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Indian Terrain Stays Committed to Make Sustainable Cool in Indian Fashion Landscape

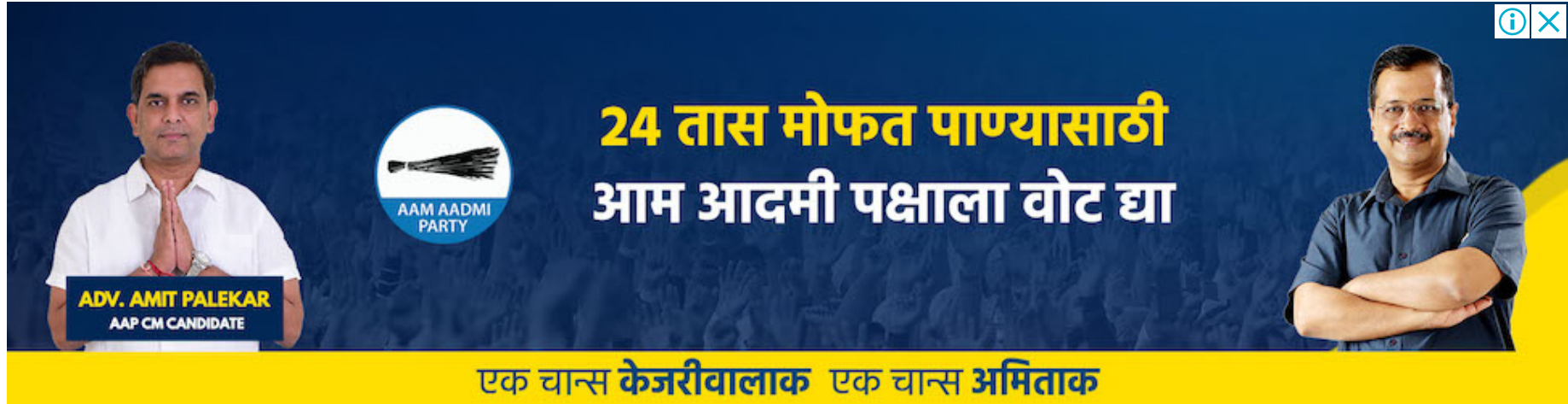
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Launched its 2nd edition of Fairtrade fashion line along with Sprint Summer 21 collection across its outlets

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 organisationthat encourages fair and sustainable trade worldwide, Indian Terrain proudly presents its second edition of 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 ecommerce enabled site.

The only truly Indian premium menswear brand and 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 educateconsumers aboutwhat 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, Mr. Charath Narsimhan, Managing Director, Indian Terrain Fashions Limited, “This pandemic has made everyone realise 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 aspirationsfor 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 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 productsand 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 garmentsthat feel good, perform well, are of good quality and are good for the environment.”concluded Mr. Charath Narsimhan.

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 colour and style. Armed with optimism, an essential flavour to a man's attitude and his wardrobe, this is the basis for the collections from Indian Terrain.

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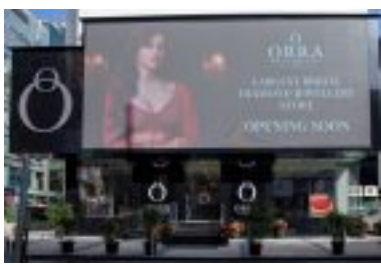
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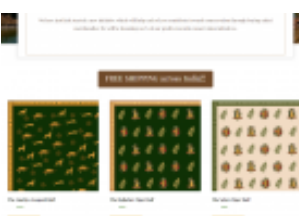
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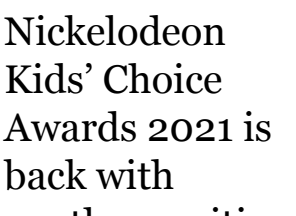


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