

KRI 80 WITTY First Major Fashion Retailer To Bring Product Transparency In Kolkata

KRI80WITTY launches transparency layer for all our garments on kri80witty.com starting April 7, sharing details enabling fashion lovers to make more informed choices. Let's team up for a sustainable fashion future!



kolkata, West bengal Apr 7, 2022 (Issuewire.com) - Kri80witty is a western wear store located in the Metro Shopping centre of Kolkata. It was established in the year 2018, and now it has become a household name for all Kolkata women. It has become a renowned name in the fashion industry. The clients of the brand are famous celebrities, models and influencers of all age groups. It has also become very popular among the students of leading schools and colleges in Kolkata. Their USP is their unique collection and unique designs. They generated popularity because of their unique name(Kri80witty) and great customer service. Kri80witty has a price range for all types of customers.

At Kri80witty we are dedicated to transforming the fashion industry and making it more sustainable – and more transparent. In 2018 we were the first fashion retailer to publish our supplier list online and starting in 2021 we tried out the transparency layer at a smaller scale on our Conscious Exclusive collections. We are now taking this work one – big! – leap further by launching product transparency for all garments on kri80witty.com. In addition, we are also planning to launch women's accessories on the same platform and on our website as well.

For each of our garments, we now share details such as production country, supplier names, factory names and addresses as well as the number of workers in the factories. In addition, customers can find out more about the materials used to make a specific garment. By sharing extended details on where our garments are made we make it easier for customers to make more informed choices when shopping.

“We are so proud to be the first fashion retailer of our size and scale to launch this level of product transparency. We want to show the world that this is possible. By being open and transparent about where our products are made we hope to set the bar for our industry and encourage customers to make more sustainable choices. With transparency comes responsibility, making transparency such an important factor to help create a more sustainable fashion industry”, says Abhishek Agarwal, Owner and Founder of KRI80WITTY.

The transparency layer will be available in Kri80witty offline and online markets starting April 7. Customers can also access this information when shopping in our physical stores by using the QR scan app to scan the price tag on a product to see its details. We hope our fans will like this new feature and we will continue looking into how we can continue to bring relevant information to our customers.





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