

Amit Mathur: Architecting the Future of Fashion-Tech at VIRGIO

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Amit Mathur, the Chief Operating Officer at **VIRGIO**, is redefining what sustainable fashion means in India. With a rich leadership background from stints at **Myntra**, **Jabong**, and **Ola**, he's now leveraging his experience to build a fashion-tech brand that's rooted in responsibility and innovation.

A Leadership Journey Fueled by Purpose

Mathur's professional journey wasn't just about scaling businesses — it was about solving real problems. During his time in e-commerce, he observed a common issue: **massive overproduction** and wasted inventory. This sparked a simple but powerful idea for VIRGIO: create a demand-driven, agile supply chain that minimizes waste while maintaining high quality.

He brought to VIRGIO the kind of operational rigor he learned at Ola — building teams that don't just execute, but own outcomes. His leadership philosophy is built on **cross-functional squads**: designers, engineers, and marketers collaborate from the very beginning of every product brief.

Technology + Transparency = Sustainable Fashion

At VIRGIO, Mathur is making sustainability measurable. Through **AI-driven demand forecasting**, the company only produces what they predict will be sold, drastically reducing overproduction.

They also use **digital product passports** — QR codes on each garment that let customers see the water, energy, and carbon footprint of their clothes. This isn't just green marketing. It's a commitment to traceability and accountability.

On the design side, VIRGIO uses **3D prototyping** — reducing the need for physical samples and thereby limiting fabric waste.

Building a Culture of Shared Ownership

Mathur believes that true innovation comes when people feel ownership. At VIRGIO, teams are structured so that no single department works in isolation. Their "design-tech sprints" encourage cross-pollination of ideas: engineers, sustainability experts, and designers brainstorm together, ensuring every product is both stylish and responsible.

The Future According to Mathur: Circularity, Transparency & Scale

According to Mathur, the future of fashion isn't just about fast trends — it's about **circular systems**. He envisions a world where resale, recycling, and rental are in every garment's journey. He also foresees **digital-first design** becoming the norm, with 3D prototyping and AI-led design reducing waste dramatically.

Another big belief: **transparency will no longer be optional**. Customers will demand full visibility into how their clothes are made, and VIRGIO is building infrastructure to support that.

Mathur argues that India has a unique advantage. With its **textile heritage and thriving tech talent base**, the country is especially well-positioned to lead in sustainable fashion. At VIRGIO, he's already blending these strengths by working with artisanal communities.

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