



How upcycling is transforming our FASHION INDUSTRY

In recent years, the global fashion landscape has undergone a drastic shift. Fast fashion — a business model that involves mass-producing clothing at low prices — is now under criticism for its devastating impact on the environment. The once-overlooked consequences of mass-produced clothing like polluted waters, overflowing landfills, and exploited labour, have fuelled a growing movement towards sustainable fashion.



For decades, consumers were encouraged to buy more, wear less, and discard quickly. However, as global movements have shed light on the carbon footprint of this culture, many are reconsidering their choices, and Bangladeshis are no exception.

At the heart of this revolution is “upcycling,” which involves transforming old clothes into something new (recycling refers to breaking them down into raw materials for reuse). Designers and boutiques can play a pivotal role in promoting sustainable fashion as a lifestyle choice. By incorporating it into their

Dewan’s creations extend beyond clothing. She crafts bags, belts, and other accessories from leftover fabric, proving that even the smallest scraps have value. For her, the journey towards sustainability is as much about rethinking habits as it is about preserving resources. The designer’s commitment to sustainability is not just a business model — it’s a philosophy.

People, for a long time, were unaware of the environmental damage caused by their actions. Without widespread information or platforms like social media, the consequence of pollution was often overlooked. Now, there is a growing sense of regret for having harmed the

Chondona Dewan, renowned designer and the owner of Chondon, is a name synonymous with patchwork styling. With over 20 years of experience, Dewan has built a reputation for turning fabric waste into stunning sarees, blouses, kameezes, and even home decor items like table runners and bed covers.

collections, they can demonstrate the potential of discarded materials to become luxurious pieces.

Chondona Dewan, renowned designer and the owner of Chondon, is a name synonymous with patchwork styling. With over 20 years of experience, Dewan has built a reputation for turning fabric waste into stunning sarees, blouses, kameezes, and even home decor items like table runners and bed covers.

“The best part is that we do not waste anything!” she says. “My experience tells me that sustainable fashion is much easier than we make it out to be.”

planet so carelessly.

The influence of social media campaigns in promoting sustainable fashion is also undeniable. We have celebrities being applauded for repeating their outfits; various reels on “recreating” outfits also promote the idea of upcycling perfectly.

When it comes to sustainable fashion, instead of pushing an outfit to the far corner of closets, they are taken out and reimagined. Sarees are often the starting point!

“I had a Jamdani that my mother gifted

CONTINUED ON PAGE 4