

UNIREC Launches Eco-Sustainable Kidswear Collection

Published on 23 Jan 2026 | By IFI Correspondent



Mumbai-based sustainable fashion label **UNIREC** has rolled out a dedicated **eco-friendly apparel collection for children**, extending its core mission of environmental responsibility to younger consumers. The range is now available on UNIREC's official online store and is designed to blend comfort, style and sustainability for everyday wear.

Fashion with a Purpose for Young Wearers

The new collection features lightweight, feather-touch **round-neck t-shirts** for boys and girls, crafted with the same recycled materials and environmentally conscious processes that define UNIREC's adult offerings. Each piece reflects the brand's commitment to reducing **plastic waste and carbon emissions**, transforming discarded plastic bottles into soft, wearable fabric suitable for children's wardrobes.

Bringing Sustainability into Childhood

UNIREC's founder and CEO, **Kapil Bhatia**, emphasised that sustainability isn't just a fashion choice but a legacy to pass on. He notes that the kidswear range is intended to help young wearers and their families adopt mindful consumption habits, with garments that not only look good but also carry a positive environmental impact.

A Broader Commitment to Eco-Fashion

UNIREC has been an early pioneer in India's sustainable fashion movement, making all its clothing from recycled materials and promoting circular wardrobe solutions for all ages. The brand's broader ethos focuses on reducing environmental strain through innovative fabric use and eco-minded production practices, consistent with its larger goals of mitigating waste and carbon emissions.

Availability and Variety

The eco-sustainable kidswear line launches with **multiple colors and sizes**, catering to a wide range of children and offering families environmentally responsible apparel options that don't compromise on comfort or everyday practicality.

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