

Anita Dongre uses sustainable fabrics for new apparel collections of Global Desi, AND



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Anita Dongre



Latest AND collection in Ecovero

Taking yet another giant step towards sustainable fashion, renowned couturier Anita Dongre's high-street fashion brands Global Desi and AND has now collaborated with Lenzing group and used their fibres Ecovero and Tencel for the labels' Autumn-Winter collections. "As nature and animal lover, and a vegan, I feel very strongly about our impact on the environment. The fashion industry is the second largest polluting industry in the world and therefore sustainability is the need of the hour. At the House of Anita Dongre, we are striving to be sustainable and are making firm efforts to reduce our environmental footprint," tells Anita Dongre, chief creative officer, House of Anita Dongre.

House of Anita Dongre has always been supportive of sustainable and green fashion and Anita herself has always stressed upon the necessity of making designers aware of sustainable and eco-friendly fabrics to reduce fabric waste. In 2018 Dongre's fashion house had also collaborated with grow-trees.com to plant 25,000 trees at Bassi Wildlife Sanctuary in Rajasthan's Chittorgarh district. Besides, their headquarters in Navi Mumbai is an eco-friendly building and aims at reducing carbon footprint by harnessing natural sunlight and ventilation and recycling 67 per cent of wastewater for irrigation lawn and toilet flushing.