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VI  
2024

EST 2020



[www.swattikapoor.com](http://www.swattikapoor.com)

SWATTI KAPOOR

Faridkot

EST 2020

Faridkot

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## About Us

SWATTI KAPOOR embodies a way of life that is rooted in culture, craft and community. We stand at an interesting intersection of local and global, traditional and innovative, classic and contemporary.

We believe in looking back while moving forward. We are about slow living with sustainability at its heart. For us the process is as important as the product. Our story is a collective narrative of all the makers whose shared efforts culminate in a beautiful legacy.

At Swatti Kapoor, our range of clothing revolves around the premise of inspiring thoughtfulness. We use handwoven textiles, natural materials and artisanal techniques to create products with a global and timeless appeal.

Swatti Kapoor  
Creative Head





## COLLECTION NOTE

### FARIDKOT-

FARIDKOT.. as the name suggests is a festive collection, inspired by the princely state of FARIDKOT, which still exists as a district in modern day Punjab. The city is named in the honor of Baba Farid, a revered 13th century Sufi saint, poet and mystic, whose shrine is located in Pakpattan, Pakistan. The collection came about from the undying love for the sufis. Their poetry, their music and their being. The narrative of the collection in terms of color, motif and silhouette are grand opulent and regal, dipped in the cultural history of Punjab and transport you to a time that was...

### FABRICS AND TECHNIQUES-

Our endeavour as a brand is to use pure and sustainable techniques and fabrics making ethical clothing using materials with least possible carbon footprint, recycling, up-cycling and minimizing wastage.

Fabrics used- fine chanderis in 60 and 40 gm, striped chanderi in self, gold striped zari, Handwoven Chanderi Zari Sripe, Handwoven cotton silk stripe fabric from bengal. Pintucks, pleating, handblock foil printing, block printing, hand embroidery and other kinds of fabric manipulation and beaded hand embroidery.



FARIDKOT

JAAFI KURTA

Color - Kesaria Orange , Jamun Purple And Gold

Fabric - Hand Woven 40gm Chanderi Kurta

Techniques/Details - Hand Woven 40gm Chanderi Anarkali Kurta, Enhanced With Hand Block Printed Chevron In Gold Foil And Color, Adorned With Gota Details At Sleeve And Hand Embroidered Beadwork.

Rs. 28,500





QIRAT BELT

Color - Kesaria Orange

Fabric - Hand Woven 60gm Chanderi Belt

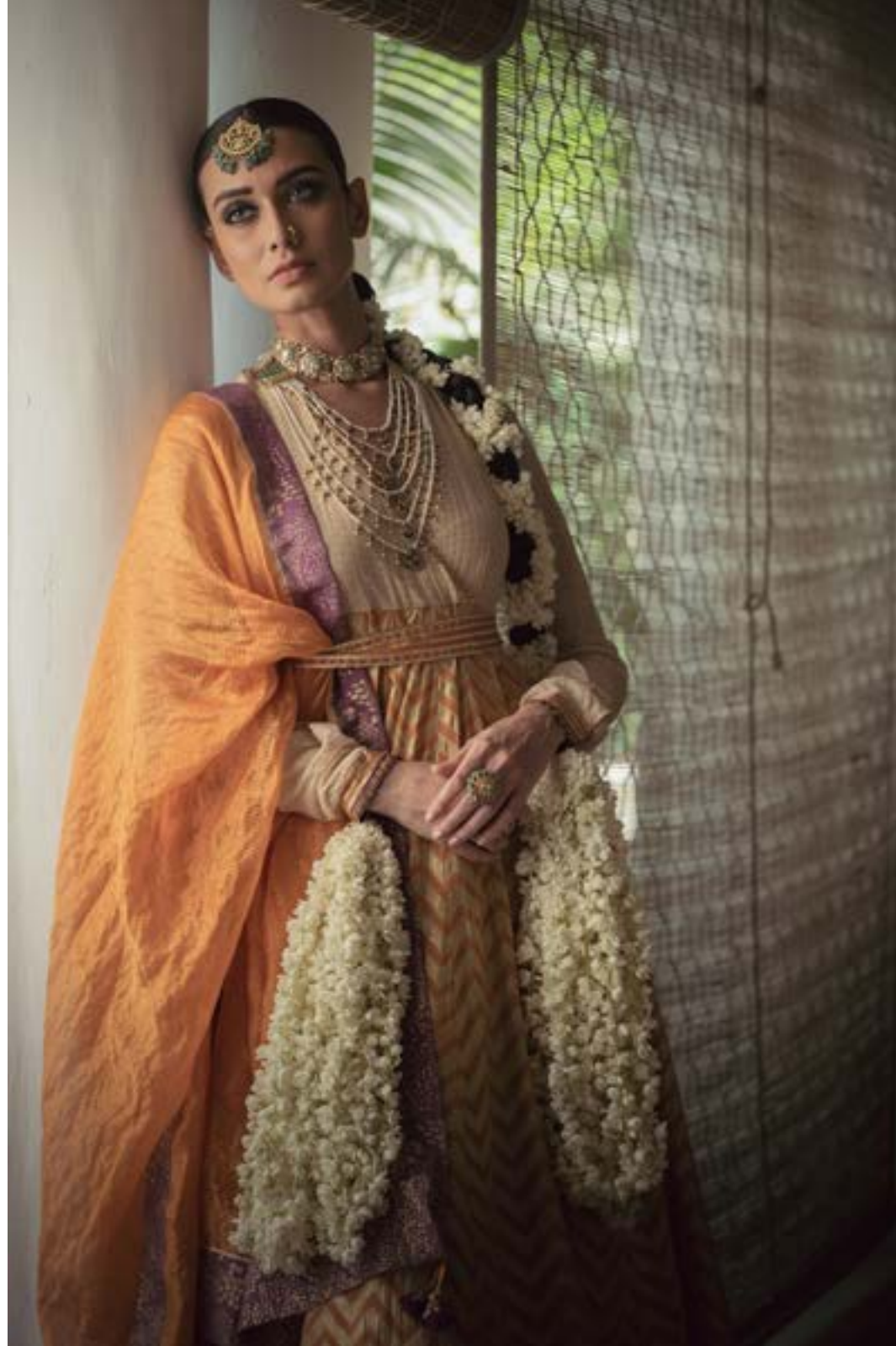
Techniques/Details - Hand Woven 60gm Chanderi Belt With Gota Detailing And Hand Embroidered Beading.

Rs. 1,500





16



17

#### MEHTAB DUPATTA

Color - Kesaria Orange

Fabric - Hand Woven 40gm Chanderi &  
Hand Woven Chanderi Zari Stripe Dupatta

Techniques/Details - Hand Woven 40gm  
Chanderi & Hand Woven Chanderi Zari  
Stripe Dupatta Hand Block Printed With  
Gold Foil On The Border, Enhanced With  
Beaded Tassels.

Rs. 9500





INEET CHURIDAR

Color - Gold

Fabric - Cotton Lycra

Techniques/Details - Cotton Lycra Churidar  
With Hand Block Printed Gold Foil And Hand  
Embroidred Detailing.

Rs. 5000





SINDHU SKIRT

Color - Kesaria Orange , Jamun Purple And Gold

Fabric - Hand Woven 60gm Chanderi Skirt

Techniques/Details - Hand Woven 60gm Chanderi Lehenga Skirt, Enhanced With Hand Block Printed Chevron In Gold Foil And Color, Adorned With Gota Details.

Rs. 28,000



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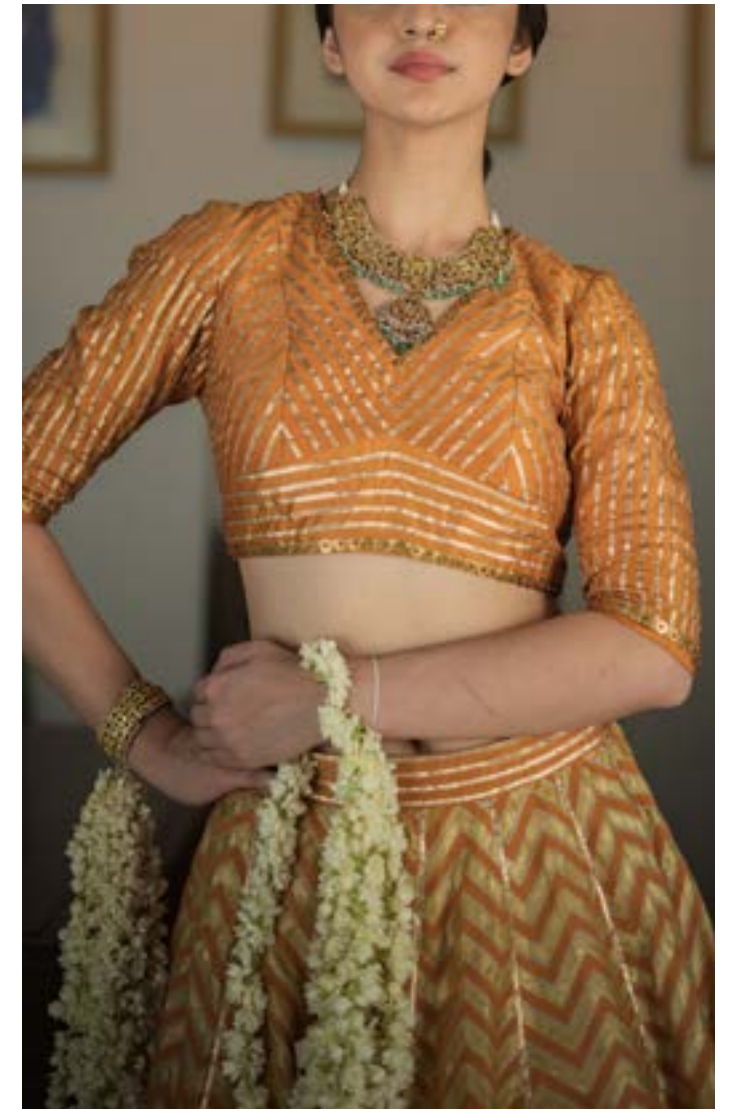
### ANAND BLOUSE

Color - Kesaria Orange

Fabric - Hand Woven 60gm Chanderi Blouse

Techniques/Details - Hand Woven 60gm Chanderi Blouse With Gota Detailing And Hand Embroidered Beading.

Rs. 16,000



REET DUPATTA

Color - Kesaria Orange , Jamun Purple And Gold

Fabric - Hand Woven 40gm Chanderi Dupatta

Techniques/Details - Hand Woven 40gm Chanderi Dupatta Enhanced With Hand Block Printed Foil And Color In Chevron And Tiny Dot Patterns.

Rs. 11,500





REWA KURTA

Color - Kesaria Orange

Fabric - Hand Woven 40gm Chanderi Kurta

Techniques/Details - Hand Woven 40gm Chanderi Hand Block Printed Kurta In Gold Foil With A Moon Yoke And Choori Sleeves, Embellished With Hand Hembroidered Details.

Rs. 14,900





## AJUNI PANT

Color - Kesaria Orange

Fabric - 100% Cotton

Techniques/Details - 100% Cotton Cambric  
Pants With Hand Block Printed Foil, With A  
Inverted Pleat At Hem.

Rs. 5,900



NIHAL DUPATTA

Color - Kesaria Orange

Fabric - Hand Woven 40gm Chanderi And Gold Striped Zari Dupatta

Techniques/Details - Hand Woven 40gm Chanderi And Gold Striped Zari Dupatta With Gota Details, Hand Block Printed Foil And Beaded Tassels

Rs. 13,500









#### SURINDER SARI

Color - Gold And Jamun Purple

Fabric - Hand Woven 60gm Chanderi Sari

Techniques/Details - Hand Woven 60gm Chanderi Sari, Enhanced With Block Printed Chevron Pattern In Color And Gold Foil.

Rs. 21,000



JIND TOP

Color - Gold And Jamun Purple

Fabric - Hand Woven Chanderi 40gm And  
Hand Woven Chanderi 60gm Top

Techniques/Details - Hand Woven Chanderi  
40gm And Hand Woven Chanderi 60gm  
Hand Block Printed Top In Gold Foil And  
Color, Ornamented With Hand Embroidered  
Beadwork Details.

Rs. 10,500









TISHA SKIRT

Color - Haldi Yellow

Fabric - Hand Woven Chanderi 60gm Skirt

Techniques/Details - Hand Woven Chanderi  
60gm Ankle Length Skirt With Gota Detail-  
ing At Hem, Belt And Kali Seams.

Rs. 28,000











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RANJHA KURTA (Set of 2 with Slip)

Color - Multicolor

Fabric - Hand Woven 40gm Chanderi Kurta With 100% Cotton Slip

Techniques/Details - Hand Woven 40gm Chanderi Panned Color Blocked Kurta With Churi Sleeves, Adorned With Hand Block Printed Gold Foil Work, Fine Hand Embroidery And Gota Details.

Rs. 18,900







JASHAN DUPATTA

Color - Multicolor

Fabric - Hand Woven 40gm Chanderi Dupatta

Techniques/Details - 40 Gm Chanderi Spliced Dupatta In 4 Colors, Adorned With Hand Block Printed Foil And Tassel Work And Beading.

Rs. 13,500







58



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LEEN PANT

Color - Haldi Yellow

Fabric - 100% Cotton

Techniques/Details - 100% Cotton Cambric Pants  
With Hand Block Printed Foil, With A Inverted Pleat  
At Hem Adorned With Hand Embroidery Hat Hem.

Rs. 5,500





MAAHI SARI

Color - Kasbi Green

Fabric - Hand Woven 40gm Chanderi &  
Handwoven Chanderi Zari Stripe Sari

Techniques/Details - Hand Woven 40gm  
Chanderi & Handwoven Chanderi Zari Stripe  
Drape Sari Enhanced With Hand Block  
Printed Gold Foil Work

Rs. 21,000



SOMA BLOUSE

Color - Kasbi Green

Fabric - Hand Woven 40gm Chanderi &  
Handwoven Chanderi Zari Stripe Blouse

Techniques/Details - Hand Block Printed  
Gold Foil Hand Woven 40gm Chanderi &  
Handwoven Chanderi Zari Stripe Corsetted  
And Structured Blouse With A Draped Shawl  
Collar And Cap Sleeves.

Rs. 14,500









RUHA KURTA (Set of 2 with Slip)

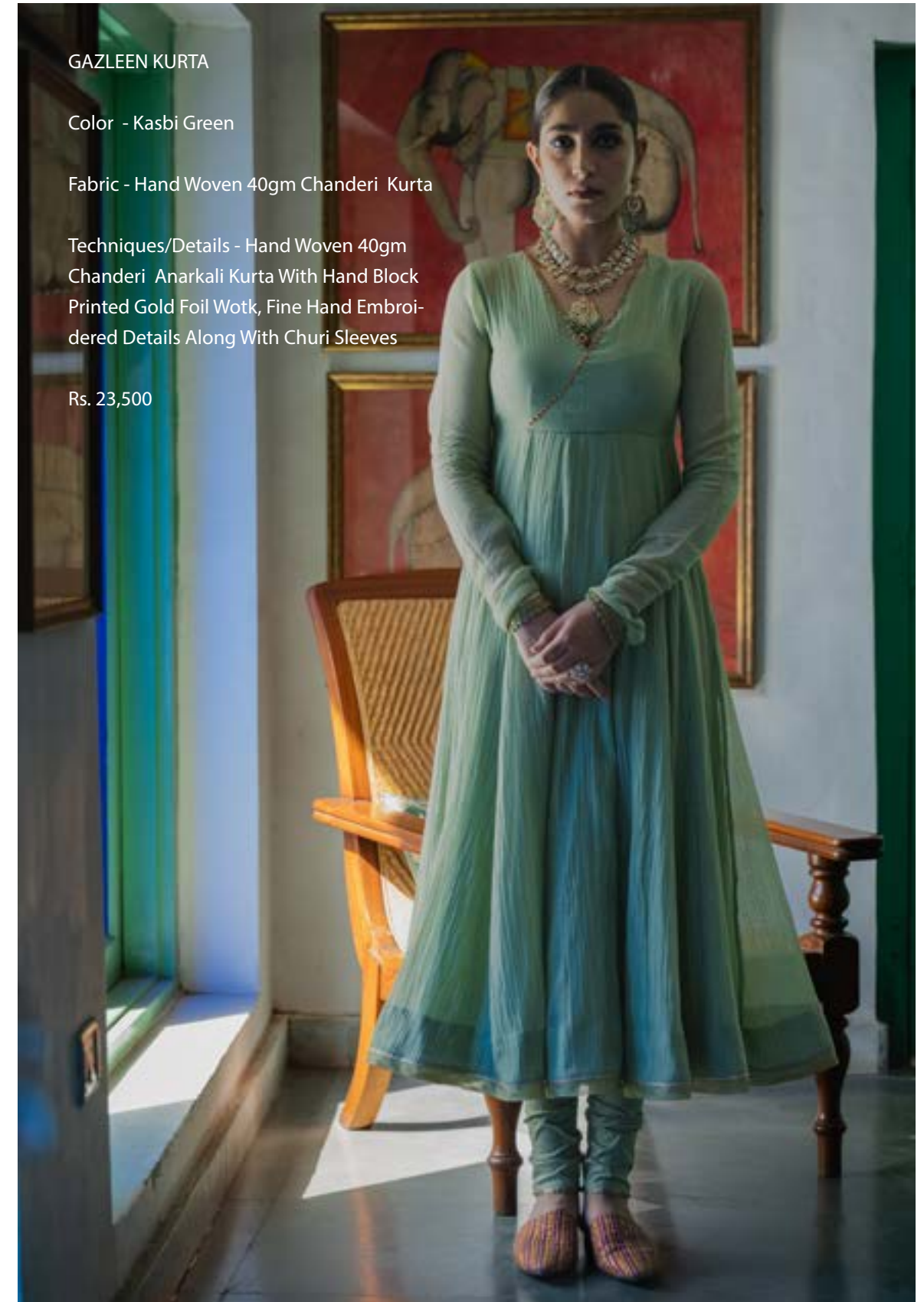
Color - Kasbi Green

Fabric - Handwoven Chanderi Zari Stripe Kurta

Techniques/Details - Handwoven Chanderi Zari Stripe yoke Kurta with gathers at front and back embellished with beadwork fringing.

Rs. 14,900





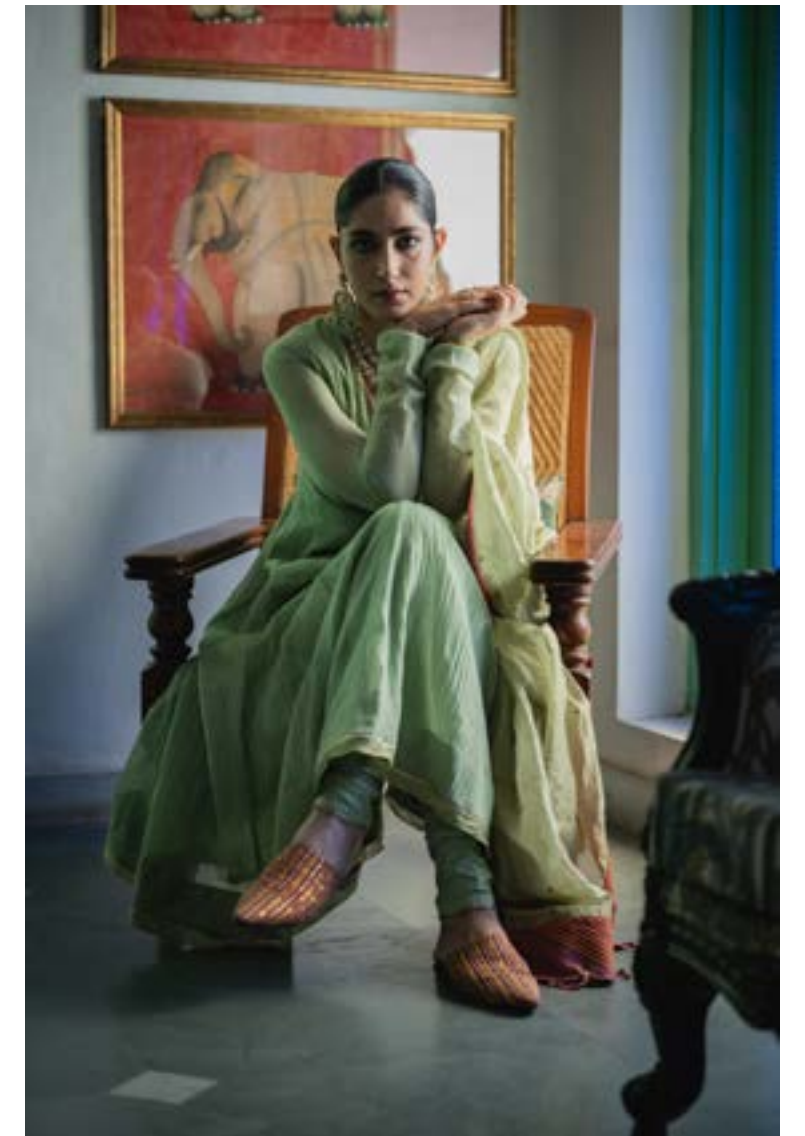
GAZLEEN KURTA

Color - Kasbi Green

Fabric - Hand Woven 40gm Chanderi Kurta

Techniques/Details - Hand Woven 40gm Chanderi Anarkali Kurta With Hand Block Printed Gold Foil Wotk, Fine Hand Embroidered Details Along With Churi Sleeves

Rs. 23,500



## NAAZ PANT

Color - Kasbi Green

Fabric - Cotton Lycra

Techniques/Details - Techniques/Details  
- Cotton Lycra Churidar With Hand Block  
Printed Gold Foil And Hand Embroidred  
Detailing.

Rs. 5,000



SIMRAT KURTA (Set of 2 With Slip)

Color - Rani Pink

Fabric - Hand Woven Chanderi 40gm Kurta  
With 100% Cotton Slip

Techniques/Details - 40 Gm Chanderi Kurta  
With Hand Embroidery At Yoke And Sleeves.

Rs. 18,900





KEERAT PANT

Color - Kasbi Green

Fabric - 100% Cotton

Techniques/Details - 100% Cotton Cambric  
Pants With Hand Block Printed Foi, With A In-  
verted Pleat At Hem Embellished With Hand  
Embroidery.

Rs. 5,500





HARLEEN DUPATTA

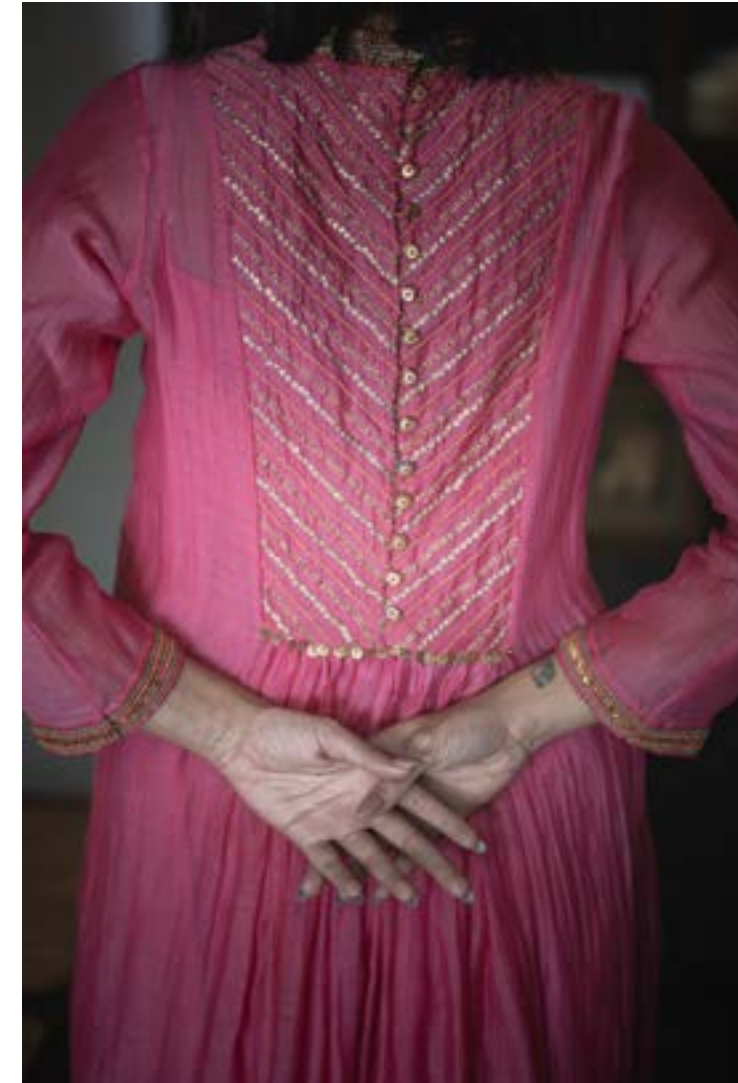
Color - Kasbi Green

Fabric - Handwoven Chanderi Zari Stripe &  
Handwoven Yarn Dyed Silk/Cotton Stripe  
Dupatta

Techniques/Details - Handwoven Chanderi  
Zari Stripe & Handwoven Yarn Dyed Silk/  
Cotton Stripe Dupatta, Embellished With  
Beaded Tassels.

Rs. 13,000







## GEET KURTA

Color - Jamun Purple

Fabric - Handwoven Chanderi Zari Stripe Kurta

Techniques/Details - Handwoven Chanderi Zari Stripe Kurta embellished With Hand Embroidered Beading And Fabric Manipulated Details.

Rs. 18,900







89

BIJUL DUPATTA

Color - Jamun Purple And Multi Border

Fabric - Hand Woven 40gm Chanderi Dupatta

Techniques/Details - 40gm Chanderi Dupatta Adorned With-  
gold Foil Hand Block Printing And A Multi Color Spliced Border  
And Tasselwork.

Rs. 11,500





Jat Pant

Color - Multicolor Stripe Orange

Fabric - Handwoven Yarn Dyed Silk/Cotton Stripe  
Pant

Techniques/Details - Handwoven Yard Dyed Silk/  
Cotton Stripe Pants With A Pleated Hem And A  
Broad Cuff Hand Embroidered With Gota Details And  
Beadwork.

Rs. 9,500



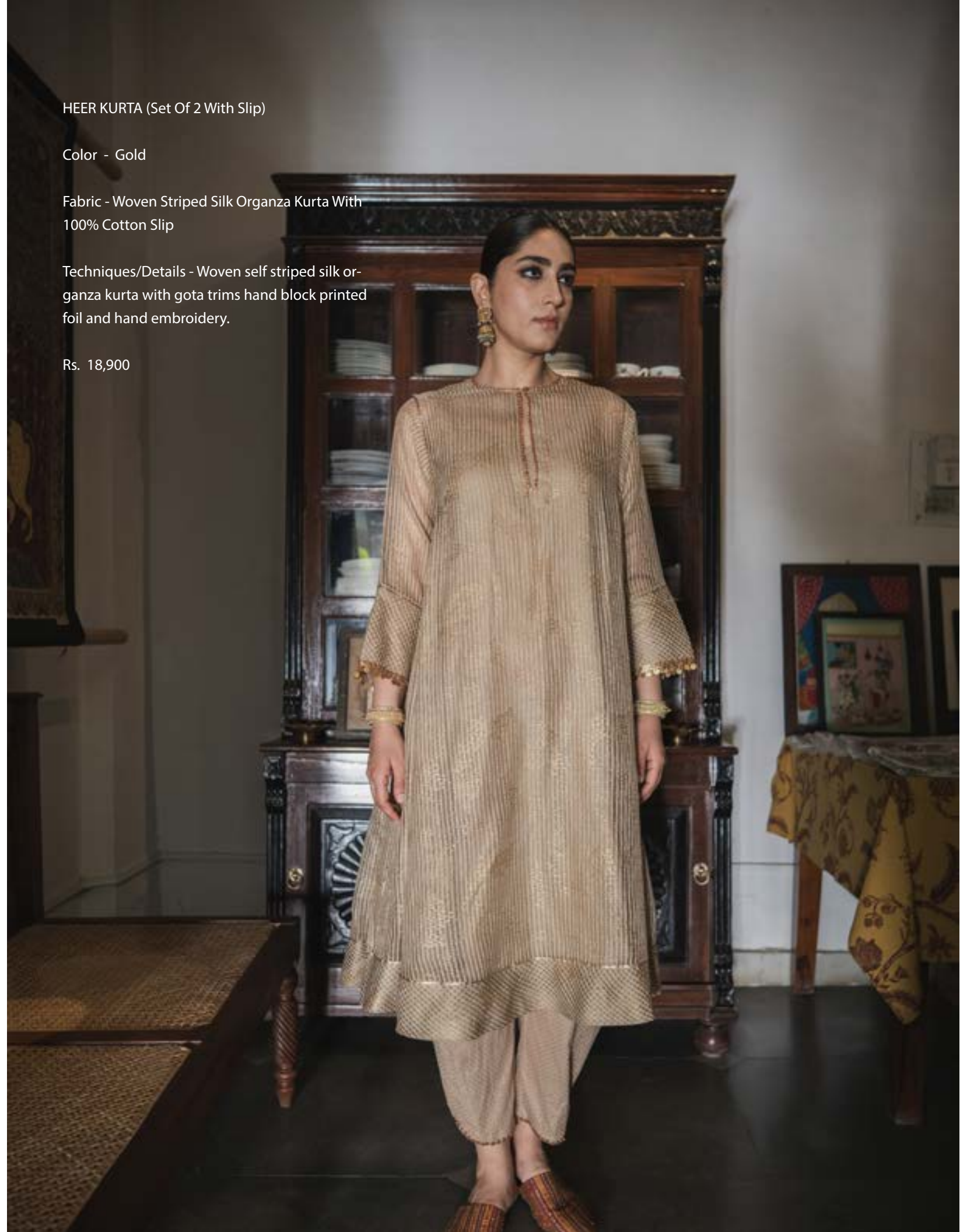
HEER KURTA (Set Of 2 With Slip)

Color - Gold

Fabric - Woven Striped Silk Organza Kurta With  
100% Cotton Slip

Techniques/Details - Woven self striped silk or-  
ganza kurta with gota trims hand block printed  
foil and hand embroidery.

Rs. 18,900



KATHIKA PANT

Color - Gold

Fabric - 100% Cotton

Techniques/Details - 100% cotton cambric pants with hand block printed foi, with a inverted pleat at hem embellished with hand embroidery.

Rs. 5,500











GURNOOR SHIRT (Set Of 2 With A Slip)

Color - Gold

Fabric - Hand Woven Chanderi 40gm shirt  
With 100% Cotton Slip

Techniques/Details - Hand woven 40 gm  
chanderi shirt with very fine pintuck detail  
and fabric manipulation enhanced with  
hand block printed gold foil detailed with  
hand embroidery. Comes with a 100%  
cotton slip.

Rs. 16,800



102



103

NARI SKIRT

Color - Gold

Fabric - Woven Striped Silk Organza Skirt

Techniques/Details - Woven Striped Silk Organza Hand Block Printed In Gold Foil Draped Skirt Lined In 100% Cotton.

Rs. 12,000





#### EKKAM KURTA

Color - Gold

Fabric - Woven Striped Silk Organza Kurta

Techniques/Details - Woven Striped Silk Organza Anarkali Kurta Hand Block Printed In Gold Foil With A Draped Shawl Collar And Choori Sleeves.

Rs. 26,000



## ISHAR DUPATTA

Color - Gold

Fabric - Hand Woven 40gm Chanderi And Gold Striped Zari Dupatta

Techniques/Details - Hand Woven 40gm Chanderi And Gold Striped Zari Dupatta With Beaded Tassel Work

Rs. 13,500



## KUSHAN GILET

Color - Multicolor Jamun Purple

Fabric - Handwoven Yarn Dyed Silk/Cotton Stripe &amp; Handwoven Silk/Cotton Shot Color Fabric

Techniques/Details - Handwoven Yarn Dyed Silk/Cotton Stripe &amp; Handwoven Silk/Cotton Shot Color Fabric Gilet Adorned With Fine Hand Embroidery, Hand Block Printed Gold Foil, Embellished With Beaded Fringing And Tassels.

Rs. 24,500

108



109

KAYA BELT

Color - Multicolor Stripe Orange

Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe

Techniques/Details - Handwoven Yarn Dyed  
Silk/Cotton Stripe belt adorned with fine  
hand broidery with a tie up detail for fasten-  
ing at back.

Rs. 5,000



110



111

IFFAT CHURIDAR

Color - Gold

Fabric - Cotton Lycra

Techniques/Details - Cotton Lycra Churidar  
With Hand Block Printed Gold Foil. And  
Beaded Detail.

Rs. 5,000







113

HUSNAH KURTA (Set of 2 with Slip)

Color - Gold

Fabric - Hand Woven Chanderi 40gm Kurta  
With 100% Cotton Slip

Techniques/Details - Hand Woven Chanderi  
40gm Kurta With fine pintuck and textured  
detailing and hand block printed gold  
foil work adroned with hand embroidery.  
Comes with a 100% Cotton Slip.

Rs. 18,990





116



117





119

ADIL BLOUSE

Color - Multicolor Stripe Orange And Gold

Fabric - Handwoven Yarn Dyed Silk/Cotton Stripe Blouse

Techniques/Details - Handwoven Yarn Dyed Silk/ Cotton Stripe Blouse Enhanced With Hand Block Printed Gold Foil And Fine Hand Embroidery And Beaded Tassels.

Rs. 16,800





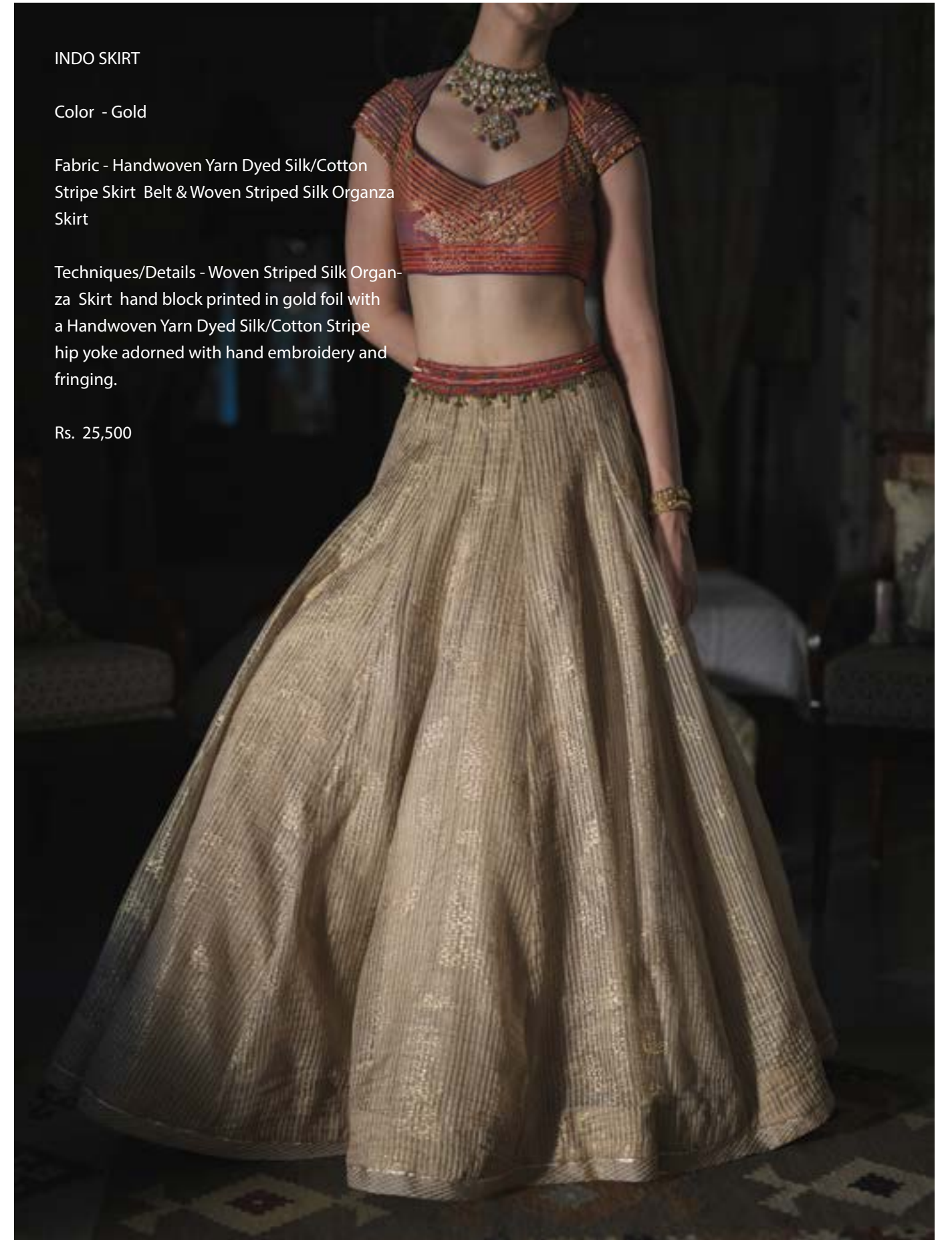
INDO SKIRT

Color - Gold

Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe Skirt Belt & Woven Striped Silk Organza  
Skirt

Techniques/Details - Woven Striped Silk Organza Skirt hand block printed in gold foil with a Handwoven Yarn Dyed Silk/Cotton Stripe hip yoke adorned with hand embroidery and fringing.

Rs. 25,500



ACHAL DUPATTA

Color - Gold

Fabric - Hand Woven 40gm Chanderi &  
Hand Woven Chanderi Zari Stripe Dupatta

Techniques/Details - Hand Woven 40gm  
Chanderi & Hand Woven Chanderi Zari  
Stripe Dupatta With Hand Block Printed  
Gold Foil, Gota And Beaded Fun Tassel De-  
tails And Fringing.

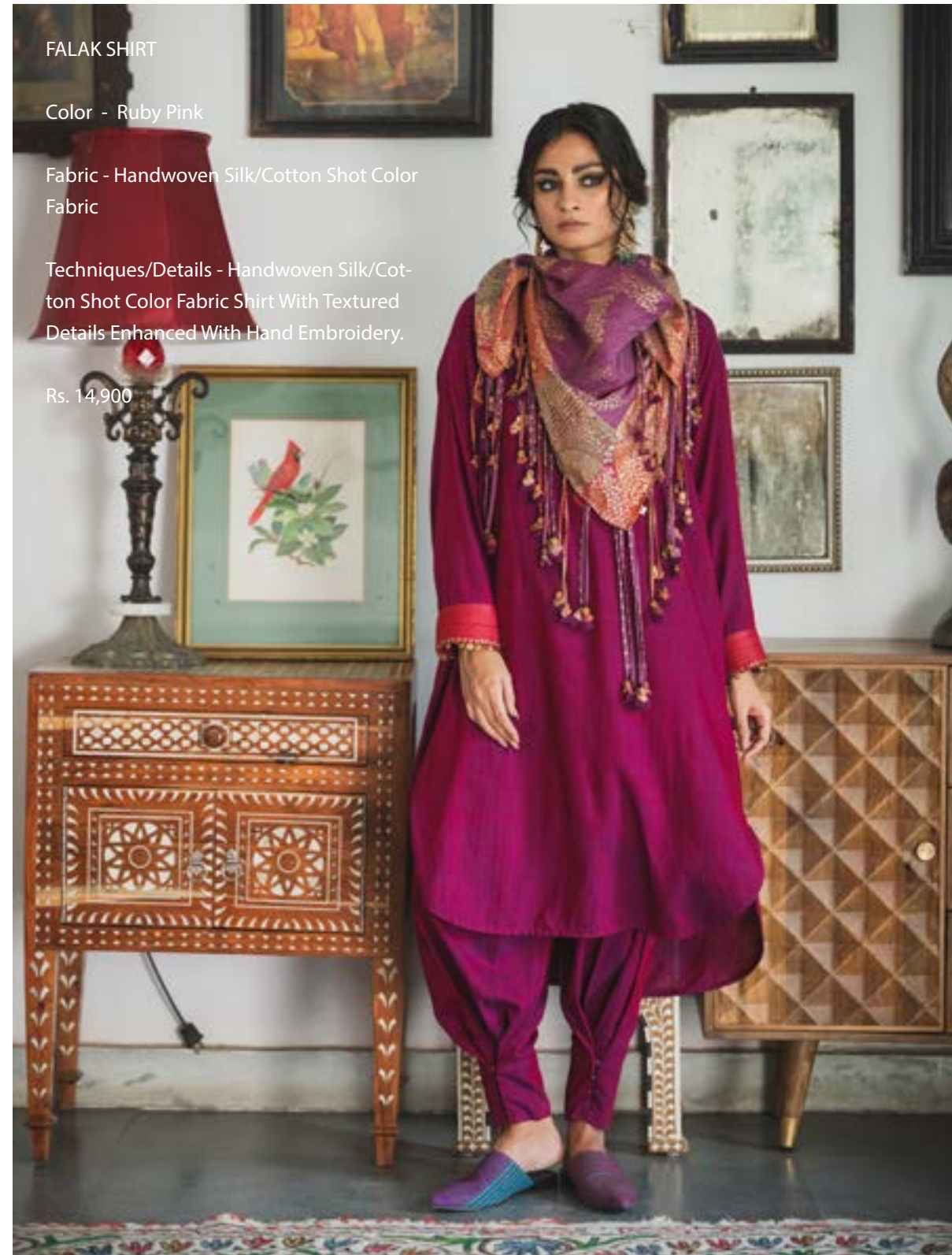
Rs. 13,500



123









128



129

#### KALAI PANT

Color - Ruby Pink

Fabric - Handwoven Silk/Cotton Shot Color  
Fabric

Techniques/Details - Handwoven Silk/Cotton  
Shot Color Fabric Pants With A Pleated Hem

Rs. 9,500



MAKALI SCARF

Color - Multicolor Jamun Purple

Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe And Hand Woven 40gm Chanderi Scarf

Techniques/Details - Handwoven Yarn Dyed  
Silk/Cotton Stripe And Hand Woven 40gm  
Chanderi Scarf Hand Block Printed In Gold Foil  
Enhanced With Beaded Gota Tassels.

Rs. 11,500



132



133

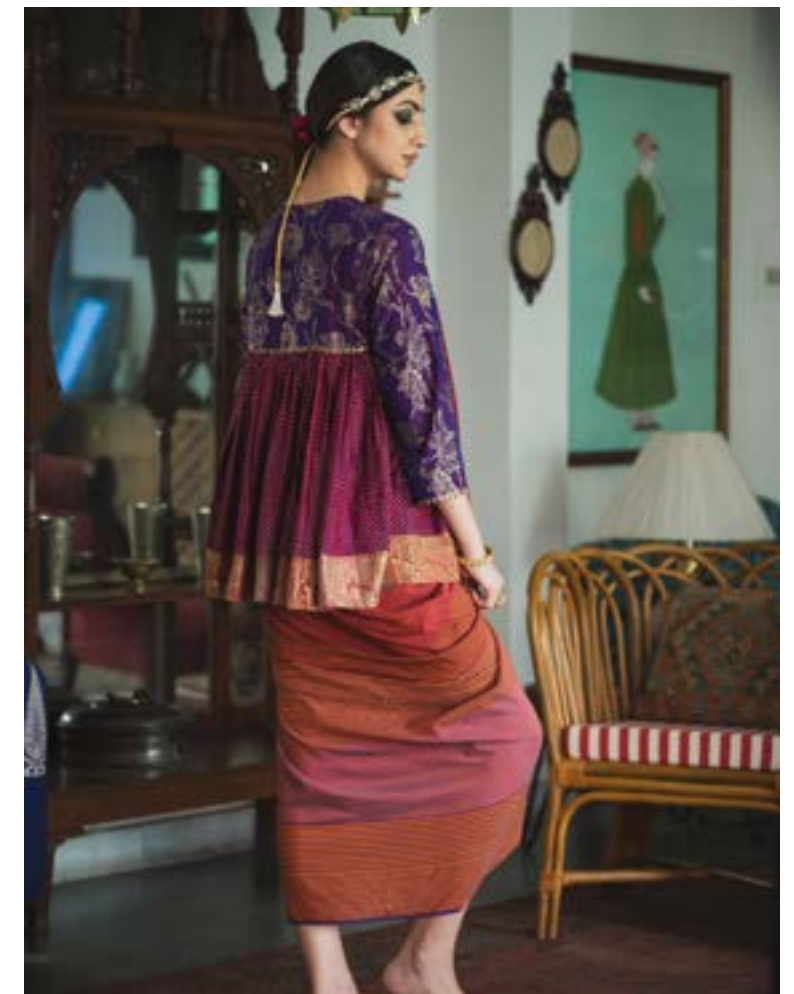
RITA SKIRT

Color - Multicolor Stripe Orange

Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe Skirt

Techniques/Details - Handwoven Yarn Dyed  
Silk/Cotton Drape Stripe Skirt

Rs. 12,000



134



135

#### GULERI KEDIA TOP

Color - Multicolor Jamun Purple

Fabric - Handwoven Yarn Dyed Silk/Cotton Stripe & Handwoven Silk/Cotton Shot Color Fabric

Techniques/Details - Handwoven Yarn Dyed Silk/Cotton Stripe & Handwoven Silk/Cotton Shot Color Fabric Kedia Top Enhanced With Hand Block Printed Gold Foil Jaal Lifted With Hand Embroidery And Embellished With Beaded Tassels

Rs. 16,800





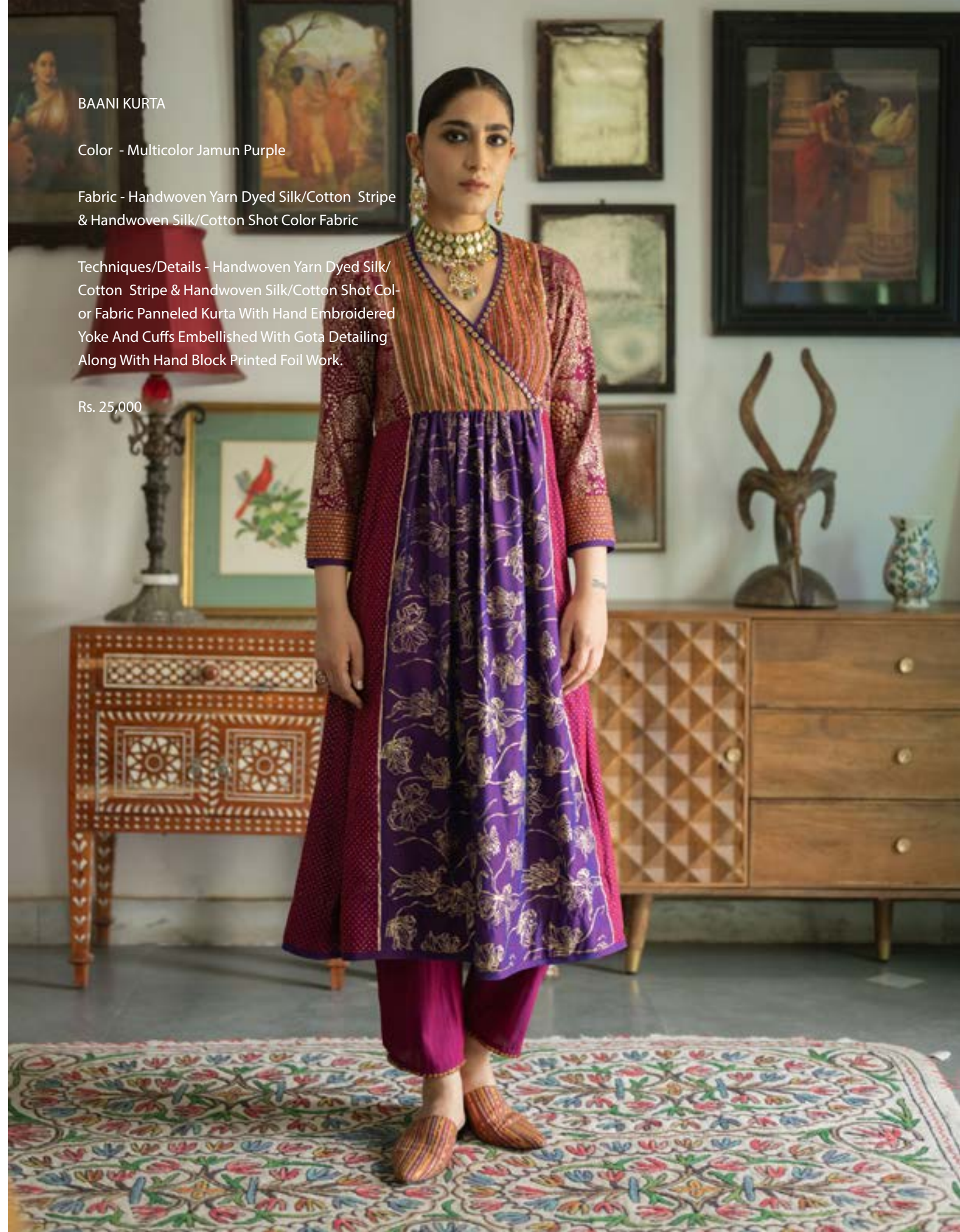
BAANI KURTA

Color - Multicolor Jamun Purple

Fabric - Handwoven Yarn Dyed Silk/Cotton Stripe & Handwoven Silk/Cotton Shot Color Fabric

Techniques/Details - Handwoven Yarn Dyed Silk/Cotton Stripe & Handwoven Silk/Cotton Shot Color Fabric Panned Kurta With Hand Embroidered Yoke And Cuffs Embellished With Gota Detailing Along With Hand Block Printed Foil Work.

Rs. 25,000







MANNAT PANT

Color - Ruby Pink

Fabric - Handwoven Silk/Cotton Shot Color Fabric

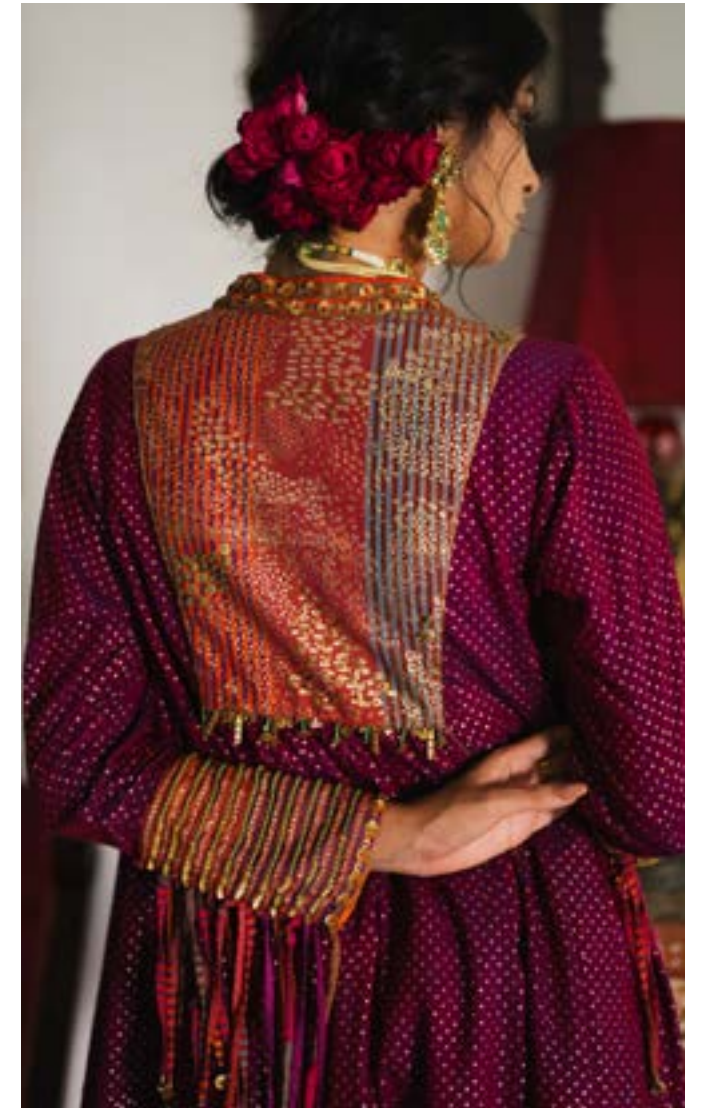
Techniques/Details - Handwoven Silk/Cotton Shot Color Fabric Pants With An Inverted Pleat At The Hem Along With Hand Embroidered Detailing.

Rs. 7,900









FARID SKIRT

Color - Kesaria Orange

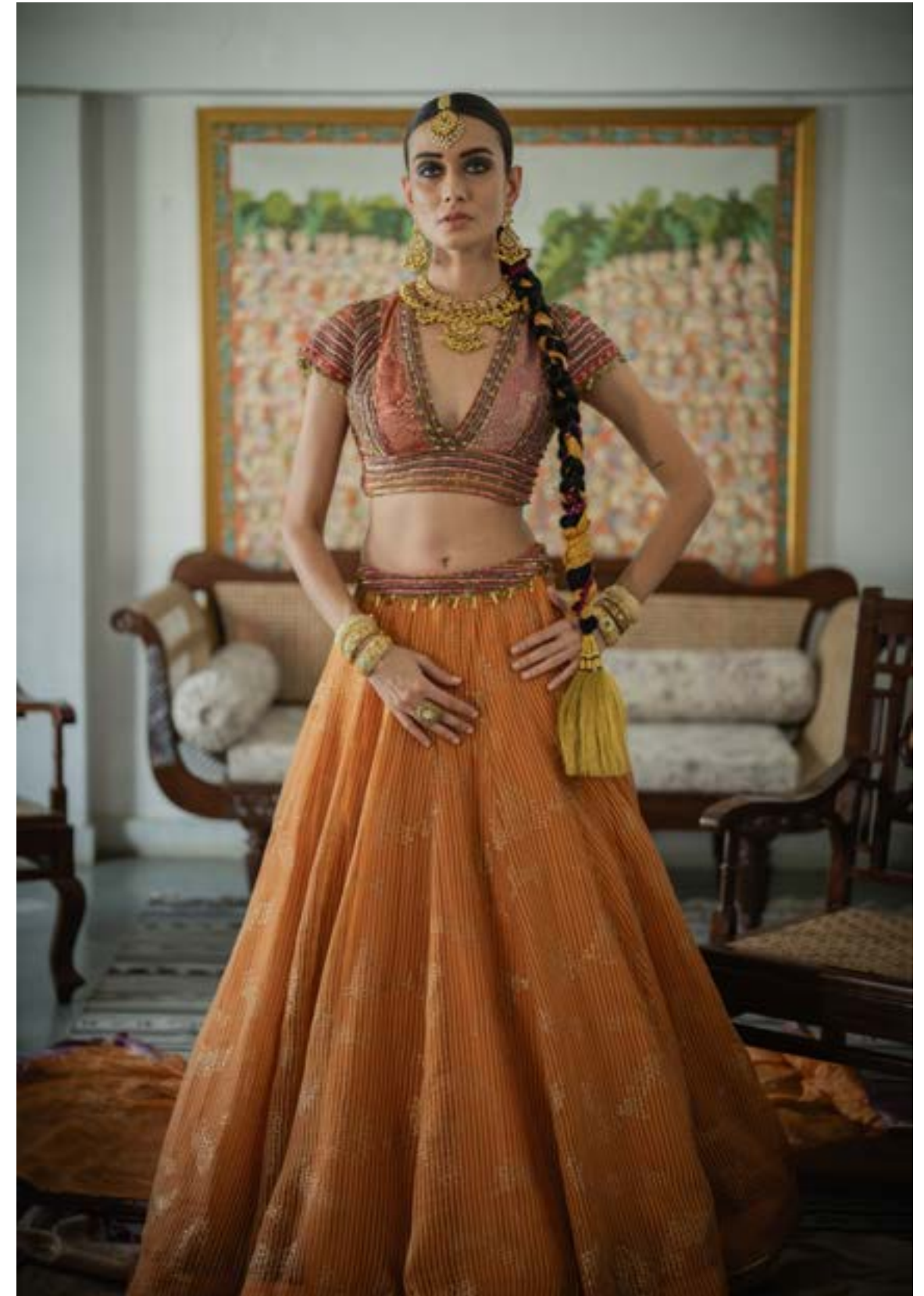
Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe Skirt Belt & Woven Striped Silk Organza  
Skirt

Techniques/Details - Woven Striped Silk  
Organza Skirt Hand Block Printed In Gold  
Foil With A Handwoven Yarn Dyed Silk/Cotton  
Stripe Hip Yoke Adorned With Hand Embroi-  
dery And Fringing.

Rs. 25,500



149



150



151



CHAND BLOUSE

Color - Multicolor Stripe Orange And Gold

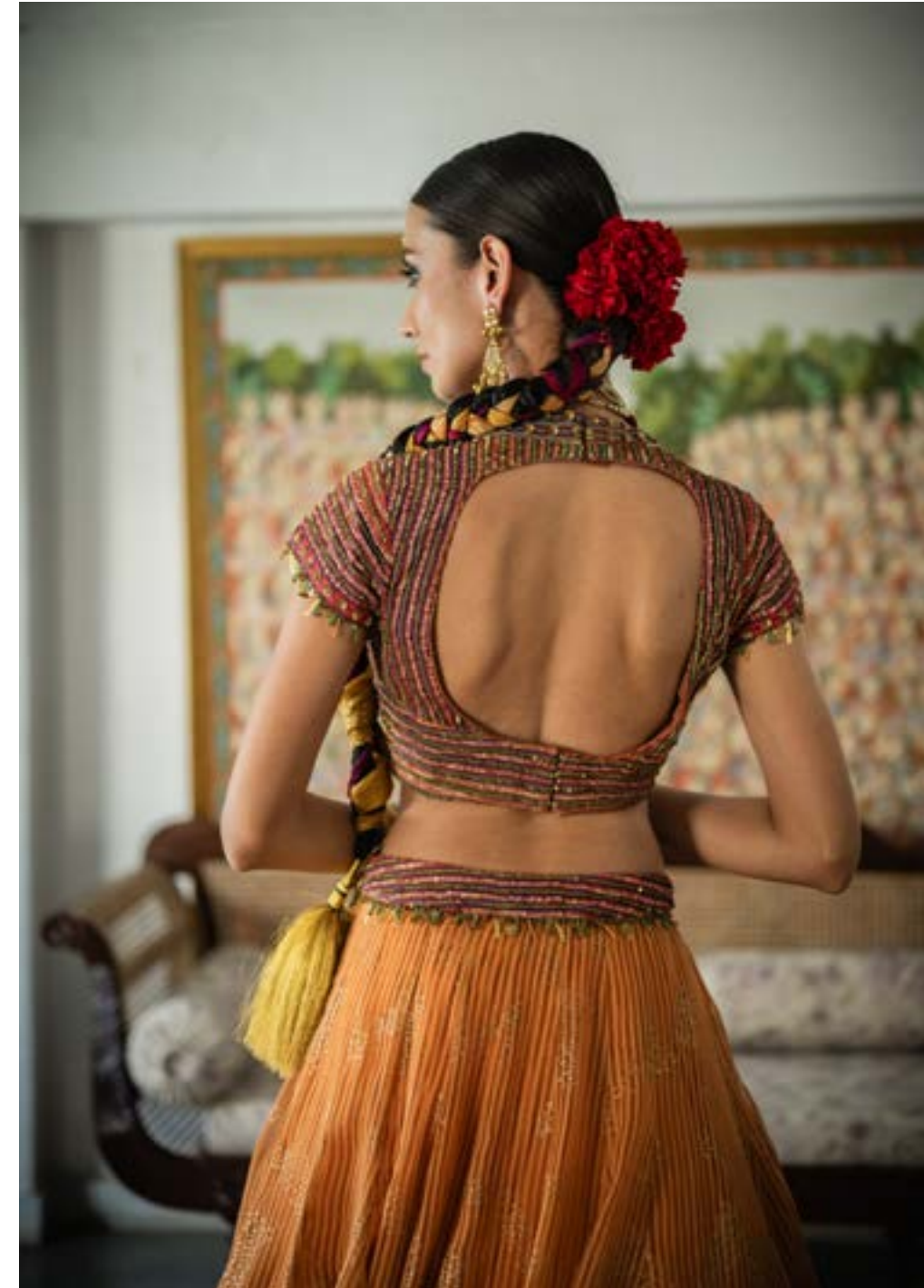
Fabric - Handwoven Yarn Dyed Silk/Cotton  
Stripe Blouse

Techniques/Details - Handwoven Yarn Dyed  
Silk/Cotton Stripe V Neck Blouse Adorned  
With Fine Hand Embroidery And Beadwork.

Rs. 22,000



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# CONTACT SHEET

## KURTA



JAAFI KURTA



REWA KURTA



GEET KURTA



SIMRAT KURTA



RANJHA KURTA



GAZLEEN KURTA



DISHA KURTA



RUHA KURTA



HEER KURTA



EKKAM KURTA



HUSNAH KURTA



HAAB TUNIC

## KURTA



BAANI KURTA

## SHIRTS/TOPS

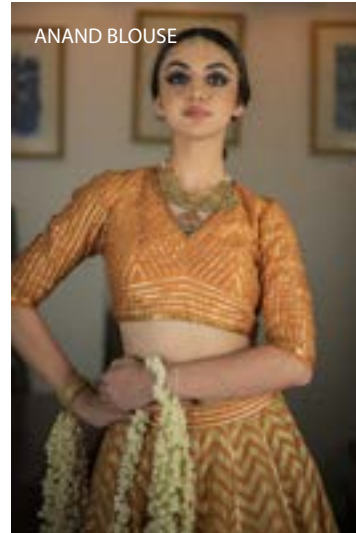
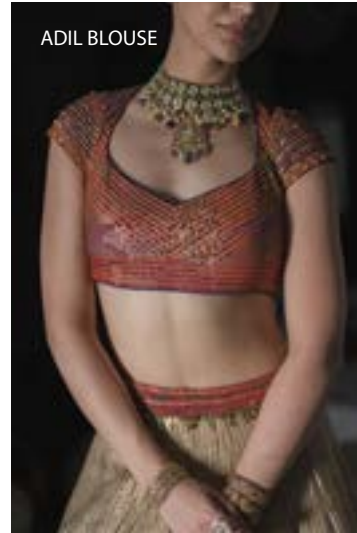


FALAK SHIRT



GURNOOR SKIRT

BLOUSE/GILET



SARI



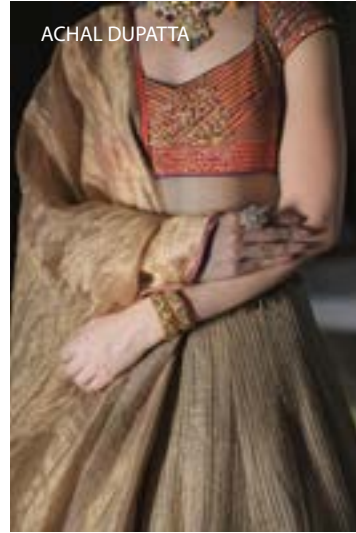
BELTS



SKIRT



DUPATTAS/SCARFS



BOTTOMS





## Meet the Designer

SWATTI's interest in fashion started early on in her life. Seeing her mother work in the garment industry for many years, Swatti grew up surrounded by sketches and swatches! Swatti understood that clothes were an expression of one's own self... A story with an effortless narrative..

To hone her craft and to fall deeper in love, Swatti joined the National Institute of Fashion Technology in the capital. She won the best design collection award at the end of the 4 years.

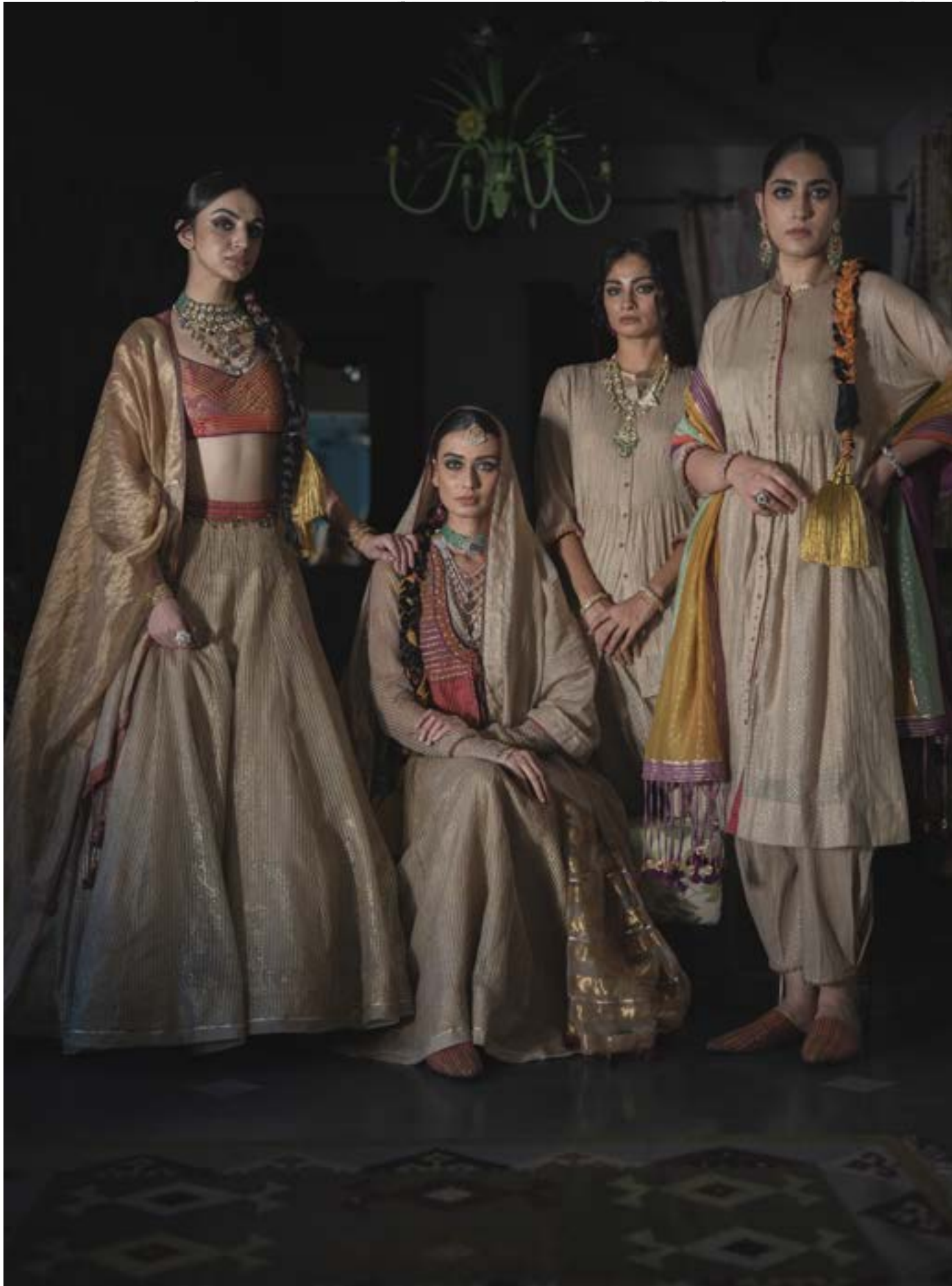
Her love for Indian textiles, made Fabindia an obvious choice as her first stint in the industry.

After setting a sound base, Swatti, went on to learn a completely different language of fashion. At the complete opposite end of the spectrum, she trained under the mighty and majestic Tarun Tahiliani . After spending 5 years under his guidance, Swatti was ready to embark on her own journey. Thus - Swatti Kapoor the label was born in 2019. Currently, she also heads the pvt label department as a design consultant for Jaypore.com.

Oct-2021 Swatti received the 1st prize with a cash reward for her creation depicting Khadi as the most ethical and sustainable clothing. The Khadi fashion show organized by Khadi and Village Industries Commission (KVIC). The fashion show, curated by the Fashion Design Council of India (FDCI) led by its Chairman and KVIC Advisor Shri Sunil Sethi.

Jan 2022, She was chosen to exhibit her khadi collection at the KVIC Sustainable Khadi Exposition, curated by FDCI at the Dubai Expo 2020.





## KEEP IN TOUCH



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[swatti@swattikapoor.com](mailto:swatti@swattikapoor.com)

# STOCKISTS

ENSEMBLE New Delhi, Mumbai	ELAN STORE Ahmedabad	OGAAN New Delhi	COLLAGE SHOP INDIA Chennai	ANONYM Hyderabad	INDIAN HERITAGE Kuwait
DEVAL Ahmedabad	ANANTAM Gurugram	AJILIYAA Gujarat	ELAHE Kolkata Hyderabad	EVOLUZIONE Chennai New Delhi	SUNDARI Romans-sur- Isere, France

## KAYPASHA DESIGNS

402, FOURTH FLOOR,  
PLOT NO. 8, ASHOKA MARG,  
SOUTH CITY-I, SECTOR-41,  
GURUGRAM- 122001  
HARYANA  
INDIA

SWATTIKAPOOR.COM  
EMSEMBLE.COM  
JAYPORE.COM  
KAMAKHYA.COM  
OGAAN.COM  
PERNIASOPUPSHOP.COM  
ELANSTORE.COM  
ELAHAE.IN  
AZAFASHIONS.COM  
THESVERVE.COM  
JOURNEY OF OBJECTS.COM  
DEVALSTORE.IN  
EVOLUZIONESTYLE.COM  
COLLAGESHOPINDIA.COM

# CREDITS



SAGAR KAPOOR  
Photography And Media  
(The Creative Durbuar)



BHARAT GUPTA  
Styling



REKHA DAS  
Makeup  
(Makeupbyrekhadass)



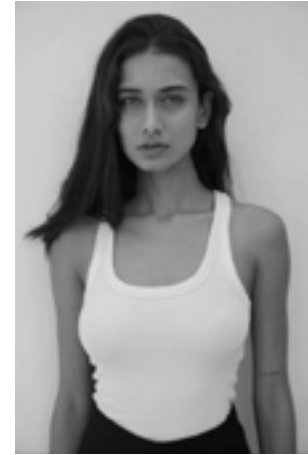
NITIN  
Hair Styling



RODALI  
Model



JASMEET DEVGAN  
Model



KANISHKA  
Model



CHAULAZ HERITAGE JEWELLERY  
Jewellery Partner



SERENDIPITY  
Location Courtesy  
Chattarpur, New Delhi

# SPECIAL THANKS



RIA KRISHNA  
Model



VEDANT  
Model



TEGPAL  
Model

SWATTI KAPOOR