

Ethical Approach of Indian Fashion Brand (Royal Tasta) to Promote Cultural Preservation

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Abstract: *The Indian fashion industry is experiencing a paradigm shift toward ethical practices that emphasize cultural preservation and sustainability. This study investigates how Indian fashion brands adopt ethical approaches to protect and promote traditional cultural practices, including local craftsmanship, sustainable sourcing, and fair-trade initiatives. By evaluating these practices, this research highlights their impact on preserving India's rich cultural heritage, empowering artisans, and creating an awareness of sustainable fashion. The paper also examines the challenges brands face in balancing commercial success with ethical responsibility and offers recommendations for the future.*

Keywords: fashion industry

I. INTRODUCTION

In recent years, the fashion industry has witnessed an increasing demand for ethical and sustainable practices. In India, a country with a rich cultural heritage, the need to preserve traditional crafts and artisan skills has become a central concern. Indian fashion brands are now adopting ethical approaches not only to contribute to sustainable fashion but also to promote the preservation of culture. This research focuses on how these ethical practices align with the promotion of cultural preservation, exploring the impact on local artisans and the sustainability of traditional crafts.

II. OBJECTIVES OF STUDY

- To Analyze Ethical Practices in Indian Fashion
- To Explore the Role of Fashion in Cultural Preservation
- To Assess Consumer Awareness and Preferences
- To Identify Challenges Faced by Brands
- To Provide Recommendations for Enhancing Ethical Standards

III. LITERATURE REVIEW

Chaudhury, A. (2019). *Fashioning a Future: Cultural Preservation through Fashion.* *Journal of Sustainable Fashion*, 12(3), 45-60.

Cultural preservation through fashion refers to the efforts of fashion brands to protect and promote traditional craftsmanship, indigenous textiles, and age-old techniques that are unique to certain cultures. Various scholars have emphasized that fashion can be an effective medium to uphold cultural heritage while modernizing designs to cater to contemporary consumers (Chaudhury, 2019). Ethical fashion, in this sense, plays a crucial role by ensuring that the processes involved in garment production respect traditional practices while contributing to the economic welfare of artisans and weavers.

Sinha, P. (2018). *The Role of Indian Fashion in Cultural Sustainability.* *International Journal of Fashion Studies*, 6(2), 78-92.

Studies highlight that India, with its vast diversity of textile traditions such as handloom weaving, block printing, and natural dyeing, is uniquely positioned to promote cultural preservation through fashion (Sinha, 2018). Many fashion brands are turning to local artisans and craftspeople to infuse traditional elements into modern designs, which simultaneously supports the livelihoods of artisans and maintains cultural heritage.

Vikas, P. (2020). *Globalization and the Ethical Fashion Movement in India*. *Textile & Fashion Review*, 8(4), 101-115.

There has been a growing body of literature exploring the rise of ethical fashion in India. Scholars like Vikas (2020) argue that globalization has brought challenges and opportunities for Indian fashion brands. On one hand, global fast fashion brands have led to the erosion of traditional crafts, but on the other hand, there has been a resurgence of interest in ethical fashion practices that emphasize cultural preservation. This interest is driven by both conscious consumers who value sustainability and the global market’s demand for unique, handcrafted goods.

IV. RESEARCH METHODOLOGY

The research methodology for this study will involve a combination of qualitative and quantitative approaches to provide a comprehensive understanding of how Indian fashion brands are promoting cultural preservation through ethical practices. The research will be designed to investigate the strategies used by these brands, consumer awareness and perceptions, and the challenges and opportunities within this niche of the fashion industry.

V. DATA ANALYSIS & INTERPRETATION



Fig. 5.1 Impact of Different Trade Restrictions on International Marketing

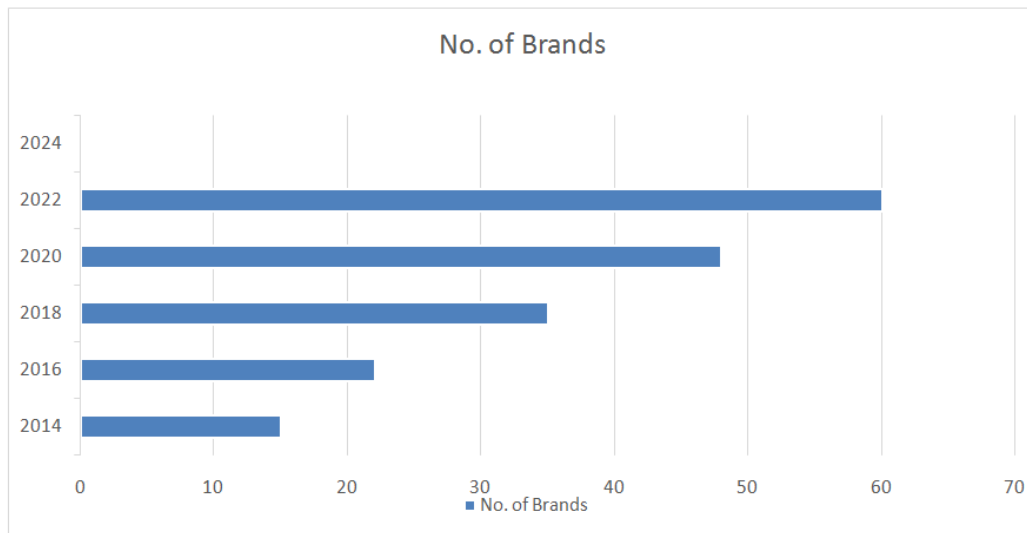


Fig. 5.2 Growth of Ethical Fashion in India Over the Years

VI. FINDINGS

- Royal Tasta is a brand which is promoting indigenous craftsmanship in traditional wear in international market.
- Royal Tasta should incorporate the stories and histories behind the traditional garments into marketing campaigns and trade fairs to emphasize the cultural significance of each outfit.
- Brand should collaborate with local artists and historians to create a collection of limited-edition clothes & outfits which will reflect the regional & local traditions.
- Royal Tasta should focus on indigenous designs, traditional techniques and historical inspirations to represent the India's rich culture and Heritage and spread awareness.
- Being a brand which promotes cultural fashion and ethical practices brings challenges in balancing the commercial success.

VII. CONCLUSION

In the conclusion, research on an ethical approach by Indian fashion brands in promoting cultural preservation grants a lot of importance to the role that the fashion industry can play in the preservation and revitalization of India's rich and ample cultural heritage. With globalism trends across the world at a notch high, Indian fashion brands are adopting more and more ethical practices as the hallmark, maintaining and promoting sustainability, exceptional craftsmanship, as well as the protection of India's indigenous art forms. These brands are saluting all the ancient techniques like traditional handloom weaving and block printing, and, at the same time, help local artist and designers to grow. The Indian fashion brands now address the new demand of the consumer for transparency and authenticity in modern consumption through slow fashion and ethical production, but deepen it further in the Indian cultural identity. It thus saves the tradition of craftsmanship from extinction, provides fair wages with due dignity to the artisans involved, and also raises the consciousness of consumers.

In essence, the ethical strategies that Indian fashion brands employ contribute to the ever-increasing contemporary trend of sustainability of the global fashion industry and, even more expansively, serve as a model for the business community to make profit without compromising their social responsibility. As such, these brands are important in utilizing culture, ethics, and innovation to preserve and celebrate India's cultural heritage for generations to come.

VIII. SUGGESTIONS

- The brand should empower the local artists and designers to design clothes which will lead to more employment in the industry.
- The brand should bring technological advancement in the production line to tackle the shortage of time.
- The brand should focus on multi-level marketing campaigns to increase the reach of the products in international market.
- Royal Tasta should try to innovate the style of the fashion in order to sustain & survive the competition in the international market.
- The brand should take the full advantage of policies made by Indian Government to uplift the startups which help them to expand their business in foreign markets more efficiently.
- To be visible in the foreign markets Royal Tasta should hire the local fashion models as their representatives so that local people will be able to connect more with the brand and it will make a sort of connection with local people.
- Instead of relying on natural talents of designers and artist Royal Tasta should take initiative towards creating talented designers by providing training and good equipment.
- Brand should approach the local companies in the same industry to merge and work together to grow.

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