

Duja's 'The Hot Second' Reimagines Upcycling With Bold 90s Vibes

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Indian designer **Ustat Kharbanda's label Duja** is rewriting the rules of sustainable fashion with its new 90s-inspired upcycled collection, *The Hot Second*. Known for giving forgotten fabrics and discarded garments a new identity, Duja proves that **eco-conscious design can be just as bold, fresh, and aspirational as mainstream fashion**.

Second Chances, First Impressions

The Hot Second breathes life into surplus denim, jerseys, ribbed knits, scrap leather, and vintage fabrics, transforming them into **oversized tailoring, cropped tanks, raw cargo shorts, and deconstructed seams**. Denim-on-denim makes a big comeback, elevated with **subtle Indian handcraft techniques** that add uniqueness and texture to each piece.

"The collection is about second chances — not just for fabric, but for design thinking," says Kharbanda. "A faded wash or rough edge isn't a flaw; it's character. We show that fashion doesn't need to start from scratch to feel new."

The Design Challenge

Unlike conventional production, Duja doesn't rely on uniform fabric rolls. Instead, the brand works with **scraps, off-cuts, and pre-used garments**, making every piece a one-of-a-kind challenge. "Each piece demands its own solution, and that problem-solving is where our design language comes from," Kharbanda explains.

Myths Busted: Upcycling Can Be Aspirational

One of the biggest myths, Kharbanda points out, is that **upcycled clothing is 'second-hand.'** In truth, upcycling involves **deconstruction, reconstruction, and intricate craftsmanship**, often taking longer than traditional production.

Another myth? That upcycled fashion lacks aspiration. *The Hot Second* debunks that by presenting **bold, contemporary silhouettes with strong visual impact**, proving that sustainability and style can walk hand-in-hand.

With this collection, Duja isn't just recycling fabrics — it's **reshaping perceptions of what sustainable fashion can look like**.

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