

MEET THE ENTREPRENEUR

INDUSTRY DISRUPTOR



SUJATA CHATTERJEE
TWIRL.STORE

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The Industry Disruptor allowed me to take a step back from the daily operations and focus on growth strategies with the potential to disrupt the fashion industry – all while prioritizing the environment and the empowerment of women.

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What sustainable fashion means to me

Sustainable fashion is about making the industry eco-friendlier and more beneficial to society at large. On a personal and business level, the fashion and retail industries need to take active steps away from linear lines of consumption towards more circular cycles that benefit the health of our planet and the people around us.

What I learned from the Industry Disruptor

Entrepreneurship can be a lonely journey, and the industry disruptor connected me with so many like-minded people. Through mentorship in fashion, marketing, and accounting, I was able to take a step back from the daily challenges and focus on planning for the bigger picture. Participating in the program has helped the business gain visibility and credibility (we were mentioned at Lakmé Fashion Week 2020 - India's biggest industry event), enabling us to grow in the way we had hoped.





Challenges I strive to overcome

It has been challenging to scale our business in an industry that is hyper-focused on consumption and within a country that lacks awareness about the adverse effects of cloth wastage. Twirl.store was built from the ground up with personal savings, so it needs to enhance its cost-efficiency and implement strategies to ensure brand recognition and competition with traditional retail players.

How I advocate for female empowerment in fashion

Twirl.store operates by rewarding customers with redeemable points when they donate their clothes, and then re-selling or upcycling the garments they receive. This results in a lower price point that is more accessible to women from underprivileged communities, and the upcycling process provides income opportunities to rural women, who convert “waste into wealth” with natural resources.

The business itself is also fully resourced by women from less-fortunate backgrounds and is itself a symbol of women’s empowerment.



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.