



handmade | zero-waste | conscious

**COLLABORATIONS  
& CONSULTANCY -**  
to achieve circularity





## IRO IRO

*a circular design studio upcycling waste from the garment industry  
by utilizing craft indigenous to India*

We are a **zero-waste lifestyle and fashion design collective based in Jaipur**. We create elevated clothing and textiles from waste, (and in the process of up-cycling, utilize crafts and knowledge indigenous to India), that are highly functional, designed to last and communicative legacies for our patrons.

With the aim to push innovation in up-cycling, every year we create a **collection** to tell a unique story about the unseen and under-appreciated anthropocene. We further utilize Indian indigenous knowledge to craft zero waste patterns relevant to modern times. We introduce adjustable sizing and multi-functionality in our garment design to make your one buy translate into a canvas of your style. So, whenever you invest in an Iro Iro product, you're not just buying a product, you're contributing to a revolution-all whilst expressing your personal style!

We **collaborate** with other businesses enabling them to incorporate circularity in their supply chains.

We offer **research and design services** to brands, export houses, and other lifestyle businesses.

Started as a classroom project in the four walls of a design school called IICD, placed in the heart of the first World Craft City, Jaipur (as dubbed by UNESCO). From then on IRO IRO went on to win the best project award at IIM-Ahmedabad.

We started with the aim to reduce and reuse waste produced by our parent company Shivam International- a company that manufactures garments and exports them. And in the process of upcycling what we receive from the company, we utilize crafts that are indigenous to India. We started with our focus on handloom weaving, specifically on rag rug weaving. We enjoy perceiving crafts that would be considered "lowbrow" by larger populous through the lens of quality and design. This for us is an act of rebellion against "conventional luxury norms" a fact that amuses us on this zero waste journey. Introducing and inculcating quality and design within a traditional craft also allows the craftspeople to fetch a fair wage and not just a minimum wage.





We started with 3 craftspeople who trusted our vision and experimented with us and stayed patient whenever the journey got rocky. Now we have 25 artisans attached with us.

Our effort has also been to introduce natural dyes within the same village. This allows the craftspeople to reuse the dye water into the farmland and yield a better quality of crops, allowing Iro Iro to take a step further in achieving its aim to be a truly circular system.



Iro Iro x Doodlage | 2021



7

years of functioning in



3

villages with



25

artisans, who upcycled



50000

kgrm textile waste saving



12,50,000

kgs of CO<sup>2</sup> emission and



# COLLABORATIONS

Apparel, Footwear, Accessories and Textiles



Home Furnishing



# CONSULTANCY

Research and Design Services





# COLLABORATIONS

Apparel, Footwear, Accessories and Textiles



In the past, Iro Iro has collaborated with **20**+ brands where we designed apparel accessories, footwear textiles. We created collections as collaborations often utilising collaborator's supply chain waste.

SUI



MATTER PRINTS



COTTON RACK



SUMMER HOUSE



IRO IRO X  
SUI

These 3 looks are created entirely with yarn and fabric waste, a labor of love that combines artisan craftsmanship and sustainable methods that put the planet first.

This collaboration allowed us to upcycle 50 kg of offcuts waste saved by SUI over the years. We got experiment in weaving and define a new quality of an upcycled textile.



Garment | Home | Consult

  
**200**  
kg textile waste

  
**5000**  
kgs of emission





IRO IRO X  
SUMMER HOUSE

A mini edit designed with fabric made by recycling Summer House's production scraps as a part of Loom to Loop project.

The collaboration helped us generate work for the artisans attached with us during the difficult months of lockdown.



500

kg textile waste



12500

kgs of emission



IRO IRO X  
RIAS

We wove this innovative textile for Rias, Jaipur. This project allowed us to upcycle 30kg of textile off-cuts as saved by Rias over the last few years.

Collaboration is a powerful tool to advocate fair and transparent fashion. However, this particular collaboration helped us push our creative boundaries, and bring innovation to one of the most ancient way of upcycling in India hand weaving.



Garment | Home | Consult

  
**200**  
kg textile waste

  
**5000**  
kgs of emission



Easy Chic  
**GRA**

*Cool*  
**LIST** 2021

FT.

**ESHNA**

**KUTTY**



IRO IRO X

# MATTER PRINTS, SINGAPORE



600

kg textile waste



5000

kgs of emission



We created these jackets designed and commissioned by them based on the zero waste design of one of our earlier pieces.

This project allowed us to upcycle their 600 kg of waste and about 50 kg of waste procured from scrap yards and generate work for 4 artisans for a period of 3 months.

Further we experimented with natural dyes madder (rubia), indigo (blue), kashish (charcoal) and also azo free dyes for them. To fix certain weaving defects that came about due to the nature of the waste we quilted over them, to produce a beautiful texture and a more robust textile which had longevity in its DNA.



IRO IRO X  
TANABANA, TOKYO



Garment | Home | Consult

  
**12000**  
kg textile waste

  
**300000**  
kgs of emission





IRO IRO X  
COTTON RACK



A fun collaboration with our friends over at Cotton Rack. Designed, upcycled, handwoven and stitched by Iro Iro, this collaboration allowed us to upcycle about 150kg of waste accumulated and collected by Cotton Rack over the past 5 years, into 36 unique zero-waste jackets, designed following the brief provided to us by them.

Garment | Home | Consult

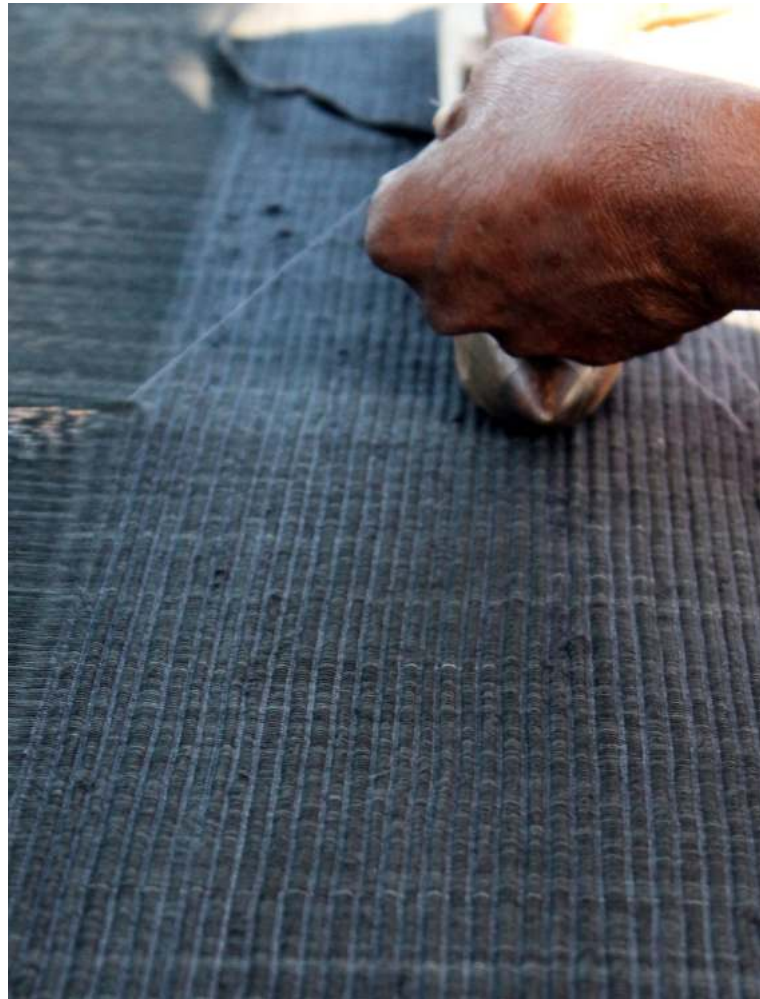
  
**500**  
kg textile waste

  
**7500**  
kgs of emission





IRO IRO X  
MITTAN



Garment | Home | Consult

  
**5000**  
kg textile waste

  
**75000**  
kgs of emission







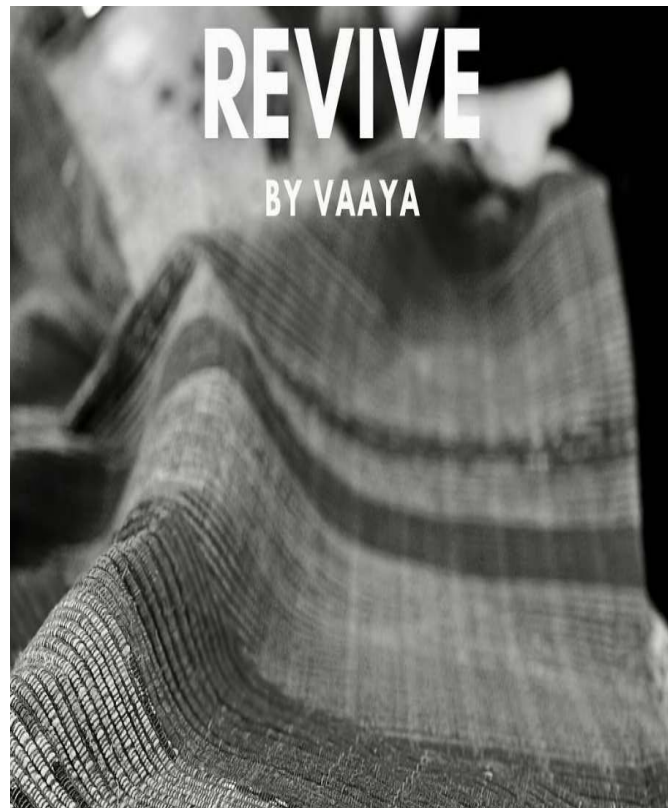
300

kg textile waste



7500

kgs of emission





IRO IRO X  
CHAL SHOES

  
**400**  
grm textile waste

  
**10000**  
kgs of emission



We collaborated with Chal Shoes, a footwear brand. The brand launched by Malvika Agarwal, has helped us strategically turn our fabrics into shoes. With this collaboration we upcycled rubber waste generated from discarded tyres.





IRO IRO X  
HAAT-Ery

  
**200**  
kg textile waste

  
**5000**  
kgs of emission



**After the rain, the Earth hardens**

This collection was heavily inspired by the perception of cotton and what is considered waste. A London based studio worked with cooperatives in India (Iro Iro) that works with post consumer cotton to create new materials from the discarded.

Reclaimed textiles are interpreted by our collaborators. Here they were not just limited to clothing but also translated into hats!





IRO IRO X  
STUDIO LENNIE

Garment | Home | Consult



20

kg textile waste



500

kgs of emission



We had the opportunity to collaborate with Berlin-based design studio - studiolenne the 'Deconstructed bucket' is a result of Lennie's incredibly creative way of looking at things!





Weavers, weaving at break of day,  
Why do you weave a garment so gay?  
Blue as the wing of a halcyon wild,  
We weave the robes of a new-born child

Weavers, weaving at fall of night,  
Why do you weave a garment so bright?  
Like the plumes of a peacock, purple and green,  
We weave the marriage-veils of a queen.

Weavers, weaving solemn and still,  
What do you weave in the moonlight chill?  
White as a feather and white as a cloud,  
We weave a dead man's funeral shroud.

-  
**Indian Weavers by Sarojini Naidu**





# COLLABORATIONS

Home Furnishing



In the past, Iro Iro has collaborated with **4** brands where we designed home decor; including sofas, cushion covers, curtains, mats, lampshades, and rugs. We also provided textiles to clients for their individual homes.

DOODLAGE



FUZOROITO



FABRIC for individual clients



HOUSE OF MG



IRO IRO X  
HOUSE OF MG, AHMEDABAD

  
**10000**  
grm textile waste

  
**250000**  
kgs of emission



The House of MG a luxury boutique hotel based in Ahmedabad trusted us to upcycle their waste into textiles designed following the aesthetics of this beautifully curated heritage property.

This project started in 2018, and saw its completion this year (2020). This collaboration allowed us to upcycle more than 2000 kg of waste, comprising of post-consumer waste like uniforms, damaged interior textile waste from the hotel and also offcuts waste procured from garment industries of Jaipur into conversational interior textiles. Through this collaboration, we were able to generate work for 10 artisans for a period of 2 years.





IRO IRO X  
DOODLAGE

  
**1000**  
grm textile waste

  
**25000**  
kgs of emission



## INDIGO CHRONICLES

Indigo Chronicles tells the story of the vast textile industry of Jaipur through waste. The blue of indigo is a widely used colour by the fashion industry of Jaipur - the pink city. While one traverses through the pink city one can spot blobs of blue on the wall if there is a textile maker/dyer/printer in the vicinity. It equally follows that the thriving fashion industry of Jaipur will also produce indigo coloured waste. Having experienced this pink and blue journey we thought it best to epitomise it in a collection, hand-woven from indigo scraps, upcycled into conversational fabrics, designed into products for your home.



IRO IRO X  
DOODLAGE



## A PASTEL STORY

Continuing on our walk through Jaipur, we come across sea green doors against white walls, pink windows with blue window panes. This scenery inspires us to create a fabric with which we can take the same somber eclectic style to our homes. Presenting 'A Pastel Story' a collection inspired by home for home. Woven from textile waste, a signature Iro Iro textile, with a focus on quality the products are designed to be lived with and not for obsolesce. Natural neem dyed snug textiles are designed to provide you much needed love and comfort.

Garment | **Home** | Consult

  
**1000**  
grm textile waste

  
**25000**  
kgs of emission





IRO IRO X  
FUZOROITO

Kala cotton based upcycle yarn makes mountain motif cushions. These motifs are real mountain landscapes in Japan where designer has met on her trek.

*My favorite mountain  
The view I see when climbing back from Mt.  
Shijonayama.*

*Shaped like cat ears  
Is that the name derives from?*

*From Nezodake a short trip towards Shikokayama,  
there was a very nice view, and I liked making coffee  
and relaxing.*

*I wonder if I can go this year~  
Looking at the cushions with a heartbeat*

*Like climbing the trail step by step  
piece by piece is slowly woven fabric*



50

grm textile waste

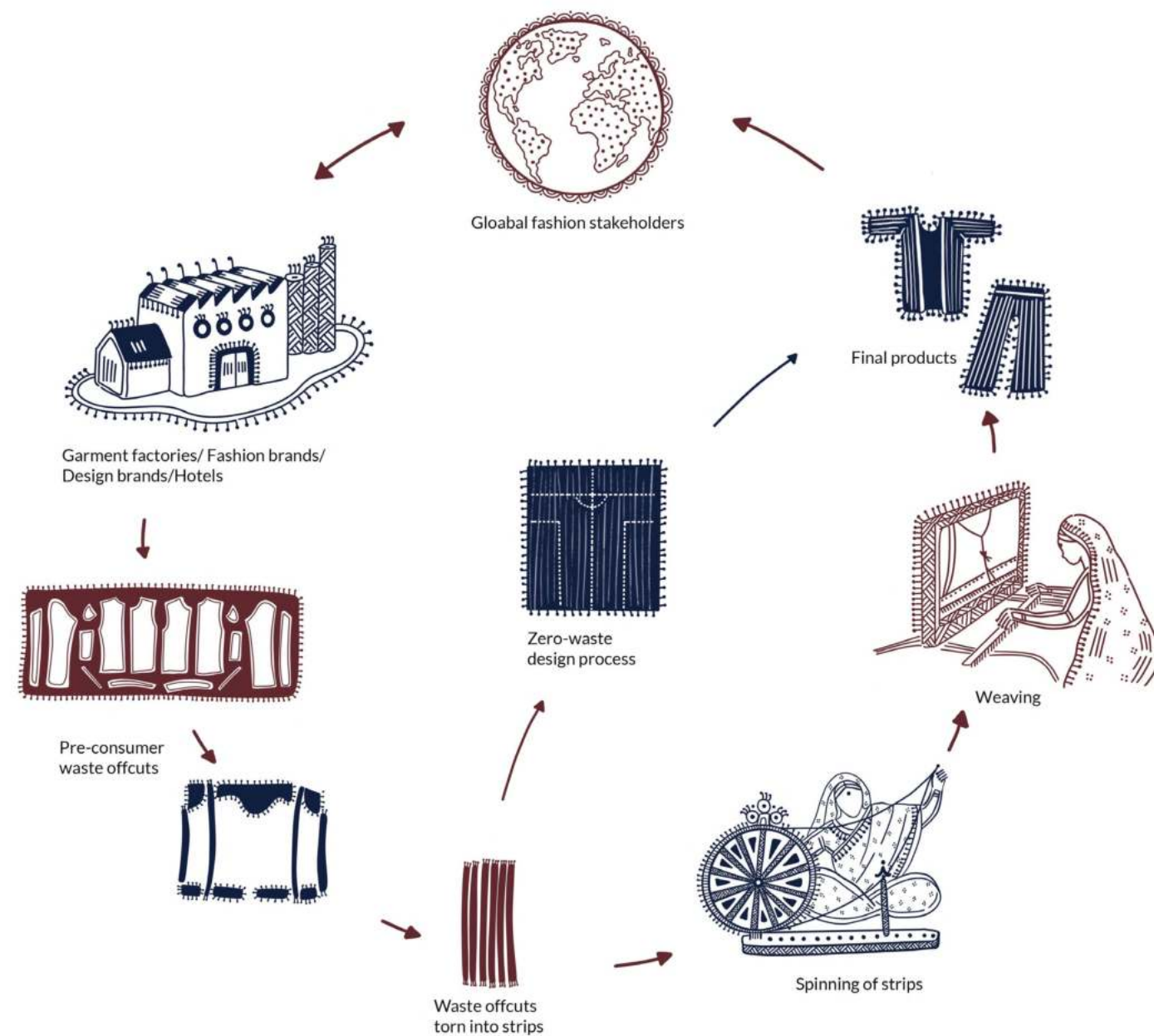


1250

kgs of emission







## THE IRO IRO SYSTEM

The creations have been through a unique adventure, a journey of their own. From landfills, to the floors of the cutting rooms, from being expensive handkerchief to piles of scrap, and now, designed to be personal treasures and items of value, like a museum artifact.

Owing to the fact that, textiles never lose their value, they are just seen differently at different stages. This difference in perception needs to be communicated.

The new type of fabric is hand-woven and has been produced using only pre-consumer waste or factory textile waste. Creation of this innovative new textile reduces and consumes waste fabric, sustains livelihood of artisans and creates employment.

The fabric is exclusively hand-woven by craft community living in a small town near Jaipur, Rajasthan. For pattern making and sewing zero-waste pattern technique is used to avoid further fabric waste during production. Zero waste as a term might be new but as a concept has always been practiced in India. An Indian sari is probably the first zero waste garment.



# CONSULTANCY

Research and Design Service



In the past, Iro Iro has completed **5** projects where we provided design consultancy, conducted skill building workshops, collections, and products utilising dead stock .

UNHCR rohingya refugees



WEAVERS STUDIO



ANANTAYA DECOR



NO NASTIES

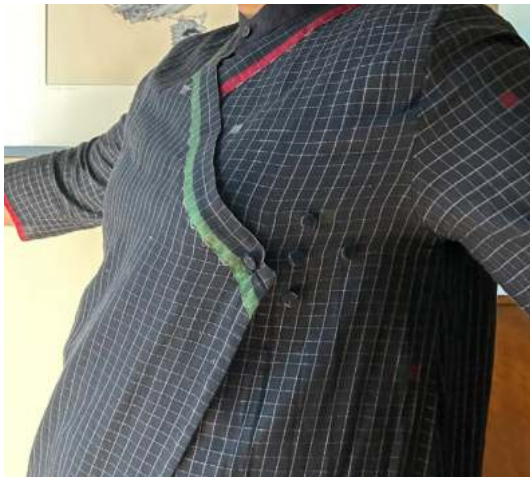




# WEAVERS STUDIO KOLKATA

NEW FABRIC SOCIETY

Iro Iro delves deep into Weavers Studio's archives of textiles and books and repurposes forgotten fabrics, transforming them into something utterly cool yet conscious. This is Weavers Studio's first curatorial project with a design consultant.





# NO NASTIES

RESHIRT

Before: Worn, torn, damaged, discarded. After: recycled, rescued, rewoven, reborn. That's Reshirt for you.

Our circular design project with No Nasties upcycled 500 kgs of deadstock and waste fabric and a whole lot of soul went into the making of these shirts. And it's the most sustainable shirt ever.





# UNHCR

SKY

In crafting this capsule collection, we collaborated with remarkable refugee women who embarked on arduous journeys from Myanmar. They traversed vast distances, crossed seas and lands, experiencing profound changes in their lifestyles, homes, and families. Everything transformed for them, except for one constant: 'SKY'

The tradition of sewing and giving a new life to worn-out clothes has always been a part of our culture. This practice originated from "necessity." People have been following it since ancient times. This practice extends the life of a piece of fabric. Following this tradition, we present our capsule collection, showcasing the art of extending the life of textiles, before you.



300

kg textile waste



7500

kgs of emission





# FASHION OPEN STUDIO

PAPRIKA DIY

*Funded by UN for Fashion Open Studio*

Paprika is designed to instill a spirit of investigation into our bodies, our hearts and our psyche to find our one true home ~our sanctuary within and without.

For collaborative and inclusive growth, our ideas need to reach a larger audience. We envision to make zero waste lifestyles accessible. The DIY kits bring the community closer by providing features of tactility and playfulness.



50

kg textile waste



1250

kgs of emission



Paprika is themed on the Tantric Art of India. Tantra is a Sanskrit word derived from the root tan-, to expand.

The kit is accompanied by a manual and zine to help you assemble textiles that are unique to your body and home.





**weaved in**  
bhujodi

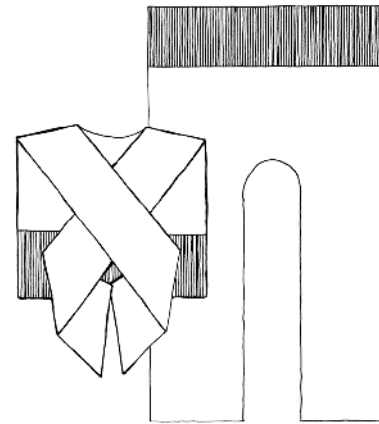
# ANANTAYA DECOR

WILD ASS

The unique 'Zero Waste' garments are a collaboration between AnanTaya and Iro Iro. This collaboration explores 'whole cloth' using handloom in its entirety with minimal construction to create wearable body sculpture. The name is inspired by the endangered Wild Ass, a native of the Kutchch region in Gujarat.

Encouraging sustainable textile production, the fabric is custom woven in wide width by the weavers of the same region. The garments are made using origami like folds and cuts, and make unusual graphic silhouettes.

The playful adventure championed by AnanTaya loves Iro Iro invites maximum empathetic engagement with the clothes, respects conscious environmental impact and tells the truth that this work can only be made by hand.





# COLLABORATION PROGRAMS



We aim to collaborate, co-create with individuals and organizations from various backgrounds to come up with holistic solutions for crisis of the fashion industry.

## 01 *CIRCULAR STRATEGY: SUPPLY CHAIN ANALYSIS*

We study your existing supply chain and share alternatives for achieving zero-waste circular business operations. This could be inform of a report, design or manufacturing solutions.

## 02 *LOOP LAB COLLABORATION*

Send us your textile waste, and we'll transform it into fabrics, apparel, or home decor that you can buy back from us. We are open to co-design these fabrics or products.

## 03 *MAKER'S PROGRAM*

No waste of your own? No problem! We'll source supply chain leftovers and weave them into custom fabrics or products tailored to your brand's vision which you can buy from us. There is an option under this program where you can choose to credit or not credit during your sales of such products.

## 04 *PURCHASING PROGRAM*

Through our purchasing program, you can buy, in house designed and readymade products at wholesale prices to further sell via your networks, stores, or clientele.

## 05 *CIRCULAR EDUCATION: COURSES AND WORKSHOPS*

We offer short courses to educational institutes and workshops for businesses, corporates, design studio on themes including circularity, design thinking, textile design, design politics amongst others.





# MAKING OF IRO IRO

**Iro Iro is a team of artisans, designers, researchers and marketing experts. Apart from long term associates, we regularly hire students to bring in new perspectives to our work.**

*Bhaavya Goenka* is a graduate in craft design with specialization in textiles from the Indian Institute of Crafts And Design, India. Her subject of study involved design intervention in traditional Indian crafts to bring contemporary context to them and develop products and services with these traditional practices that have greater relevance in the times of today.

She was also a part of the Crafting Luxury and Lifestyle Businesses course from the Indian Institute of Management- Ahmadabad (IIM-A) and received the best project award for her submission titled "Iro Iro: Crafting fashion out of waste" which was a collection of outlandish multi-functional jackets handwoven from textile waste, backed with market research and a business model.

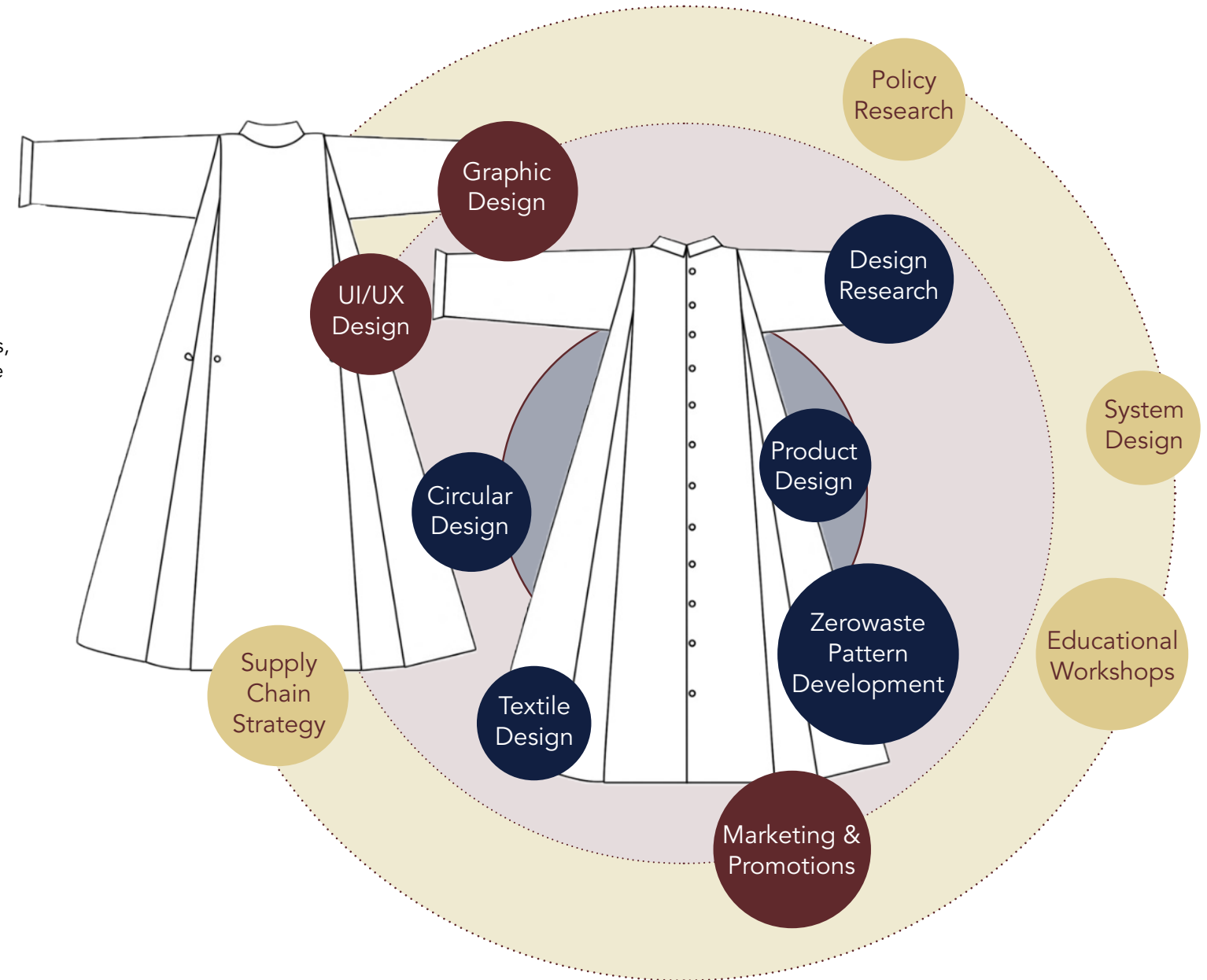
Iro Iro now functions as a zero-waste lifestyle and fashion brand. It has showcased its collections at Lakme Fashion Week, Mumbai, Sankalp Awards, Mumbai and Rajasthan Heritage week. The Brand was one of the 8 finalists in Circular Design Challenge, 2019 selected out of 900 entries. Iro Iro was one of the three brands from India selected by the international jury of Fashion Revolution to be part of Fashion Open Studio, 2020 and 2021. The brand has also been a finalist for Lexus Design Award, 2019 & 2020.

Bhaavya is also the Regional Head (Jaipur) for Fashion Revolution and Trash Club.

*Aastha Jain* is a graphic design and research practitioner. She designs visual and communication solutions, documents stories, and conducts research in the field of culture, fashion and informal economy.

In the past, she has worked as a designer with development organisations from various sectors, from fashion, performing arts, craft, architecture & urban planning, cultural education, labor union, and public policy. Previously, she was spearheading a communications program responsible for disseminating reliable information to 15,000 grassroots women across 8 states at an informal workers trade union.

Parallely, as a researcher at Fashion Revolution, a global activist movement, she along with the team published 'Craft in the Age of Climate Crisis', a stakeholder insights report. Apart from working on this Crisis Report, she has also engaged in research partnerships with Kaarigar Clinic, an ecosystem enabler; and Textiel Factorij, a Dutch cultural research organisation.







## WHY IRO IRO?

Curiosity is a powerful thing- it can lead to questions, and questions often lead to solutions. For Iro Iro, it started with a question - why it was that something as organic, as natural as clothing and fashion, had to be so polluting and harmful to the environment. To us, fashion has always been a reason to celebrate- something that uplifts the spirit and creates happiness, not just for the individual, but for all those around. So Iro Iro was formed, to bring happiness back to the planet, and to those who inhabit it.

Our handwoven fabrics are up-cycled, hand-woven with love and care. Our small but growing family carefully creates and designs zero-waste patterns for your personality, all from fabric that would otherwise have been sent to the landfills and it's not just the fabric that is finding new life. Every finished Iro Iro product represents the revival of a dying craft tradition. Every product sold supports a family of weavers and enables them to pursue a profession they are passionate about, instead of having to move into the unorganized sector.

We take inspiration from the Indian costumes that are in various textile galleries of museums in India. In ancient India, the garments were cut according to the fabric so they were always zero waste. We design to make our pieces versatile so they change in styles with a tie or untie, hence they remain interesting not just the first time you wear them but every time.

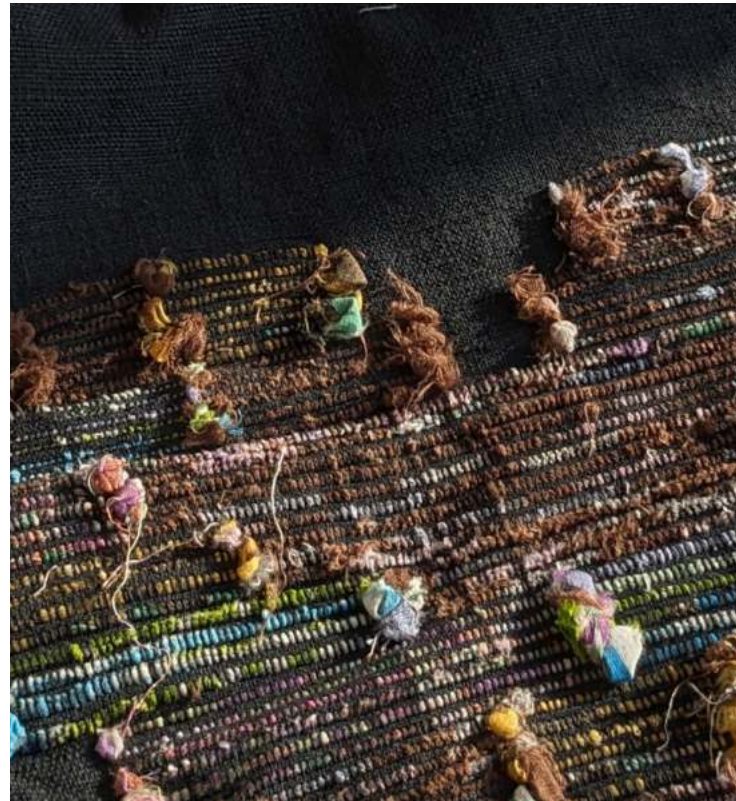
Quality + design + upcycling builds a unique value proposition within a craft, allows a craftsman to dictate their wage instead of accepting a barely minimum wage given to them and creates quality income opportunities in villages. Taking developmental opportunities to artisans prevents migration, ensures a good quality in not just the products we create but also in the lives of the people who make these products.



*Estethica Fashion has been mentoring Iro Iro for the last 2 years which includes business and marketing support.*



# TEXTILE LAB










We constantly experiment with both materials and crafts enabling us to create newer possibilities.



# PRESS AND AWARDS


Iro Iro has been featured in multiple publications, awarded prizes, invited as speakers/ exhibitors at multi-lateral conferences and showcased in fashion weeks across many countries.

Magazines and Publications









Awards and Speakers/Exhibitors



sustainability award



Awarded in 2019



Fashion Week





**Rafu-Kar**  
*Iro Iro with Circular Design, India, Esthetica, Repair Cafe and The Right Project received New Landscapes Grant 2023 & 2024.*



The project established a strategic data collection method that taps into various geographical, social, and economic diversities across India, to source and support trusted menders, small businesses, and informal workers in local community networks.

As the world looks for strategies to mitigate ecological, social, and economic crises, this project addresses garment longevity and the volume of waste in landfill by integrating cultural practices with modern fashion consumption patterns. It connects consumers with the large network of menders in India, building trust between communities and making repair more accessible.





## CONTACT US

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