

CHARACTER GUIDE

Find these characters in the Cotton field illustration



THE GARMENT

Inspired by the land of Tamil Nadu, Madras Checks woven using 100% Desi Cotton

RAIN CLOUDS

Rain is a vital presence in the indigenous cotton farm, providing the land with the much needed water for sustenance. Desi Cotton is largely rain-fed and thus depend a lot on the monsoon rains for yield where it requires over 800mm of rainfall for ideal growth. It leads to a conversation between the land and the sky, a dialogue that is held through patience and trust. Fashion begins in the space where the bond between the land, water, and sky exists.



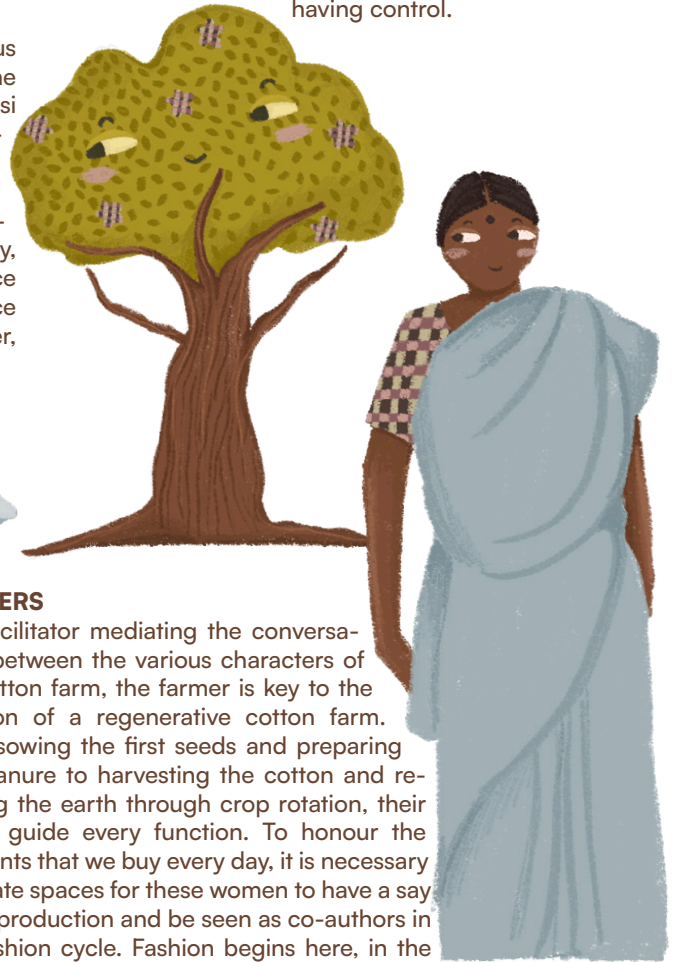
COWS

The cotton field is alive with a lot more characters beyond the cotton plant. Cows roam around the land offering dung that is used as a natural fertiliser, giving nutrients back to the earth. Every being comes together to form a system that is rooted in reciprocity and care. The farm thus acts as not just a land which is barren but rather a place with relationships



FARMERS

The facilitator mediating the conversations between the various characters of the cotton farm, the farmer is key to the function of a regenerative cotton farm. From sowing the first seeds and preparing the manure to harvesting the cotton and renewing the earth through crop rotation, their hands guide every function. To honour the garments that we buy every day, it is necessary to create spaces for these women to have a say in the production and be seen as co-authors in the fashion cycle. Fashion begins here, in the hands of farmers.



MICROORGANISMS

Beneath the soil exists a thriving world of unseen microorganisms that work quietly yet tirelessly to help our cotton grow. These tiny creatures improve soil health by helping it retain water and nutrients. They also build the soil's natural defenses against pests and diseases.



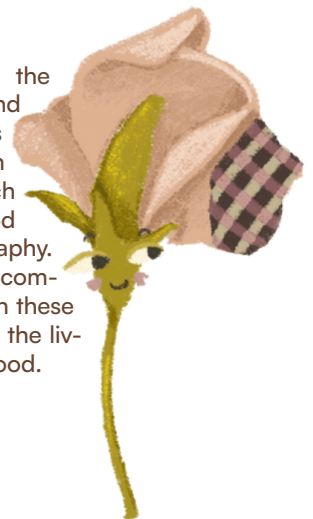
EARTHWORMS

Earthworms tell the story of the wellness of the soil. In cotton fields, their presence (or absence) indicates how the land is treated. Earthworms help in increasing soil aeration and porosity. They are a reminder that when we care for our land, it cares back.



PEA FLOWER

Between cotton harvests, the land is given time to heal and breathe. Desi/Indigenous cotton has a 7-8 month growing cycle, after which the soil is left to grow food crops, which vary by geography. Cotton is often seen as a commodity, but when grown in these cycles, it becomes part of the living system, tying fiber to food.



COTTON PLANT

Karuganni cotton exists amidst the shifting landscapes of the fashion industry right now. It is rainfed and rooted in its place, making it indigenous to South India. It is grown alongside food crops, making not just a fiber but a collaborator in the living system. By bringing these varieties into the forefront, we are honouring the stories of hope and resilience.

