# Simple Kaur:
## The Growth of Start-Ups Through the Adoption of Sustainable Fashion, Technological Innovation, and Social Media Marketing

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## EXECUTIVE SUMMARY

*In India, technology developments and resource sustainability are the most crucial factors for any startup or emerging organization for decent work and economic growth. To survive in a competitive market, it is essential to exploit the resources effectively. Even though a start-up is a complex organism with many heterogeneous forces acting in concert to progress it, the likelihood of failure rarely outweighs the likelihood of success. International trade benefits greatly from the usage of technology. Sustainable technology benefits an international company. This case study highlights the major challenges faced by the start-up, for funding, expansion, and adoption of green technology while promoting social media marketing (SMM) strategy post-COVID-19 revival in the fashion industry. It discusses how the start-up got additional funding for the expansion of its successful growth internationally. It concludes by discussing strategic actions required to ensure Simple Kaur's entrepreneurial uninterrupted growth.*

## INTRODUCTION

When Simple Kaur heard in the News on television that the country (India) had been placed under lockdown due to COVID in March 2020, she suffered a significant setback. She had a profitable start-up that expanded to Canada and India. She needed to pay her bank loan, staff salaries, utility bills, and huge client orders that needed to be processed right away. When the lockdown was imposed, the business was shut down, which made her realize how important sustainability is by implementing green technology, which lowers the cost and friction. Eliminating waste and creating clothing from repurposed materials.

In recent years, academia and practice have given much attention to the consumption of unsustainable fashion and wasteful activities. The global fashion market is predicted to increase from $1.5 trillion in 2020 to over $2.25 trillion in 2025, demonstrating a persistent increase in demand (Ikram, M. 2022). The transition to a green economy and the advancement of a movement for ecologically friendly fashion are both aided by new technology breakthroughs. Technology may seem counterintuitive, but becoming more sustainable is crucial for fashion, which is often an accelerant of waste. Sustainable fashion technologies significantly impact waste reduction through materials, products, and consumer experiences. Material changes made by environmentally conscious businesses improve longevity and reduce resource consumption. Fashion start-up managers can use the proposed model to gain a deeper understanding of how technological innovations help achieve a successfully sustainable fashion, while simultaneously improving sustainability practices. Recent years have been difficult for many traditional stores due to unprecedented competition and emerging technologies. Managing demand uncertainty, inventory management, and rapid market responses are all problems that existing push supply chains and forecast-based, inventory-driven systems are unable to solve on their own.

Green technology utilization has been crucial to the growth and operation of start-ups. An information culture that is supported by technical breakthroughs and is swiftly spreading is now exemplified by industrialized nations. In India nowadays, technology developments and resource sustainability are the most crucial factors for any start-up or emerging organization. To survive in a competitive market, it is essential to exploit the resource effectively. Even though a start-up is a complex organism with many heterogeneous forces acting in concert to progress it, the likelihood of failure rarely outweighs the likelihood of success. International trade benefits greatly from the usage of technology.

## FASHION TRENDS IN INDIA

Despite having a young fashion industry, India has a long history of creating apparel. Although there were a few designers before the 1980s, there was a growing boom in the latter half of the 1980s and early 1990s. This resulted from more exposure to international design as well as the economic boom that followed the economic liberalization of the Indian economy in 1990. Sequins and gold thread are frequently used in fashion to draw clients and make a statement about the Indian fashion scene. The practice of stitching distinctive thread designs is known as embroidery and is a hallmark of Indian fashion. Applying embroidery to various dresses, skirts, blouses, and pants is one method to incorporate the traditional style and make a fresh fashion statement that reflects both western and Indian cultural influences.