



Decoding the Business of Sustainable Fashion

A masterclass series with Kriti Tula, the founder of Doodlage - one of India's most-loved eco-fashion labels.



Introduction

What does it take to build a fashion brand that is good for both people and the planet while also being economically viable? Our masterclass series conducted by Kriti Tula, co-founder of [Doodlage](#), comprises and comprising of 8 insightful sessions including two networking nights, and takes you on a comprehensive journey of knowing everything you need, to start a successful sustainable fashion business. Take the first step by enrolling in our masterclass today.

Dates: August 27-29, September 3-5, September 9-10

Duration: 1.5 hours a day, 8 days, total 24 hours

Fee: INR 4,500 (inclusive of tax) for all sessions, 10% student discount (enter the discount code STUDENT)

Format: Virtual (ZOOM)

Seats: Limited (up to 45)

Testimonials from our previous batches :

"I'm so glad I attended the Doodlage x SUSS masterclass as it helped me gain so much insight into how the sustainable fashion industry works from the inside. Gave me a whole new perspective of looking at the many things that are required to run a sustainable fashion brand and business, which was very much needed. Kriti was so transparent and open with us about every topic she discussed and also regarding Doodlage. And as a fashion design student and as someone who very much loves sustainable and handmade fashion and wants to sell my own products someday, the masterclass was incredibly helpful in setting me on the right track. And I can't thank team SUSS and Kriti enough for making the masterclass happen! Kudos to you guys!"

- Chaitanya B

"As a beginner in the industry, this masterclass was a huge blessing, as it gave me a lot of insight into the business along with a great sense of direction, and a wonderful opportunity to connect with a lot of wonderful people and sustainable businesses"

- Ananya Arora

"The MasterClass was a great experience and one that I'd recommend to anyone interested in the Sustainable Fashion space. Thanks for organizing it virtually, and for giving me (based in Singapore) the opportunity to be a part of it"

- Mansi Maheshwari

[Register Here](#)

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Learning outcomes:

- About Doodlage and its operations
- Different sustainable fashion business models
- Identifying your target audience and understanding retail channels
- Recycled and upcycled materials at Doodlage and other sustainable materials you can use
- Communication and sustainable packaging
- Ethical supply chains and creating social impact
- Alternative and circular business model

For whom :

- Fashion businesses looking to adopt more sustainable practices
- Aspiring entrepreneurs looking to set up a sustainable fashion business
- Sustainable fashion entrepreneurs looking to grow their business learn more
- Professionals who want to work in the fashion industry on sustainability
- Students wanting to specialize in the area of sustainable fashion
- Anyone looking to learn more about this space

Certificate of participation :

After attending at least 4 of the 8 sessions of the masterclass series, the participants will receive a certificate created by SUSS and Kriti Tula



Detailed Session Outline :

Session #1: Networking mixer - meet the cohort!

Date: August 27, 5:00-6:30 PM IST

Introduce yourself, learn about who else is a part of this cohort, mix, mingle, and find opportunities to collaborate.

Session #2: Introduction: Doodlage and global sustainable fashion businesses

Date: August 28, 5:00-6:30 PM IST

- Learn about different businesses that inspire us
- Learn how to build a roadmap for your business
- Learn more about Doodlage
- Explore different worksheets and resources.
- Q&A with guest speaker

Session #3: Identifying your target market and building retail channels

Date: August 29, 5:00-6:30 PM IST

- Learn how to conduct market research
- Understand how Doodlage defines its target market
- Figure out how to reach your target market
- Explore different worksheets and resources.
- Q&A with guest speaker

Session #4: Communication and sustainable packaging

Date: September 3, 5:00-6:30 PM IST

- Learn about building brand assets
- See Doodlage's brand assets
- Learn about various sustainable packaging solutions
- Review brands that are getting communications and packaging right
- Explore different worksheets and resources.
- Q&A with guest speaker

Session #5: Recycled and upcycled materials at Doodlage

Date: September 4, 5:00-6:30 PM IST

- Learn about different materials at Doodlage
- Understand how these are sourced and created
- Understand the challenges in working with these materials
- Get a brief overview of other types of alternative and sustainable materials
- Explore different worksheets and resources.
- Q&A with guest speaker

Session #6: Labor behind the label - creating positive impact through business

Date: September 5 5:00-6:30 PM IST

- Understand Doodlage's strategy on ethical production.
- Gain knowledge of ethical supply chain standards.
- Explore different worksheets and resources.
- Q&A with guest

Session #7: Networking Mixer- meet your peers!

Date: September 9, 5:00-6:30 PM IST

Almost at the end of the course, let's regroup and talk about what we've learned and how we're going to apply it. Another great opportunity to network and collaborate!

Session #8: Alternate and circular business models

Date: September 10 5:00-6:30 PM IST

- Understand what is circular economy
- Explore different circular and alternate business models in practice
- Learn how Doodlage is incorporating the features of a circular business model
- Explore different worksheets and resources.
- Q&A with guest

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About the Speaker : Kriti Tula



This Masterclass is conducted by Kriti Tula, co-founder of [Doodlage](#), one of India's most loved eco-fashion labels. With Doodlage her aim is to create India's first global, sustainable, and affordable fashion brand focussing on reselling, repairing, and upcycling while including ethically made recycled fabrics. You can read more about her [here](#).

About SUSS

[SUSS](#) is a rapidly-growing community of students, entrepreneurs, professionals, and conscious consumers on a mission to drive meaningful change in the fashion industry. We create learning experiences, provide actionable resources and curate the most relevant content to empower each of our members to shape the future of fashion.

Contact:

Pallavi Agarwal
Learning and Partnerships Lead
pallaviuttamagarwal@gmail.com

Terms and Conditions

- The registration fee is refundable till 7 days before the masterclass however nominee name can be changed
- Details will be shared within two days of completing the registration and payments
- Recordings will be made available after the session along with worksheets