



Introduction

Akalroop aims to be an entity for everyone who is interested in how textiles, tradition, craftsmanship and environment intersect whether they work in related industry or not. Part of being sustainable was to ensure weavers are not uprooted to get lost in big cities but to take work to where they live and feel emotionally connected with their roots by paying them fairly. Our work represents immersive eco textile excursion of handloom weaving heritage of India, cultural identities that represent livelihood and textile production that co-exist with nature.

The three main pillars

First is weavers where we investigate and present the current state of our weavers and how we can make them better

Second is weaving talent and skills whether from the past or contemporary that should be acknowledged for working, adaptation and improvement.

Third is people and planet friendly weaving practices, approaches, applications and innovations that can make a positive impact to the environment.

The trails of handloom weaving are from various regions in India each specifying and specialising in a distinctive type of weave; precision, passion and handwork is nothing less than practising spirituality with eyes open. The textiles are gender neutral, versatile, works across geographies, suits all age groups, ethnicities, social cultural backgrounds and pocket friendly - they last long!

Conclusion

Handloom weaving is the second most income generation source for rural communities after agriculture in India but yet an undefined business. The talented weavers and the outcome of their handwork though is nothing short of precision and artwork that no other luxury can match. For the fashion industry the sustainability is a lot about doing things locally and rightfully so to have a control on supply chain transparency and reduce transportation costs.

But for us -

- Sustainability of the process here is attributed to the fact that the whole handloom weaving is done without any electricity consumption.
- Reeling, spinning, yarn making, dyeing, weaving all is done locally in the surrounding regions hence traceability is controlled.
- Though a slow process as compared to machine production, MOQ are lower so less wastages.
- The weaves are traditional yet contemporary for the world outside India, which gives designers an opportunity to be creative with artistic bent of mind
- Selling internationally widens the customer base, increasing demand for handmade preserving traditional heritage of handloom weaving
- Garments are worn across countries promote cultural exchange and free expression of fashion

“The yarn to fabric is a story, is a tour, is a journey to experience eyes, hands and mind co-ordination; every weaver is in a meditative state when the fabric is woven and gives body calm when you wear - it’s truly spiritual”

Taruna X Akalroop