

S-CRAFT

Singhania's

DEC' 23 VOL 3

*Bridal
Delight*

*Shimmery
girl*



SINGHANIA'S WARDROBE
HANDPICKED ELEGANCE

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The Untold Story of a Saree

From Humble Threads to Dazzling Drapes:

Have you ever stopped to truly appreciate the magic woven into a saree? What we see as the finished product, a masterpiece of flowing fabric and intricate design, is the culmination of a remarkable journey. It's a journey that deserves to be unravelled, a story whispered in the rustle of silk and the click of the loom.

The Weaver's Touch: Where Magic Begins

Our story begins with the humble weaver, hunched over his loom, his hands weathered yet nimble. Each thread, carefully chosen and spun, becomes an extension of his soul. His eyes, though aged, hold a spark of passion, a dedication to an ancient craft that has transcended generations. It's in their silent concentration, their rhythmic dance with the loom, that we witness the true essence of this art form. They are the custodians of a legacy, the threads of tradition passed down from father to son, ensuring the saree's vibrant tapestry continues to weave its magic.

From Vision to Reality: The Artist's Brushstrokes

Once the fabric takes shape, it enters the hands of our designers, visionaries with paint brushes instead of looms. Their canvas, the blank expanse of silk, becomes a playground for their imagination. Fleeting inspirations transform into intricate motifs, bold colours give voice to emotions, and each design becomes a story waiting to be told. It's in their meticulous strokes, their keen eye for detail, that the saree acquires its soul, its unique personality that speaks to the woman who will wear it.



More Than Threads: Weaving Stories and Legacy

We understand that a saree is more than just fabric. It's a story woven with cultural motifs, each thread whispering tales of tradition and heritage. The vibrant hues speak of festivals and celebrations, the intricate patterns echo ancient wisdom, and the delicate borders carry blessings from generations past. In every Singhania saree, the legacy of the past meets the spirit of the present, creating timeless pieces that transcend trends.



Finding Its Forever Home: Where Dreams Take Form

Finally, the sarees arrive at Singhania's, their journey nearing its end. But this is not just a destination, it's a haven where dreams find their form. We believe in sarees that are not just stunning adornments, but extensions of the modern woman's spirit. We work hand-in-hand with skilled weavers across India, sourcing the finest materials and collaborating to translate our vision into exquisite reality.

Beyond Beauty: Weaving a Socially Responsible Future

Singhania's commitment extends beyond creating stunning sarees. We believe in ethical practices, ensuring fair wages and safe working conditions for our weavers. Their well-being is woven into the very fabric of our business, a silent promise that each drape carries a story of empowerment and respect.

So, the next time you admire a saree, remember the journey it has taken. From the weaver's humble loom to the designer's visionary brushstrokes, each step is a testament to human creativity, cultural heritage, and the enduring spirit of a timeless tradition. At Singhania's, we invite you to be a part of this story, to wear a saree that not only adorns your body but also whispers tales of passion, dedication, and the magic woven into every thread.



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S Singhanian's
— HANDCRAFTED LUXURY —

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Shubham Taretiya

The mastermind behind the concepts, with more ideas than clothes, constantly brainstorming while his wardrobe begs for mercy.

Akshita Gunduwar

The layout designer, who can transform chaos into visual masterpieces with a magician's wand. But beware, she has the eye of a hawk and can spot even the tiniest imperfection.



Pakanati

The photographer, capturing the essence of S-Craft with every click, but sometimes getting lost in the "perfect shot" zone.



Aisha Namreen

The content writer who weaves words into stories that resonate with the soul, all while battling her inner monologue of "Is this even English?"





The Essence of Wedding Delight:

The air crackles with anticipation. Garlands of fragrant flowers adorn the doorways, welcoming guests to a celebration that transcends generations. It's the joyous day of an Indian wedding, and at the heart of it all stands the bride, resplendent in a garment that signifies more than just attire: the saree.

For many brides, the wedding saree is a cherished heirloom, passed down through generations. Wearing it on their special day connects them to their mothers, grandmothers, and countless women who came before them.

It's a tangible link to the past, reminding them of the strength and resilience of the women in their family.

And then, the day arrives. The young girl adjusts the pallu, a lifetime of memories washes over her. The warmth of her mother's hands helping her dress, the wisdom in her grandmother's eyes, the laughter and tears of loved ones – all woven into the very fabric of her being. After the wedding day, the saree becomes a treasured memento, a reminder of the happiest day of the bride's life.

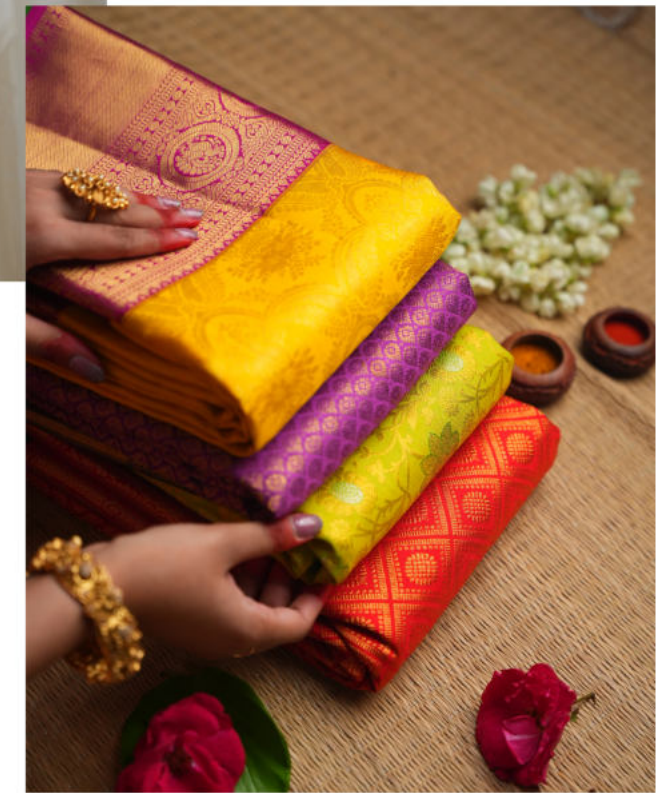


Wedding bells are ringing and your heart beats with a joyous rhythm. As you start on the beautiful journey of becoming a bride, choosing the perfect saree for each ceremony becomes an essential and exciting step. But amidst the whirlwind of emotions and endless planning, navigating the world of wedding sarees can feel like deciphering an ancient script. Dear bride-to-be, this guide will be your compass, ready to direct you towards finding your perfect match!



PAITHANI:

Born in the heart of Maharashtra, the Paithani saree is a stunning example of Indian craftsmanship. Woven in the city of Paithan, these sarees are traditionally made of silk or cotton and feature intricate gold and silver zari work. The real showstopper, however, is the pallu (border), which is adorned with a mesmerising array of bird, animal, and floral motifs.



KANJEEVARAM:

Kanjeevaram sarees are woven in the temple town of Kanchipuram in Tamil Nadu, India. They're renowned for their rich silk fabric, intricate gold zari work, and vibrant colours. Traditionally worn by South Indian brides, these sarees are the epitome of elegance and grandeur, making them perfect for a grand wedding ceremony.

BRIDAL DELIGHT 2023

Celebrating the journey,
from "I do" to "forever and beyond"



HALDI 2023







BANARASI:

Born in the ancient whispers of Varanasi, Banarasi sarees are pure silk dreams woven with intricate gold and silver zari. From blooming florals to geometric precision, their patterns dance across the fabric like stories whispered on the Ganges. A North Indian bride's favoured choice, these silken masterpieces elevate any occasion, formal or semi-formal, with their timeless elegance.

FANCY:

Fancy silk sarees are a vibrant and eye-catching twist on the traditional silk saree. They move away from the classic motifs and colours, embracing bolder designs, unique embellishments, and unconventional fabrics such as silk, chiffon, georgette, crepe, net, organza, and brocade. It also includes an enchanting variety of embroidered elegance, chic prints, intricate zari weaves, sparkling sequins, mesmerising half-and-half designs, captivating ombre hues, and sophistication.



SW Singhanian's WARDROBE
• HANDPICKED ELEGANCE •



EXPLORE DIVERSE WEDDING WEAR



Your wedding day is just around the corner (or maybe just a dream in your heart, but we don't judge!), and you know what that means... **IT'S WEDDING DRESS TIME!** Singhania's Wardrobe is a heaven for exquisite wedding wear, and let us help you find the **ONE - Just for you !**





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FABRICS FOR WEDDING:

Choosing the right fabric for your wedding outfit is a crucial decision. It should not only flatter your figure and reflect your personal style, but also be comfortable and suitable for the climate and budget. Presenting to you the preferred wedding fabrics:



Haldi:

Turmeric blessings for purification & prosperity. Joyful pre-wedding ritual with family & friends.

Mehendi:

Beauty & artistry bloom. Henna designs on hands & feet symbolize love, luck, & fertility. A time for pampering & anticipation.

Sangeet: Music ignites celebration. Dance, singing, & laughter welcome the wedding festivities. Sharing love stories & blessings for the future.

Wedding:

Vows exchanged, love takes center stage. Traditions & personal touches weave a magical ceremony.

FABRIC CARE:

Essential Tips for preserving treasure for generations

Gentle Wash:

Hand-wash with mild detergent. Avoid harsh chemicals and wringing. Dry in the shade.

Storage Solutions:

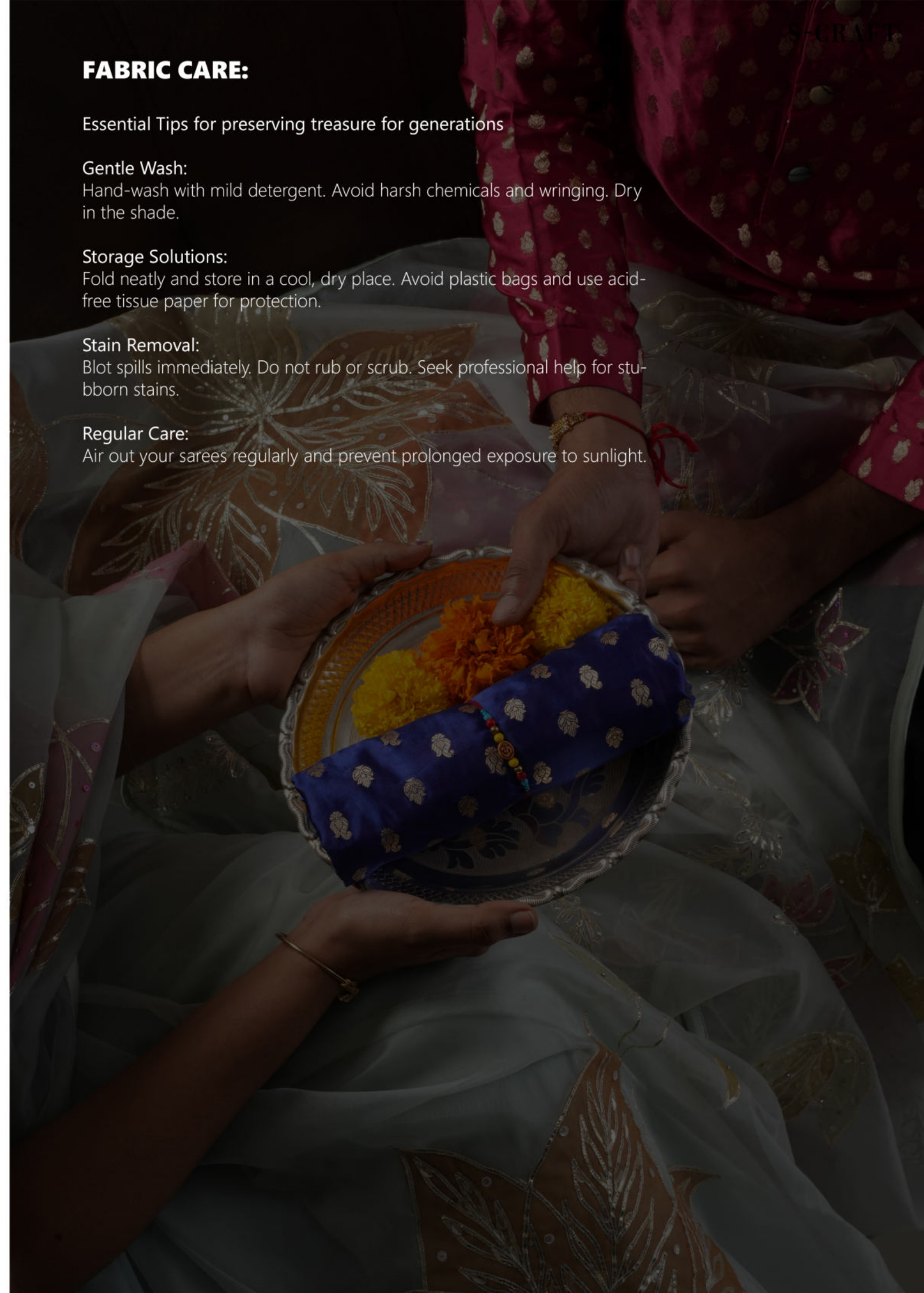
Fold neatly and store in a cool, dry place. Avoid plastic bags and use acid-free tissue paper for protection.

Stain Removal:

Blot spills immediately. Do not rub or scrub. Seek professional help for stubborn stains.

Regular Care:

Air out your sarees regularly and prevent prolonged exposure to sunlight.



BEYOND THE BRIDE:

The bride shines on her wedding day, but that doesn't mean the rest of the family should fade into the background. Coordinating outfits can create a cohesive and aesthetically pleasing look for everyone involved. Here are some tips on coordinating saree colours and styles for the bride, groom, and family members:

Pick a Palette:

Instead of a rigid matchy-matchy look, choose a colour palette that sets the tone. This allows individual choice while maintaining a sense of unity.

Fabric & Flair:

Formal evening? Opt for heavier silks and intricate embroidery. Daytime wedding? Go for lighter fabrics like chiffon with minimal shimmer.

Accessorise with Heart:

The right jewellery and accessories can make all the difference. Encourage everyone to personalise their look with beautiful pieces.

Groom's Groove:

While the bride is the star, the groom shouldn't be overshadowed. His outfit should complement hers, but also stand on its own.

Age is Just a Number:

Youngsters can rock vibrant colours and playful textures, while elders can exude elegance in softer tones and traditional weaves.

Don't Be Afraid to Mix:

Let's break the mould! Play with different saree styles, drape techniques, and even mix and match fabrics.

Comfort is King, Confidence is Queen:

Ultimately, everyone should feel comfortable and confident in what they wear. When you look and feel your best, that joy radiates through.



Singhania's

— HANDCRAFTED LUXURY —



Sangeet - Shimmery Girl (2023)



COLOURS OF WEDDING:

For centuries, colour has played a significant role in weddings, adding depth and symbolism beyond mere aesthetics. Find a wedding colour palette that reflects the couple's unique love story and values and the essence of weddings.

Red:

Red is a passionate and energetic colour that symbolises love, desire, and strength. It is a popular choice for weddings as it can create a dramatic and romantic atmosphere.

Blue:

Blue is a calming and serene colour that symbolises trust, loyalty, and peace. It is a popular choice for weddings as it can create a relaxing and elegant atmosphere.

Green:

Green is a natural and refreshing colour that symbolises growth, renewal, and health. It is a popular choice for weddings as it can create a vibrant and optimistic atmosphere.

Yellow:

Yellow is a cheerful and optimistic colour that symbolises happiness, creativity, and warmth. It is a popular choice for weddings as it can create a fun and festive atmosphere.



Navigate the color wheel to effortlessly match hues, creating harmonious and stylish color combinations for your outfits or designs. Opposite hues for bold contrast, adjacent tones for subtle coordination, and analogous shades for a balanced look.

Pantone's Color of the Year: Each year, Pantone announces a colour of the year that is often reflected in fashion, design, and other trends.

The colour of the year for 2023 is "**Viva Magenta**" a vibrant and bold pink that can be a perfect option to include in a modern and stylish wedding

Remarkable Moments

As Christmas bells chime and frosty air bites, sarees transform into a dazzling dance of fabric and shimmer. Deep emerald velvets, the color of evergreen boughs, whisper tales of winter wonder. Rich brocades, spun with threads of gold and silver, mimic the starry nights, each glint a tiny constellation. Delicate chiffons, as light as snowflakes, flutter with festive cheer in hues of cranberry and holly green. Embroidered snowflakes and twinkling sequins add a touch of celestial magic, while zari borders, woven like shooting stars, promise a season of joy and light. Christmas sarees are more than just garments; they're wearable dreams, spun from festive threads and woven with the promise of starry celebrations.



The Power Of Customization with Singhanian's

At Singhanian's, we believe in expanding the saree's horizons. We team up with weavers, But we don't just preserve tradition, we reimagine it. Think of it like adding spices to a dish, each element enhancing the saree's character. We understand that every woman deserves to feel unique and special, and that's where the magic of customization comes in. Unlike ordinary stores, we don't just offer ready-made sarees. But how are we different? We don't just offer customization; we offer collaboration. Sit with our designers, sharing your vision, your dreams, your love for a vintage floral print or a bold geometric pattern. They listen, they sketch, they transform your ideas into wearable art. Our team of talented designers works hand-in-hand with skilled weavers to bring your vision to life. While other designers may rely solely on weavers, Singhanian's goes beyond the loom. We're artisans of bespoke luxury but diverse crafts and materials into each saree. Imagine a saree where delicate zari embroidery dances alongside hand-painted Kalamkari motifs, or where the richness of Banarasi silk meets the playful charm of leheriya tie-dye. This is the Singhanian experience - a celebration of possibilities.





HAPPY CLIENTS

"She is the woman who paints her own dreams with threads and silk." Meet our muses, the embodiment of grace and versatility, draped in the timeless elegance of our sarees and custom creations. No matter where life takes you, let our Sarees and Fabrics be your companions.



Singhania's Stories:

At Singhania's, we've witnessed countless beautiful people in our exquisite sarees and bespoke outfits and our utmost joy lies in serving our cherished clients, capturing their essence, and adorning their moments.