





SANCTUARY

When everything is uncertain, everything that is important becomes clear.

While the past few months have been filled with anxiety and confusion for many of us, what this time alone has allowed - is time for clear thought. It allowed us to focus on what we value most.

Amidst the current scenario in the world and especially in INDIA, we wanted to go back to the drawing board and focus on the CRAFT, and bring new crafts to the table that would enable us to work with more artisans and create more opportunities. The reason we built JODI was to give a new lease of life to Indian crafts. Due to the pandemic we've had a long gap since we launched a new collection and this gave us the time to work on new techniques, as introducing a new craft requires some bit of time, patience and R&D. From clamp dyeing to Kutchi mirror work, appliqué + hand embroidery, and of course hand block printing, we've explored various handcrafted techniques in this collection with focus on detail. Mindfully crafted pieces that take longer to make but make it all the more special. Slow fashion at its best, inspired by our time spent at home.

Home and personal spaces has been another point of inspiration for us. Spaces you take for granted. Home is peace. Home is safe. Home is a playground. Home is to rest. Home is a place to create in. Home is where one can cry with abandon. Home is a friend. Sometimes it's also the enemy. Home is what the inside of our brain looks like.



*This time round we wanted to make pieces that you
can feel at home in. Find comfort in.
Pieces you can put on and imagine holidays in.
Pieces you can go to bed in.
Pieces you want to hug because you're feeling a
little low.*

*Pieces that you want put on when you want to jump around
and dance. Pieces you want to garden and cook in. Pieces
that you could be friends with.*

*We hope you can see the work, attention to detail, and the
love we've put into this new baby.*

Love Gauri + Karuna



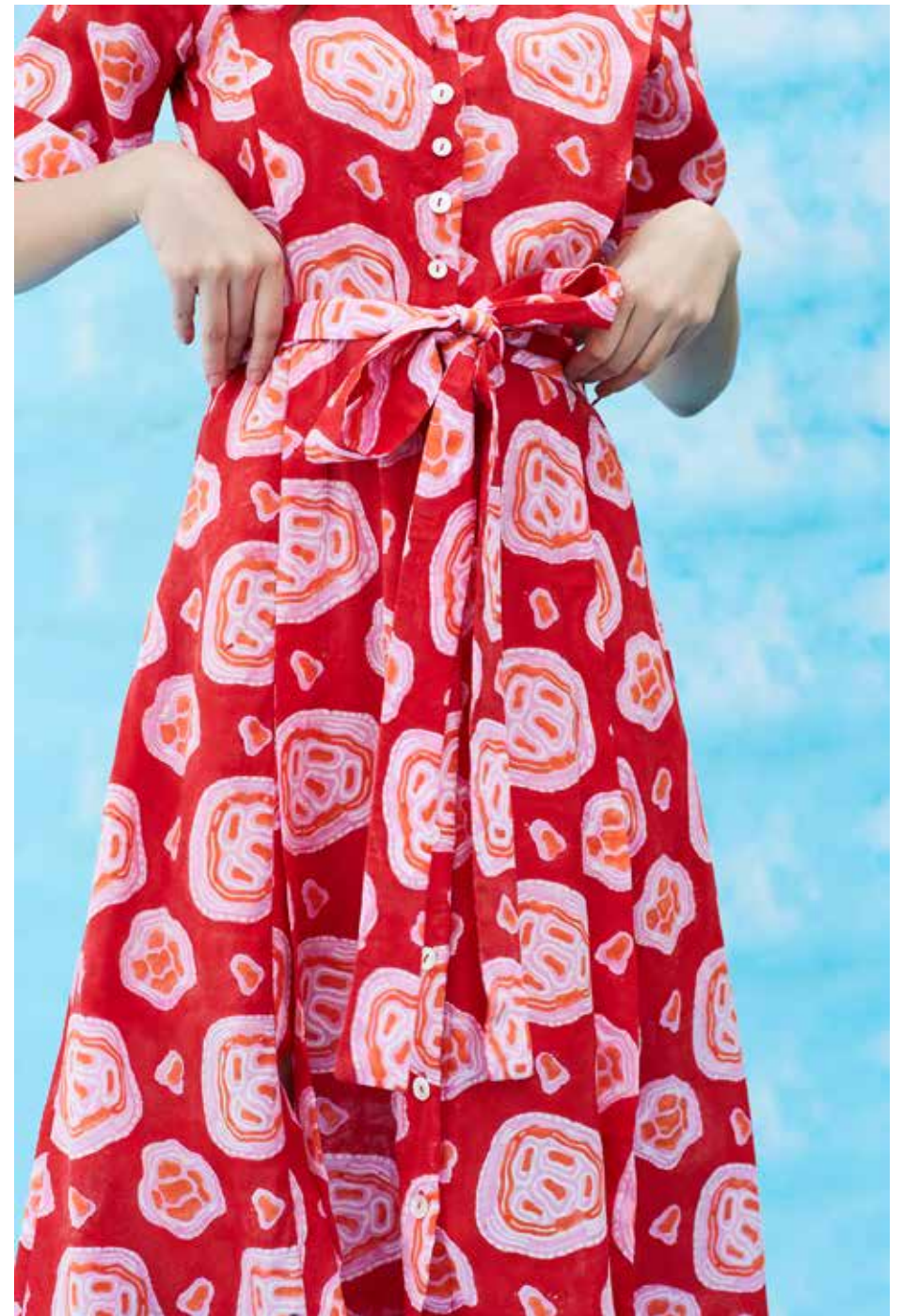


S10



S08







S13







S14





S15









S05







S03



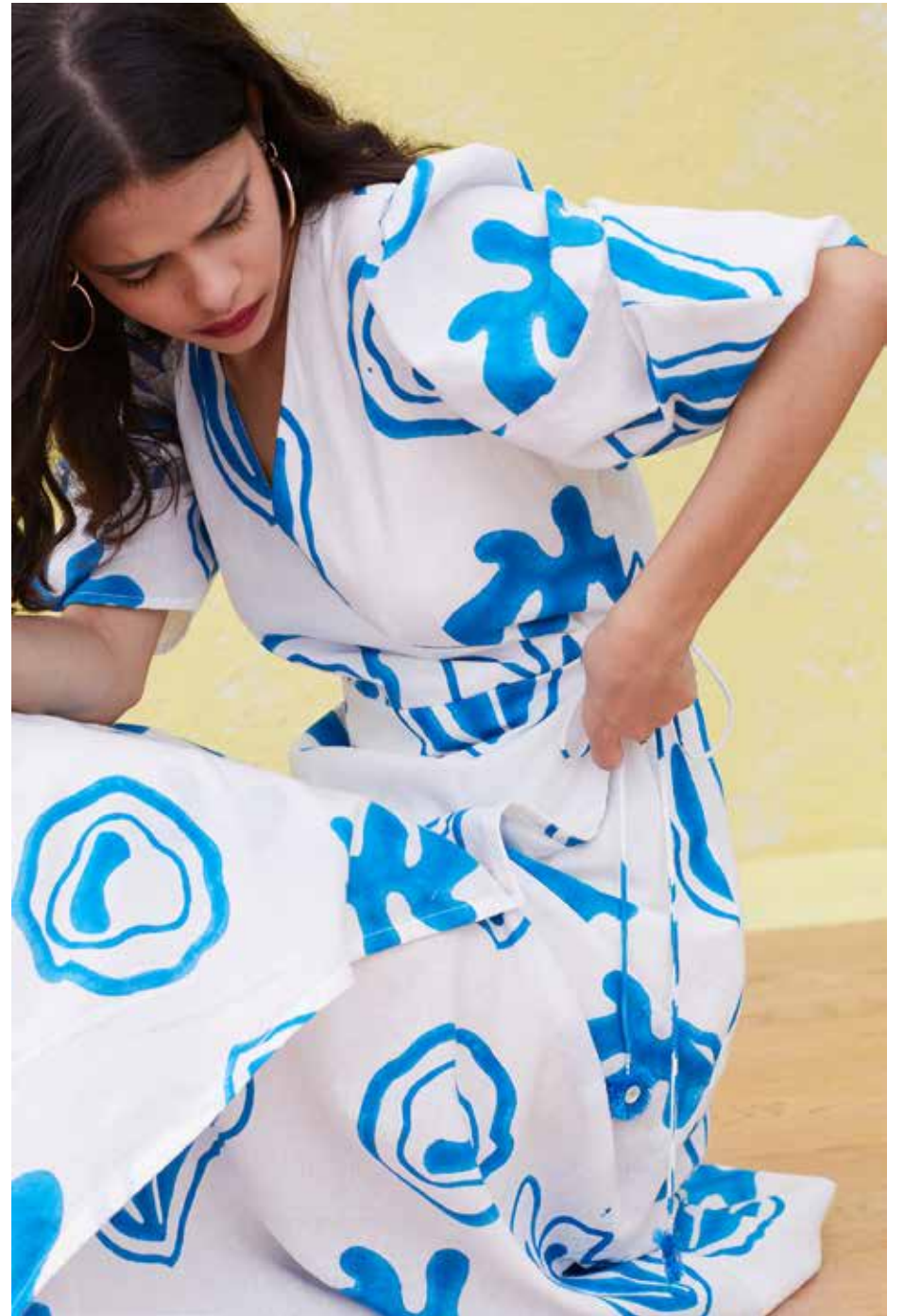




S01







S06



S11







S25







S20



S33





S24





S12



S29





S22



S19







S27







S17







S31





S23



S07



DETAILS









- S01. MAYURI OVERLAY
- S02. BARDOT TROUSER
- S03. BARDOT BRALET
- S04. MAYURI PEASANTDRESS
- S05. RILEY DRESS
- S06. LAPIS DRESS
- S07. MARRAKESH DRESS
- S08. SHIRAZ DRESS
- S09. AMOEBA DAY DRESS
- S10. AIZOME CHANDERI DRESS
- S11. MAGNOLIA DRESS
- S12. POPPY DRESS
- S13. BINDI CHANDERI DRESS
- S14. BINDI CHANDERI BUSTIER
- S15. BINDI CHANDERI SKIRT
- S16. CAMELIA DRESS
- S17. AMOEBA COCKTAIL DRESS
- S18. KANHA SHORTS
- S19. MAGNOLIA BLOUSE
- S20. MAGNOLIA BLOUSE
- S21. BAMBI DRESS
- S22. POPPY KAFTAN
- S23. VAN GOGH DRESS
- S24. WARHOL DRESS
- S25. RABARI WRAP BLOUSE
- S26. RABARI CIRCLE SKIRT
- S27. PICASSO BLAZER
- S28. PICASSO BANDEAU
- S29. AIZOME CHANDERI DAY DRESS
- S30. VREELAND DRESS
- S31. LAPIS KIMONO
- S32. BAMBI EVENING DRESS
- S33. KURO SHIRO DRESS





CREDITS



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