

MEET THE ENTREPRENEUR

INDUSTRY DISRUPTOR



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JULAHAS

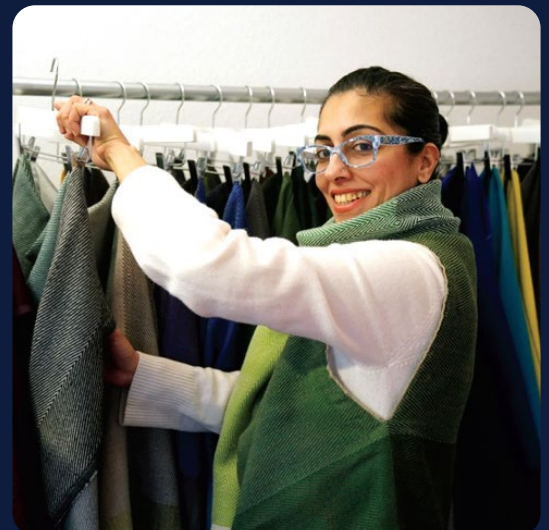
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The bootcamp brought new perspectives to my business and helped me see it through the lens of others. I now believe in my potential to create meaningful impact and was reminded that the world is big enough for us all to make a difference.

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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.



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.

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.



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.