

7 emerging homegrown labels that are giving sustainable fashion a facelift

From injecting riotous colours to introducing structural shapes into the mix, sustainability no longer subscribes to a singular aesthetic

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Before [sustainability](#) became mainstream, it was typified by billowing anti-fit silhouettes in desaturated colours. Stereotyped as pared back and practical, it was the domain of eco-warriors who prioritised sustainability over style. Over the years, industry pioneers have worked relentlessly to integrate the two, so they are synonymous with each other. Today, the new crop of young designers are giving conscious fashion a facelift by introducing structured silhouettes, riotous prints, and serotonin-boosting colours into the mix.

Sustainability no longer subscribes to a singular aesthetic, and we look at 7 emerging labels that are making consciously crafted fashion ultra-covetable.



Reistor

For minimal fashion that is timeless yet transformative, look to Reistor. Founded by siblings Mehma and Harjas Singh, the label crafts contemporary yet classic apparel that highlights comfort and convenience. With focus on reducing environmental impact, everything from their impeccably-cut blazers to their timeless dresses are fresh interpretations of wardrobe staples. Sustainability is key to Reistor's ethos, and the designs cut from sustainable fabrics like hemp are made to be worn and cherished forever.