Abstract

Ethical textiles are a novel concept in the Pakistani textile market and have yet to make their mark in our national industry. Pakistan is a country where the textile sector plays an important role in the nation’s economy and where textile industries have an enormous impact on the environment, the dissertation aims to address how eco-friendly textiles can be made a part of a green future. However, it has proven to be a successful business model for Shubinak in Lahore, Pakistan and has led to a sustainable business model for the organisation. I have taken Shubinak as my case study and have shed light on their practices to have a better understanding of the ethical textile market. There is primary research including a plant tour and operational site visit for shubinak, along with interviews with the company in understanding their motivation and success in their chosen niche and whether they find Ethical textiles to be a worthwhile direction for Pakistani manufacturers and whether there is room for entry and growth within this segment and its growth possibilities.