



Manas Men's Beige hooded shirt
Rs 1,145



Wow Ladies Red shirt
Rs 545



Kanha Boys Brown shirt
Rs 545

Goenka is trying to offset the carbon footprint of the clothes manufactured by making a 10 per cent donation of profit from sales to the Bombay Natural History Society, which uses the funds for conservation and plantation projects

WALK & WEAR THE GREEN TALK

Douspeakgreen.in, India's first 100% organic webstore tells you to wear bamboo on your sleeve while you run on the treadmill



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CLOTHES maketh the man. In the case of Douspeakgreen (.com), clothes also maketh the man (and woman and kids, and exercise enthusiast), a more environment-friendly person.

Brainchild of garment exporter Shirish Goenka, Do U Speak Green is India's first 100 per cent organic clothing webstore. Clothes here are made from natural fabrics that include organic cotton, bamboo, even eucalyptus viscose. "I am a wildlife and nature enthusiast, and have been in the business of exporting natural fabrics. The time seemed right ripe for an organic clothing line for India, since there was nothing like it here," says the Mumbai-based entrepreneur.

Wearing organic garments leave your skin happier since the cotton hasn't been exposed to pesticides. Besides, you end up doing your bit for India's farmers. **"Most cotton farmers in the country don't possess protection that's necessary when dealing with pesticides. Most of them suffer from related illnesses, and some of them succumb due to prolonged exposure. Buying organically grown cotton means you are doing them a favour."**

Organic cotton grown without chemicals is also better for the soil since soil fertility and therefore, yield, increases progressively over the years. As part of their commitment to the environment, Do U Speak Green donates 10 per cent of profits to the Bombay Natural History Society (BNHS), which uses the funds for conservation and plantation projects. The brand also retails at the BNHS office.

Plans are afoot to have similar associations with environmental groups across the world. The concern for Planet Earth doesn't stop here. The year 2010 is the year of international bio-diversity, and Do U Speak Green has a specially designed badge that you can get stitched on the tee you choose from their collection.

Clothes here are characterised by the brand philosophy (the colours and patterns are earthy too, some of them vegetable dyed), and even borrow their names from national parks around the country. So you can wear a Ranthambore t-shirt over Kanha pants, if you please.

For now, you can choose from boys' and girls lines, ladies and mens wear, yoga wear, nightwear and sports and gym wear. And if you've been spending a bomb on 'dry' or anti-perspiration gym wear, Do U Speak Green does cheaper, bamboo clothing. "Other than being anti-bacterial, bamboo also has a natural property that controls sweat; it's perfect for when you are working out," Goenka explains.

By September, you can expect to buy other lines that are completely organic, which, besides being softer than usual to touch, are devoid of chemical residues.

Prices are moderate, with most items on the site available between Rs 325 and 1,495. Any purchase above Rs 999 gets you a free cloth bag. Spend more than Rs 1,499 and you get a free sipper made from recycled plastic.

Log on to www.douspeakgreen.in to order online (shipping is free within India)



This Bamboo Tree Men's Beige shirt
Rs 695



Ranthambore Men's Beige shorts
Rs 875



OTHER THAN BEING ANTI-BACTERIAL, BAMBOO ALSO HAS A NATURAL PROPERTY THAT CONTROLS SWEAT, IT'S PERFECT FOR WHEN YOU ARE WORKING OUT.

SHIRISH GOENKA

garment exporter, founder of Do U Speak Green