**Khaadi Representative Interview by Ruhaan Ahmad**

**Question # 01:**

**Ruhaan:** I am fine. Alhamdulillah. Okay, ma’am, my first question is: what financial barriers and limitations do fashion brands face when applying for SDGs?

**Answer:**

**Nadia Khan:** Your first question is very interesting, Ruhaan. The barriers are many. The biggest hurdle is financial and economic conditions. For instance, the high cost of eco-friendly materials and technologies and limited access to loans or funds. Getting loans in Pakistan is particularly challenging. Financial barriers are the primary obstacle for brands looking to grow sustainably.

**Question # 02:**

**Ruhaan:** That makes sense. My next question is, how do barriers like outsourcing of materials and the government's lack of support affect fashion brands while applying for SDGs?

**Answer:**

**Nadia Khan:** Outsourcing materials to countries with weak environmental laws can delay sustainability goals. Achieving such goals requires collective effort. If environmental laws don’t support us, progress slows. Collaboration and proper support are key to success in sustainability.

**Question # 03:**

**Ruhaan:** Do you believe that not rewarding suppliers who follow green practices can impact sustainability efforts?

**Answer:**

**Nadia Khan:** Yes, it has a strong impact. If you don’t reward suppliers for eco-friendly practices, they lose motivation. Without appreciation, even the most committed individuals will move away. Recognition and support encourage continued efforts toward sustainability.

**Question # 04:**

**Ruhaan:** That’s insightful. Moving on, how does the risk of technology failure impact the implementation of SDGs?

**Answer:**

**Nadia Khan:** Technology plays a vital role in every aspect of life, including brands. If technology fails, progress slows, and sustainability efforts are disrupted. For example, developing eco-friendly technology requires constant innovation. Without it, we face stagnation.

**Question # 05:**

**Ruhaan:** Absolutely. Do you think a lack of environmental training for employees affects their performance?

**Answer:**

**Nadia Khan:** 100%. Without proper environmental training, employees cannot perform effectively or contribute to brand growth. But we have a great deficiency of T&D in Pakistan. Globally, environmental awareness is critical. In Pakistan, we need to prioritize this to compete internationally and grow sustainably.

**Question # 06:**

**Ruhaan:** My next question is regarding the benefits of presenting sustainability. To what extent do a fashion brand's tangible sustainability actions contribute to a positive reputation?

**Answer:**

**Nadia Khan:** Tangible actions significantly enhance a brand's image. Customers see such brands as responsible and trustworthy. Positive reviews and marketing strategies boost trust and loyalty. Eco-friendly practices strengthen a brand's reputation and attract more customers.

**Question # 07:**

**Ruhaan:** Do you believe implementing sustainable marketing practices can help fashion brands enter new markets and increase their market share?

**Answer:**

**Nadia Khan:** Yes, 100%. Marketing is essential for both brand awareness and sustainability as it also provides an excellent room for being a great competition. Innovative marketing strategies can attract more people and expand the brand's reach. Social media platforms like Instagram and TikTok are excellent tools for this.

**Question # 08:**

**Ruhaan:** Is it important for fashion brands to implement sustainable solutions to remain competitive in international markets?

**Answer:**

**Nadia Khan:** Absolutely. Competing globally requires a focus on sustainability. Pakistani brands are slowly making their mark internationally. To grow further, sustainability must remain a priority, as global markets prefer eco-friendly brands.

**Question # 09:**

**Ruhaan:** Do you think working for sustainable fashion brands increases employees' motivation and productivity?

**Answer:**

**Nadia Khan:** Definitely. A friendly and supportive work environment motivates employees. Happy employees not only stay longer but also attract others to the brand. Sustainability efforts inspire pride and loyalty among employees.

**Question # 10:**

**Ruhaan:** Do sustainable practices help in attracting talent to fashion brands?

**Answer:**

**Nadia Khan:** Yes, they do. Sustainable practices create a positive work environment and attract talent. Employees prefer to work with ethical and eco-conscious companies. Retaining such employees becomes easier, leading to long-term benefits for the brand.

**Question # 11:**

**Ruhaan:** Now, regarding effective techniques of integrating sustainability, do you believe using the "Reduce, Reuse, Recycle" approach in marketing campaigns is effective?

**Answer:**

**Nadia Khan:** Absolutely. The 3Rs have a strong impact. These practices have been around for a long time and are vital for sustainability. Teaching future generations about them is crucial. They also contribute positively to a brand's identity.

**Question # 12:**

**Ruhaan:** Do you think increasing the research and development capacity of fashion brands can lead to more effective sustainability marketing campaigns?

**Answer:**

**Nadia Khan:** Yes, 100%. Increased R&D helps develop innovative products and strategies. Continuous improvement in sustainability efforts is essential, and R&D plays a key role in achieving that.

**Question # 13:**

**Ruhaan:** What about the use of green packaging materials? Does it effectively contribute to sustainability integration?

**Answer:**

**Nadia Khan:** Yes, it does. For instance, opting for "Go Green" instead of printed slips at ATMs reduces waste. Green packaging reinforces a brand’s commitment to sustainability and appeals to eco-conscious customers.

**Question # 14:**

**Ruhaan:** Lastly, can you share any additional sustainability marketing techniques for fashion brands?

**Answer:**

**Nadia Khan:** Partnering with sustainable organizations and sharing transparent progress reports are effective techniques. Storytelling is another powerful tool—it connects customers emotionally with sustainability efforts, also want to include the sustainable practice of outfitters that they give away there left over stock to needy people, now they follow the SDG-1 “No poverty” and it’s a great practice.

**Ruhaan:** That was the last question. Thank you so much for your time, ma’am.

**Nadia Khan:** Thank you, Ruhaan. I really enjoyed this interview. Take care.

**Ruhaan:** You too.