

## Contents

<b>Foreword</b> <i>by Carry Somers</i> .....	ix
<b>Introduction</b> .....	1
<b>Chapter 1:</b> Manchester to Mumbai .....	11
<b>Chapter 2:</b> To Make and Market .....	33
<b>Chapter 3:</b> Alphabet Soup .....	75
<b>Chapter 4:</b> Unsustainable .....	111
<b>Chapter 5:</b> Aid for Trade .....	143
<b>Chapter 6:</b> Redefining Fashion .....	157
<b>Notes</b> .....	207
<b>Acknowledgments</b> .....	217
<b>Index</b> .....	220
<b>About the Author</b> .....	227