

AADYAM

HANDWOVEN

AN ADITYA BIRLA INITIATIVE

Corporate Gifting Catalogue





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Aadyam handwoven is a corporate social initiative of the Aditya Birla Group, where we work closely with 5 weaver communities in India to develop luxury handwoven textile. Our vision is to create a self-sustaining virtuous cycle where the exclusive luxury products we sell, builds and ecosystem that sustains the finest artisans of the country by enabling their art & craft and improve their quality of life.

In Aadyam we strive to preserve age old weaving techniques that have seamlessly transcended generations of artisans families, while simultaneously promoting these techniques to true connoisseurs of heritage. We believe that marrying these techniques with contemporary designs will create beautiful pieces that are globally appealing, and will help retain the roots of these intricate, legacied art forms

VARANASI

Brocades



Steeped in centuries of tradition, Banaras Brocades are recognized throughout the globe as a sign of opulence and elegance. Through the decades, brocade has been synonymous with luxury, and worn by nobility across cultures.

A brocade fabric traditionally incorporates extra weft threads of different coloured silk or metallic threads, which are woven into the base fabric to form a pattern. The range of brocade weaves, and the skills of the local weavers, are unique to this region.

BHUJ

Extra Weft

The artisans of Kutch weave using vibrant threads, with each piece being a labour of love. The fabric, woven without the aid of a jaquard, is an expressive of a heritage handed down through eleven generations. Weaving of a piece may take days to months, depending upon the intricacy and innovativeness of the design. The result is an understated piece of staggeringly minute detail, when viewed up close.



POCHAMPALLY

Ikat



Our Ikat fabric comes from a small town called Pochampally, in the southern region of India. It is an ancient tie and dye technique that creates patterns or designs on the yarn through a resist dyeing process.

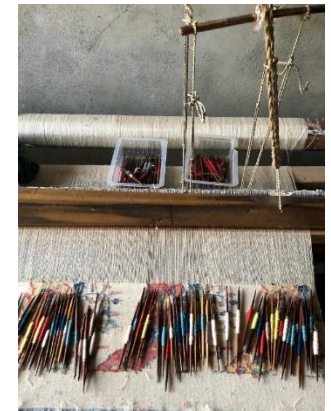
Once the threads are dyed, the resists are removed to reveal the design, which is then woven into the Ikat fabric. The fabric is unique with big, bold and bright patterns that evoke the tradition of the region.

KASHMIR

Pashmina

Kashmir, a heaven on earth, rich in flora & fauna also has exquisite textiles that have mesmerized the world. The pashmina weaving from Kashmir is known for its finesse & intricate design.

Hand spun & handwoven pashmina is a GI certified product & identified by unique weaving style such as Kani, which is akin to tapestry & Sozni embroidery which is a delicate needlework with minute stitches on the softest Pashmina.



Gadwal *Kuttu weaving*



Nestled on the Tungabhadra River basin, the city of Gadwal is synonymous with fine saris. The unique feature of these handloom saris is that, while the body is made from cotton, the border and the pallu are made of silk, masterfully woven together using the "Kuttu" technique. It is said that, the best of these saris are so finely woven that they can be folded to the smallest possible piece.

Badoi *Panja weaving*

The Panja technique is named after the wide tooth comb - Panja - which is used to make it. The dhurries are made on simple horizontal looms in plain weave which gives it a flat appearance and is reversible. The complex designs made are formed with the weft. The weft is wrapped around the warp and the panja comb is used to beat it down to set it tightly.

The motifs are tribal representation of our environment such as animals, birds, trees, flowers, stars etc. The style is geometric in nature.







Gift #1

Box Contains: Silk Ikat Pocket Square

Box Dimension: 4.5x4.5 inches

Price: INR 1299-1799



Gift #2

Box Contains: Cotton X Silk Ikat Stole

Box Dimension: 7x7 inches

Price: INR 3499-4499



Gift #3

Box Contains: Silk Ikat Stole & Ikat Pocket Square

Box Dimension: 7x7 inches

Price: INR 4499-5999



Gift #4

Box Contains: Silk Ikat Stole

Box Dimension: 7x7 inches

Price: INR 4499-5499



Gift #5

Box Contains: Set of Banarasi Brocade Cushion Covers

18" X 18" - 2 nos

Box Dimension: 14x7 inches

Price: INR 6499-9499

Gift #6

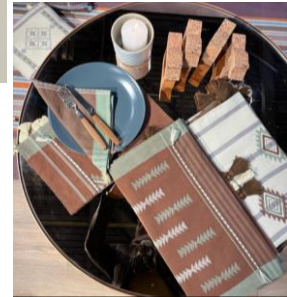
Box Contains: Set of Banarasi Brocade Cushion Covers

18" X 18" - 2 nos | 12" X 12" - 1 nos

Box Dimension: 14x7 inches

Price: INR 7999-10999

Prices negotiable basis quantity



Gift #7



Box Contains: Extra Weft Table Runner & 6 Placemats

Box Dimension: 14x7 inches

Price: INR 7499-9499

Prices negotiable basis quantity



Gift #8

Box Contains: Set of Silk Cushion Covers

16"x16" - 3 nos.

Box Dimension: 14x7 inches

Price: INR 8499-10999





Gift #9

Box Contains: Set of 2 Solid Cushion Cover & Table Runner

Box Dimension: 14x7 inches

Price: INR 9499-12999

Prices negotiable basis quantity



Gift #10

Box Contains: Ikat Silk Dupatta

Box Dimension: 14x7 inches

Price: INR 9499-13499



Prices negotiable basis quantity

AK 202111



Gift #11

Box Contains: Extra Weft Bhuj Woolen Blend Shawl

Box Dimension: 14x7 inches

Price: INR 10499-20499

Prices negotiable basis quantity



Gift #12

Box Contains: Handspun Cashmere Muffer & Silk

Pocket Square

Box Dimension: 7x7 inches

Price: INR 11499-13999

Prices negotiable basis quantity



Gift #13

Box Contains: Ikat Silk Stole & Handspun

Cashmere Muffler

Box Dimension: 14x7 inches

Price: INR 13499-16499





Gift #14

Box Contains: Set of 2 Ikat Cushion Covers & Extra Weft Cotton Throw

Box Dimension: 14x7 inches

Price: INR 15499-25499



Gift #15

Box Contains: Banarasi Brocade Silk Dupatta

Box Dimension: 14x7 inches

Price: INR 15499-19999

Prices negotiable basis quantity



Gift #16

Box Contains: Set of 2 Curtains & Cushion Covers

(1 Banarasi Brocade + 2 Cotton Ikat)

Box Dimension: 14x7 inches

Price: INR 15999-25499





Gift #17

Box Contains: Sozni Embroidery Cashmere Stole &

Handspun Cashmere Shawl

Box Dimension: 14x7 inches

Price: INR 23499-37499

Prices negotiable basis quantity



Gift #18

Box Contains: Silk Weft Ikat

Saree

Box Dimension: 14x7 inches

Price: INR 25499-30499

Prices negotiable basis quantity



Gift #19

Box Contains: Banarasi Kadwa Silk Saree

Box Dimension: 14x7 inches

Price: INR 26499-36499





Gift #20

Box Contains: Sozni Embroidery Pashmina Shawl

Box Dimension: 7x7 inches

Price: INR 35499-40499

Prices negotiable basis quantity



Gift #21

Box Contains: Kani Weave Pashmina Shawl

Box Dimension: 7x7 inches

Price: INR 70499-90499





Gift #22

Box Contains: Textile Frame

Box Dimension: 24x24 inches

Price: INR 8999



Gift #23

Box Contains: Textile Frame

Box Dimension: 20x20 inches

Price: INR 13999



Gift #24

Box Contains: Textile Frame

Box Dimension: 31x24 inches

Price: INR 15999







ADITYA BIRLA GROUP