01. GROWING DEMAND FOR MORE SUSTAINABLY PRODUCED FASHION:

- Demand for sustainable fashion emerging even as fast fashion is booming in India
- Advocacy is critical in building consumer demand, which pushes producers to be more sustainable.
- Integration of sustainability into formal education also creates demand for circular fashion.

02. BARRIERS TO CREATING A CIRCULAR FASHION SUPPLY CHAIN

1. Clothes designed for disposability, not durability in fast fashion
2. Processes and systems not oriented to post-consumer life of garment
3. Prevalence of unsustainable materials
4. Lack of capital for new circular fashion brands in India.

03. ASPIRATIONAL NATURE OF FAST FASHION – BARRIER TO CIRCULARITY

- Global fast fashion brands aren't just cheap, they're also aspirational to India's growing middle class.
- Need to make more sustainable fashion desirable and aspirational.
- The way to do so is through creating a desirable experience rather than advocating for sustainability alone.

04. BROKEN CIRCULAR FASHION SUPPLY CHAIN

- Speakers discussed gaps in the circular fashion supply chain
- Difficult for small sustainable and circular brands to raise venture capital.
- Small-scale players unable to access waste-management and recycling infrastructure due to small quantities.

05. PREVALENCE OF CIRCULAR PRACTICES IN INDIA AND THE NEED TO SCALE THEM

- Many Indian crafts are inherently circular
- Existing recycling systems in rural India are similar to those at big brands but they need be scaled and made safer
- Creating rural-urban connections for textile waste recycling as a way to provide livelihoods to indigenous artisans and create a more circular economy in fashion.

06. NEED FOR INDUSTRY & GOVERNMENT POLICY TO INCENTIVIZE CIRCULAR FASHION:

- Need for National Policy on Waste
- Governments can gradually legislate initiatives such as Extended Producer Responsibility (EPR) in fashion, offer tax incentives such as differentiated GST for circular businesses.
- Suggest rural-urban connection for recycling
- Industry bodies should set sustainability requirements so brands follow