

exHIBIT

SUSTAINABLE ISSUE

Where Tech Meets Lifestyle!®

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HOW BIG IS?

- > DELL
- > AUTODESK

APRIL FOOL

How the biggest tech companies have fooled

THE DIGITAL PITCH

Exploring the Tech Behind the IPL

XC 40
RECHARGE

RAKUL
PREET
SINGH

FOR A BETTER FUTURE!

HOW BIG IS DELL?

STARTED FROM THE DORM ROOM,
NOW WE'RE HERE

Words By: Sandesh Bhosle





RAKUL PREET SINGH

FOR A BETTER FUTURE!

Exhibit April issue is all about sustainability, and we dialled in the gorgeous Rakul Preet Singh to do a sustainable shoot and go on a sustainable drive. All the clothes and shoes featured in this shoot are made of sustainable materials; we used paper cups in the shoot, and even the All-new electric Volvo XC40 Recharge has leather-free interiors. Our Editor-in-Chief, Ramesh Somani, took Rakul Preet Singh on a Drive after planting a tree in Westin Powai, and the conversation made for an exciting read. You can also watch the video of the drive interview at youtube.com/exhibitmag.

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THE BIG QUESTION

IS SUSTAINABLE
DEVELOPMENT
POSSIBLE?

Words By: Sandesh Bhosle





HYUNDAI VERNA

6TH GEN 2023 – MOST DISRUPTING SEDAN OF THE YEAR

Words by Nitish Rampal



Malaiika
ARORA
FT. **JEEP**

GREEN IS THE NEW BLACK

THE RISE OF SUSTAINABLE FASHION

Words By: Sandesh Bhosle

Sustainable fashion is no longer just a trend, it's a movement. As fashion lovers, we can no longer ignore the impact our clothing choices have on the planet. The fashion industry is one of the largest polluters in the world, and it's time we take responsibility for our part in it. But don't worry, sustainable fashion doesn't mean sacrificing style. In fact, it's an opportunity to get even more creative with our fashion choices.

We are aware of fashion, but what is sustainable fashion? Let's understand the definition first. In simple language, sustainable fashion is a movement that focuses on creating clothes and accessories that are environmentally friendly, socially responsible, and economically viable. Now, it's time to enlighten you about fast fashion, the industry which has been loved but known for its negative environmental impact.

THE PROBLEM WITH FAST FASHION

The fast fashion industry is one of the most polluting industries in the world, which is responsible for a significant portion of carbon emissions and water pollution. Fast fashion is a term used to describe the mass production of cheap, trendy clothing that is quickly thrown away after a few wears. The making process often generates massive amounts of waste and involves the use of toxic chemicals and dyes.

However, the urge to stay trendy encourages consumers to buy more and more clothes, leading to the overconsumption of resources and environmental degradation. Furthermore, fast fashion companies often rely on cheap labour in developing countries, where workers are paid low wages and work in unsafe conditions.

THE NEED FOR SUSTAINABLE FASHION

Sustainable fashion seeks to address the problems associated with fast fashion by promoting ethical and sustainable practices. It aims to create clothing and accessories that are made from sustainable materials, produced in an ethical and socially responsible way, and designed to last. Sustainable fashion focuses on the entire supply chain, from sourcing raw materials to disposing of the final product. It seeks to reduce the environmental impact of fashion by using sustainable materials, such as organic cotton, recycled polyester, and natural dyes.

It also promotes responsible manufacturing practices, such as using renewable energy, reducing water consumption, and minimising waste. Sustainable fashion also promotes ethical labour practices, such as paying workers fair wages, providing safe working conditions, and respecting human rights. It seeks to create a more transparent supply chain, where consumers can trace the origin of the clothes they buy and ensure that they are produced in an ethical and sustainable way.

THE BENEFITS OF SUSTAINABLE FASHION

Sustainable fashion has many benefits, both for the environment and society. By using sustainable materials and reducing waste helps reduce the carbon footprint and water pollution associated with the fashion industry. It also promotes responsible manufacturing practices, which can help reduce fashion's negative impact on the environment and society.

Sustainable fashion can also have a positive social impact. By promoting ethical labour practices, it can help to improve the lives of workers in developing countries and reduce instances of labour exploitation and human rights abuses. It can also promote fair trade and support local communities by using locally sourced materials and supporting small businesses.

Furthermore, sustainable fashion can also have economic benefits. By creating products that are designed to last, it can reduce the need for consumers to buy new clothes frequently, which can save them money in the long run. It can also create new jobs in sustainable manufacturing and support the growth of a more sustainable and resilient fashion industry.

CLOUD OF SMOKE

THE VAPING GENERATION

Words By: Aamir Khollam