Journey of No Nasties in the Indian Market
From Cotton Fields to Carbon-Negative Fashion

In 2011, before "sustainability" was a buzzword in Indian fashion, before #slowfashion trended on Instagram, and long before the carbon footprint of a T-shirt was dinner table conversation, **No Nasties** quietly began rewriting the script.



Founded by **Apurva Kothari**, a software engineer-turned-social entrepreneur, No Nasties wasn't born in a boardroom—it was born out of heartbreak. A report on India's cotton farming crisis led Apurva down a rabbit hole of farmer suicides, GMO seed dependency, and toxic chemical usage. The deeper he went, the clearer it became: the fashion industry wasn't just creating waste, it was complicit in **taking lives**.

Instead of donating to a cause, Apurva built a company that could **support the solution**—organic, Fairtrade-certified farming—and bring it to market with radical transparency. That seed grew into India's **first Fairtrade Licensed clothing brand**, and from day one, every piece was made with **100% organic cotton**. No shortcuts. No compromises. No Nasties.

Chapter 1: The Why That Built the Brand

Unlike most fashion startups that begin with style or scale in mind, No Nasties started with **soil and suicide prevention**. Apurva returned from the U.S. and started the business out of a bedroom in Mumbai, bootstrapping with just ₹8 lakhs. No interns, no launch team—just one person with a mission.

The early days were scrappy: small runs, hunting for ethical suppliers, and educating a market that had never heard of "Fairtrade" in the context of clothing. But purpose is a powerful north star. Within two years, the brand had broken even. By 2015, a small but loyal customer base of conscious buyers had taken root—many of whom still shop today.

Their mission wasn't a marketing line—it was a **supply chain**: sourcing from the **Chetna Organic farmer co-op**, manufacturing through **Rajlakshmi Mills** (Fairtrade & GOTS-certified), and staying entirely **Made in India**. The result: cleaner cotton, ethical wages, safer farms, and customers who didn't have to choose between good style and good conscience.

Chapter 2: From Organic to Planet-Positive

As the brand matured, so did its value system. While most startups spend their first years chasing trends, No Nasties spent theirs refining principles. From day one, the brand has been fully **vegan**. No wool, no silk, no leather. It wasn't until around 2017 that they started talking about it publicly.

Next came a commitment to **tree planting**: three trees for every product sold. Then, in 2021, a bold pivot: to fight the climate crisis by becoming **carbon-negative**.

That means every product now removes **more carbon than it creates**. Not just through offsets, but by aggressively reducing emissions in the production process and planting trees to absorb the rest—times three. Today, No Nasties offsets **300% of their carbon footprint**, working with verified partners for both reforestation and renewable energy projects. Over the years, they've planted **more than 250,000 trees** and built a business model that helps regenerate rather than deplete.

> "We're not here to scale hype. We're here to scale healing—of land, people, and the way we make and wear clothes."
> *— Apurva Kothari, Founder of No Nasties*

Chapter 3: Real Customers, Real Impact

It's one thing to say you're ethical. It's another to have customers say it for you.

> "I was blown away by the honesty. Not just the clothes, but how much they tell you about where it came from, who made it, and what it means. You feel part of something better."
> *— Ayesha M., Mumbai*

> "Wearing No Nasties feels like a quiet protest. Against fast fashion, against waste, against not knowing. It's soft, clean, and conscious. That's hard to find all in one place."
> *— Kabir R., Bangalore*

No Nasties makes it easy to understand your impact: from factory transparency to live carbon tracking to a circular return program where worn clothes are repaired, resold, or recycled. They're not preaching—they're practicing.

Chapter 4: Brick by Brick (And Store by Store)

In 2018, the brand took a big step offline, opening its **first flagship store in Goa**. A quiet, minimal space where customers could feel the fabric, slow down, and browse with intent.

In 2023, a second store opened in Goa, expanding their physical footprint in a state known for its mindful tourists and conscious creatives. Then, in 2024, No Nasties opened its **first store in Bangalore**, bringing its ethos to an urban audience increasingly hungry for ethical options.

Each store is designed not to sell aggressively but to **educate gently**. With storytelling walls, material touchpoints, and a calming aesthetic, the retail spaces feel more like sanctuaries than shops.

Chapter 5: Fashion Without Footprints

What does it mean to design for a better planet? For No Nasties, it means taking full responsibility for every thread, tag, and transaction. From **GOTS-certified cotton** and **coconut or corozo buttons** to biodegradable elastics and plastic-free packaging, every component is scrutinized for its environmental toll.

But perhaps most notably, the brand is one of the only ones in India that has built a **carbon-negative model** at its core. They don’t just neutralize harm. They reverse it.

And that makes a difference. Not just on paper, but in practice. It helps organic farmers earn better. It keeps chemicals out of soil and water. It keeps polyester microplastics off our bodies. And it helps forests grow, even as fashion tends to destroy them.

Chapter 6: The Road Ahead

No Nasties isn’t chasing hyper-growth. They’re chasing **meaningful change**. Future plans include expanding product categories (organic linen and hemp), refining the **circularity program**, and sharing more behind-the-scenes on their climate journey.

And maybe, more importantly, continuing to show what’s possible when a brand leads with values first.

In a space crowded by noise and greenwashing, No Nasties remains a rare signal: calm, clear, committed.

Designed for a better planet.