

Advance Apparels Announces Launch of ANANTA Line of Sustainable Dresses

New Line of Dresses and Blouses Perfectly Balances Style and Sustainability



ADVANCE APPARELS
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New Jersey, South Brunswick, May 4, 2021 ([IssueWire.com](https://www.issuewire.com)) - Advance Apparels, which made a name for itself since 2001 as a producer and provider of high-quality clothing, has recently announced the launch of a new line of women's clothing, ANANTA. The ANANTA line of ladies' dresses and blouses effortlessly pairs up elegant styling with sustainability in a wide range of designs that are sure to appeal to any conscientious consumer's tastes.

The launch of this line represents a huge step in the right direction for sustainable fashion. Fast fashion, the term that has come to be applied to the process of creating affordable, appealing garments that are made using low-quality materials and unsustainable, even harmful processes, has a net negative impact on the environment. Though it meets some consumers' short-term needs, fast fashion has increasingly flooded the market with garments that will last only a short while and then will be thrown away, where their synthetic fibers will remain in the environment long after the wearer has ceased to find a use for them.

By contrast, lines of [sustainable dresses](#) like ANANTA are made following sustainable processes and with revolutionary materials like TENCEL™ which are not only sustainable but which are as friendly to the environment as they are to the wearer.

TENCEL™ fibers, which are made from wood and other plant fibers, are strong, yet comfortable and gentle on the skin. Like cotton, TENCEL™ fibers can also help with moisture absorption to keep your skin feeling comfortable and dry. These fibers are breathable, highly comfortable, and long-lasting with proper care. Additionally, TENCEL™ fibers are biodegradable, even compostable, so if they make their way back to the Earth, they can be fully recycled back into the environment, and since they're made from plant materials, new fibers can be produced.

The ANANTA line, and many of the other products available at Advance Apparels, are made using vegetable dyes and are made without the use of harsh or harmful chemicals. They are models for their adherence to an environmentally-friendly system of production, and their products are better for the

Earth as well as for consumers.

The new ANANTA line is composed of novel designs in dresses and blouses with designs that will appeal to every taste; this line compliments the rest of the catalog at Advance Apparels, which has been defined by quality, durability, and sustainability for the past 20 years. They have been an icon of sustainability in the fashion industry since their beginnings, and have continuously redefined what it means to produce affordable, sustainable, eco-friendly, and most importantly, durable fashionwear.

The timely and efficient launch of this line would not have been possible without the assistance and dedication of Advance Apparels' overseas designers. Their associates and designers worked tirelessly to ready these new products to market. Advance Apparels would like to take this opportunity to express their gratitude and appreciation for Rajesh Arora, Amit Jain, and Santosh Kumar, whose selfless efforts have made this on-schedule release possible.

Interested customers or those who wish to learn more about Advance Apparels' lines of **sustainable dresses** and other clothing, including ANANTA, are asked to reach out to the company directly with questions or comments. Customers can either visit AAShopUSA.com for more information or reach out to the organization by phone at 212-481-7246 or by email at sales@advanceapparels.com.

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