The information is life blood of any supply chain. We plan to make textile industry supply chain transparent for both the brands and manufacturers by developing a platform for Textile industries where the manufacturer will have complete transparency as to from where the raw material enters the whole system. It will cover the origin of raw material entering the whole system through the supplier to ensure the quality as to what claimed by the supplier. It will not only help the manufacturer in buying the material from the supplier through a transparent and a traceable process but also the brands who buy the product from the manufacturers. We plan to craft a system that will help industries use modern technology to take their supply chain management to a whole new level.

Quality is the main aspect which is basic need of textile industries. Now imagine if a new industry enters the market which does not know about suppliers integrity with supplying the materials because of zero trust than how that industry will be able to buy materials and goods from that supplier? How will a brand which is new in the market will be assured or build confidence to trust multiple manufacturing industries around them? So our system aims at making the life easier for both the actors by enforcing a technology which could build trust across the system actors involved.

People are[increasingly demanding transparency](https://www.forbes.com/sites/sarahlandrum/2017/03/17/millennials-driving-brands-to-practice-socially-responsible-marketing/), while companies like Patagonia and Everlane tout sustainability and supply chain transparency as a selling point. Greater transparency in supply chains will create new incentives for companies to change the way they do business and even how they view themselves as an organization. Millennials are [not consuming as much fast fashion](http://www.businessinsider.com/millennials-style-hurts-hm-forever-21-2018-3), and they tend to distrust spurious claims of sustainability.

Too many brands have been exposed as [wasteful](https://theoutline.com/post/2602/clothing-companies-are-trashing-unsold-merchandise-instead-of-donating-it?zd=1&zi=7ocz4j76), [environmentally unfriendly](http://www.abc.net.au/news/science/2018-04-03/fashion-environmental-impact-of-your-favourite-textiles/9382382), or [simply unethical.](https://truecostmovie.com/)

Brands will have to think ahead and position themselves to integrate with the technology. They’ll need to answer fundamental questions about their existence. How do they maintain their brand’s integrity? Do the concepts of scarcity and exclusiveness still play a role in the brand’s image? What does it mean to be authentic if people can make clothing at home, on demand?