

Anar





This past year has been about learning for us. Every collection we design by hand, then convert each hand illustration into hand carved wooden blocks. These then go on to be the canvas for our new hand block printed collections. Each collection we wonder whether this process completely resonates with our customers. To start JODI was to work with handicrafts and to give them a new lease of life. Because each piece is made by hand. A person sits and very carefully and arduously makes each of these pieces.

Our product isn't meant to be mass produced, or even for that matter mass consumed. It is meant to be savoured. Each piece. Each print.

Anar symbolises that emotion for us. Take your time. See each piece. Savour it. And let it be that piece you wear again and again. Let it be that piece you keep in your wardrobe forever.



Inspired by the Hamsa - hand of God, this icon stands for handcrafted in India. All our pieces are handblocked printed and then hand stitched by our skilled craftsmen.

JODI 2018





SALMON BOUGAINVILLEA JACKET, AN29

SALMON STARFLOWER STRAPPY DRESS, AN32

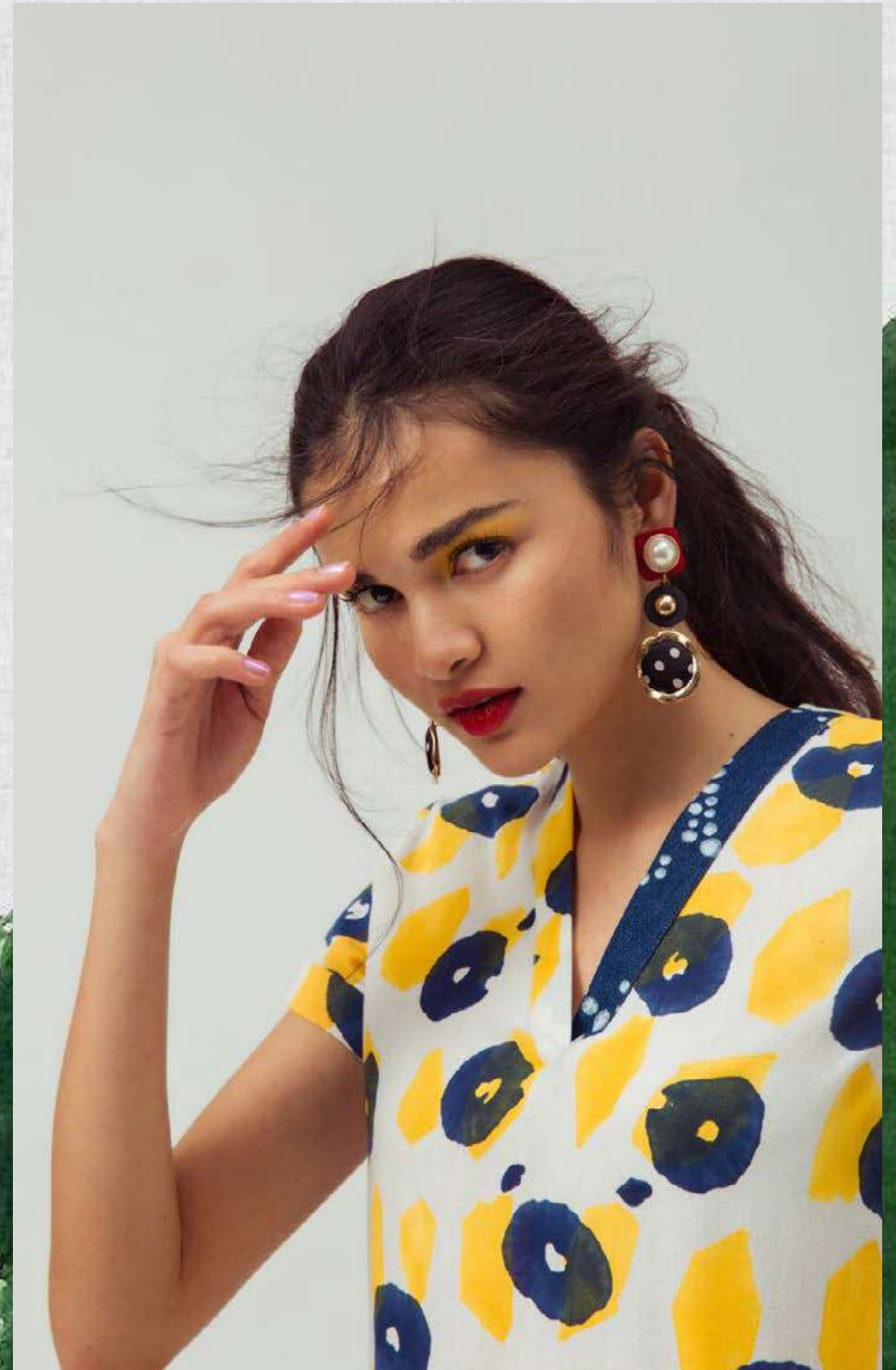


TUSCAN ANAR KURTA OR SET, AN7

TUSCAN ANAR PANTS, AN8









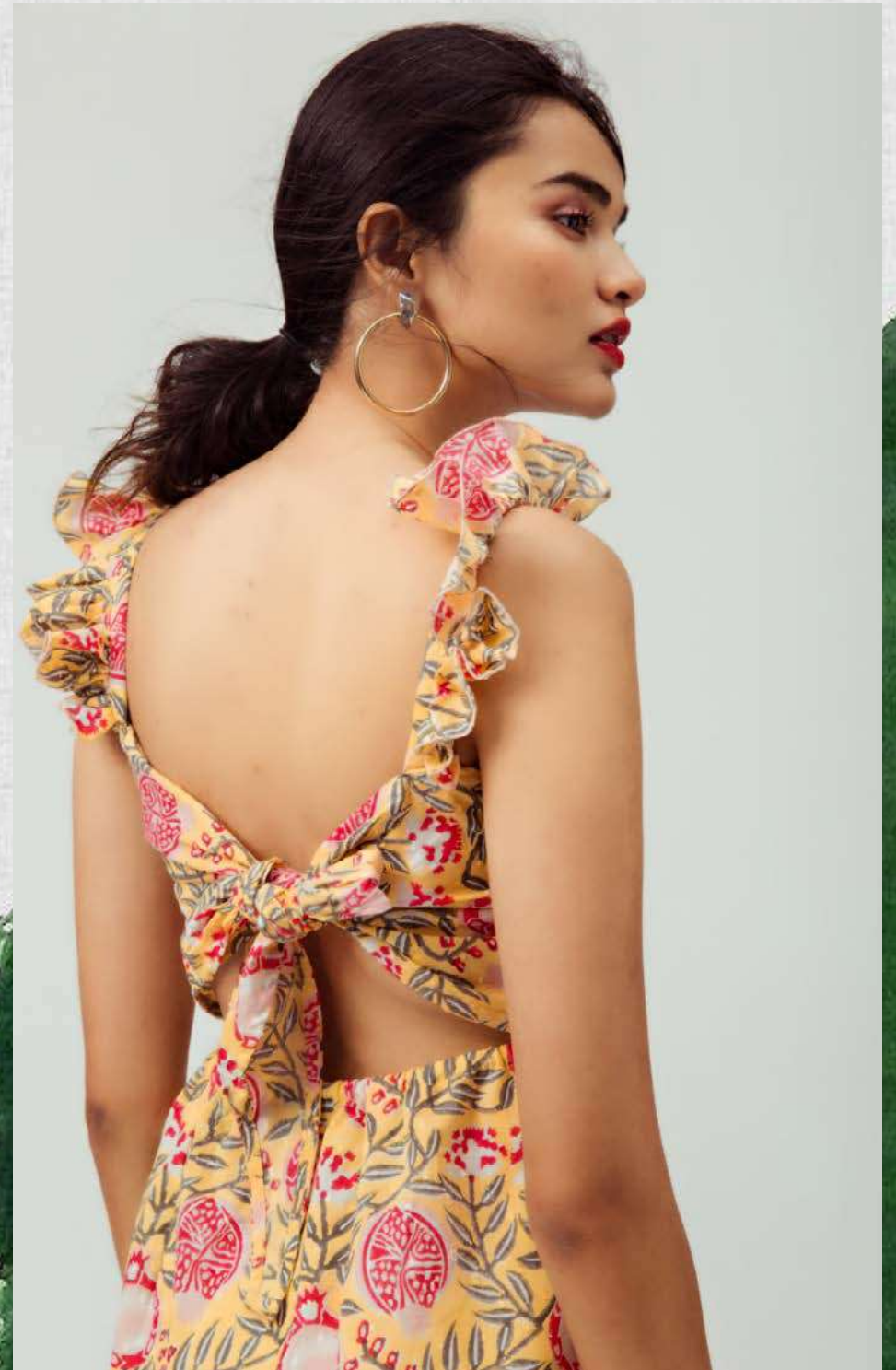




SAGE SPARROW SHIRT, AN18

SAGE FERN PENCIL SKIRT, AN17











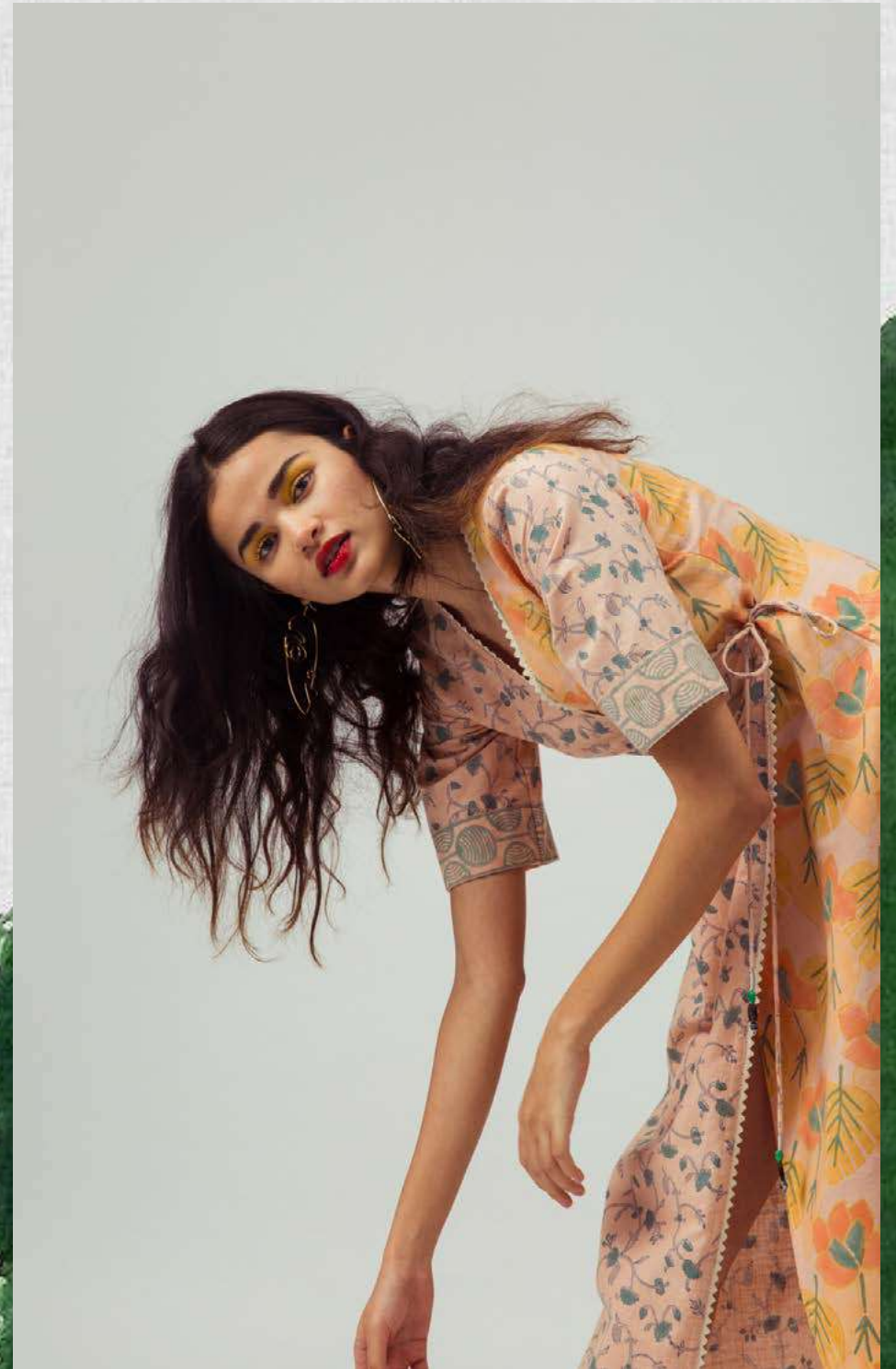
REVERSIBLE CHECKS BANDEAU, AN35

CHERRY BOMB JACKET, AN10















SALMON BOUGAINVILLEA JACKET, AN29

SALMON STARFLOWER STRAPPY DRESS, AN32























PHOTOGRPAHY

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