



Dev Ethical Sustainable Crafts & Textiles

Incubated by IIT Mandi Catalyst Innovator at Fashion For Good

Press Release

FOR IMMEDIATE RELEASE

12-2-25

HimGra to Showcase Breakthrough Sustainable Innovations at Bharat Tex 2025 Award Ceremony on February 15 at 5:30 PM | Innovation Display, Ministry of Textiles, Sustainability Pavilion, Hall No. 3, Bharat Mandapam

New Delhi, India – **HimGra**, a pioneering innovation in sustainable textiles, is set to make a major impact at **Bharat Tex 2025**, India's premier textile event, held at **Bharat Mandapam, New Delhi, from February 14-17, 2025**. Recognized by the **Ministry of Textiles**, HimGra's presence at the **Innovation Booth in the Sustainability Pavilion (Hall No. 3)** will feature groundbreaking advancements in luxury sustainable fashion.

Key Highlights at the HimGra Innovation Booth:

- ◆ Exclusive Preview of the Italtex SRL HimGra Women's Wear Trend Book (AW 26/27)
- ◆ Launch of Jindal HimGra Denim, HimGra Linen, HimGra Merino, and HimGra Tussar Silk
- ◆ Meet Industry Leaders:
 - Ms. Cinzia Chiarioni, CEO, Italtex SRL
 - Ms. Nishi Arora, Founder, Nivoraa
 - Ms. Rachna Saurup, Founder, B77 Tech
- ◆ HimGra's Recognition by the Ministry of Textiles – Award Ceremony on **Feb 15, 5:30 PM**

HimGra's innovation, derived from **wild perennial Himalayan grass**, represents a **zero-water, chemical-free, and low-carbon alternative** to traditional fibers, gaining validation from **IIT Mandi Catalyst, Fashion for Good, IRMA-Iseed, and leading global brands**.

Award Ceremony & Industry Networking

The **Ministry of Textiles** will present the **Textile Innovation Award on February 15 at 5:30 PM**, recognizing HimGra's contribution to sustainability in fashion. This will be followed by a networking session with leading designers, buyers, and sustainability advocates.

Meet & Collaborate with HimGra

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Industry professionals, buyers, and sustainability enthusiasts are invited to schedule a meeting with HimGra's leadership team at the **Innovation Booth, Hall No. 3**. Additionally, the **HimGra ItalTex Trend Book & Swatch Book** will be available for purchase.

For media inquiries, interviews, or meeting requests, please contact:

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**Innovation
Display
Sustainability
Pavilion
Bharat Tex**

**February
14-15-16-17,
2025**

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naturally melange

W5032 - 12% HimGra 87% cotton



W5034 - 30% HimGra 37% recycled viscose 13% cotton



Orientation



CARING FOR EARTH & PEOPLE

italtex

Technical Description of HimGra

HimGra (Himalayan Grass):
HimGra is an innovative natural fibre derived from wild-perennial grasses predominantly in the Himalayan region. It is an eco-friendly and sustainable material with properties that make it suitable for various applications, including textiles and crafts. HimGra aligns with global sustainability goals, offering an alternative to conventional natural fibres like Linen, hemp, bamboo and cotton.

Composition: HimGra fibres are primarily cellulose-based with a lignin content that contributes to their durability. The fibre's natural composition makes it biodegradable and non-toxic.

Physical Characteristics:
Fiber Length: Long enough to cut for long-staple spinning and short staple spinning system for spinning into fine and coarse yarns.
Strength: Higher tensile strength than flax, making it robust and ideal for durable fabric production.
Elasticity: Elasticity better than flax that provides flexibility without compromising strength.
Moisture Absorption: Naturally hygroscopic, offering excellent moisture management due to hollow fiber structure.
Environmental Characteristics: Grows on rain fed without fertilizers pesticides, reducing water and chemical dependency. Resilient to pests and diseases, minimizing the need for chemical treatments. Grows abundantly in the Himalayan ecosystem, on barren land helping to prevent soil erosion.

Processing Methods:
Extraction: The fibres-HimGra are extracted through water less patented technology to separate them from the grassy stalks. Natural retting techniques are often employed to soften the fibres and enhance their spinnability.
Spinning and weaving: HimGra fibers can be spun into yarn using conventional or hand-operated spinning systems. Compatible with both handloom and industrial textile production methods. HimGra yarn is versatile, allowing for weaving, knitting, or blending with other fibers like organic cotton, silk, or wool.

HimGra represents a breakthrough in sustainable fibres, offering an environmentally and socially responsible alternative to traditional textile materials. By integrating innovation with traditional practices, it has the potential to transform the textile industry while supporting Himalayan ecosystems and communities.





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