

Amar Nagaram's Sustainable Fashion Pivot

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Amar Nagaram, the ex-CEO of Myntra, is leading a bold transformation with his fashion-tech startup **Virgio**. Founded in 2022 as a fast-fashion e-commerce brand, Virgio shifted gears in 2023, embracing a **sustainable, circular fashion** model to redefine how young consumers shop.

A Purpose-Driven Pivot

Nagaram and his team decided to move away from fast fashion, citing its environmental harm. Instead, Virgio now prioritizes **natural fabrics**, recyclability, and reducing textile waste — combining trend with sustainability.

Their “Upcycled Edit” collection, launched in 2024, repurposes unsold or slow-moving inventory into new designs — a signature example of their circular philosophy.

Transparency & Innovation at Its Core

Virgio embeds smart **QR code labels** on its garments, allowing customers to access detailed information: carbon emissions, water usage, fabric composition, and even care instructions. This is part of the brand's mission to make sustainability understandable and actionable.

Retail Expansion & Industry Recognition

- In **December 2024**, Virgio opened its very first physical store in **Bangalore**, giving consumers a chance to explore eco-conscious fashion firsthand.
- At the **IIFA 2025**, Virgio served as the *Sustainable Fashion Partner*, bringing its mission to the glamorous green carpet and collaborating with traditional artisans to spotlight eco craftsmanship.

Celebrating Two Years

To mark its second anniversary in 2025, Virgio launched the “**Eco-nic Fair '25**” **Anti-Sale** — a three-day event where the brand removed all markups and sold every item at its exact manufacturing cost, offering up to **70% savings**. Amar Nagaram described the event as a “thank you” to customers, reinforcing the brand's commitment to honest, purpose-led pricing.

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