

FOLKLORE

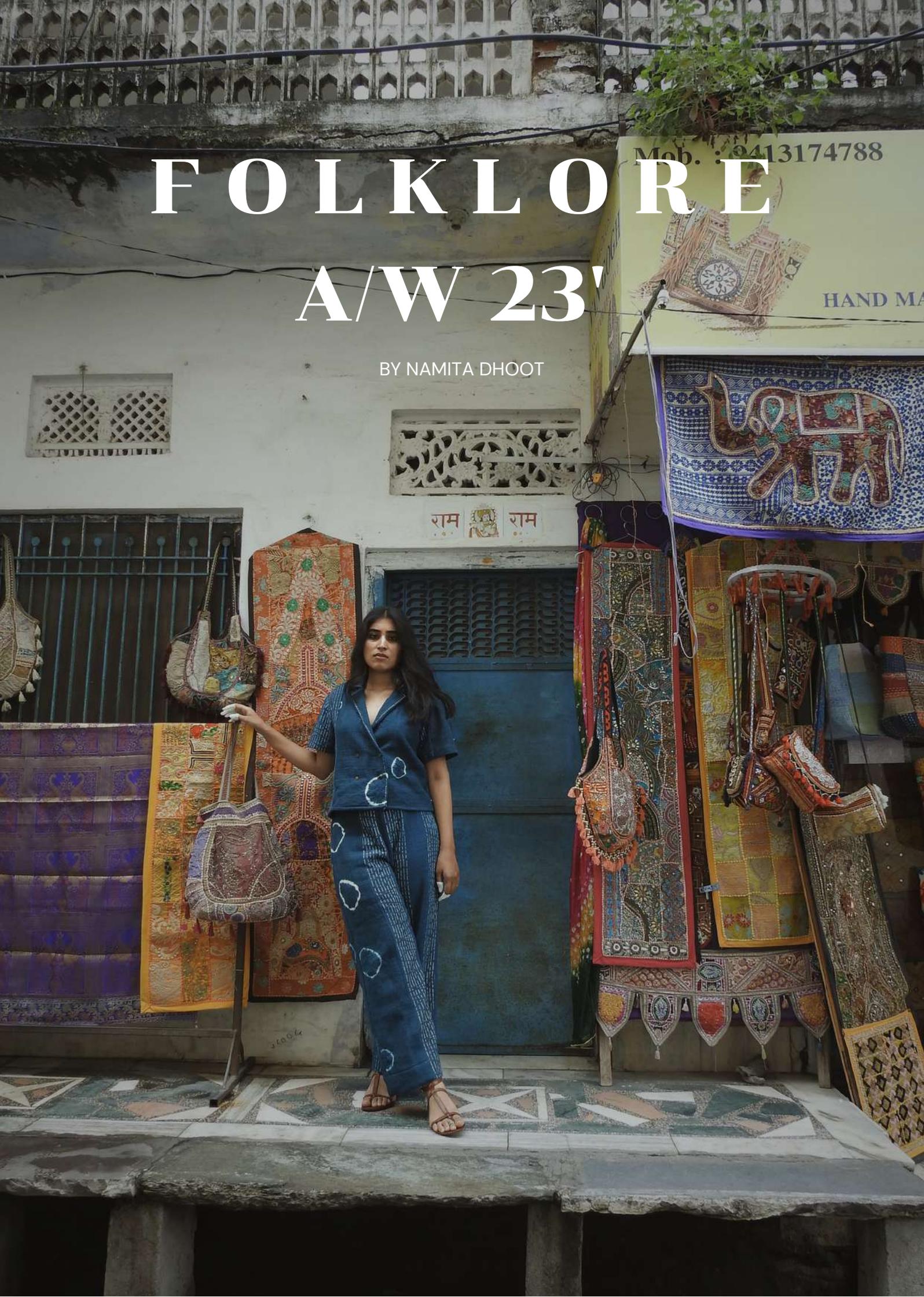
A/W 23'

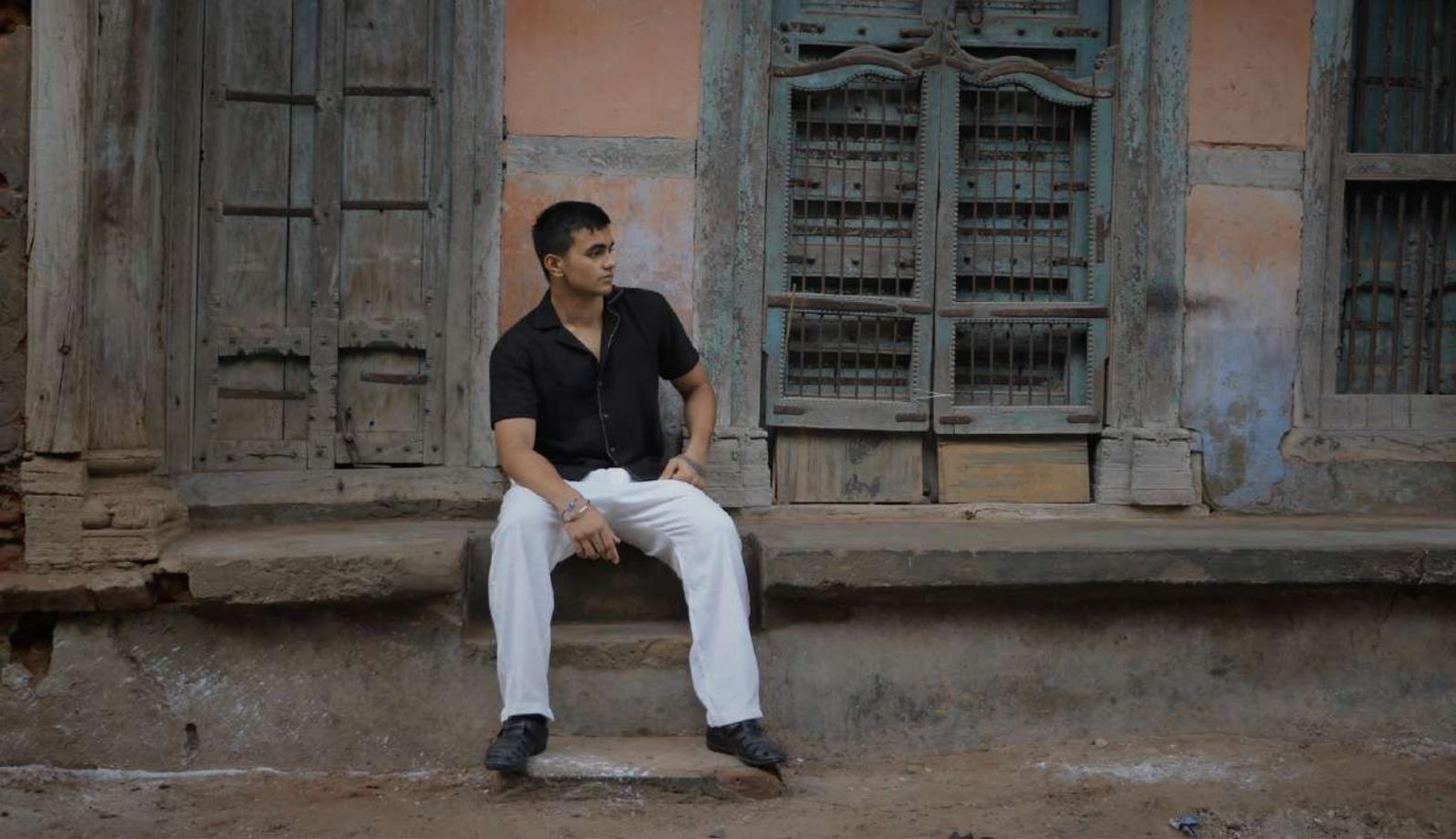
BY NAMITA DHOOT

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FOLKLORE A / W 23'

The philosophy behind the collection Folklore is a beautiful blend of timeless textile practices that continue to resonate deeply with people, seamlessly combined with the grace of modern contemporary silhouettes. The essence of Folklore lies in the art of revitalising and cherishing the core principles of slow fashion.

In this collection, each piece becomes a narrative thread connecting the rich tapestry of Khadi weaving tradition with evolving block printing and dyeing techniques of today. These techniques, meticulously handed down, have stood the test of time and now occupy a cherished space within the hearts of individuals. "Folklore invites wearers to become custodians of these garments. In essence, this collection is a tribute to the stories woven into every stitch and the hands that have meticulously crafted them. It is a reminder that tradition can harmoniously coexist with modernity, and that fashion can be an avenue for cultural expression and conscious consumption. Folklore is an ode to the past, a celebration of the present, and a pledge to uphold the principles of slow fashion for generations to come.

Farji Payjama Set





Crafted in pure zero count Khadi, this Farji Payjama set is a modern silhouette inspired by power dressing. It is versatile, comfortable and timeless ensemble. The artisanal details like abstract stripe block print, bandhani and minimal kantha stitch add's more value. The piece is no less then an amalgamation or art, textile and contemporary fashion.



INR 6,800

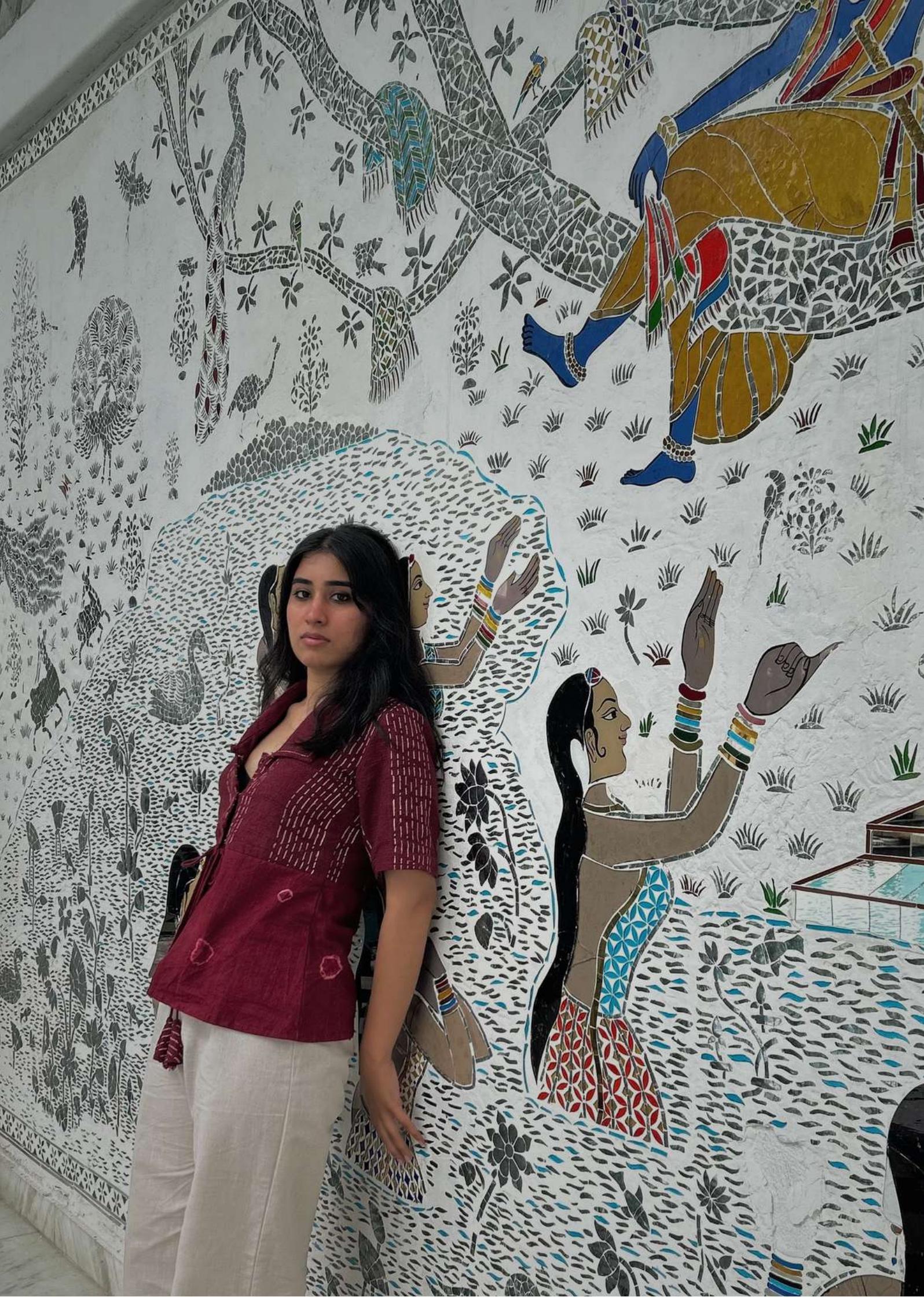


Burgandy Agra Bandh





Crafted in pure Khadi, this Agra band is a modern silhouette inspired by an angrakha. It is versatile, comfortable and timeless garment. The artisanal details like abstract stripe block print and bandhani add's more value. The piece is no less than an amalgamation of art, textile and contemporary fashion.



INR 3,200



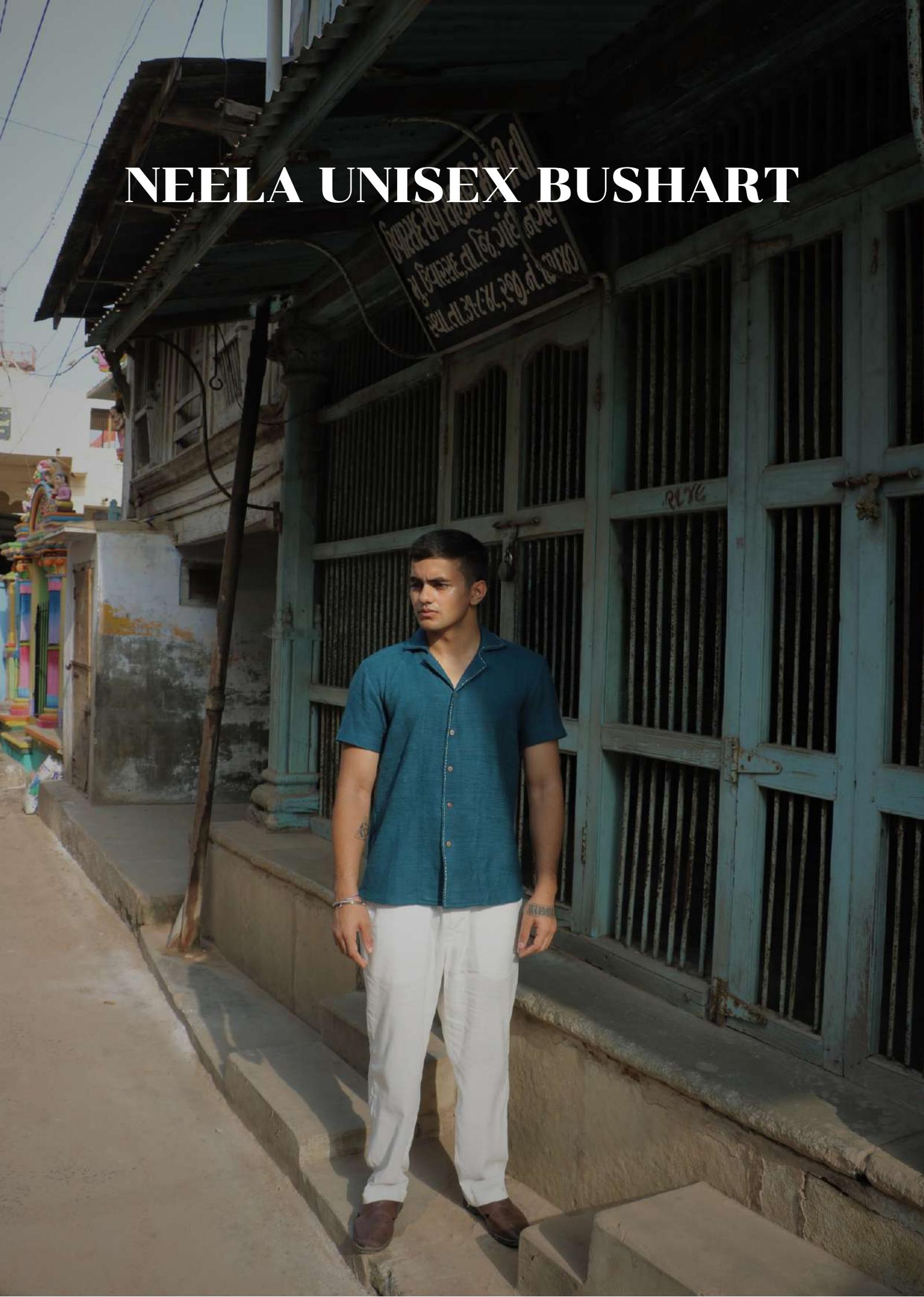
Unisex Busharts





rafted in pure zero count Khadi, this Bushart is a modern silhouette inspired by basic shirts. It is versatile, comfortable and timeless ensemble. The artisanal details like minimal kantha stitch add's more value. The piece is no less then an amalgamation or art, textile and contemporary fashion.

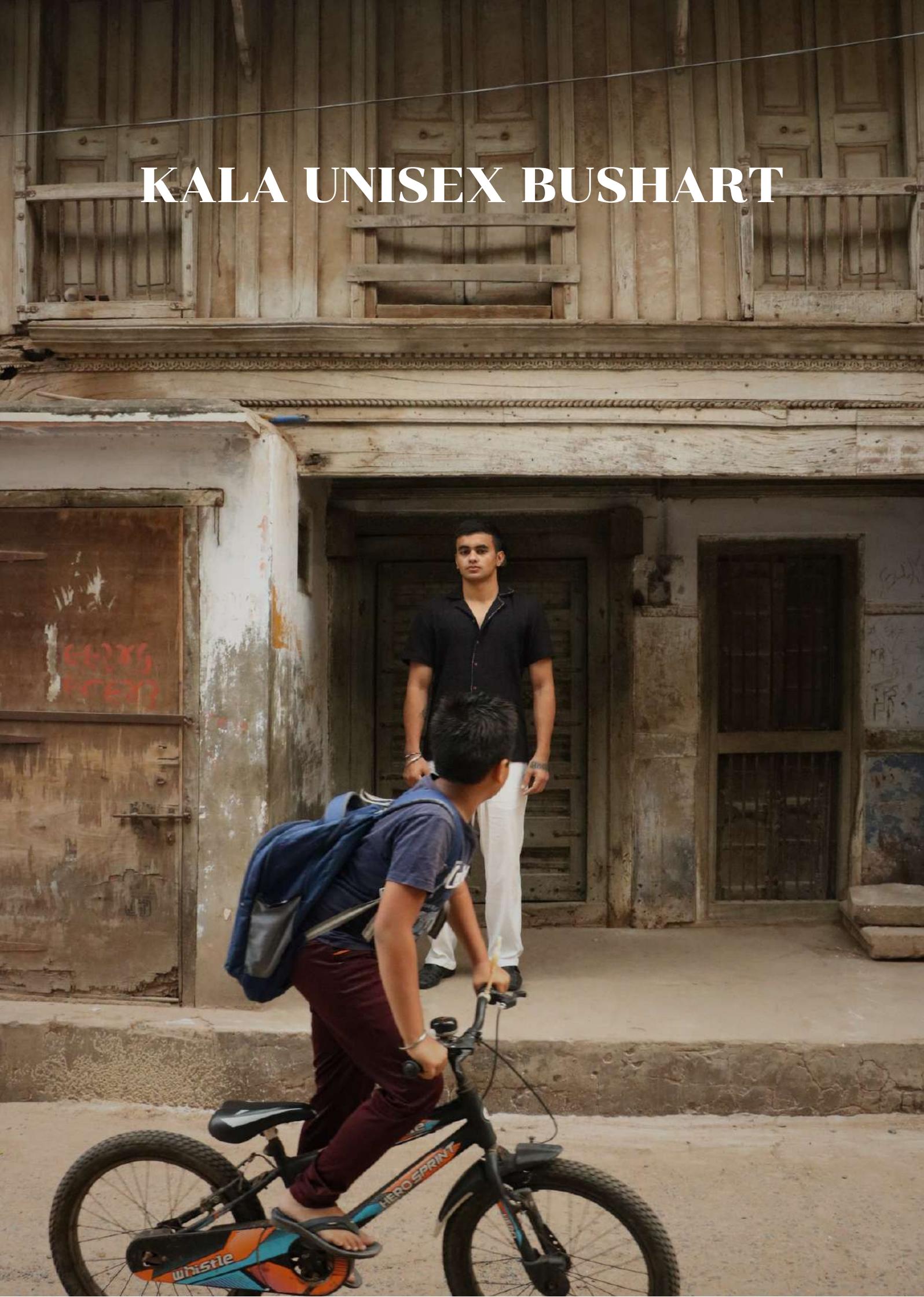
NEELA UNISEX BUSHART



INR 3,000



KALA UNISEX BUSHART



INR 3,000



Burgandy Unisex Bushart



LT
BSP
EL
S
28
H
TTC
15

INR 3,000





rafted in pure zero count Khadi, this Bushart is a modern silhouette inspired by basic shirts. It is versatile, comfortable and timeless ensemble. The artisanal details like minimal kantha stitch add's more value. The piece is no less then an amalgamation or art, textile and contemporary fashion.

NEELA BANDH GALA





Crafted in pure Khadi, this bandh gala is a modern silhouette inspired by kurtas. It is versatile, comfortable and timeless ensemble. The artisanal details like abstract stripe block print and minimal kantha stitch add's more value. The piece is no less than an amalgamation or art, textile and contemporary fashion.

INR 2,800





BANDHANI BUSHART





Crafted in pure zero count Khadi, this Bushart is a modern silhouette inspired by basic shirts. It is versatile, comfortable and timeless ensemble. The artisanal details like minimal kantha stitch add's more value. The piece is no less then an amalgamation or art, textile and contemporary fashion.

INR 3,200





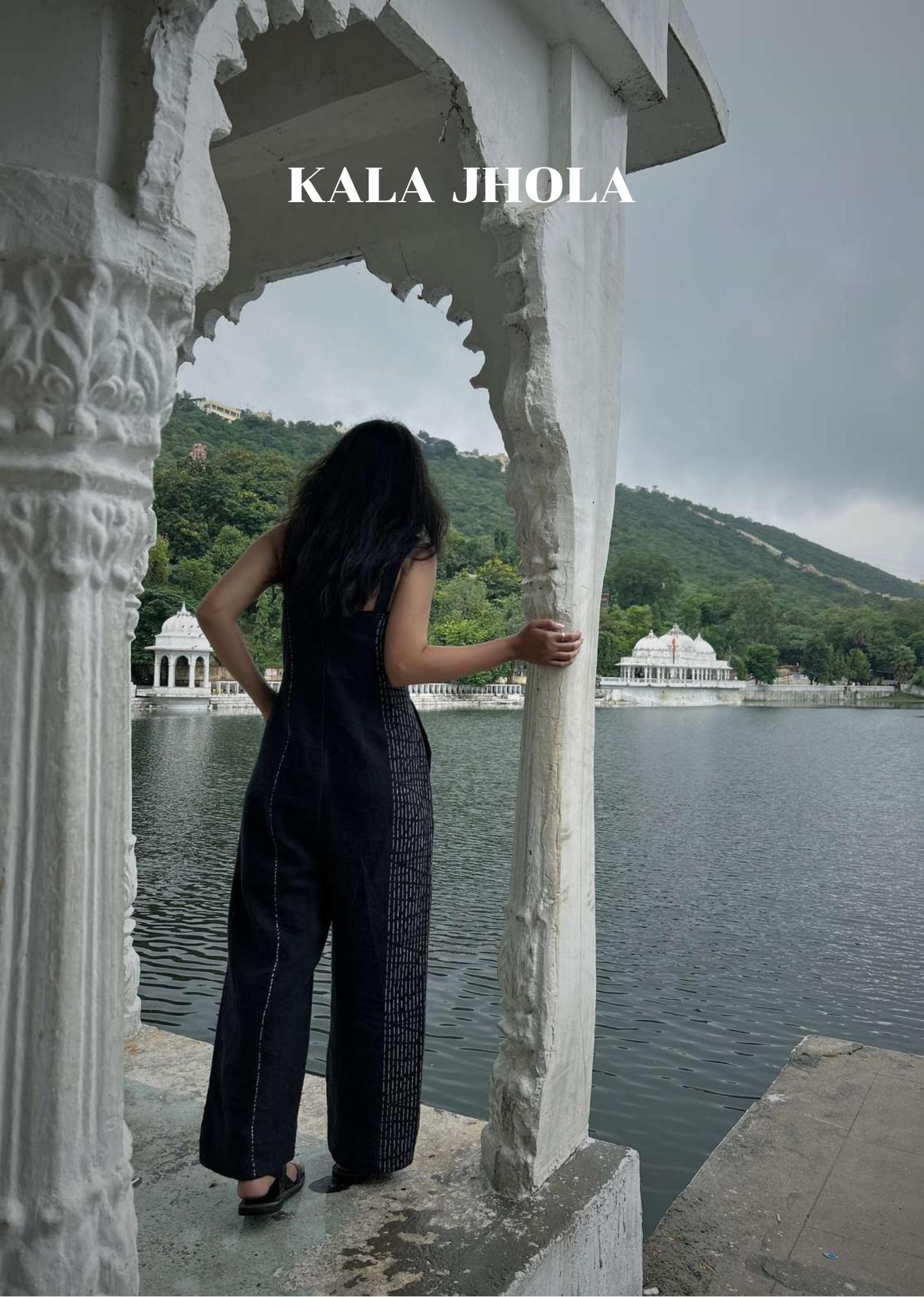
INR 3,200





Crafted in pure zero count Khadi, this Bushart is a modern silhouette inspired by basic shirts. It is versatile, comfortable and timeless ensemble. The artisanal details like minimal kantha stitch add's more value. The piece is no less than an amalgamation or art, textile and contemporary fashion.

KALA JHOLA



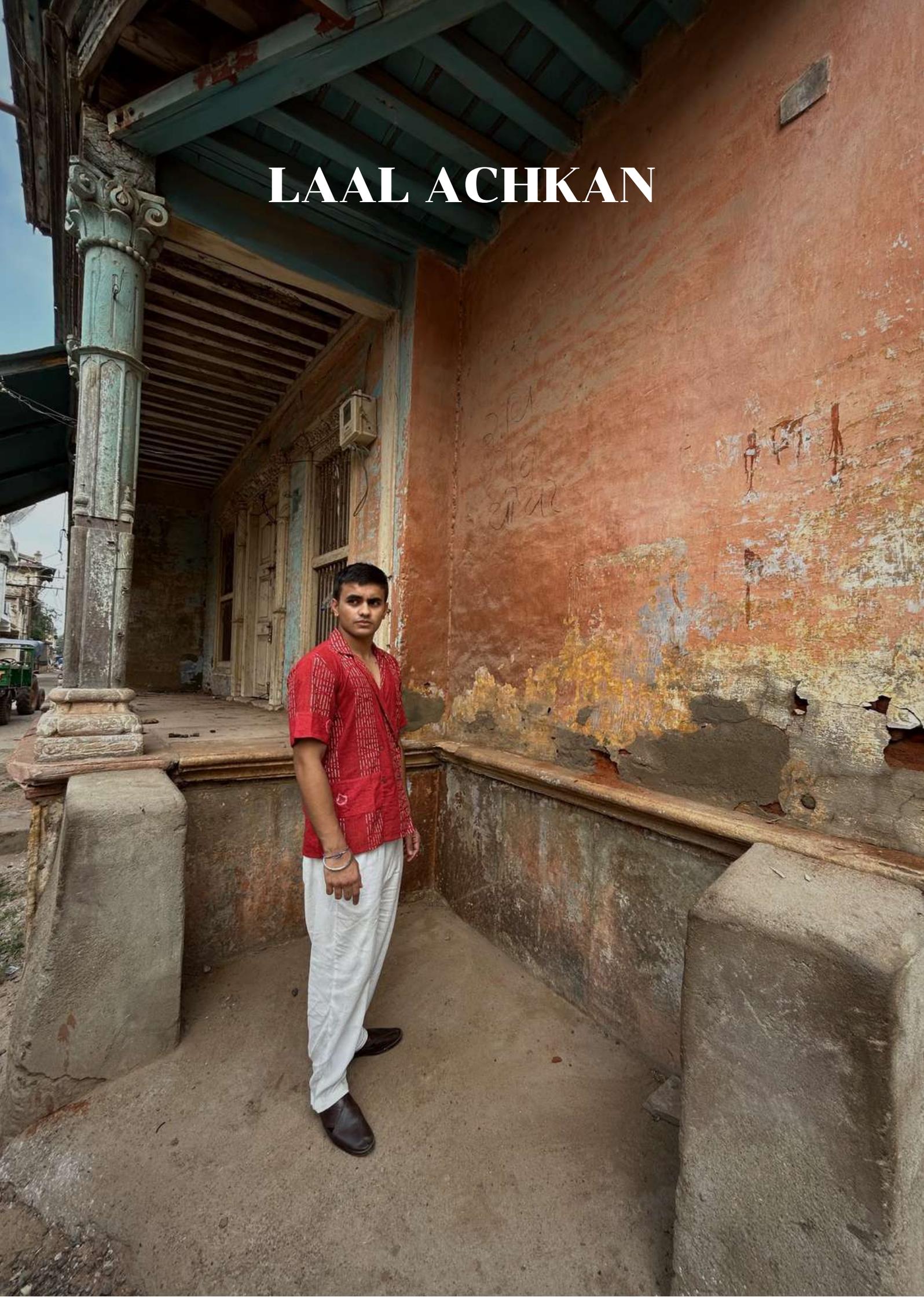


Crafted in pure zero count Khadi, this jhola is a modern silhouette inspired by jumpsuits. It is versatile, comfortable and timeless ensemble. The artisanal details like abstract stripe block print and minimal kantha stitch add's more value. The piece is no less than an amalgamation of art, textile and contemporary fashion.

INR 4,200



LAAL ACHKAN





Crafted in pure zero count Khadi, this achkan is a modern silhouette inspired by power dressing. It is versatile, comfortable and timeless ensemble. The artisanal details like abstract stripe block print, bandhani and minimal kantha stitch add's more value. The piece is no less then an amalgamation or art, textile and contemporary fashion.

INR 3,400





INR 3,400





TIMELESS / MINDFUL / COHESIVE

The intricate techniques passed down through generations are not only preserved but celebrated, infusing the garments with a sense of heritage and cultural significance.

At the same time, the collection doesn't merely dwell in the past; it gracefully bridges the gap between eras. The traditional meets the contemporary as these garments adopt modern silhouettes, effortlessly blending the familiarity of tradition with the excitement of the present. This fusion captures the attention of those who appreciate both the roots of culture and the allure of contemporary design.

However, the collection's philosophy goes beyond aesthetics. It embraces the essence of slow fashion, inviting individuals to embrace a deliberate and mindful approach to their choices. Slow fashion aligns with the sustainability movement, urging us to cherish quality over quantity and to build enduring relationships with our clothing.

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