

ROSHANARA

PARIS



PRESS KIT

www.roshanara-paris.com



*Handcrafting, the ART of
taking one's time...
Slow-Life has been the
essence of the brand
ROSHANARA PARIS since its
creation in 1999.*



THE COLLECTIONS

EXCLUSIVE AND TIMELESS FASHION

... A cleverly relaxed bohemian elegance enhancing fluidity and comfort
... Fashion & home textiles in original and exclusive fabrics and prints
... The unique craftsmanship of the talented weavers, printers, and embroiders
... Produced, always, in limited series

Such is the essence of **ROSHANARA PARIS**: an invitation to slow down to better grasp the beauty and the poetry of daily life.

A minimalist, virtuous and reasoned fashion that allows space for dreams and imagination.

Dresses, skirts, tunics, kimonos, coats and emblematic fashion accessories are designed to be feminine and comfortable, allowing freedom of movement while enhancing beauty.



Committed to a more virtuous minimalist fashion, production, and consumption, **ROSHANARA PARIS** proposes fashion ethics before it became fashionable.





A HOME IN HARMONY

In 2020, **ROSHANARA PARIS** enhanced its collections with a “lifestyle” concept combining fashion and textile interior decoration. The brand’s exclusive fabrics are now also used for the home in a capsule collection of cushions, bed/sofa covers, and textile baskets.

In solid fabrics and in exclusive prints, embellished with topstitching, embroidery, tassels, complete the range of clothing and fashion accessories.

Constantly renewed, but always faithful to the brand’s essence, the exclusive creations of **ROSHANARA PARIS** aim to rekindle with each passing day the flame of more conscientious beauty.



A DESIGNER NOURISHED BY ART AND TRAVELS

Roshanara, owner and designer of the eponymous brand was born in Malaysia under the star of travels and encounters. She followed the thread of her intuitions, but perhaps her path was already written, her father being a Pakistani diplomat and her mother a Belgian-Latvian textile artist.

Through her father's various diplomatic postings, she discovered the richness of the souks and the beauty of the deserts in Egypt, the native art of Yugoslavia, the rich craft heritage of Lebanon, the beginnings of street art in New York...

And always and everywhere, her mother would collect and hand-dye fabrics to create textile landscapes.

In 1998, on her first visit to Pakistan, Roshanara made a new discovery: an unsuspected wealth of craftsmanship and creativity in this little-known country at the confluence of its towering neighbours: India, China, Afghanistan, and Iran.

For the young designer whose first name means "source of light", it was unthinkable to leave these discoveries in the dark.

A year later, the brand ROSHANARA PARIS was launched.



Life with a twist of Art

THE BRAND



In partnership with a small family workshop in Pakistan, Roshanara begins the journey of her young brand by transforming various hand-woven fabrics including hand-woven cotton, brocade and silk organza into luxurious stoles, scarves, and shawls.

The wool & cashmere reversible shawls, pleated taffeta stoles, two-tone silk organza wraps and embroidered velvet scarves met with immediate success with major retailers in France, such as Le Bon Marché, Le Printemps, Galleries Lafayette, Franck & Fils, but also abroad such as House of Fraser, Fenwick's, Jigsaw, East, John Lewis in the UK, Seibu in Japan, San Francisco Museum in the US, and many boutiques worldwide.

A trip to Jaipur, in India, opened a second partnership with a family textile printing workshop expert in the practices of "screen print" and "block print". The workshop hand prints the exclusive and poetic designs of the brand, which are now used on the added ready-to-wear collections.

ROSHANARA PARIS soon began to also design exclusive accessories for major chains such as Promod, 123-group Elam, Un jour Ailleurs, Camaieu, Mango, Phildar, Christine Laure, Comptoir des Cotonniers...as well as a full range of resort wear for Club Med.

...A COMMITMENT...

More than 20 years after launching the brand, **ROSHANARA PARIS** still works with the two workshops of its beginnings, who have become unconditional partners and also friends.

With these long-lasting relationships, the brand endeavors to participate in the preservation of these small family-run workshops that create fair trade jobs as well as in the preservation of a rich artisanal heritage.

Embroidery units set up in rural areas of Pakistan offer women working in the fields the possibility of occasional employment, providing additional income in support of their families and enabling them to send their daughters to school.



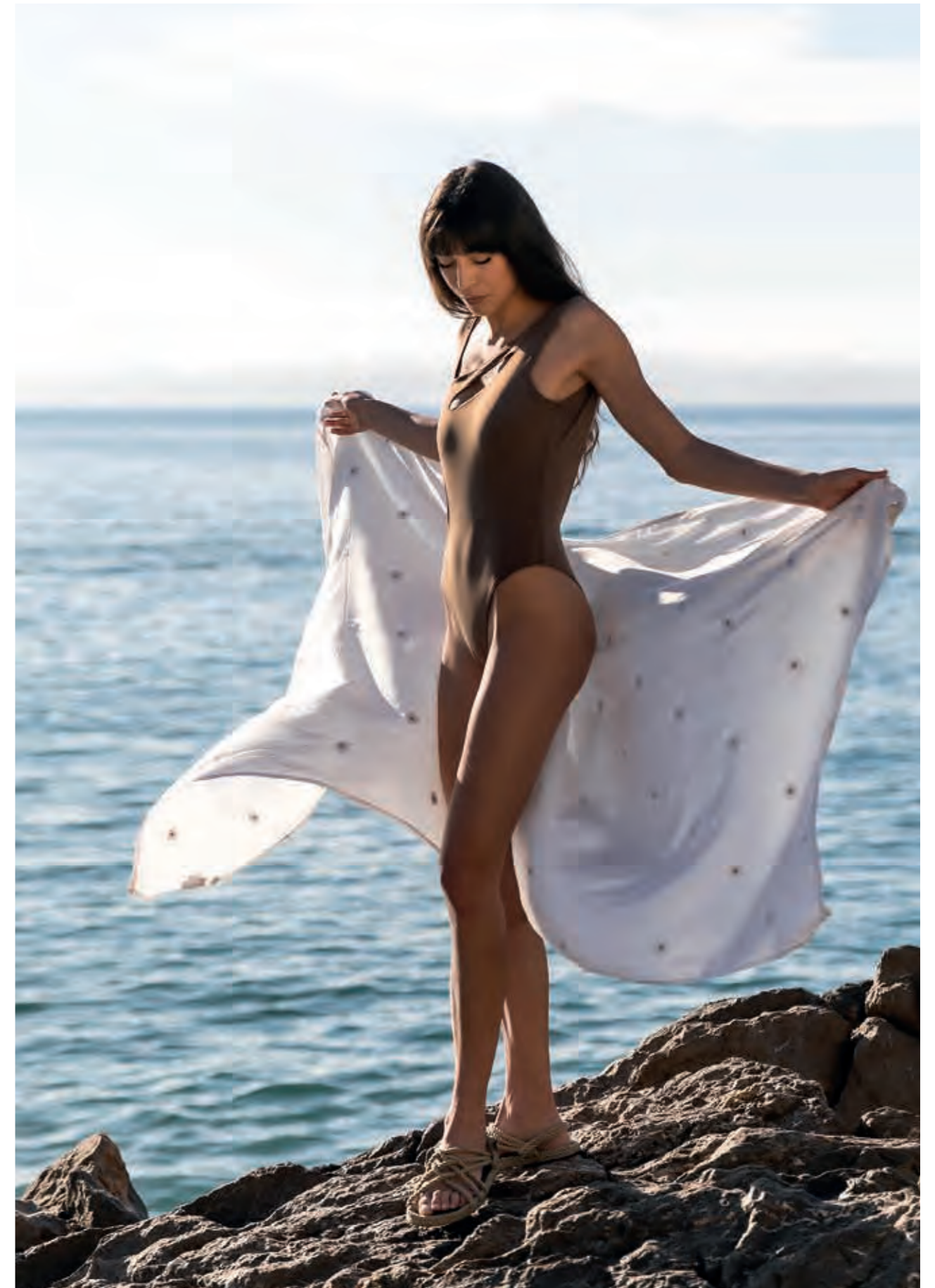
...AN APPROACH...

Concerned about the environmental impact of the fashion industry, **ROSHANARA PARIS** is committed to a more reasoned production, free from the waste engendered by the seasonality and trends of the industry.

The brand also gives a second life to its fabric stock of past collections through recycling, and re-dying. To encourage upcycling, each article is packed in pouches made from old fabrics.

The brand also prefers to use existing fabric stock before initiating a new production by proposing regular capsule collections in small series.

ROSHANARA PARIS thus calls for the luxury of rarity and encourages each and every one to surround themselves with carefully chosen articles made with respect by the artisans of the world.



...IT ALL STARTED WITH THE FABRICS...

Weaved, printed, dyed, or hand-embroidered, the fabrics have from the very start defined the fashion collections of ROSHANARA PARIS and are the signature of the 20-year-old brand...

Thanks to the passion and the talent of the artisans, each article tells a story, the story of a patient and skilled gesture inherited from generation to generation: weaving, dyeing, embroidering, block-printing, screen-printing...

The brand continues to work with our two workshops in India and Pakistan...

...out of loyalty to the two family-run workshops with whom we launched the brand

...to contribute, help preserve, and develop a rich heritage of craftsmanship

...to support the development of rural communities and the empowerment of women by providing them with fair trade jobs

...because we believe in an open world where cultures benefit from the richness of one another.



"I work in partnership with two workshops, one Jaipur, India and the other in Pakistan. They are small family businesses with whom I have had a relationship since the beginning. We have grown together, and I always pay them the right price."

Roshanara



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