

Gabriela Hearst Debuts in India — A New Chapter in Conscious Fashion

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Uruguayan-born, New York-based designer **Gabriela Hearst** has made a noteworthy entry into the Indian luxury fashion scene with a curated collection at **Galleries Lafayette in Mumbai**, underscoring her enduring commitment to conscious design and environmental stewardship. In an exclusive conversation with *Vogue India*, Hearst discussed her philosophy and the role of sustainability in the future of fashion.

Crafting Luxury with Purpose

From her upbringing on a ranch in Uruguay—surrounded by nature and animals—Hearst's concept of luxury has always been tied to **thoughtful creation and longevity** rather than trend-driven consumption. She launched her eponymous label in 2015 with a mission to prioritise **ethical sourcing and sustainability**, always emphasising that *good intentions must be paired with exceptional design*.

Her beloved *Nina* bag, introduced in 2016, exemplifies this ethos: originally designed for personal use, its minimal silhouette and craftsmanship quickly found a global following, later carried by influential figures and embraced as a modern classic.

Pushing Boundaries on Materials and Process

Hearst's approach to material selection reflects a deep ecological awareness. She avoids **synthetic and petroleum-based materials**, opting instead for **linen, leather, wool, and other natural fibres** that harmonise with environmental cycles. Her preference for linen over conventional cotton, for example, stems from concerns about the ecological impacts of **monocropping, pesticides and water use**.

She also emphasises the importance of knowing a product's complete journey—from origin and processing to transport and manufacturing—an idea that she refers to as **verticality**, championing transparency across the supply chain.

Creativity Within Sustainability

Contrary to the notion that sustainability limits creativity, Hearst finds **creative empowerment within environmental constraints**. She believes that placing parameters around design work sharpens innovation, pushing designers to produce work that is *beautiful, functional and lasting*.

Her brand has also broken new ground in sustainable luxury fashion by staging **fashion's first carbon-neutral runway show**, phasing out plastic packaging, and, during her tenure as **creative director at Chloé**, leading the house to become the **first major luxury brand to earn B-Corp certification**—affirming high standards of social and environmental performance.

Beyond Fashion—Climate and Energy

For Hearst, the challenge facing fashion isn't just about fibres and fabrication—it's about the **larger environmental crisis**, particularly energy. She emphasises that until the industry reduces its reliance on fossil fuels, it *cannot fully address its ecological footprint*. Emerging energy solutions, such as **fusion power**, offer hope for a more sustainable future that aligns industrial progress with ethical responsibility.

A New Era for Conscious Luxury in India

With her arrival in India, Hearst brings a model of luxury that places **durability, environmental accountability and thoughtful sourcing** at the forefront. As fashion evolves globally, her philosophy suggests that sustainability will no longer be an optional attribute, but a central tenet of how meaningful and lasting design is conceived and celebrated.

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