

Ahluwalia

In Pursuit of Responsible Design: Ahluwalia's Vision and Commitment

In a world where fashion transcends mere cloth and thread, it becomes a canvas of cultural narratives, values, and identity. Today, the fashion industry finds itself at a crossroads, challenged by an unsustainable, extractive capitalist model that perpetuates modern-day slavery and wreaks havoc on our environment. To address this crisis, a radical transformation is not just desirable; it's imperative. Ahluwalia, under the visionary leadership of Creative Director Priya Ahluwalia, embarks on this transformative journey, rooted in a regenerative model that fosters interconnectedness and equity between people and our planet.

Ahluwalia's unique vision stems from Ahluwalia's diverse cultural heritage, encompassing Indian and Nigerian roots nurtured in the vibrant tapestry of London. Through both our creative endeavours and business practices, we embark on an audacious mission: to unravel and challenge power dynamics that have long divided the Global North and South, to confront the historical and contemporary impacts of institutional racism, and to redefine who holds a place on fashion's coveted stage. Ahluwalia is resolute in addressing these systemic injustices and, in doing so, demonstrates that a fashion business can forge more equitable relationships. The urgency of rectifying these inequalities cannot be overstated, especially in the face of an environmental crisis fueled by exploitative systems. We stand firmly in the "decade of action" to instigate systemic change, vital for both the well-being of humanity and our planet. Our commitment to a socially and environmentally just transition is imbued in our core values:

Histories: To craft garments that articulate the experiences of people across time, preserving the past, resonating with the present, and envisioning the future.

Craftsmanship: To create exquisite clothing that endures, celebrating traditional skills and challenging disposability.

Integrity: To employ materials and processes characterised by social and environmental responsibility.

In our pursuit of sustainability, Ahluwalia embraces the Sustainable Development Goals (SDGs) as a dynamic framework that evolves with the inclusion of diverse voices and innovative ideas. To focus our efforts, we have identified five SDGs that align most closely with our mission and where our impact can be most significant.

As we navigate the path towards a regenerative society, we recognise additional dimensions crucial to equity. At Ahluwalia, we acknowledge the importance of racial and disability equality, which must be integrated to create a truly sustainable fashion industry.

Putting Values into Action: Sustainable Practices

Ahluwalia translates its values into concrete actions through the following key practices:

- **Understanding Impact:** We meticulously evaluate the environmental and social footprint of our brand, informing our design choices and our engagement with suppliers, partners, and customers.
- **Collaboration:** We forge alliances with artisans, creatives, and non-fashion industries, championing opportunities and market access for BIPOC businesses and communities.
- **Ethical Sourcing:** We procure from factories and social enterprises committed to racial and gender equality and sustainable practices, elevating the discourse and fostering diverse and resilient supply chain networks.

Our Sustainability Aim & Commitments

Our Aim: To catalyse social and environmental transitions through creativity, innovation, and design.

We pledge to achieve this through the following objectives:

- **Climate and Nature Restoration:** Supporting the development of sustainable fashion supply chains and processes that contribute to the restoration of our climate and natural ecosystems.
- **Traditional Craftsmanship:** Creating designs that celebrate traditional craftsmanship, preserving heritage and artisanal skills.

- Equitable Business: Sustaining and expanding our brand's embodiment of social and racial equity in business practices.
- Industry Transformation: Serving as a catalyst for change within the creative industry, shifting values and practices from exploitation to rejuvenation.
- New Paradigms: Pioneering innovative business models, supply chain networks, and partnerships that empower the fashion industry to become a positive force for change for both people and the planet.

We vow to validate our commitments through rigorous measurement and annual reporting of our sustainability impacts.

This policy finds unwavering support in a comprehensive sustainability action plan and will undergo an annual review, reinforcing our unwavering progress towards these vital goals. Ahluwalia stands committed to redefining the very essence of fashion, making it a driving force behind a more equitable, sustainable, and harmonious world.

For more information email the Ahluwalia team at info@ahluwalia.world