

A HARPER'S BAZAAR PROMOTION

# CELEBRATING WOMANHOOD

*BEETROOT celebrates womanhood and embraces femininity by blending the rich tapestry of Indian culture with contemporary aesthetics to create a captivating fusion of style and tradition.*

There's a famous saying: "Style is a way to say who you are without having to speak". Deepika Lodha, the founder of BEETROOT, always connected with this quote and wanted to create something for everyone. From a brand that started designing sarees, today it has evolved to embody a harmonious blend of traditional silhouettes and contemporary cuts, offering versatile ensembles that effortlessly transition across occasions.

BEETROOT was born out of deep love and respect for India's rich textile traditions, intricate craftsmanship, and the stories woven into its fabric. Deepika always aspired to give her brand a distinctive name, steering away from the conventional labels found in the apparel industry. BEETROOT started by curating sarees as it symbolised a sense of empowerment, confidence and pride among women allowing them to embrace their individuality and celebrate their femininity. Every creation was a reflection of Deepika's own journey and the various stories she encountered along the way. The brand's unique selling point lies in its seamless fusion



of bold and vibrant prints, elegant and minimalist silhouettes and exquisite use of vibrant colours, all of which artfully convey a narrative of resilience, hope and the beauty of embracing one's true self.

After having done sarees for over a decade, Deepika decided to make BEETROOT more diversified by introducing dresses, tunics and kurtas into her clothing line. Each of her creations is a harmonious fusion of traditional techniques and contemporary silhouettes. Handwoven textiles, intricate embroideries, and exquisite detailing adorns each piece, transforming them into wearable works of art.

Today the brand is present in almost all the top multi-designer stores across the country along with catering to some international stores in the Middle East as well. Last year, it exhibited at the Lakme India Fashion Week at both New Delhi and Mumbai. "I'm really happy to see the brand progressing so fast and well received and accepted by the domestic and international markets. We also got the privilege to serve the royals of the emirates during our recent show in Abu Dhabi," says Deepika.

