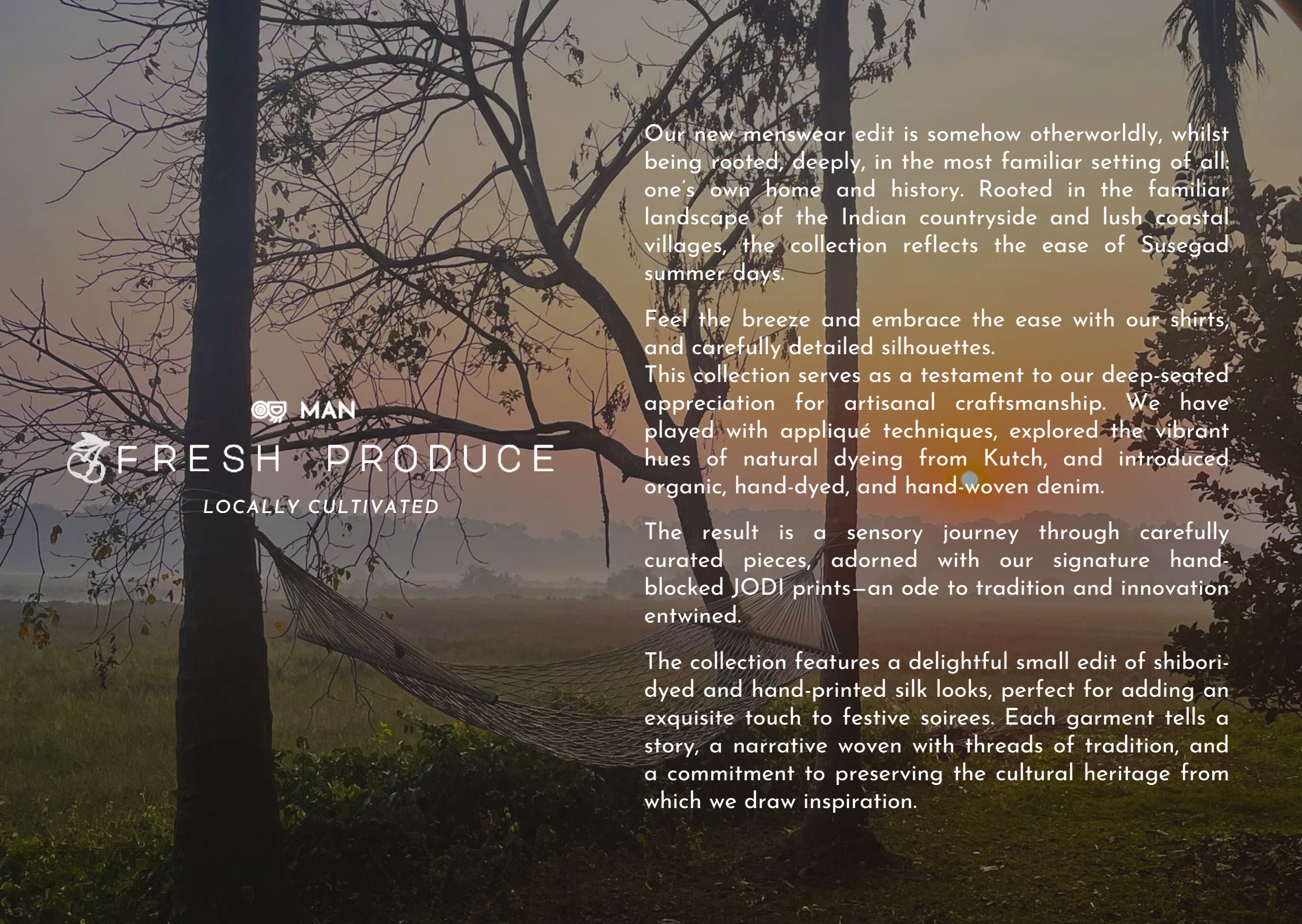


 MAN

 FRESH PRODUCE

LOCALLY CULTIVATED





Our new menswear edit is somehow otherworldly, whilst being rooted, deeply, in the most familiar setting of all: one's own home and history. Rooted in the familiar landscape of the Indian countryside and lush coastal villages, the collection reflects the ease of Susegad summer days.

Feel the breeze and embrace the ease with our shirts, and carefully detailed silhouettes.

This collection serves as a testament to our deep-seated appreciation for artisanal craftsmanship. We have played with appliqué techniques, explored the vibrant hues of natural dyeing from Kutch, and introduced organic, hand-dyed, and hand-woven denim.

The result is a sensory journey through carefully curated pieces, adorned with our signature hand-blocked JODI prints—an ode to tradition and innovation entwined.

The collection features a delightful small edit of shibori-dyed and hand-printed silk looks, perfect for adding an exquisite touch to festive soirees. Each garment tells a story, a narrative woven with threads of tradition, and a commitment to preserving the cultural heritage from which we draw inspiration.

MAN

FRESH PRODUCE

LOCALLY CULTIVATED







FP02









FP03





FP05





FP06A



FP06B











FP10











FP14







FP16







FP18











FP21









FPS01







FPS03







FPS05



FPS06



FPS07





FP01 - KAJU SHIRT
FP02 - ANGOOR HANDLOOM SHIRT
FP03 - BAER SHIRT
FP04 - BAER TROUSER
FP05 - IMLI HANDLOOM SHIRT
FP06 - NEZA HANDLOOM DENIM CO-ORD SET
FP06A - NEZA HANDLOOM DENIM SHACKET
FP06B - NEZA HANDLOOM DENIM SHORTS
FP07 - NADRU SHIRT
FP08 - NIMBU SHIRT
FP09 - TADGOLA ORGANIC SHIRT
FP10 - ZAITUN SHIRT
FP11 - AAWLA SHIRT
FP12 - SITAPHAL SHIRT
FP13 - NEELKAMAL HANDLOOM SHIRT
FP14 - CHIKU HANDLOOM SHIRT
FP15 - KHUBANI SHIRT
FP16 - BAJRA SHIRT
FP17 - FAALSEB SHIRT
FP18 - ALPHONSO HANDLOOM SHIRT
FP19 - MAKHANA SHIRT
FP20 - PAPITA SHIRT
FP21 - KAIRI HANDLOOM SHIRT
FP22 - BADAAM HANDLOOM SHIRT
FP23 - KHUBANI MUNDU

FPS01 - KHAJUR SILK SHIRT
FPS02A - ANJEER SILK KURTA SET
FPS02B - ANJEER SILK KURTA
FPS03A - SHEHTOOT SILK KURTA
FPS03B - SHEHTOOT SILK KURTA SET
FPS04A - JAMUN SILK KURTA SET
FPS04B - JAMUN SILK KURTA
FPS05A - PISTA SILK KURTA
FPS05B - PISTA SILK KURTA SET
FPS06A - AKHROT KURTA+NEHRU JACKET SHIRT
FPS06B - AKHROT SILK NEHRU JACKET
FPS06C - AKHROT SILK KURTA
FPS06D - AKHROT KURTA SET
FPS07 - KISHMISH SHIRT



Muse- Cedric Fernandes
Photographer- Pretika Menon