



SUBMITTED BY:
SHIVANI RATH

BRAND CHOSEN:
DOODLEAGE: Upcycling and conscious fashion
brand and company.



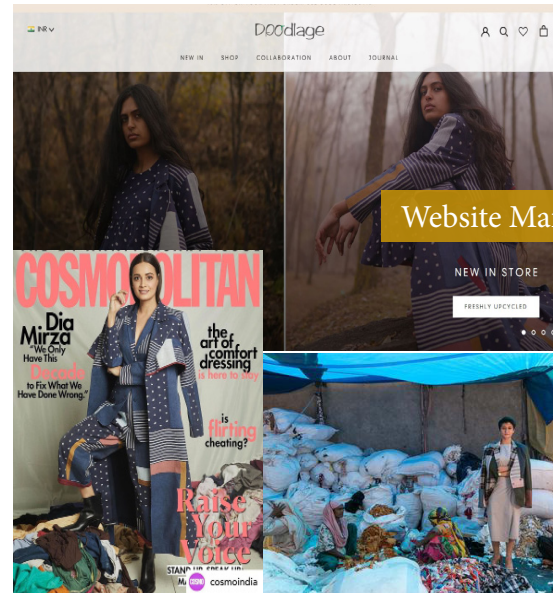
Kriti tula

Paras Arora

Doodlage

Product Category

At Doodlage, Upcycle factory waste into short limited edition collections. Recycle post consumer waste and post cutting scraps into new fabrics to create season-less well finished PRODUCTS made for longevity.



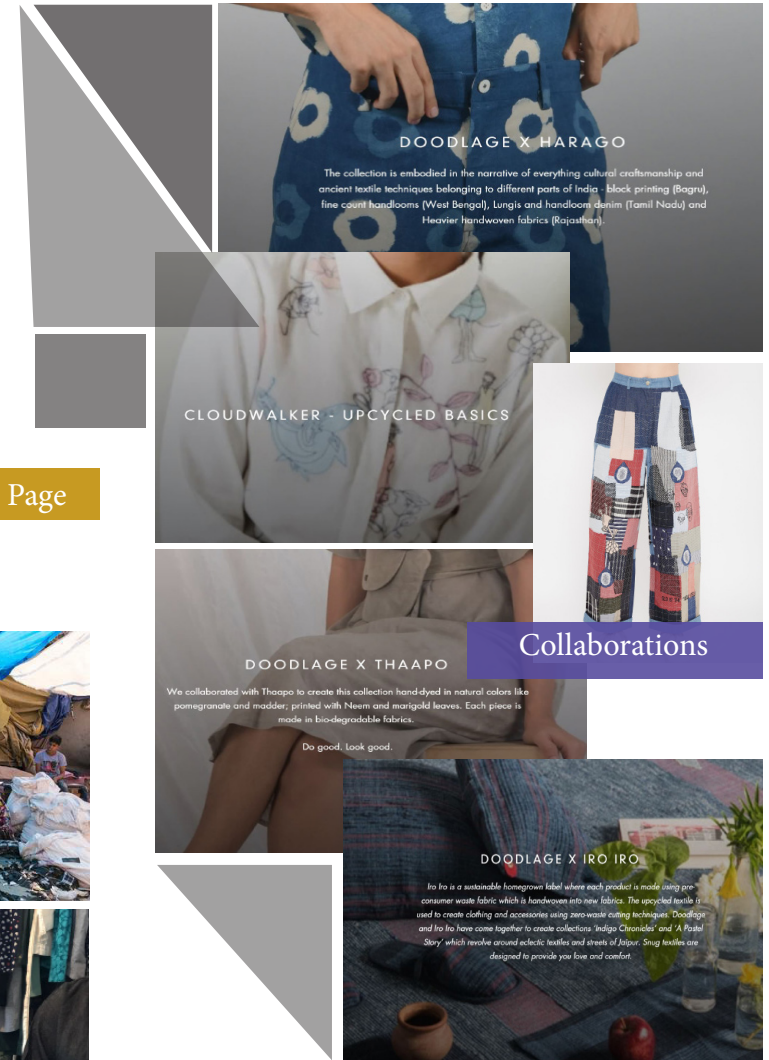
Website Main Page



Vogue cover for sustainable brands to follow



sparked movements to work towards the United Nation's sustainable development goals (SDGs)



DOODLAGE X HARAGO

The collection is embodied in the narrative of everything cultural craftsmanship and ancient textile techniques belonging to different parts of India - block printing (Bagru), fine count handlooms (West Bengal), lungis and handloom denim (Tamil Nadu) and Heavier handwoven fabrics (Rajasthan).

CLOUDWALKER - UPCYCLED BASICS

Collaborations

DOODLAGE X THAAPO

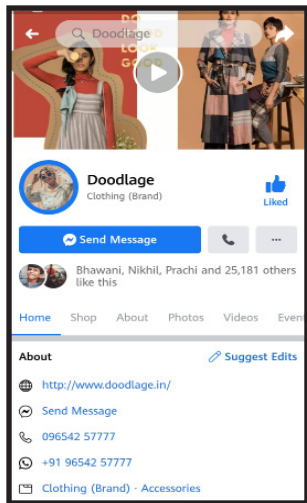
We collaborated with Thapao to create this collection hand-dyed in natural colors like pomegranate and madder, printed with Neem and marigold leaves. Each piece is made in biodegradable fabrics.

Do good. Look good.

DOODLAGE X IRO IRO

Iro Iro is a sustainable homegrown label where each product is made using pre-consumer waste fabric which is handwoven into new fabrics. The upcycled textile is used to create clothing and accessories using zero-waste cutting techniques. Doodlage and Iro Iro have come together to create collections 'Indigo Chronicles' and 'A Patch Story' which revolve around eclectic textiles and streets of Jaipur. Snug textiles are designed to provide you love and comfort.

Native to the brand and buyer communication with chat box and quotes like 'FRESHLY UP-CYCLED'. Customization and repairing are one of the innovative moves alongwith plastic free initiative.



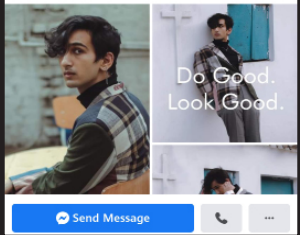
New in : Our 'oh scarp' accessories.

<https://doodlage.in/collections/accessories>



What does sustainability mean to you?
"Working on the present to take care of the future" - Moses Kouli in Doodlage first print shirt shot by Anma Abdul Gafoor

A brand manager turned musician, Moses studied Economics at a St. Stephens. He is now a proud thrift shopper and his music is inspired by Japanese culture. Do check his page @moseskouli on Instagram to know more about his music.



FACEBOOK:

STRATEGY: Hero journey storytelling with impacts of fashion pollution. Dark, impactful portraying and direct tone of voice.

PRODUCTION: Very raw and rusty background with credits of production including freelance model, makeup artist, art direction, styling, photography.

AMPLIFICATION: Mainly done by Hashtags like 'WHO MADE MY CLOTHES', 'UPCYCLED' and most importantly their own hashtag as 'DO GOOD LOOK GOOD'. GIF marketing, re sharing post of environmental enthusiasts, artists wearing the brand attire and talking about sustainability.

MEASUREMENT: Click through rates leading to conversion in landing page of website, call option along with like page option.

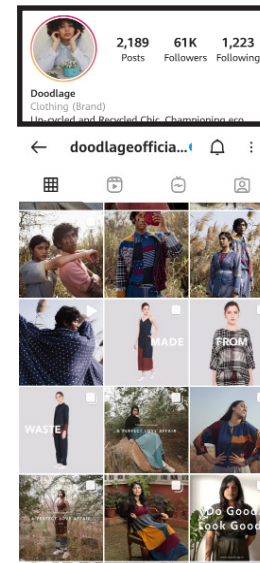
INSTAGRAM:

STRATEGY: Art of storytelling with making process and picturesque, illustrations, fast fashion creative imagery. Impactful and stern tone of voice.

PRODUCTION: Portraying the rural artisan's life though a set including freelance unconventional and even sustainable fashion enthusiasts.

AMPLIFICATION: Done by woke hashtags and their pivot hashtag as 'DO GOOD LOOK GOOD'. Targetting micro influencers like KITAKATURI, NONSENSECURRY etc. Resharing post of UGC and influencers and interviews of them wearing the brand clothes or any customised attire.

MEASUREMENT: CTR s through conversion on landing page and viewing similar products, dms, likes and followers



204 likes
doodlageofficial Bringing in the new year with our new accessories! Hope you had a fabulous start to 2019! Find our pieces online! Shop now Shot by @aanchalrai.1



Liked by ka_sha_india and 796 others
doodlageofficial Sometimes all you gotta do is take a cup of coffee, tune into some jazz and let the creativity buzz in.
Autumn Afternoons spent repairing in our Zain blue tunic by @zareen.mahia



658 likes
doodlageofficial Doodlage x @harago_ Bringing together the two brands' styles and shared dedication to sustainability.
#Repost @absurdmindcreations In collaboration with @doodlageofficial and @fazemanagement



9,084 likes
kitakaturi All I need is the slightest nip in the air to

