

MEET THE ENTREPRENEUR

# INDUSTRY DISRUPTOR



**MARTIENE RAVEN**  
THE RAVEN COLLECTIVE

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The conversations we had around gender equality emphasized the need to work on our own unconscious biases. It stuck with me that we need to include all genders into the discussion and vision around the future of fashion.

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## What sustainable fashion means to me

First and foremost, it is about creating awareness about why we buy things and if we know the process behind what we purchase. In other words: who made it? Have living wages been paid? Are there healthy working conditions? Also, what material has been used? Is it harmful to the environment or toxic for our skin?

So much is unknown and there is not one simple solution. Full sustainability does not exist, but there are always better alternatives and sustainable fashion is about finding them.

## What I learned from the Industry Disruptor

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Relating with other entrepreneurs is powerful. I was able to learn so much from others in the program and better define what stage my company is really at. The access to in-depth information on raising capital allowed us to boost our visibility and brought us in direct contact with potential partners and investors.

## Challenges I strive to overcome

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Persisting. Keeping multiple levels of the company running is demanding work and raising money at such an early stage has been challenging.

## How I advocate for female empowerment in fashion

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Fashion is one of the most unethical and polluting industries worldwide, so we curate garments from brands with production processes, materials, and values that treat people and the environment with care and consideration. We set principles for the businesses and artisans we choose to work with and aim to empower the working conditions of all workers, including women, across the sector.



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.



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