



Noor



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JODI FESTIVE 2017

The Silk Road — the phrase conjures up a hazy image of a caravan of camels on a dusty desert track, carrying their rich textiles, exotic weaves and spices. Samarkand, one of the greatest ancient cities lay right in the heart of this route.

Our new collection Noor is an ode to this time in history. Samarkand was a crossroad of cultures with cities bustling in trade. We imagine our pieces floating through these bazaars or lounging in terrace gardens while their owners enjoy a glass of Bاده (Persian wine).

Noor (Nur) is an Arabic word that translates to 'light'. In most cultures and belief systems light is an aspect of divine presence. Festivals around the world celebrate light in some form or the other. So excited to celebrate this festive season with our hand crafted story 'Noor'

Think rich hues of midnight blue, rose pink and sage green handcrafted in luxe silks and bold prints inspired by Suzani textiles.

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01. The Tashkent Lehenga Set

JF - 5

02. The Beruniy Set

JF - 1

03. The Samarkhand Lehenga Set

JF - 4

04. The Tashkent Jacket Set

JF - 10

05. The Fergana Set

JF - 2B

06. The Samarkhand Set

JF - 2A

07. The Samarkhand Cocktail Dress

JF - 9

08. The Khiva Gown

JF - 6

09. The Tashkent Maxi Dress

JF - 3B

10. The Afghani Kurta Set

JF - 8

11. The Fergana Tiered Gown

JF - 7

12. The Khiva Set

JF - 11

13. The Bukhara Maxi Dress

JF - 3A

