



# Urban & Sustainable Clothing Brand

Team TRENDENCY

# INTRODUCTION



→ Fashion is considered as a form of self-expression  
→ But do you know the cost of it ?

EVERY YEAR TEXTILE INDUSTRY CONTRIBUTES TO :



## Where the Ocean's Microplastics Come From

Estimated share of total microplastics in the world's oceans, by source



→ Half a million tons of microplastics are dumped into oceans every year , which is equivalent to 50 billion plastic bottles .

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01

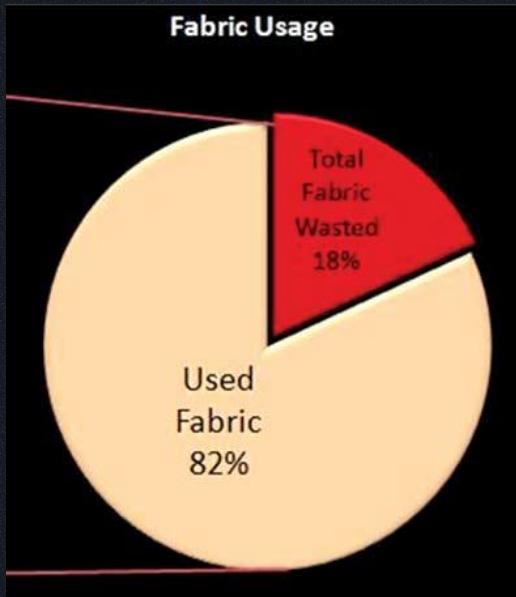
# Problem vs solution

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# Our challenge

The challenge is about sustainable fashion and the main problems in this are as follows :-



→ The psychological aspect of keeping up with current trends that make people buy more clothes unnecessarily

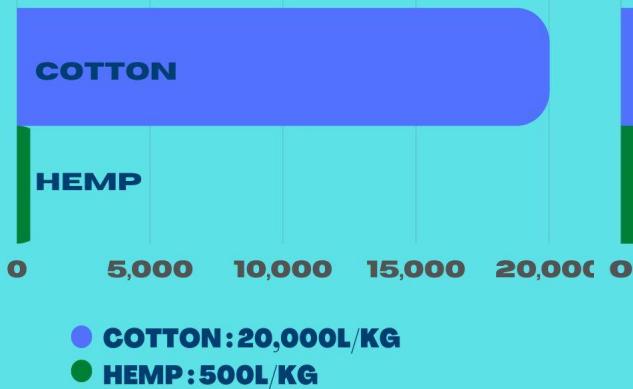
# The Solution :

We divided the problem into two parts and worked on both for a viable alternative :

- 1. Using hemp as a sustainable Alternative fibre
- 2. Upcycling discarded clothes and use it for blending

# Properties of hemp that make it a better Alternative to cotton and polyester :

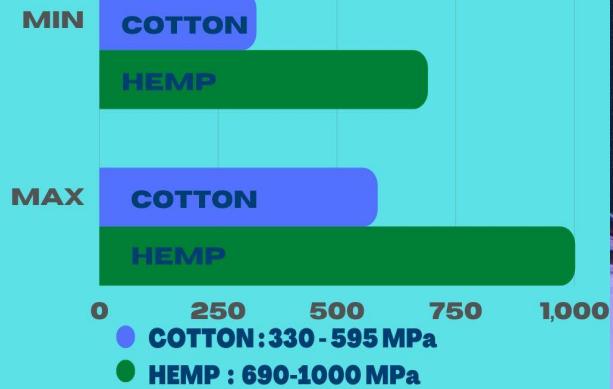
WATER CONSUMPTION PER KILOGRAM YIELD :



YIELD PER ACRE OF LAND (IN POUNDS) :



TENSILE STRENGTH IN MPa \*(mega pascals)



- Hemp has uv resistant and anti microbial properties , and has high moisture absorbances making it optimal for comfort and health .
- Biodegradable , requires minimal inputs of pesticides.

02

## Redesigning Fashion

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# REDUCE REUSE RECYCLE

Nylon clothing scraps

Alternative design approaches such as wax strings, colton scraps, as well as silk scraps are to be incorporated in the designs to make a truly eco-friendly product



Colton scraps

Silk scraps

03

## The Product

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# THE POINTS TO BE NOTED

ACQUISITION  
OF HEMP

A

B

BLENDING

ESG-  
ENVIRONMENTAL  
SOCIAL  
GOVERNANCE

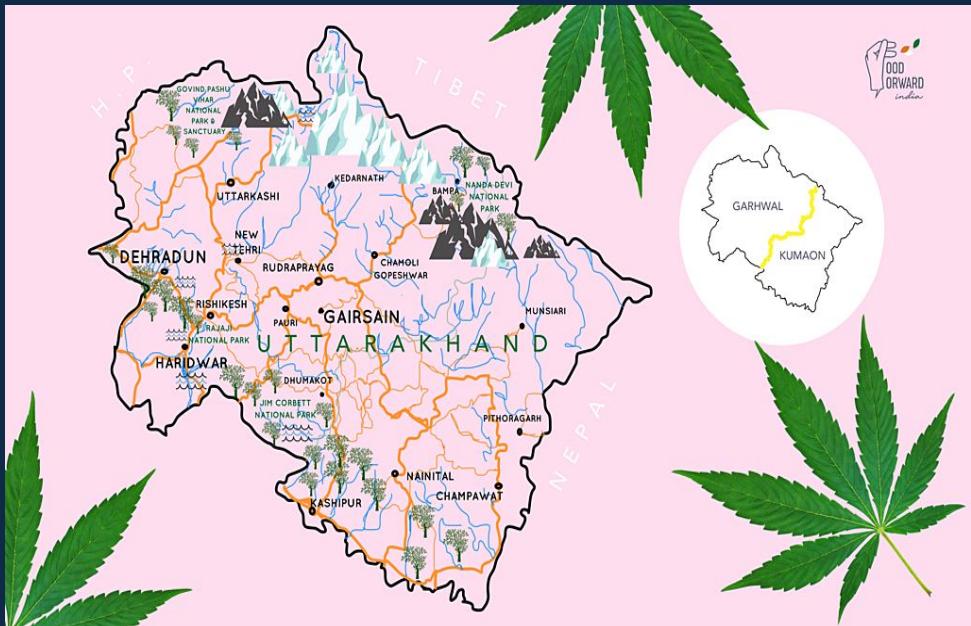
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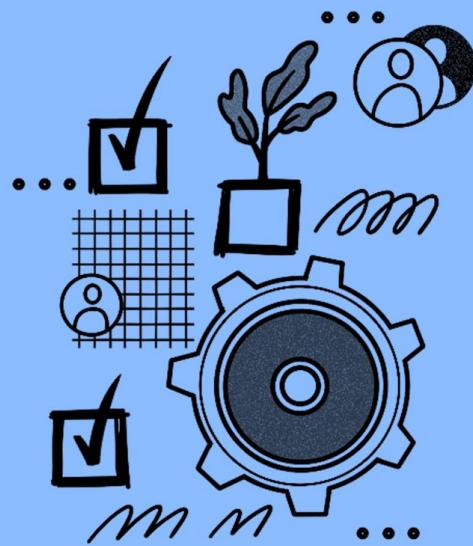
EMPLOYEE's  
happiness



# → How to acquire hemp and required raw materials :



- Hemp is legalised in uttarakhand
- Hemp foundation India



## Environmental, Social, and Governance (ESG) Criteria

[in-'vī-rā(n)-mənt-ēl 'sō-shal ən(d)  
gə-vər-nən(t)s krī-'tir-ē-ə]

A set of standards for a company's behavior used by socially conscious investors to screen potential investments.

 Investopedia

# SWOT analysis of HEMP - RECYCLED COTTON BLEND FABRIC

## Strengths

Highly sustainable and eco friendly to produce , and has great durability and comfort

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## Opportunities

Bringing awareness about sustainable fabrics can make the market boom

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## Weaknesses

Texture is a little rough compared to cotton ( can be managed by blending with cotton ) , and wrinkles easily .

W

## Threats

Growing and acquisition of hemp can be a problem as hemp is only partially legalised among countries .

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04

## Market & Competition

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## Hemp Clothing Market

### By Region



North America was the highest revenue and is expected grow with a CAGR of 24.6%. North America and Europe collectively accounted for around 65% share in 2021.



**2,290,000,000**

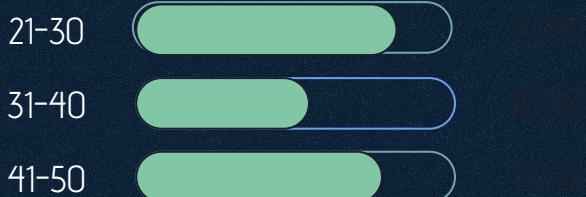
The global Hemp Clothing Market Size was valued at \$2.29 billion in 2021, and is projected to reach \$23.02 billion by 2031, growing at a CAGR of 27.1% from 2022 to 2031..

# Consumers pattern from surveys

## Gender



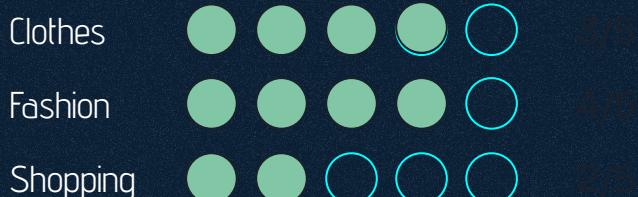
## Age



Market growth will Accelerate at  
a CAGR of

**27.10%**

## Interest



# VUCA-

## Volatility, Uncertainty , Complexity , Ambiguity

### A Guide to Approaching Events in the Four VUCA Categories

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← →

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#### Complexity

**Characteristics:** The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

**Example:** You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

**Approach:** Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

#### Volatility

**Characteristics:** The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

**Example:** Prices fluctuate after a natural disaster takes a supplier off-line.

**Approach:** Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

#### Ambiguity

**Characteristics:** Causal relationships are completely unclear. No precedents exist; you face “unknown unknowns.”

**Example:** You decide to move into immature or emerging markets or to launch products outside your core competencies.

**Approach:** Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

#### Uncertainty

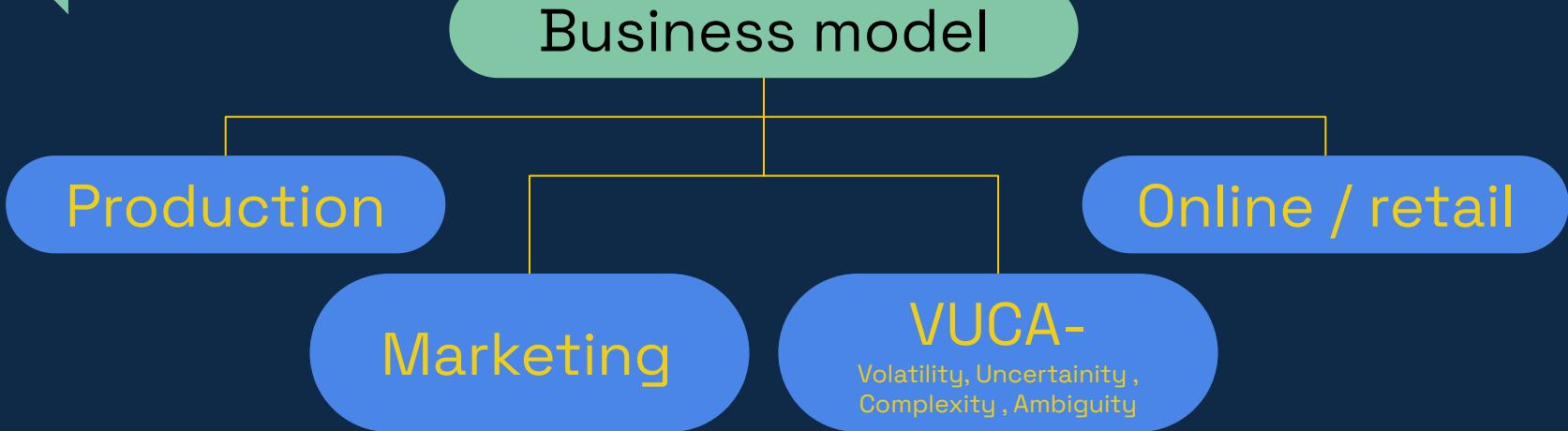
**Characteristics:** Despite a lack of other information, the event’s basic cause and effect are known. Change is possible but not a given.

**Example:** A competitor’s pending product launch muddies the future of the business and the market.

**Approach:** Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

← → HOW MUCH DO YOU KNOW ABOUT THE SITUATION? ← →





# Thanks!

