

Executive summary – eco-friendly clothing



**ASSIGN
BUSTER**

Most of the clothes and bags manufactured today are composed of synthetic fabrics, plastic and harmful chemicals. This has greatly contributed to the process of global warming.

The growing concern for global warming boosts the demand for organic products. With chemicals taking a toll on human health and environment, more and more people are becoming conscious of living life; the 'organic way'. Eco friendly products combining high quality with socially conscious environmentalism has become a fashion, and is in vogue. Eco friendly labels are now appearing on many products, due to the efforts of the companies to be perceived as environment friendly. Health concerns represent a potential source of benefits and demand for organic apparel.

Our company deals with the manufacturing of eco-friendly clothes and bags. 'Green clothing' is made from hundred percent organic materials like soy, organic cotton and hemp. Variety of clothes like skirts, blouses, shirts, pants, etc are made from organic fibres. Not only the fibres used for manufacturing the garments are organic, but the dyes used in the process of making these clothes are also environmentally friendly, or those which have a less impact on the human skin. Eco-friendly products are a step towards nature conservation. Manufacturers of today are considering organic garments to be ethical, and are striving to set new market trends.

Apparel business is very enormous, and there is always a resistance to change. But with consumers dictating the market today; having an 'organic wardrobe' depends wholly on the consumer's choice. The bottom line of every market is 'demand', and manufacturers will only do what the

consumers' desire. **PRODUCT DETAIL ECO FRIENDLY CLOTHING:** It takes three-quarters of a pound of chemical fertilizers and pesticides to produce the cotton for one pair of jeans. The solution? Buy organic cotton or bamboo clothes.

Organic farming releases fewer greenhouse gas emissions into the air and uses 50 percent less energy. Whilst bamboo is a naturally sustainable grass that grows very rapidly. Our organic cotton and bamboo clothing is made in the most ethical and environmentally friendly way. The plants take a few months to grow, and only a few hours to be made into clothes. **ECO FRIENDLY BAGS:** Plastic bags are fast choking our planet; the vast use of these bags in a number of industries has further aggravated the problem.

These bags are expensive for not only consumers but also the environment; the need of the hour is therefore to come up with eco friendly bags.

Manufacturers are finally realising the worth of environmental eco friendly bags; jute, cloth, natural fibre bags, paper bags are finding increase use in different industries. Use of recyclable and reusable eco friendly bags should be promoted as a lifestyle to be able to make a deep impact. Consumers on their part should also give up using plastic bags and insist only on reusable natural fibre or paper bags to save the planet from environmental pollution. Eco friendly bags are the most popular choice for both corporate as well as personal gifting.

Kinds of Eco friendly bags * Eco Friendly Tote Bags * Eco Friendly shopping bags * Eco Friendly String Bags * Eco Friendly Lunch Bags * Eco Friendly Beach Bags | Pattern and Style Eco friendly bags are the latest and most

trendy accessory to hit the market. Environmental friendly people want to be associated and seen with natural fiber bags. Available in soft and natural hues, eco friendly bags ooze class and concern. Multicolored patch work bags, printed bags, embroidered and embossed bags are everyone's favorite. Fabric Most of the eco friendly bags are made of natural fibres.

These bags are not only attractive but also durable and long lasting. Made of attractive, and light weight fabrics, eco friendly bags are comfortable and classy. Organic Cotton * Hemp * Jute * Paper | PROJECT DESCRIPTION

Physical infrastructure: The manufacturing is outsourced from exotic clothing co. the infrastructure cost is entirely on them. The retail outlet is located at lokhandwala market.

The area of the shop is 600 sq. ft. Skilled Labour: fashion designing graduates and professionals from the field Communication system: fax machine in the corporate office, telephone lines in the retail shop and corporate office, 24 hours internet connectivity. Transport facility required: hired tempo service Production process : manual and machine Capacity of the plant : as per requirement Research and development : our professionals are continuously developing eco-friendly products and work on current fashion trends and customer demand. ECONOMIC AND SOCIAL VARIABLES : employment opportunity, environment concern PROJECT IMPLEMENTATION : a months time is required to set up the retail outlet, municipal formalities, and production of 2000 units.