

THE LIFE

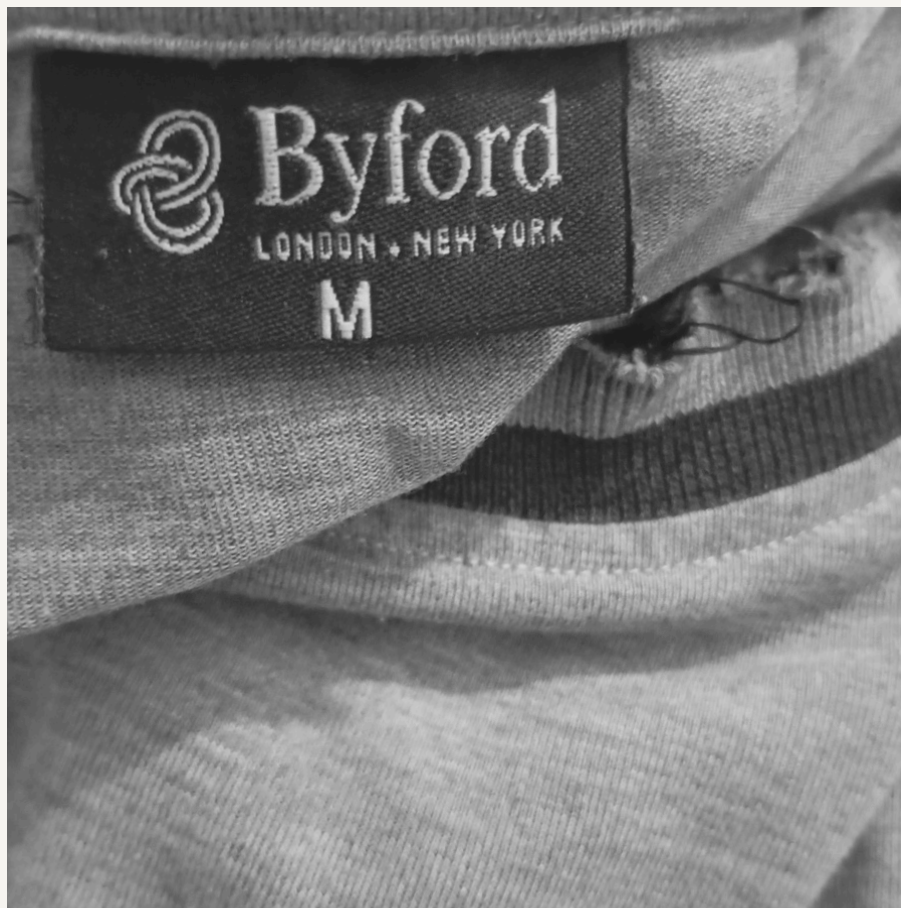
Sidhi, GMSSSS,
@prio_sidhi

OF A T-SHIRT

Ayanda, UCT
OHS,@Ayanda_m

- Brand: Byford
- Material: 100% Cotton
- Tag Details: “Byford, New York, London” (no country of origin mentioned)
- Associated Brand: Byford is a private label owned by Aditya Birla Fashion and Retail Ltd (ABFRL) - the same company that owns Pantaloons. It’s sold in India through Pantaloons stores and other retailers like Myntra.
- Country of Origin: Not specified on tag

WHAT THE LABEL REVEALED



My favorite shirt is a soft cotton shirt that used to belong to my dad. The tag reads only “Byford, New York, London”, no mention of where it was made, who made it, or how.

After some research, I learned that Byford is part of Aditya Birla Fashion and Retail Ltd (ABFRL), one of India’s largest apparel conglomerates that also owns brands like Pantaloons, Allen Solly, and Peter England. However, I couldn’t find any specific sustainability report or data about Byford’s independent practices - such as sourcing transparency, carbon emissions, or labor standards.

This made me realize how easy it is for even well-known clothing lines to appear “premium” while revealing little about their production ethics or environmental footprint.

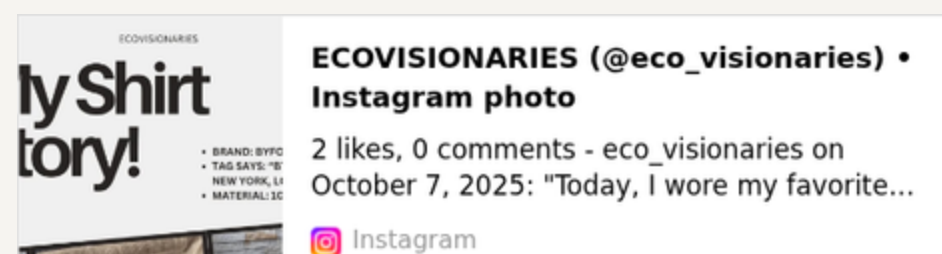
REFLECTION:

WEARING MY SHIRT INSIDE OUT

I wore this shirt inside out for the day, and honestly, it was quite an experience! Most people didn't notice anything unusual at first, but once they saw the tag showing, I got a few laughs and questions like "Did you wear your shirt wrong?" One person corrected me, which led to a small but interesting conversation about brands like Byford and Pantaloons. Many people knew Pantaloons but had never heard of Byford, which was surprising, considering both are under the same company. That conversation helped me realize how disconnected consumers are from the brands they wear, especially when companies don't communicate openly about their impact or values.



INSTAGRAM POST:



WHAT I LEARNED:

- Most clothing tags hide key details: where, how, and by whom clothes are made.
- Even trusted brands under large fashion houses often lack brand-specific sustainability reports.
- Wearing a shirt inside out can be a small but powerful way to start a conversation about ethical fashion.
- Awareness begins with curiosity and change begins when consumers start asking questions.

Today, I wore my favorite shirt; my dad's old Byford cotton shirt, inside out to start conversations about fashion transparency.

The tag only said Byford, New York, London, without any details on where or how it was made. I found out it's part of Aditya Birla Fashion and Retail (ABFRL), which owns brands like Pantaloons and Allen Solly, but I couldn't find much about Byford's own sustainability or worker welfare efforts.

Most people didn't even notice until they saw the tag! I got a few laughs, but one conversation led to discussions about how little we know about where our clothes come from.

Fashion should tell the full story, who made it, how, and at what cost. 🌱

#PGC2025 #TurningGreenOrg #RemakeOurWorld
#FashionTakesAction #SustainableFashion
#MindfulStyle #TransparencyInFashion