



DEVELOPMENT COMMISSIONER (HANDICRAFTS)
Ministry of Textiles, Government of India



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Ministry of Textiles, Government of India

आत्मान्तर Atmāntar

From within the Soul



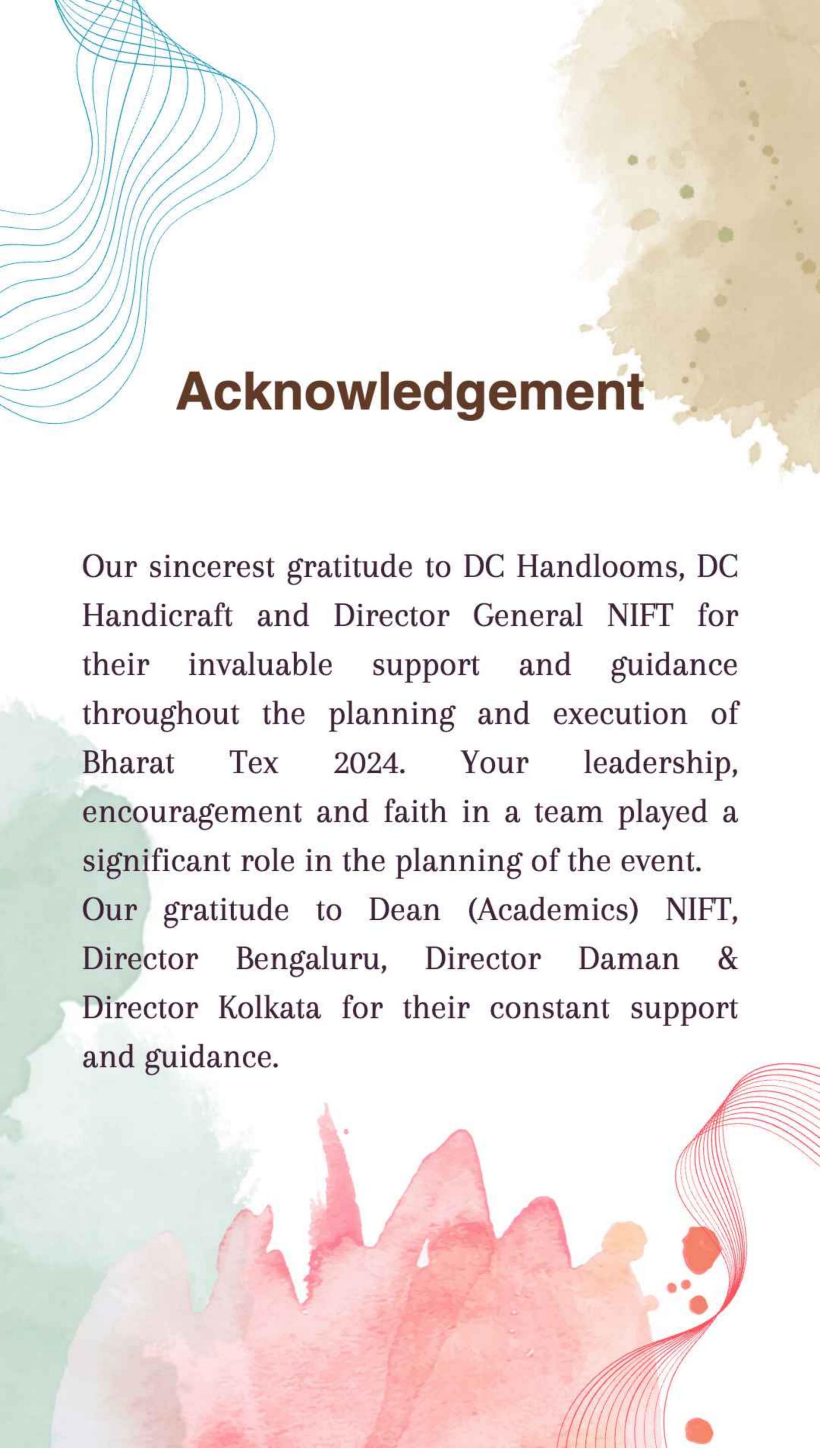
वस्त्र मंत्रालय
MINISTRY OF
TEXTILES

सत्यमेव जयते



TEXTILES
FASHION
SUSTAINABILITY

26 - 29 February 2024
Event Managers & Ticketing: New Delhi, India



Acknowledgement

Our sincerest gratitude to DC Handlooms, DC Handicraft and Director General NIFT for their invaluable support and guidance throughout the planning and execution of Bharat Tex 2024. Your leadership, encouragement and faith in a team played a significant role in the planning of the event.

Our gratitude to Dean (Academics) NIFT, Director Bengaluru, Director Daman & Director Kolkata for their constant support and guidance.

Foreword

The showcasing of India's textile and design strength at the Bharat Tex 2024 event in Yashobhoomi highlights the nation's rich cultural heritage and the remarkable craftsmanship of its designers, artisans and weavers. This event serves as a platform to exhibit the intricate designs, vibrant colors, and diverse textile traditions that India is renowned for globally.

Prepare to be captivated by the intricate details, rich textures, and diverse techniques that weave together stories of culture, heritage, and human ingenuity. It is a journey of exploration and discovery as homage is being paid to the timeless artistry of textile and craft. The cultural significance infused into each design adds depth and authenticity, appealing to consumers seeking more than just clothing but also a connection to heritage and tradition.

Designers

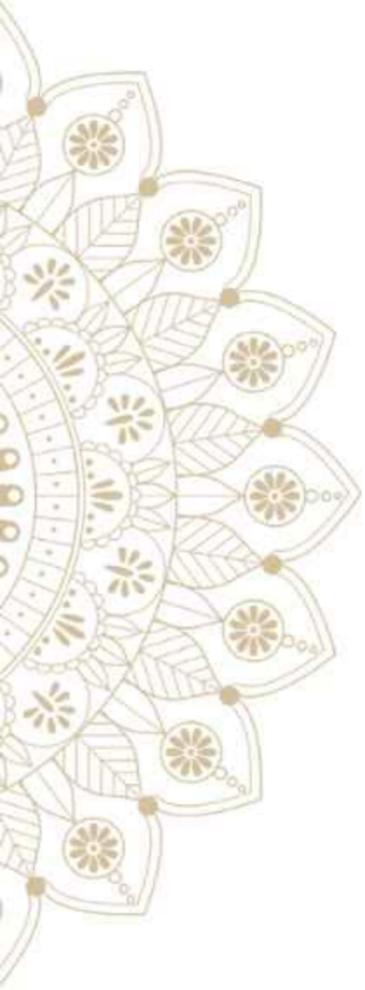
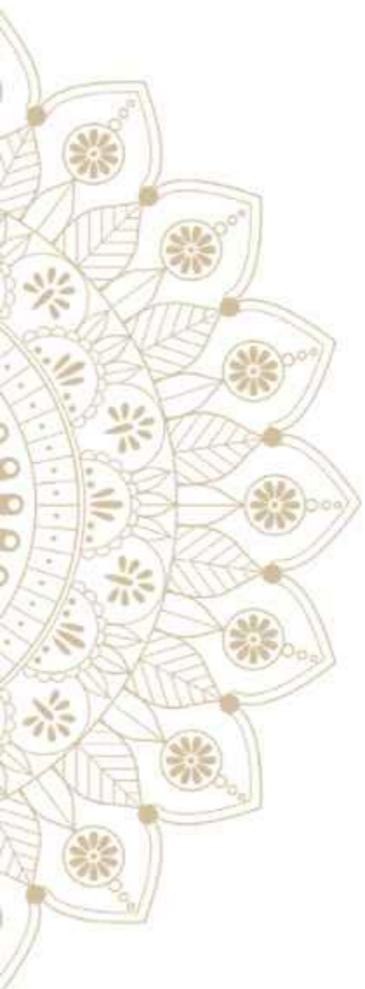
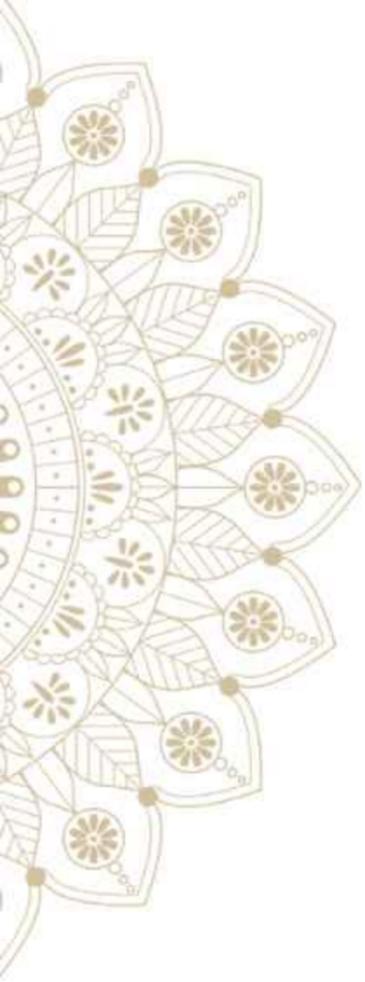
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The Stars of the Show

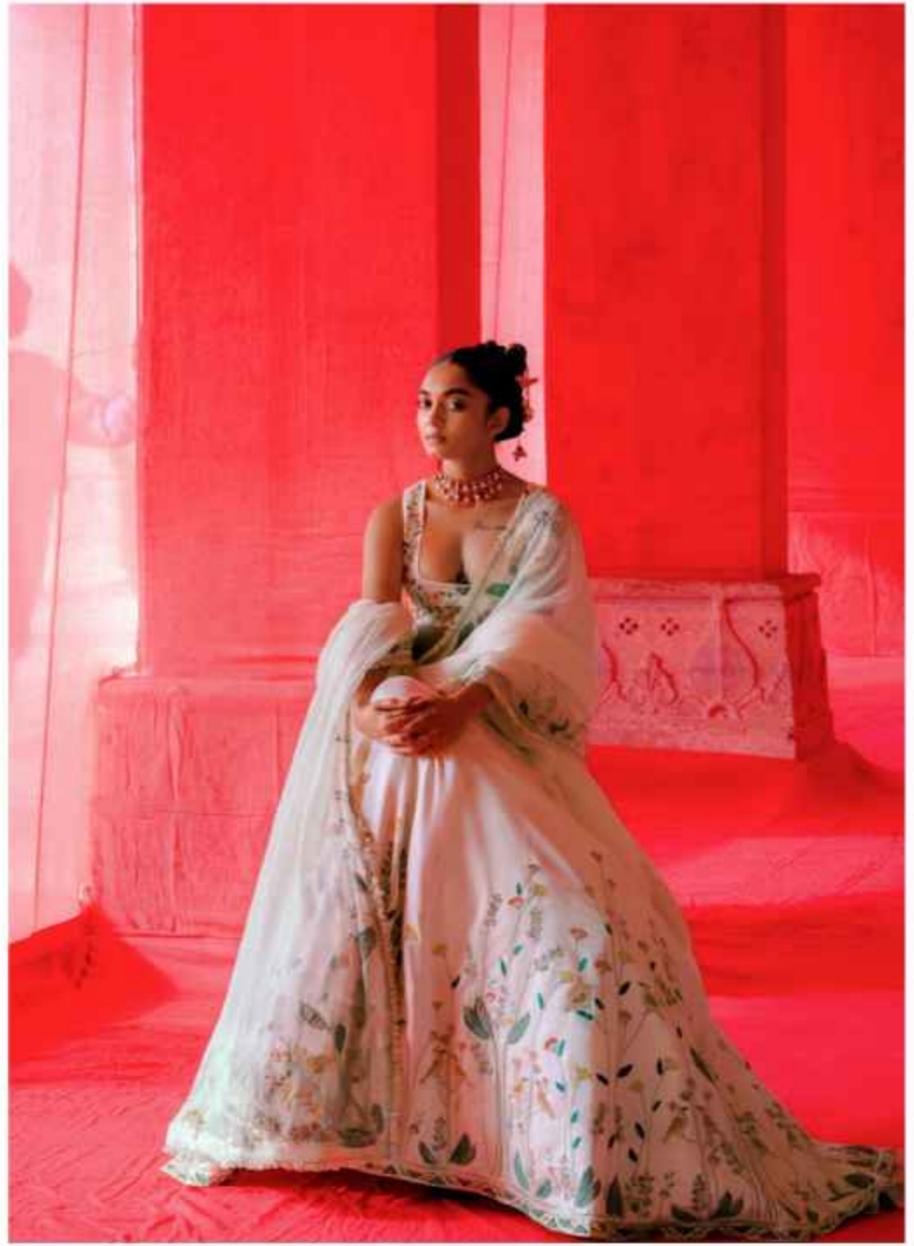


anavila

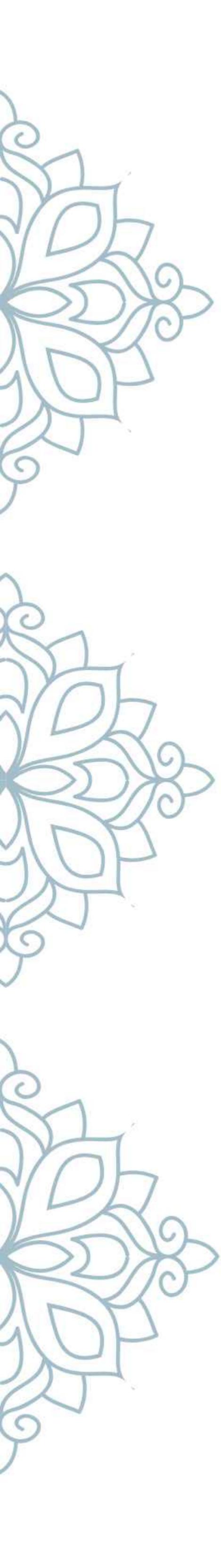


Anavila Misra redefines the sari as a symbol of contemporary elegance and sustainability through her eponymous brand. Pioneering the linen sari, she collaborates with artisans to preserve traditional crafts while infusing modern aesthetics. Her accolades include the Vogue Sari Design Award (2015) and recognition for disruptive design. International showcases at venues like the Design Museum in London attest to her global impact, cementing Anavila as a visionary leader who seamlessly blends tradition with innovation in fashion.

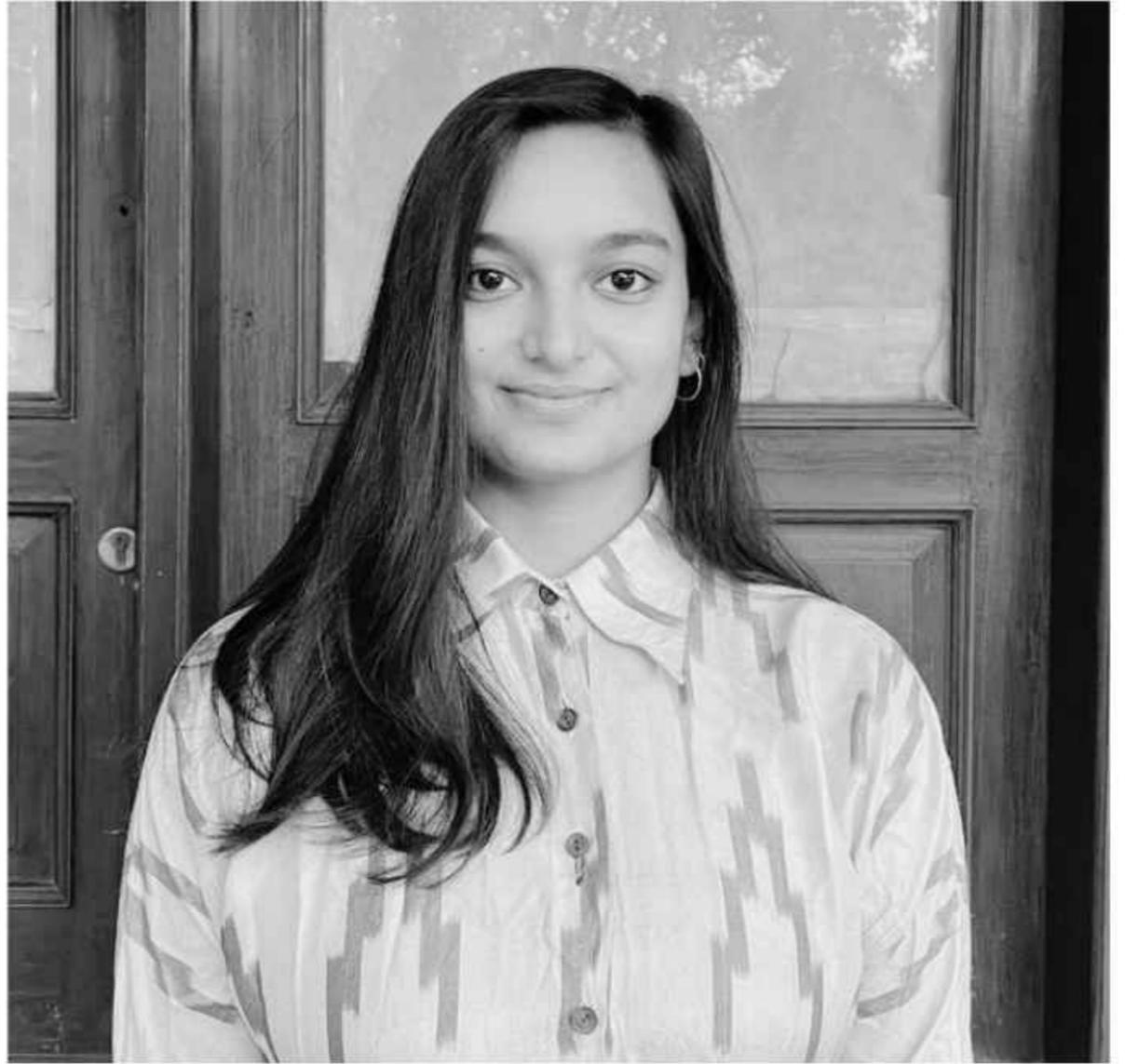
ANAVILA MISRA







Arham Husain.



NAM HUSAIN is a Delhi based design studio that is proudly 100% sustainable and makes one-of-a-kind artisanal wearable art products using Indian crafts such as block printing, marble painting, tie and dye, hand painting, hand weaving and knitting. Each product is unique and hand made celebrating slow fashion. Anam, Founder and Head Designer at the brand have a mission to bring the brand accessible to the conscious consumer and try to bring awareness about sustainability, artisanal designs and handi-crafts of India to the world.xt

**ANAM
HUSAIN**







AJAY KMR
MENSWEAR



Ajay Kmr is a Costume Designer known for Bajirao Mastani, Padmaavat, Kalank and many more other renowned Bollywood projects. Won the best "Star Screen costume design award" and "Filmfare" Nomination for Padmaavat. Working in the field of Film & Fashion Industry for 12yrs has come up with owning 2 Clothing brand, named "Ajay Kmr (Menswear) & Ajay & Priyanka (Womenswear)

**AJAY
KMR**





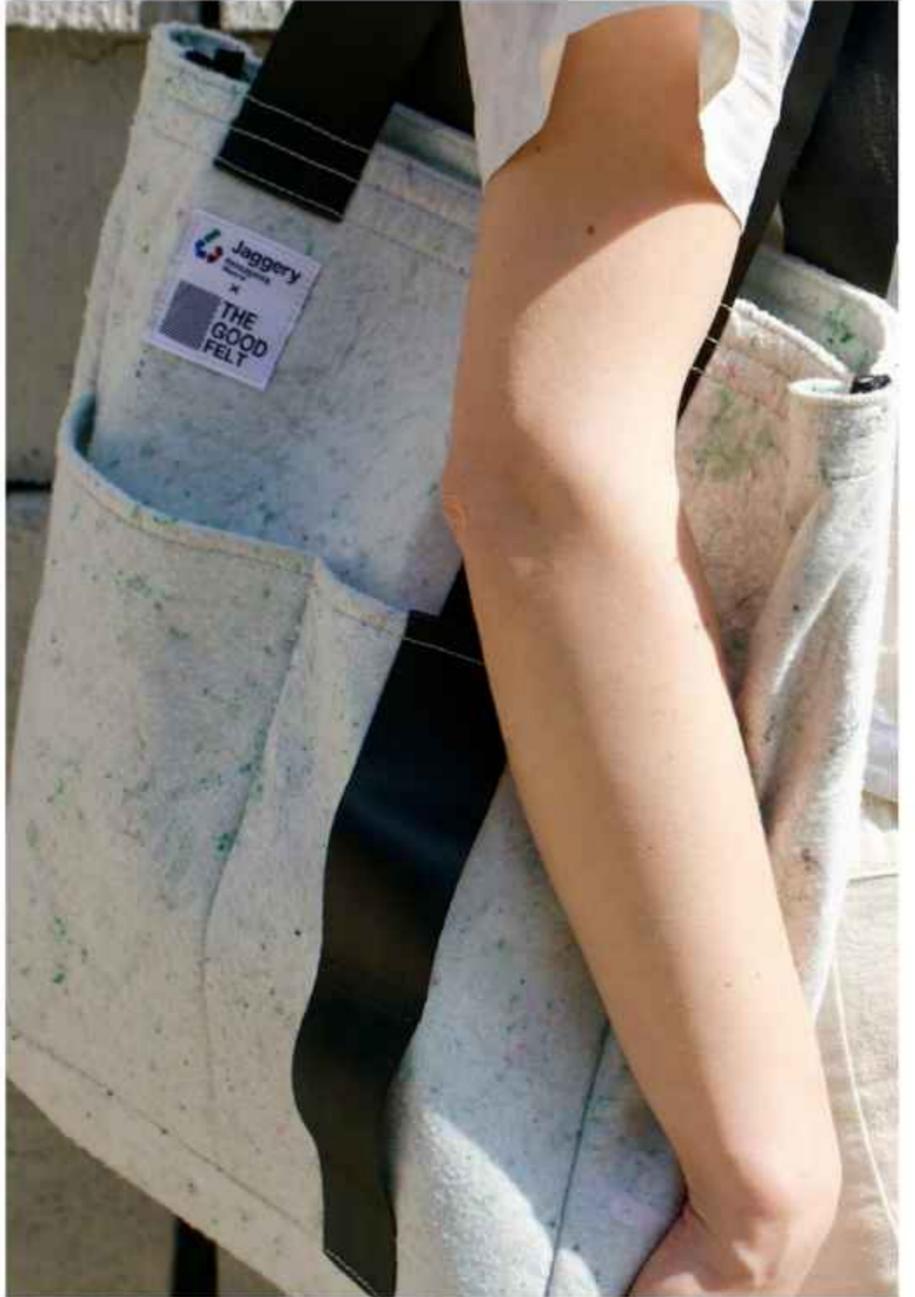


envin we build
world changing
companies

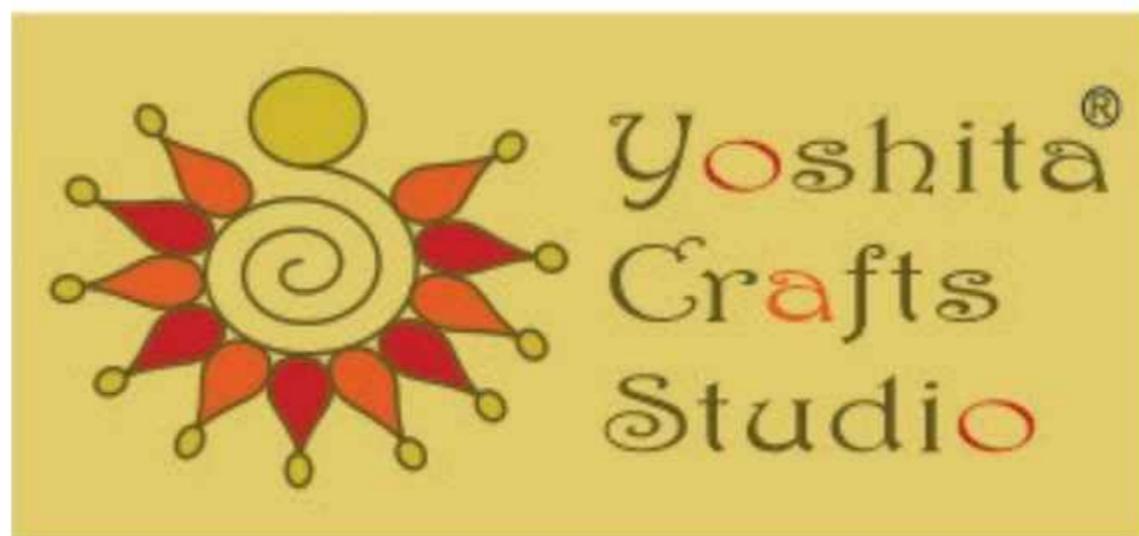


The Good Felt initiative, led by Enviu, transforms textile waste into eco- friendly felt sheets, achieving dual goals of reducing landfill waste and uplifting waste workers. This circular economy model addresses environmental concerns while promoting social equity. The resulting felt sheets offer versatile applications in acoustics, automotive, and home decor industries, enhancing sound insulation, interior design, and catering to sustainable consumer demands. Its innovative approach signifies a promising solution with broad-reaching positive impacts across multiple sectors.

**ANURAG
JAIN**









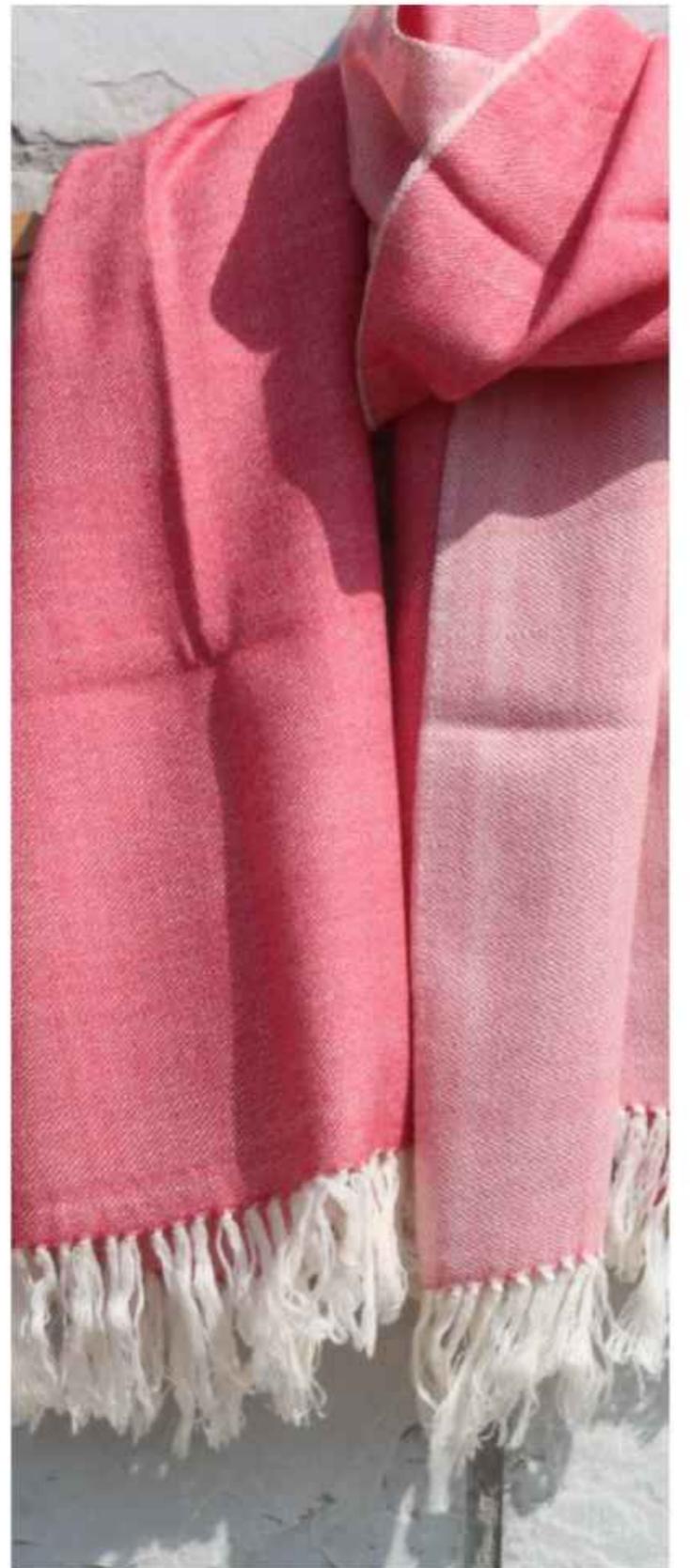
Avani Pandya is the founder and creative head of Yoshita Crafts Studio, a label that works with the artisans of Himachal Pradesh.

She is a textile designer and a craft enthusiast, who has a strong product and design background. She has worked for the corporate sector for 17 years with companies like Hakoba, Reliance Retail, Myntra, Craftsvilla.

At Yoshita Crafts, all products are handmade and handcrafted. The brand believes in buy local and support local, most of the raw materials are sourced locally, especially the sheel wool. The brand is dedicated to offer unique, high quality, handmade products to our audience.

AVANI PANDYA





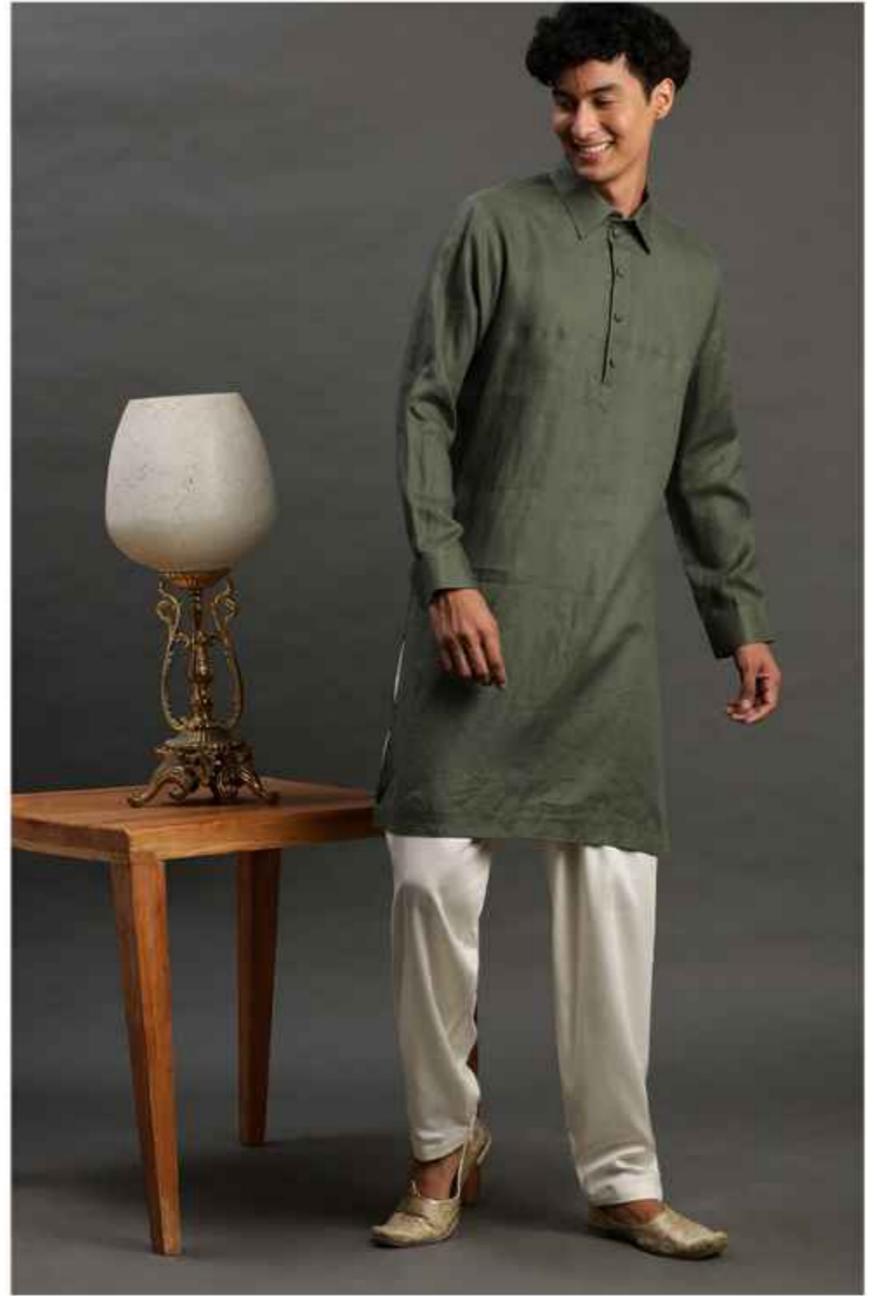


BYB PREMIUM



BYB Premium is a luxury brand based in Bangalore that specializes in crafting exquisite kids wear. Brand's Core Values are Quality, style, comfort, craftsmanship and most importantly, customer satisfaction. BYB Premium aims to create a positive and memorable experience for every customer.

**BANDANA
KUMAR**







BHUPESH SAINI



Bhupesh Saini is affordable, high quality clothing that blends traditional Indian craftsmanship with modern design. Products are Luxury prêt and bespoke couture for women. Brand values Sustainability, heritage revival, and empowering artisans. Designed for celebrities, exhibited in high-end stores, and actively involved in fashion education and promotion.

**BHUPESH
SAINI**







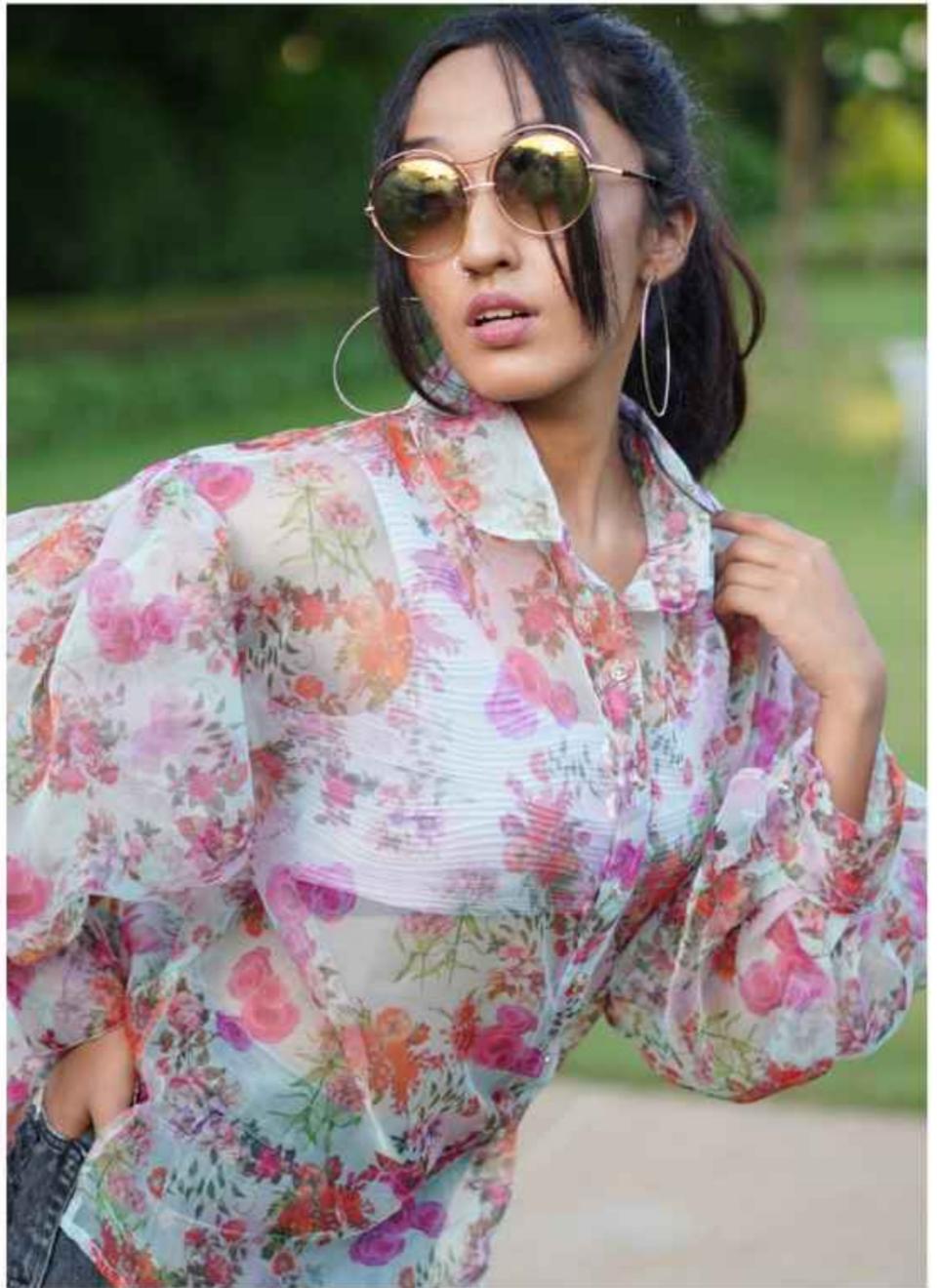
Luxé Street
BY CHANCHALA





Luxe'Street is the vision of a versatile designer, Chanchala Batra, a NIFT graduate who has poured her passion for design into creating a brand that embodies elegance. Whether it's refined workwear with shirts, ladies blouses, structured blazer pants suits that exudes confidence and professionalism, casual wear like crop tops, lounge pants, dresses, that offers comfort without compromising on style, Luxe'Street has you covered.

**CHANCHALA
BATRA**







MIC
Merash by Chandrima
LADIES | KIDS PARTY WEAR

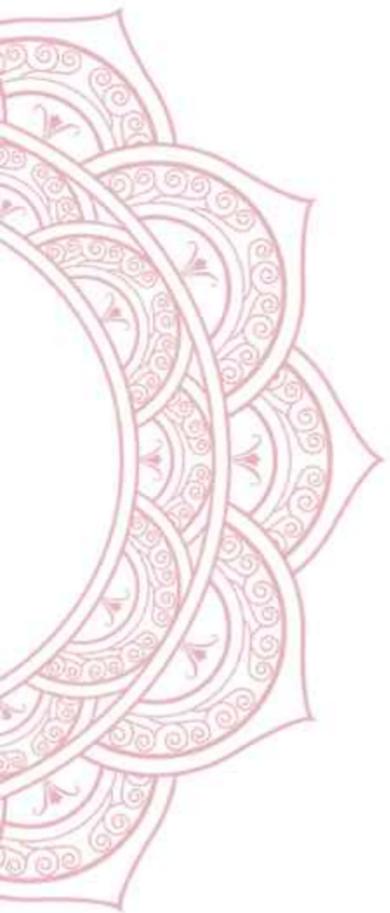
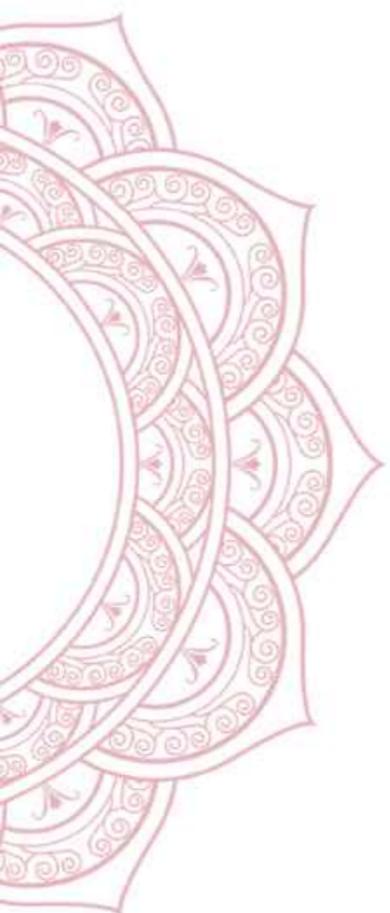
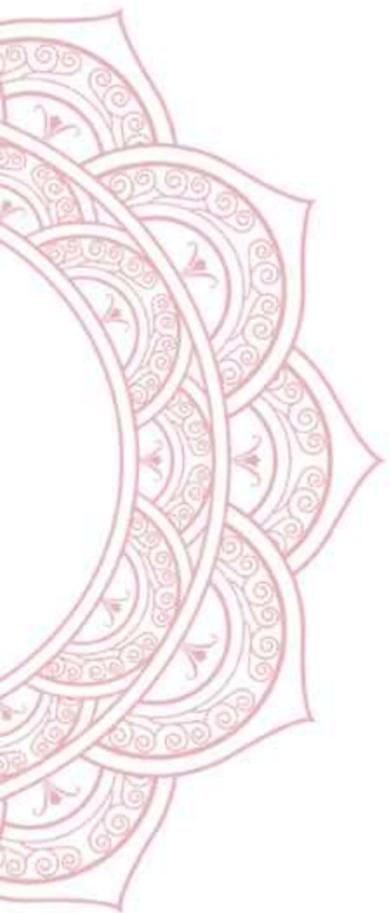


Merash is a fashion brand that balances art with fashion, taking inspiration from Arab and Middle Eastern cultures. Though India is at Merash's heart and soul, the brand embraces and adapts diverse arts. Merash combines hand embroidery, Aari, and zardozi work with Moroccan and other visual arts to create unique designs. The brand's color palette features toned, pastel shades with hints of color blocking and patchwork. At Merash, Indian craftsmanship intermixes with global inspirations to form versatile and artistic fashion.

**CHANDRIMA
NATH**







debaaarun

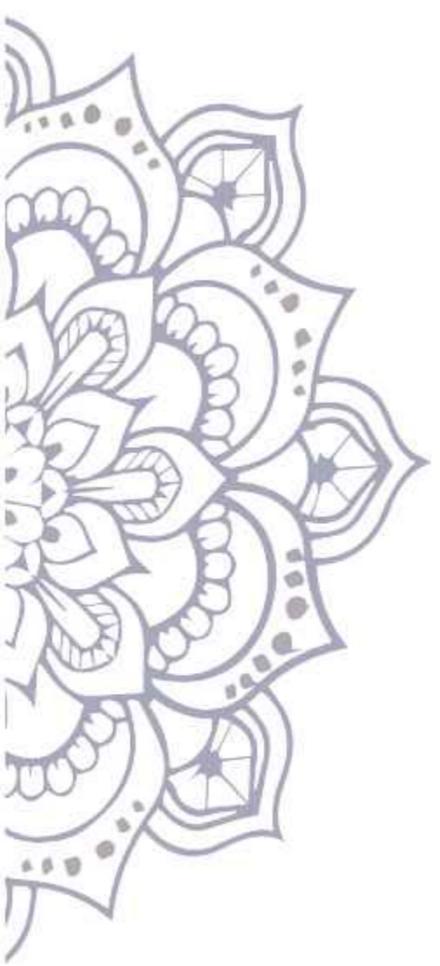


Debarun Mukherjee, a Kolkata-based designer, boasts a decade-long tenure in the Indian Fashion Industry with his eponymous label, "Debaarun." Trained at the London College of Fashion, his expertise lies in luxury pret and bridal wear. Specializing in couture, he upholds a philosophy of timeless elegance, drawing inspiration from classical fashion elements. With a strong association with leading textile design studios in London, Paris, and Milan, Debaarun's brand ethos revolves around rediscovering and celebrating timeless classics, resonating with discerning consumers worldwide.

**DEBARUN
MUKHERJEE**







NS

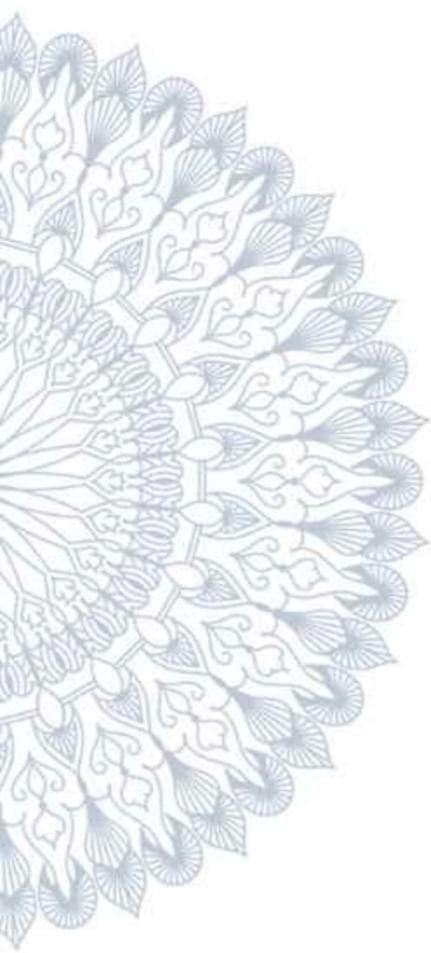
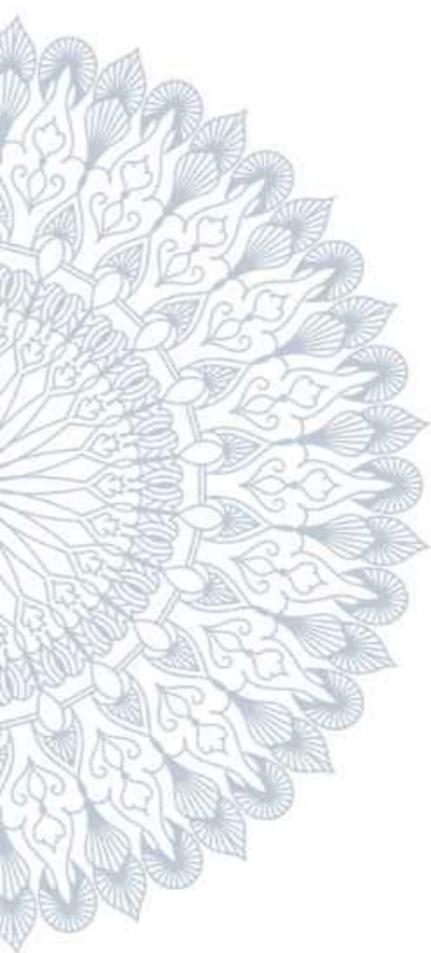
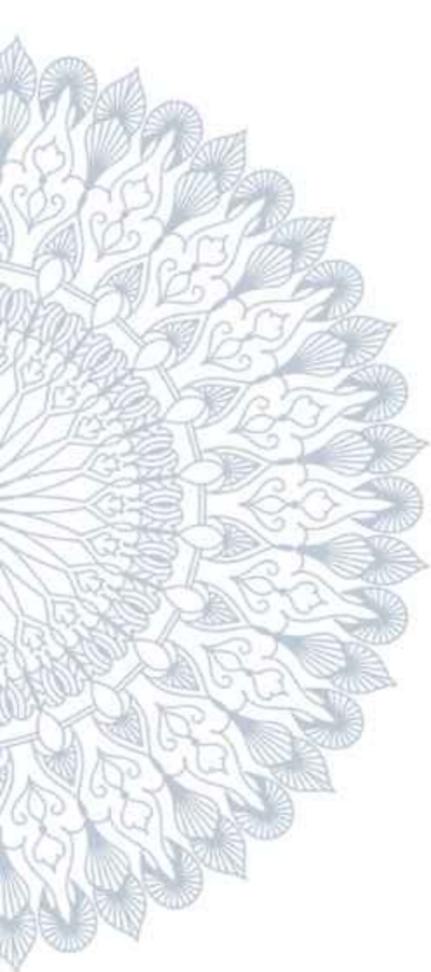


Fashion connoisseurs Debasmita Das and Sagardeep Das came together with their dream of building NUD intending to build sustainable, organic fashion. Founded in 2021, NUD is a sustainable Indian fashion brand that celebrates versatility and comfort. As a slow fashion label, NUD takes time perfecting each design through multiple prototyping stages before launch. Working closely with karigars, Indian artisans, and craftsmen, NUD integrates beautiful Indian embroideries and textile arts into contemporary silhouettes. With a manufacturing unit in Kolkata, NUD maintains quality control and ethical practices from design to production. The brand aims to make women feel New, Unique and Different with thoughtfully crafted pieces. NUD weaves love and empowerment into versatile, inclusive apparel choices.

**DEBASMITA
DAS**







l i n e
—
o u t l i n e



Founded by Deepit Chugh, a 2011 NIFT, New Delhi graduate, the label boasts a rich background in menswear and womenswear design, with experiences at renowned companies like Triburg, Raymonds, and Aditya Birla Group. Deepit's talent has been recognized internationally, being a three-time finalist at the World of Wearable Art show and securing third place in the film and costume section in 2014. The brand achieved notable milestones, including winning the GEN NEXT award at Lakme Fashion Week X. FDCI in 2021 and earning the ELLE Graduates Menswear Designer of the Year title, along with a feature in GQ magazine's 'Beauty of Bespoke' segment.

**DEEPI
CHUGH**







artizenergy



Having spent twenty five years in design, sourcing and supply chain for international brands, Dhanya was driven to put makers first and make conscious choices of sustainable production. At Artizenergy, fashion is believed as a force for good. A fashion house inspired by heritage textiles, crafts, and their makers. The brand works closely with skilled artisans and rural communities from India, bringing their artistry and stories to life in beautifully designed and crafted pieces.

**DHANYA
SUGATHAN**





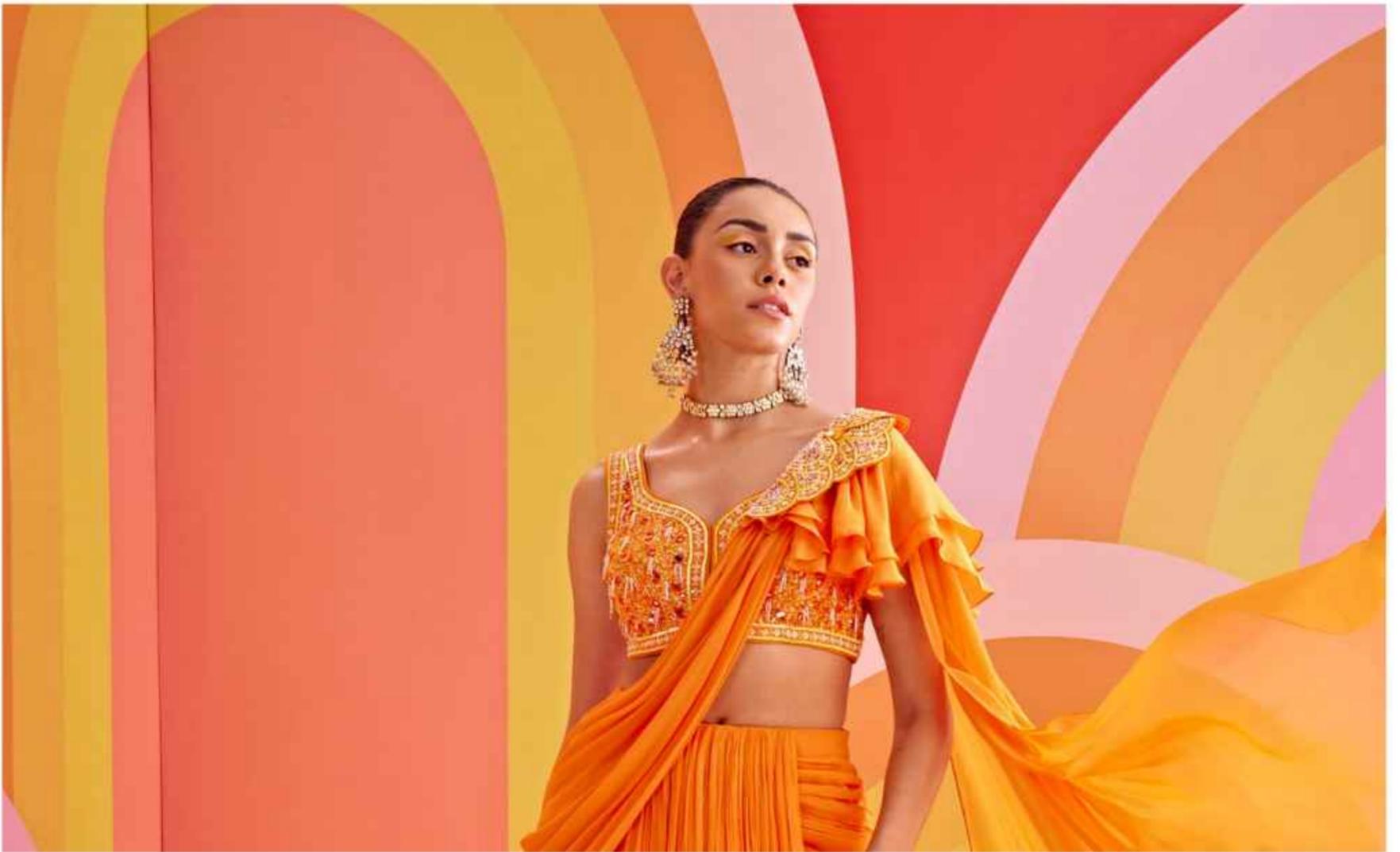


ISHA GUPTA TAYAL



Isha Gupta Tayal delivers an understated glamour to the modern women of substance from all different walks of life. Playing young with free-flowing silhouettes and dipping into the drapes Our strength lies in a distinctive amalgamation of modern cuts with elegant drapes creating contemporary yet ingenious silhouettes, that are enriched with intricate multi-layer embellishments

**ISHA
GUPTA
TAYAL**







Jaishelly khanna

SIZE INCLUSIVE FASHION

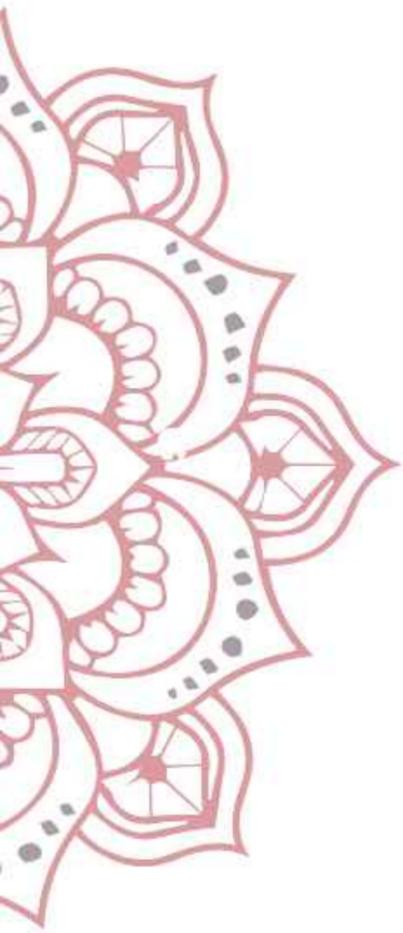


The hallmark of the brand, 'Jaishelly Khanna' is creating interesting and playful silhouettes by incorporating design elements in an way such that it suits women of any size. With an aim to provide impeccable customer satisfaction, we offer a variety of ethnic and indo-western products .The brand is mostly sought after by brides for their pre- wedding festivities. They are soon diversifying to ready-to-wear. Bridal wear so that their plus size brides can have the same rich experience as others.

**JAISHELLY
KHANNA**







JOY mitra



Founded by Joy Mitra, a NIFT Kolkata graduate. Joy Mitra design studio celebrates Indian art, history, geography, cinema, music and textiles. The brand works closely with artisans and weavers, reviving techniques like Ajrakh printing, Banarasi weaving, Chanderi weaving and Kanjivaram weaving. Joy Mitra's collections feature flowing silhouettes, earthy tones and fabrics like silk, cotton, chanderi and chiffon. Since debuting at India Fashion Week in 2008, the studio has showcased collections globally across New York, London, Dubai and more. Guided by a philosophy of creative freedom and personal enrichment, Joy Mitra aims to fuse Indian craftsmanship with contemporary elegance.

**JOY
MITRA**







MJ

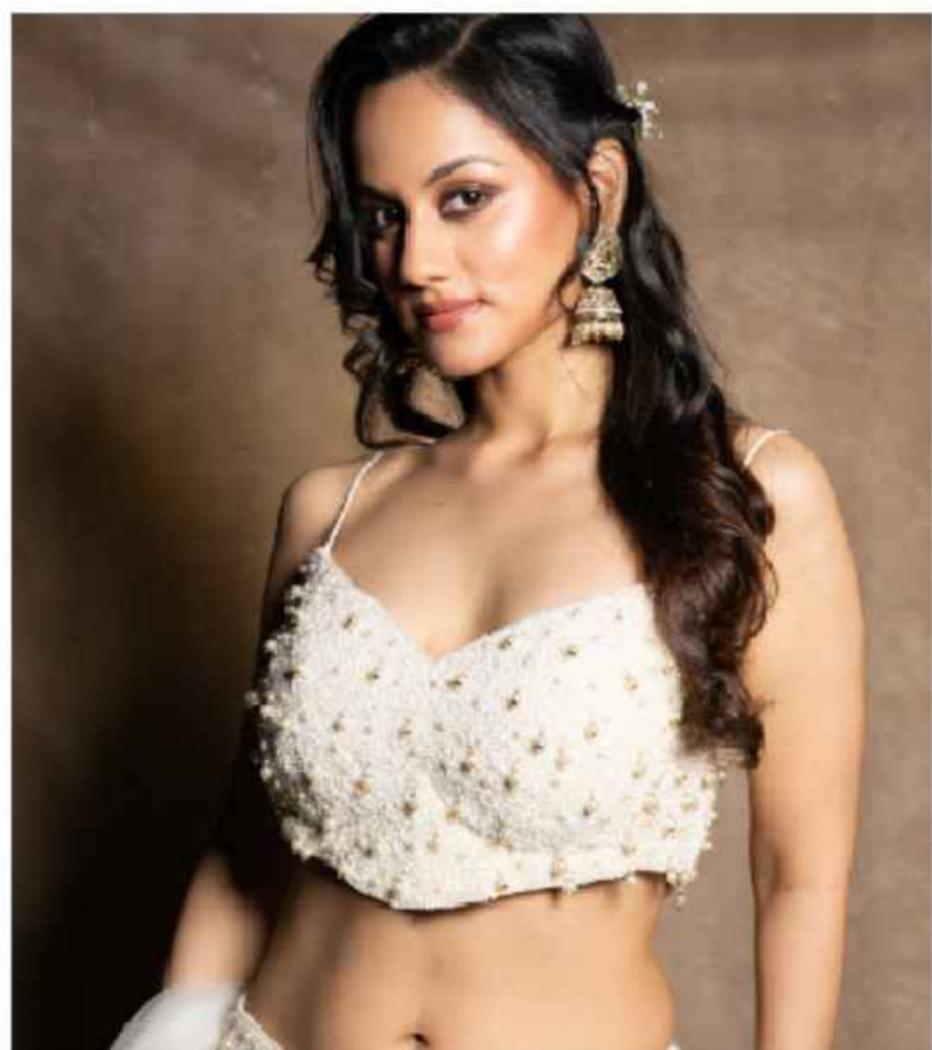
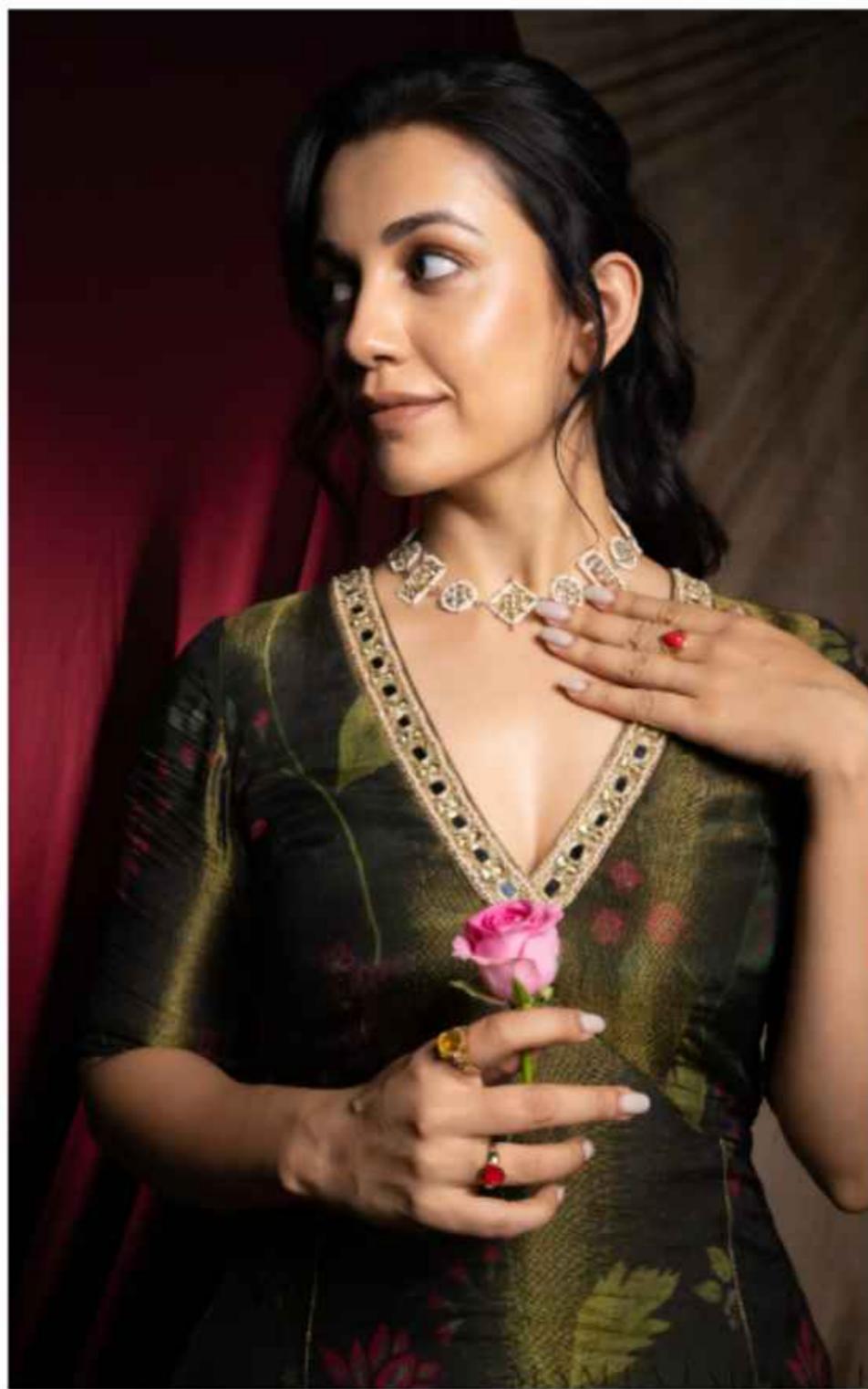
MAMTA JADHAV LABEL



Founded in 2018, Mamta Jadhav Label showcased its first collection at designer Vikram Phadnis' flagship store Krasaa in Mumbai. Signature aesthetic features like intricate patchwork and Meenakari 3D hand-embroidery balance contemporary designs with Indian craftsmanship. Catering to modern brides and grooms, Mamta Jadhav Label outfits retail at multi-designer stores like FUEL, The Deccan Story, Aslan and Flyrobe. With each piece, the label blends innovative silhouettes with artisanal embellishment for today's discerning clients.

**MAMTA
JADHAV**







RESHAMANDI™



Established in May 2020, based out of Bangalore, ReshaMandi is India's first and largest farm-to-fashion digital ecosystem for the natural fibre supply chain. With a vision to become the global leader in traceable and sustainable fashion, the company began with a focus on silk and has diversified by adding other natural fibres to its portfolio such as cotton, jute, linen. ReshaMandi works with 100,000+ farmers, 10,000+ reelers, 17,500+ weavers, and 18500+ retailers in the entire natural fibre supply chain to improve productivity, boost their bottom line and eventually be instrumental in transforming the quality of their lives.

**MAYANK
TIWARI
SAURABH
AGARWAL**







Simple Objects



Multidisciplinary Maker/Design Educator, NIFT Kangra '17 graduate, Mr. Mohan Kumar Verma, Founded "Studio Denew" as a collaborative space for diverse thinkers and makers to drive change through design. Educator at NIFT Jodhpur, IILM University, The Design Village, AKGEC college. Received international recognition for leading India pavilion at Domaine de Boisbuchet, France, and organizing a "Expressions of Wood" workshop at Bali Fab Fest with a grant from FAB Foundation Boston for the Fab Island Challenge in 2022.

**MOHAN
KUMAR
VERMA**







aphrodite by naps
bound by nothing

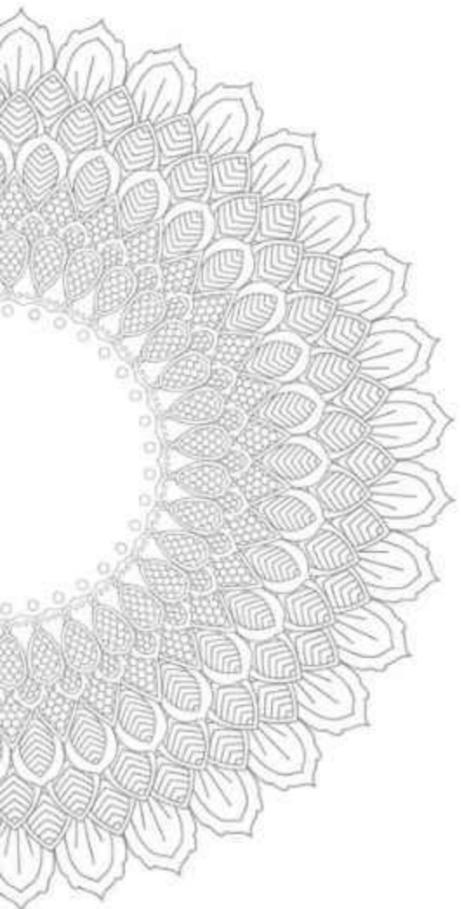
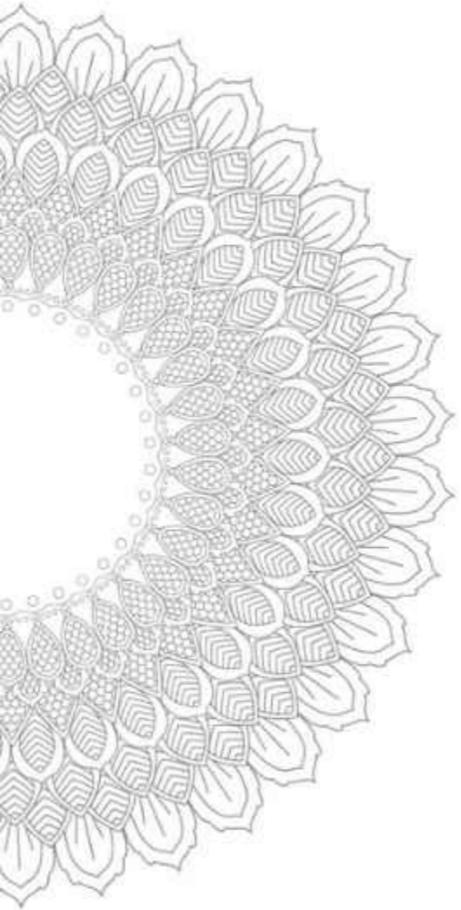
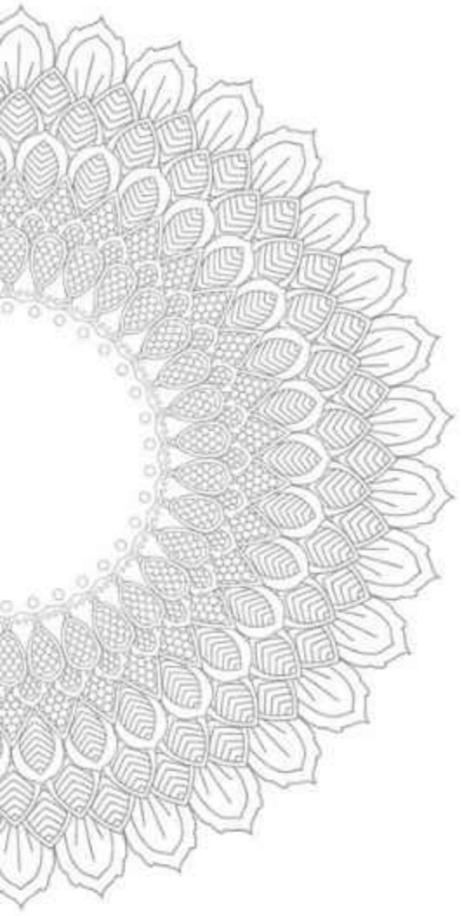


The designer celebrates his eclectic look through eccentric colours, patterns, Goth styles with twisted concoctions, in the western party and red-carpet wear using contemporised Indian surface techniques inspired by grand baroque, neo-classical and wizardry. He is known as the avant-garde designer. His clothes have walked over thirty shows including Times Fashion Week. He has dressed celebrities like Shanti People, Kavya Khurana, Moksha Kushal and more. He is also a costume designer for many shows and movies.

NAGEESHWAR C







Ref's

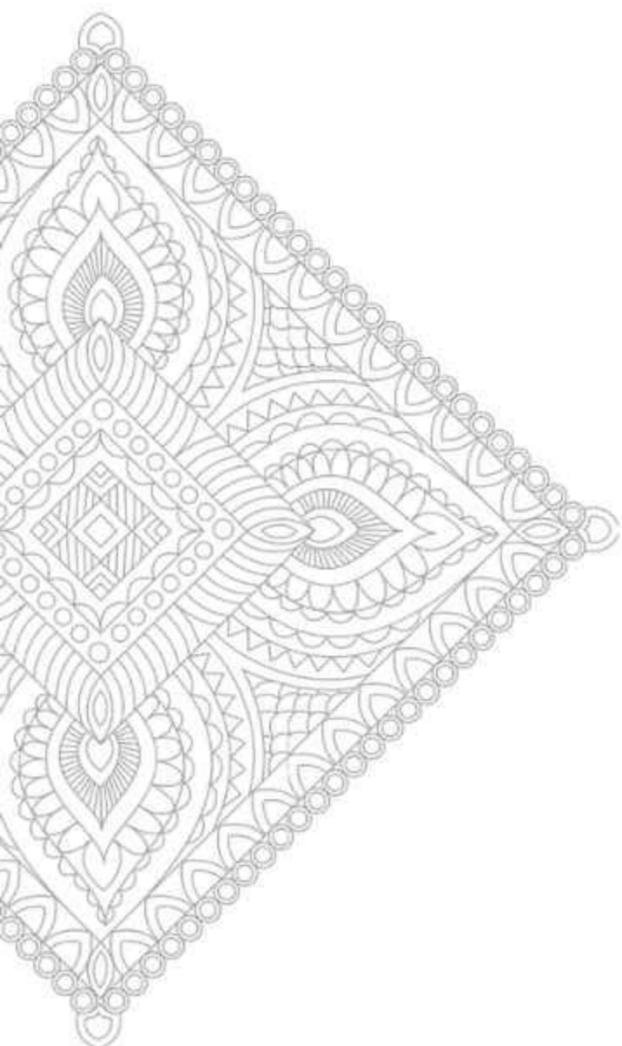
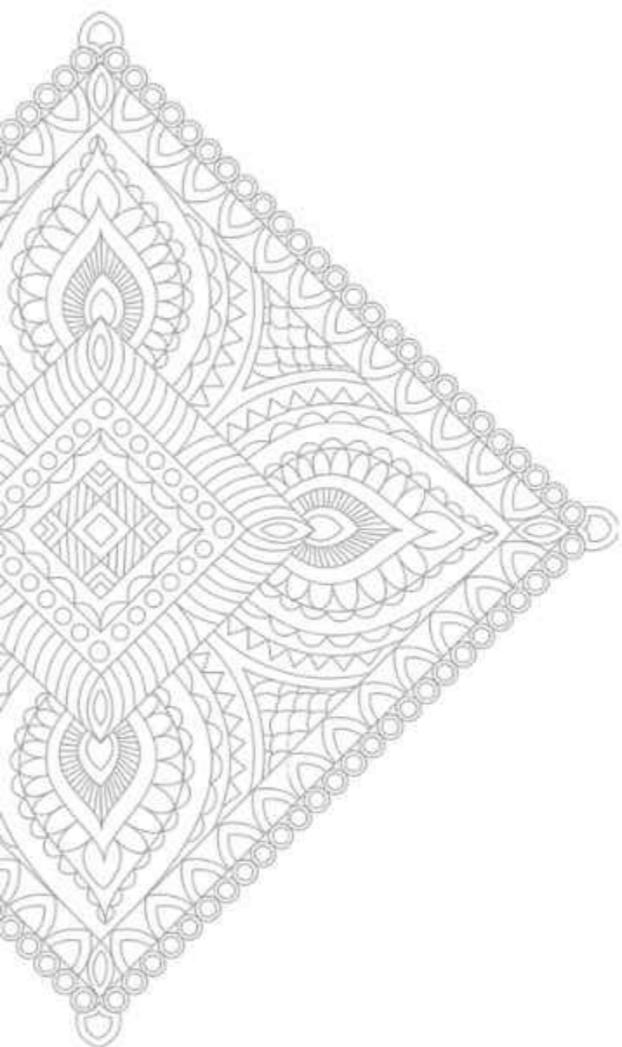
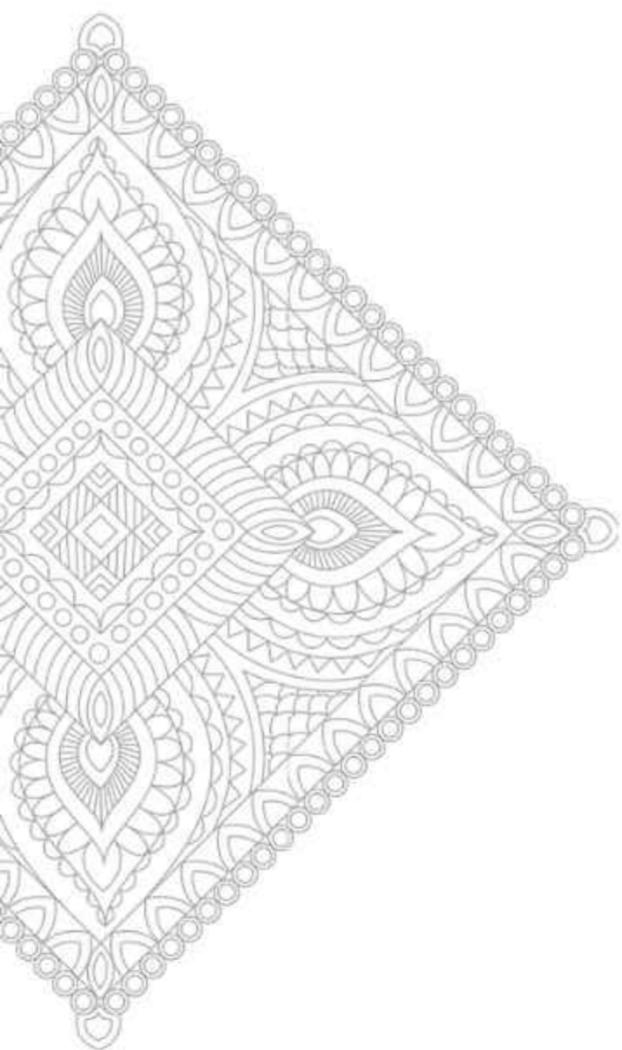


Founded in 2021 by Nefertari Joshi, Nef's Finds has transformed from a passion project thrift store to a celebrated E-commerce brand, gaining over 100,000 followers. The brand's commitment revolves around affordable and on-trend fashion without compromising ethics. Targeting women aged 18-30 in metropolitan cities, Nef's Finds offers a diverse product range, including a Bags and Belts vertical launched in 2023. With media recognition from ELLE, Grazia, and I-Diva, and celebrity endorsements from Tara Sutaria and others, the brand blends style, affordability, and sustainability, proudly Made in India. Nef's Finds is not just a fashion brand but a movement redefining the industry with style, substance, and conscience.

NEFERTARI JOSHI







NBC

NITIN BAL CHAUHAN

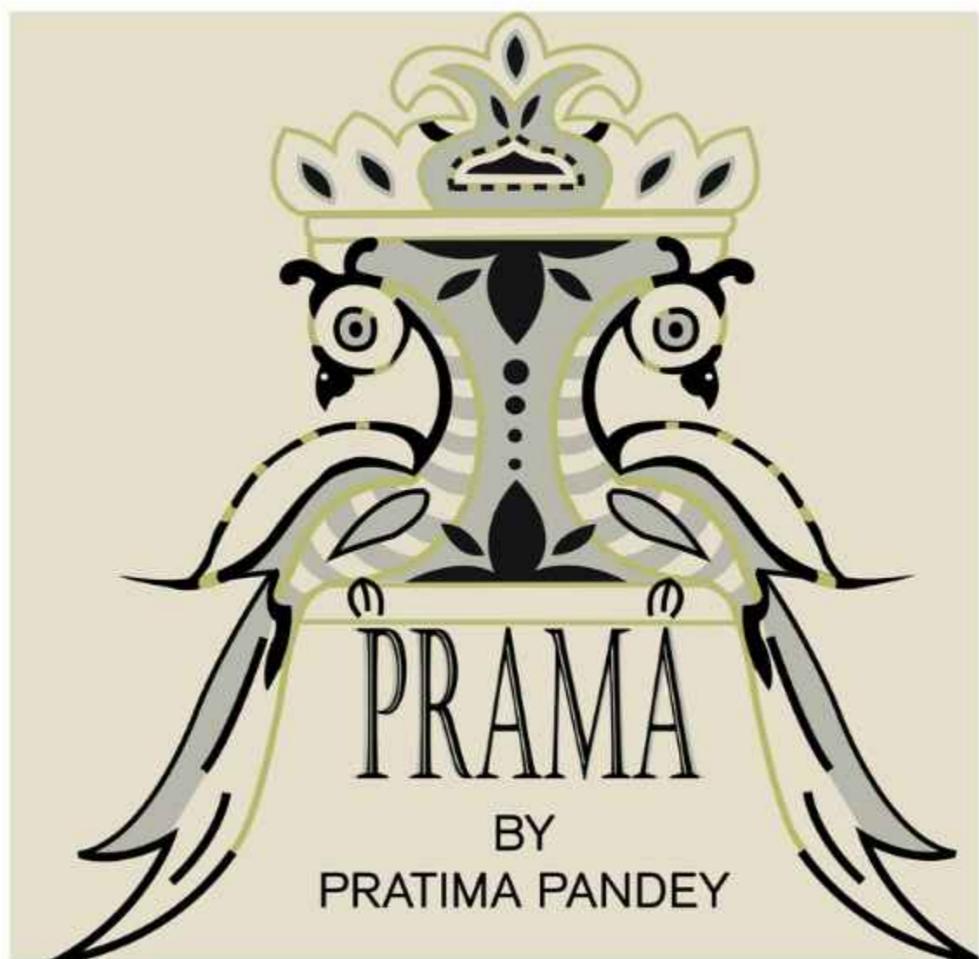


Nitin Bal Chauhan is a highly acclaimed and innovative fashion designer known for his sustainability and progressive approach to fashion. His work has been showcased at prestigious events and venues worldwide, including the Fashion For Good Museum in Amsterdam, London Fashion Week, Tokyo Fashion Week, and Jakarta Fashion Week, among others. Nitin has collaborated with renowned brands and organizations such as M.I.T., Walt Disney, Anthropologie, and the World Bank, pushing the boundaries of fashion and promoting sustainability. With numerous awards and accolades to his name, Nitin Bal Chauhan continues to make a significant impact on the fashion industry with his unique vision and commitment to sustainability.

**NITIN
BAL
CHAUHAN**







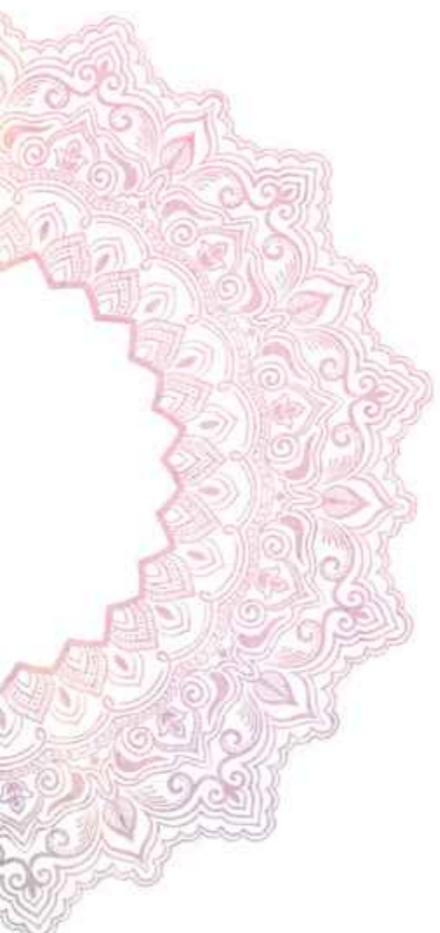


Prama is inspired by the founder Pratima Pandey, the brand's name, derived from Sanskrit, signifies wisdom and beauty, weaving romantic narratives into every collection. Prama epitomizes ethereal elegance, offering meticulously tailored garments for the modern woman. With delicate embroidery and flowing silhouettes, each piece radiates a magical aura. Ethical sourcing of natural fabrics like cotton, linen, silk, and Chanderi underscores Prama's commitment to sustainability.

**PRATIMA
PANDEY**







LABEL PRIYANKA KAR



Priyanka Kar, the visionary founder of "Label Priyanka Kar" and "Rosa by Priyanka Kar," as well as the Co-founder of "Ajay & Priyanka." With a background in Bollywood film costume design, she brings a unique blend of creativity and practicality to the work. Over the past two years, Label Priyanka Kar has curated exquisite ensembles, blending intricate design details with Indian fabrics and hand embroidery, catering specifically to the discerning elite. Meanwhile, "Rosa by Priyanka Kar" introduces a diverse range, showcasing contemporary silhouettes using cotton Sambalpuri ikkat fabric.

**PRIYANKA
KAR**







Rachita | Kapoor
DESIGN & LIFESTYLE

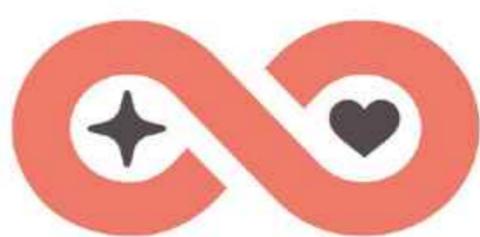


Rachita Kapoor design and lifestyle is a Thane, India, based design label that specializes in Women's Ready to wear and Bespoke clothing. Our lifestyle section specializes in home decor and macrame products. We run on the lines of zero waste and believe in promoting sustainability. At RKDL we focus on bringing out the best of you through our comfortable and elan design and prints, using the right fabrics and creating trendy styles using modern Indian textiles.

**RACHITA
KAPOOR**







Fab Point[®]
fab as you

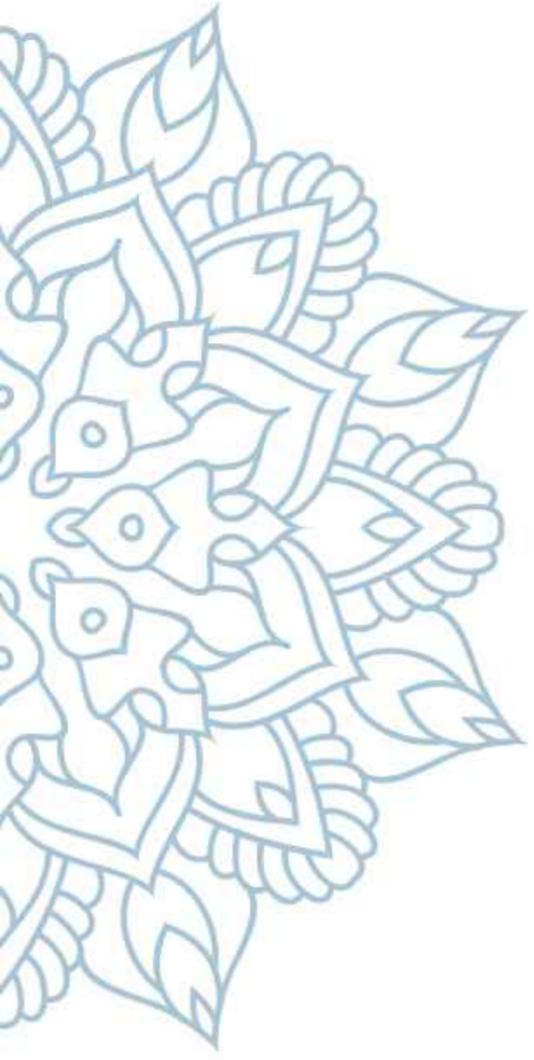
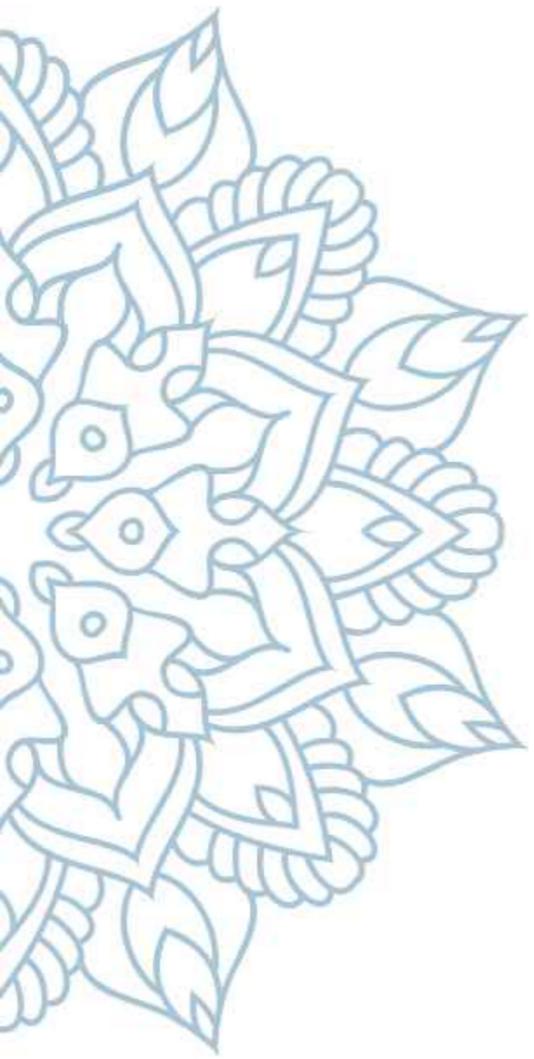
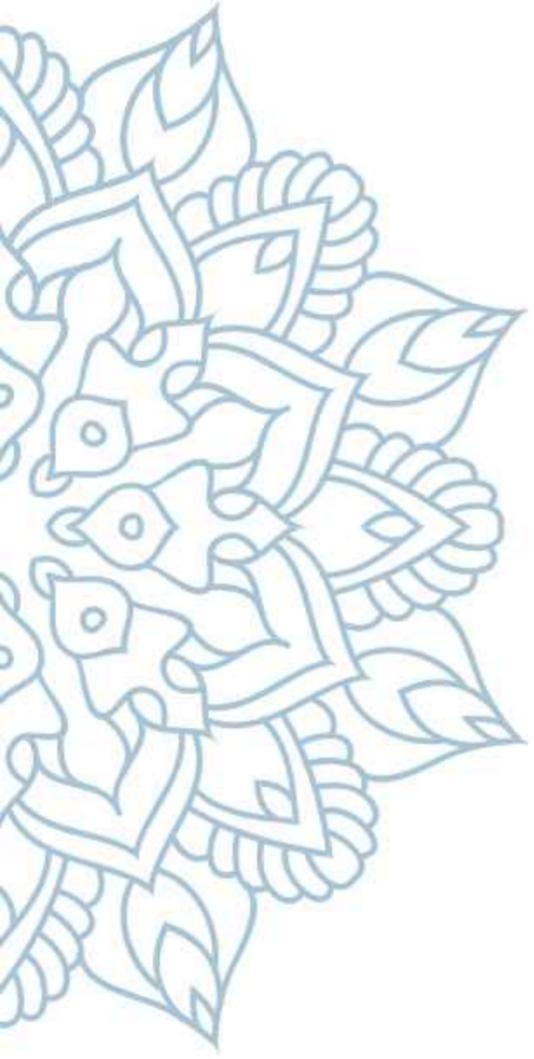


Roopali Rawat, founder of Fab Point, merges her 20-year fashion industry experience with sustainability. Graduating from NIFT Hyderabad, she held roles at Gokaldas Images and Arvind Brands before transitioning to academia. Her passion for sustainability led to Fab Point's inception, focusing on upcycling pre-loved sarees. Roopali completed courses on Circular Economy and a post-grad degree from London School of Design, emphasizing upcycling. She's also an accomplished trekker and runner. Fab Point aims to redefine saree usage, emphasizing longevity and sustainability.

**ROOPALI
RAWAT**







KALAKRITY

Design Studio



Kalakrity Design Studio, Panipat was established in 2015 by a NIFT '99 Post graduate from Textile Design. It is known for developing exclusive home and floor covering collections for national and international clientele. Kalakrity have participated extensively at fairs such as Domotex, Heimtex, IIM Cologne, Market Week, Atlanta Fairs and many more. Specialised in working in forecasted themes, trends and client briefs' pertaining to various markets and also imparting training to students especially in the areas of weaving, design & development, printing.

**RANA
PRATAP**







SAMANT CHAUHAN



Samant Chauhan, a Delhi-based designer, specializes in hand-woven Indian textiles, emphasizing simplicity and clean lines. His designs undergo meticulous treatments, distinguishing his collection. Chauhan prioritizes Bhagalpur weaving techniques, highlighting skilled artisans' craftsmanship. His earthy color palette evokes nature's essence, adding authenticity. The 'SAMANT CHAUHAN' label has garnered global acclaim, with presence in high-profile stores worldwide, showcasing his unique designs and craftsmanship.

**SAMANT
CHAUHAN**







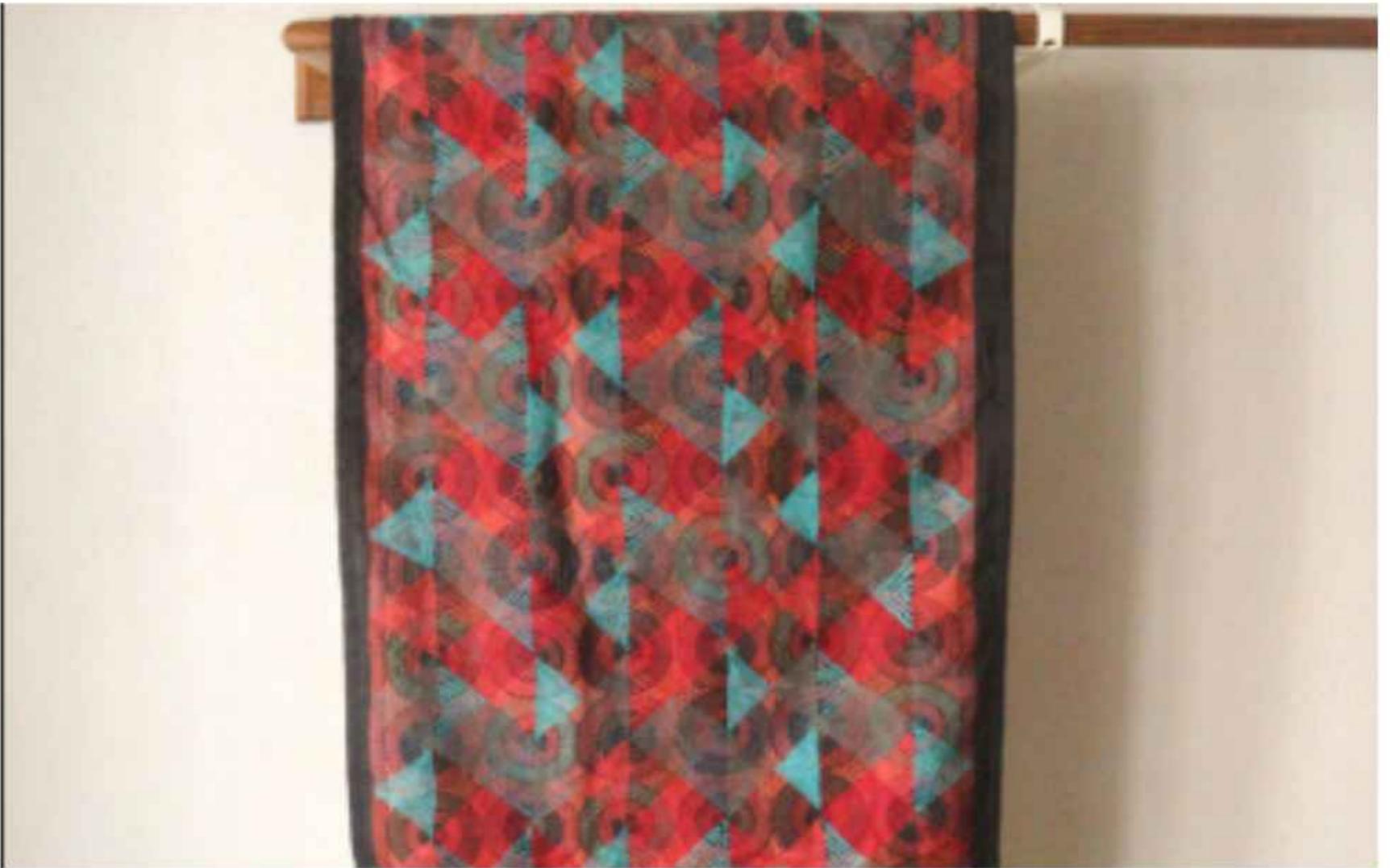
K A R O M I

CALCUTTA



Karomi, Sanskrit for “a deep and unified commitment to work”, is born from an artist's imagination and thrives for the persistent evolution of indigenous textiles. At Karomi, the traditional approach of Jamdani finds room to develop into a myriad of modern possibilities through a progression of its motifs and colours.

**SARITA
GANERIWALA**







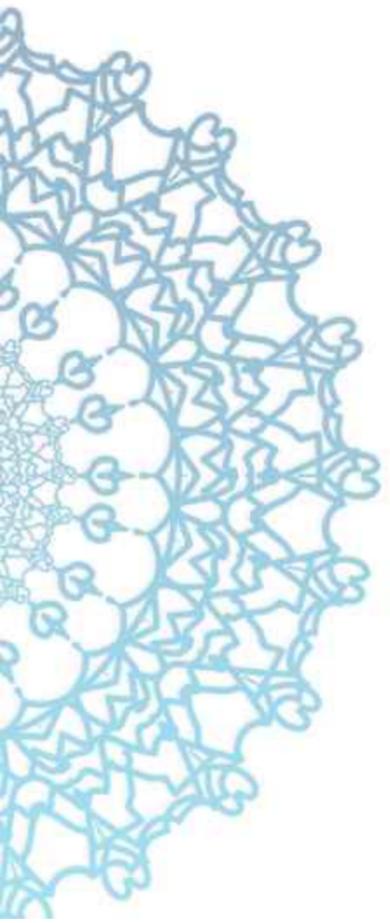
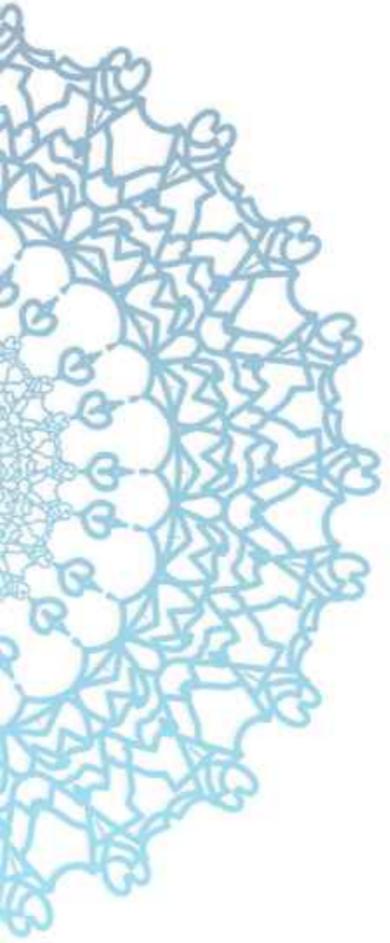
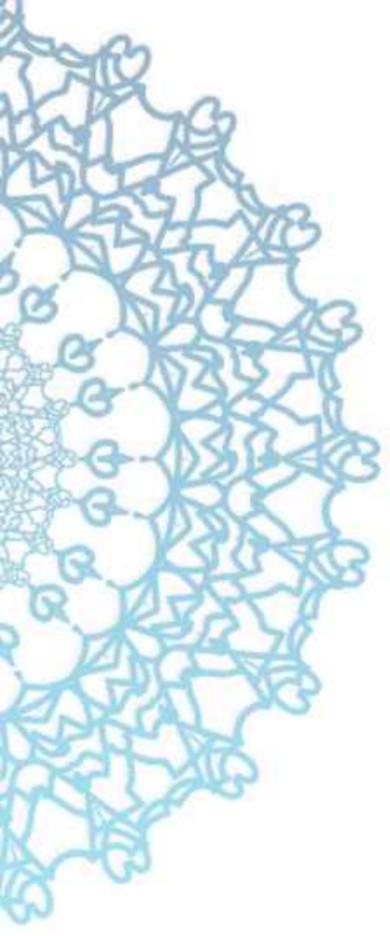


Sayantan Sarkar, the director of the label "Sayantan Sarkar" began his journey as a senior merchandiser in a knitwear export firm. His passion for Bengal craft forms found him sailing to the remotest villages of Bengal. Sayantan has been working with many craft forms to create the distinctive prêt as well as couture lines for men and women;

**SAYANTAN
SARKAR**







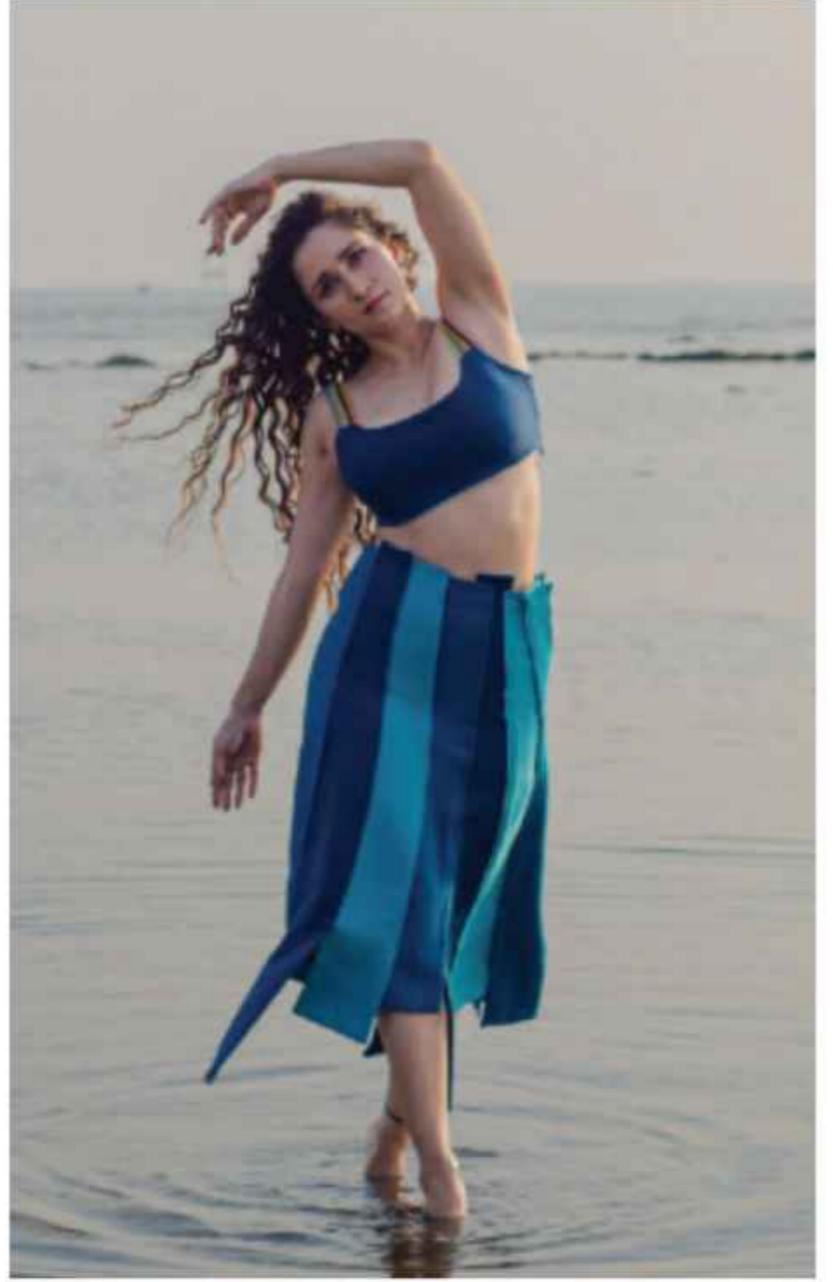
SHAY

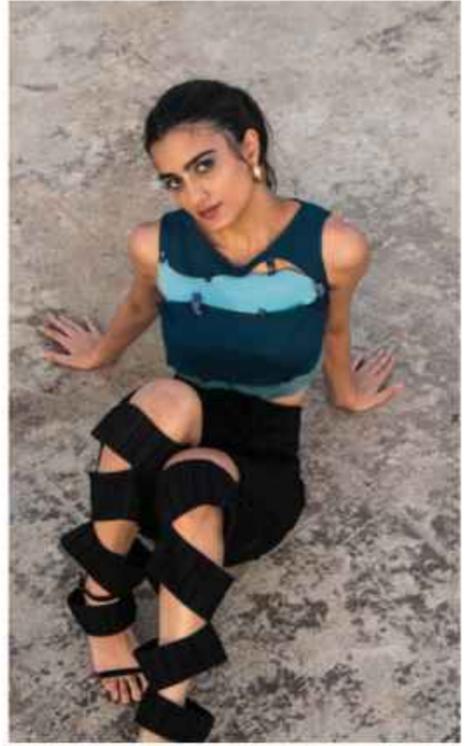
Studio



Launched in 2023 by Shaily Gupta, Shay Studio is a premium fashion label based in Mumbai and Indore. Known for mood-lifting, edgy clothing with quiet luxury, collections blend statement pieces and elevated classics inspired by Indian sensibilities. Shaily, a 2022 NIFT Mumbai graduate and Gold medal recipient, founded Shay Studio after her award-winning collection 'Taral.' The brand offers eclectic dailywear and modern occasion wear for global clients, reflecting Shaily's experience at not just a label but a commitment to pushing creative boundaries.

**SHAILY
GUPTA**







MisSi MagHi



Missi Maghi, inspired by tribal roots, derives its name from the designer's parents, symbolizing respect for motherhood and nature. Shradha Mehta, with a postgraduate degree in Soft Materials from the Indian Institute of Crafts & Design (IICD), Jaipur and a specialization in Textile Design from the National Institute of Fashion Technology (NIFT). she blends her expertise with a passion for art, crafts, and textiles. Having worked with notable organizations and achieving recognition from the Ministry of Textiles, she emphasizes sustainable contributions. Her brand envisions a prosperous world aligned with SDGs, focusing on equity, education, and sustainability. With a background in craft revival and diverse design projects, Shradha's creativity extends across research, writing, and cultural exploration, making Missi Maghi a holistic endeavor for global prosperity.

**SHRADDHA
MEHTA**







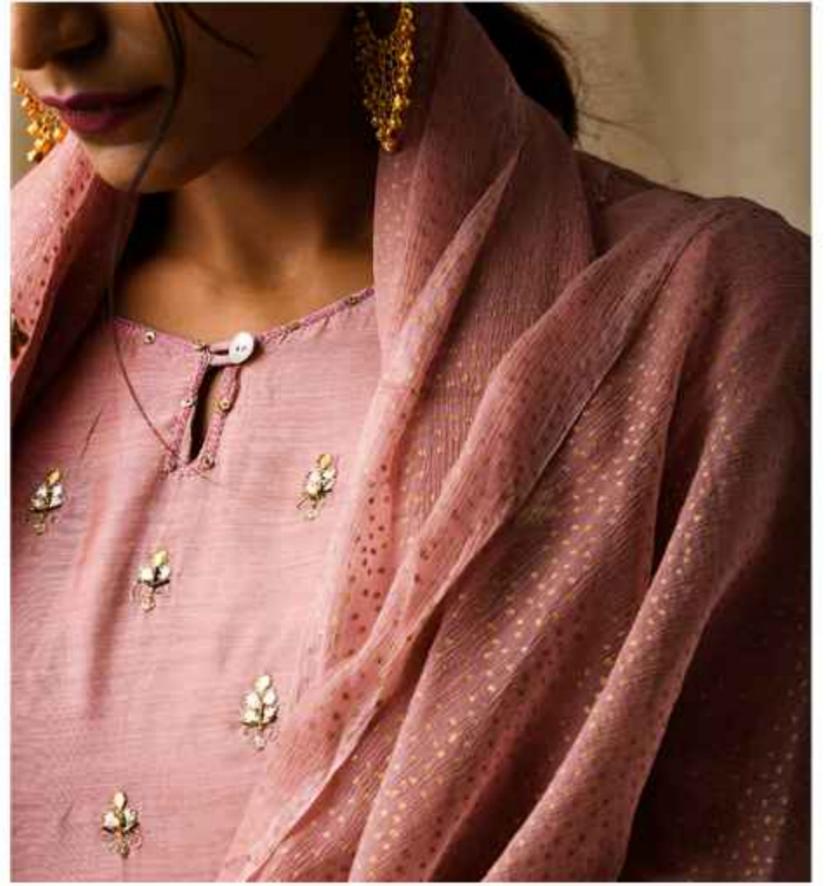
soul roots
by sonal chitranshi



Soul Roots' signature design style is fuelled by the Indian culture and heritage of the grassroots. Our cultural heritage has always been powerful in our design process even though it percolates through in many subtle ways. Our work is always a study of contraries. The inspiration of rich Indian heritage fused with our contemporary deliveries is what sets us apart" says Sonal Chitranshi the founder who is based out of Jaipur.

**SONAL
CHITRANSHI**







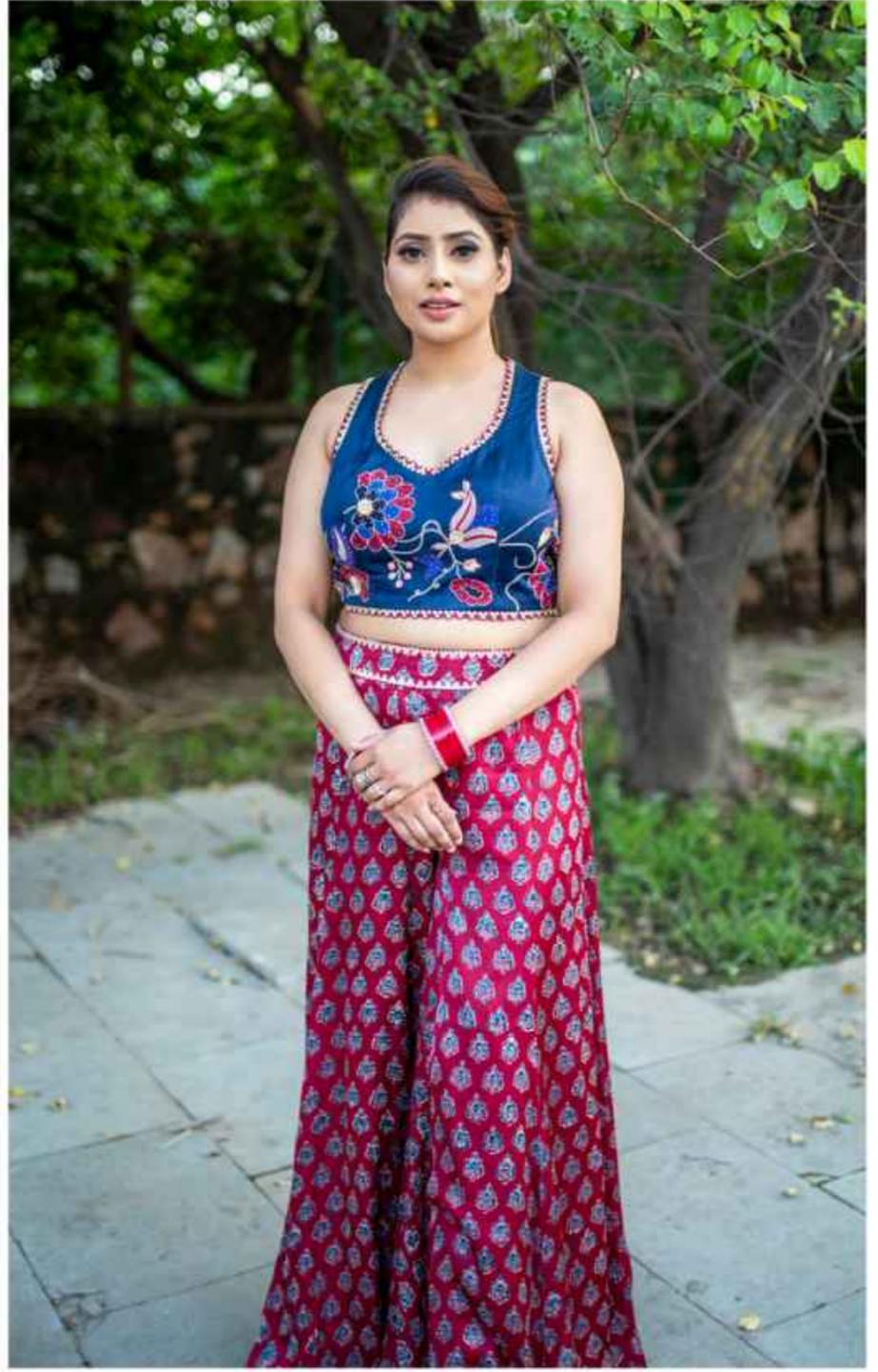
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PINCH BY SONAL
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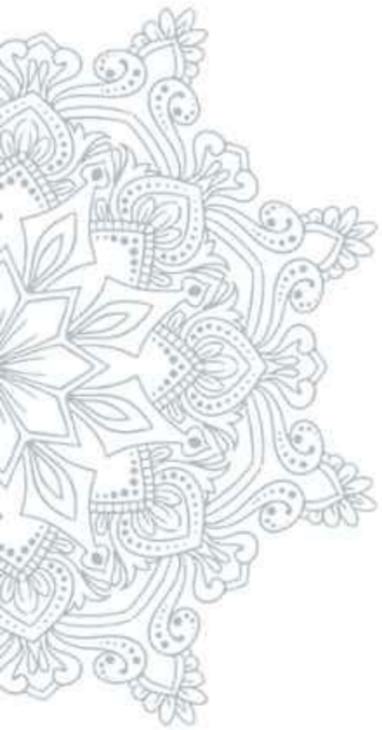


PINCH BY SONAL offers contemporary Indian clothing that blends heritage fabrics and traditional techniques with modern silhouettes. Founded by designer Sonal Gupta, an Irwinite and NIFT Mumbai alumnus, Pinch incorporates richly colored prints, embroideries and fabrics like Ajrakhs, Kotas and Benarasi weaves into its collections. From sarees and lehengas to co-ords and dresses, each piece balances traditional artistry with a contemporary, chic aesthetic. Passionate about fashion and teaching, Sonal Gupta, who has been awarded the National Excellence Award as a Fashion Designer, aims to celebrate India's textile heritage through wearable, modern designs.

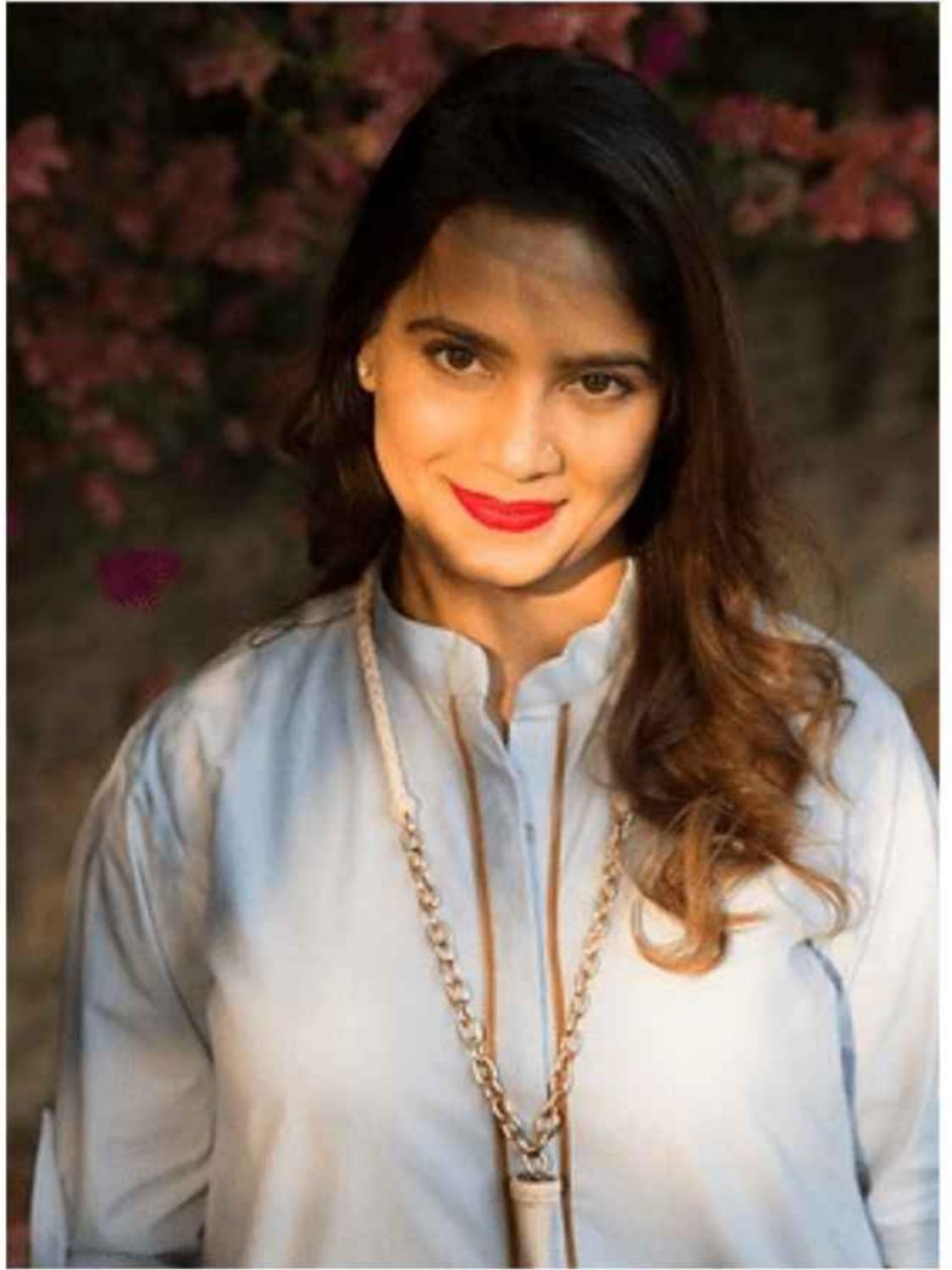
**SONAL
GUPTA**







Ramachris
by Sonal Verma



'Rara Avis was founded by neowned fashion designer Sonal Verma in 2012, focuses on 'Immortal Design' with handcrafted leather pieces. She is involved in trend forecasting,she serves as the Creative Head for India at the international bags brand POEM since 2010. With a vision for global recognition, the brand aims to seamlessly blend intrinsic Indian craftsmanship with contemporary flair, establishing itself as a unique and essential choice for fashion enthusiasts worldwide.

SONAL VERMA







SoulWeaves



WEARABLE ART

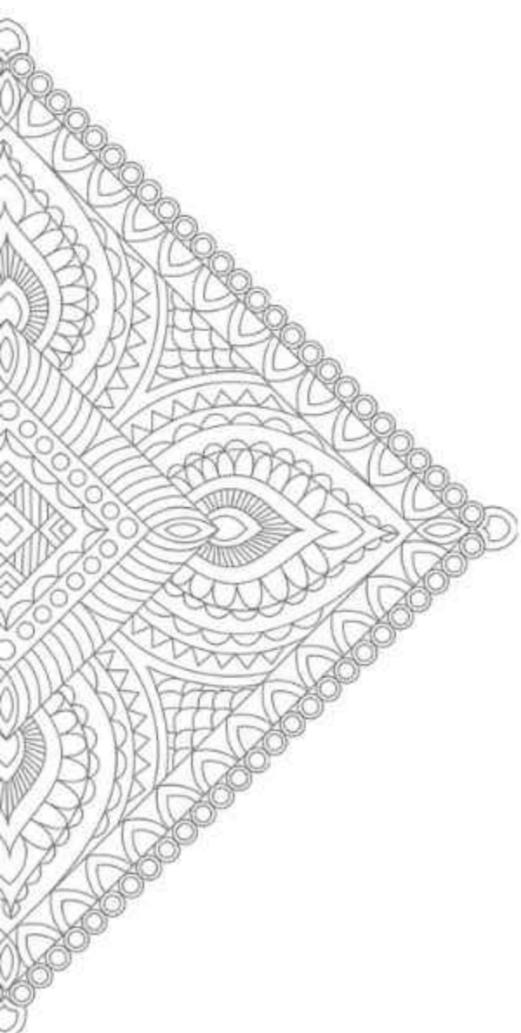
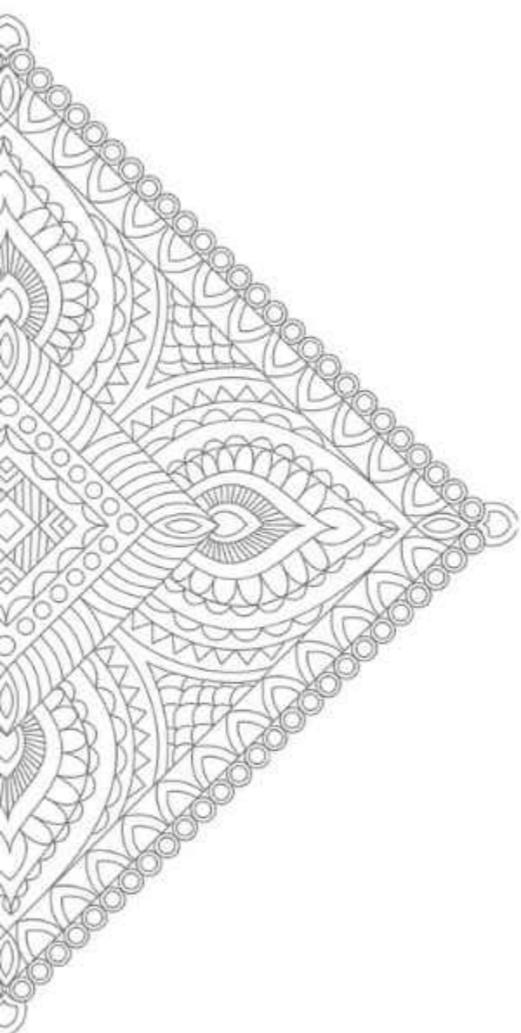
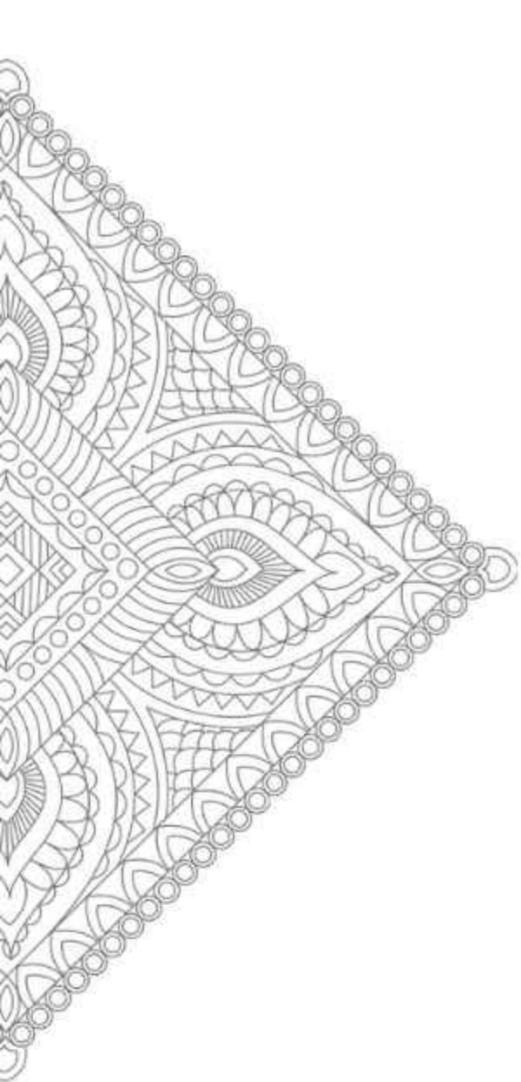


Soul weaves has been in the making since the early 2016 , a genuine labour of love born out of years of assiduous fabric research and planning. Carefully sourced, lovingly handmade and ethically produced, SoulWeaves' commitment to handloom revival ensures that each weave's story is told.

**SWATI
KAPOOR**







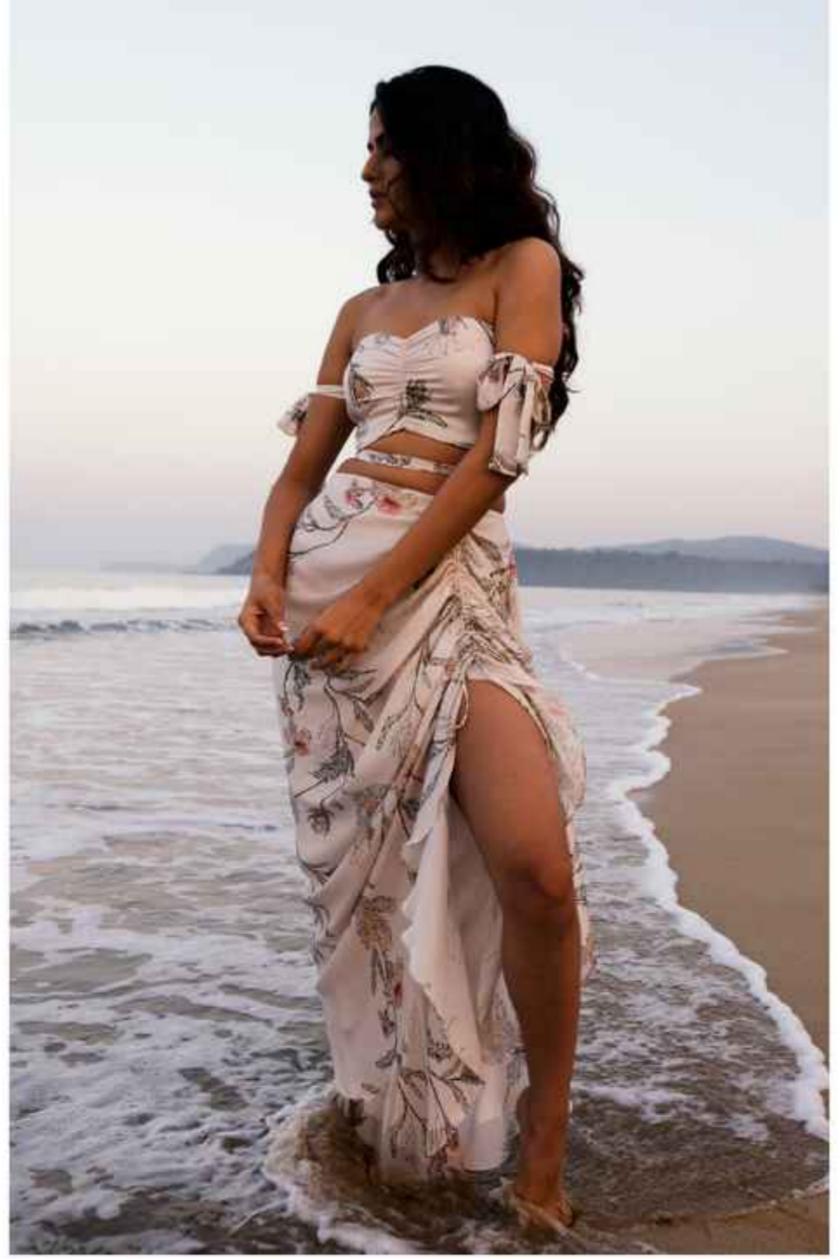
VIVEKPATEL

Luxury Wear | Custom Made



Inspired by the laws and parameters of nature, the label explores forms and motives using highly skilled craftsmanship. Nature's mathematics behind the diverse flora and fauna has always intrigued us. The studio is constantly exploring new possibilities in form & silhouette and approaches each garment as a piece of art. Vivek has graduated from the National Institute of Fashion Technology with the best graduating fashion designer award. He was nominated as a finalist for NEXA presents 'The Spotlight 2023' In Collaboration with FDCI and Lakme Fashion Week. Under the label, he has dressed celebrities like Shreya Ghoshal, Isha Talwar, Elli Avarram, and Miss Diva Universe Adeline Casteleno. The label has dressed clientele worldwide with positive reviews.

VIVEK PATEL







YASHOBHOOMI TEAM

NIFT Team

Mr. Goonjan Kumar

Dr. Ujjwal Ankur

Mr. K Murugan

Dr. R Reshmi Munshi

Dr. Shakti Sagar Katre

Dr. Rashmi Gulati

Mr. Shanker Narayanan

Dr. Sreenanda Palit

Ms. Bhavna K Verma

Dr. Upinder Kaur

Dr. Purva Khurana

Dr. Shinju Mahajan