

S - CRAFT

Singhani's

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GLAM &
GLORY

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EXCEPTIONAL DISTINCTION: THE UNIQUE APPEAL OF SINGHANIA'S

A Century of Elegance Woven with Care



Nestled amidst the vibrant hues of Hyderabad's Banjara and Jubilee Hills, Singhania's Sarees isn't just a store; it's a haven for those who seek timeless elegance and impeccable craftsmanship. For over a hundred years, this family-run legacy has been weaving tales of tradition, innovation, and most importantly, a dedication to exceeding expectations.

Step inside, and you're transported to a world where silk whispers secrets against your skin and vibrant colours dance in the light. The courteous staff, with their deep knowledge of the weaves and their understanding of your every whim, become your personal guides on this sartorial journey. They're not just salespeople; they're storytellers, confidantes, and co-creators, ready to help you find the perfect saree that speaks to your unique spirit.

But Singhania's isn't about simply preserving the past. It's about embracing the future, constantly pushing the boundaries of what a saree can be. Their in-house designers, with their fingers on the pulse of contemporary trends, conjure up breathtaking new designs and combinations. Think classic Kanjivarams reimagined with playful borders, or delicate Banarasi silks infused with modern motifs. Every creation is a testament to their unwavering commitment to keeping the saree relevant, fresh, and ever-so-desirable.

And then there's the magic of bespoke. At Singhania's, your dream saree isn't just a figment of your imagination; it's a tangible reality. Their designers work hand-in-hand with you, translating your vision into threads of gold and whisper-soft silks. Whether it's a family heirloom recreated with a modern twist or a saree born from your own artistic yearnings, the possibilities are endless.

Singhania's isn't just a store; it's an experience. It's the feeling of your grandmother's stories woven into the fabric of a saree. It's the thrill of discovering a hidden gem, a masterpiece waiting to be unveiled. It's the confidence that comes from knowing you're draped in not just cloth, but in a legacy of excellence.

So, the next time you're in Hyderabad, don't just walk past Singhania's. Step inside, let the sarees whisper their stories, and discover what makes this century-old haven truly stand out from the rest. It's not just about sarees; it's about the extraordinary woven into every thread.



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STYLE THE REPUBLIC DAY LOOK WITH OUR SAREES

Republic Day is a national holiday in India, celebrated on January 26th each year. It marks the date when the Constitution of India came into effect in 1950. It's an occasion to honour the country's cultural diversity and legacy. One method is to wear a traditional saree. Sarees come in a range of hues, but saffron, white, and green are particularly popular during Republic Day. These colours reflect the Indian flag and may be used to express your patriotism.

The vibrant colour saffron represents courage and sacrifice. It is a tribute to the numerous people who battled for India's independence. White symbolises peace and purity. It symbolises India's dedication to democracy and equality. Green is the colour of wealth and growth. It depicts India's optimism for a prosperous future.

When you wear a saree in these colours, you are not simply dressing for yourself. You are dressing your nation. You demonstrate your pride in India's past, present, and future. So, this Republic Day, why not wear a saree instead?



SANKRANTI ACROSS INDIA WITH SAREES

As the frost gently loosens its grip and the sun stretches its golden fingers across a nascent spring, India explodes in a riotous symphony of celebrations. It's Sankranti, a festival as diverse as the nation itself, a mosaic of traditions woven with vibrant sarees, sweetmeats, and soaring kites. Understand the meaning of Sankranti through different regions, marvelling at how a single festival morphs into a kaleidoscope of customs and costumes with Us.

North India's Silken Splendor:

Crisp air, streets adorned with silks, and women draped in Banarasi. These exquisite sarees, woven with gold and tradition, transcend mere fabric. Born from the looms of the ancient city of Varanasi, Banarasi sarees have adorned royalty and commoners alike for centuries. Their brocades, woven with meticulous precision, shimmer with the promise of celebrations. And no celebration is more fitting than Makar Sankranti, the festival of harvest and hope.



Western Charm:

Now, let's head west to the land of kites and sunshine, Gujarat. Uttarayan, as Sankranti is called here, paints the sky with colourful dreams. And on the ground, women twirl in Bandhani sarees, their bodies adorned with tiny tie-dye dots that whisper tales of desert sands and playful winds. In Madhya Pradesh, Maheshwaris, woven with intricate borders and geometric patterns, add a touch of sophisticated charm. And the food? Oh, the Gujaratis know how to do it! Undhiyu, a layered vegetable dish cooked underground, and Dhokla, a fluffy steamed cake, are just a glimpse of the culinary feast.



South India's Delectable Delights:

As the Harvest festival sweeps across South India, women drape themselves in the elegance of sarees. Kanjivaram sarees, woven with threads of gold like local delicacies, add a touch of regality to the women. These intricate silk creations, hailing from the quaint town of Kancheepuram, stand in contrast to the vibrant Gadwal sarees from Andhra Pradesh. Known for their playful fusion of silk and cotton, Gadwal sarees are as lively as the festival's joyous spirit, a delightful counterpoint to the classical Kanjivaram.



Eastern Elegance:

Let's fly east, to the land of rolling hills and gentle rivers. In Assam, the vibrant Magh Bihu fills the air with the rhythm of Bihu songs and the rustle of Tussar sarees. These golden beauties, woven from the cocoons of wild silkworms, shimmer like the sun on ripe paddy fields. The texture is rough, earthy, a perfect reflection of the land itself. And the food? Imagine Masor Tenga, a tangy fish curry, and Jolpan, a platter of sweets and savouries, all served on a bed of aromatic Joha rice. Trust me, it's a symphony for the senses!



FABRIC FOCUS:

In this edition, we explore four exquisite fabric choices - Banarasi, Plain Tissue, Embroidered Tissue, and Raw Silk - perfect for crafting your festive attire.

1. Banarasi

Originating from the ancient city of Varanasi, Banarasi fabric is known for its intricate designs and gold or silver brocade or zari, making Banarasi outfits a popular choice for Sankranti festivities. The motifs, often inspired by Mughal art, include floral and foliate designs, kalga and bel, a string of upright leaves called jhaallar at the outer edge of the border.

Wear a Banarasi saree or kurta with minimal jewellery to let the fabric's innate opulence shine.



2. Plain Tissue

Plain Tissue fabric is crafted by interlacing silk threads with shimmering metallic threads, giving it a shimmery texture. This fabric is lightweight and offers a subtle elegance with a lustrous appearance. The fabric will feel great against your skin, like a cool caress.

For those who prefer a less ostentatious look, plain tissue sarees or kurtas are ideal. Enhance your look with traditional accessories like jhumkas or bangles to add a splash of colour.



3. Embroidered Tissue

Taking the plain tissue a notch higher, embroidered tissue features intricate needlework on the shimmery base. The embroidery can range from floral patterns to geometric designs, often in vibrant colours that contrast beautifully with the base fabric.

Pair it with simple gold or pearl jewellery to complement the fabric's richness.



4. Raw Silk

Raw silk, with its slightly nubby texture and less sheen, brings an earthy, natural feel to the festive wardrobe. Unlike its smoother counterpart, the refined silk, raw silk has a more organic look and feel, giving it a rustic yet sophisticated style.

Outfits made from raw silk are comfortable and breathable, suitable for the typically mild weather during Sankranti. Accessorise with terracotta or wooden jewellery for a complete earthy look.





TRENDSETTING DESIGNS

Spotlight on contemporary saree designs and motifs

Today's trendsetting bulletin shines a light on a special collection – Sankranti sarees & fabrics reimagined for the contemporary people. As we gear up for this harvest festival, let's explore a world of motifs and designs that celebrate nature's bounty and the promise of prosperity.

Imagine a Kanjeevaram, its rich gold zari threads weaving tales of ripe paddy fields and swaying sugarcane stalks. Or picture a handloom Tussar silk, its earthy hues adorned with motifs of sunflowers and dancing mango leaves. These are just glimpses of the magic Sankranti holds.

But this year's Sankranti collection isn't just about tradition. Our designers are pushing boundaries, infusing contemporary silhouettes with age-old motifs. Think geometric patterns inspired by rangoli designs, or bold stripes echoing the colours of turmeric and sugarcane. Sequins and beads mimic dewdrops glistening on harvest leaves, adding a touch of modern glamour.

For the minimalist, an Organza saree with delicate embroidered motifs along the border offers understated elegance. And for the fashion-forward, a Banarasi with abstract mango paisley designs in neon pink is a sure head-turner.

“Glam & Glory”

Imagine a star, in the spotlight, a million eyes glued to their every move. Cameras flash, fans scream, and amidst the whirlwind, a star emerges. Now, picture them not just in any outfit, but in a Singhania's saree.

Why do these stunning beauties choose Singhania's? For celebrities, Singhania's aren't just about looking drop-dead gorgeous (although they most certainly do!). They're a connection to something deeper. It's like wearing a piece of charm. It's a connection to their roots, a reminder of the beauty that lies within. It's a living, breathing art form, constantly evolving and captivating.

So, when a celeb chooses Singhania's, that it's far greater than simply a matter of looks. It all comes down to how fantastic you feel. It's about taking ownership of their narrative and captivating the world with their own distinct spark.

But the enchantment of Singhania's isn't just for celebrities. It's for every woman who wants to feel like a star in her own righteousness. It's for the daughter who seeks a connection to her past, the mother who wants to celebrate her present, and the dreamer who craves a future as vibrant as the colors of the saree itself.

And that, my friend, is a story that never gets old.



The Queen of Grace -
Madhuri Dixit, in our Pink Pranpur Silk Saree



S-CRAFT



Deepika Padukone
in our Green Kadhwa Banarasi Silk Saree

S Singhanian's
— HANDCRAFTED LUXURY —



Be inspired with
Adah Sharma in our **Blue Pranpur Silk Saree**



Vidya Balan reigns
supreme in our **Brown Banarasi Saree**

Shruti Haasan
slaying in **Black Banarasi Saree**



Rasna Bhasin
in our **Black Banarasi Saree**





Kajal Agarwal looks like
a vision in our **Cerulean Blue Banarasi Saree**



Urmila Matondkar looks ethereal in our
Mauve Kanjivaram Saree.

S Singhania's

— HANDCRAFTED LUXURY —



SINCE 1881

Fabrics for Menswear

- With Bespoke Designs



G uys, let's face it, Men love fashion just as much as anyone. But sometimes, walking into a store feels like diving into a sea of khakis and button-downs. Where's the adventure? That's where we come in.

We know you want to stand out, not blend in. We're talking designs and prints that say "I'm not afraid to be noticed" and subtle details that whisper, "I know what I'm doing." So we give you patterns that dance, colors that pop, and details that make you do a double-take. Fabrics that move with you, not against you. Clothes that become an extension of yourself, not a costume.

We want you to feel confident, powerful, ready to take on anything. Because when you feel good in what you wear, you show the world who you truly are.

SINGHANIA'S CLIENT DIARIES

In our series, "Client Diaries," we bring you closer to the women who choose Singhania's to weave special moments into their lives. Real women who found their perfect match in a Singhania's saree.







**BRAND FOCUS: SINGHANIA'S WARDROBE**

Now, when you wish to break free from the usual, Singhania's Wardrobe throws open a treasure trove of vibrant possibilities. This label, born from a love for tradition and a thirst for trendsetting, brings the best of both worlds under one roof. Singhania's Wardrobe doesn't just sell clothes, it sells confidence and a whole lot of head-turning panache. And let's not forget the comfort factor! Singhania's Wardrobe understands that true beauty lies in feeling good in what you wear. So, their fabrics are soft against your skin, their cuts flatter every curve, and their designs move with you, not against you





Women of Singhanias

Singhanias's women come from all backgrounds, but they all have one thing in common: they like our sarees. Our sarees are meant to make a statement, and our women wear them confidently. They are the backbone of our firm and are critical to our success. They are mother, daughter, wife, and sister. They are leaders, innovators, and changemakers.

"Singhanias - a place to connect with the women who keep the tradition alive."



Find the Words

K E C K A W W V A S L E U C J
A U L W A T F A R C S B P H B
N S C G S L T M E C A Q Y A E
J S H H A A A P X B W D N M M
I I M L Q L I M X P E A X D B
V T N E G Q P N K R R C Q D R
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R P A T O L A B S H R M T H I
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L F R R I Q B O Y A V J E E A

BANARASI

IKKAT

PATOLA

TISSUE

EMBROIDERY

KALAMKARI

SCRAFT

TUSSAR

HYDERABAD

KANJIVARAM

SINGHANIAS

SAREE FACT

In ancient India, Kanjivaram Silk Sarees were once used as currency due to the intricate gold zari used in its making.