

From Jeans to Gems: How dwij Transforms Denim Waste into Stylish Sustainability

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At **dwij**, old jeans aren't just discarded garments — they're the start of something beautiful. Founded by **Soumya Kalluri**, the Mumbai-based label (whose name means 'second life' in Sanskrit) breathes new energy into forgotten denim, turning it into chic, functional, and sustainable creations. From handcrafted bags and wallets to home décor, dwij proves that **fashion with purpose** can also be fashion with personality.

Upcycling Denim with Purpose

"Denim is one of the sturdiest fabrics available in the Indian market," says Soumya. "Yet, it's often thrown away not because it's worn out, but because someone has lost interest or outgrown it."

Instead of seeing waste, she sees opportunity. By **upcycling post-consumer and pre-consumer denim waste**, dwij extends the lifespan of these fabrics while reducing the massive environmental impact of new denim production.

"Every pair of jeans we upcycle saves nearly **10,000 litres of water**," Soumya shares. "It's a step towards conserving not just water, but also power and chemicals — and keeping fabric out of landfills."

A Thoughtful Process

The journey begins at Mumbai's workshop, where discarded jeans and fabric scraps sourced from **chindi bazaars**, **second-hand markets**, and **manufacturers** are meticulously sorted. Each piece goes through an industrial wash to ensure hygiene and freshness before it enters the creative process.

"Every product is tailor-made," Soumya explains. "We cut each piece individually, taking into account its quality and unique features. No two dwij products are ever identical."

The brand's production model champions **zero waste**, with even the smallest remnants transformed into patchwork or appliqué accents. In addition to its in-house artisans, dwij collaborates with **local self-help groups and women working from home**, offering them livelihood opportunities and creative empowerment.

Beauty in Imperfection

Each denim scrap tells a story — of wear, movement, and individuality. “We often receive materials with stains, frayed edges, or faded tones,” Soumya says. “Instead of hiding these imperfections, we highlight them. They add character and authenticity.”

For her, every visible stitch or shade variation represents a moment lived — a philosophy that celebrates the **beauty of imperfection** and challenges the polish of fast fashion.

Designed to Be Disassembled

Sustainability at dwij isn’t just about materials — it’s about **circular design thinking**. “All our products are made to be disassembled easily,” Soumya explains. “That way, they can be repaired, reused, or upcycled again.”

The brand’s practical aesthetics blend durability with everyday convenience — think multiple compartments, rust-free fittings, and premium zippers. Recent favourites include the **Kutch Collection**, inspired by traditional hand embroidery, and the **Heart Series**, showcasing fine handcrafted detailing that brings warmth to modern minimalism.

Modern, with a Heart

Soumya describes dwij’s design philosophy as “**super functional, organized, yet minimal**.” Every product merges the **charm of the past with the needs of the present**, resulting in pieces that are stylish, sturdy, and soulfully sustainable.

In a fashion landscape dominated by disposability, dwij stands out as a **movement of mindful creation** — where every bag carries a story, every stitch saves a resource, and every product embodies purpose.

As Soumya puts it, “We take something discarded and give it a fresh purpose. The past stays alive — but the result feels modern and made for today.”

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