

www.swattikapoor.com

EST 2019

### SWATTI KAPOOR

The Rise

1

II 2022

# THE RISE

EST 2019

Luxury Pret

www.swattikapoor.com



10 **COLLECTION NOTE** The Rise

104 **STUDIO Contact Us** 

105 STOCKISTS **Points of Sale** 

## CONTENT

06 **ABOUT US Brand Philosophy** 

96 **CONTACT SHEET** Grid of all styles

103 **KEEP IN TOUCH** Social Media Handles

### 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 endevour 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

Fabric - Handwoven Chanderi Mul

### 13

AKI DRESS (Set of 2 with Slip)

Color - Midsummer Gold

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

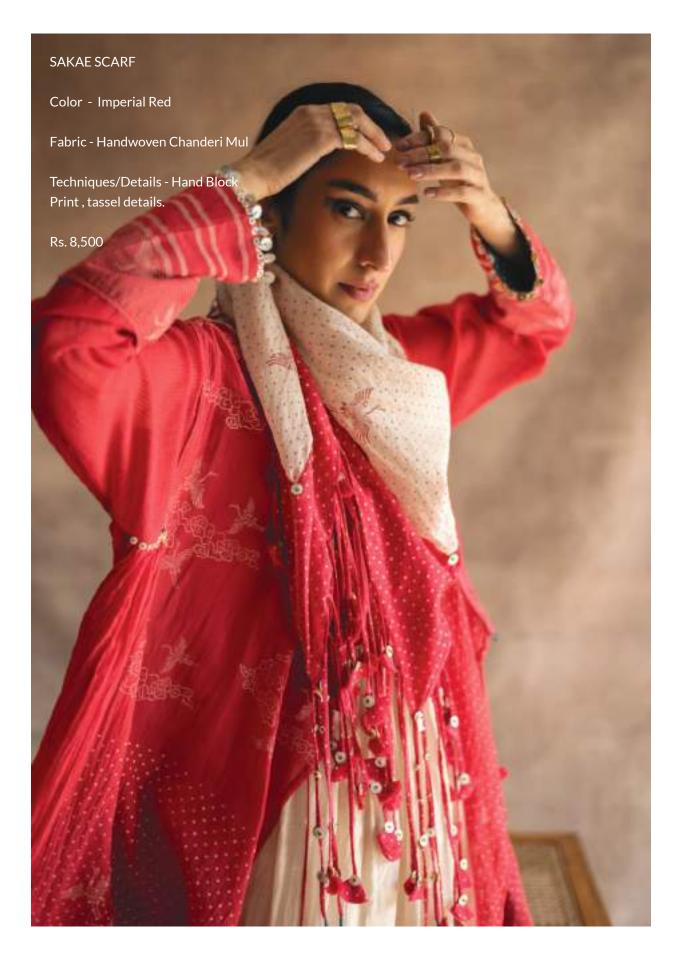
Color - Midsummer Gold / Greige

Fabric - Handwoven Chanderi Mul

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

Rs. 9,900







ELLIE OVERLAY

Color - Imperial Red

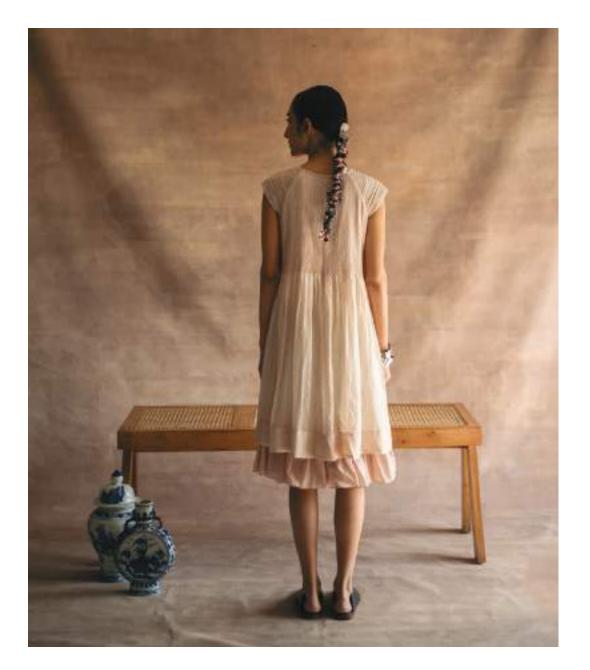
Fabric - Handwoven Chanderi Mul And Pin stripe Chanderi

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



















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

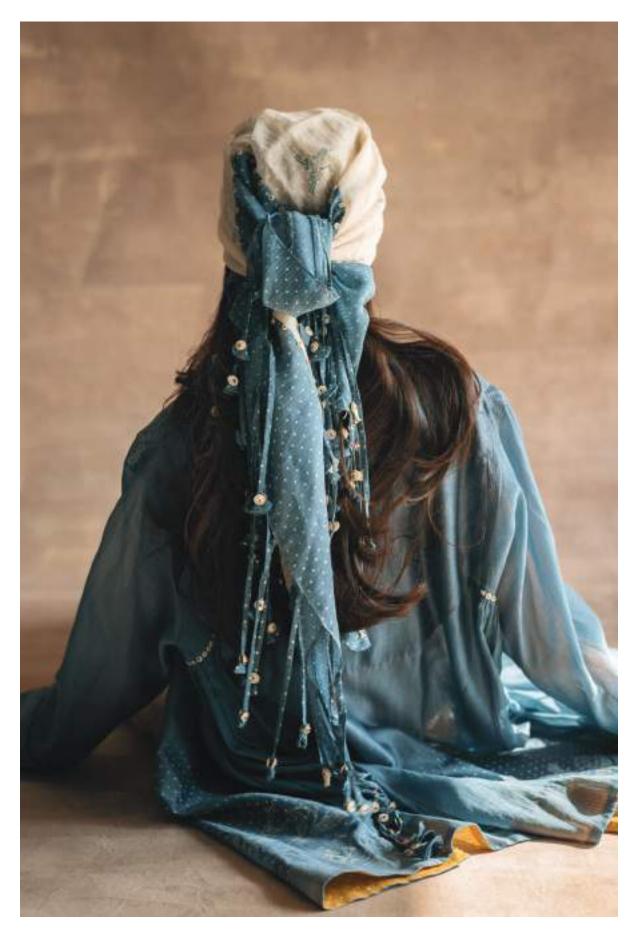
Color - Indigo Blue

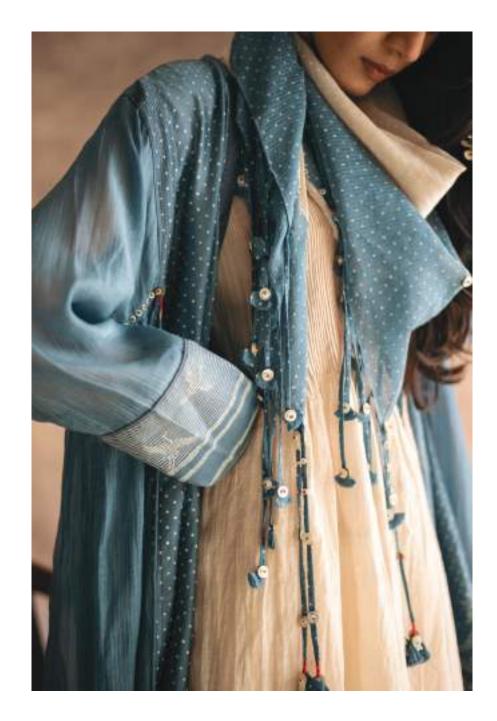
Fabric - Handwoven Chanderi Mul

Techniques/Details - Hand Block Print , tassle details.

Rs. 8,500









NELLIE KEDIA TOP Color - Midsummer Gold Fabric - Handwoven Chanderi, Pin stripe Chanderi Techniques/Details - Hand Block Print, tassle details, M.O.P. details Rs. 12,500





#### FAI SKIRT

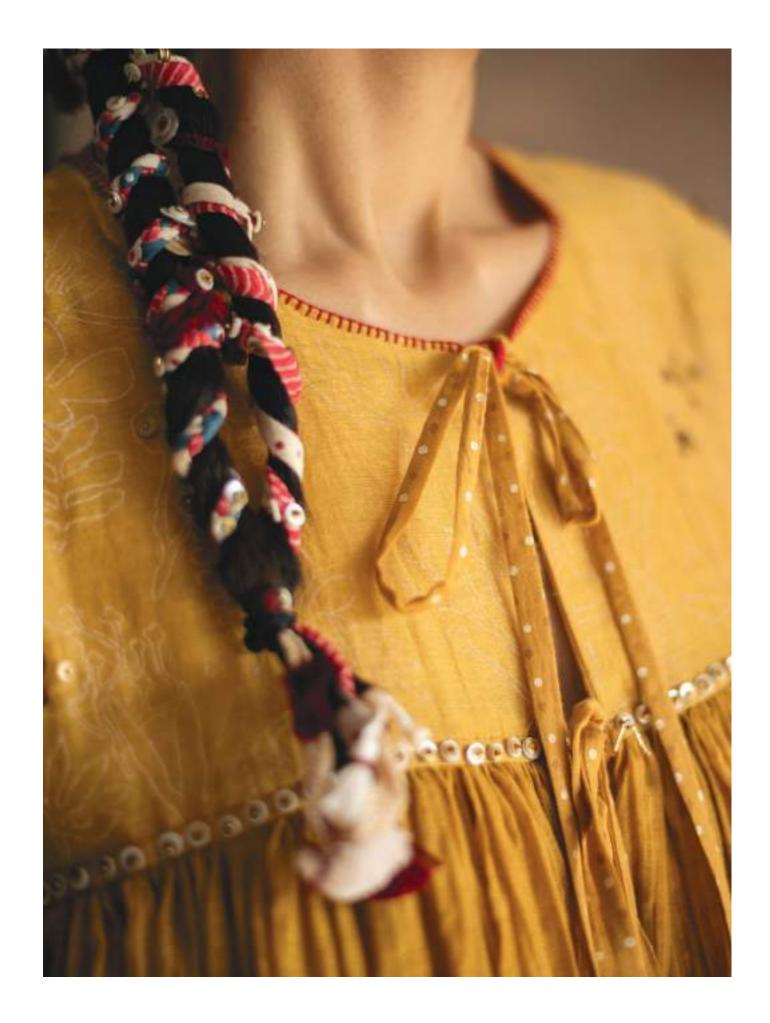
Color - Midsummer Gold (Ombre)

Fabric - Handwoven Chanderi

Techniques/Details - Hand Block Print , tassle 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

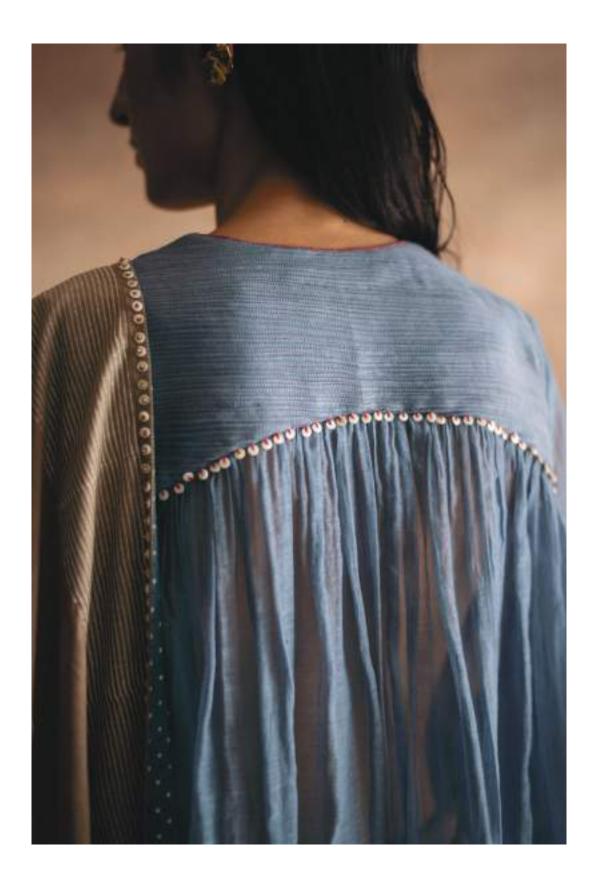
Color - Indigo

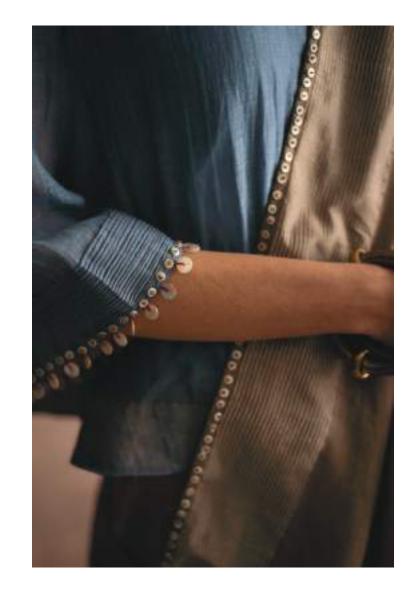
Fabric - Handwoven ChanderiMul

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

Rs. 9,500









#### CAM DRESS

Color - Imperial Red

Fabric - Handwoven Chander

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

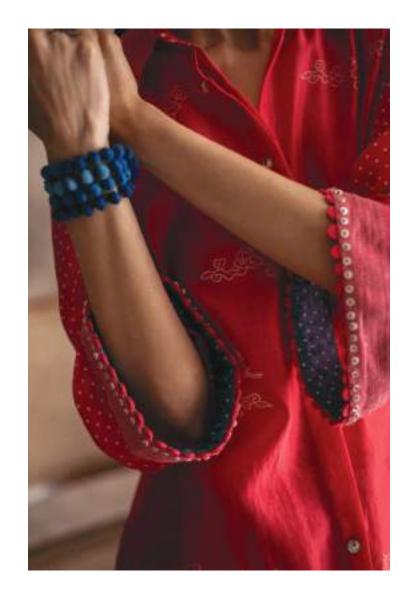
Rs. 14,500



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)

Rs. 13,500



#### 63

Fabric - Handwoven Chanderi

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







#### HANNA SHIRT (Set of 2 with Slip)

Color - Ivory

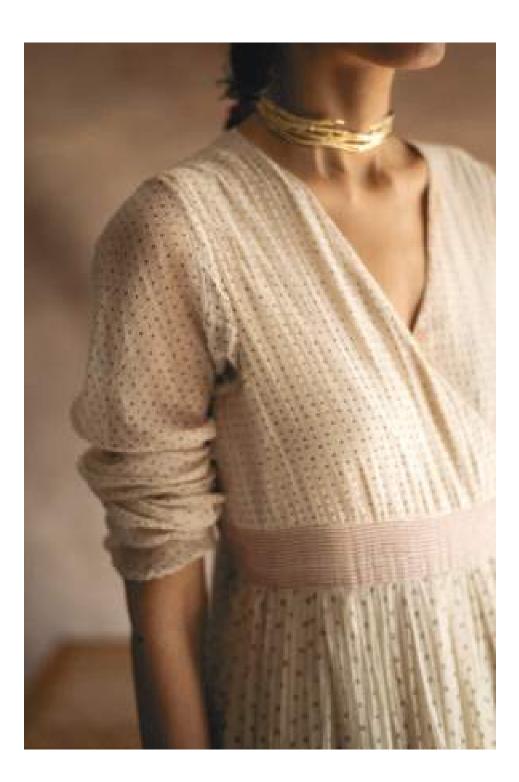
Fabric - Handwoven Chanderi Mul

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

Rs. 17,500







#### 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









### SHIN DUPATTA

Color - Quartz Pink

Fabric - Handwoven Zari Chanderi Stripe, Chanderi

Techniques/Details - Hand Block Print, Tassel Details

Rs. 9,500

### YACHI DRESS

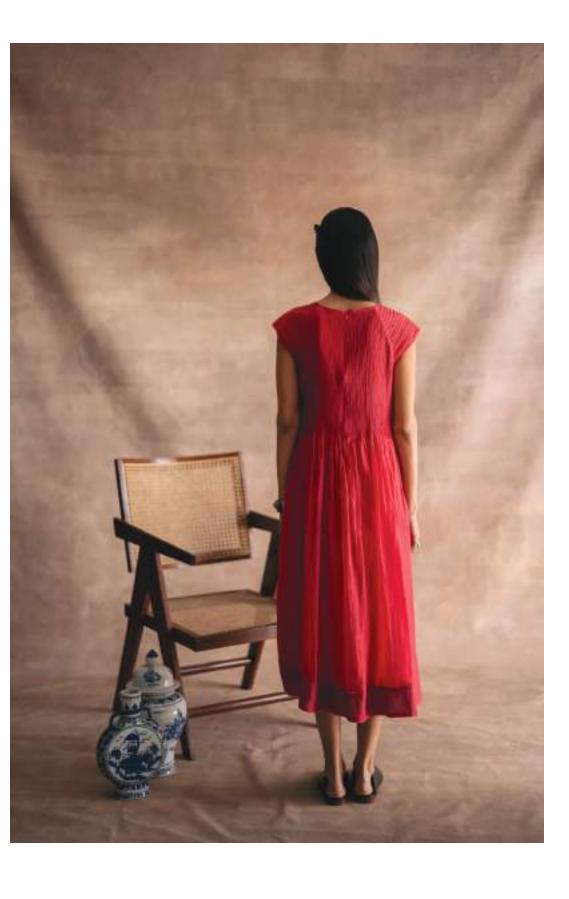
Color - Imperial Red

Fabric - Handwoven Chanderi Mul

Techniques/Details - Fine Pintucks, Cord ed fabric manipulation.

1102222225

Rs. 13,500







M.O.P. details, corded fabric manipulation.

Rs. 11,500







#### ALINA PANTS

Color - Ivory

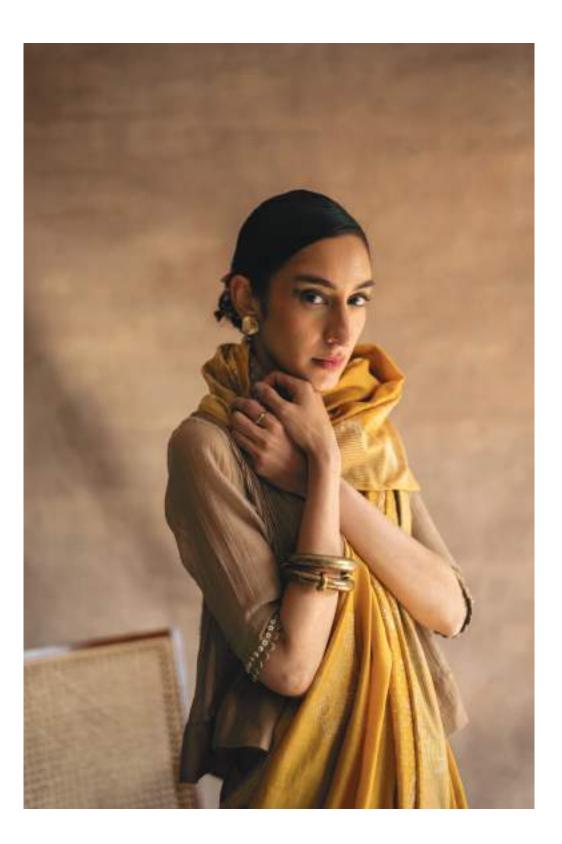
Fabric - 100% Cotton

Techniques/Details - Pleated Cropped Pants, wide leg.

Rs. 4,500











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**

96

#### DRESSES/TUNICS









OVERLAYS/ ANGRAKHAS





SARIS







LUCY TUNIC





CAM DRESS









TOPS/SHIRTS









PANTS





SCARVES/STOLES









SKIRTS













100

### 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**

f facebook.com/studio.swattikapoor

J instagram.com/studio.swattikapoor

 $\square$ swatti@swattikapoor.com

twitter.com/swattikapoor

## STOCKISTS

ENSEMBLE Khan Market New Delhi ENSEMBLE Kala Ghoda Mumbai

### **KAYPASHA DESIGNS**

402, FOURTH FLOOR, PLOT NO. 8, ASHOKA MARG, SOUTH CITY-I, SECTOR-41, GURUGRAM- 122001 HARYANA INDIA 105

SWATTIKAPOOR.COM EMSEMBLE.COM JAYPORE.COM KAMAKHYA.COM SWATTI KAPOOR

© 2022, KAYPASHA DESIGNS