

anushé pirani

Scrap 19



रद्दी माल

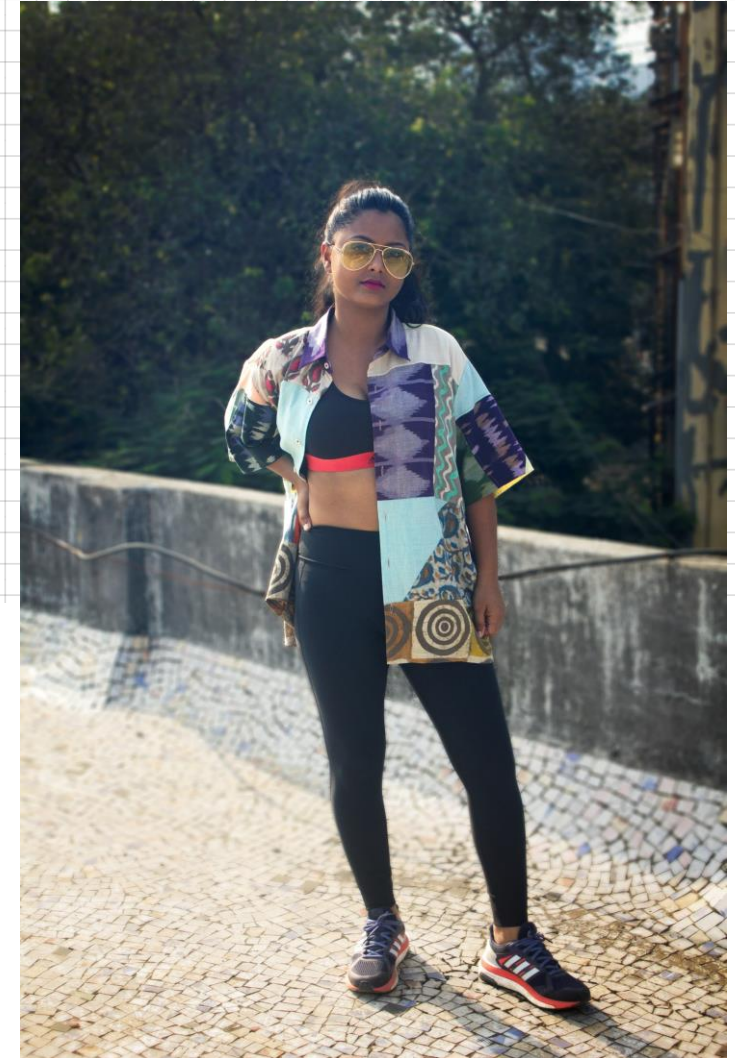
a zero waste edit

‘रद्दी माल’ transforms scrap fabric into patched clothing and accessories, that look good and feel good. No waste is waste until it is wasted. You only don't know what it can be used for. We don't see it as useless. It's not in our vocabulary. There is a use for everything. We'll dig till we find a use for it. We are redefining fashion. And we have begun. Have you?





Regular collar scrap shirt



Regular collar scrap shirt



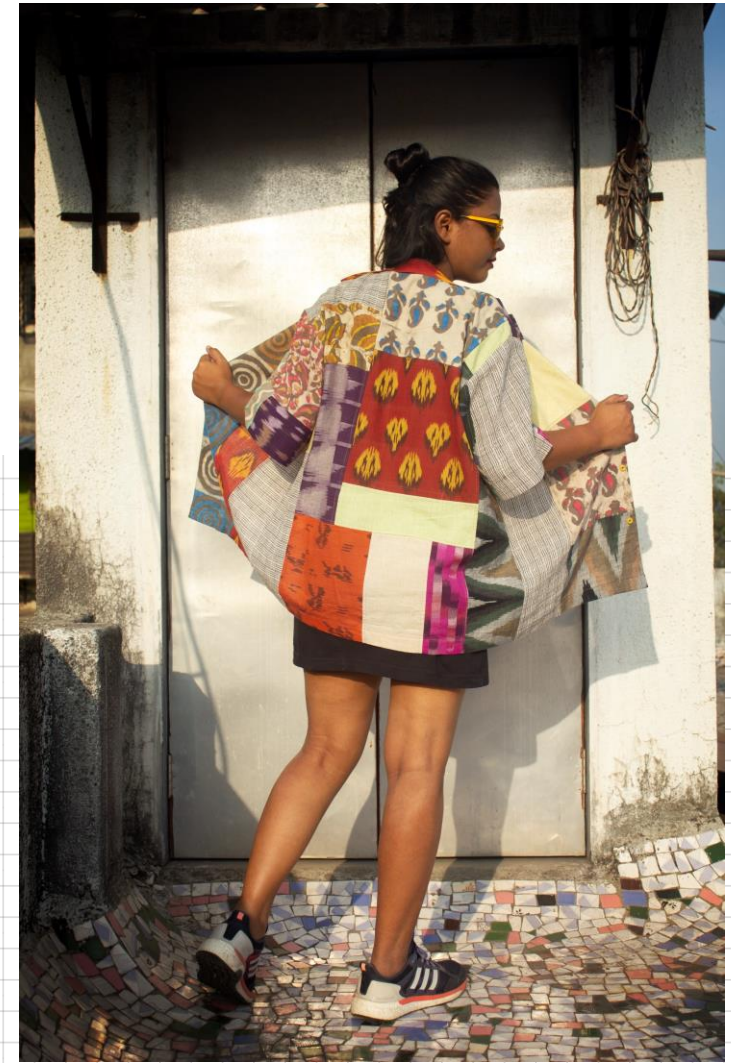




Cuban collar scrap shirt



Cuban collar scrap shirt





Reversible scrap tote

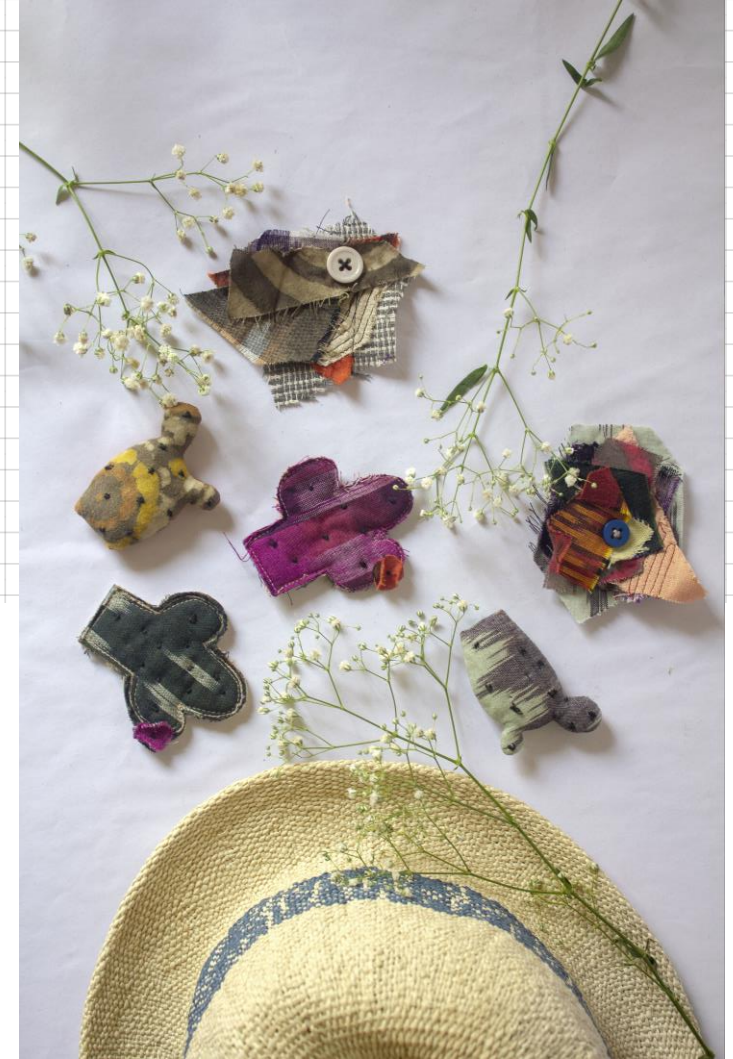


Scrap bookmark





Scrap brooch



Scrap pocket belt bag





Scrap bow tie



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Anushé Pirani - motivated by the challenge to question conformist idea of clothing that can often feel a little predictable, created her contemporary namesake label in 2016. Born and raised in Mumbai, Anushé graduated in Fashion Merchandising & Retail Management from B.D. Somani Institute of Art & Fashion Technology in 2012.

Nurturing and exploring the relationship between art, design and fashion with confident ease the label's versatile approach translates successfully to both men's and women's wear effortlessly combining function with flair. The brand explores artistic intricacy with an unorthodox approach to silhouettes delivering versatile wearable clothing and redefining beauty.

Produced in Mumbai, India the clothes are ethically created showcasing the finest craftsmanship and materials.

Models: Sneha Chedudoop/ Darshan Kothari

Makeup: Komal Gupta

Photography: Gauri Bandekar

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