

India's Jiwy Secures \$350K to Scale Its 100% Plant-Based Fashion Vision

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Jiwy Textiles Pvt. Ltd., a sustainable luxury fashion startup from India, has successfully raised **USD 350,000** (approx ₹2.8 crore) in investment from **UAE-based Kiara Luxe Holdings** to expand its pioneering **100 % plant-based fashion ecosystem** following its celebrated debut at **London Fashion Week 2025**.

The funding comes on the heels of Jiwy's SS26 "*Katidha*" collection showcase during the prestigious global fashion event in September 2025, where garments crafted entirely from plant-derived fibres, natural dyes and biodegradable trims drew attention to regenerative and eco-conscious luxury fashion.

Soil-to-Soil Philosophy: A New Model for Sustainable Fashion

Founded by **textile scientists Adhiraj Shinde and Aishwarya Lahariya**, Jiwy embraces a "**soil-to-soil**" fashion philosophy, meaning every element of its products — from **fibres and dyes to trims and packaging** — **comes from plants and is fully biodegradable**. The label rejects synthetic materials, plastics and animal-derived inputs, making its collections truly renewable and environmentally aligned.

The brand's name itself draws inspiration from "*Jeev*" — a Sanskrit word for *life, soul and spirit* — reflecting its commitment to *nature-centric fashion that nurtures both people and planet*.

Artisans, Heritage and Zero Waste

Jiwy works with **150+ artisan clusters** across India, incorporating traditional craftsmanship techniques into its sustainable supply chain. These partnerships not only bring unique *handwoven fabrics, hand-embroidery and indigenous art forms* into contemporary fashion but also support regional craft communities and livelihoods

The company follows a **strict zero-waste production model** — upcycling all fabric offcuts and minimizing resource waste — and uses natural, plant-based colourants and fibres such as rain-fed cotton, linen, jute, bamboo and hemp, alongside buttons from coconut shells or reclaimed wood.

Expanding Global Reach

The fresh capital will be used to **scale Jiwy's global presence**, enhance manufacturing capabilities, deepen its environmental and social impact initiatives, and accelerate research into new **plant-based fibres and dyes**. According to co-founders, the investment will help establish Jiwy in *major global fashion markets* and support its mission to pioneer fully regenerative fashion worldwide.

The brand has also launched collections such as *Rivayat*, celebrated for its integration of **100+ Indian indigenous art forms** into eco-friendly garments ranging from casual wear to resort styles, further positioning its offerings for global

audiences.

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