurturing future designers, technologists, and leaders with a strong foundation in sustainability, ethics, and innovation, we can ensure that responsible practices become embedded in the industry's DNA. Continuous research, industry collaboration, and knowledge sharing are essential to building a resilient and future-ready fashion ecosystem.

The journey toward sustainable fashion requires collective action, commitment, and long-term vision. While the challenges are complex, the opportunity to create a more responsible, inclusive, and innovative industry is immense. The future of fashion will not be driven by speed alone—it will be driven by purpose, responsibility, and conscious decision-making.

The future of fashion is not fast. It is sustainable.

– **Firozze Kamaal Abbasi** – CEO & Managing Director, Renuka Exports Private Limited (REPL)

The Smart Turn in Fashion: The Rise of Circular and Rental Fashion

The current fashion statement is not about colors, designs, or ramps but awareness. After years of fast fashion, the industry has now swivelled towards a smarter and more sustainable approach called circular fashion. Whether it is designer fashion or mass fashion, all have learned that sustainability is not only in style but makes good business sense.

For years, the fashion cycle went on this way: “Buy, Wear, Discard.” But a new way of thinking, embodied in this new mantra of Reuse, Repair, and Rent, is revolutionizing fashion and making a new definition of dressing well. The philosophy of circular fashion centers on clothes being given multiple lives. A Patagonia Worn Wear initiative is a shining example in this area. They take old clothes and make them into “treasures” all over again. They get money in exchange for used articles, repair them, and put them up for sale from where they can save “huge quantities of water, energy, and greenhouse gases.”

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That is a circular economy in action, where a product that was considered waste before can now have value. Patagonia's strategy gives consumers a level of loyalty and support in creating jobs in repair efforts, and it also prolongs the life of a product while reducing negative environmental effects. The statistics speak for themselves: over 120,000 used items repurposed and resold, not to mention reduced emissions and a loyal community of environmentally engaged consumers.

Although circular fashion ensures clothes have a longer lifespan, ‘rental fashion’ emerged as a new way of mindful consumption. The idea of ‘rental fashion’ gained popularity through online portals such as Rent The Runway and HURR, which introduced ‘fashion without ownership.’ In India, ‘rental fashion’ gained pace with local innovators such as Flyrobe, Stage3, and Date The Ramp, which provide affordable designer wear for weddings, parties, and other events – from bridal wear to tuxedos.

Circular and rental fashion are disrupting consumer behaviour in a way that combines sustainability with style. They show that innovation in fashion can definitely benefit consumers without harming the Earth. Instead, it's all about creating a cycle of usage, care, and creativity where both looking good and doing good become in fashion.

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