



Nirbhay Rana is an Associate Professor and Programme Coordinator for Fashion Design at IILM University, Gurugram. With over 17 years of experience in academia and industry, he is widely recognized for his work on sustainable fashion, circular economy, ethical AI in marketing, and craft-centered design thinking.

A Fellow of the Royal Society of Arts, London (FRSA), Mr. Rana bridges scholarship, pedagogy, and practice, advancing the discourse on sustainability-driven fashion innovation in India and beyond.

He has authored three books and contributed twelve Scopus-indexed chapters to international volumes. His recent title, *Threaded Harmony: A Sustainable Approach to Fashion* (Emerald Publishing, 2024), has been released in six countries and is now part of the library collection at Iowa State University (ISU), a globally renowned public research university in the United States, holding the prestigious R1 designation (Doctoral Universities – Very High Research Activity).

As a curriculum developer and design education strategist, he has designed the Bachelor of Fashion and Apparel Design syllabus for Kurukshetra University and serves on the Examination Panel of Gurugram University, contributing to academic quality assurance and the advancement of fashion pedagogy across institutions.

As Regional Editor – Asia for Bloomsbury Fashion Business Cases, Mr. Rana mentors case authors in developing practice-driven narratives that foreground sustainable and ethical business models in the Asian context. He actively serves as a reviewer for prestigious international journals, including the *Journal of Business Ethics* (Springer, FT50), *Sustainable Futures* (Elsevier), *Journal of Sustainable Marketing* (Luminous Insights, Scopus), and the *International Journal of Sustainable Development Research*.

His scholarly interests extend across green marketing, ESG frameworks in fashion, indigenous knowledge systems, and design education under NEP 2020. His teaching and research are grounded in human-centered innovation, emphasizing India's craft heritage and contemporary ethical challenges in design.

Education

Ph.D. (ongoing) – Management (Sustainability and Consumer Behaviour)

MBA – Fashion Marketing and Management.

PG Diploma Fashion, NIFT New Delhi

B.Tech – Computer Science, Kurukshetra University

He has also completed several international certifications in sustainable fashion and luxury management, including:

- Sustainable Fashion, Copenhagen Business School
- Management of Fashion and Luxury Companies, Bocconi University
- Fashion Styling, The Business of Fashion Education

Areas of Interest

- Sustainable Fashion and Circular Economy
- ESG and Green Marketing Practices
- Indigenous Knowledge Systems and Craft-Based Design Economies
- Ethical AI and Digital Transformation in Fashion
- Sustainable Luxury and Consumer Behaviour
- Fashion Forecasting, Styling, and Brand Strategy

Professional Association and Memberships

- Fellow, Royal Society of Arts (FRSA), London
- Life Member, United People Global (UPG), Geneva
- Member, Union of Concerned Researchers in Fashion (UCRF)
- Member, Examination Panel, Gurugram University
- Curriculum Advisor, Bachelor of Fashion and Apparel Design Programme, Kurukshetra University.

Editorial Positions and Reviews

- Regional Editor Asia, Bloomsbury Fashion Business Cases, Bloomsbury Publishing (February 2025 – February 2028)
- Member, Editorial Review Board, Journal of Sustainable Marketing (June 2025 –

Present)

- Reviewer, International Journal of Sustainable Development Research (September 2024 – September 2027)
- Reviewer, Sustainable Futures, Elsevier
- Reviewer, Journal of Sustainable Marketing, Luminous Insights (Scopus)
- Reviewer, Journal of Business Ethics, Springer (FT50)
- Reviewer, Journal of Comprehensive Business Administration Research, Bon View Publishing
- Reviewer, Springer Nature (February 2025 – Present)

Keynote Speaker and Invited Panelist

- Keynote Speaker, World Fashion Summit, Toronto, Canada - June 6–7, 2025
Delivered a keynote titled “Threaded Harmony: Weaving Sustainability into the Future of Fashion.”
- Keynote Speaker, 3rd Global Conference on Environmental Education and Lifelong Learning (EELL 2025), Vaughan, Ontario, Canada - October 16–17, 2025
Delivered a keynote titled “Threaded Harmony: Weaving Prosperity & Heritage through What We Wear.”
- Invited Panelist, Special Session: Editors and Mentors Panel, Case Writing Competition and Conference (ICRC-CWCC 2025), organized by AIMA–India Case Research Centre (ICRC) - May 29–31, 2025
- Invited Panelist, Conference on Sustainability in Textiles, Indian Institute of Technology (IIT) Delhi - December 14, 2024

Research Work

Papers Published

1. Fashion Diplomacy: The Role of Fashion in Cultural Exchange. International Journal for Innovative Research in Multidisciplinary Field, UGC CARE (ISSN: 2455-0620), January 2024.

2. AI-Powered Virtual Fashion Influencers: Legal and Ethical Implications in the Era of Digital Marketing. ICREP Journal of Interdisciplinary Studies, Cochin University of Science and Technology (ISSN: 2583-8237), June 2024.
3. Digital Preservation of Traditional Crafts. International Journal of Research Culture Society, UGC CARE (ISSN: 2456-6683), January 2024.
4. Synesthesia in Fashion: Exploring the Convergence of Visual Art and Sensory Perception in Clothing Design. Kala Sarovar, UGC CARE Group-I Journal (ISSN: 0975-4520), September 2023.
5. Corporate Governance Challenges in Family-Owned Luxury Businesses. Añtha, IIM Calcutta, Volume 11, Issue 2, September 2023.
6. The Power of Costume: Defining Character and Identity in Theatrical Performance. ShodhKosh, UGC CARE Journal, Vol. 5 No. 2, July 2024.
7. Addressing Overconsumption: The Impact of Dress Codes in Educational Institutions. The Review of Contemporary Scientific and Academic Studies (RCSAS, ISSN: 2583-1380), Volume 4, Issue 7, July 2024.
8. Queer Couture and Legal Equanimity: Investigating the Nexus of LGBTQ+ Rights, Fashion, and Equality. HPNLU Journal of Socio-Legal Studies, Vol. I, December 2024.
9. The Financial Future of Sustainable Fashion: Unlocking India's Potential for ESG Investment. Añtha, IIM Calcutta, Volume 13, Issue 1, June 2025.

Papers Presented

1. Fast Fashion and Sustainability. UGC-Sponsored International Conference "Mode Ethique," PG Department of Fashion Designing, S.D. College for Women, Jalandhar, February 2019.
2. Agility and Responsiveness: Managing Fashion Supply. 12th National Conference on Business and Management, Guru Jambheshwar University, Hisar, February 6–7, 2020.
3. Empowering Artisan Communities Through Ethical Fashion. International G20 Conference on Resilient Approaches for a New World Order and Viksit Bharat, Dr. Ambedkar International Centre, New Delhi, September 25, 2023.

4. Fashion Alchemy: Forging Inclusive Societal Transformation. International Conference “Fashion as a Tool for Social Change,” Woxsen University, Hyderabad, August 5–6, 2024.
5. From Waste to Wealth: Integrating Circular Economy and CSR Practices for Sustainable Development in the Fashion Industry. ICSSR-Sponsored National Seminar on Vision 2047: Aligning SDGs with India’s Development Aspirations, August 29–30, 2024.
6. Threads of Empowerment: Kente Cloth and the Resilience of Indigenous African Women. International Conference on African Studies and Languages, Howard University, Washington, D.C., February 21–22, 2025.

Books and Book Chapters

1. Book Chapter (Scopus Indexed): Ethical AI Integration in Marketing Strategies for Sustainable E-Commerce Fashion Designing. In Contemporary Management and Global Leadership for Sustainability, IGI Global Publishing, USA, February 2024.
2. Book Chapter (Scopus Indexed): Green Marketing Strategies for Sustainable Fashion: Educating and Engaging Consumers. In Chaos, Complexity, and Sustainability in Management, IGI Global Publishing, USA, June 2024.
3. Book: Concepts of Fashion. Kalyani Publishers, January 2019.
4. Book: Apparel Industry – Pre & Post Processes. Manojvm Publications, January 2022.
5. Book Chapter: Enhancing Skill Development and Education in the Indian Fashion Industry: Leveraging G20 Partnership. In India’s Growing Role in the G20: Opportunities and Challenges, DPS Publishing House, July 2024.
6. Book (Scopus Indexed): Threaded Harmony – A Sustainable Approach to Fashion. Emerald Publishing Ltd., England, July 2024.
7. Book Chapter: Sustainable Luxury Marketing: Navigating Cultural Nuances and Masstige Challenges. In Cross-Cultural Perspectives on Luxury Marketing, IGI Global Publishing, USA, October 2024.
8. Book Chapter (Scopus Indexed): Harnessing AI for a Greener Fashion Industry. In Convergence of AI, Education, and Business for Sustainability, IGI Global Publishing, USA, January 2025.

9. Book Chapter (Scopus Indexed): Graph-Theoretic Analysis for Eco-Efficient Textile Weaving Patterns. In Applied Graph Data Science, Morgan Kaufmann (Elsevier), February 2025.

Articles in Newspapers / Magazines

The Indian Express (Opinion and Feature Articles)

- Meet Rahul Mishra's tailor - on Selena Gomez's dress. The Indian Express, October 25, 2023.
- Synthetic Fabrics, Digital Prints: Team India's Olympic Outfits Are a Huge Disappointment. The Indian Express, July 24, 2024.
- Between Shein and Sanganer, Fashion's Massive Pollution Problem. The Indian Express, February 10, 2025.
- Not just steel and electronics, Trump's tariffs put India's fragile handicrafts sector at risk. The Indian Express, April 17, 2025.
- Louis Vuitton's runway has found India - it must now lead the show. The Indian Express, June 27, 2025.
- 'Sex and the City' showed fashion could be joyful - 'And Just Like That' shows it must also be responsible. The Indian Express, August 20, 2025.
- Jeans at FIDE: How the humble garment has checkmated the strictest dress codes. The Indian Express, September 2, 2025.
- The AI Sari trend is everywhere - but who controls the images? The Indian Express, September 18, 2025.
- In a New York exhibition, yet another reminder of the sari's global power. The Indian Express, October 21, 2025.

South China Morning Post (International Opinion and Sustainability Features)

- Labubu is cute, collectible and oh so carbon-heavy. South China Morning Post, June 27, 2025.
- Asia, the world's factory for fashion, needs real climate solutions. South China Morning Post, October 12, 2025.

Magazines and Industry Media (Fibre2Fashion, Textile Sphere, Colourage, The Interview World)

- Why Gucci or Louis Vuitton, not Sambalpuri? Unravelling the Unjustified Silence Over

India's Artistic Luxury. Fibre2Fashion, December 5, 2023.

- Respun Revolve: Fashioning Tomorrow, Circularly. Fibre2Fashion, February 2024.
- Sustainability Index for Fashion Brands: Quantifying Environmental, Social, and Economic Impact. Fibre2Fashion, July 2024.
- Microfiber Menace: Unveiling the Hidden Environmental Toll of Synthetic Textiles. Textile Sphere, July 21, 2024.
- Sustainability in Textiles and Clothing: A Call for Responsibility, Awareness, and Action. Colourage Magazine, March 2025.
- Interview: Sustainable Fashion Can Accelerate Circular Economy. The Interview World, July 3, 2024.

International Commentary Platforms (Policy and Cultural Analysis)

- The Politics of Dress: Symbolism, Religion, and Democracy in India. Plot Politics International Affairs, Geneva, November 8, 2023.
- Khadi's Triumph: Unleashing Political Power on a Global Canvas. Plot Politics International Affairs, Geneva, November 16, 2023.
- Bangladesh's Battle for Fair Wages: Government Indifference in the Shadows. Plot Politics International Affairs, Geneva, November 23, 2023.