

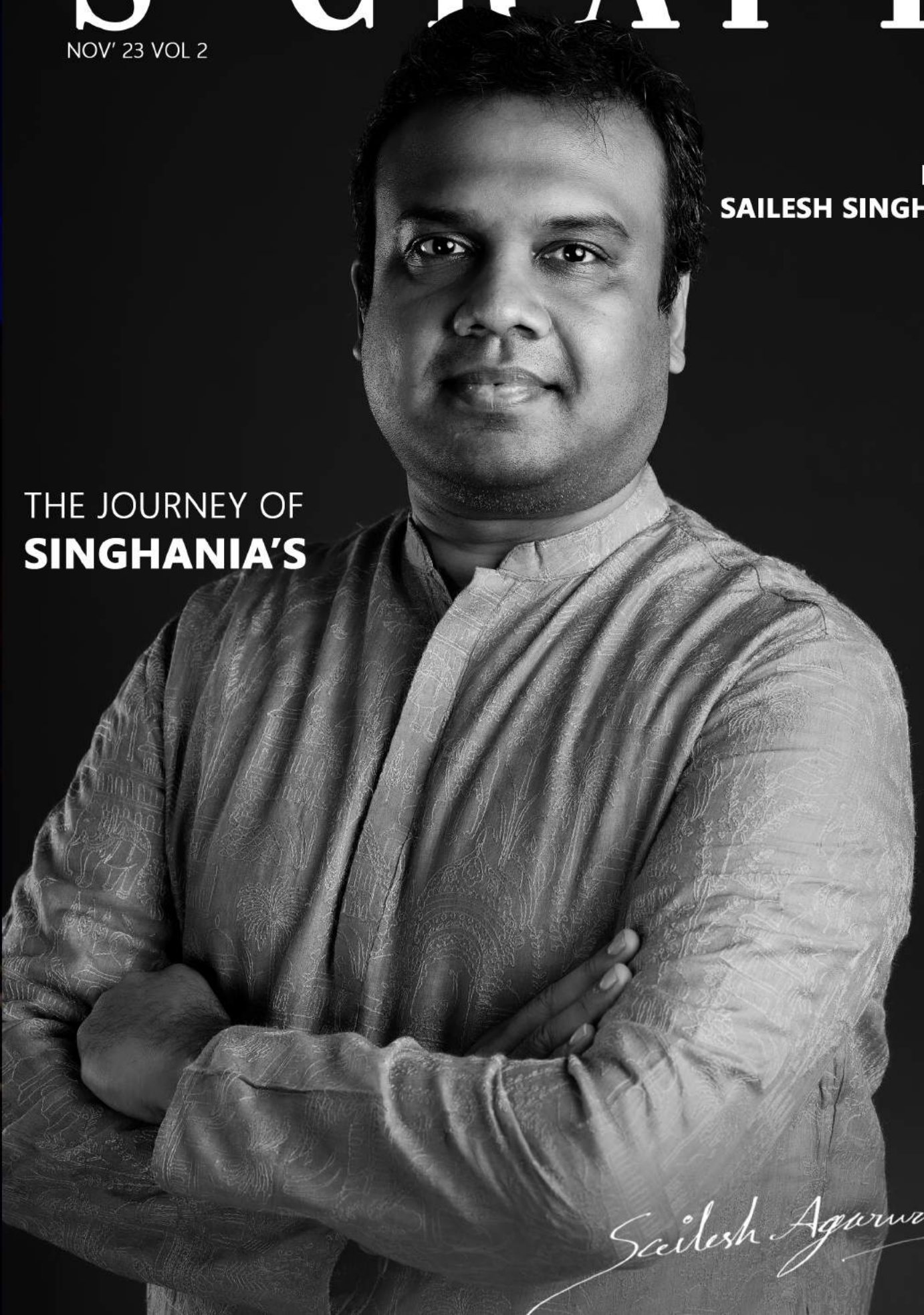


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Singhania's
S - C R A F T
Exclusive Edition

NOV' 23 VOL 2

LABEL
SAILESH SINGHANIA

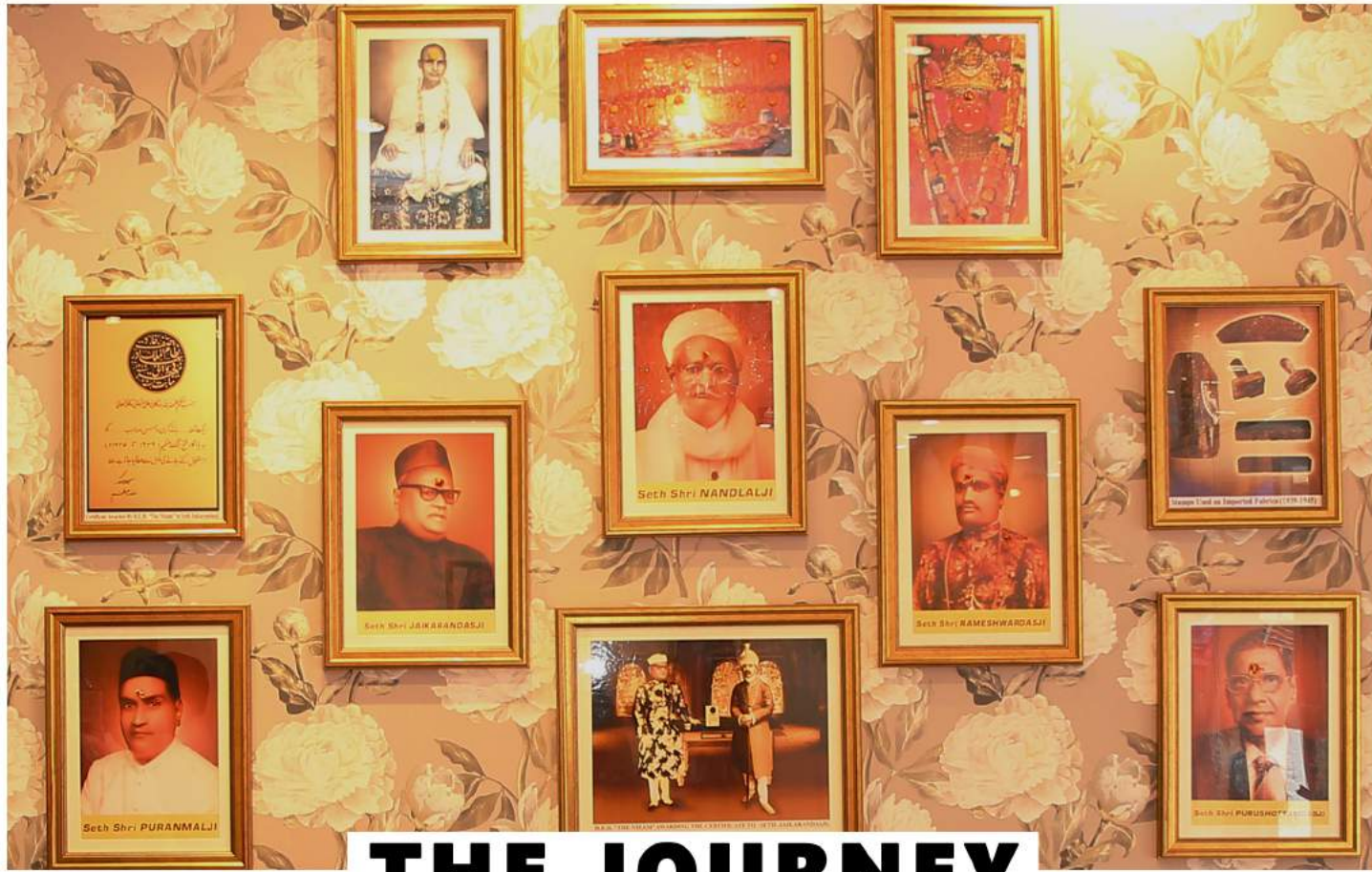


THE JOURNEY OF
SINGHANIA'S

Sailesh Agarwal

*"In Singhanias, every thread intertwines tradition, resilience, and innovation,
weaving a legacy of excellence and timeless commitment."*

- Sailesh Agarwal (Managing Director)



THE JOURNEY

It all started with my ancestor Jamnalaldas Ji in 1881, who used to import textile and cater it to Nizams during that era. Back then, sourcing textile was a very luxurious affair, and Nizams used to control the entire supply in the region. They have awarded Jamnalaldas for his indigenous service and quality offered during his time. Later, my great-great grandfather Nandlaldas, who was in textile distribution under the Nizams back then has continued the legacy of Jamnalaldas

I belong to the sixth generation, and it's incredible to think that my ancestors embarked on a week-long camel journey from Hyderabad, facing the challenges of an arduous expedition. Once they set foot in Hyderabad, the first business my family started was headed by Jamnalaldas and his sons Nandlaldas and Rameswardas-laid their hands on was that of jewellery, especially pearls. Jamnalaldas used to go by ship to Basra (in Iraq) to get pearls. Business was good but later on the Nizam was very keen that someone must oversee the textile sector in the state as it was lagging behind. Jamnalaldas's grandson and Nandlal's son, JaiKirandas became the sole authorized distributor of textiles for the Nizam state.



Nandlaldas Ji

In the late 1920s, my family set up a store on Madina Main Road, Hyderabad and named "Nandlal Rameshwardas", but after India attended independence and the Jagir Abolition act- 1953 came into force, There was widespread loot and arson in which well-off families were targeted. Our family fled Hyderabad and took shelter at Hinganghat near Nagpur. It was only after five years that our family felt confident enough to head back to the city. However, the hiccup was we had to start from scratch. In the late 1950s-early 60s, the textile sector too was undergoing sea change as textile mills were coming up in India, while during the Nizams days, material was imported from countries like Japan, we started procuring fabric from Ahmedabad and Mumbai to sell it at our Madina Road store.



Mr. Yogender Agarwal

Slowly and steadily over the years, our family earned a formidable reputation in the textile industry not just locally but also across the country. And towards the turn of the century (around 2002-04), our family started weaving plans of making a big splash into the retail textile business as traditionally the we were manufacturers and wholesalers. It was also during 1999 that our family moved out from our Madina Road store to Banjara Hills area to focus on retail segment.

In 2002, I have started "Singhania's" into retail segment and opened our first store near Old City, Hyderabad. Upon the massive response and love from our customers, I have decided to make my offerings more accessible to the masses and moved my business to Banjara hills in 2005.



JUGAL KISHORE JI (OPENING THE STORE)

I get inspired by Mr. Ratan Tata and Mr. Narayan Murthy for their philosophy and vision. I have adopted around 900+ weavers across India and my inspirations for designs are drawn from the weavers that I have closely worked with. Their simplicity, peaceful attitude and above all, serenity in lifestyle moved me very much to lead a positive life

Years passed on and it felt overwhelmed seeing the happy responses from the clients from different places. People started loving the quality of our products and the demand increased from overseas. Considering the technological advancements, I have started the E-commerce website (www.singhanias.in) in 2008, which made many of our clients accessible from different parts of the world. Realising the heavy demand for the quality fabrics, I have further expanded my business verticals into Fabrics, Wardrobes, etc to cater the growing demands of our customers.

Being a designer and businessman, I seek creating something which never existed before. My heart encouraged me to create premium designer outfits and start my own Label- "Sailesh Singhania" which provides high-end apparel, which has featured in the Lakme Fashion Week thrice in the consecutive years. It feels wonderful providing costumes to many renowned actresses like Madhuri Dixit, Aditi Rao, Regina Cassandra, Trisha Kannan, Rani Mukherjee, Sruthi Hassan, Tapsee Pannu, Deepika Padukone, and the list goes on.

I feel privileged to have my brother- Shree, as a pillar of support who is taking care of the wholesale business globally and is managing most of the company's finances. His suggestions, ideas and calm attitude inspires me that there's lot to be done when it comes to growing business. Most of the time, our discussions will be on making this society better by providing more employments as we can. This thought enabled us to start expanding our retail store network worldwide and we are currently working on it. I am very confident our brotherly hood enables us to work together in sync.



Mr. Shree Agarwal

Mentioning about my childhood which was very much typical, when I was in 2nd standard, I used to enjoy sitting at our textile factory and observe the designs, weaves and production. I barely spent time with my friends and instead started chasing my dream of becoming a designer. Years passed, and my love for the textile folded multiple times. My father Yogender ji played a major role in shaping my dreams and I graduated from Osmania University. However, after spending few months in post graduation, I realized there's nothing much I can learn from the college, as they sounded very much basic to me and so dropped out of post graduation degree.



Mr. Sailesh & Mrs. Nidhi Agarwal

For those who don't know, Our brand "Singhanias" is coined from the place named "Singhana" in Rajasthan from where we come from.

I feel very much connected to the legacy of our family and wanted my children to have this included Singhanias as their surnames. They feel very much connected and proud of what we are today with generations of hardwork and dedication.

**-Sailesh Agarwal
(Managing Director)**

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MEET OUR DESIGNER: SMRUTI UMREDKAR



I prioritise both product excellence and captivating presentation. Intriguing visuals create interest, garnering attention for sustained growth – our key focus. We are not hoping to make a high jump but be consistent with our growth. To me, designing is more than just a task; it's an opportunity to get innovative solutions. I love the challenge of crafting a tangible product or navigating through a complex situation,

For my design philosophy, a good design, in my eyes, doesn't discriminate; it's inclusive and accessible to all. Collaboration is the heartbeat of my creative process. Working with a team is a symphony of skills, where each note contributes to the harmonious composition of our shared vision. I make it a point to nurture my skills daily, immersing myself in the world of motifs and staying attuned to the pulse of trends through platforms like Instagram. The exchange of ideas in brainstorming sessions is a collective journey of skill development and shared learning.

In the gallery of my inspirations, everyday life takes centre stage. I find beauty in the unnoticed, drawing insights from simple acts like offering a seat in the metro or keenly observing the preferences of individuals. Japanese designers, with their exquisite attention to detail and refined aesthetics, are a wellspring of inspiration for me. As a designer, I've learned that keen observation is the well from which creativity springs.

-SMRUTI UMREDKAR

MEET OUR C.E.O: PRUDHVI RAJ PATNAIK



We're all about your satisfaction here at Singhanias. Quality products, an intuitive online platform, and personalised service just to make your shopping experience seamless. Our robust customer support and transparent policies ensure joy with every purchase. Leading in e-commerce, Singhanias thrives on tech innovation, market agility, and seamless user experiences. I strive to make our strong presence felt in the dynamic online landscape and in fortifying through continuous collaboration and strategic partnerships. I drive Singhanias innovation, drawing inspiration from my father's administration & leadership skills as a former Municipal Commissioner. Efficient communication and a dedicated team fuel our success, marrying excellence with camaraderie. I feel proud to lead a company that thrives on collective efforts and embraces growth. We prioritise open communication, shared purpose, and employee well-being. Flexible work, continuous skill development, and recognition programs create a supportive environment. I personally take regular feedback and transparency to keep us motivated and aligned with our goals. At Singhanias, we redefine textiles with innovation and quality. Our fabrics embody luxury and durability. We prioritise sustainability, making a stylish choice eco-friendly. Singhanias isn't just a brand; it's a lifestyle, standing out in excellence and responsibility.

-PRUDHVI RAJ PATNAIK

THE DIWALI THREAD

Diwali, the beloved festival of lights, is a time of joy and positivity, symbolising the triumph of good over evil. During this festive season, we light oil lamps, set off fireworks, and share delicious sweets with our loved ones, celebrating the victory of light over darkness.



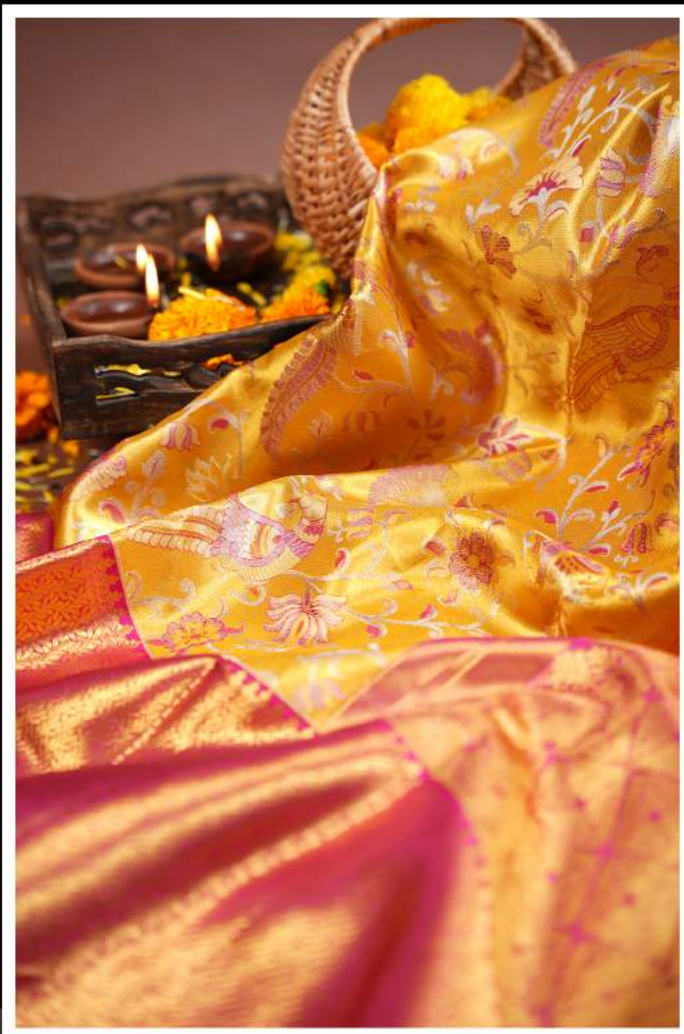
However, Diwali is more than simply a festival; it is a colourful celebration for women, colours, and lights. What better way to represent this spirit than with a gorgeous saree? Sarees represent grace and beauty, making them a perfect choice for any joyous occasion. You'll discover a variety of colours, styles, and materials in our collection to reflect your individual flair and truly sparkle on Diwali night.

These sarees encapsulate the spirit of honouring femininity and the colourful spirit of Diwali. When you dress in one of our magnificent sarees, you not only light your festivities, but you embrace the celebratory mood of Diwali, valuing the significance of this wonderful festival.



DIWALI COLLECTION
NOV 2023

WWW.SINGHANIAS.IN



S-CRAFT



BRIDAL COLLECTION

2023



"RISHTA" THE BRIDAL COLLECTION

Presenting the "Rishta" Collection: Where Love and Tradition Unite!

In the world of weddings, it's not just about the bride and groom; it's about the entire family coming together to celebrate love and happiness. And that's exactly what our "Rishta" Collection is all about!

This collection goes beyond the stunning bridal and groom attire; it embraces the essence of togetherness. From vibrant sarees and lehengas to dazzling accessories, we ensure that every family member shines with joy.

For the bride, there's a range of exquisite bridal sarees, each designed to make her feel like a queen. But that's not all! We have something for everyone – from the bridesmaids to the women of the house.

So, regardless of whether you're the bride, or a cherished family member, our Collection will make your important day even more unforgettable. Celebrate love, tradition, and, most importantly, togetherness with this unique collection that's all about happiness and celebration.





LABEL
**SAILESH
SINGHANIA**



FEATURE ON SS LABEL

SHAGUN is a collective composed of elements derived from craft and regarded as festive. It represents the spirit of a home of blessings and rituals.

Most Indian cultures have rituals for a reason. They might be religious, spiritual, or societal in nature. As we all know, the pre-wedding rituals represent the build-up to the forthcoming major celebration with a home full of guests, but it also serves as a diversion for closefamily members as they bid their daughters farewell and celebrate the unification of two families.

SHAGUN



SAILESH SINGHANIA



SAILESH SINGHANIA



THE FREEDOM OF CUSTOMIZATION WITH SINGHANIA'S

At Singhania's, we believe that every individual is a canvas waiting to be painted with their unique style. This is where the magic of customization comes into play.

With a team of award-winning designers, Singhania's can turn your wildest fashion dreams into reality. No design is too complex, no fabric too unique. We've got you covered, quite literally.

Be it a wedding outfit that speaks volumes about your love story or an ensemble that reflects your personality, Singhania's can bring it to life. It's your vision, our expertise, and the end result is nothing short of a gem.

So, why settle for off-the-rack when you can have a creation that's exclusively yours? With Singhania's freedom of customization, make it a way of your life. Express yourself like never before with our tailor-made designs. Your fashion journey begins here!

STAR STRUCK

So, if you've ever wondered how your favourite celebrities always manage to steal the spotlight, it's time to take a closer look at Singhania's recent collaborations. They're the secret behind the unforgettable moments and the stylish entrances that keep us talking about them for days on end. Celebrities from different walks of life have found themselves at the centre of attention, all thanks to Singhania's magnificent creations.



COLOUR OF THE MONTH

Diwali, the festival of lights celebrated globally, brings with it a kaleidoscope of colours and emotions. Among these, the colour ORANGE holds a special place. It's a symbol of Diwali's warmth and radiance.

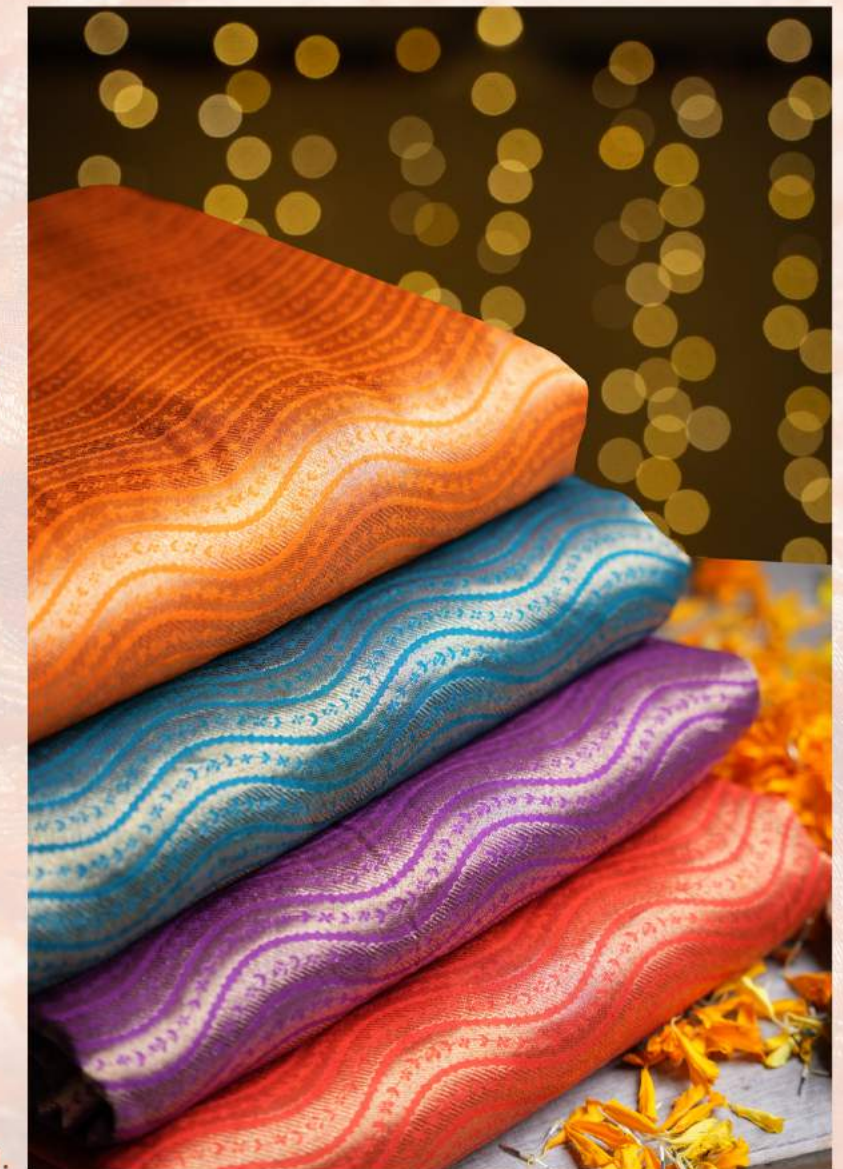
Orange represents the glow of oil lamps and the flickering flames of diyas that illuminate homes and hearts. It's the colour of marigold flowers that adorn doorways and rangoli designs, welcoming good fortune and positivity. In the bustling markets, you'll find sweet treats like jalebi, glowing in their brilliant orange hues, tempting taste buds and spreading joy.

The colour orange, with its energy and enthusiasm, signifies the celebration of light conquering darkness. Wrap in Orange clothing (be it a saree or customised creations from Singhania's) for the occasion, as it's believed to attract the blessings of Goddess Lakshmi.

FABRIC OF THE MONTH

Banarasi fabric has a rich history that extends back to the Mughal Empire and is known for its beautiful weaving and imperial beauty. It is known for its gold and silver brocade, quality silk, and rich embroidery, which lends an impression of luxury and refinement to the garment.

As Diwali approaches, you can choose Banarasi fabric for creating a Banarasi saree or a suit. However, Banarasi fabric's flexibility does not stop there. You may also use it to make magnificent pillow covers, curtains, or tablecloths, instantly bringing a regal touch to your home design. Furthermore, giving a Banarasi scarf or stole to a loved one is a kind present that highlights their beauty and worth.





S Singhanian's
— HANDCRAFTED LUXURY —




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📍 BANJARA HILLS RD NO 1 | JUBLIEE HILLS RD NO 36