


KOKUM





Tangy, refreshing, and sweet. Just like a glass of sharbet gulped down on a sunny afternoon. While the end of the year is usually dedicated to more opulent, festive collections, we wanted to offer something that serves as a palette cleanser. A moment of quiet among all the play. Lightweight, unfussy clothes that would feel like slipping into something you've owned for years.

And no fabric has the ability to feel as lived in and comfortable as cotton. It's the first textile we explored when we started Jodi and it's a non-negotiable in our own wardrobes.

This time around we've infused everything with the colours and motifs of the landscape around our home state, Maharashtra. Shades of earthy, iron oxide red and sky blue, geometric and floral patterns reminiscent of tribal Warli or Gond art, and tropical flowers in lush, rain-drenched colours. Along with our signature pigmented block prints, we've explored clamp dyeing from Kutch and included touches of embroidery and bead detailing to make each piece a little more special. There are dresses, tunics, wraps and overlays, clothes you can linger in all day long.

So even if you can't come visit our studio, we hope these clothes offer a taste of home. There's a glass of sharbet waiting for you.

KOKUM



KO01





KO02



KO03





KO04





KO05





KO06



KO07



KO08



KO09





KO11





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KO26



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KO28



KO29



KO30



KO31







KO33



KO01 - Amboli Mini Dress

KO02 - Neera Wrap Dress

KO03 - Amboli Day Dress

KO04 - Mahua Dress

KO05 - Karikku Mini Dress

KO06 - Kokomo Belted Dress

KO07 - Javitri Dress

KO08 - Kanji Shift Dress

KO09 - Panakam Tiered Dress

KO10 - Nannari Dress

KO11 - Sanna Pleated Dress

KO12 - Karikku Shirt Dress

KO13 - Panakam Dress

KO14 - Nannari Shift Dress

KO15 - Kokomo Dress

KO16 - Kokum Handloom Dress

KO17 - Urrak Day Dress

KO18 - Amboli Dress

KO19 - Kanji Dress

KO20 - Sanna Day Dress

KO21 - Triphal Dress

KO22 - Mahua Hand Quilted Jacket

KO23 - Mahua Wrap Dress

KO24 - Urrak Shirt Dress

KO25 - Kahwa Dress

KO26 - Neera Dress

KO27 - Sanna Trench Jacket

KO28 - Mahua Trousers

KO29 - Kokum Handloom Blouse

KO30 - Mahua Slit Blazer

KO31 - Mahua Shift Dress

KO32 - Toddy Tiered Dress

KO33 - Kokum Fanny pack



Muse : Namita Sunil

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