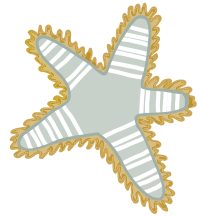
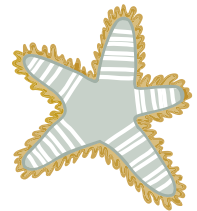


Sea



Handmade prints. Made in India.





SPRING/SUMMER 2018



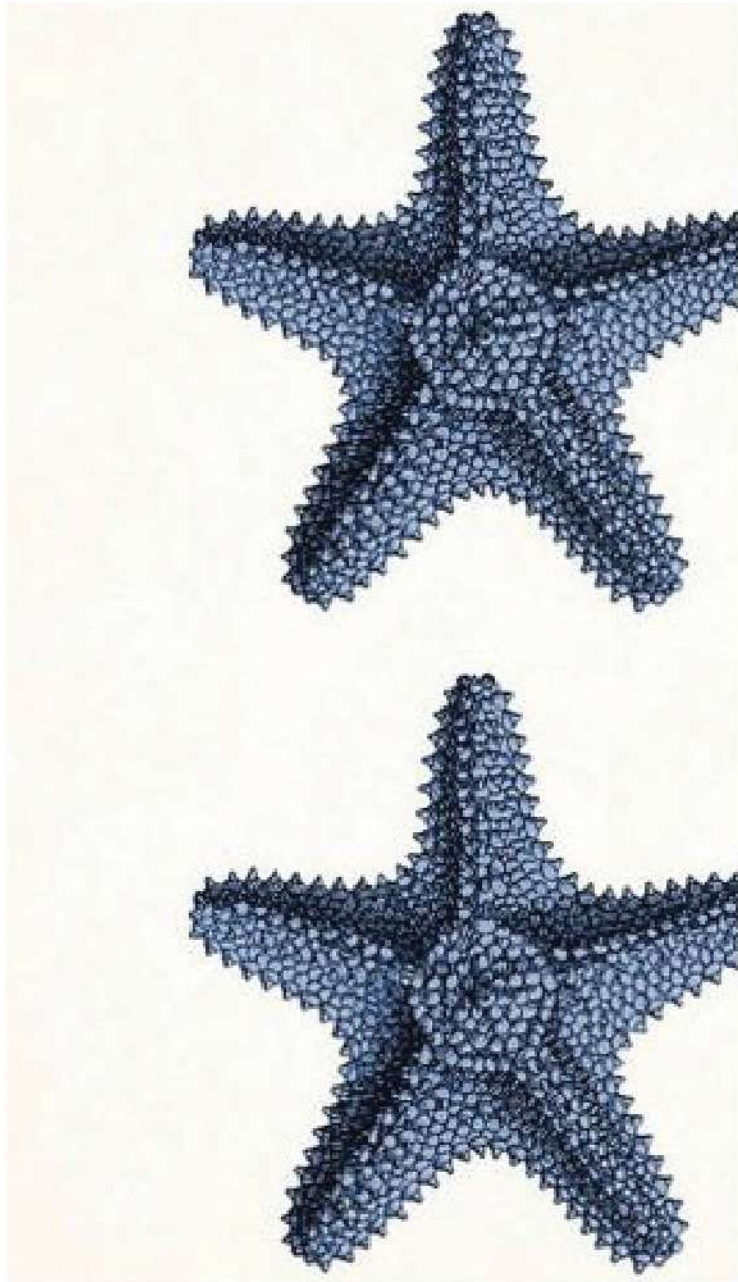
Our manifesto is to give a new lease of life to local craft techniques. We work with 100% natural Indian textiles and combine this with the artiginal process of HAND-BLOCK PRINTING and hand SCREEN PRINTING. Subtle variations are par for the course, and we believe these make each creation unique and charming. It's exactly this je ne sais quoi that makes JODI.





*To float in the sea and stare out at the sky is to meditate. The silence. The sounds. The infinite space!
Out in the waters where you can see a million blues is where we found inspiration for our latest collection. Anemones, starfish, waves, the tide - all form the base of our new prints.
In cool summer colors, we present our new Sea collection.*





Antique Sea Life Illustrations



indigo starfish

Scuba diving and snorkelling around the Andaman and Nicobar islands inspired us to explore different sea life forms. Starfish or sea stars are recorded back to Ancient life forms dating back to almost 450 million years.

*These prints are all **hand block printed** in Jaipur, India.*



INDIGO STARFISH EVENING DRESS
US 2

n

i

i

d

g

o



INDIGO STARFISH CULOTTES
US 1



INDIGO STARFISH
TIERED DRESS
US 3



INDIGO STARFISH
TIE UP DRESS
US 4



reef





REEF VINTAGE BLOUSE
US 5

r

e

e

f

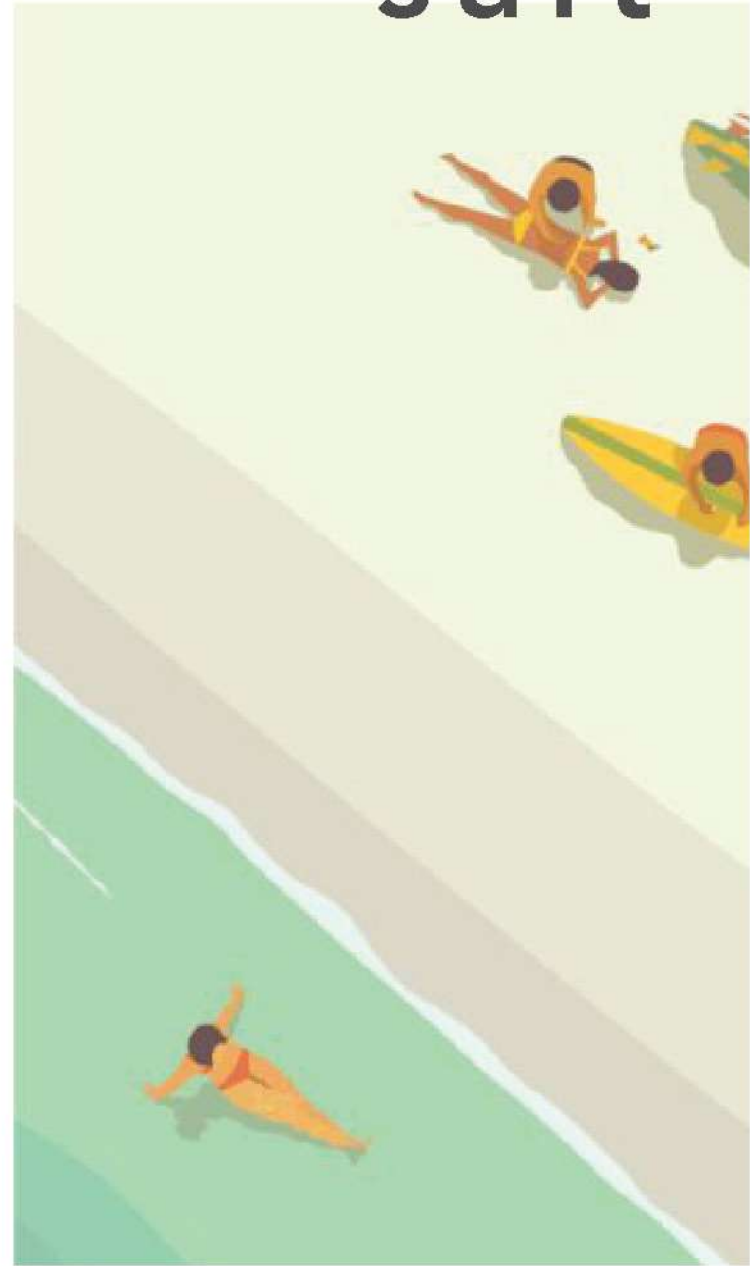
REEF TRAPEZE DRESS
US 6



REEF LONGLINE SHIRT
US 7



salt



SALT BRUNCH DRESS
US 8



S

t

a

|



SALT PEASANT DRESS
US 9



SALT SWING DRESS
US 10

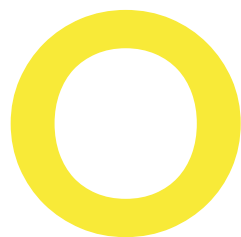
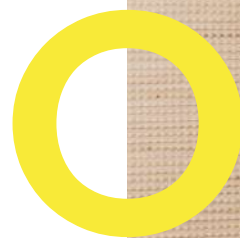


pool



p

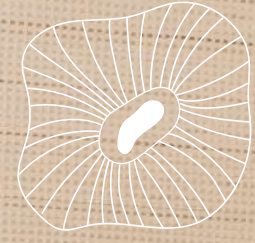
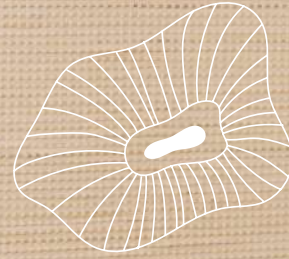
POOL DRESS WITH TASSELS
US 11



POOL PANELLED DRESS
US 12

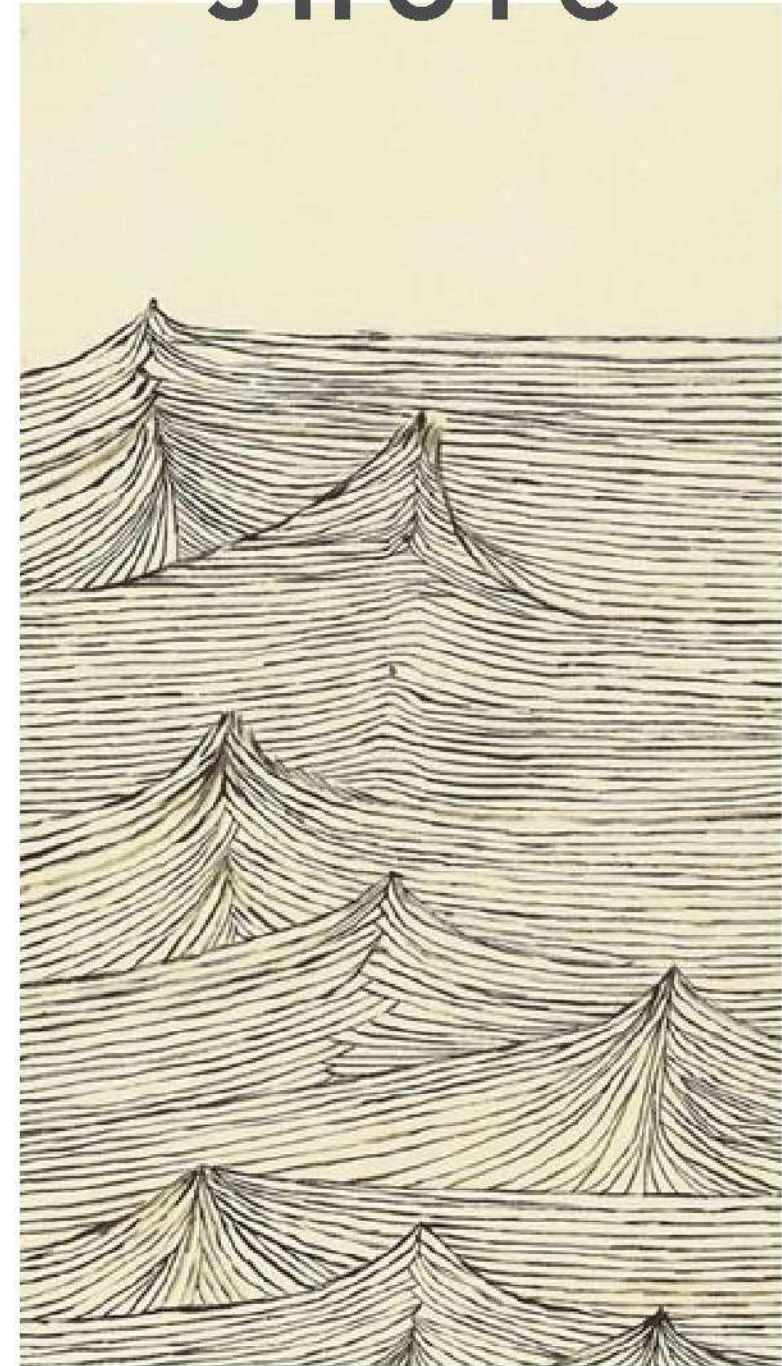


POOL PATCHWORK DRESS
US 13

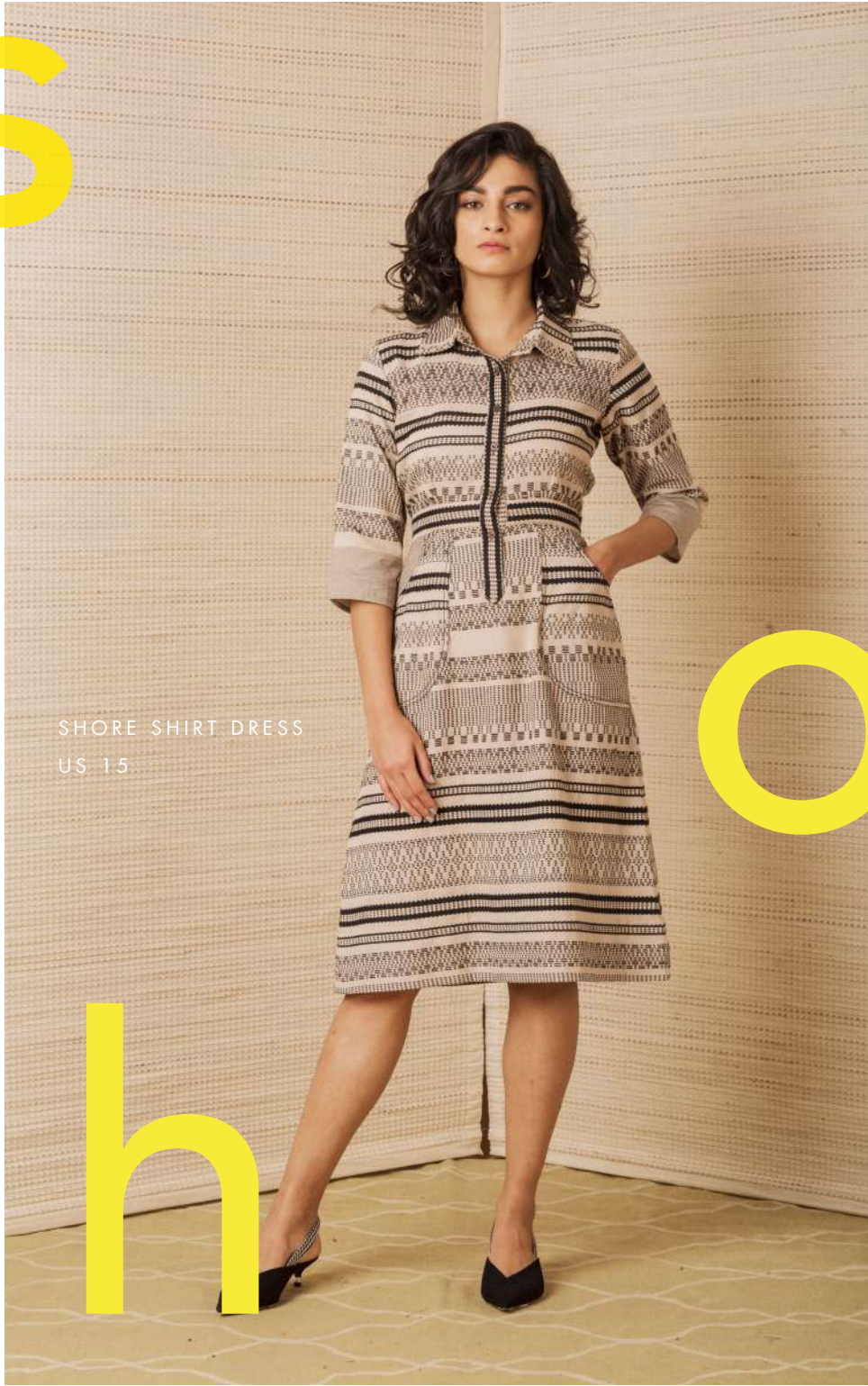




shore



S



SHORE SHIRT DRESS
US 15

O

h

r



SHORE CULOTTES
US 14

e



SHORE SAILOR DRESS
US 16



SHORE KURTA DRESS
US 17

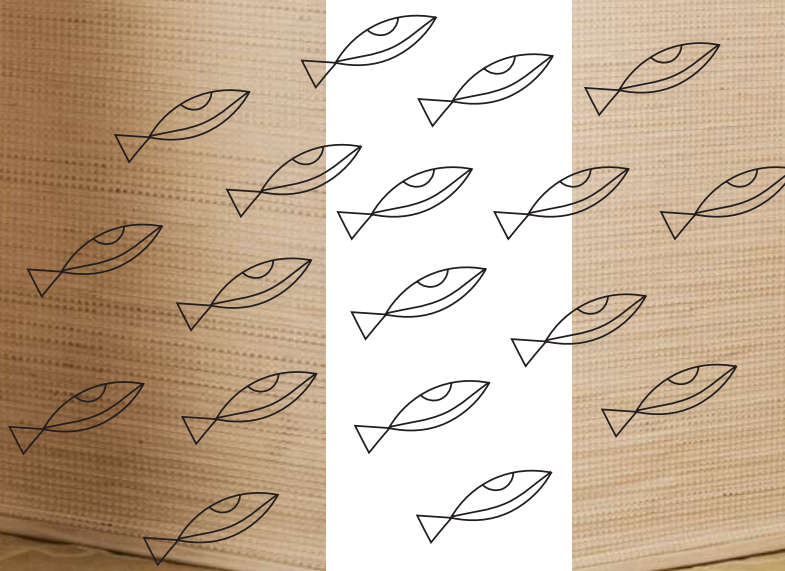




Illustration by Shout



sand anemone

Flowers are beautiful in any circumstance. Even more so under water! We were so fascintaed by them that we developed a screen!

*These prints are all **screen printed** in Jaipur, India.*

s

SAND ANEMONE KURTA
US 18



a



SAND ANEMONE VINTAGE DRESS
US 19



d

n



SAND ANEMONE RUFFLE DRESS
US 20



b

r

e



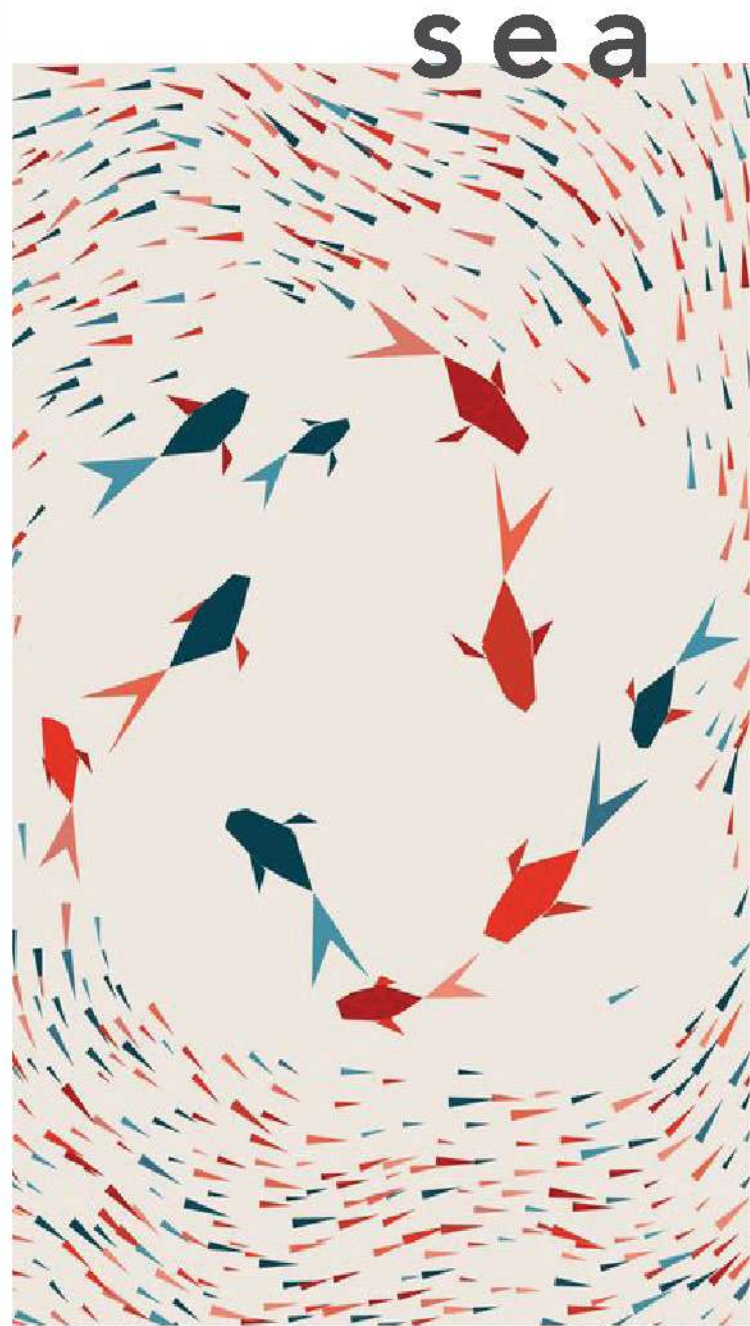
e

SEA BREEZE PEASANT DRESS
US 21

z



e



SEA HALTER NECK DRESS
US 22



SEA RUFFLE DRESS
US 23



e

s



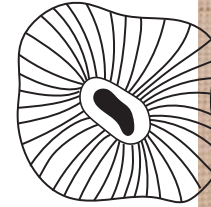
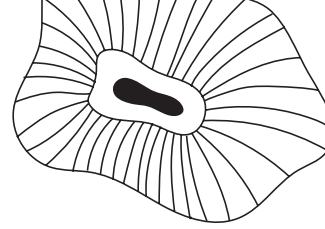
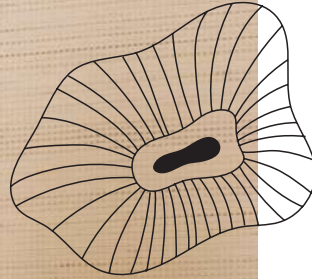
SEA RUFFLE JACKET
US 24



a

plum
anemone





PLUM ANEMONE TIERED DRESS
US 25



PLUM ANEMONE
PANELLED KURTA
US 26



PLUM ANEMONE SHIRT
US 28





p



m

PLUM ANEMONE
EVENING DRESS
US 27

u





Mateja Kovac

tidal

While developing these prints we were inspired by the sea at different hours of the day. The tide changes and the colours reflect the sky, resulting in a completely new mood and visual. The hours after sunset are filled with crimsons and pinks.

Ride the tide in these flirty, summer styles.

*These prints are all **hand block printed** in Jaipur, India.*



TIDAL VINTAGE SHIRT
US 29

TIDAL WRAP DRESS
US 30





TIDAL ONE SHOULDER DRESS
US 31

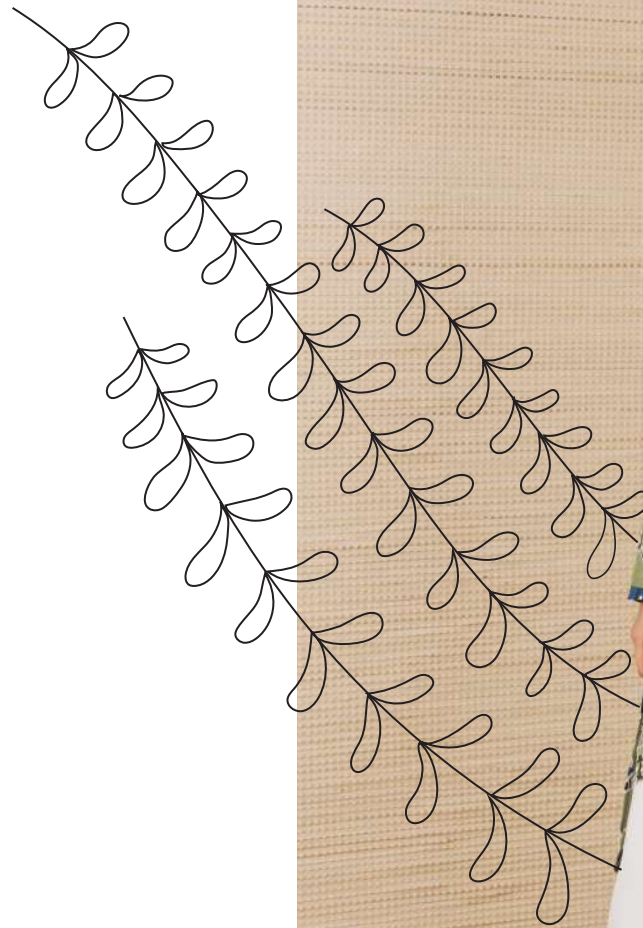


moss
starfish





MOSS STARFISH TUNIC
US 32



m

MOSS STARFISH DAY DRESS
US 33



O

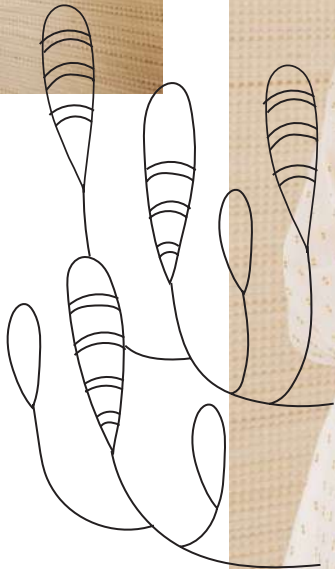


MOSS STARFISH SHIRT
US 34

S

shell





SHELL VINTAGE DRESS
US 35



SHELL KURTA
US 36



SHELL STATEMENT BLOUSE
US 37

W

WAVE PANELED DRESS
US 38



V



a

e



I

S

e

e

CORNFLOWER NIGHTSUIT
US 39



p

CREDITS

PHOTOGRAPHER - TENZIN LHAGYAL

HAIR & MAKEUP - ITIKA CHUGH

MODEL - RODALI DUTTA