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# S-CRAFT

VOL 06  
March 24

S-CRAFT

Singhania's  
Handcrafted Ethnic

Beauty  
&  
Realness!



# OUR TRIBUTE TO SAREE LOVERS WORLDWIDE.

It fills my heart with joy unspeakable, expressing my gratitude towards every creation in the world making the saree an eternal heritage possible throughout the time. We at Singhania's believe that each saree plays a crucial role in making sure the culture is conserved. We are dedicated to the design, quality, and convenience of every customer to make sure the experiences are taken into account.

For generations, Singhania's has marked its presence as a pioneer in the market by winning hearts of its customers globally. We are always working to create new and innovative designs to make sure that women with different styles and tastes can find something they love.

As this financial year is ending, Singhania's wants to thank all our customers, employees, and stakeholders who helped to make this year so successful.

Singhania's also recognizes and appreciates the passion and dedication these weavers bring to their craft, and they play a vital role in the company's achievements.

Singhania's plans to keep expanding and improving so that women can continue to find exactly what they want when they shop here.



*Sailesh Agarwal*

**Managing Director**  
(Mr. Sailesh Agarwal)



# Singhania's Jubilee Hills Store

**2nd Anniversary Celebration** The Annual Sale with up to 50% off



It's a special time for Singhania's Jubilee Hills store - celebrating its 2nd anniversary in a really big way! From March 4th to the end of the month, Singhania's is having an amazing sale with discounts up to 50% off on all the beautiful sarees, fabrics, festive clothing and more.

The Jubilee Hills store is located right in the heart of Hyderabad's fancy Jubilee Hills neighbourhood. For its 2nd Anniversary, Singhania's went all out with huge storewide sales so you can update your wardrobe with lively, colourful pieces - timely perfect for the fun festival of Holi coming up!

But the celebration wasn't just about the sales. On March 14th, Singhania's had a really exciting event where the famous Rathika Rose from the reality show BiggBoss joined in. She looked absolutely stunning in a bright yellow Kanjivaram silk saree from Singhania's that totally transformed her look. So glamorous!

The event was like a big party with models walking the ramp, showing off Singhania's exclusive, beautifully designed festive sarees. With the bright colours, fancy fabrics and intricate designs, it was like a spectrum that came alive on the runway.

Mr. Sailesh Singhania, the Managing Director of Singhania's, and Mr. Prudhvi Raj Patnaik, the CEO, welcomed everyone with a special message about the Jubilee Hills store's anniversary. They spoke about how Singhania's is known across India and worldwide for their high-quality traditional sarees and fabrics made by skilled artisans using age-old techniques.

After their message, Rathika Rose and Mr. Patnaik interacted with the media, talking about the fabulous sale, the beautiful Kanjivaram saree Rathika was wearing, and how excited they were for many more collaborations to come. Raveena Durgesh, one of the senior fashion designers at Singhania's, gave the vote of thanks at the end.



It was such a happy event perfectly capturing the joyous vibe of Holi. With the huge discounts, you can definitely stock up on lots of casual and festive pieces from Singhania's. Head to the Jubilee Hills store to join in the 2nd anniversary celebrations and get amazing deals with up to 50% off on the stunning traditional Indian designs!







# Index:

## ***Singhania's Jubilee Hills Store***

The Annual Sale with up to 50% off

## ***Colourful Holi & Ramadan Celebrations Across India***

Celebrating Holi and Ramdan in style with our guide to regional saree trends across India.

## ***Fabrics of the Month***

Discover beautiful fabrics for the festive seasons to come.

## ***Colours of the Month***

Spotlight on stunning colours that are perfect for the season.

## ***Singhania's Style Expansion***

Peek into the grand opening of our new store in Banjara Hills!

## ***Label Sailesh Singhania***

Unveiling our latest collection, GULSHAN, featuring exquisite floral sarees.

## ***The World of Customization***

Customise your dream outfits with Us!

## ***Client Diaries***

Your Stories, Our Inspiration

## ***Unique Saree Facts***

Happenings around the world with Sarees





# Colourful Holi Celebrations Across India with Beautiful Saree Styles

The lively festivals of Holi and Ramadan bring a wave of excitement and joy across India. During these special times, women dress up in their most beautiful saree styles, making the celebrations even more colorful and festive.

Let's explore different parts of India and see how these traditional saree drapes add to the fun and festivity of Holi and Ramadan!



In the northern cities like Varanasi, the Holi celebrations along the riverbanks are made grander with gorgeous Banarasi silk sarees. These sarees are famous for their fancy golden embroidery and rich fabric. The bright colors and intricate designs make the lively Holi celebrations look truly royal.

Moving to the western states of Gujarat and Rajasthan, the eye-catching tie-dye patterns of Bandhani sarees steal the show during Holi. These lightweight sarees are perfect for dancing and playfully splashing colors. The tie-dye motifs in a rainbow of festive shades make the celebrations even more colorful and lively.

Down south in Tamil Nadu, the beautiful Kanjivaram silk sarees are the favorites for both Holi and Ramadan. With their rich golden embroidery and fancy designs, these sarees add an extra touch of elegance and grandeur to the festivities. The women look absolutely radiant draped in these gorgeous sarees.

In Maharashtra, the vibrant colors and pretty patterns of Paithani sarees are a vision during Holi. Made from shiny silk fabric, these sarees proudly showcase the state's rich culture amidst the fun and frolic of the festival.

The delicately woven Chanderi sarees are a popular choice for Ramadan in Madhya Pradesh. Their lightweight, sheer fabric, often adorned with delicate embroidery or sequins, brings a timeless grace to the celebrations. Women look absolutely graceful in these traditional drapes.

Across India's diverse regions, the beauty of traditional sarees elevates the joyous spirit of Holi and Ramadan. So get ready to welcome the festive season with lots of fun, music, dance, and colors! Let's make these festivals a truly national celebration of new beginnings, unity, love, and joy across our incredible country.





# Fabrics of the Month

It's the time of year when the vibrant festivals of Holi and Ramadan bring excitement and joy! The air is filled with the spirit of celebration as people get ready for the fun and festivities.

During Holi, vibrant colours become a part of the joyous celebration of spring. And during Ramadan, people dress up in their best clothes to mark the special occasion. For both these festivals, you need fabrics that can keep up with the festivities while letting you look your absolute best.

Fabric By Singhania's has some awesome options that are perfect for enjoying Holi's colourful celebrations and Ramadan's joyous events in style:

**Ikat Prints** - These traditional weave designs have really eye-catching patterns and bright, bold colours – just like the colours of Holi! Made from lightweight cottons or silks, Ikat fabrics allow air to flow, so you stay cool and comfortable while joining the festivities. The striking patterns and hues perfectly match Holi's lively, cheerful vibe and also make for beautiful Ramadan outfits.

**Organza** - A super lightweight, sheer fabric that looks and feels luxurious. But organza is still comfortable enough for festive events like Holi's colour play or Ramadan's special gatherings. Its see-through quality adds an elegant touch. Singhania's has beautiful organza sarees and materials in lively colours – you can freely move around without worrying about stains or dull looks.

**Chiffon** - Another flowy, lightweight option ideal for Holi fun and Ramadan celebrations. Chiffon dries quickly, so any colour splashes during Holi won't leave stubborn stains on your outfit. And for Ramadan, it makes for a comfortable yet elegant look. Fabric By Singhania's offers embroidered chiffon fabrics that can be used to create stunning sarees and suits – making you look your absolute best for these special occasions.

So get ready to celebrate Holi and Ramadan in style with these amazing fabric options from Fabric By Singhania's! Join in the fun and festivities while looking vibrant and beautiful.





# Colours of the Month

Colours have special meanings and are a way to express feelings without words. The colours we choose for our clothes reflect our personalities and life experiences. Different colours symbolise different things, especially when used in traditional Indian fabrics and garments.

And Holi and Ramadan are two such colourful celebrations! Here's what some of the most popular colours mean:

**Red:** This is a lucky colour in India, and it shows love, happiness, and good times – perfect for fun festivals like Holi and Ramadan!

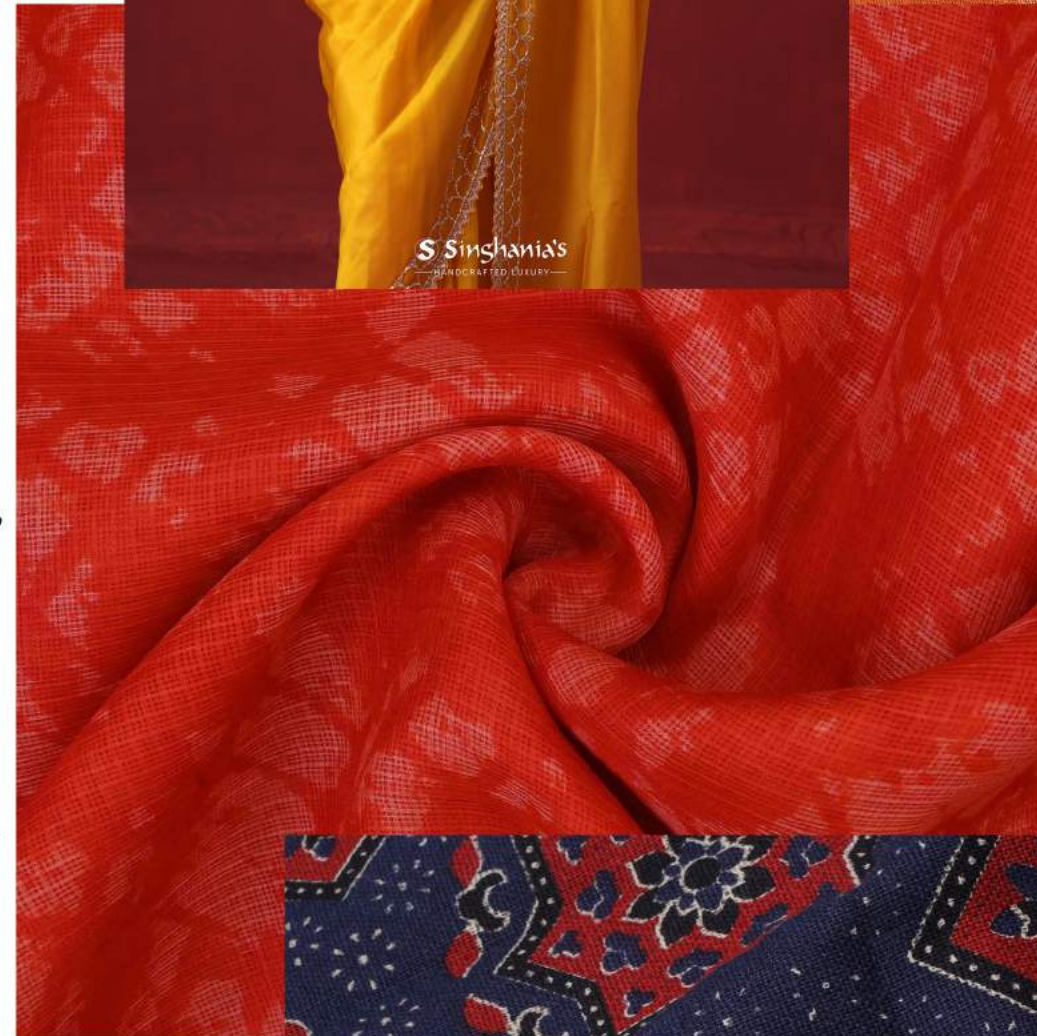
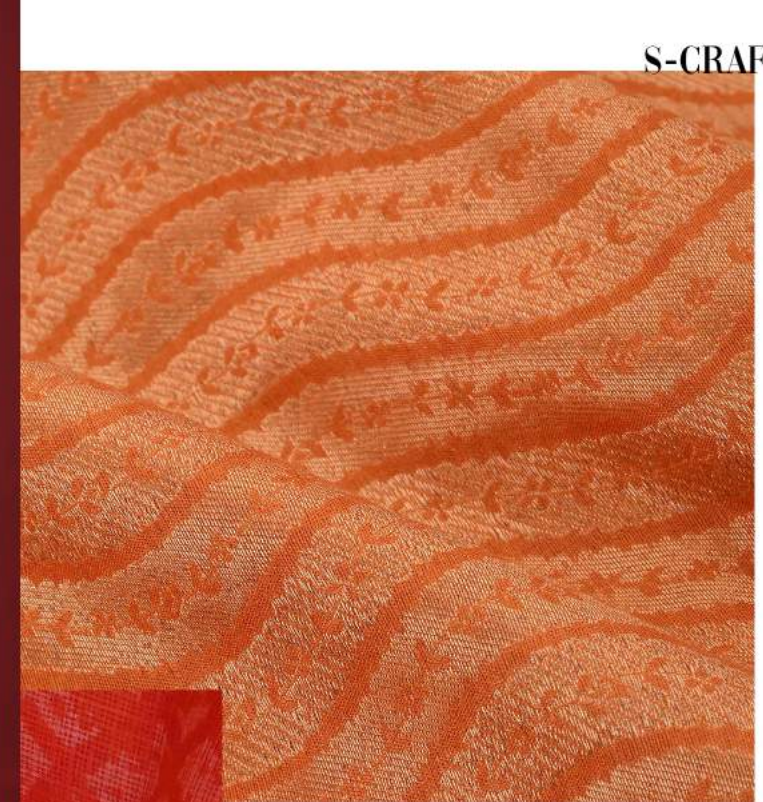
**Yellow:** Just like sunshine, yellow brings feelings of cheerfulness and new beginnings. It also makes sense because Holi happens in spring, a time of fresh starts, and Ramadan is a month of spiritual renewal.

**Blue:** This colour reminds people of the playful god Krishna, who is a big part of Holi celebrations. It also represents peace and calmness, which is important during the holy month of Ramadan.

**Green:** Green means nature is growing strong, which is perfect for spring and Holi! It also shows how these festivals honour the Earth's bounty. Green is also a colour of renewal and life, making it meaningful for Ramadan.

**Orange:** This warm colour brings energy and excitement to Holi, just like the lively spirit of the festival. It also represents warmth, enthusiasm, and vibrancy – perfect for the joyous Ramadan celebrations.

So whether it's the colourful fun of Holi or the vibrant festivities of Ramadan, these meaningful colours add to the joy and significance of the occasions. They allow people to express their feelings and personalities through their beautiful traditional outfits







The new couture gallery is a dream destination for fashion lovers. Everything about the space oozes luxury and exclusivity, from the vibrant colors and intricate embroidery to the fine details of the designs. Singhanian's wants customers to have an unforgettable, royal experience browsing these one-of-a-kind, high-fashion pieces. The lavish ambiance makes you feel like royalty surrounded by wearable works of art. It's the perfect place to find exclusive outfits for special events and festivals that will make you stand out.



## Singhanian's Newest Fashion Space in Banjara Hills

Singhanian's Wardrobe has opened a brand new luxury fashion gallery on the second floor of their Banjara Hills store. The grand opening on February 15th was a glamorous event attended by famous actress Ashwini Shree and Mr. Sailesh Singhanian, where they did a ceremonial lamp lighting. This special gallery showcases Singhanian's most high-end and exclusive clothing collections. Brides-to-be can find stunning, heavily embroidered bridal lehengas and sarees fit for a princess. The gallery also features precious, traditional weaves passed down for generations, made by skilled master weavers using age-old techniques.



# GULSHAN

Label Sailesh Singhania has launched a brand new saree collection called GULSHAN, which is all about beautiful floral designs. GULSHAN offers a wide variety of sarees decorated with pretty flower patterns - from bold, bright designs that make a statement to soft, delicate florals for a sweeter look. They are made from super comfortable, high-quality fabrics that feel great against your skin. And the amazing floral designs are individually hand-crafted by skilled artisans.

Explore the floral saree designs today and find your perfect fit!



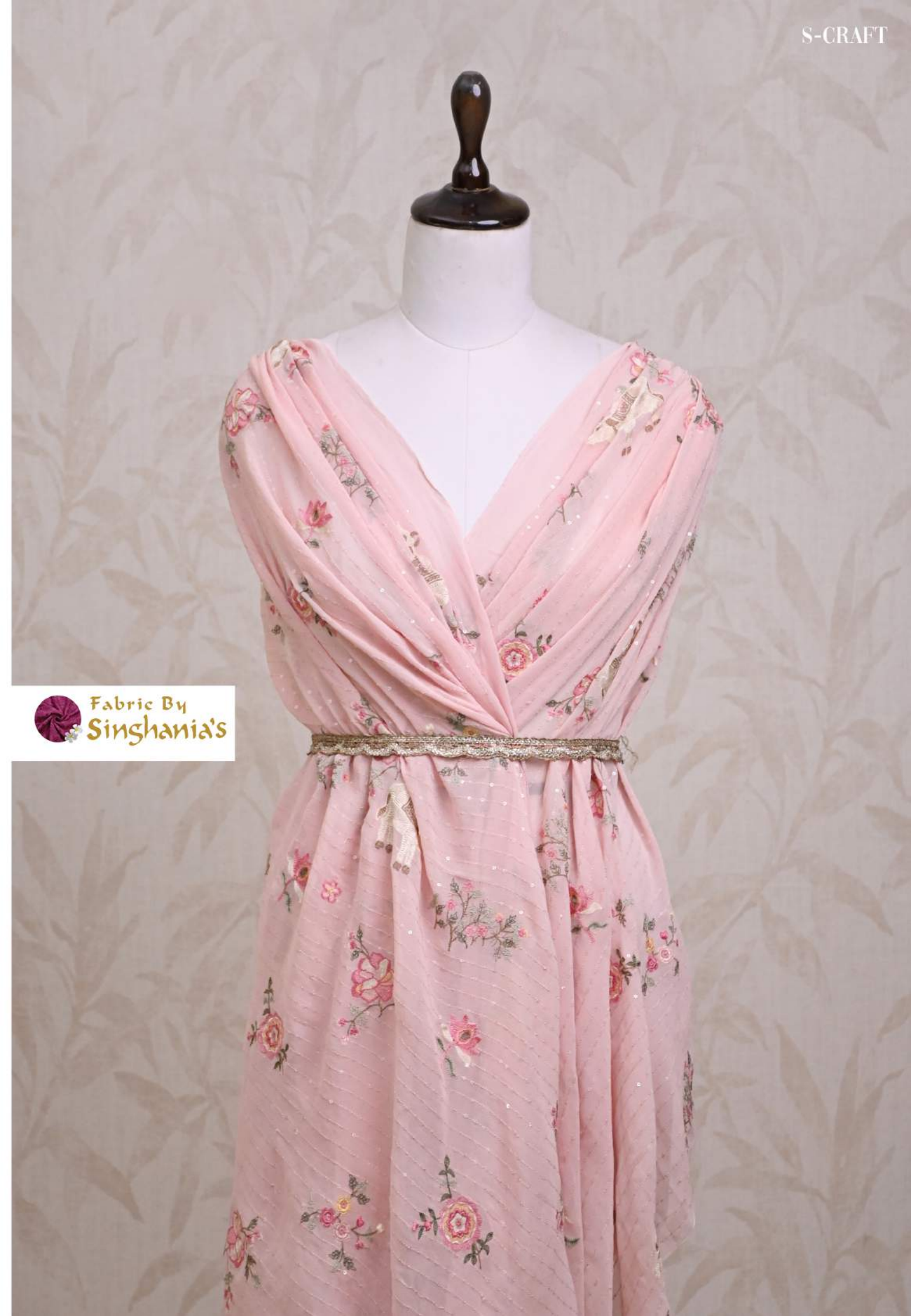






## Customization Magic - Making Your Vision a Reality

Exclusivity and individuality are at the heart of what we do at Singhanian's. Our team of talented designers can bring your dreams to life through our customization services. From the colours and fabrics to the embroidery patterns and silhouette, we'll make it a reality down to the last intricate detail. Our customization experts understand that each individual and occasion is unique, so they create exquisite one-of-a-kind pieces tailored just for you.



Fabric By  
Singhanian's



# Client Diaries - Your Stories, Our Inspiration







## Saree Facts

During the 2019 G20 summit in Osaka, Japan, Indian Prime Minister Narendra Modi gifted exquisite handloom sarees to the wives of world leaders as a gesture of cultural diplomacy, fostering international appreciation for India's textile heritage.

A team of skilled weavers from the Sambalpur District Handloom Weavers' Cooperative Society in Odisha, India, created the world's longest saree measuring an incredible 3.5 kilometres (2.17 miles). This monumental silk masterpiece took over 6 months to weave.