



dwijTM

Upcycled in India



AGENDA

dwij

1. BRAND NAME

2. TEAM INTRODUCTION

3. ABOUT THE BRAND

4. ABOUT THE FOUNDER

5. MARKET RESERACH

6. COMPETITOR ANALYSIS

7. BUYER PERSONA

8. CAMPAIGN STRUCTURE

(H3- HERO HUB HYGIENE)

9. CONTENT CALENDAR



ABOUT: DWIJ



dwij

DWIJ is a contemporary Indian ethnic wear brand that celebrates the essence of traditional craftsmanship while embracing modern design sensibilities. The name "DWIJ" (द्विज) translates to "twice-born" in Sanskrit, symbolizing^h transformation, renewal, and the rebirth of classical Indian textiles in contemporary fashion.



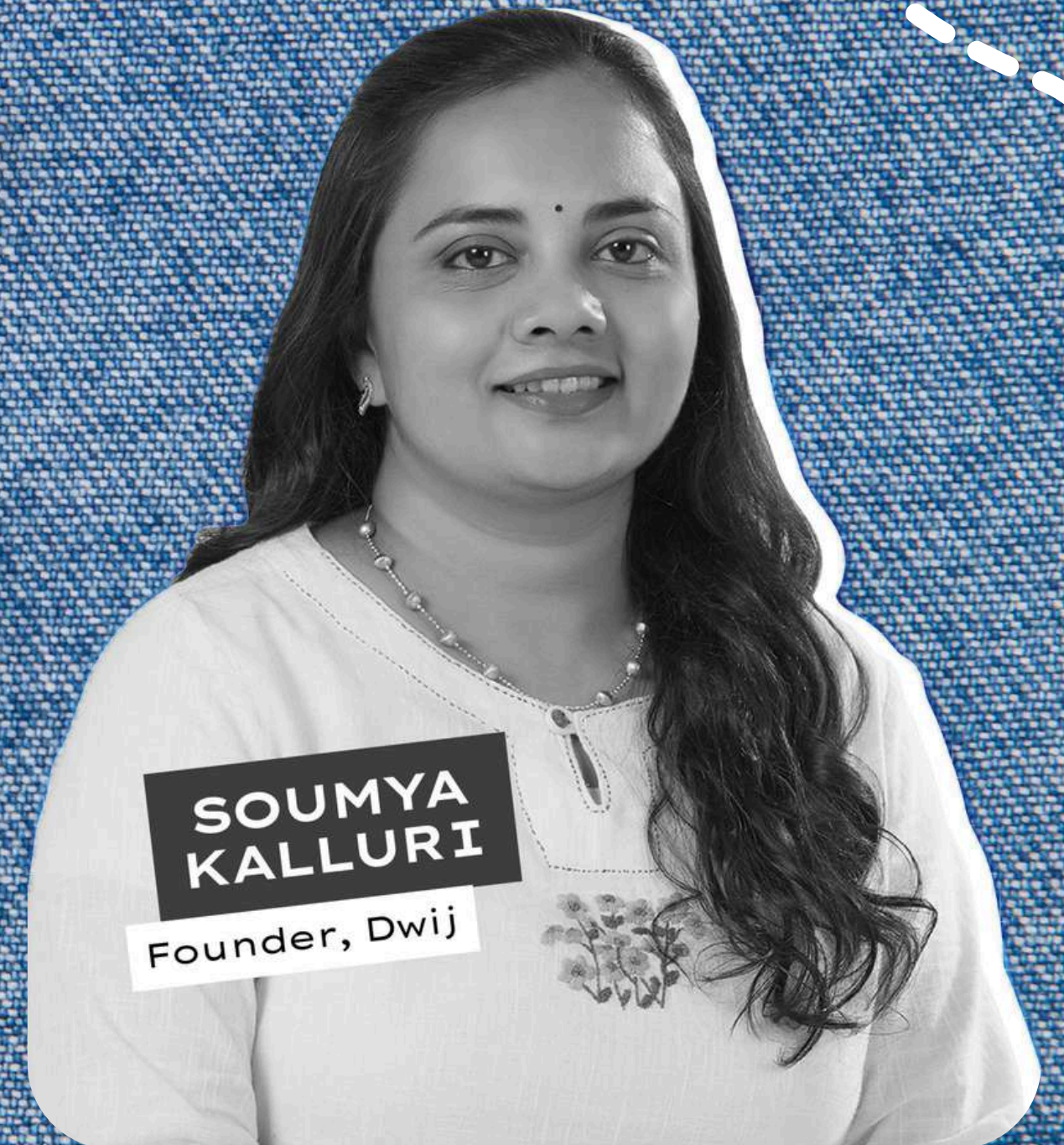


ABOUT: THE FOUNDER



I am Soumya Kalluri. I am a Mechanical Engineer with a Masters in Commercial Vehicle Technology from Germany. The seed of the journey got planted when I was working with John Deere in Germany on the Life Cycle Assessment (Environmental Impact) of their harvesters/sprayers and realized that “nothing (waste) really goes away”.

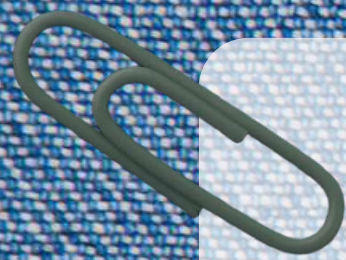
I started deeply researching various environmental impacts of my lifestyle and started being mindful of my consumption. The stats on Fast Fashion shook me to the core and that is when I decided to stop being part of the problem and make upcycling a norm and not an exception.




**SOUMYA
KALLURI**

Founder, Dwij

Vision

- 
- A green paperclip is positioned on the left side of the Vision box, appearing to hold it in place.
- *Fashion With Zero Waste*
 - *Sustainable Style, Circular Future*
 - *Transforming Denim, Transforming Tomorrow*

Mission

- 
- A green paperclip is positioned on the left side of the Mission box, appearing to hold it in place.
- *Upcycling With Purpose*
 - *Crafting Durable, Conscious Essentials*
 - *Ethical Production, Everyday Impact*
 - *Empowering Mindful Choices*

Value

- 
- A green paperclip is positioned on the left side of the Value box, appearing to hold it in place.
- *Sustainability First*
 - *Craftsmanship & Quality*
 - *Circular Thinking*
 - *Transparency & Ethics*
 - *Creativity With Purpose*
 - *Community & Impact*

BRAND USP's





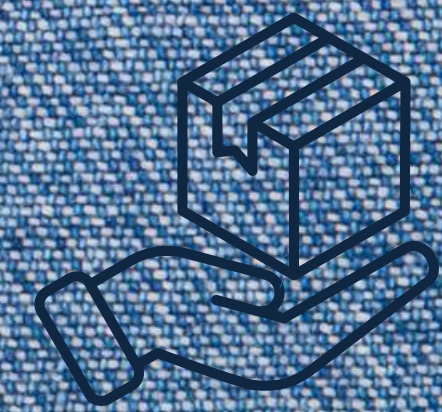
Natural, Chemical-Free Aesthetic



Built for Longevity & Durability

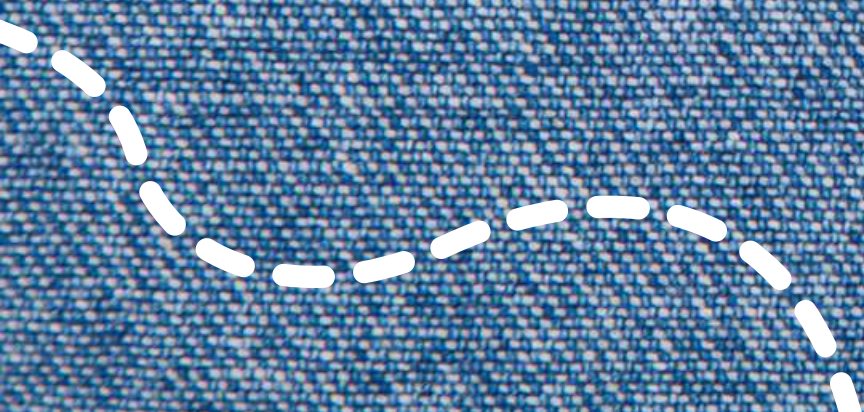
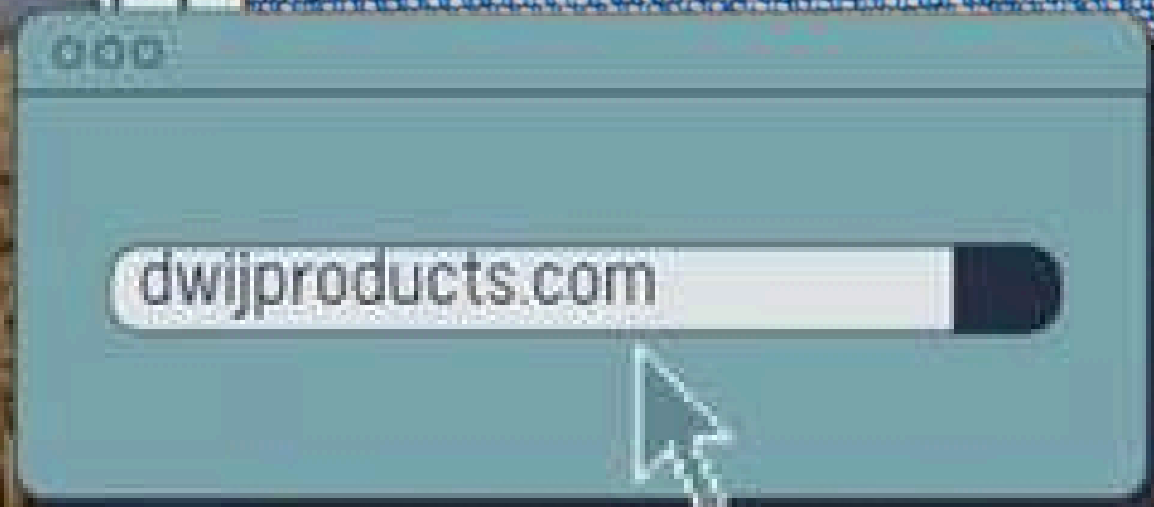


Upcycled Denim Waste (Core Material)



Circular by Design (Design for Disassembly)

USP's



1. Conscious and Responsible:

Guided by environmental awareness, making decisions with intention, responsibility, and respect for the planet.

2. Authentic and Honest:

Embracing real textures, stories, and impact
—no exaggeration, greenwashing, or pretense.



3.Craft-driven & Thoughtful:

Meticulous, detail-oriented, and rooted in artisan skill, creating products that feel personal and meaningful.



4.Innovative yet Grounded:

Exploring new ways to upcycle and design for circularity while staying true to simplicity, utility, and material integrity.

BRAND VOICE

dwij

Confident,
Approachable,
Optimistic.

Clear,
Direct,
Simple.

Tone

Style

Focus

Warm

Reliable,
Trustworthy,
Empowering.


Welcomed,
Comfortable





BRAND POSITIONING STATEMENT





DWIJ is the sustainable denim brand that transforms textile waste into unique, durable, and stylish accessories, offering conscious consumers an easy way to choose the planet without sacrificing fashion.



MARKET RESEARCH



MARKET INSIGHTS

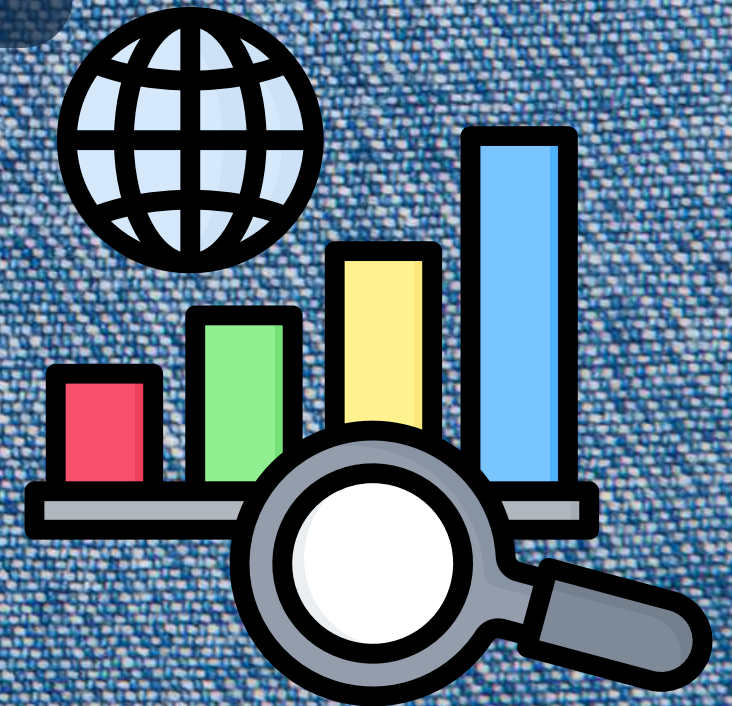
dwij

1. Rising eco-awareness is driving sustainable denim demand, growing the upcycled market from \$491M in 2024 to \$900M by 2032.

2. Globally, 2.16 million tons of denim waste is generated annually, with less than 1% recycled and most landfilled or incinerated.

3. Denim waste transformation into bags and accessories.

4. 10,000+ jeans upcycled.



TARGET AUDIENCE



Brand Focus

Dwij turns discarded denim into sustainable bags, accessories, and home decor, leading India's upcycling movement.

A light blue illustration featuring a five-pointed star at the top, with a line connecting it to three stylized human figures below. The figures are represented by simple circles for heads and trapezoidal shapes for bodies, suggesting a community or group of people.

Core Audience

Environmentally conscious consumers who value slow fashion, durability, and long-lasting products over fast trends.

A light blue illustration of a person icon, consisting of a circle for the head and a trapezoidal shape for the body. The icon is centered behind the text in the 'Core Audience' section.

Eco-aware Individuals

Urban millennials and Gen Z seeking stylish, low-waste alternatives to fast fashion at Rs 200-4,500, valuing aesthetics with environmental responsibility.

Corporate Clients

Businesses like RBI, Marico, and IIM Bombay buying sustainable corporate gifts and merchandise that reflect their social responsibility commitments.

DWIJ PAINPOINT

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Supply Chain Inconsistency

Artisanal Scaling Production

Market Perception & Competition

Imperfection Management

CUSTOMER'S PAINPOINT

Limited Product Variety

Price Sensitivity

Size/Capacity Issues

Durability Concerns

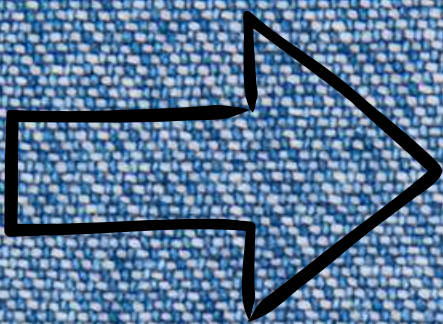
Availability and Delivery

Limited Offline Presence



COMPETITIVE ANALYSIS



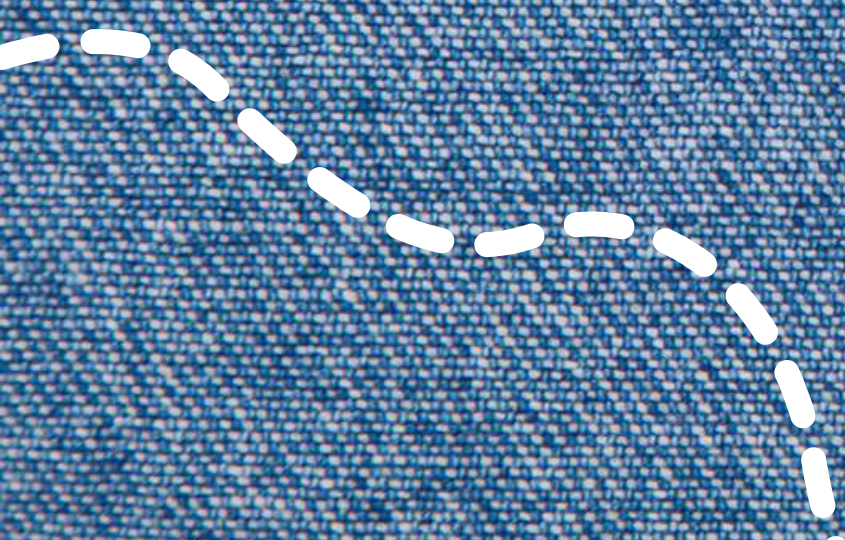
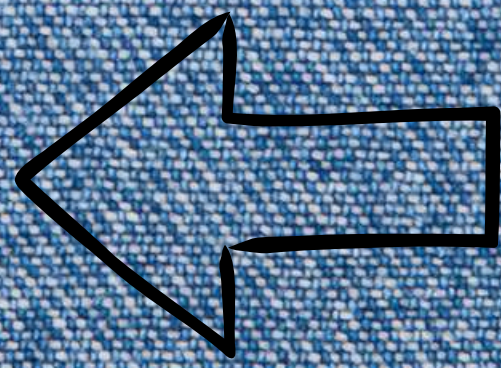


DIRECT
COMPETITOR



dwij

INDIRECT
COMPETITOR





DIRECT COMPETITOR



ReJean blends traditional Indian craftsmanship with modern design. Our handcrafted denim bags celebrate cultural heritage and sustainability. We transform discarded factory denim into unique accessories, reducing waste while honoring tradition. Every piece tells a story of innovation and care for the planet



Positioning

**THEIR CULTURE
ARTISANS**

Brand
Presence

**NICHE FASHION,
LIFESTYLE**

USP

**THEIR FUSION
CRAFT**

Tone of voice

**STORY DRIVEN,
WARM AND ARTISTIC**

Pricing
& Value

**MID PREMIUM
VALUE- UNIQUENESS OF
THE HANDICRAFT**

dwij



INDIRECT COMPETITOR



Malai Eco is a Kochi-based startup creating vegan leather from waste coconut water. Founded by Zuzana Gombosova and Susmith C S, they transform coconut processing waste into "Malai"—a durable, biodegradable material similar to leather. This innovative bio-composite prevents soil harm while producing eco-friendly bags and wallets. Malai Eco combines traditional craftsmanship with modern sustainability, turning agricultural waste into lasting, plastic-free accessories.



Positioning

MATERIAL INNOVATOR

Tone of voice

**SOPHISTICATED ,
SCITITFC AND
MINIMALIST**

USP

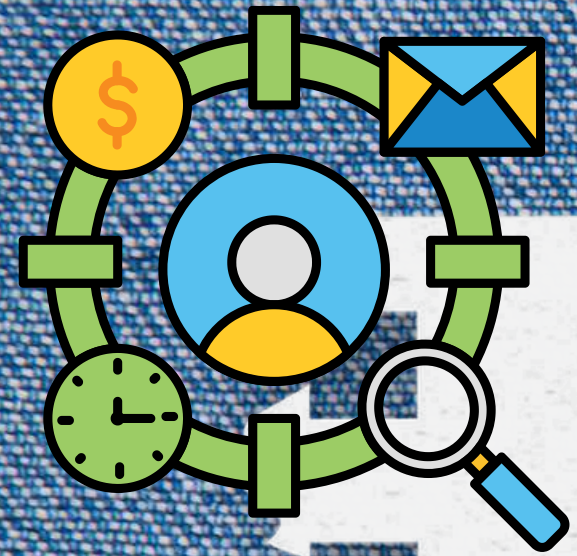
**PROPRIETARY
BIO- COMPOSITE**

Pricing & Value

BRAND
PRESENCE

**GLOBAL DESIGN
STAGE**

**PREMIUM LUXURY
VALUE- INNOVATION AND STATUS OF
WEARING OF NEW MATERIAL**



BUYER PERSONA





THE CONSCIOUS COMMUTER

PRIYA

- **Age:** 31
- **Occupation:** Corporate Professional
- **Location:** Bangalore
- **Education:** Master's in Economics
- **Income:** 16L per annum

“I need a bag that works as hard as I do but treads lightly on the planet. I want my purchase to stand for something durability, ethics, and water conservation.”

TRIGGERS

- **Functional Ethics:** A bag that fits a laptop and lunchbox but refuses to buy leather
- **Measurable Impact:** She is data-driven. She knows the environmental impact of Dwij
- **Investment Mindset:** She believes in "Cost Per Use."

BARRIER

- Finding **professional looking bags** that aren't made of animal leather or virgin plastics.
- **"Greenwashing"** by major brands she wants authentic transparency about the supply chain.

MEDIA CONSUMPTION

- 6:30 AM- 20 minutes of yoga. No media
- 7:30 AM- Packing items for office.
- 8:30 AM- Takes an electric cab. Music while reading to stay updated on the market.
- 9:30 AM- High-Performance Workday
- 1:00 PM- Lunch, LinkedIn and reads about economy trends
- 6:00 PM- A networking event or a casual dinner
- 9:00 PM- Instagram
- 10:30 PM- Schedules for the next morning



Yoga



Newspaper



Facebook



Spotify



Instagram



THE VALUES-DRIVEN PROVIDER

ARJUN

- **Age:**37
- **Occupation:** HR Manager
- **Location:** Andheri, Mumbai
- **Education-** MBA in Human Resources
- **Income-** 25L per annum

"I am building a legacy for my children. Every item in our home, from table runners to office gifts, should support a livelihood and tell a story of resilience."

TRIGGERS

- **Social Impact:** Deeply moved by women's self-help groups and artisans.To support Indian livelihoods.
- **Teaching Moments:** To show the values of imperfection to his children.
- **Corporate Responsibility:** Meaningful alternatives for his company (e.g., Diwali gifts for clients).

BARRIER

- **Difficulty** finding home **décor** that is safe, durable for kids/pets, and sustainable.
- Generic corporate **gifting options** that end up in landfills.

MEDIA CONSUMPTION

- 6:00 AM- Gym session followed by Newspapers
- 8:30 AM- In the cab, listening the Business podcasts
- 10:00 AM- LinkedIn
- 1:00 PM- Lunch, Facebook community - Startup shows
- 6:00 PM- YouTube with kids
- 10:30 PM- Discussion about house purchases



THE 3H's

dwij



HERO



HUB



HYGIENE

dwij

CAMPAIGN STRATEGY

Dwij x Kintsugi

-The Art of Second Life

Purpose

Dwij x Kintsugi celebrates the art of second life—transforming worn denim into beautifully reborn pieces through sustainable upcycling. This Hero campaign inspires consumers to embrace renewal, positioning Dwij as the pioneer of mindful fashion that mends, revives, and redefines denim's legacy for a greener tomorrow.

Objective

transform the broken into the beautiful. Give fashion a second life through the golden art of repair—where sustainability meets soul, and every stitch tells a story of renewal

Insight

Young eco-shoppers hate tossing beloved worn-out jeans—they're packed with memories but feel guilty about the waste. They want a simple ritual to fix and flaunt those flaws as badges of growth and green pride.

HERO+ CAMPAIGN

dwij



SCENE - 1

SCENE - 2



SCENE - 3

SCENE - 4



HERO CAMPAIGN

dwij



SCENE - 5

SCENE - 6



SCENE - 7

SCENE - 8



CAMPAIGN PLATFORMS

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Dwij x Kintsugi

- Main platform for the video.
- Reach wide audience and build awareness.



- Engagement and hype building
- Tap into Gen Z and Millennial audience



- Capture mass visibility in high traffic areas
- Reinforce campaign impact through consistent brand presence off line

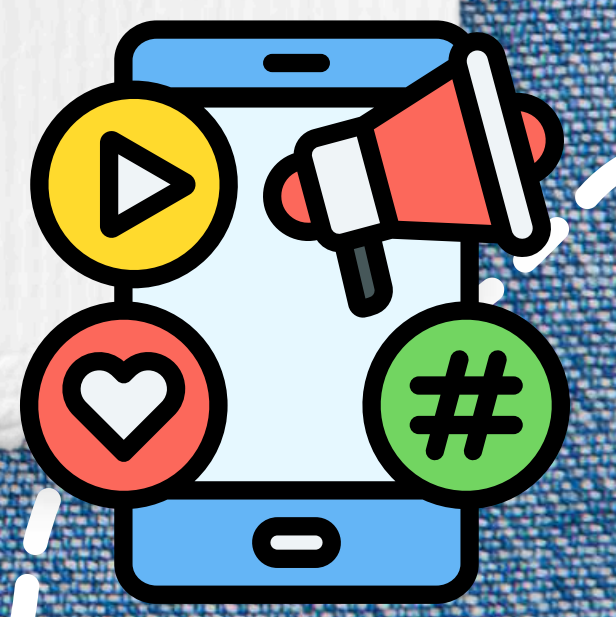
OOH

- High ad recall and impact
- Reach mass audience

TVC



HUB CAMPAIGN



-Let your child explore because scars tell stories

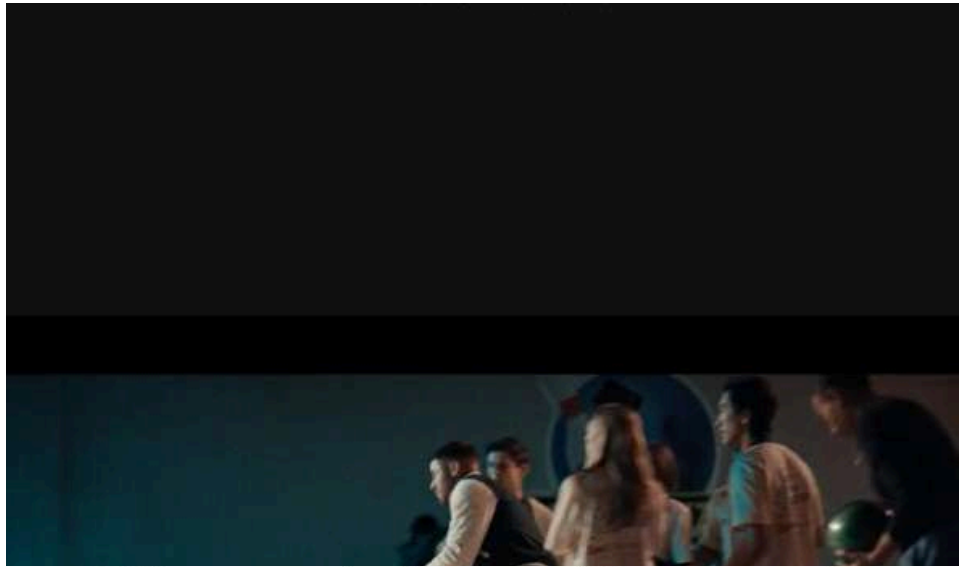


-Did you find any similarities Post(2)

-Creativity doesn't expire, It evolves Post



-The hands that are saving the world Holding



Different styles for your different moods.



dwij Advertisement • 1 of 4

0:15 1m 19s left in the break 0:30

Like, Play/Pause, Next, Comment icons

Top Gifts - Shop The Nick List [Shop now](#)



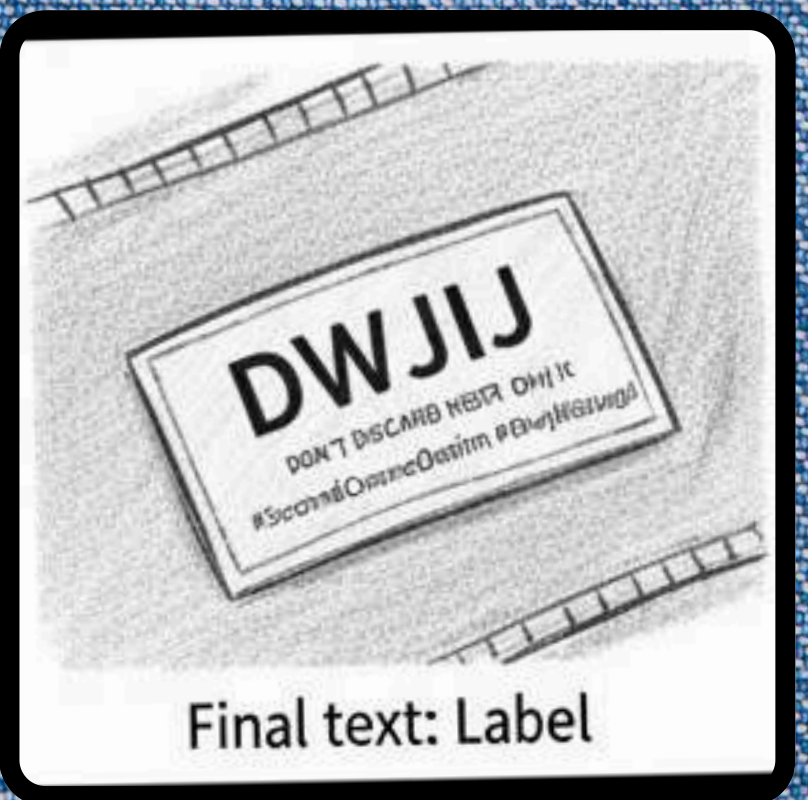
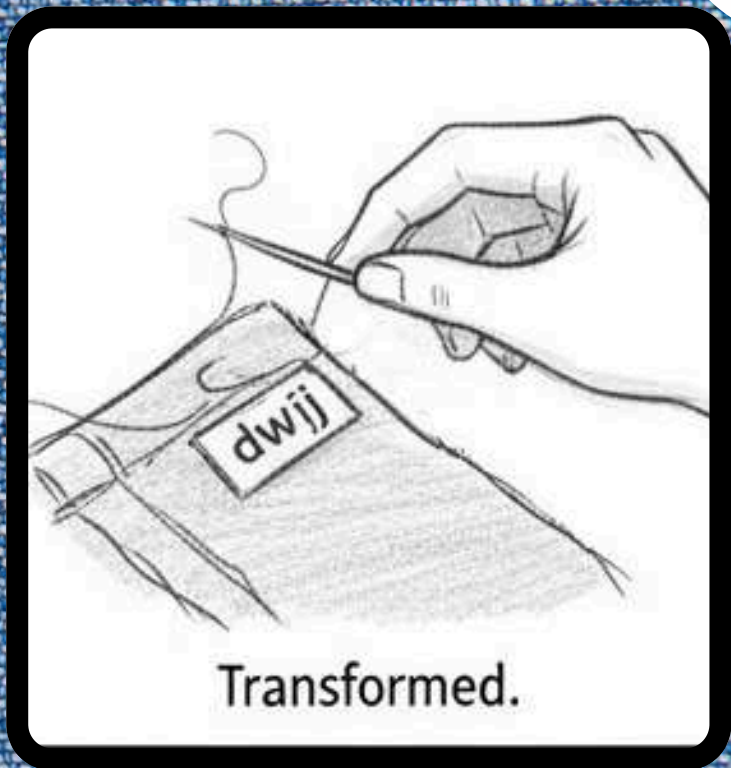
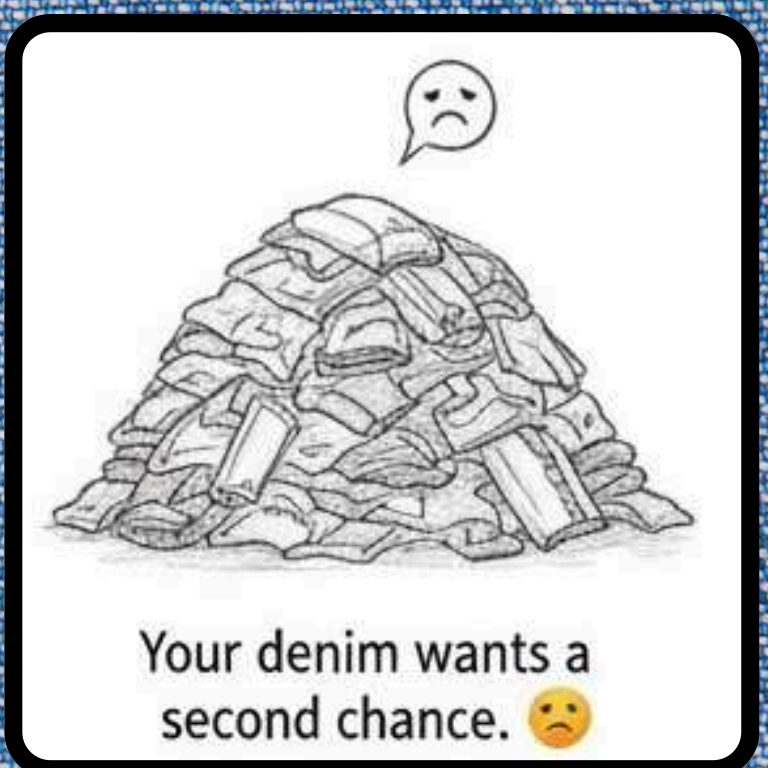
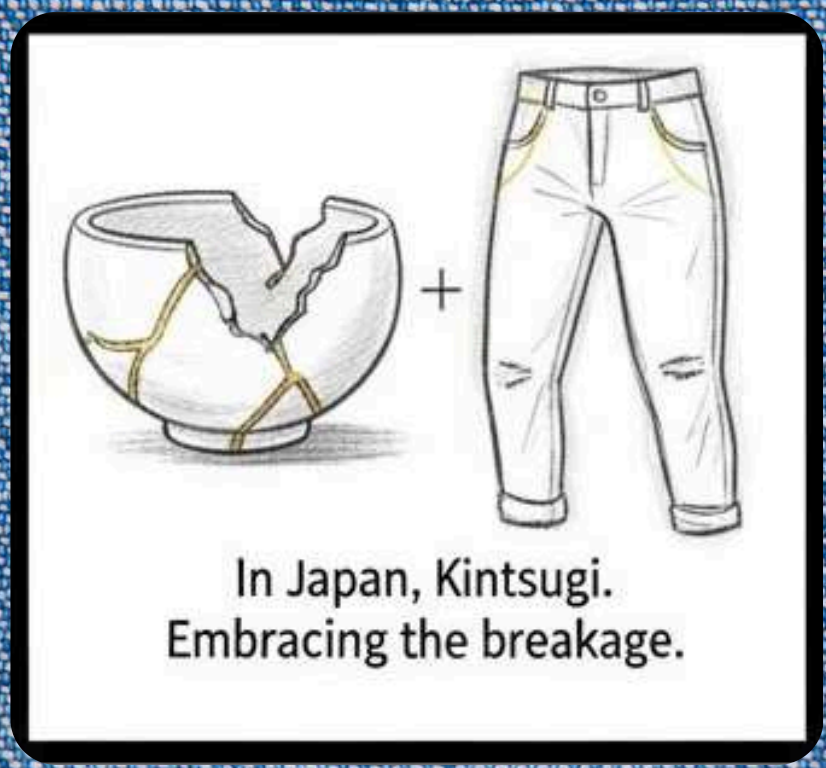
**-Different styles for
your different moods
Ad**

STORYBOARD FOR

Dwij X Kintsugi



dwij



Dwij x Kintsugi.
Imperfectly, beautifully yours.
dwij



STORYBOARD FOR

Environmental Impact for Dwij

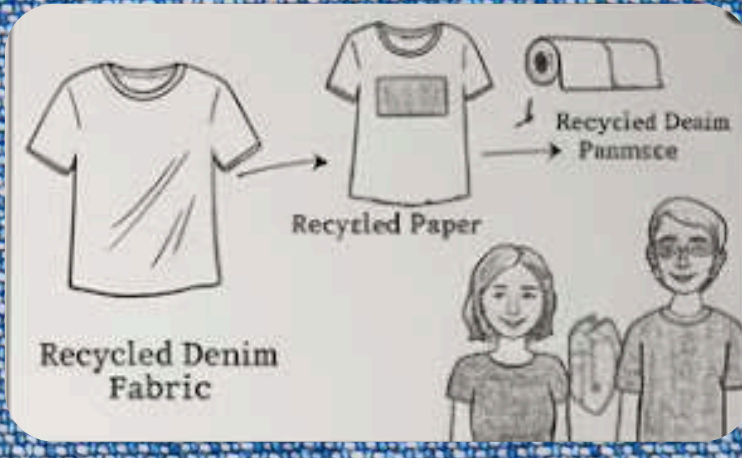




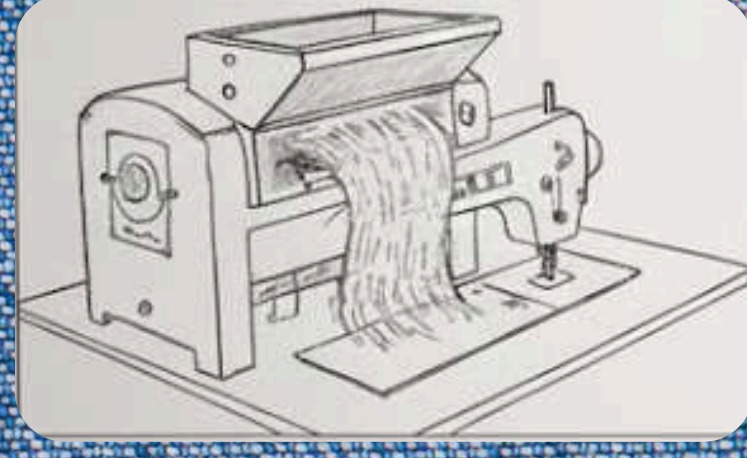
The Problem



Mechanical Recycling



New Pricing



Recycling Process



Upcycled Goods



New Upcycled Goods



Upcycling

Social Impact



Join the Movement.

<https://www.denimreborn.com>

Call to Action

CAMPAIGN PLATFORMS



"Dwij x Kintsugi"

- Perfect for communicating repair, resilience and purpose while users are deeply engaged
- Brand recall, good for connection



- Engagement and hype building
- Tap into Gen Z and Millennial audience



- Capture mass visibility in high traffic areas
- Reinforce campaign impact through consistent brand presence off line

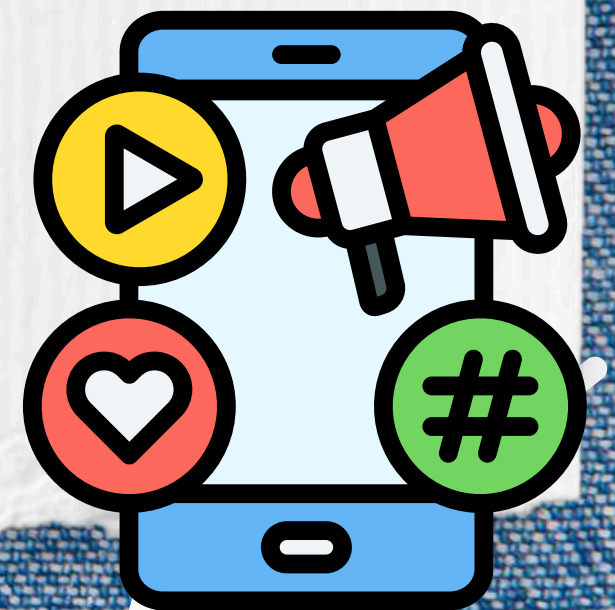


- Helps reach a wider and diverse audience with shares, saves and conversations around sustainability
- Engagement through community interaction







HYGIENE CAMPAIGN



Carousel Post Idea



THE ART OF SECOND LIFE



CARBON FOOTPRINT REDUCTION

- By reusing existing denim instead of producing new fabric, **each bag can avoid several kilograms of CO₂ equivalent emissions**



THE ART OF SECOND LIFE



WATERSAVED

- Up to **10,000 L** of water saved
- To produce one new pair of conventional denim jeans, it takes 7,000–10,000 litres of water



THE ART OF SECOND LIFE



WASTE DIVERTED FROM LANDFILL

- Dwij is operating with a near **zero waste** cutting philosophy.
- Upcycling over **ten thousand pairs of jeans** and a large volume of pre-consumer textile waste



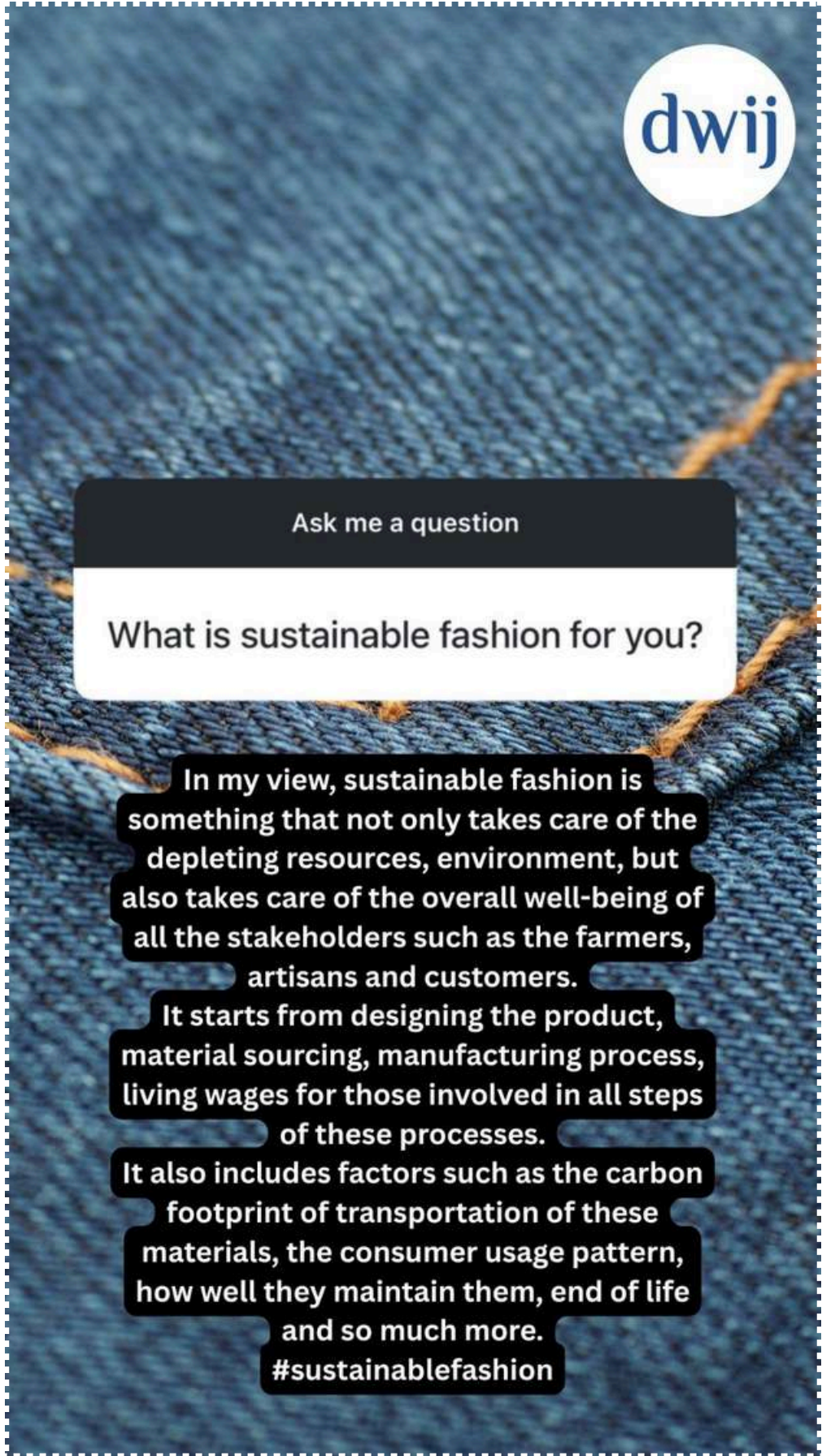
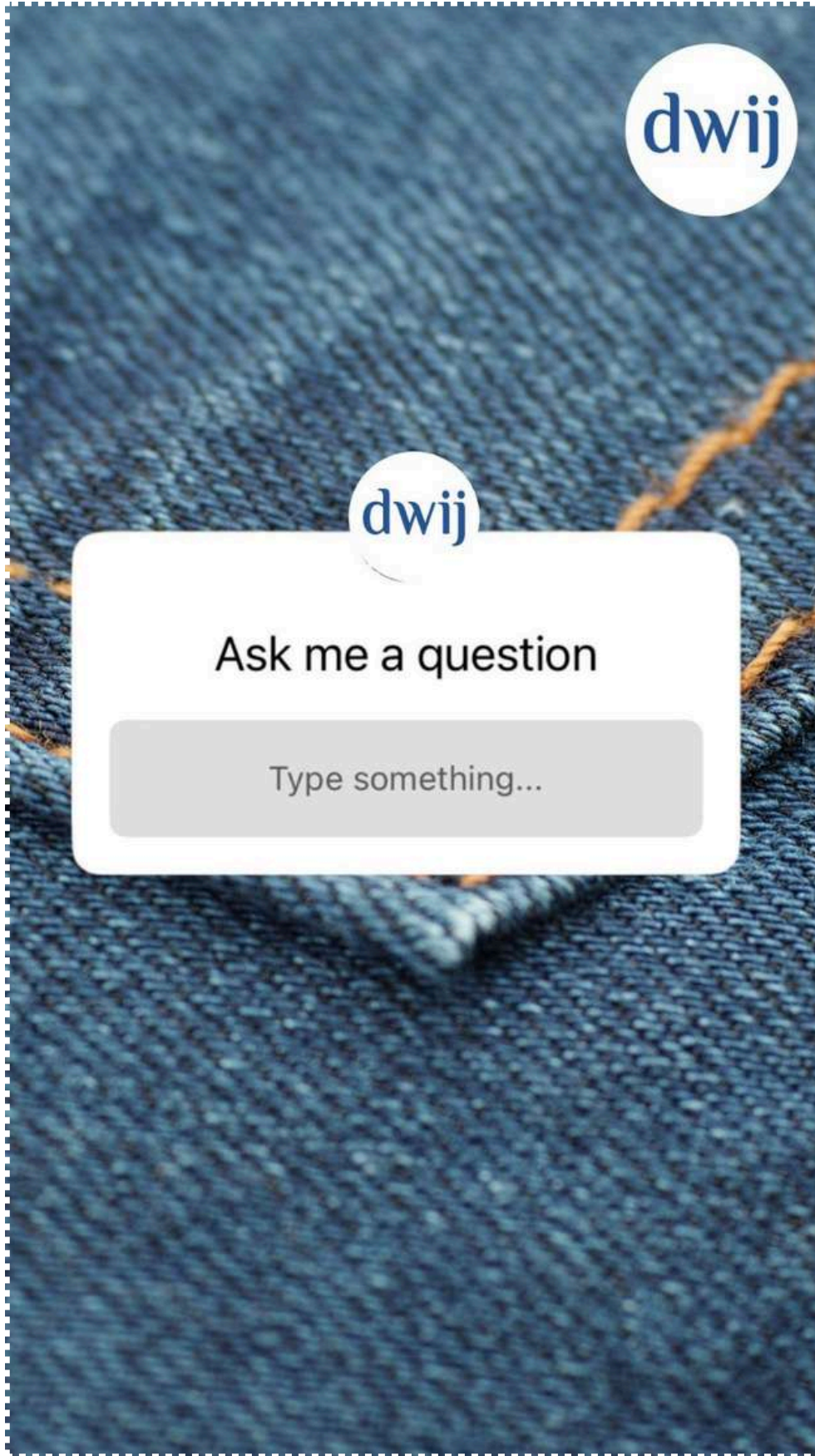
THE ART OF SECOND LIFE



SOCIAL IMPACT

- Each bag contributes to dignified work for **local artisans** and **women's self-help groups** in Mumbai, India.

Environmental Impact of Dwij Products




**Weekly Ask Me
Anything
(Instagram Story)**

dwij

Your music will continue after the break

Don't skip your jeans,
remix them with Dwij

Dwij's Upcycled
Denim Collection



Advertisement • 1 of 4

0:15 1m 19s left in the break 0:30

Top Gifts - Shop The Nick List [Shop now](#)

Don't skip your jeans,
remix them with Dwij
Ad!

dwij




dwij

Give your old denim a new life.
Recreate it and win exciting prizes.

#BestDenimChallenge




#BestDenimChallenge



dwij

NO SCARS ARE ALIKE. SCAN
THE ONE THAT MATCHES YOU.

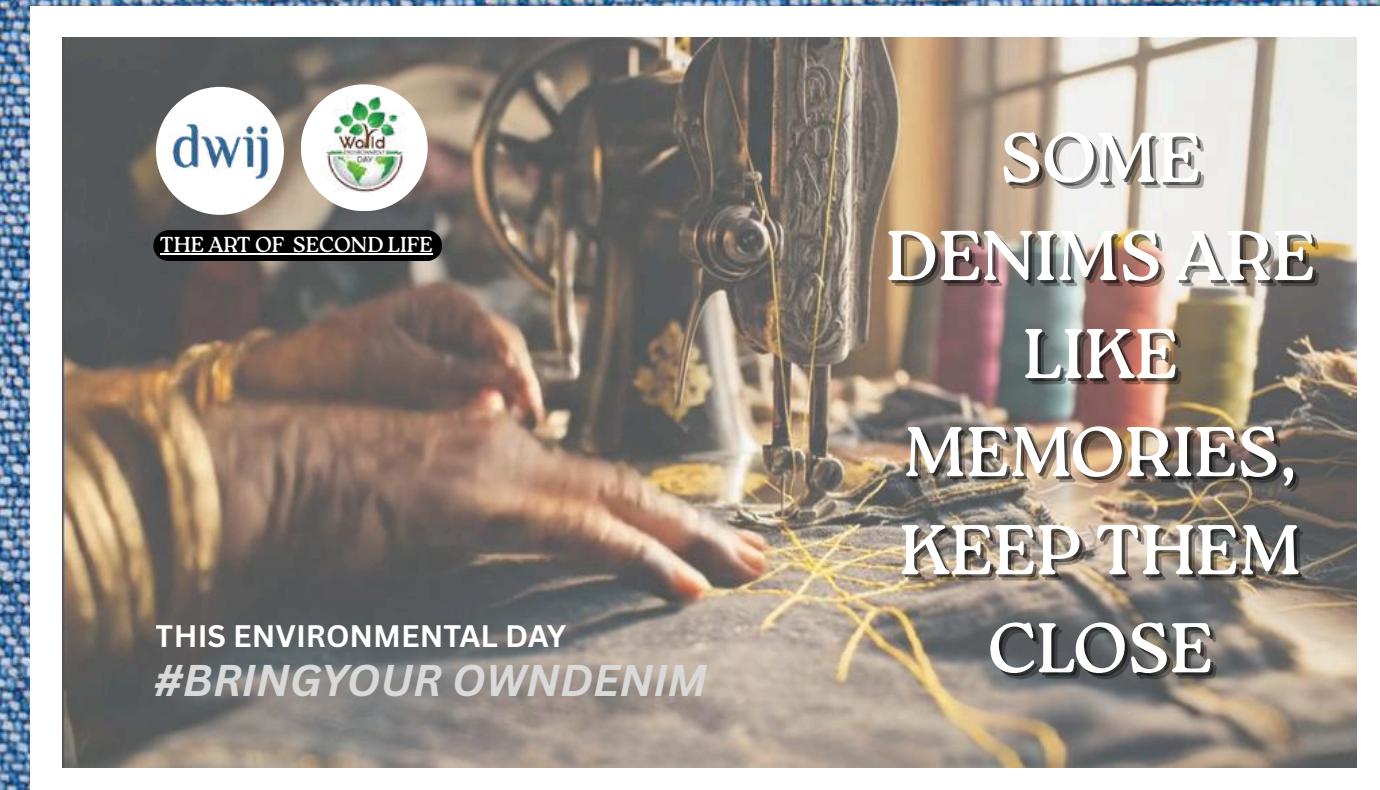


-CTA Post

dwij



Witness the rebirth of denim
Post



#BringYourOwnDenim
Post



Dwij blogs



Broken, Mended, Beautiful: Why We Need a Kintsugi Mindset

DECEMBER 15, 2025

In 15th-century Japan, craftspeople mended broken Kintsugi (金繕い) by repairing a Shogun's shattered lacquer with tea bowls with highlights and a chapter: being a chapter, no, not end. At Dwij (Twice-Born) lives this denim— not heavy— not durable— sustainable upcycled pieces that fill old bugs, in that old style stow is but with the best, in a perfect form: we mend, but it's not, longer better. Choose to recycle cover the original resilient and repaired. Fill repaired. Fill those cracks with gold.

<https://dwijproducts.com/blogs/dwiblogs/what-is-upcycling-clothes-how-dwij-turns-old-jeans-into-stylish-products>



Top 5 Upcycled Denim Products by Dwij That Give...

SEPTEMBER 19, 2025

Our planet craves thoughtful change, and fashion can be part of the solution. Brands like Dwij are redefining sustainable style by turning discarded denim into beautiful, practical treasures. Here we...



Step-by-Step Guide: How to Upcycle a Pair of Je...

JULY 11, 2025

Upcycling has become a popular trend in a world that is increasingly concerned with sustainability. Why not breathe new life into old clothing instead of throwing it away? It is...



BLOG

Broken+, Mended, Beautiful

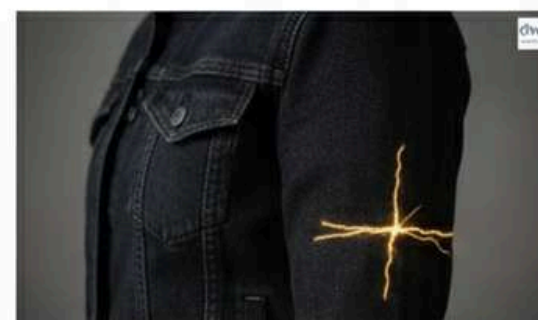


BLOG

Kintsugi's Quiet Magic



Dwij blogs



Kintsugi's Quiet Magic

DECEMBER 14, 2025

Inspired ancient Japanese art, we mend breaks with 24k gold veins. Faded becomes fierce. One recycle divvewaste, slashes by 80%, revives rivers. No new buys— your threads transform into heirlooms that flex sustainably.

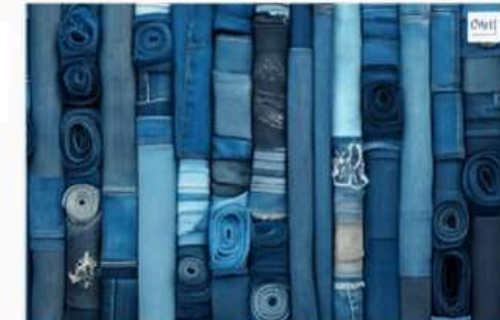
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CAMPAIGN PLATFORMS

"Dwij x Kintsugi"

- Perfect for communicating repair, resilience and purpose while users are deeply engaged
- Brand recall, good for connection



- Engagement and hype building
- Tap into Gen Z and Millennial audience



- Blogs act as the campaign's depth layer—explaining the full story of Dwij x Kintsugi
- It builds trust and serves as a long term content asset

Website

- Carousel post help break down the concept of sustainability, craftsmanship and impact in a professional and credible format
- Thought leadership, brand credible format





CONTENT CALENDER





Column 8	Tr DAYS	PILLAR	AIDA STAGE	PLATFORM	VISUAL TYPE	TOPIC/HOOK
	Monday	HERO	Awareness	YouTube	Cinematic Video (Long form)	The Art Of Second Life
	Tuesday	HUB	Awareness	Instagram	Post	Did you find any similarities?
	Wednesday	HUB	Awareness	Spotify Ad	Ad/ Audio	Different styles for your different moods
WEEK 1	Thursday	HUB	Awareness	LinkedIn	Post	Did you find any similarities?
	Friday	HYGIENE	Awareness	Instagram	Reel	Educate your future today
	Saturday	HUB	Awareness	Billboard	Holding	The hands that are saving the world
	Sunday	HYGIENE	Awareness	Website	Blog	Broken, Mended, Beautiful
	Monday	HUB	Interest/Desire	Instagram	Post	Creativity dosen't expire, It evolves
	Tuesday	HUB	Interest/Desire	LinkedIn	Carrousal Post	Environmental impacts of Dwij
	Wednesday	HYGIENE	Interest/Desire	Spotify	Ad/Audio	Don't skip your jeans, Remix with Dwij
WEEK 2	Thursday	HYGIENE	Interest/Desire	Instagram	Story Stories	Weekly ask me anything
	Friday	HUB	Interest/Desire	Facebook	Post	Let your child explore because scars tell stories.
	Saturday	HUB	Interest/Desire	Instagram	Reel	Storyboard-Dwij x Kintsugi
	Sunday	HYGIENE	Interest/Desire	Instagram	Post	#BringYourOwnDenim (Environmental day)
	Monday	HYGIENE	Action	Instagram	Reel	Storyboard- Environmental imapct of Dwij
	Tuesday	HUB	Action	Spotify	Ad Audio	When the song ends, replay it. When the denim fades Dwij it
	Wednesday	HYGIENE	Action	Instagram	Post	#BestDenimChallenge
WEEK 3	Thursday	HUB	Action	Instagram	Post	CTA- Teach your Child to take the right decisions.
	Friday	HYGIENE	Action	Instagram	Post	CTA-Witness the rebirth of denim, Explore Dwij
	Saturday	HYGIENE	Action	Instagram	Post	No two scars are alike. Scan the One That Matches You.
	Sunday	HYGIENE	Action	Website	Blog	Kintsugi's Quiet Mgiic



THANKYOU!