

Threads of Change: Reimagining Indian Cotton for the Eco-Luxury Market

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Abstract: As the global textile industry accelerates its shift toward sustainability, the concept of eco-luxury has emerged as a defining force in fashion. Kasturi Cotton—India’s premium, government-certified cotton brand—offers a unique opportunity to position eco-consciousness alongside luxury, particularly through its exceptional durability, luxurious softness, and superior color retention. These attributes not only meet the technical demands of premium textile production but also align with the evolving preferences of ethically aware consumers worldwide.

In the Indian context, Kasturi Cotton serves as a strategic tool to elevate indigenous cotton to high-end fashion markets, supported by traceability via blockchain (KC Track), lab-tested fibre quality, and government-backed branding under the Kasturi Cotton Bharat initiative. Globally, it addresses the rising demand for transparent, ethically sourced materials in luxury segments, particularly in Europe, Japan, and North America—markets now driven by ESG commitments and circular design mandates. This paper explores how Kasturi Cotton’s eco-luxury value proposition enables designers and brands to differentiate through authentic sustainability narratives, while fostering India’s ambition to lead in the global premium textile landscape.

Keywords: Eco-luxury textiles, Global textile market, Kasturi Cotton, Premium cotton branding, Sustainable fashion

I. INTRODUCTION

¹Cotton, often referred to as the “Golden Fiber,” has historically played a vital role in shaping the global textile industry. Cotton serves as a fundamental pillar for numerous economies, livelihoods, and cultures worldwide, particularly in India, a leading global producer and exporter of this vital fiber. ²However, the very fiber that symbolizes purity and softness has also come under scrutiny for its substantial environmental footprint. Traditional cotton cultivation is water-intensive and relies heavily on pesticides, chemical fertilizers, and energy-consuming processes, making it one of the least sustainable crops in agriculture.

³As the world grows more aware of environmental issues and the push for sustainable fashion intensifies, India has stepped up with a bold and thoughtful response: Kasturi Cotton. More than just a label or certification, this initiative signals a deep shift in how cotton is cultivated, processed, and understood. ⁴It’s about changing the story of cotton—from a commodity to a conscious choice rooted in quality, ethics, and care for the planet. By integrating principles of **sustainability, traceability, and quality assurance**, Kasturi Cotton redefines the future of cotton production and positions itself as a strong contender in the **eco-luxury textile market**.

⁵In the context of climate change and mounting ecological pressures, the textile industry—one of the largest polluters worldwide—has faced increasing calls for reform. Consumer preferences are shifting rapidly, with **over 60% of global shoppers expressing a willingness to pay more for sustainable products**, according to recent surveys. ⁶This shift has sparked innovation and policy initiatives aimed at making textile production more environmentally friendly and socially responsible.

⁷By setting rigorous quality benchmarks—including fiber length exceeding **30mm**, lower trash content, and consistent micronaire values—Kasturi Cotton not only raises the bar for Indian cotton but also aligns with international standards such as those promoted by the Better Cotton Initiative (BCI). ⁸Kasturi Cotton is redefining what cotton can be—not merely an agricultural commodity, but a high-end, eco-conscious textile that reflects the values of modern luxury. By blending sustainability with traceable quality, it responds directly to the growing global demand for materials that are both ethical and elegant.

⁹With India at the forefront of this sustainable cotton movement, Kasturi Cotton has the power to shift long-standing perceptions. It not only opens up new opportunities for farmers through better earnings and recognition, but also offers

consumers a product that pairs environmental responsibility with premium craftsmanship.⁹ In doing so, it's carving out a distinct and impactful space within the rapidly expanding eco-luxury textile landscape.

II. BACKGROUND AND CONTEXT

¹India has long been a textile powerhouse, producing diverse cotton varieties and supplying raw and finished materials to both domestic and international markets. Yet, Indian cotton has struggled with perceptions of inconsistency, poor quality control, and limited traceability. Simultaneously, the global fashion industry has been shifting toward responsible sourcing, ethical production, and environmentally friendly materials.

²Seeing both the potential and the pressing need for transformation in the cotton sector, the Ministry of Textiles—alongside TEXPROCIL and the Cotton Corporation of India (CCI)—introduced the Kasturi Cotton Bharat Initiative in December 2022.

¹⁰This program seeks to consolidate India's strengths in cotton production with modern sustainability standards, targeting **eco-conscious global markets** and **premium fashion brands**.

III. THE KASTURI COTTON BHARAT INITIATIVE

¹¹The Kasturi Cotton Bharat Initiative is a multi-stakeholder, government-backed movement aimed at elevating the Indian cotton sector through certification, branding, and traceability. Key objectives include:

- ¹²Promoting **high-quality, specification-based Indian cotton** with standardized parameters such as staple length, micronaire, strength, and moisture content.
- ¹³Introducing **blockchain-enabled traceability** and **QR-based authentication**, allowing consumers and brands to verify the origin and journey of the cotton.
- ¹⁴Supporting **sustainable agricultural practices** to reduce water usage, chemical inputs, and environmental degradation.
- ¹³Enhancing **global competitiveness** by aligning Indian cotton with international quality and sustainability benchmarks.

IV. DIFFERENTIATING FEATURES OF KASTURI COTTON

4.1 Environmental Sustainability

¹⁴Kasturi Cotton is cultivated using eco-conscious methods, including water-efficient irrigation, minimal pesticide use, and soil health management. This leads to a much smaller environmental impact when compared to traditional methods of cotton cultivation.

4.2 Superior Quality

³Kasturi Cotton is characterized by uniform fiber properties.

- Staple length of **30+ mm**
- Trash levels are maintained below 2%, with efforts aimed at achieving as low as 1.5% for improved cotton purity.
- High **fiber strength, uniformity, and natural luster**

¹²This level of standardization enhances the spinning process and final garment quality, making it suitable for high-end fashion production.

4.3 Blockchain-Based Traceability

¹³Using a homegrown blockchain system, every bale of Kasturi Cotton is trackable from the field all the way to the finished fabric. QR codes embedded in packaging give brands and Consumers are provided with detailed insights into the cotton's origin, cultivation methods, and adherence to sustainability standards.

4.4 Global Standards and Alignment

¹¹Kasturi Cotton integrates with globally recognized programs like the **Better Cotton Initiative (BCI)**, ensuring that it meets both environmental and ethical sourcing standards, essential for accessing high-end international markets.

V. HOW KASTURI COTTON BENEFITS EVERYONE INVOLVED

5.1 For the Farmers

¹⁵Kasturi Cotton isn't just about creating beautiful fabrics—it's truly changing the game for the farmers who grow it. By using sustainable farming techniques, these farmers see real, positive changes in their lives:

- Better Earnings: Farmers who adopt these eco-friendly methods can earn 20 to 30% more than those using traditional approaches. That's because Kasturi Cotton focuses on rewarding quality—things like longer, stronger fibers—rather than just the total quantity of cotton produced.
- Learning and Support: Farmers don't have to figure it all out alone. Through webinars, workshops, and easy-to-use digital tools, they get the latest tips on growing cotton sustainably. The Cotton Corporation of India reports that these training sessions help boost crop yields by 10 to 15% and teach smarter pest management, which means fewer chemicals and healthier crops.
- Transparency and Fairness: Thanks to cutting-edge blockchain technology and unique QR codes, every step of the cotton's journey—from farm to fabric—is tracked. This means farmers who produce top-quality cotton get the recognition and fair prices they deserve, cutting out middlemen who might otherwise take advantage. It also builds trust with buyers around the world who want to be sure their cotton is sourced ethically.

5.2 For the Textile Industry

Kasturi Cotton brings big advantages to textile makers and brands too:

5.2.1 Reliable Quality, Ready to Use: The cotton arrives pre-cleaned and carefully sorted to strict standards. This means less downtime on machines and smoother, more efficient production. Some factories report a 10 to 15% reduction in machine stoppages, which saves time and money¹².

5.2.2 Fewer Defects and Wastes: Traditional cotton often carries impurities that cause issues during dyeing and knitting, leading to wasted fabric and extra costs. Kasturi Cotton stands out for its exceptional cleanliness, with a trash content typically below 2%—and in some cases, as low as 1.5%. This superior purity minimizes fabric imperfections and enhances dye absorption, resulting in smoother finishes and richer, more consistent color quality.

5.2.3 Longer-Lasting Machines and Faster Production: Cleaner cotton causes less wear on machinery. Early users of Kasturi Cotton have seen up to 20% savings on machine maintenance and faster turnaround times, which helps brands meet tight deadlines without sacrificing quality.

5.3 For the Consumers

Ultimately, it's the consumers who reap the most meaningful rewards at the end of the value chain:

5.3.1 High-Quality, Long-Lasting Clothing: ⁵Clothes made with Kasturi Cotton feel softer, look shinier, and last longer. Garments resist pilling and fading and remain smoother plus gives strength due to the length of the fiber (over 30mm).

5.3.2 Trustworthy Sustainability: With blockchain tracking and certification, ⁶consumers can easily scan a QR code to see exactly where their cotton came from and how it was grown. Studies show that over 70% of shoppers feel more confident buying sustainable products when they can trace their origins.

5.3.3 Buying with Purpose: Today's shoppers—especially Millennials and Gen Z—care deeply about the environment and fair labor practices. ⁷Around 65% of Indian consumers prefer brands that support local farmers and minimize environmental harm. Choosing Kasturi Cotton products means they're making a conscious choice to support sustainable farming, reduce chemical use, and promote ethical labor—all without giving up on style or quality.

VI. ECO-LUXURY POSITIONING AND CONSUMER INSIGHTS

6.1 What Is Eco-Luxury?

¹⁶Eco-luxury textiles unite **premium craftsmanship with ethical, transparent, and sustainable production practices**. Their value lies not just in their cost, but in the authenticity, craftsmanship, and story woven into the fabric. Certifications like **GOTS, OEKO-TEX**, and modular traceability systems serve as critical evidence of genuine eco-luxury value. In the high-end fabrics market, **68% of luxury shoppers** are willing to pay a **10–20% premium** for certified sustainable textiles, and **82% of high-net-worth consumers** consider such certifications essential—underscoring the importance of trust and verified sourcing

¹²Kasturi Cotton exemplifies this definition. Its traceability, high-quality standards, and sustainability credentials place it squarely within the eco-luxury segment. Brands seeking to appeal to conscious consumers are increasingly choosing fibers that offer **verified green benefits without compromising on style or performance**.

³Kasturi Cotton aligns directly with these eco-luxury dynamics: **long-staple premium quality, blockchain-based traceability, and certified sustainable sourcing** place it firmly in the high-end green textile category.

¹⁷With **certified traceability and reputable fiber benchmarks**, Kasturi Cotton can justify a premium positioning to both Indian urban consumers and global luxury buyers who value authenticity and impact.

¹⁸As the global market increasingly favors fabrics that are not only beautiful, but also transparent and socially responsible, Kasturi Cotton's integration into **certified product lines, luxury brands, and eco-conscious design portfolios** is poised to accelerate.

6.2 Eco-Luxury Textiles: Market Landscape, Innovation, and the Role of Kasturi Cotton

6.2.1 Market Scale & Growth Potential

Sustainable textiles are no longer a niche; they're rapidly becoming a new standard in the global fashion industry. As of 2024–2025, ¹⁹the eco-friendly textiles market is estimated to be worth \$8–10 billion, with particularly strong growth coming from the Asia-Pacific region, which is expanding at a CAGR of 10.8% through 2031. This makes it one of the fastest-growing hubs for sustainable fabric production, led by countries like India, Bangladesh, and Vietnam.

At the same time, the global luxury textiles market is projected to soar to approximately \$434 billion by 2028, with an anticipated compound annual growth rate (CAGR) of 4.5%. A significant portion of this growth is being driven by consumers who prioritize sustainability as part of their luxury experience. ⁶Eco-conscious buyers are no longer fringe actors—they're reshaping what luxury means in the modern era.

6.2.2 Environmental Urgency & the Push from Conscious Consumers

The global fashion sector is facing growing criticism due to its significant impact on the environment. ¹⁴Textile production contributes to nearly 10% of total global carbon emissions, consumes about one-third of the world's freshwater, and results in massive landfill waste—with only 1% of clothing recycled into new garments. These alarming numbers have sparked a shift in consumer priorities.

²⁰Today, over 60% of shoppers globally say they're willing to pay more for sustainable fashion, and more than 70% actively demand transparency in how products are made, where materials come from, and how workers are treated. The pressure is real—and it's forcing brands to not only talk about sustainability but to prove it.

²¹In urban India, this shift is even more pronounced. About 73% of Gen Z consumers report actively seeking out sustainable and ethical brands. Indian companies embracing eco-sourcing and circular practices have seen increased customer engagement and brand loyalty—especially among millennial and Gen Z shoppers.

6.2.3 Innovation Through Materials & Circular Systems

²²The eco-luxury movement isn't just about organic cotton or natural dyes anymore. It's being shaped by cutting-edge innovations like biotextiles, lab-grown fibers, and circular fashion systems. Materials made from pineapple leaves (Piñatex), algae, mushrooms (mycelium leather), and even spider silk are emerging as high-performance alternatives to traditional textiles, offering both style and sustainability.

²³Closer to home, India is seeing an explosion of circular fashion initiatives. Brands like Iro Iro, Lovebirds, and Doodlage are pioneering models that reuse post-consumer waste, deadstock, and production scrap. The government's MITRA Scheme and new textile recycling policies are also helping build infrastructure to support a low-waste fashion economy.

6.2.4 Consumer Values & Willingness to Pay

At the heart of eco-luxury's growth is a powerful shift in consumer psychology:

- ⁵Millennials and Gen Z—both globally and in India—are leading the charge, with 60–65% of them willing to pay a premium for clothing that's ethically made.
- ⁷Gen Z, in particular, is more likely to dig deeper into a brand's values, sourcing practices, and climate impact before making a purchase.
- ²⁴Women tend to drive eco-conscious purchases more than men, with data showing that 52% of women prefer sustainable brands compared to 49% of men. They also tend to be more engaged in product research and storytelling, which means that brands offering visible proof of sustainability—such as certifications or traceability—are more likely to earn their trust.

6.2.5 Eco-Luxury at Home: Textiles Beyond Fashion

Eco-conscious living goes beyond wardrobes. ²⁵The luxury home textiles market is also shifting rapidly. In India, there is a growing demand for organic, certified fabrics in categories like bed linen, towels, upholstery, and curtains. Customers are now choosing products that are not only comfortable and high quality but also environmentally and socially responsible.

¹³Globally, brands that offer transparency and traceable materials in home furnishings are seeing increased consumer trust—and, importantly, the ability to command premium prices.

6.3 How Kasturi Cotton Fits In

Amid this evolving landscape, Kasturi Cotton stands out as a promising player in the eco-luxury textile market. Here's what sets it apart:

- ¹³ **From Farm to Fabric Transparency:** Enabled by blockchain technology, Kasturi Cotton provides full visibility throughout the supply chain. Each cotton bale is linked to a QR code, allowing consumers to trace the

product's journey—from the cotton fields to the finished fabric—with confidence in its origin and growing practices.

- ²⁶**Supporting Growers:** Kasturi Cotton collaborates closely with farmers, promoting eco-friendly cultivation practices while guaranteeing fair and equitable earnings for their efforts.
- This direct engagement not only supports ethical sourcing but also brings dignity and recognition to the people behind the cotton.
- ³**Luxury-Grade Quality:** With strict benchmarks for fiber length, strength, trash content, and moisture, Kasturi Cotton competes directly with global premium cotton varieties, offering brands a fabric that is both high-performing and ethically sound.

¹⁶Whether it's a boutique label in Mumbai or a global fashion house in Milan, Kasturi Cotton delivers the perfect blend of luxury, sustainability, and trust.

With its combination of **responsible sourcing**, **premium quality**, and **authentic traceability**, Kasturi Cotton is ideally positioned to serve **eco-luxury fashion markets** worldwide—from boutique designers to global fashion houses.

VII. CHALLENGES AND FUTURE OUTLOOK

7.1 Scaling Certified Production Without Losing Consistency

²⁷India produces a massive quantity of cotton every year—over 350 lakh bales—but the average yield remains far below the global standard. While countries like China and Brazil achieve yields of up to 2,000 kg per hectare, India averages closer to 450 kg per hectare. To meet the stringent quality requirements of Kasturi Cotton—especially longer fiber lengths and low trash content—requires uniform farming practices across thousands of farms. Scaling up while maintaining this high standard is proving to be a complex, resource-heavy task.

7.2 Making Premium Cotton Economically Viable

²⁸The Indian government recently raised the Minimum Support Price (MSP) for extra-long staple (ELS) cotton to over ₹9,300 per quintal. While this helps farmers, it also increases the cost of Indian cotton on the international market. Competing with brands offering Egyptian or American cotton varieties at similar or lower prices becomes difficult unless buyers see a distinct value in Kasturi Cotton. Bridging this gap between price and perceived value remains a pressing concern.

7.3 Limited Awareness Among Buyers and Brands

¹²Despite substantial investments and strategic efforts behind the development of the Kasturi Cotton brand, it has yet to achieve significant visibility or recognition in mainstream markets.

Outside of trade events or industry insiders, both domestic and international fashion brands are still largely unaware of what Kasturi Cotton represents. When compared to established cotton brands such as Unlike established names like Giza, Kasturi Cotton is still in the early stages of building its market presence and developing a distinct brand identity. Without broader recognition, the added value of its sustainability and traceability credentials may not effectively convert into strong market demand.

7.4 Integrating Small Farmers into High-Tech Systems

¹⁵A major strength of the Kasturi Cotton initiative is its focus on traceability through blockchain and QR codes. However, this system depends on precise data collection starting at the farm level—something that can be difficult in a country where most cotton farmers manage less than 2 hectares of land. Equipping these farmers with digital tools, training them in compliance, and creating seamless data entry systems is a logistical challenge, especially in remote areas with limited infrastructure.

7.6 Opportunities on the Horizon

7.6.1. Expanding into Extra Long Staple (ELS) Cotton

¹²A promising move has been the recent expansion of Kasturi Cotton to include longer fiber lengths—ranging from 31 mm to 35 mm. These longer staples are ideal for producing finer, more luxurious fabrics that can compete directly with global leaders like Egyptian Giza and American Supima. This shift not only enhances India's competitiveness in the luxury market but also elevates the overall perception of Indian cotton.

7.6.2. Using Life Cycle Assessments (LCA) for Sustainability Proof

²⁹While Kasturi Cotton promotes sustainability, having robust data to support these claims will be crucial going forward. Conducting Life Cycle Assessments (LCAs) can help measure its actual environmental impact—like reductions in water

use or pesticide application. These scientifically validated metrics can then be shared with global partners, building greater trust and making it easier for Kasturi Cotton to enter eco-labeled product lines.

7.6.3. Cost-Benefit Analysis to Showcase Real-World Value

³⁰It's not enough to say Kasturi Cotton is better—it's important to show how it benefits everyone in the supply chain. Detailed cost-benefit analyses can help demonstrate how the initiative leads to better returns for farmers, fewer machine breakdowns for manufacturers, and higher-quality output for brands. This financial clarity could drive wider adoption and investment across the textile ecosystem.

7.6.4. Expanding Beyond Clothing

²⁵While apparel is the most obvious use for Kasturi Cotton, there's huge potential in other segments too. High-thread-count bedsheets, organic wellness fabrics, and luxury home furnishings are growing markets where quality and sustainability matter. Indian textile giants already working with Kasturi Cotton—like Trident, Vardhman, and Arvind—are beginning to explore these avenues, showing that the fiber can go well beyond t-shirts and shirts.

7.6.5. Collaborating with Global Luxury Brands

³¹Finally, one of the biggest growth opportunities lies in partnering with global fashion houses and eco-luxury retailers. Many of these brands are actively searching for verified, traceable, and ethical sourcing options. Kasturi Cotton aligns seamlessly with this vision, offering blockchain-backed traceability and verified quality standards that support the growing demand for transparency and accountability in textiles.

Strategic partnerships could open doors to international markets and raise the brand's profile significantly

VIII. CONCLUSION

¹¹Kasturi Cotton represents a **paradigm shift** in how we think about cotton—not just as a raw material, but as a responsible, traceable, and luxurious fabric of the future. By combining India's rich textile legacy with modern technology and sustainability standards, it offers a clear pathway toward a more equitable and eco-conscious fashion industry.

³²Kasturi Cotton is changing the way we see cotton—not just as a simple fabric, but as a symbol of responsibility, traceability, and luxury for the future. By blending India's rich textile heritage with the latest technology and strong sustainability values, it paves the way for a fairer, greener fashion world.

³³As this initiative grows, it has the power to transform not only Indian farming but the entire global textile supply chain. From designers and brands to everyday shoppers and policymakers, Kasturi Cotton invites everyone to rethink what cotton means—not just a raw material, but a story of sustainability, elegance, and ethical progress.

³⁴At its core, Kasturi Cotton represents “luxury with a heart.” It stands as a shining example of how developing countries can lead the way in sustainable change—rooted deeply in their culture, history, and natural resources. Like a guiding light, it helps navigate the fashion industry through challenges like climate change, fast fashion pressures, and false promises, showing a clear path where care meets craftsmanship and innovation honors tradition.

³⁵For both brands and consumers, Kasturi Cotton is much more than just fabric—it's a statement. A statement that fashion can be beautiful, high-end, and ethical, all at the same time. In this way, Kasturi Cotton shines as a beacon, inspiring the global fashion community toward a future built on transparency, quality, and care for our planet.

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