

Ready for international fashion debut: Khadi on the Patagonia trail



Representative Image

Khadi, considered the national fabric of India by many, is set to make its international fashion debut.

US outdoor apparel and gear retailer [Patagonia Inc](#) has bought 30,000 metres of [khadi](#) denim fabric from India, Vinai Kumar Saxena, chairman of [Khadi and Village Industries Commission \(KVIC\)](#), told ET.

The California-based firm, which has hundreds of stores around the world, sourced the fabric worth ₹1.08 crore from Gujarat through the Arvind Mills-KVIC tie-up after a third-party certified that all 'ethical standards' were met in the manufacture.

The order was executed over 12 months, until October 2021.

KVIC had signed an agreement with [Arvind Mills](#) in July 2017 to trade khadi denim products around the world. Following that, Arvind Mills has been purchasing khadi denim fabric every year from KVIC-certified khadi institutions of Gujarat, said KVIC officials.

The deal was set in motion when a [Patagonia](#) team visited Udyog Bharti, a khadi institution at Gondal in Rajkot to see the manufacturing process of khadi denim. Satisfied with the denim quality, the team placed orders for four types of denim fabric, which is made of 100% cotton and with width ranging from 28 inches to 34 inches.

The purchase order was effected, however, only after Patagonia had run a third-party check on 'ethical standards' through US-based assessor [NEST](#).

The NEST seal is an assurance to consumers that the item purchased has been 'ethically handcrafted in a home or a small workshop'.

This is for the first time that a khadi institution in the country has been assessed and certified by an international independent assessor for meeting ethical standards of its operations.