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"Designer Tanya Kaushik explores sustainability practices through prints and fabric choices."





Design philosophy:

Kaushik: My philosophy of design is in the quality of how visual elements work together in a composition. Whenever I work on designs, I see a rhythm with itself and harmony with its surroundings.

Sustainability element:

Kaushik: The main focus of sustainability that we find in textile design is toward printing on sustainable materials or fabrics. It's not as easy to print with nonchemical pigments as they fade faster. This is why we approach sustainability through the fabric choices, which are natural ones such as wool, silk and cotton.

This spring, I see people wearing:

Kaushik: I would like to see people wearing more prints. Even though modern consumers have been overusing minimalism as the main core of design choices, we are facing a new interest for individuality, which happens to be given by our choices of prints. We are seeking something beyond a uniform.