PRESS / NEWS — DHANATRIBE

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Dhana Inc. Honored as Boldest Social Impact Company

Dhana Inc., a fashion technology company, received the Boldest Social Impact Company award at the BOLD IV Awards in Venice, Italy. Founder and CEO Shamini Dhana accepted the honor with the message: "Collectively We Will Democratize Fashion."

The company transforms global textile waste into value through its D/Sphere platform, enabling fashion brands to empower users in accelerating upcycling via digital tools for mass customization while driving environmental and social impact.

> *"What was once thought of as upcycled fashion and performed by cultures all over the world is now considered circular fashion and more importantly with digital tools ordinary people can be part of the climate solution by taking action to consciously co-create with fashion brands – thereby democratizing fashion."*
> *— Shamini Dhana*

The company believes value exists when garments are designed from waste and pollution by extending used clothing life through upcycling, reusing meaningful materials, repurposing deadstock, and recreating unique customized pieces.

The international BOLD Awards recognizes breakthrough companies and individuals in crowdsourcing, open innovation, and technology. Over 800 submissions were reduced to 120 nominees through public voting, with judges selecting 2023 winners across 30 categories.

> *"What we saw in Dhana Inc. was a commitment to new fashion using existing, finished materials and clothing by implementing a zero-waste circular economy approach combined with a creative and conscious fashion mindset."*
> *— Epi Ludvik, CEO, BOLD Awards*

The fashion industry is shifting toward innovation, circularity, sustainability, slow fashion, personalization, creativity, and zero-waste practices. The D/Sphere technology platform accelerates upcycling through digital tools, employing what Dhana calls "Reuse, Repurpose to ReCreate Fashion." The platform is now available online, with Dhana Inc. building a consortium of fashion brand pioneers for a two-year pilot project through an open invitation to progressive fashion brands.

THE D/SPHERE B2B2C STRATEGY PROVIDES FIVE KEY SOLUTIONS:

1. Recreate new fashion using existing materials without chemicals or water consumption
2. Enable creative expression through fashion as a medium for everyday customers
3. Address pre- and post-consumer fashion and textile waste
4. Include all stakeholders in reducing carbon emissions, water, and energy consumption
5. Create zero-waste designs offering new revenue streams for manufacturers, brands, and retailers

Additional benefits include trend prediction methods, sustainability elements, disassembly and refurbishment facilitation, and deep learning for accuracy. This zero-waste design tool for mass customization using second-life materials will reduce environmental costs, increase revenues through upcycled fashion, minimize textile waste in production, and enable end-customer participation in circular fashion.

The innovation addresses a critical issue: 70% of global textile waste from the $3 trillion Fashion & Apparel industry ends up in landfills or incinerators. By reducing waste in the design process itself—a circularity principle from the Ellen MacArthur Foundation—fashion can be produced more sustainably. This systems-thinking approach, explored globally by governments and industries, could revolutionize fashion design and positively impact climate change efforts.