



# Tea with the Changemakers



## Eshita Kabra-Davies

### Founder of By Rotation

Did you hit the high-street at the weekend and pick up something new to wear on your summer holiday? How many times are you going to wear your hot new look? A 2019 survey found most outfits are only worn an average of seven times before they're thrown away – this week's guest on Tea with the Changemakers, Eshita Kabra-Davies, is trying to get that average beyond thirty!

Eshita is the founder and CEO of By Rotation, the world's first social fashion rental marketplace! Users, or rotators, can rent and lend designer pieces directly from each other on this sharing network, fostering a much more sustainable way of consuming fashion.

When Eshita was preparing for her honeymoon, a big part of that was curating what she would wear! Whilst on her travels around India, Eshita was hugely moved by the amount of textile waste she witnessed and came to the realisation that nearly all the new clothes that she'd bought herself for the trip would get nowhere near the wear that they should – she felt that something needed to be done, and that something was By Rotation!

Here at Social Change UK, we're all about disruption and challenging the status quo. We believe that By Rotation, with its circular approach to fashion consumption, could really shake up the textile industry and dramatically change the way we think about clothing!

We think you'll agree that, after listening to this week's episode, Eshita Kabra-Davies not only has a huge passion for fashion, but for changing the world for the better as well!

[byrotation.com](https://byrotation.com)

Episode 13 - Eshita Kabra-Davies