

Sustainability Report Analysis of  
Orange Fiber, Solar Ventures Capital, and Bav Tailor

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### Abstract

This report will be analyzing the three brands committed to sustainability, the comparisons between each of them, detailing a variety of elements and features such as; the environmental impact, sustainability designing, ecolabels and certifications that have been acquired, and any sort of carbon offsetting initiatives that might have been introduced among business operations. Orange Fiber, Solar Ventures Capital, and Bav Tailor operate either within different sectors of the same industry or different industries altogether. The industries aforementioned include fashion, retail, manufacturing, banking, finance, renewables, and holistic.

*Keywords:* environment, initiatives, comparisons.

### Measures of Sustainability

Many features and elements will be consistently used in this report to measure the contributions of the three brands towards the sustainability facet. For instance, Biodiversity refers to the variety of living organisms on Earth, including plants, animals, and microorganisms. Biodiversity is crucial to maintaining a healthy and functioning ecosystem, as it supports ecosystem services such as nutrient cycling, pollination, and water purification. However, human activities such as deforestation, habitat destruction, pollution, and climate change have significantly impacted biodiversity, resulting in a loss of species and ecosystems. The environmental impact of human activities on biodiversity can be both positive and negative. On the negative side, activities such as deforestation, overfishing, and pollution can lead to the destruction of habitats and the extinction of species. However, there are also positive impacts,

such as habitat restoration projects and wildlife conservation efforts. Moreover, innovative and efficient aspects of sustainability are essential in reducing environmental impact as well. These aspects can include the use of green technologies, such as solar and wind energy, and the implementation of energy-efficient practices in buildings and transportation, which will be assessed in more detail with regards to solar ventures. Carbon offsetting initiatives are strategies used to compensate for carbon emissions by investing in projects that reduce greenhouse gas emissions or remove carbon from the atmosphere. Examples of carbon offsetting initiatives include reforestation projects, renewable energy projects, and energy efficiency programs. In addition to this, eco-certifications and eco-labels are used to help consumers identify products and services that have been produced with sustainability in mind. These labels are typically awarded to companies that meet specific environmental and social criteria, such as the use of sustainable materials (dire requirements in a polluting industry like fashion), the reduction of waste and pollution, and fair labor practices. There are a multitude of standards that could be applied to different companies to assess their sustainability ventures and whether these are greenwashing or true future motivations to improve and consider the negative environmental impacts in order to rectify them.

## **Orange Fiber**

### **Background**

In order to make high-quality textiles for the fashion and luxury industries, Orange Fiber, an Italian firm, has developed patented sustainable fabrics from citrus fruit by-products. Starting with the annual by-products that the citrus processing sector produces, whose disposal entails high costs for both the sector producing citrus juice and the environment, it has established a fully traceable and transparent supply chain to turn this by-product into the ideal component for ethical designers. The technology, as interesting as the product, is made by extracting the cellulose which is turned into this orange fiber that can be spun into yarn, with production facilities in Austria and Italy. Orange Fiber extends its service to all brands who want their yarn, fabric or even the fiber. A fun fact about the company is that this innovative process has been patented by them since 2014, which is much before the awareness and interest that spread among consumers deciding to adopt a more greener consumption route.

### **TENCEL™**

Lenzing Group and Orange Fiber have come together to produce the first-ever TENCEL™ branded lyocell fiber made from orange and wood pulp. This partnership is driven by the mutual goal of promoting sustainability in the textile and fashion industries. The new TENCEL™ Limited Edition is a groundbreaking initiative that combines innovative ideas, inspiration, and eco-friendly textiles by reinventing TENCEL™ branded fibers with unconventional raw materials. They have utilized the patented pulp production process for citrus

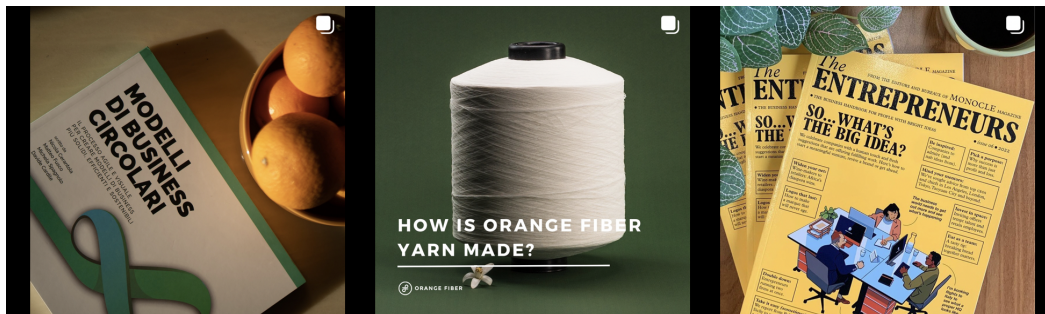
by-products with the addition of the wooden pulp to this process. Orange Fiber and Lenzing Group are taking proactive steps towards creating a more sustainable future. The Vice President of Global Research and Development at Lenzing Group, Gert Kroner, expressed his pride in collaborating with Orange Fiber on the special edition fiber series as this increases the promotion of circularity. The fashion industry has long been criticized for its unsustainable practices, from the production of materials to the disposal of garments. In recent years, however, there has been a growing awareness of the need for sustainable alternatives. The TENCEL™ Limited Edition initiative is a promising step towards creating sustainable solutions for the fashion industry.

The collections that are made using TENCEL™ Limited Edition with Orange Fiber will come with specific marketing materials, such as swing tags that are co-branded and provide essential information about the production process and materials used. The primary aim of this initiative is to foster the co-development of innovative solutions that give waste a new lease of life while promoting greater transparency in the fashion and textile industry.

### Green Marketing Initiatives

On November 11th 2022, the Humane Society held a gala event, To The Rescue!, in New York City to recognize and celebrate designers, companies, and innovators who have made the decision to remove fur from their product lines and replace them with animal-friendly options. The event raised over \$2 million in funds to support animal rescue efforts and fur-free campaigns. Hosted by Andy Cohen, the star-studded affair brought together celebrities, supporters, and fashion executives to support the work of the Humane Society of the United States and Humane Society International. During the event, pioneering fabrics and textiles were

showcased by Materials Innovation Initiative, with Orange Fibre being one of their finalists of their Microfiber Innovation Challenge. The event highlighted the importance of animal welfare and the efforts of individuals and organizations to create a more compassionate and ethical fashion industry which was an inspirational platform to address to the greener consumers and get others to start thinking more about these dire issues.



In addition to the glamor and power of using big platforms to market themselves, Orange Fibre uses its simple yet influential social media platforms like Facebook, Twitter, Instagram, LinkedIn, and YouTube to raise awareness about their products and mission. They create engaging and aesthetic content like photos, videos, and infographics that showcase the benefits and features of their sustainable fabrics, and share them on their social media pages. Along with this, they also regularly post updates on their research and development efforts, new product launches, and any awards or recognition they receive, such as when they were presenting in Milan Fashion Week's sustainable exhibits. Orange Fiber have also exhibited 2021/2020 collection fabrics at the largest exhibition dedicated to sustainable materials as new solutions for the textile industry, at the 10th Future Fabrics Expo in London. These methods are perfectly compliant with Orange Fibre's business model and green marketing initiatives, largely due to the

fact that they can capture the suitable consumers for this brand, while allowing for the experience of this fabric through its touch and feel.

### Green Collaborations Timeline (Brands)

In totality, Orange Fiber has been producing various unique collections since 2017 which unquestionably represents a major step forward in the field of sustainable fashion and serves as an example of how creative innovation can be combined with responsible business practices to create beautiful, stunning, and sustainable products.

In 2017, Salvatore Ferragamo partnered with Orange Fiber in order to create an exclusive collection that combined Ferragamo's stylistic touch with Orange Fiber's high-quality orange fabrics. This collaboration marked their very first successful venture into the global sustainable fashion market which was launched on Earth Day, highlighting the fact that Ferragamo is committed to responsible passion, creative innovation, sustainable design, and Italian excellence. Moreover, the collection features Mediterranean-inspired prints by Italian designer Mario Trimarchi and is a celebration of the region's creativity. By incorporating Orange Fiber's fabrics into their collection, Ferragamo has set a new standard for sustainable fashion and demonstrated their dedication to making environmentally conscious choices.

Their environmentally friendly citrus fabrics were selected by H&M for their Conscious Exclusive 2019 collection. This collection is made entirely from recycled and sustainable materials, aligning with H&M's commitment to eco-conscious fashion and innovative practices. This trendy collaboration, which caught the hype through Gen Z, landed them in creating a

boho-style top that celebrates the beauty of nature, showcasing their dedication to greener fashion and industry advancements. It was unbelievable when the Orange Fiber fabric top was so highly sought-after that it literally sold out in mere hours after its official launch, which included exclusive events worldwide and within its online sales. The partnership between H&M and Orange Fiber is a prime example of their longstanding association that began in 2015 when Orange Fiber won H&M's Global Change Award which has opened countless doors including being featured in exhibitions, events, and exclusive creations. Influencer and actress, Chiling Lin then participated in their collaboration by wearing an elegant black floral print dress during the same Global Change Award but in 2018. The dress was designed by Chatarina Forseth and included two layers of recycled tulle fabric and Orange Fiber twill, made up of 50% acetylated orange cellulose fiber and 50% organic silk.

E. Marinella, the historic Neapolitan tailoring brand, has collaborated with Orange Fiber to create a sustainable collection of ties, pocket squares, and silk scarves. The collection pays tribute to Italy's craftsmanship and innovation, combining tradition and sustainability. The collaboration debuted in June 2019 at Pitti Immagine Uomo 96 and was chosen as the official cadeau of the Italian-led G20 in 2021. The collection is available at E. Marinella's flagship stores and e-shop.

### Green Collaborations Part 2 (Special Projects)

TECLA, the eco-sustainable house 3D printed from local raw earth, created by Mario Cucinella Architects and WASP, integrates empathic architecture, new technologies, and sustainability. Orange Fiber poplin has been used to create the pillows and the mattress cover of



the sleeping area, reflecting the circular philosophy of the house. The sustainable fabric from citrus juice by-products has been used in two colors, natural white and rust, with the rust variant coloured using a natural dye made of madder root, reinforcing the eco-friendly nature of the project. The textile products integrate with the construction and other furniture elements 3D printed in raw earth extracted on site or made from recycled material, making TECLA a sustainable and eco-friendly living space.

The collaboration between Orange Fiber and Salvatore Ferragamo has given rise to a total look, which was worn by the internationally renowned top model Karolina Kurkova at the 2017 Green Carpet Fashion Awards Italy. The dress was made according to the rigorous criteria laid down in the guidelines of the "Manifesto for Sustainability" of the Camera Nazionale della Moda Italiana. The dress was embroidered with floral applications in silk organza and Orange Fiber fabrics. Even the matching accessories - the bag, a re-edition of a model from the Salvatore Ferragamo Museum collection and the "F" wedge sandals - were created for this event and made with the innovative material. The use of GOTS certified fibers, produced in accordance with organic farming criteria, in the silk organza reinforces the eco-friendliness of the dress. The total look promotes sustainable fashion and reinforces the potential of eco-friendly materials to create high-end fashion.

### Impact Facts and Figures

Orange Fiber has taken, in totality, a deep-rooted step which has revolutionized the environmental footprint of the fashion industry and by boosting the Sustainable Development Goals (SDGs). The production of Orange Fiber is located in the same plant as citrus squeezers,

limiting logistics and reducing waste volumes associated with citrus juice production. The company has already upcycled 80 tons of byproducts and aims to scale up to 600 tons in 2021 and 1200 tons in 2022. Compared to traditional wood dissolving pulp production, Orange Fiber's production process causes 40% less climate change, reducing degradation of natural habitats and halting deforestation. By 2022, Orange Fiber may save 1380 trees per year. Through strategic partnerships and communication activities, the company sensitizes people about conscious consumption through various media outlets, including social media and academic speeches.

Despite the increasing purchasing power and changing lifestyles, the fashion industry remains one of the most polluting industries, contributing to climate change, air pollution, soil degradation, biodiversity loss, water depletion, and human toxicity outcomes. Upstream activities, such as materials production, preparation, and processing, account for around 70% of the fashion industry's emissions. The demand for raw materials in the global apparel industry is set to triple by 2050, with 98 million tons of raw materials already consumed in 2017. However, since Orange Fiber has identified and developed an opportunity for the application of industrial ecology to reduce waste and pollution by transforming citrus juice by-products into a new and sustainable product, they have overtaken many huge so called sustainable apparel companies who are not even trying to change the old methods and just employ the tricks of greenwashing.

Orange Fiber's sustainability efforts are inspired by beauty, quality, and the opportunity to provide an innovative and sustainable textile to Italian production practices and the entire fashion industry. The company offers a fabric that is as fabulous to wear as it is to design with, straight from Mother Nature. By upcycling citrus juice by-products, Orange Fiber contributes to the circular economy, creating a new luxury that aligns with SDGs, such as responsible consumption

and production, climate action, and life on land. Through conscious consumption and the adoption of sustainable fashion practices, Orange Fiber aims to lead the way towards a more sustainable and equitable fashion industry.

### Funding

Orange Fiber gained international recognition as a leading example of sustainable practices in the fashion industry, and to do so, it has required a tremendous amount of capital influx to power their business. With a mix of investments from angel investors, public funds and grants, the company has raised over 1 million euros. In 2019, a successful equity crowdfunding campaign was launched on the CrowdFundMe platform, allowing Orange Fiber to increase its production capacity and meet the demands of fashion brands. The company acknowledges the support of its investors, accelerators, alumni, mentors, industry leaders and partners in enabling its growth and development. They truly believe that the future is not a destination but something to be created together.

### Standard Reporting

LifeGate has provided valuable support to Orange Fiber in developing its sustainability assessment based on GRI standards and defining a future roadmap that highlights the positive impact created. As a reference point for sustainability issues since 2000, LifeGate has been instrumental in helping Orange Fiber align with sustainable practices and goals. By collaborating with LifeGate, Orange Fiber can further continue to advance its sustainability efforts with the accurate standards of reporting their progress per annum, so that their consumers also trust in their transparency.

### **Solar Ventures Capital**

#### Background

Solar Ventures is a leading renewable energy company which is based in Italy and it specializes in developing and managing solar power plants. Founded in 2010, it has grown to become one of the most successful solar energy companies in the entire of Europe. There has been a rich and heavy investment within all their projects, for instance, rooftop solar systems. These initiatives help to reduce greenhouse gas emissions and greatly decrease the reliance on non-renewable energy sources. They are surely committed to promoting clean energy and reducing the carbon footprint of not just organizations, but also individuals. Solar Ventures has had a proven track record in developing and constructing solar plants with a diverse portfolio of regions in Italy, including Puglia, Sicily, and Sardinia. The company has also already expanded its operations beyond Italy, with solar projects in Portugal, Spain, and other countries.

#### Services

In addition to developing and managing solar power plants, Solar Ventures also offers a range of services to help clients maximize the benefits of renewable energy. These services include project financing, engineering, procurement, and construction (EPC), and operations and maintenance (O&M). Through new research they have also invested in wind energy projects, which have the potential to generate large amounts of clean energy, as it is demonstrated by the whole country of Netherlands. Their tremendous focus on renewable energy has helped in gearing creations that aid a more sustainable energy ecosystem in Italy, as well as promote

awareness, which is usually the first step, of the importance of renewable energy to the wider public.

### Environmental Impact

Solar Ventures is also committed to reducing its own environmental impact, through the implementation of eco-friendly practices and the promotion of sustainable development. The company has developed a comprehensive sustainability strategy that includes initiatives such as reducing waste, conserving water, and promoting sustainable transportation. Moreover, Solar Ventures is working towards the creation of a circular economy, where waste is minimized, and resources are recycled and reused. This approach to waste management helps to reduce the negative impact of waste on the environment and promotes the efficient use of resources.

Furthermore, the company has collaborated with local communities to promote sustainable development initiatives, such as reforestation projects and the preservation of natural habitats. These initiatives have helped to conserve natural resources and protect biodiversity in the areas where Solar Ventures operates. Finally, the entire business idea works to impact the environment positively customer by customer, one can only imagine that Solar Ventures is continuously expanding its positive ecological impact indirectly through generating benefits exponentially. This number can also be perceived in a way such that it is multiplied by the years of operations of Solar Ventures, which is almost two decades worth of effort and operations.

### Financing Sustainable Construction

Solar Ventures have an extensive network of international financial institutions that provide the necessary capital during the development phase of their projects. They leverage both their own capital and third-party capital to ensure the successful completion of the projects within the project cost budget and according to the agreed-upon timetable. With their practical-based knowledge and experience in managing complex due diligence processes, Solar Ventures have proved in developing projects according to "bankability standards" with a high level of success in financing.

Furthermore, Solar Ventures focuses on scouting, selecting, and negotiating long-term power purchase agreements (PPAs) with reputable and bankable counterparties. By securing long-term stable revenue streams through these PPAs, Solar Ventures is able to reduce the overall risk of the project. In terms of construction, Solar Ventures has been involved in the construction of its projects since 2007. They have built a strong network with major players within the photovoltaic (PV) market to ensure the independence of their company. This allows them to select the most advanced and tailor-made technical solutions while providing the best possible price.

They do not stop here, Solar V has an entrepreneurial approach that allows them to optimize the construction phase of their PV plants, which includes; the selection of key components, selecting EPC contractors in line with the characteristics and geographical location of the project, EPC negotiation according to international best practice, supervision of the construction phase, not only on the technical aspects but also on the environmental and job

security issues. They then ensure the successful connection of the PV plant to the electricity network, testing of the PV plant, and operational management of the PV plant.

Solar Ventures' construction financing strategy is designed to ensure the successful completion of their projects and minimize overall project risk. By leveraging their network of financial institutions and focusing on negotiating long-term PPAs, they are able to secure the necessary capital and stabilize revenue streams. Furthermore, their independence in selecting EPC contractors and key components ensures the best technical performance and price for their PV plants. This approach has enabled Solar Ventures to successfully construct and operate numerous PV plants, contributing to the reduction of carbon emissions and promoting sustainable energy production in Italy and beyond.

## **BAV TAIiLOR**

### **Background**

BAV TAIiLOR is a luxury brand founded by Bav Tailor, herself, in 2015. Tailor's ancestral heritage of sartorialists has been the foundation of the brand's focus on innovation, craftsmanship, and respectful standards. It is a collective fusion of gender-neutral, generationless silhouettes, and geometrical volumes inspired by design, architecture, and Eastern philosophies crafted from wellness-certified natural or recycled materials. The brand's commitment to sustainability is woven into its DNA through its "360° conscious manifesto," which encompasses everything from the digital low waste design process to an ethical and transparent production chain.

### **About Bav, Herself**

It is very important to know and highlight Bav herself, because she is her own brand, the face. As we can infer from her brand, she is a passionate advocate for sustainable living, holistic lifestyle, and conscious fashion. As the founder of a lifestyle consultancy, she places great value on using sustainable materials that promote a mindful approach to fashion production and consumption. Her work focuses on cultivating new-generation alternatives that are innovative, bio-based, organic, and vegan, with many of these fabrics sourced internationally from responsible suppliers who uphold regenerative production processes, ethical labor standards, and wellness-certified materials. And so eventually, when it comes to the design of her clothing brand, her approach starts to look more methodical and purposeful. She believes in creating



collections that are not only aesthetically pleasing but also environmentally friendly and socially responsible. Digital design, low-waste sampling, and ethical production are at the forefront of her design process, ensuring that every product is created with a consciousness that aligns with her values.

Bav's passion for sustainable living extends beyond just materials and design. As an integral part of her artisanal lab platform, she has embarked on journeys to discover authentic craftsmanship by light workers who instill a sense of joy and community into each stitch. Her ethos is holistic in its spirit, embracing craftsmanship that ranges from 100% Made-in-Italy sartorial production to 100% Made-with-love from across the globe. The professionalism, impeccable quality, and inspiring narratives of each artisan form the founding basis of every collaboration that she pursues. Bav Tailor is a trailblazer in the fashion industry, paving the way for future generations more mindfully through every stitch.

### Sustainability Efforts

After discovering more about the inspiration herself, it is time to shed the light not just to words but to the actions that have been taken place in order to fulfill her sustainable journey and how this has been rendered into the brand. Firstly, BAV TAILOR's commitment to sustainability extends to its entire production chain. The brand uses premium natural fabrics as well as certified eco-sustainable materials, carefully sourced from suppliers and agents with whom they have close-knit relationships. The focus is on ensuring ethical work standards are upheld, while providing a platform for young creatives to express their artistic talents in the "artisanal lab" aforementioned above, in the hope of having their work recognized by talent scouts. The brand

has been awarded the Butterfly Mark for a company-wide commitment to sustainability, as well as the CO Leader Award in 2022. Undoubtedly, the tailoring brand's sustainability efforts are perfectly aligned with the United Nations Sustainable Development Goals, and it is a member of Positive Luxury, which has nominated it for the Social Innovator Award in 2022.

### Conscious 360° Manifesto

BAV TAI<sup>I</sup>LOR is the culmination of a journey of self-discovery through the global luxury fashion landscape. The brand's ethos, 'respect your body + your sphere', advocates for the nurturing and love of mind, body, and soul. The brand fully believes in living a life with a harmonious balance through conscious fabrics, inner ecology rituals, and ahimsa (non-violence), which respects and balances the outer sphere.

At the heart of the business model lies the integration of circularity. It is characterized by a design and production process that minimizes waste and has a low impact, utilizing certified materials derived from post-consumer waste or entirely composed of natural fibers. This approach ensures that BAV TAI<sup>I</sup>LOR creations can be efficiently recycled or are biodegradable, causing minimal disruption to natural cycles when returned to the earth. To reduce waste, any leftover material is repurposed and incorporated into new collections, or donated to aspiring young creatives who can use them to create new pieces for their own brand.

Bav's cherished team is built on the foundation of the company's philosophy, which values mutual trust and respect among individuals regardless of their gender, age, marital or maternal status, culture, or customs. The corporate environment encourages individual creativity

and teamwork, reflecting a profound appreciation for every nation's diversity without any sort of discrimination.

The focus lies in wellness and a holistic balance, achieved through a unique combination of spiritual and conscious awareness. The Shanti Wellness space is a sacred area where individuals who share similar values can come together and explore the meaning of our essence and existence. The brand aspires to inspire genuine self-expression and encourages everyone to reconnect with themselves and engage in inner ecology rituals, which help us to align with nature.

### Certifications

At the core of BAV TAIiLOR lies a commitment to sourcing luxurious Italian fabrics and fair-trade materials from around the world. Bav's inherent understanding of the importance of being environmentally conscious drives her to consistently seek out innovative, natural fibers that are certified for their wellness benefits. All materials are no-cruelty, post-waste, or recycled, and are sourced from reputable quality suppliers with globally recognized certifications such as Oeko-Tex®, GOTS, Sensitive® Fabrics, ISO 9001, Traceability and Fashion, Seri.co, Fiducia nel Tessile, ICEA, CAN, Color System Project, Global Recycle Standards FSC, GreenDrop, and Wastemark. The brand is a member of several organizations, including Water.org, Treedom, Big Blue Ocean Clean-Up, and Save-the-Elephant, which aim to provide sanitized water, support forest expansion, clean up oceans, and protect elephants from mistreatment and abuse. These actions demonstrate BAV TAIiLOR's dedication to positive change beyond its own social circles.

### Recognition

BAV TAI LOR has been recognized for ethical practices in the fashion industry through many awards that have raised awareness through social platforms. They earned Taomoda 2020 Eco-Luxury Award during Taormina Fashion Week. Additionally, the brand was nominated for the Drapers Sustainable Fashion 2022 Best Carbon Footprint Initiative and was selected as a designer by the Italian Camera Moda Fashion Trust for the project "Together for Tomorrow" and "CNMI Designers for the Planet." BAV TAI LOR was also awarded the "Conscious Designer" award by the Arab Fashion Council and was nominated as a Vogue Talent finalist in the "Who Is On Next 2019?" scouting project promoted by Altaroma and Vogue Italia.

### Summary of all 3 Companies

The perfect ingredient of Orange Fiber is a prime example of how innovative technologies and conscious consumption can revolutionize the fashion industry. By upcycling citrus juice by-products, Orange Fiber reduces waste and pollution, contributing to the circular economy and SDGs. The company's sustainability efforts are inspired by beauty, quality, and the opportunity to provide an innovative and sustainable textile to Italian production practices and the entire fashion industry. Through strategic partnerships and communication activities, Orange Fiber is leading its own path.

Solar Ventures is committed to providing sustainable energy solutions that help reduce carbon emissions and combat climate change. The company works closely with local communities and stakeholders to ensure that its projects have a positive impact on the environment and society. Overall, Solar Ventures is a dynamic and innovative company that is driving the transition towards a more sustainable energy future packed with a strong focus on technology and sustainability, they are downright well-positioned to continue leading the way in the renewable energy industry.

BAV TAI LOR's dedication to sustainability is woven into the production chain, which utilizes eco-friendly and ethically sourced materials. The brand values conscious living, and advocates for a simplistic balance between mind, body, and soul. This ethos is embodied in its Conscious 360° Manifesto, which prioritizes circularity and minimizes waste through repurposing materials and utilizing biodegradable or recyclable fabrics. BAV TAI LOR is a brand that encourages individuals to respect their body and their sphere, and their creations offer

freedom of movement, functionality, and peace of mind during one's evolution of conscious awareness.

### Final Notes From The Writer

In my belief, based on the information provided by each company, it can be concluded that all three companies are environmentally sustainable in their own ways, but Orange Fiber stands out as the most sustainable brand due to its comprehensive approach towards reducing waste and pollution.

Orange Fiber's production process involves upcycling citrus juice by-products, which not only reduces waste and pollution but also creates a new and sustainable product that will not sit around for hundreds of years like plastic. I think it is important to consider the fact that if a new product is created in the market at least there is a safe, circular way to its end cycle, making it a pioneer in the sustainable apparel industry. In addition, when researching Orange Fiber, it is clear that the company is definitely doing an impactful job in the fashion industry supported by facts and clear figures that give an idea about the operations; this means finding this unique solution in one of the most polluting sectors will deem more benefits for the future.

Solar Ventures Capital has developed a comprehensive sustainability strategy that includes many initiatives aided by the fact that it is the longest standing compared to the other two businesses, which already gives it an upper edge. However, the data procured from their websites is more abstract rather than specific making it hard to determine the extent of its environmental impact. Not only that, the marketing strategies are much weaker than orange fiber, and the recognition is lesser compared to Bav Tailor. They need to start outlining their work in

terms of numbers more clearly to the public to truly show the positive effects that they claim to be achieving by providing renewable energy.

Last but not the very least, BAV TAILORED's commitment to sustainability can be seen through the awareness they have created for themselves with regards to their premium natural fabrics as well as certified eco-sustainable materials. The brand has been awarded the Butterfly Mark for a company-wide commitment to sustainability and the CO Leader Award in 2022. In my opinion, the company is creating more in the market with extremely strong internal company policies such as their 360 degree manifesto. But this still means that they are creating more into the fashion industry rather than taking away what is already being thrown in landfills. Their business model does not exactly solve a problem to a solution. Moreover, the report does not provide specific details about the amount of waste reduction and the impact of its initiatives on the environment, accurately. Similar to the situation with Solar ventures, here there are more commitments and not how much progress there has been conclusively.

Therefore, considering the comprehensive approach towards sustainability, and the innovative and sustainable textile provided to the fashion industry, Orange Fiber can be considered the most environmentally friendly brand among the three with real impacts that can be seen to improve the market and the environment, while still addressing consumer desires.