From Waste to Wonder: R|Elan™ Circular Design Challenge Inspires the Future of Fashion

Every revolution begins with a bold idea. In London, the **R|Elan™ Circular Design Challenge (CDC) 2026**, in partnership with the **United Nations in India**, brought together visionary designers, sustainability pioneers and global fashion leaders with one shared purpose—to redefine fashion through circular innovation. The UK Jury celebrated creativity that transforms waste into opportunity and sustainability into a powerful design philosophy.



L to R Radhika Kaul Batra, Matthew Needham, Farouk Braimoh, Sevra Davis, Shailja Dubè and Muchaneta Ten Napel

Among an outstanding group of innovators, **RWRK STUDIO** by **Farouk Braimoh** emerged as the United Kingdom finalist, earning recognition for its creative approach to converting industrial textile waste into contemporary fashion. Competing alongside exceptional designers focused on zero-waste design, modular production, garment reconstruction and responsible material use, the finalists demonstrated that the future of fashion lies in innovation with purpose.



L to R Matthew Needham, Shailja Dubè, Muchaneta Ten Napel, Dorota Bojanowska, Farouk Braimoh, Tyler von Greenston, Porscha Hill, Sevra Davis, Heather Martin, Radhika Kaul Batra



Mr. Rakesh Bali and Farouk Braimoh (Founder RWRK STUDIO)

Supported by Reliance Industries, the United Nations in India and Lakmé Fashion Week, the challenge continues to grow into a global movement that nurtures emerging talent while accelerating circular business models. The UK finalist will now advance to the Grand Jury at the United Nations Headquarters in New Delhi before showcasing the collection during Lakmé Fashion Week x FDCI.

More than a competition, the R|Elan™ Circular Design Challenge is inspiring a new generation to prove that fashion can be beautiful, commercially viable and environmentally responsible—all at the same time.