Indian Terrain Goes Sustainable with New Clothing Collection for Men

Marking MS Dhoni's first-ever green fashion endorsement, the collection features the uber-cool cricketer sporting a wide range of casual, sleek, and well-fitted clothing that is ethically manufactured by the brand.

Indian Retailer Bureau Sub Editor



new line-up under its sustainable fashion collection right in time for the festive season. Marking MS Dhoni's first-ever green fashion endorsement, the collection features the uber-cool cricketer sporting a wide range of casual, sleek, and well-fitted clothing that is ethically manufactured by the brand. Indian Terrain, renowned for its ethical practices and sustainable fashion, has been introduced through an endorsement with MS Dhoni in order to spread awareness

Indian Terrain, a leading men's high-street fashion brand announced the launch of a

Ranging from t-shirts, trousers to shirts, the new line-up has a piece of clothing for every man and can be purchased from offline retail stores, and also it's in the specially curated online store - here.

among consumers about the under-developed sustainable farming practices and

environmental impact of their buying decisions.

Charath Narsimhan, Managing Director, Indian Terrain Fashions Limited, said "We are happy to be further strengthening our commitment towards becoming India's first retail fashion brand that offers sustainable clothing options for consumers who are moving

towards green fashion. To have a personality like MS Dhoni as the face of the campaign

is indeed a reassuring movement as we are confident that more consumers will

become mindful of their buying decisions and its impact on the environment." "With the addition of a new line-up, our sustainable portfolio will witness an increase in not just product range and reach but also in adoption right before the festive season. We are sure that with MS Dhoni onboard our sustainable collection will pick up the pace and contribute nearly 15 percent of the festive season sale this year, " he added. This move comes as a response as part of a wider rise in demand for clothing brands

full-fledged collection in this line after the success of their initial experimental 'Earth Khaki' line that featured in their Summer 2020 collection. "We have joined forces with FairTrade India to create an exclusive sustainable fashion line that helps protect the environment, as well as to empower FairTrade farmers, reaffirming our brand's 20-year commitment to providing the best-in-class quality garments to customers while also giving Indian them sustainable fashion options and

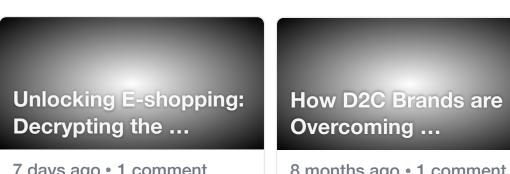
to provide more sustainable options at an affordable price point. This is the brand's first

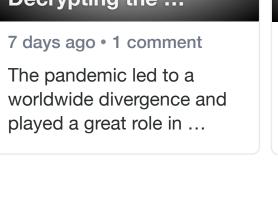
informing them about the raw materials and the process that goes behind their purchases with us. We are happy to have MS Dhoni on board for this campaign, and have someone of his stature help us magnify what we believe in and stand for, "he added. Indian Terrain is now looking at adding 50 percent of the collection under the sustainable fair trade banner within the next 5 years. The prices are similar but Indian Terrain supports organic farmers getting a fair price and thus pays a premium for producing from farmers practicing sustainable farming practices.

INDIAN TERRAIN SUSTAINABLE INITIATIVE



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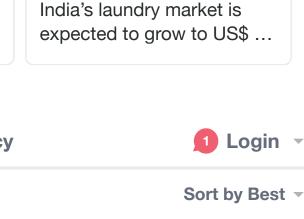
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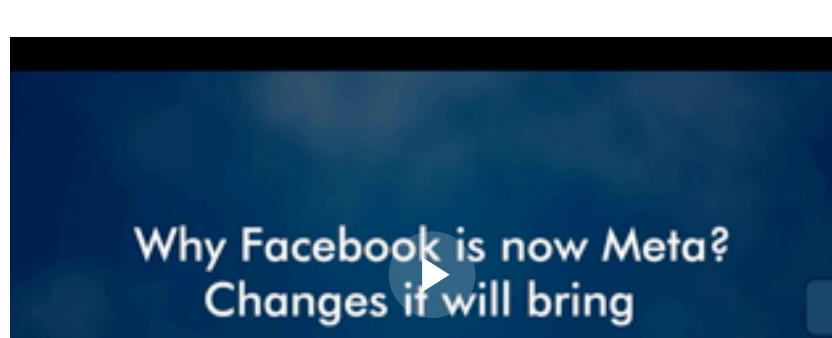
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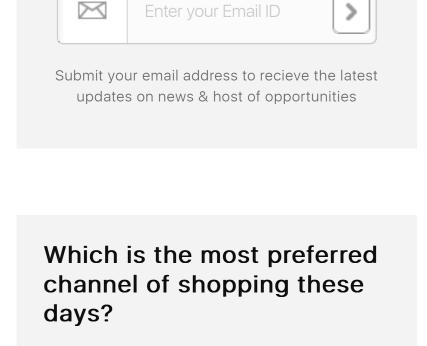
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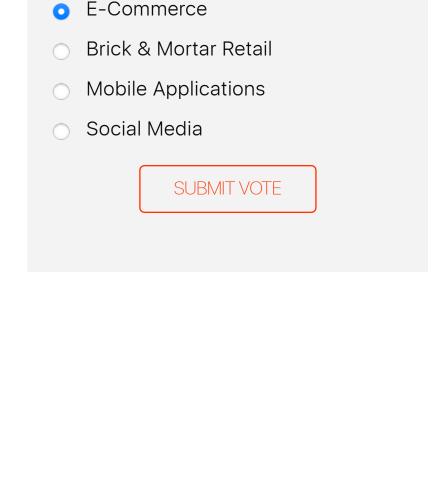
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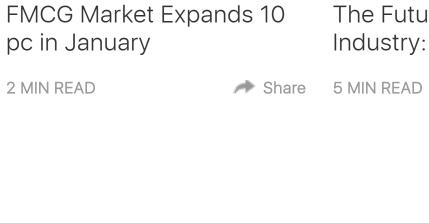
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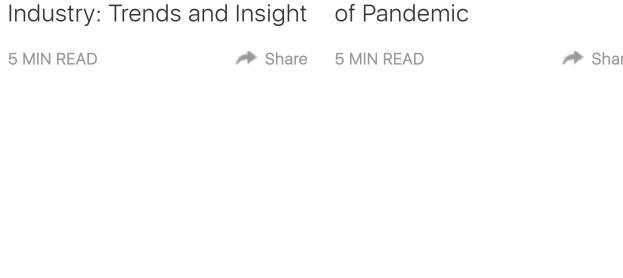


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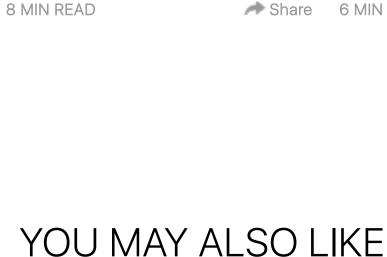
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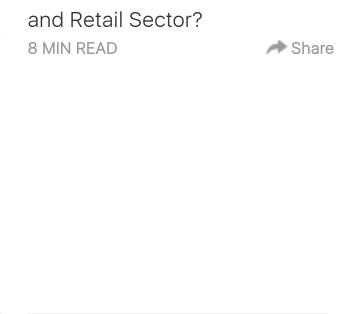
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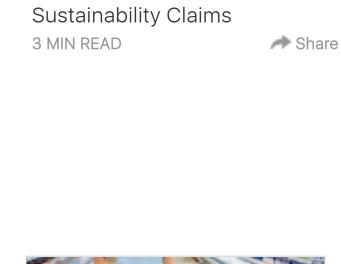




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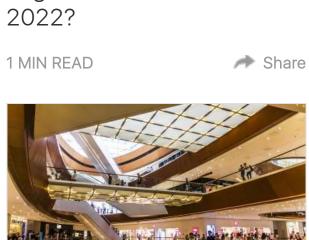
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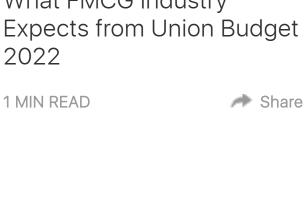
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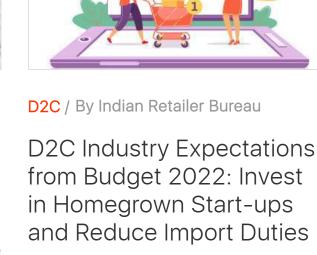
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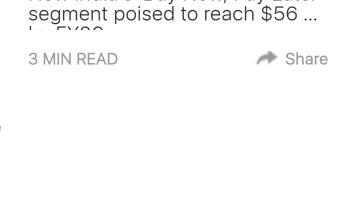
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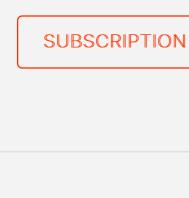
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