

Farak at R|Elan Circular Design Challenge: Sustainable Streetwear Meets Indian Craft

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At just 26, Jaipur-based Rishabh Kumar is redefining Indian streetwear with Farak — a label that fuses heritage craft with a sustainable, global aesthetic. Now, the brand is set to compete at the prestigious R|Elan Circular Design Challenge (CDC) finals during Lakm? Fashion Week x FDCI this October.

A national-level athlete in his teenage years, Rishabh never imagined fashion would be his calling. After returning from Dubai in 2016, financial hurdles cut short his college education, but serendipity led him to artisans in Jaipur. *“I was drawn towards streetwear, but I also wanted to give India’s crafts their due credit. It took me three years of working with artisans before officially launching Farak in 2022 with Rajat Sharma as co-founder,”* he recalls.

Today, Farak is known for **craft-infused hoodies, co-ord sets, shirts, jackets, and bombers**—all reimagined with **Bagru and dabu block printing, hand weaving, and upcycling techniques**.

For the **CDC competition**, Farak is presenting two striking looks:

- A **dabu block-printed, upcycled hoodie and pant set**
- A **five-piece upcycled co-ord set** crafted entirely with sustainable processes

The latter ensemble is especially inventive: **upcycled cotton strips were hand-spun into woven yarn for the jacket and pants, Assam’s Ahimsa eri silk was used for the shirt, and leftover T-shirt rib was hand-dyed naturally for a sleeveless tee**. Remarkably, the entire set was created with **zero electricity**.

Rishabh believes that keeping **craft relevant for younger generations** is central to Farak’s ethos. *“Sustainability was never the starting point—it came as a by-product of our respect for craft. For me, it’s about giving artisans visibility and making Indian techniques aspirational for today’s youth,”* he says.

As Farak takes the **Lakm? Fashion Week runway this October**, it represents not just a brand but a movement—**bringing India’s timeless crafts to the global streetwear conversation while championing circular design**.