

Puka Wear: Conscious consumerism for a conscious yoga practice

Uppsala, Sweden Worldwide consumer consciousness



Maya Santimano



Year Founded:

2015

Organization type:

for profit

Project Stage:

Idea

Budget:

\$1,000 - \$10,000

Website:

<http://www.pukashop.com>

Facebook:

<http://www.facebook.com/pukawear>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

I want people to go their own path in life. Through the powerful language of african prints PUKA wants to create yoga wear that symbolizes uniqueness and strength. Strength in going your own way but also strength in choosing to be part of a world of transparency and consumer consciousness.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if no company or organization had nothing to hide?

About Project

Problem: What problem is this project trying to address?

Non-transparent supply chains allow companies to mistreat people, animals and our environment for the sake of making bigger profit. The use of child labour, toxic substances and life threatening working conditions in supply chains should not be easy to hide from the consumer.

Solution: What is the proposed solution? Please be specific!

To establish an industry standard where full information is provided so that the consumer can make an optimal and conscious choice. Nike, Honest by and Nudie Jeans are textile companies that are showing us that converting into a more transparent business is profitable. As soon as a new industry standard is in place companies will compete to have the most sustainable supply chain. Having a transparent supply chain addresses all components; people, animals and environmental aspects linked to the production of a piece of clothing.

Awards

None

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Food-store example (however, it can be applied to textile industry as well) Why is it the organic food that has a label on it? What would happen if you enter a supermarket and on your products you read how much pesticide has been used in its production, or how many heavy metals you're feeding your body with? Would your gut feeling really tell you to buy that product? No. When transparency is a must you want to show your customers how good your product is, how it's helping people and how your company is caring for our environment and its customers. Transparent supply chains create accountability and thus push companies to become more sustainable, because the power is with the customer.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

To this date PUKA has been on research trips and established contacts with designers. PUKA has also been in contact with other brands working with transparency and traceability to learn more about the field. In line with the transparency policy PUKA has also created a blog to share the development in an open and honest way. According to a study (conducted by Gothenburg University february 2015) on the clothing company Nudie Jeans, their work towards becoming transparent have not only made them more sustainable in their supply chain but also proved to boost their revenue. Customers want to pay for transparency and the more companies that join the new standard the more positive effect will it have on companies' supply chains.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Creating a new and transparent business model will create a snowball effect. As companies become transparent they will auto-correct their practices and policies to become attractive towards the customer. This will boost a positive upward trend and a race to the top between companies eliminating short turn cost-saving practices harmful for the people and the planet.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Creating a transparent business is all about data collection and strict audit supervision. Keeping it transparent is a time consuming business model, especially in the beginning when the start-up face is longer than for a company that doesn't have the same policy. PUKA is a for-profit company and will by selling the pilot collection secure needed funding for the first production. Later, revenue will secure further development and upscaling.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

At PUKA we strongly believe in what can be done together with others. For transparency to be effective we need the whole world to join. Only then, when it's no longer profitable to hide your practices and supply chains will we see companies doing only good. Therefore, we believe in sharing our knowledge and creating a better world together. Transparency is for everyone, but someone needs to start.

Team

Founding Story

I was about to put on my new rainbow-colored yoga pants when I felt a resistance. Should I take these or the black? Maybe they're too colorful, to much "Hey, look at me". Everyone else is wearing black yoga pants, maybe I shouldn't stand out so much. In that moment I realised that something was holding back my desire to do what I wanted to do. Why was the fear of not being accepted greater than the desire to express Myself? I put on my rainbow leggings and I didn't fit in to the group but I felt empowered and felt an energy running through my body. This is me not doing as everybody else. And I am having fun! In the small and the big, I started to do what I wanted to do. I started PUKA.

Team

The current team is composed of me, Maya Santimano, founder, who has an academic background in political science, photography and of course a faithful yoga practitioner. In the future I see how skillful and inspiring people join the PUKA team. Creating PUKA is not a one man show but rather the proof that amazing stuff can be achieved together with others.

Value Chain: Where does your work fit into the apparel value chain? [check all that apply]

Raw Materials, Manufacturing, Consumption.

Your Role: What is your relationship to the apparel industry? [check all that apply]

Consumer, Sourcing Manager / Supply Chain Manager.

Target Population: What stakeholder groups do you engage or empower in your work? [check all that apply]

Consumers, Designers, Women.

● Intervention Focus: What are you trying to achieve / influence? [check all that apply]

Accountability, Conscious Consumerism, Environmentally Sustainable Practices, Recycling or Circular Economy, Transparency.

Lever for Change: Select up to 3 ways your work is helping to transform the industry.

Data, Organizing, Standards.

Is your project targeted at solving any of the following key barriers?

Consumers Aren't Motivated to Care: Neither Compelling Reasons Nor Easy Means to Change Consumption Habits.

Does your project utilize any of the innovative design principles below?

Unite More than Voice: Tap into Community Capital and Collective Resources.

Innovation Inspiration: When you first conceived of your project, did you think of it as applicable to the apparel industry?

yes

If you answered "no" to the previous question, which industry was your project originally aimed at transforming?

● **Replicating in the Apparel Industry: If your project didn't initially target the apparel industry, how are you specifically tailoring it to do so now?**

Are you nurturing or inspiring others to be changemakers? If so, how?

● **Tell us about the partnerships that enhance your approach. How have you collaborated with others in the industry to increase your impact?**

Source URL: <https://www.changemakers.com/fabricofchange/entries/puka-wear>