Started by Kerala-based Siddharth Mohan Nair, DesiTude's Khadi Denim products stem from an intrinsically Gandhian philosophy of looking inward and being 'swadeshi'. The fashion came about rather serendipitously when Nair used Khadi to make a pair of jeans and was immediately bombarded with inquiries about the same. With a more flexible weave and personalised human touch that goes into the dying and stitching of the fabric, DesiTude offers a diverse catalogue of pieces that come in many colours. And for every sale, the label also plants a sapling (https://homegrown.co.in/article/802580/the-sustainable-indian-fashion-label-getting-creative-with-khadi-denim) with the intention of giving back to nature.

Price: *A pair of Khadi Jeans for Rs. 6,500.*

Image source: DesiTude via Instagram

II. Korra (https://korra.in/pages/custom-fitting-studio)

Location: *Delhi*

Straying away from the age of mass manufacturing, Korra, a Delhi-based fashion label, produces specialises in eco-friendly denim jeans, jackets, and shirts for both men and women. Founded by Shyam Sukhramani, Himanshu Shani, Mia Morikawa, and Rajesh Jaju, each product is made from start to end by one single tailor, who also leaves his signature on the same. Thereby bridging the gap between the consumer and the maker. A fashion label with a conscientious approach towards its production process, Korra's garments truly bring together the best of comfort and style.

Price: *Denim wear starts at Rs. 6,000.*

III. 11.11 (https://11-11.in/products/wworker-indigo-khadi-denim-organic-cotton-hand-stitched-jacket)

Location: *Delhi*

From shirts and jackets to other lifestyle products, 11.11 makes a range of Khadi denim products. Making use of 100% organic cotton that is ethically sourced, each product is dated, signed, and numbered by the artisan who worked on it. Founded by Shani Himanshu (http://thehauterfly.com/fashion/homegrown-denim-brands-india/), the label also has a concept store in Tokyo, Japan. With flowing drapes that are laced with a hint of androgyny (https://www.instagram.com/1111clothing/), 11.11's pieces are individualistic, unique, and unlikely to be found elsewhere.

Price: *Starting upwards from Rs 8,900.*

IV. Nixonbui (https://nixonbui.com/pages/about)

Location: *Online*