



swati vijaivara

raas winter festive  
collection n

The fall winter collection of our label is inspired by the Pichwai painting from Nathdwara, Rajasthan, India. Interestingly, every painting is painted for a special occasion. We have taken an inspiration from a Winter Gopashtami Pichwai painting.

The collection is stringently exhilarated by the whole appearance of the Pichwai painting. The distillation of motif, color, detail and silhouette has entirely evolved from the famous masterpieces. Considering the medium of the very past and present, the orphic exquisit blooming motif of lotus and various other flowers with its soothing color combination render the intensity of adoration into reality.

The linchpin of the collection lies on the majestic yet sheer look of the Pichwai painting and to obtain the same in a more contemporized look for the modernistic generation. A beautiful compilation of patchwork and applique with antique marodi embroidery tiered graciously over our gorgeous shimmering prints on fabrics like pure silk, moonga silk, silk organza and satin linen. A color palette with a usage of black color extensively with a range of hues from beige, onion pink, vermillion, tangerine, crimson, mint, teal to electric blue.

This is a collection of flamboyant ensembles with contemporized silhouettes that emulate modern approach that includes peplum tops, choga inspired long length jackets, ghogras, odhanas and bias pyjamas to cling to the back of the original visual inspirations.

The collection is bespoke to the requirement of a glamorous and sophisticated personality who loves to flaunt her taste of modern clothing retaining the heritage associated.



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