

# ECO FASHION TALK



< Take Me Back

## KORRA

Posted On December 25, 2015   hand made | Locally made | menswear | natural materials | womenswear



KORRA produce a classic tailored denim collection, iconic in its simplicity and utilitarian design. Each item is produced from start to finish by a single tailor, defying the factory production methods of faster cheaper, where a single machine operator does a single, repetitive function, day in, day out. By taking mass manufacturing out of denim jeans, and returning the tailoring, KORRA brings the user

closer to the maker, while keeping the maker closer to his or her craft. Each item is signed by the individual tailor that made it, and accompanied by a unique number for complete traceability.



Online jeans orders in the New Delhi region are augmented with a 'try on' service, with a denim specialist hand delivering a variety of sizes and fits to help customers select the right pair. KORRA also offer a custom fitting service, to achieve the perfect fitting jeans.



The collection is designed to be useful and durable, as well as true to the authentic denim heritage of workwear. Working exclusively with natural and recycled raw materials, KORRA source most locally. Denim jeans don't have a minimum or maximum age range, and their customers encompass the broadest possible demographic, as well as geographic one, spread across more than sixteen countries. KORRA's intent is "to build a brand that reaches users around the world", as well as "build a sustainable model that is inclusive of the local talent and resources." Leading to the brand's tagline of 'A Conscious Choice'.



Website: <http://korra.in>



## You May Also Like



### Featured Video - Patagonia Denim

Patagonia is out to change the denim industry with their new 100% organic cotton,