



soul space

FASHION CONSCIOUS

In recent years, many of us have become more conscious about the food we consume every day. Most of us opt for organic food. Shouldn't this change reflect on the clothes we wear, too? Shouldn't we strive towards sustainable fashion choices, ones that don't wear out nature?



OUR VISION

Soulspace envisions walking on the path where we together transform the existing world into a utopian earth, one that we have always wished for, so that our children can breathe in a greener and cleaner world.

Our success is our nation's success.

WE'RE
ALL
WOVEN
INTO THE
FABRIC
CALLED
NATURE

OUR MISSION

SoulSpace creates experiences where passion and purpose come together to create that sweet green product from the farmers we know and the partners we trust; supporting our communities and creating meaningful relationships with those around us.

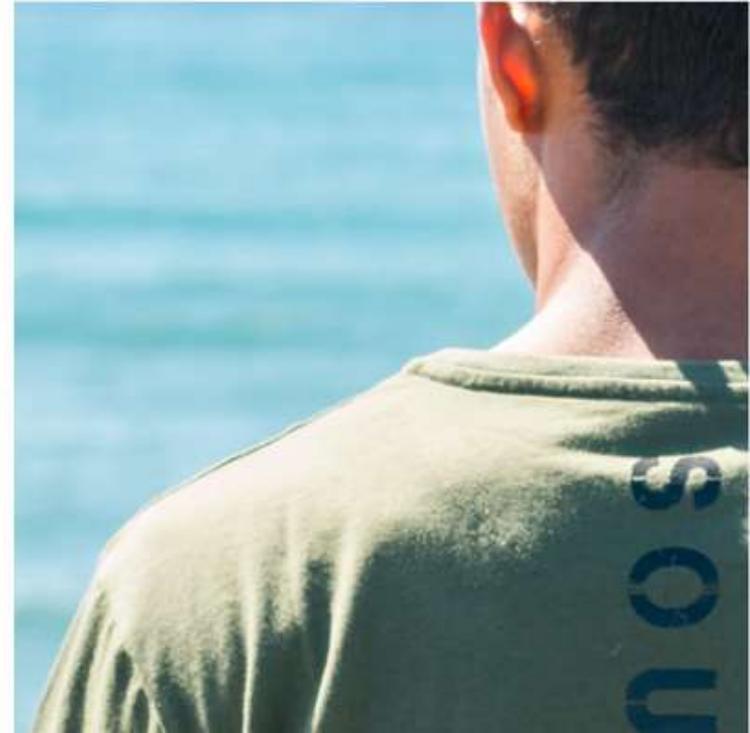


HOW WE DO IT



WEAR CHANGE

Our garments are stitched to perfection. We pay due attention to each detail. From cleaning the finished hem, to using the best quality yarn and employing the latest technology and resources - all this while making the least of impact on the environment. We believe that we're all woven into the fabric called nature.



To achieve this, we use 100% organic cotton and ensure all our garments are produced ethically. Meaning, we are sweatshop free and we use Fair-trade Sourcing Programs. Also, Soul space products are Global Organic Textile Standard certified. Our raw material is sourced from Chetna Organic, an NGO that believes in sustainable progress.

**C H E T N A
F O U N D A T I O N**



- **Sustainability helps us to increase efficiency regarding managing risks, sourcing, selling, communication, public relation and reducing complexity.**

If a brand wants to be in sustainable fashion, it has to be really passionate about it. Similarly the whole supply chain has to be passionate about it. In a world where we are fighting environmental changes daily, by going into sustainable fashion we become a tool of change. Currently Sustainability is a worldwide trend but at the same time the number of brands are less. Also under the scope of GOTS the fashion cannot be fast but instead it is conscious. The audience we deal with is more mature. Now with such a background and set up, it becomes easy to work as instead of knitting fabric, relationships are knitted, more than making products, relations are made which makes the RISK element minimise. With minimal risk, MANAGING RISK also becomes very efficient.

We as a brand source all our products from The RAJLAKSHMI COTTON MILLS PVT LTD who are closely associated with Chetna Organic farms thus our SOURCING becomes very easy and efficient at the same time.

As mentioned above, our fashion is not fast but its conscious hence our customer is very mature. Having mature customer and end consumer makes it very easy to SELL.

We all know how our planet earth is getting poisoned and polluted daily. By using sustainable means of growing cotton and doing business we help the Environment and our Planet as a whole. When we act as a crusader for the Planet wanting them to WEAR CHANGE and adopt Sustainability, it becomes very easy to COMMUNICATE and build a very nice PUBLIC RELATION as people now have become conscious and are easily coming in line with us because they also care about the Planet and want to protect it like we do.



- **Instruments (standards and other) we use to increase efficiency regarding sustainability that makes this instruments efficient itself. The way we use them.**

We as a brand follow the GOTS and also FAIRTRADE practices. In order to get certified we need to comply all the requirements of them. This helps us a lot in increasing efficiency as the standard and norms we need to follow for the certifications are so high that we have to be efficient.

- **Measuring ecologic and social efficiency**

As mentioned above we are GOTS and FAIRTRADE certified which itself are measures of ecologic and social efficiency. Moreover the factory with which we work (THE RAJLAKSHMI COTTON MILLS PVT LTD) is SA 8000 certified which is again a nice measure of the social efficiency.

- **Using GOTS as an instrument to increase efficiency.**

GOTS has a high level of standards which need to be achieved in order to get the certification. The factory and the whole supply chain has to work accordingly to keep up with the certification. In order to do so they need to be efficient enough or else they would not be able to pass the guidelines set. In this way GOTS becomes a key instrument in increasing efficiency.



SEED TO SHIRT



EVERY STITCH HAS A STORY

OUR COLLECTION

ATHLEISURE



Our athleisure lineup is the perfect companion, ensuring comfort above all else.





ESSENTIALS

Inspired by the city
and designed for
the planet, our
Essentials lineup
is designed to add a
fresh, relaxed look
to your wardrobe.





Studio is all about style with a soul. Striking in design and sleek in fit, these garments aids flexibility and movement, making this lineup ideal for yoga.



~~100%~~

~~ORGANIC~~

~~COTTON~~

~~SWEAT SHOP~~

~~FREE~~

~~FAIR TRADE~~

~~SOURCING~~

~~GLOBAL ORGANIC~~

~~TEXTILE STANDARD~~

~~CERTIFIED~~

~~SUSTAINABLE~~





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FEEL GOOD INSIDE