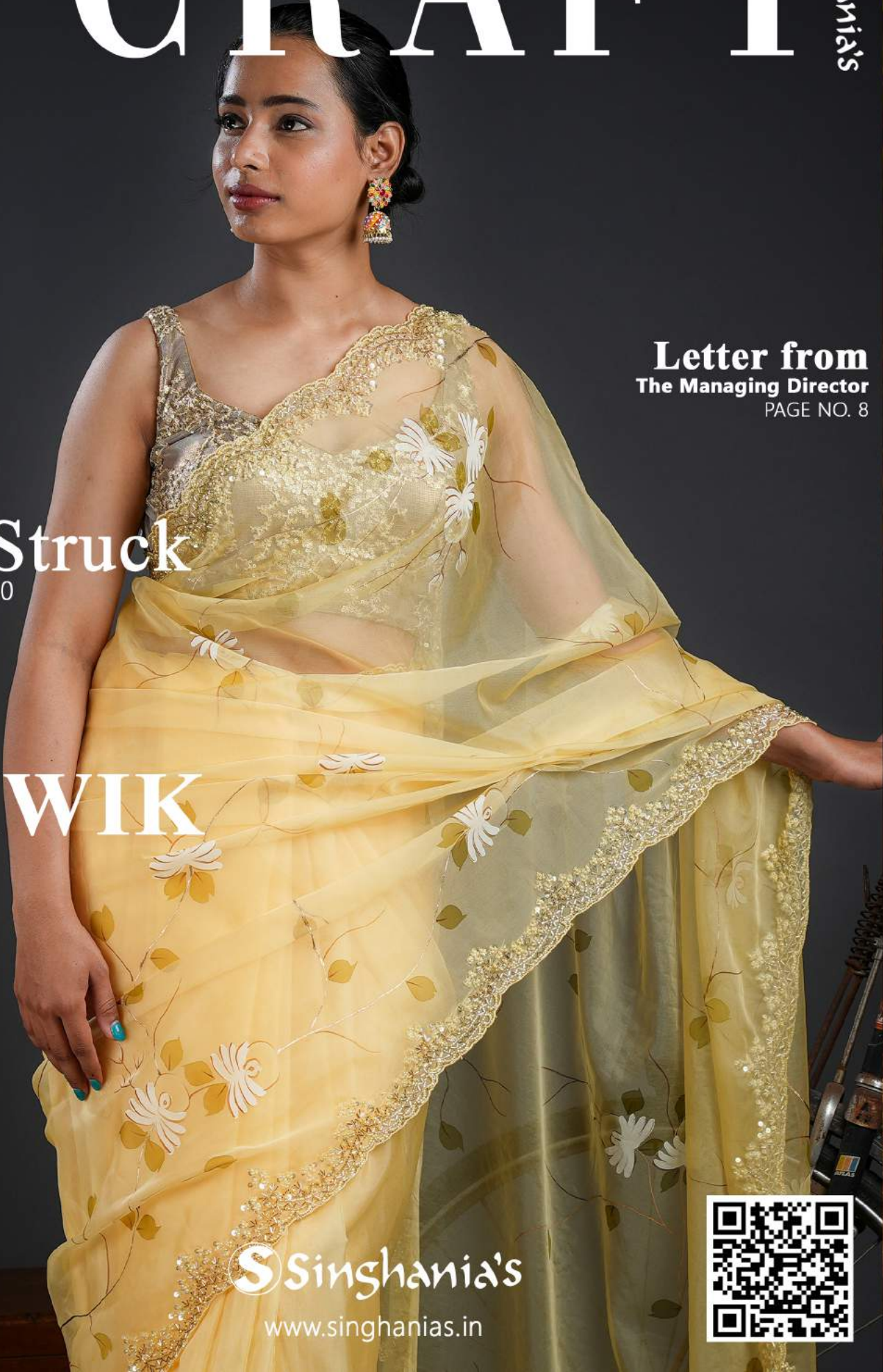


S-CRAFT

Singhania's

OCT'23 VOL.1



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Singhania's
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TAMANNA
PHENOMENAL WEAVES

TAMANNA

PHENOMENAL WEAVES



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Daiwik:
Discovering the hidden gems of our featured collection that will captivate you.

Star Struck:
Get ready to swoon as we decode the style secrets of our Celebrity Style Icon of the Month.

Hues You Can't Refuse:
Dive into the vibrant world of our Color of the Month – because life's too short for boring shades!

Saree Spectacle:
Grasp the art of grace with our Different Looks & Ideas. Saree, not sorry!

Trend-o-Meter:
Stay ahead of the fashion game with our Trend of the Month. Your wardrobe will thank you.

Fabric Frenzy:
Explore the textures and tales behind the Fabric Trending This Month. Because fabrics have stories too!

PIONEERS OF **SINGHANIAS**

Seth Nandlal Ji, the textile innovator who acquired the Nizams' royal stamp in 1881. In 1926, Seth Nandlal, then the Nizam's textile minister, set the groundwork for Singhanias' empire. He's well recognized for his artistic and mesmerising work which spellbound the High-Quality Fabric lovers. He set an example for the idealistic business classes.

Keeping it in the family! **Shri Jugal Kishore Ji** continued the legacy of the textile empire, growing it year after year. He's well established for his remarkable knowledge on textiles and for his humanity, above all. He provided employment to hundreds of people in his realm and has been a 'Godfather' to many.

Sailesh Agarwal is the driving force behind the legendary brand Singhanias, carrying on the legacy with dignity. Under his esteemed direction, the family enterprise is reaching new heights by combining both heritage and creativity. He has been expanding his network by inaugurating a new showroom at Jubilee Hills and by rebranding "Singhanias" into a multi-branded apparel empire. His initiation includes his very own brand "SS" (Sailesh Singhanias Label) which redefines the modern clothing into more customised artistry which has featured twice on Lakme Fashion Week. His other initiatives include FabricsBySinghanias, Singhanias Wardrobe, etc. which is competitive on e-commerce platforms and reaching a wide range of audience.

As the Managing Partner, **Mr. Shree Agarwal** is not merely managing finances and administration; he is shaping a legacy. Being a younger brother to Mr. Sailesh, Mr. Shree has been lending his support in every direction with his strategic foresight and dedication towards excellence. He has become the guiding force propelling Singhanias Group towards a future defined by innovation, resilience, and unparalleled success.

Letter from The Managing Director:
Mr. Sailesh Agarwal

Greetings to our cherished patrons,



Embarking on a journey that transcends time, I, Sailesh Agarwal, stand humbled by the legacy of "Singhanias," a sartorial haven established by my ancestors in 1881.

Rooted in the ethos of uncompromising quality and timeless elegance, Singhanias has evolved into a tapestry of premium sarees and handcrafted luxury ensembles. My journey is a tribute to the artistry ingrained in every fiber, a testament to the dedication passed down through generations. At Singhanias, we don't merely sell garments; we weave narratives of tradition and refinement. Our customers aren't just clients; they are co-authors of a story steeped in culture and sophistication.

The Singhanias experience is an ode to craftsmanship, an immersive odyssey where every thread is a chapter, and each ensemble a testament to our shared appreciation for enduring elegance.

With gratitude,

Mr. Sailesh Agarwal

DAIWIK

Dussehra Featured Collection





COLOUR OF THE MONTH :
Pink And Green

Pink exudes charm and femininity, while Green adds a touch of nature's freshness. Perfect for both daytime chic and evening glam, this colour combo is a wardrobe game-changer! Mix and match these hues to create stunning contrasts or harmonious ensembles for a fashionable twist.

Pink and Green breathe fresh life into fashionable creations, for sure.

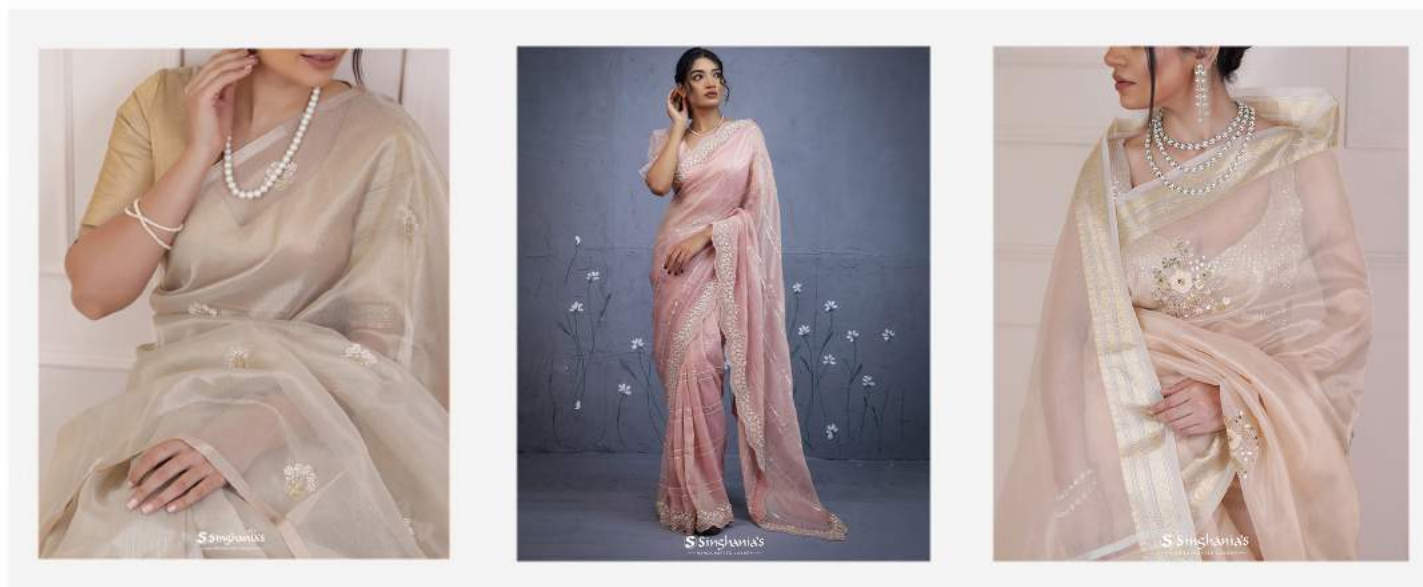


FABRIC TRENDING THIS MONTH : Kanchi Tissue Fabric

This month, we'll be exploring the fascinating realm of shining fabrics and paying tribute to the exquisite "Kanchi Tissue Fabric." Believe me when we say that it is a true gem and a magnificent monument to our cultural history of fabric. So, what makes it different from others? The "real zari" holds the secret! The unique, shimmering shine - the "Tissue" - is produced by a skillfully woven single strand, not your average zari. And how do those zari threads intertwine? Absolutely flawless! These fabrics have that particular sparkle that has drawn fans for centuries.



NEW ARRIVALS!



FUN FACT

The origin of Saree can be traced back to 5000 years ago.
More than 100 ways are Known to drape a Saree.
A sari ranges from 3.5 yards to 9 yards in length!

TREND OF THE MONTH : Tussar Banarasi Sarees

Feel comfy and stylish in every season with Tussar Banarasi Sarees. Ideal for those who prioritize both classiness and comfort, these sarees are perfect thing for you . Light, breathable, and chic, Tussar - with its porous nature keeps you cool while the Banarasi weaving, gives an aura of prestige to any event you attend For your next event, this is a must-have saree.



SAREE SPECTACLE

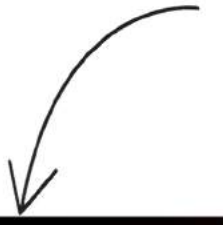
Take a moment to go through a visual odyssey, showing the countless ways to wear this six-yard marvel. See what your heart leads you to. Explore the numerous options and imagine yourself in each stunning design. Which one captures your fashion heart?



STAR STRUCK



Anjali
Being Effortlessly Chic,
Always in our Organza
Embroidery Saree.



Monal Gajjar
Gracefully Bold,
Beautifully Unfiltered
in our Gracious Banarasi Saree.



Suma Kanakala
The Graceful Queen
of Hosting in our Beautiful
Tissue Kanjivaram Saree.



Keerthi Shetty
A Rising Star that
Shines in our Pretty
Banarasi Saree.





MORYA
GANESH CHATURTHI

