

Injoy Living's Roots of Joy Collection Celebrates Sustainable Fashion & Indian Craftsmanship

Published on 26 Sep 2025 | By IFI Correspondent



In an era defined by fast fashion and fleeting trends, **Injoy Living** takes a stand for mindful creation with its latest collection, **Roots of Joy**. Designed by founder **Nisha Chauhan**, the collection redefines luxury through sustainability, heritage, and soulful craftsmanship.

At its core, *Roots of Joy* is a conscious alternative to mass-produced fashion. It draws inspiration from traditional techniques like **Shibori** and **Batik**, reinterpreting them with a modern aesthetic. Each garment is painstakingly handmade—from dyeing and printing to embroidery—ensuring that the wearer takes home not just clothing, but a true labour of love.

“These beautiful crafts, born in our part of the world, are flag bearers of the battle against mass production,” shares Nisha. “They require patience and skill—the very opposite of what fast fashion glorifies.”

The collection is deeply rooted in ecological responsibility, highlighting the bond between nature and happiness. Just as deep roots nourish a plant, *Roots of Joy* embodies stability, sustainability, and growth. Pieces range from intricately hand-dyed patterns to minimalist, graceful silhouettes, offering a narrative that is both diverse and cohesive.

Nisha's frustration with the harmful impact of global fast fashion—its waste, synthetic textiles, and disregard for the environment—sparked the creation of this collection. “It's about returning to values,” she explains. “Each piece is an outward expression of joy that comes from preserving and nurturing traditional practices.”

With *Roots of Joy*, Injoy Living reminds us that true style lies not in speed or excess, but in the artistry of the hands that create and the joy that runs deep in every thread.

For more style updates & exclusive fashion stories follow indiafashionicon.com