MEET THE ENTREPRENEUR

INDUSTRY DISRUPTOR

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JULAHAS

What sustainable fashion means to me

I was born in a middle-class family and distinctly remember the frugality of my mother with clothes when I was growing up. We were on a limited budget, so I often wore hand-me-downs from my older sister. This experience shaped the way I approach sustainable fashion and has become a way of life. From zero waste designs, to making small batches, and offering one size, doing more with less has become a core belief for both myself and my business.

What I learned from the Industry Disruptor

The program came at a time when we were trying to understand the impact of Covid-19 and remain positive amidst all the doom and gloom. The forum gave me opportunities to learn, share, and reflect with likeminded entrepreneurs, and even resulted in new partners who I am now working on for my upcoming collections.
How I advocate for female empowerment in fashion

As a brand that believes in women’s empowerment, we took the opportunity to explore a collaboration with the Second Chance Education Program, an initiative supported by UN Women, the Manjari Foundation and PRADAM in Jaisalmer, Rajasthan. Since November of 2020, JULAHAS has pledged a portion of every purchase to the program and is also providing vocational training to women so they can earn income with their newly acquired skills.

Challenges I strive to overcome

It has been difficult to know what sales channel I should focus on. My main target has been with individual consumers, but I am considering the benefits of expanding to sell directly to businesses so I can enhance my brand visibility.

The UN Women Industry Disruptor is a unique mentoring activity providing female-benefitting enterprises and entrepreneurs in India the chance to tackle key sustainability challenges in the fashion industry. The project is run by WeEmpowerAsia, a UN Women programme funded by the European Union that promotes women’s participation and leadership in business in Asia.