

○ CHAPTER– 19

CASE STUDY OF FABORG, ULTIMATE TAKE ON SUSTAINABILITY THROUGH WEGANOOL

Ch.Id:-ASU/GRF/EB/MIVWMSS/2022/Ch-19

DOI: <https://doi.org/10.52458/9789391842758.2022.eb.grf.asu.ch-19>

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FABORG initially was set up as a freelance company by Gowri Shankar, from South India. But after a few months of a unique journey, he created vegan wool known as 'Weganool'. It was a result of his dream of creating a more sustainable world. Weganool is a take of Shankar to eliminate animal cruelty for the sake of some piece in the wardrobe. It is made out of Calotropis plant which is often referred to as a weed. Shankar says in an interview that weeds are only plants we don't know the purpose of.

VEGAN WOOL fibres, (botanical name - Calotropis, also known as Bowstring Hemp), have been used since ancient times to make clothes for children and the nobility. Even though this significant fibre has been almost forgotten, in many traditional Indian families vegan wool fibres are used for making antimicrobial waist belts for newborn babies. Wild collection and hand ginning of the Calotropis is time- consuming and labour-intensive. The fruit of extensive research and strong teamwork is this unique fabric that by the look and feel stands out among other natural fabrics.

Fabrics are dyed in our Natural Dye House where scientific research is combined with ancient traditional dyeing methods. For us, a complete sustainable dyeing process starts from choosing appropriate raw materials (for example, no food products) and ends with 100% biodegradable residues that can be used as compost.

Their production is sustainable till ultimate disposal. ARKA, a 100% natural, plant extract which is not only a bio insect repellent but also an organic fertilizer. Like common fertilizers, ARKA is rich in macronutrients which are easily absorbed by plants. Apart from providing macronutrients, it also contains several micro- nutrients and trace elements such as calcium, sulphur, iron, boron and magnesium



FORAGED FROM THE WILD

VEGAN WOOL grows wildy at deserted lands with no water, no care, no pesticides. Production of vegan wool is mostly done by hand - it empowers women and helps rural economy in dry parts of the country where jobs are unsecured.
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PRODUCED WITH ZERO WASTE

Once fibres are extracted, the concentrated and fermented leftovers from the plant are mixed with different Ayurvedic herbs and made into ARKA- a very efficient bio - nutrient and insect repellent.
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DYED WITH PLANT MATERIALS

No natural fabric is completely eco-friendly unless it's dyed mindfully. To maintain complete sustainability, at [Natural Dye House](#) we do natural dyeing and colour fixing processes with plant material and medicines that are also used in Ayurvedic practices.
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SCIENTIFICALLY TESTED

The hollowness of the fibre, antimicrobial properties, cytotoxicity, moisture regain capacity and lot more has been tested by South Indian Textile Research Association ([SITRA](#)).
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Among others. Since ARKA is completely organic, produced without the use of chemicals, it greatly improves the soil structure and stimulates the growth of beneficial organisms in the soil.

Weganool is not available in the market for individual purpose but rather sell it to brands and companies like Infantium Victoria, for commercial use only. All pic credit- Faborg.in/

Case study of Story mfg., brand protecting for ancient innovations

Story mfg., is the brainchild of Katy and Saeed Al-Rubey, from the UK. The brand is founded on the principles of craft, being the most important thing, and being earth-friendly and animal. Legally, it was founded in 2013 but interestingly no products were made till 2014. And now it successfully selling products varying from unisex clothes to homeware like candles and more.

At a time when people are asking for manufacturing insights and not just some piece of aesthetically pleasing products, Story mfg. has gone to considerable lengths to ensure their operation is done in the least environmentally impactful way. They do all those things total transparency ensuring their costumers and the world that they have nothing to hide.

The brand started in 2013. Later in 2014, they moved their production to India and the story got interesting. Unlike other brands, this move was intended for creative endeavour and cost- cutting. They moved to India looking for traditional dyeing and weaving technique that isn't based on harmful and toxic dyes and bleaches. Started working in a small village from southern India, with a dye house which knows of over hundred years giving a boost to artisans skills and crafts.

At the time when fashion was demanding change at high rate, this brand created a counterculture with its slow fashion and took its chance in the industry. Growth rate was slow but it was not a negative sign. They took that time period to provide consumers with meaningful, good looking garments with full consciousness and with highest quality. Their products and handmade, hand dyed with ancient practices but in modern styles. It is a perfect bridge filling the gap between the two and reflecting co-existence.

They make everything from scratch. For a lot of things they buy the cotton, make the threads and then hand-or machine- weave it and naturally dye everything. When it was first started they could only do denim, the next season they were able to do denim and shirts, so the collection got a bit bigger. It goes like that. Every time they want to do something, they have to make the fabric from scratch. It took them three years to make corduroy. It took them five years to make t-shirts because it's very hard to make eco- conscious t-shirts the way they prefer it. It took them five years to do screen printing, it took them three years to get patterns. It was only SS20 where they had woven patterns. So it kept working really slowly until the point they are now. Since everything takes so much time, energy and research they sometime have to restrict the orders. They haven't had to do it too much in the past because stores are cautious about a young brand but this season they have really started to have to be strict and say no to big orders because of the amount of handwork. As an example, to make enough woven

fabric for a garment it might take one person a whole day (or more). If a company wants to grow, like ours, usually what happens is that they get a faster weaving machine and grow vertically. It's all about automating and faster machines. But the heart of this get more and more people involved. Also it is powered by renewable energy, everything is local.

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