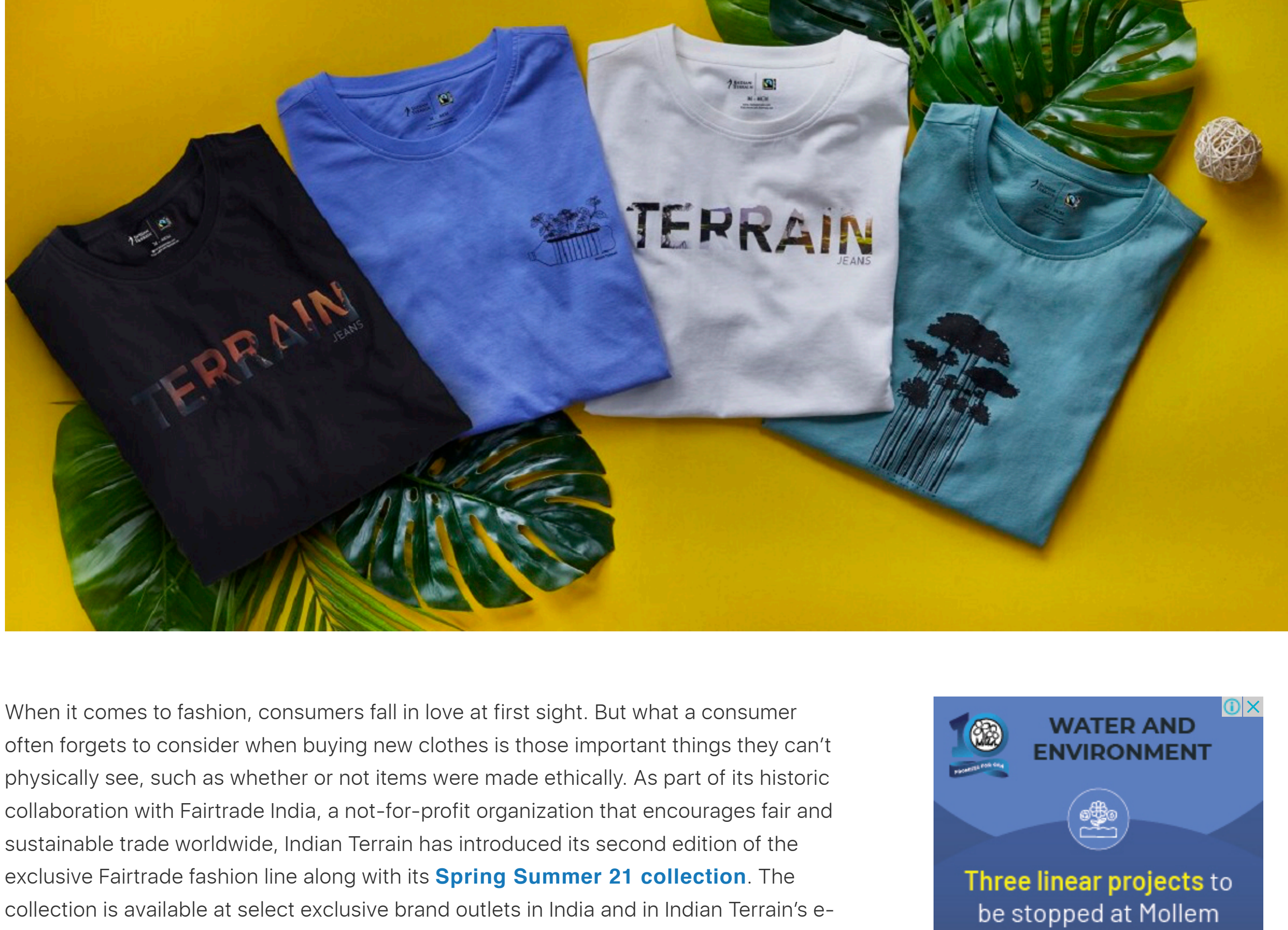


Indian Terrain Moves Towards Becoming a Conscious & Sustainable Fashion Brand

MAY 4, 2021 / 5 MIN READ

Indian Terrain had made a further commitment in its mission towards sustainable fashion by partnering with Fairtrade India last year.

Vaishnavi Gupta
Features Writer



When it comes to fashion, consumers fall in love at first sight. But what a consumer often forgets to consider when buying new clothes is those important things they can't physically see, such as whether or not items were made ethically. As part of its historic collaboration with Fairtrade India, a not-for-profit organization that encourages fair and sustainable trade worldwide, Indian Terrain has introduced its second edition of the exclusive Fairtrade fashion line along with its **Spring Summer 21 collection**. The collection is available at select exclusive brand outlets in India and in Indian Terrain's e-commerce enabled site.

One of India's leading **fashion brands**, Indian Terrain had made a further commitment in its mission towards sustainable fashion by partnering with Fairtrade India last year. The initiative, now in its second year, aims to educate consumers about what they purchase, as well as serving as a reminder of their power as a consumer, to help shape and create a better life for all the employees in trade.

Commenting on the launch, Charath Narsimhan, Managing Director, Indian Terrain Fashions Limited, said, "This pandemic has made everyone realize how important it is to be a socially responsible person in day-to-day life and I can see it (social responsibility) becoming a part of new aspirations for many. We are deeply proud to have commenced our collaboration with Fairtrade India last year to expand our role in a more responsible manner and contribute our part towards building responsible citizens with our everyday clothing of elegant style and remarkable comfort that makes you feel good. Indian consumers have the opportunity to be the catalyst of change by purchasing Fairtrade product line, knowing it will improve the lives of thousands of workers, farmers, and their families in trade, and that is truly extraordinary."

"It certainly feels amazing to make clothing that is kind to both people and to the environment. Ethical and **Sustainable values** are always at the core of Indian Terrain with which we create quality products and also place a strong emphasis on educating our customers so that they are equipped to meet societal challenges. At Indian Terrain, we stay committed to carefully select textiles for all garments that feel good, perform well, are of good quality, and are good for the environment," Narsimhan added.

Indian Terrain has increased the collection for this year's Fairtrade product line due to the overwhelming response received from its customers last year. In addition to this, the new collection of 2021 captures a fresh attitude through color and style. Armed with optimism, an essential flavor to a man's attitude and his wardrobe, this is the basis for the collections from Indian Terrain.

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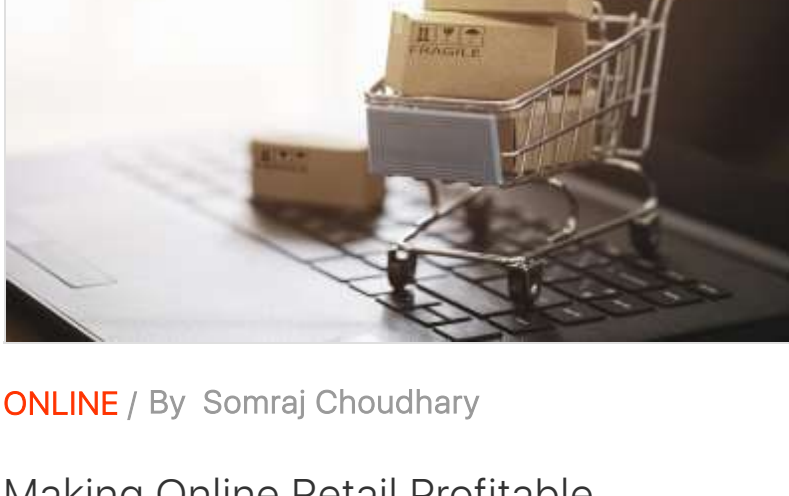
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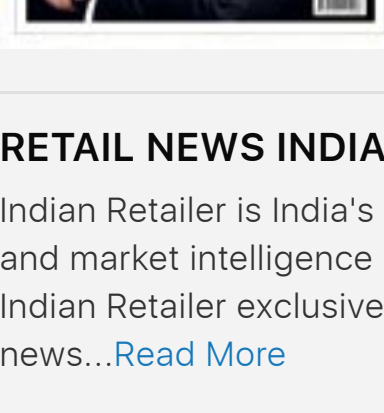
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