

## **Adoption of sustainable Gandhian Philosophies in Global Fashion**

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This research work is falling in the long research paper category. It has taken its inspiration from Indian culture with a subtheme of fashion identity, stories and rituals. This research is an attempt to investigate the possibility of imbibing Gandhi as educator for modern ethical fashion practices. The research design includes qualification of research topic by in-depth study of Gandhian philosophies and then mapping the philosophies with the currently followed practices. The application of philosophies was checked at two levels; those were, the inputs at theoretical level in fashion design education and practical level in the industrial value chain of fashion brands. The Gandhian philosophy has been found to be universal in its application and is still holding its relevance in current scenario even after a century. His thought process has its possible answers for many complex situations of the fashion industry. The need of sustainability has become a global concern today but Gandhi could visualize it much ahead in time and advocated the importance of sustainability throughout his lifetime. Today World is looking at techniques like zero wastage whereas his adaptation of dhoti and a rectangular drape for the bodice was itself a statement of sustainability in those times. Our research opens up possibilities and discussions towards making the teachings of Gandhi as a part of fashion curriculum for crafting a sustainable value chains for our future generations. Modelling of businesses around sustainability concept was found to be one of the most important aspects at academics as well as industry level.

**ISBN: 978-989-54263-0-0**