

MEET THE ENTREPRENEUR

# INDUSTRY DISRUPTOR



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CANUSSA

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The shared values and motivations among the bootcamp participants serve as real proof that women can lead the change that the fashion industry so needs.

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## What sustainable fashion means to me

My vision is circular. The future of fashion has to be vegan, ethical, and circular. That means respecting people, the environment, and animals, ensuring fair wages and safe working conditions, lowering our carbon footprint, and reducing waste.



## What I learned from the Industry Disruptor

The program helped CANUSSA collaborate with other women-led sustainable projects including The Raven Collective in Germany and Palanta in The Netherlands. We gained visibility in new countries, increased sales, and are now in contact with other potential partners.



## Challenges I strive to overcome

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Consumers are used to buying low-cost fashion, so it is difficult to compete with other brands and challenge the existing mentality. We want people to consume less of higher quality and ethically produced products.

## How I advocate for female empowerment in fashion

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I started my own business so that I would not have to prove anything to anyone. I want to help other women get to where they want and empower them to believe that they too having nothing to prove. They are enough as the women that they are.



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.