# Designer Vino Supraja wins Global Sustainable Fashion Trailblazer award at British Parliament



Designer Vino Supraja has recently been celebrated at the British Parliament as she received the coveted Global Sustainable Fashion Trailblazer award. This momentous occasion not only marks a significant milestone in her career but also highlights the increasing recognition of sustainable practices within the fashion industry. From her beginnings in the small town of Vandavasi, Supraja has risen to prominence, gaining an international platform for her advocacy of ethical fashion.

In a heartfelt announcement on LinkedIn, Supraja expressed her gratitude, stating that “this award is not just a personal milestone but a testament to the power of ethical fashion and craftsmanship.” She emphasised that sustainability is a collective responsibility that requires continuous commitment. Her journey has been remarkably diverse, transitioning from education in architecture and animation to finding her true calling in fashion. After studying in a fashion school in China, her graduation collection garnered two international awards and was showcased in 2014. This early recognition paved the way for her later participation in major fashion weeks in New York and Brooklyn, where her collections drew inspiration from significant events, including the impactful Chennai floods in 2018.

A crucial element of Supraja's philosophy is her focus on reviving traditional crafts. Her recent work, the 'Purisai' collection, is inspired by Therukoothu, an ancient Tamil street theatre art form. The collection was showcased at London Fashion Week and featured a captivating live performance by actor Vaanmadhi Jagan. This innovative fusion of fashion and cultural storytelling has garnered attention not only for its aesthetic values but also for its ethical underpinnings. Supraja collaborates closely with local artisans, particularly the weavers from Chennimalai, to create garments using organic cotton, thus ensuring fair wages and sustainable practices throughout her supply chain.

Her dedication to sustainable fashion extends beyond mere aesthetics. Supraja's brand minimises environmental impact through initiatives such as adhering to the Global Organic Textile Standard (GOTS) and maintaining a commitment to recycling and reducing waste. The designer has also implemented a “30 Wears Rule” incentive, encouraging customers to recycle garments after they have been worn 30 times, highlighting her mission to promote responsible consumer habits.

Further solidifying her impact on sustainable fashion, Supraja's work has embraced traditional crafts like Bhavani Jamakkalam, a handloom carpet unique to Tamil Nadu. This craft, facing challenges from modern manufacturing methods, is undergoing a renaissance through innovative designs while preserving its cultural heritage. Supraja aims to honour these traditions while ensuring that artisans receive fair compensation and recognition for their skills.

Through her achievements, Vino Supraja continues to be a beacon for change within the fashion landscape, advocating that sustainability is not merely a trend but an essential component of the industry's future. By merging tradition with modernity, she provides a compelling model for how fashion can evolve responsibly, respecting both cultural heritage and the environment.

As she forges ahead in her career, Supraja's achievements underscore the significance of ethical practices in fashion—a message increasingly echoed within the broader industry as it grapples with the social and environmental repercussions of its operations.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5
2. Paragraph 3
3. Paragraph 3
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5. Paragraph 5
6. Paragraph 5
7. Paragraph 5

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://in.fashionnetwork.com/news/Vino-supraja-celebrated-for-sustainable-fashion-at-british-parliament,1728252.html> - Please view link - unable to able to access data
2. <https://www.newindianexpress.com/cities/chennai/2023/oct/14/a-fashionable-tribute-to-the-therukoothu-2623635.html> - This article discusses designer Vino Supraja's collection 'Purisai', inspired by the traditional Tamil street theatre art form Therukoothu. The collection was showcased at London Fashion Week, featuring a live performance by actor Vaanmadhi Jagan. Supraja's sustainable fashion approach is highlighted, emphasizing the use of organic cotton and collaborations with local weavers from Chennimalai. The piece also touches upon her previous international showcases and her commitment to ethical fashion practices.
3. <https://www.deccanherald.com/specials/a-fashion-line-inspired-by-therukoothu-1163699.html> - This article explores Vino Supraja's transition from couture to sustainable fashion, focusing on her collection 'Purisai' inspired by the ancient Tamil theatre form Therukoothu. It details her background, education in Shanghai, and the influence of her upbringing in Vandavasi on her designs. The piece also highlights her previous international showcases and her commitment to ethical fashion practices.
4. <https://www.indulgexpress.com/fashion/2022/Aug/26/sustainable-couturier-vino-supraja-makes-her-debut-in-chennai-a-decade-after-she-began-designing-43503.html> - This article covers Vino Supraja's debut in Chennai with her sustainable fashion brand, a decade after she began designing. It focuses on her collection 'Purisai', inspired by the Tamil street theatre form Therukoothu, and her commitment to using organic cotton sourced from local weavers in Chennimalai. The piece also touches upon her previous international showcases and her dedication to ethical fashion practices.
5. <https://www.khaleejtimes.com/she/source-sustainable> - This article introduces Vino Supraja, an architect-turned-fashion designer and founder of the sustainable fashion brand 'Vino Supraja'. It discusses her views on the fashion industry's impact on the environment and her commitment to ethical practices, including fair wages for workers and the use of organic textiles. The piece also highlights her previous achievements, such as winning a sustainable fashion runway competition and interning with Dolce & Gabbana in Dubai.
6. <https://www.thehindu.com/society/history-and-culture/from-innovative-designs-to-playful-fabric-blends-the-age-old-gi-tagged-bhavani-jamakkalam-is-undergoing-a-makeover/article34262469.ece> - This article discusses the Bhavani Jamakkalam, a traditional handloom carpet from Tamil Nadu, and its evolution through innovative designs and fabric blends. It highlights the efforts of weavers to adapt to modern demands while preserving the traditional craft. The piece also touches upon the challenges faced by the industry, including competition from power looms and the need for fair wages for weavers.
7. <https://greenfootprint.ae/blog/listing/vino-supraja/> - This article profiles Vino Supraja's sustainable fashion brand, detailing her commitment to ethical practices such as fair wages for workers, use of organic textiles, and minimizing waste. It discusses her certifications, including the Global Organic Textile Standard (GOTS), and her efforts to reduce environmental impact through recycling and avoiding plastic packaging. The piece also highlights her 30 Wears Rule incentive, encouraging customers to recycle garments after 30 wears.