

KTR Launches Singidi Collective to Champion Sustainable Fashion

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In a notable fashion-meets-culture development from **Telangana**, **K.T. Rama Rao** — Working President of the **Bharat Rashtra Samithi (BRS)** — has officially launched *Singidi Collective*, a new sustainable fashion initiative that celebrates traditional craftsmanship while promoting eco-conscious consumption. The brand was unveiled with a clear mission: **preserve indigenous handloom heritage and natural dyeing techniques** in the modern fashion landscape.

A Vision Rooted in Heritage and Sustainability

Singidi Collective draws its name from a regional word for “rainbow,” representing its vibrant palette derived entirely from **natural plant-based dyes** — including hues from roots, flowers and leaves — and a firm commitment to avoiding harmful synthetic chemicals. The brand aims to merge **Telangana’s rich textile legacy**, such as *Ikkat* and *Gollabama*, with **modern design sensibilities** tailored to environmentally aware consumers.

Speaking at the launch, KTR highlighted Telangana’s longstanding tradition of textile innovation and emphasised that *Singidi Collective* is more than a fashion label — it is “a **statement on sustainability and respect for our artisans.**” He added that the initiative reflects the future of fashion where economic viability and ethical values co-exist.

Craftsmanship Meets Conscious Consumption

Singidi Collective’s philosophy revolves around *conscious living rooted in culture*. The brand leverages **hand-spun, hand-woven textiles** such as organic cotton and traditional weaves, creating gender-neutral and contemporary designs that appeal to a new generation of fashion consumers prioritising **authentic origin stories and environmental responsibility**.

The label works directly with artisan groups and weavers, ensuring **ethical production practices and fair livelihoods** — a move that not only preserves craft heritage but also supports sustainable economic ecosystems within rural communities.

A Broader Push for Cultural and Environmental Consciousness

The launch of *Singidi Collective* positions Telangana as a proactive participant in India’s broader sustainable fashion movement, aligning with national trends that value **eco-friendly textiles, organic materials, and cultural narratives** in clothing. Industry observers have noted a growing demand for such fashion choices as consumers become increasingly mindful of environmental impact and heritage craft preservation.

With *Singidi Collective*, Telangana’s textile legacy — long defined by traditional techniques and local ingenuity — is getting a modern platform that speaks to both **eco-conscious ideals** and contemporary style preferences.

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