

Unirec on Ideabaaz Highlights India's Sustainable Fashion Mission

Published on 12 Dec 2025 | By IFI Correspondent



Indian sustainable fashion brand **Unirec** was recently featured on *Ideabaaz*, a nationally broadcast reality show focused on startups and innovation. The episode highlighted the brand's mission to build a global fashion label rooted in sustainability, innovation, and impact.

Founded by **Kapil Bhatia**, Unirec transforms discarded plastic bottles into premium, durable garments — a creative blend of stylish design and environmental responsibility. On the show, Bhatia shared his vision of making sustainable fashion both **aspirational and accessible** to consumers, emphasizing that responsible fashion can be **both stylish and durable**.

Sustainable Fashion with Purpose

During the *Ideabaaz* segment, Bhatia explained Unirec's unique process of converting **PET plastic bottles** into high-quality apparel, demonstrating how each garment contributes to reducing plastic waste. He underscored **India's potential to lead the global shift toward circular fashion**, harnessing local innovation and technology.

"At Unirec, our mission is simple yet powerful — to build a global fashion brand from India that stands for innovation, sustainability, and impact," Bhatia said during the interview.

Strong Market Momentum

Highlighting the brand's performance, Bhatia noted that Unirec's **direct-to-consumer (D2C) business** has achieved a **20 % repeat purchase rate**, illustrating strong customer satisfaction. The company recorded **₹25–30 lakh in profits** last year on a **₹10.5 crore turnover**. In 2025, Unirec has already reached **₹4 crore in revenue within four months** and is projected to close the year around **₹15 crore**.

Unirec's appearance on *Ideabaaz* has generated a positive response across social media platforms, strengthening the brand's profile in India's rapidly growing sustainable fashion sector.

Looking Ahead

Beyond television exposure, Unirec continues to expand via **e-commerce platforms**, retail tie-ups, and corporate partnerships, with plans to introduce new product categories and grow internationally. Bhatia's message on *Ideabaaz* reflects broader ambitions to position India as a hub for eco-friendly fashion that contributes to environmental conservation while setting new industry standards.

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

