

BRAND NOTE

Who said sustainability needs to look a certain way, be a certain way, limited, complicated – like you've to suddenly change everything in your life and adopt the organic, sustainable lifestyle overnight? We asked ourselves this question and realized — No, it isn't. And doesn't need to be. In fact...

Sustainability is a series of small changes, certain choices, when made again and again, creates a lasting positive impact. Sustainability is a value which starts with being conscious. And making choices that have minimum impact on the environment. Inspired by our needs, we set out on this eco-conscious journey. Taking one step at a time. Starting with a simple swap. With a switch. To a more conscientious way of fashion.

And that's how *Switch* was born.

An eco-conscious clothing brand from Mumbai, Switch brings a line of contemporary, chic designs to clothe the modern, thoughtful woman. Being eco-conscious does not mean you've to compromise on style. Instead, we make sustainability fashionable (which is also super-affordable, *just saying!*).

As a brand, we try to integrate sustainability as much as we can in every step: right from procuring fabrics to garment labels, hang tags and even packaging. We design our products with the material available to us at any given time — using organic and recycled fabrics. At the same time, we also use factory surplus materials that might have ended up in landfills. Because, we believe, as a sustainable brand, why produce more waste when we can use the leftover material as well? We rescued these fabrics, switched their identity to create beautiful designs and garments. We call them “**Switched Fabrics**”.

Fabric wastes fire us, inspire us (*are we crazy?*)... But, that doesn't mean we pick up just whatever that's thrown away. We are super-sensitive about quality. The fabric is carefully chosen according to our high(est) standards of wearability, durability, and comfort — that lasts for seasons and specials.

Our final aim is to become a sustainable brand and reduce the load on the environment. Not yet there, we know, but we've just started. And we're working consciously. One stitch at a time. For now, we want to provide you choices that are simple to make. Fashion that's trendy yet timeless, chic yet conscious.

Let's do it together, what say? Let's make a choice. Let's *Switch*.

BRAND QUOTES

1. We know you care for the environment. We do too. That's why we became more conscious. And, we SWITCH-ed.
2. We, at Switch, believe that you have a choice to buy clothes that make you feel proud and satisfied about wearing them... that you're doing your bit towards sustaining the earth. Afterall, life is a matter of choices. And every choice you make, makes you.
3. Timeless designs for the modern woman who wants to make a difference with her choices.
4. With amazing craftsmanship and promise of quality, garments at Switch are stitched with care to last longer in your wardrobe. Buy less, choose well, make it last... Wear clothes that bring joy to you and the earth every time.
5. Waste for them. Treasure for us. Conscious clothing made from "Switched Fabrics" – factory surplus materials which might have ended up in landfills. We just SWITCH-ed their identity.
6. At Switch, we believe that Sustainability is a process. It might present some difficult, even paradoxical, contrasting, choices. But, you can either be part of the problem or the solution. We have taken our stand. And we are working towards sustainable fashion every day. With every stitch.
7. Trendy. Yet Timeless.
Chic. Yet Conscious.
Have you made the *Switch*?
8. Sustainability is not a trend. It is the future. At Switch, we believe every step matters. Your choices add on. Because it is not about doing less harm. It is about doing more good.
9. Bringing positive change. Impacting the world. One dress at a time.