



## THE ZERO WASTE PROJECT

Each year the garment industry is producing more and more waste. Climate change is real. And unfortunately the business of fashion is only adding to this global crisis. We as a brand do feel that making more environmentally aware choices will help.

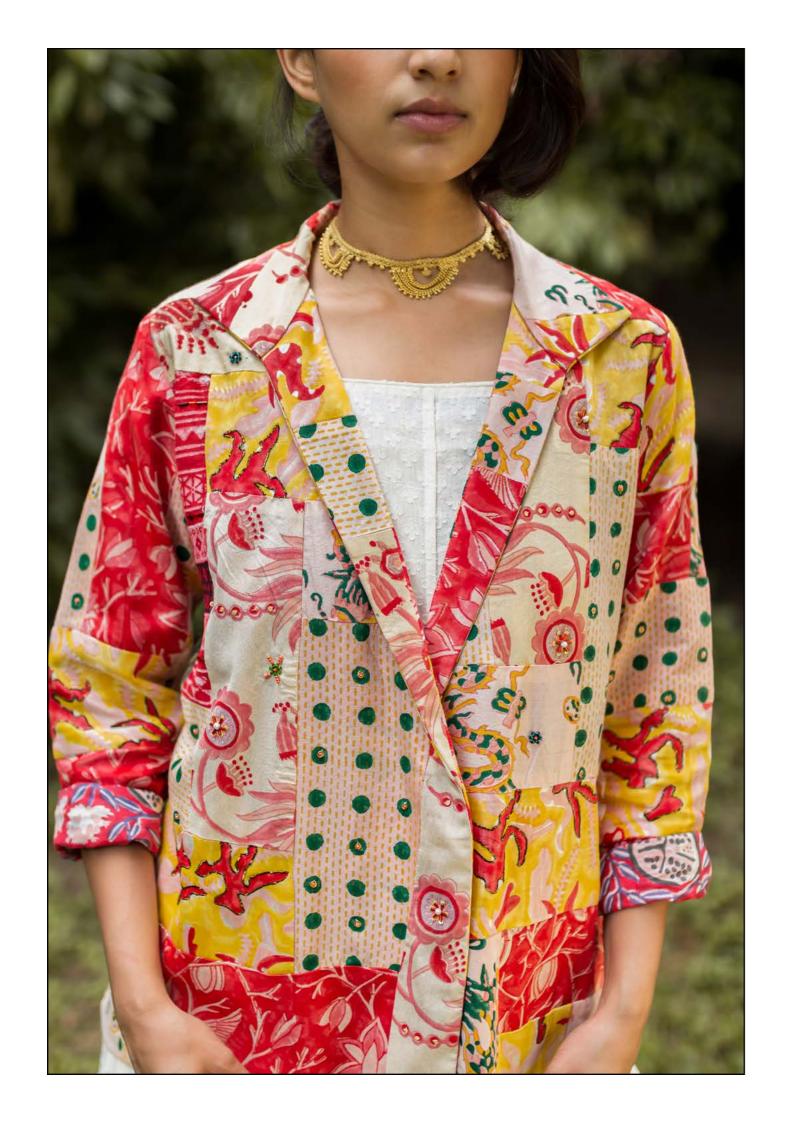
In an effort to reduce our carbon footprint we have now launched The JODI Zero Waste Project.

All pieces are made using left-over fabric and are made completely by hand.























## **PROCESS**

We work very hard at trying to minimise our fabric waste. The right patch and print are first collected from all the fabric waste. All these bits and pieces are put together to create a pattern. Once all the pieces are patch worked together by hand, the quilt is hand embroidered. Each patchwork is embroidered with different details. From finding the perfect pieces to the final stitched quilt that you now see, is roughly a month (or more) long process. Each of these pieces are one of a kind, made with the love and care by our skilled craftsmen.







## **CREDITS**

Model: Raksha Phadke Photographer: Aarish Bhathena Make up: The Closet Coach co.