

EcoThreads : Is our Business Ready for Sustainable Fashion?

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The fashion industry is one of the world's most harmful sectors, second only to oil in terms of pollution. It is responsible for 20% of global industrial water pollution, primarily due to chemical-heavy dyeing and fabric treatment processes.

As consumer awareness of environmental issues grows, there is an increasing demand for sustainable practices across industries, particularly in fashion. *Sustainable fashion is a way in which brands create clothing that not only reduces the impact on the environment but is also mindful of the people who work to produce the garments.*

Global Market

The sustainable fashion market is projected to grow from **USD 6.35 billion in 2022 to USD 14.23 billion by 2027**, reflecting a **compound annual growth rate (CAGR) of 9.9%**. Key regions driving this demand include **Europe, North America, and Asia-Pacific**, where **Gen Z and Millennials** are at the forefront of this movement, showing a strong preference for eco-friendly brands.

Prominent trends in the industry include the increased use of **organic cotton, recycled materials, and natural dyes**, which reduce the negative impact on the environment. As a result, many traditional fashion brands are now looking to pivot toward sustainable solutions to meet growing consumer demand.

About the Company

EcoThreads is a well-established Indian apparel brand, known for its traditional and contemporary clothing. With **25 years in the textile industry**, the company has built a strong reputation for quality craftsmanship and innovation. It has successfully tapped into both domestic and international markets, with a presence in over **50 cities** in India and export contracts with retailers in **10 countries**.

With a yearly revenue of **INR 500 crores** and profits reinvested into innovation, the company is financially capable of diversifying into new markets. The company boasts a skilled workforce of over **5,000 employees**, including designers, textile experts, and sustainability advocates. It has already invested in **state-of-the-art production technology** and is exploring the use of eco-friendly fabrics like **bamboo fiber** and **organic cotton**.

While EcoThreads is confident in its potential to venture into sustainable fashion, it needs to analyze the global market trends and consumer preferences carefully. The company must decide which specific areas of sustainable fashion to focus on, such as -

- Assessing which materials should EcoThreads prioritize in its product line to resonate with environmentally conscious consumers?
- Which regions and demographic groups offer the greatest opportunity for Eco Threads to tap into the growing demand for sustainable fashion?
- Which areas should EcoThreads invest in to maximize its market share in the sustainable fashion industry?

Deliverables

1. Visualization Dashboard on Ms-Excel
2. Insights and Interpretations
3. Decision

The participants are free to make any assumptions and add more metrics in order to aid the decision-making process of the company. However, clearly state any assumptions that you have made.