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II
2022

EST 2019



www.swattikapoor.com

SWATTI KAPOOR

The Rise

EST 2019

THE RISE

Luxury Pret

www.swattikapoor.com



CONTENT

06

ABOUT US

Brand Philosophy

10

COLLECTION NOTE

The Rise

96

CONTACT SHEET

Grid of all styles

103

KEEP IN TOUCH

Social Media Handles

104

STUDIO

Contact Us

105

STOCKISTS

Points of Sale

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

THE RISE-

The collection is inspired by a hand painted silk scroll inscription and Poem named – “Auspicious Cranes” by Emperor Huizong of the Northern Song Dynasty (960-1127). As if to counter the reality of his poor Statesmanship, the painting conveys an image of harmony between nature and humanity—the good omen of cranes emerges from clouds (Nature) over the architecture of the capital (the human world). The painting, followed by an inscription and poem, together comprise Auspicious Cranes and suggest that the emperor (like all emperors) held the “Mandate of Heaven,” or the heavenly right to rule.

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 50 and 40 gm, fine khadi mul, striped chanderi in self. Pin-tucks, pleating, block printing, hand embroidery and other kinds of fabric manipulation.



AUSPICIOUS CRANES



AMBER PANTS

Color - Greige

Fabric - 100% Cotton

Techniques/Details - Inverted
Pleat Pants with button detail.

Rs. 3,500

13

AKI DRESS (Set of 2 with Slip)

Color - Midsummer Gold

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block Print
at back yoke, fine pin-tucks, cuff corded
fabric manipulation details and texturing,
MOP details.

Rs. 14,990







WASHI STOLE

Color - Midsummer Gold / Greige

Fabric - Handwoven Chanderi Mul

Techniques/Details - Reversible hand block printed stole with contrast button hole stitch detail.

Rs. 9,900



SAKAE SCARF

Color - Imperial Red

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block
Print , tassel details.

Rs. 8,500





ELLIE OVERLAY

Color - Imperial Red

Fabric - Handwoven Chanderi Mul
And Pin stripe Chanderi

Techniques/Details - Hand Block
Print , tassel details, M.O.P button
Details, texturing.

Rs. 14,900







ANSEE DRESS

Color - Ivory

Fabric - Handwoven Chanderi Mul

Techniques/Details - Fabric Manipulated
corded details, fine pin-tucks and Hand
Block Print

Rs. 14,500







SEIKO SHIRT

Color - Ivory

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block
Print, texturing, M.O.P button details

Rs. 13,500







ELLIE OVERLAY

Color - Indigo Blue

Fabric - Handwoven Chanderi Mul
and Pin stripe Chanderi

Techniques/Details - Hand Block
Print , tassle details, M.O.P button
details, texturing.

SAKAE SCARF

Color - Indigo Blue

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block Print, tassel details.

Rs. 8,500







39

NELLIE KEDIA TOP

Color - Midsummer Gold

Fabric - Handwoven Chanderi, Pin stripe
Chanderi

Techniques/Details - Hand Block
Print, tassel details, M.O.P. details

Rs. 12,500





FAI SKIRT

Color - Midsummer Gold (Ombre)

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block
Print , tassel details

Rs. 27,500





SHIMA DRESS

Color - Greige

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block Print, M.O.P. details

Rs. 12,500





HAYA SARI

Color - Greige

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block
Print , tassle details, M.O.P. details

Rs. 18,500



MAYA TOP

Color - Indigo

Fabric - Handwoven ChanderiMul

Techniques/Details - Fine Pintucks, M.O.P.
Button Details

Rs. 9,500







CAM DRESS

Color - Imperial Red

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block Print, tassel details, M.O.P. details, Corded Fabric Manipulation and texturing.

Rs. 14,500



MISA PANTS

Color - Ivory

Fabric - 100 % Cotton

Techniques/Details - Texturing

Rs. 4,500



ISHAN DRESS (Set of 2 with Slip)

Color - Ivory

Fabric - Pinstripe Chanderi

Techniques/Details - Hand Block
Print, texturing, M.O.P. details, Corded
fabric manipulation detail.

Rs. 14,500





SHYLA PANTS

Color - Imperial Red

Fabric - 100% Cotton

Techniques/Details - Wide leg Pants

Rs. 4,500



AMIDA DRESS

Color - Indigo (Ombre)

Fabric - Handwoven Chanderi

Techniques/Details - HAnd Block Print,
Ombre dyed, Cord Fabric Manipulation
Detail, M.O.P. Details.

Rs. 13,500



64



65



HANNA SHIRT (Set of 2 with Slip)

Color - Ivory

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block
Print , M.O.P. details and texturing with
Slip.

Rs. 17,500



67





JAYAN DRESS

Color - Ivory

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block Print.

Rs. 18,900





WASHI STOLE

Color - Indigo Blue / Imperial Red

Fabric - Handwoven Chanderi Mul

Techniques/Details - Reversible hand block printed stole with contrast button hole stitch detail.

Rs. 9,900





MYO DRESS (Setof 2 with Slip)

Color - Quartz Pink

Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block Print,
M.O.P. Details.

Rs. 11,500



ARAN ANGRAKHA

Color - Quartz Pink

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block Print,
M.O.P. Details, tassel details.

Rs. 14,500





SHIN DUPATTA

Color - Quartz Pink

Fabric - Handwoven Zari Chanderi Stripe,
Chanderi

Techniques/Details - Hand Block Print,
Tassel Details

Rs. 9,500

YACHI DRESS

Color - Imperial Red

Fabric - Handwoven Chanderi Mul

Techniques/Details - Fine Pintucks, Corded fabric manipulation.

Rs. 13,500



81





LUCY TUNIC (Set of 2 with Slip)

Color - China Blue

Fabric - Pin Stripe Chanderi

Techniques/Details - Hand Block Print ,
M.O.P. details, corded fabric manipulation.

Rs. 11,500



85





ALINA PANTS

Color - Ivory

Fabric - 100% Cotton

Techniques/Details - Pleated Cropped
Pants, wide leg.

Rs. 4,500





IHA SARI

Color - Midsummer Gold

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block Print,
Texturing, tassel details.

Rs. 18,500





MAX TOP

Color - Greige

Fabric - Handwoven Chanderi Mul and Pin stripe Chanderi

Techniques/Details - Hand block print, fine Pinucks with contrast button hole stitch detail, texturing, Fabric Manipulation, M.O.P. details.

Rs. 9,900



CONTACT SHEET

DRESSES/TUNICS



OVERLAYS/ ANGRAKHAS



SARIS



TOPS/SHIRTS



NELLIE KEDIA TOP



SEIKO SHIRT



MAYA TOP



MAX TOP



HANNA SHIRT

SKIRTS



FAI SKIRT

PANTS



AMBER PANTS IVORY



AMBER PANTS GRIEGE



SHYLA PANTS



ALINA PANTS

SCARVES/STOLES



SAKAE SCARF RED



SHIN DUPATTA



SWASHI STOLE GOLD



SAKAE SCARF INDIGO



WASHI STOLE INDIGO

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



facebook.com/studio.swattikapoor



instagram.com/studio.swattikapoor



twitter.com/swattikapoor



swatti@swattikapoor.com

STOCKISTS

ENSEMBLE
Khan Market
New Delhi

ENSEMBLE
Kala Ghoda
Mumbai

SWATTIKAPOOR.COM
EMSEMBLE.COM
JAYPORE.COM
KAMAKHYA.COM

KAYPASHA DESIGNS

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

SWATTI KAPOOR