

From Jaipur to Global Streetwear: The Rise of Farak Wear

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Farak Wear, a fresh voice in India's fashion landscape, was launched by **Rishabh Kumar**, who serves as the brand's **Founder and Creative Director**. Established in **2021** in the historic city of **Jaipur**, Farak Wear has quickly made a name for itself by blending **traditional Indian craftsmanship with contemporary streetwear aesthetics**.

A Brand with a Purpose — 'Farak' Means Difference

The name *Farak* itself — meaning "difference" — reflects the brand's core mission: to **break away from fast fashion norms** and spotlight the **rich cultural heritage of Indian craft** in modern apparel. Rather than focusing on mass production, Farak partners with **generational artisans**, integrating hand-woven fabrics, wooden block printing, embroidery, and other traditional techniques into streetwear staples like jackets, hoodies, and tees.

Speaking about his vision, Rishabh Kumar has emphasized that each collection is "a tale of artisans, heritage, and how craftsmanship has shaped itself over centuries," ensuring that every garment carries the **story and soul of the craftspeople behind it.**

Bridging Craft and Contemporary Style

Farak's design philosophy contrasts sharply with typical streetwear brands: rather than adopting a purely trend-driven approach, it **cements heritage techniques into garments that resonate with today's youth**. The brand's collections feature intricate embroidery, hand-block prints, and hand-woven textiles, giving each piece a unique identity rooted in India's artisan heritage.

From varsity jackets to hoodies and bold silhouettes, the apparel reflects a fusion of **urban fashion sensibilities and age-old craft traditions** — a rare combination that has attracted attention not only locally but also among fashion lovers abroad.

Recognition and Sustainability Focus

Under Rishabh Kumar's leadership, Farak Wear has also gained recognition for its focus on **sustainability and craftsmanship-led design**. The brand was named a finalist at the **R|Elan Circular Design Challenge 2025**, a global platform celebrating circular and sustainable fashion innovation. Kumar's work was commended for **reviving hand-spun, hand-woven organic cotton, and natural dyes**, often produced without electricity and using **biodegradable packaging**, underscoring Farak's environmental commitment.

Looking Ahead

As Farak Wear continues to grow, it aims to **expand its global footprint while staying true to the values of craftsmanship and sustainability** that define the brand. Under Rishabh Kumar's creative direction, Farak is shaping up

to be more than just a clothing label — it's a movement that celebrates **art, heritage, and the artisans who keep these traditions alive.**

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