

Stylish, Sustainable, Luxury

SURA LOOKBOOK 2024

OUR STORY

Welcome to SURA - our handcrafted, sustainable garment collection where tradition meets modernity in a harmonious blend of culture and style!

In a world where fashion transcends borders, we invite you to embark on a journey that weaves together the rich heritage and timeless artistry of Indian prints and embroideries with the sleek elegance of contemporary design. Our products range from North India - Kashmir to Western India - Rajasthan & Gujarat.

From casual workwear to flowy cocktail dresses; from chic resortwear to glamorous jackets each of our garments has a story. A story of the traditional craft behind it and the story of the hands that make it. A wearable story that is now a part of your wardrobe!



LUXURY FROM KASHMIR



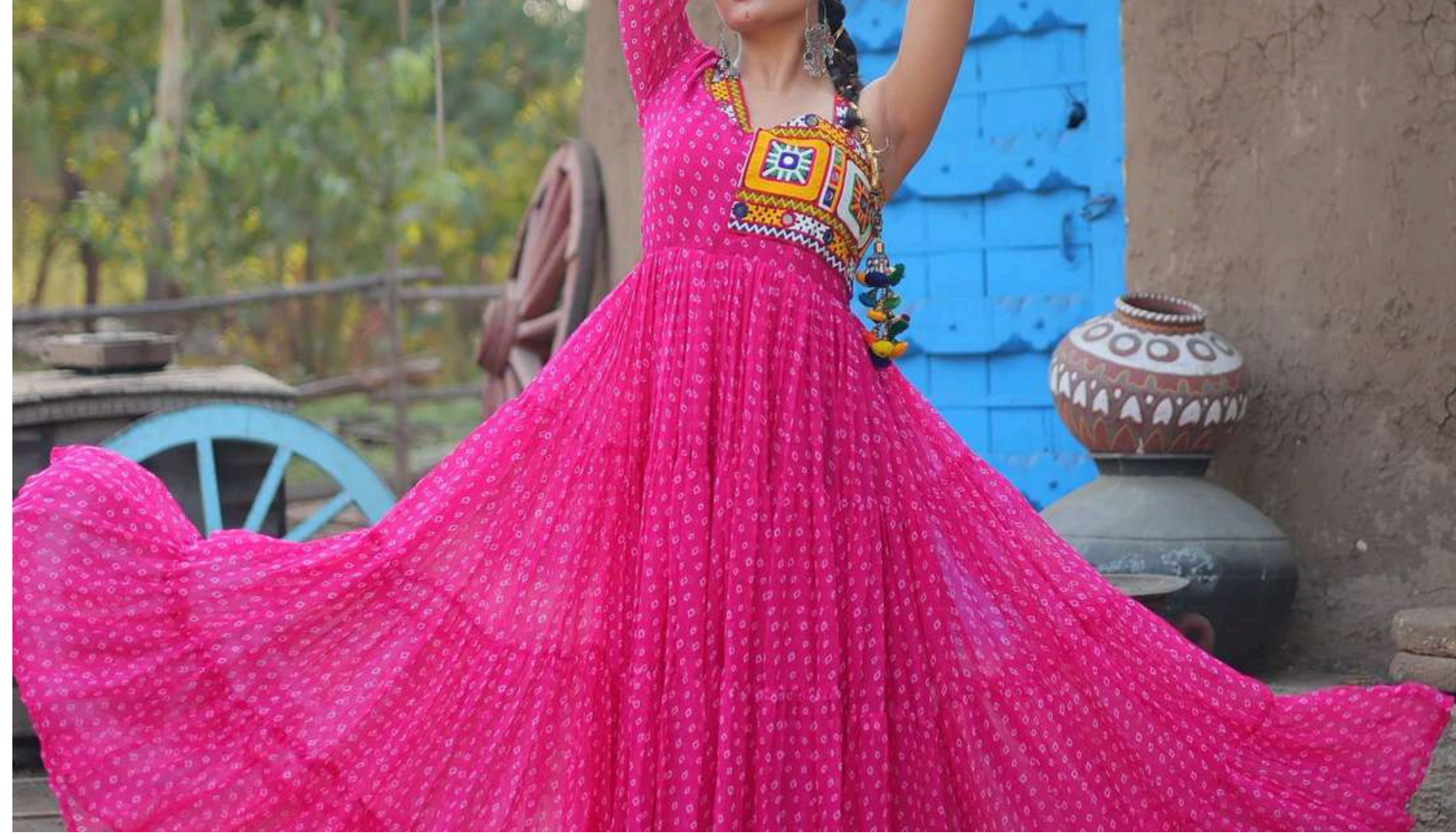
Our story begins in the serene valleys of Kashmir, where the air is crisp, and the mountains stand tall, guarding centuries-old traditions. Here, amidst the snow-capped peaks and lush greenery, artisans have perfected the art of **Kashida** and **Ari** embroidery. Each stitch tells a tale of nature's beauty, with intricate floral patterns and motifs inspired by the breathtaking landscapes. Our collection features jackets, kaftans and tunics adorned with this delicate embroidery, bringing a touch of Kashmir's elegance to the modern wardrobe.

A DASH OF ROYALTY FROM RAJASTHAN



From the tranquil north, we travel to the vibrant state of Rajasthan, where the colors of the desert come alive in every piece of fabric. Known for its **Jaipuri prints** and **Zardozi embroidery**, Rajasthan's rich cultural heritage is reflected in our designs. Our collection captures the essence of the region's royal past, with bold patterns and luxurious embellishments that evoke the grandeur of Indian palaces. Imagine draping yourself in a dress that blends the vibrant block prints with contemporary cuts—truly a fusion of regal tradition and modern flair.

THE VIBRANCY OF GUJARAT



Our journey then takes us west to the land of Gujarat, where the age-old techniques of **Bandhani** and **Mirror Work** have been passed down through generations. This is where tradition becomes vibrant, as fabrics are dyed in bright hues and adorned with sparkling mirrors that dance in the sunlight. Our sarongs and dresses bring these age-old techniques to life, transforming them into pieces that resonate with the global citizen—vivid, versatile, and full of character.

DRESSES
RESORT
TOPS
BOTTOM WEAR
LOUNGE WEAR
KAFTANS
KIMONOS
JACKETS



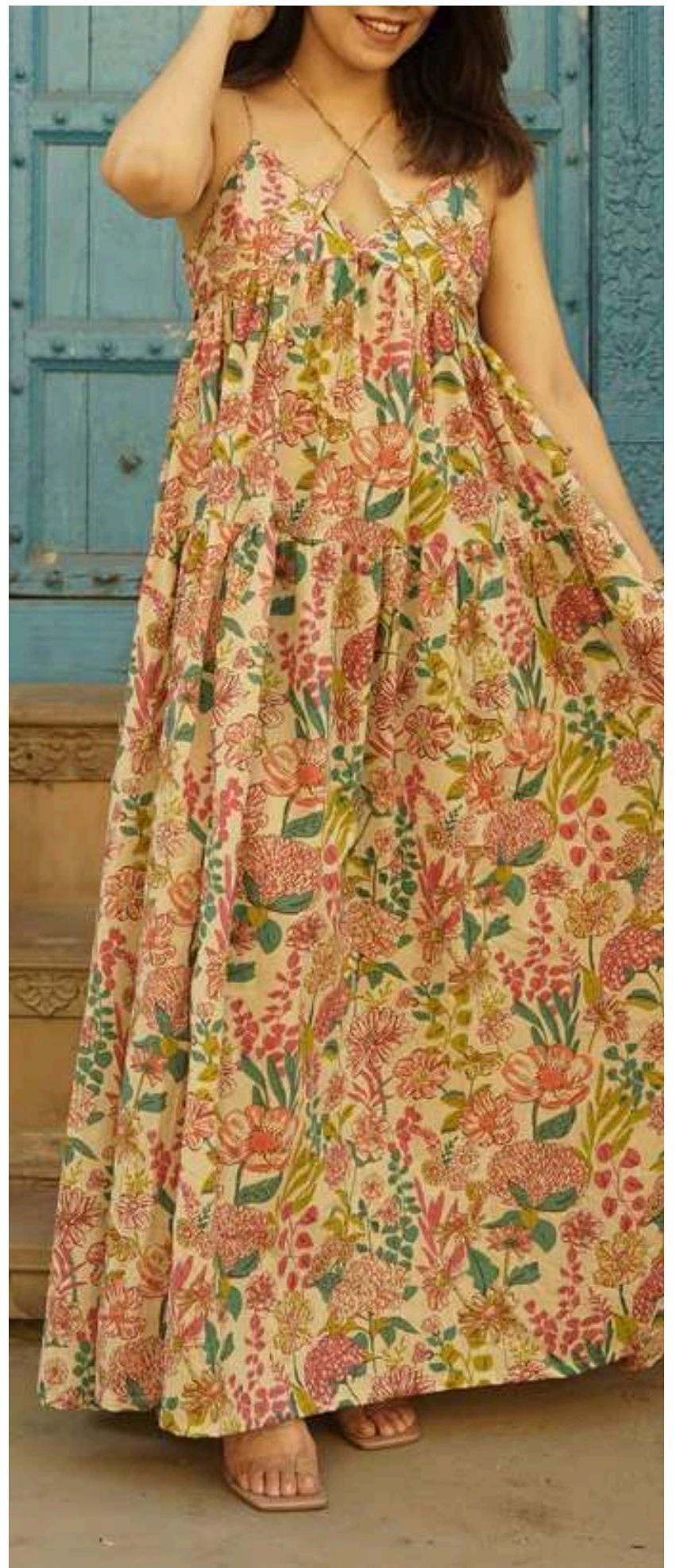


DRESSES

In chic and comfortable styles; vibrant and colourful prints and embroideries . All made from pure, soft cotton fabrics















RESORT

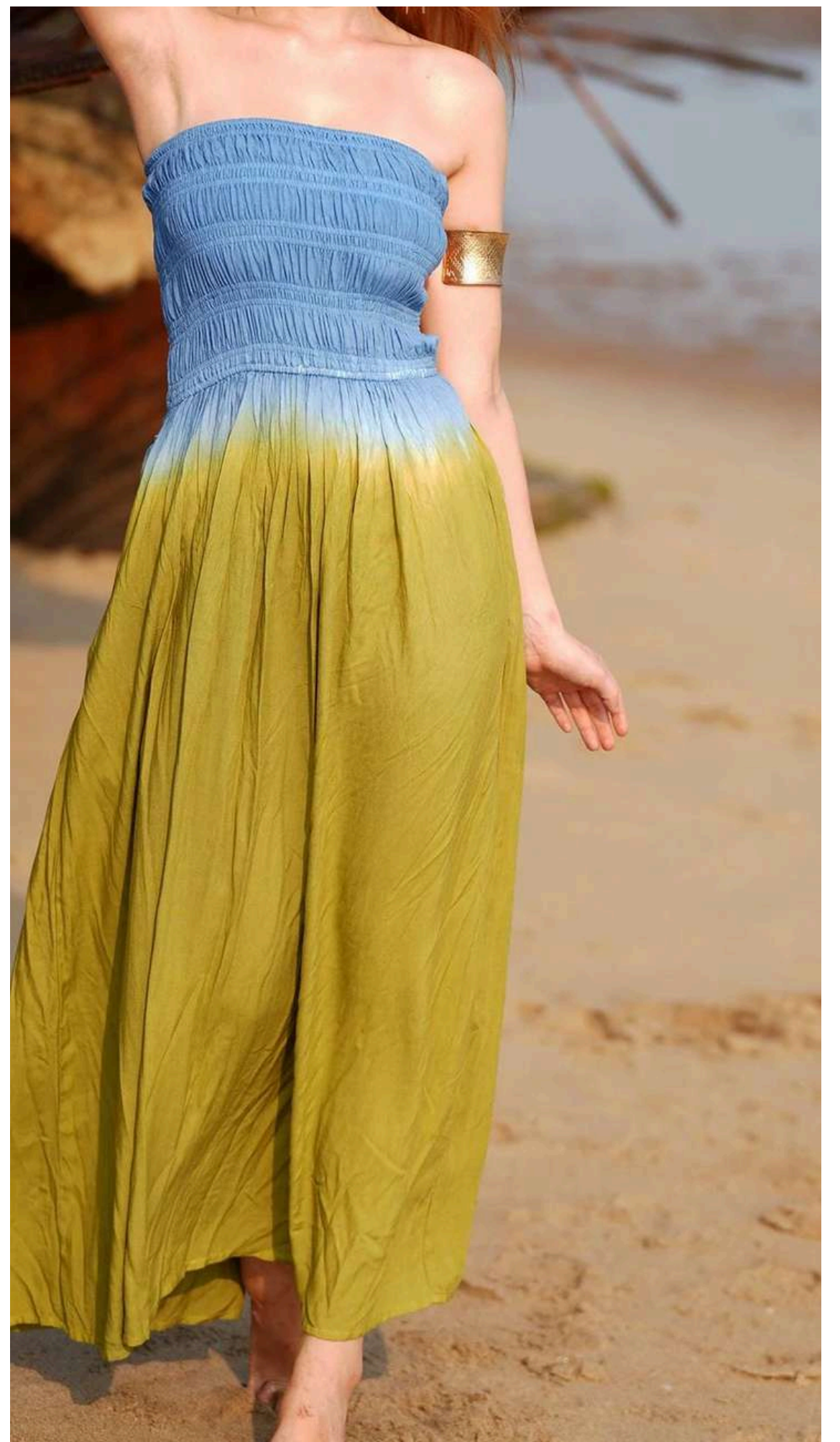


















JUMPSUITS









TOPS AND TUNICS

In chic and comfortable styles; vibrant and colourful prints and embroideries . All made from pure, soft cotton fabrics.









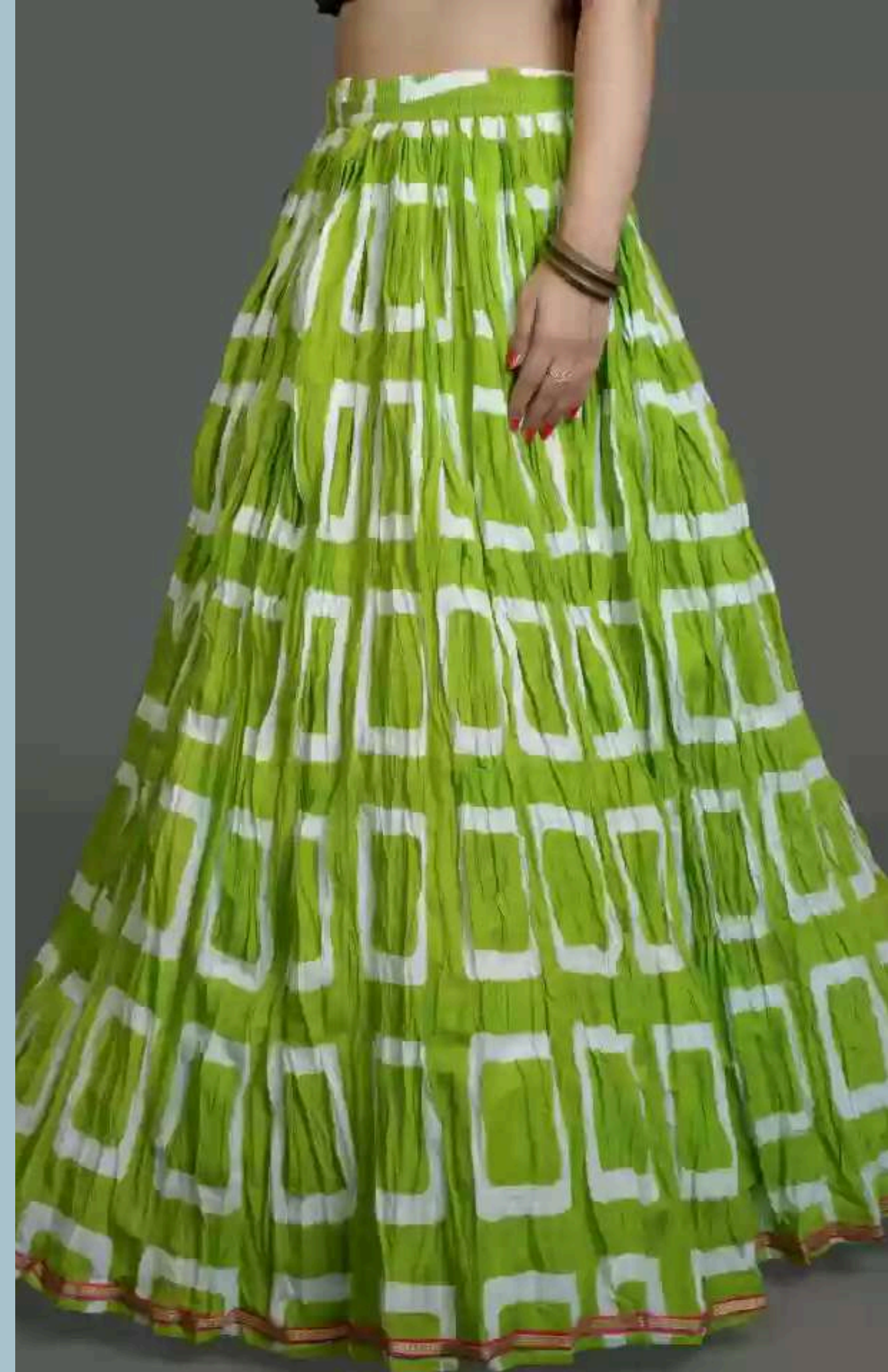






BOTTOM WEAR

**Comfortable and soft Hand
Block-printed Pure Cotton
and Silk:
Pants | Skirts**





Fabric: COTTON
SIZES: S,M,L







Code:
1LWH/G
COTTON
S,M,L,XL





Code:
1LWH/G
COTTON
S,M,L,XL







LOUNGE/ SLEEP WEAR

**Comfortable and soft Hand
Block-printed Pure Cotton:
Shorts Sets |
Long Sleeve Pyjama Sets |
Spring Summer Sleep Wear |
Lounge Wear**





Style Code:
SJM381_W
Fabric: CO
SIZES: S,M











FABRIC: COTTON
SIZES: S,M,L,XL,XXL

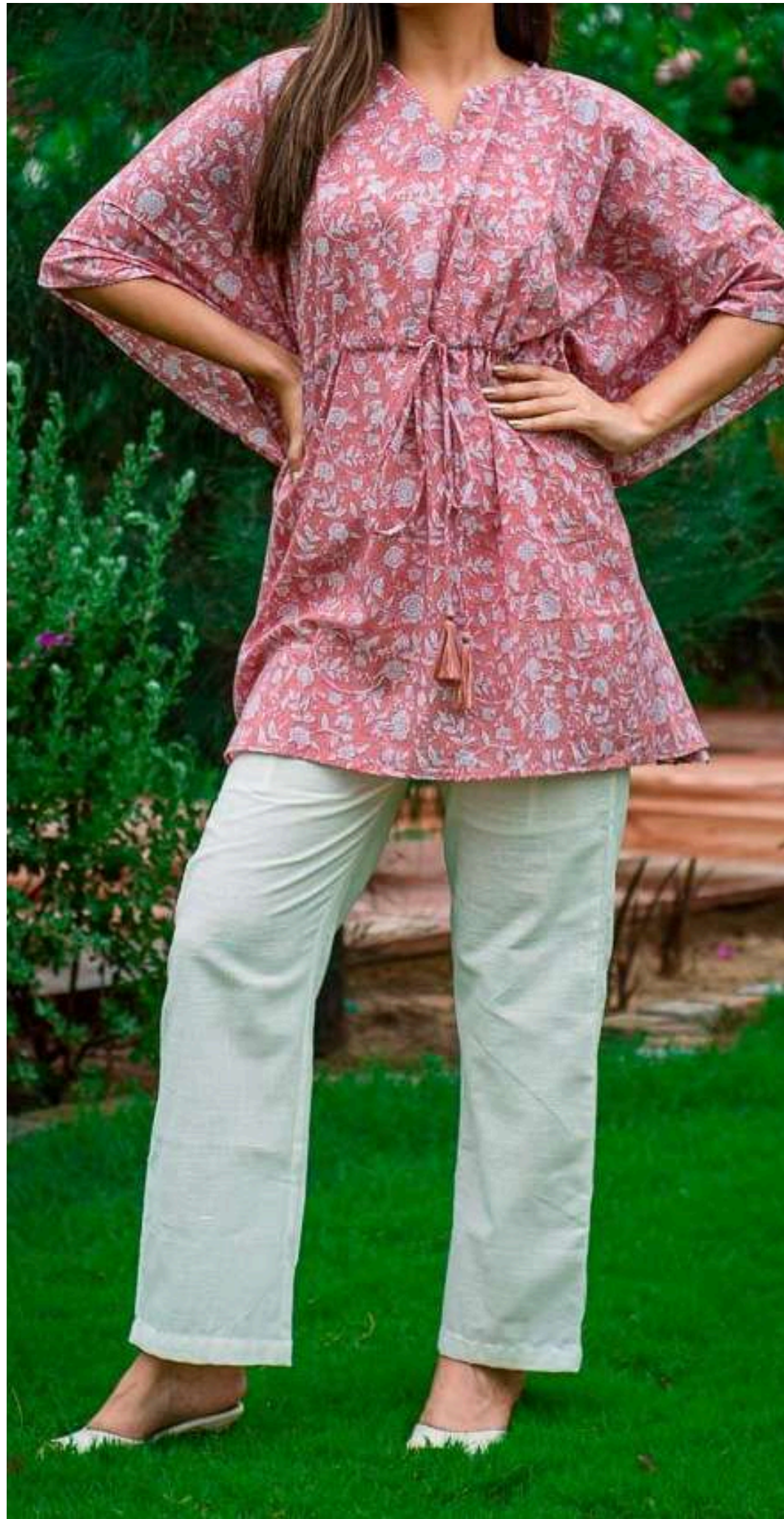




KAFTANS

**Elegant and comfortable in
soft luxurious fabrics -
choose one or a few for a
lunch out, for the beach or
to wear for an occasion!
Embroidered or printed!**









SIZES: S,M,L,XL,XXL





KIMONOS

**Comfortable in soft fabrics!
Free sizes.**



The image is a promotional photograph for reversible kimono robes. It features two models standing on a balcony with a glass railing. The model on the left is wearing a robe with a blue base and white floral patterns. The model on the right is wearing a robe with a white base and blue floral patterns. Both robes have a wide, matching fabric belt tied at the waist. The background shows a lush green garden with various plants and a wooden fence. The text 'Reversible, Free Size Kimono Robes in Soft Luxurious Cotton!' is written in a yellow, cursive font across the center of the image.

*Reversible, Free
Size Kimono
Robes in Soft
Luxurious Cotton!*



le:
VH/GR
OTTON
M,L,XL



SIZES: S,M,L,XL



Free Size Kimono Robes/Beach
Cover Ups/Comfy Maternity
wear in Soft Fabric!

Fabric: Cotton
SIZES: S,M,L,XL





Free Size Kimono Robes/Beach
Cover Ups/Comfy Maternity
wear in Soft Fabric!

Fabric: Cotton
SIZES: S,M,L,XL





JACKETS

Chic and elegant jackets for all types of weather - from quilted cottons to warm wools and velvets. Available in different styles and fabrics depending on the season!





QUILTED BOMBER JACKETS





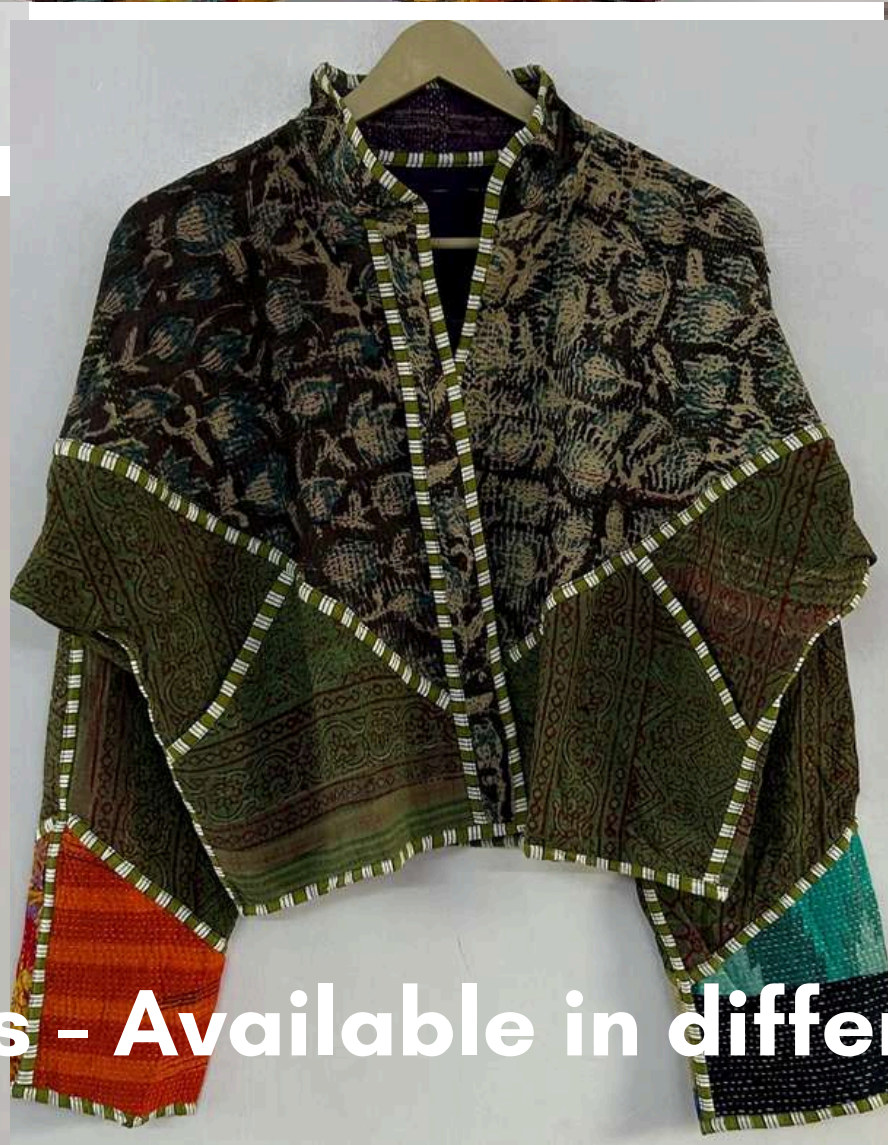




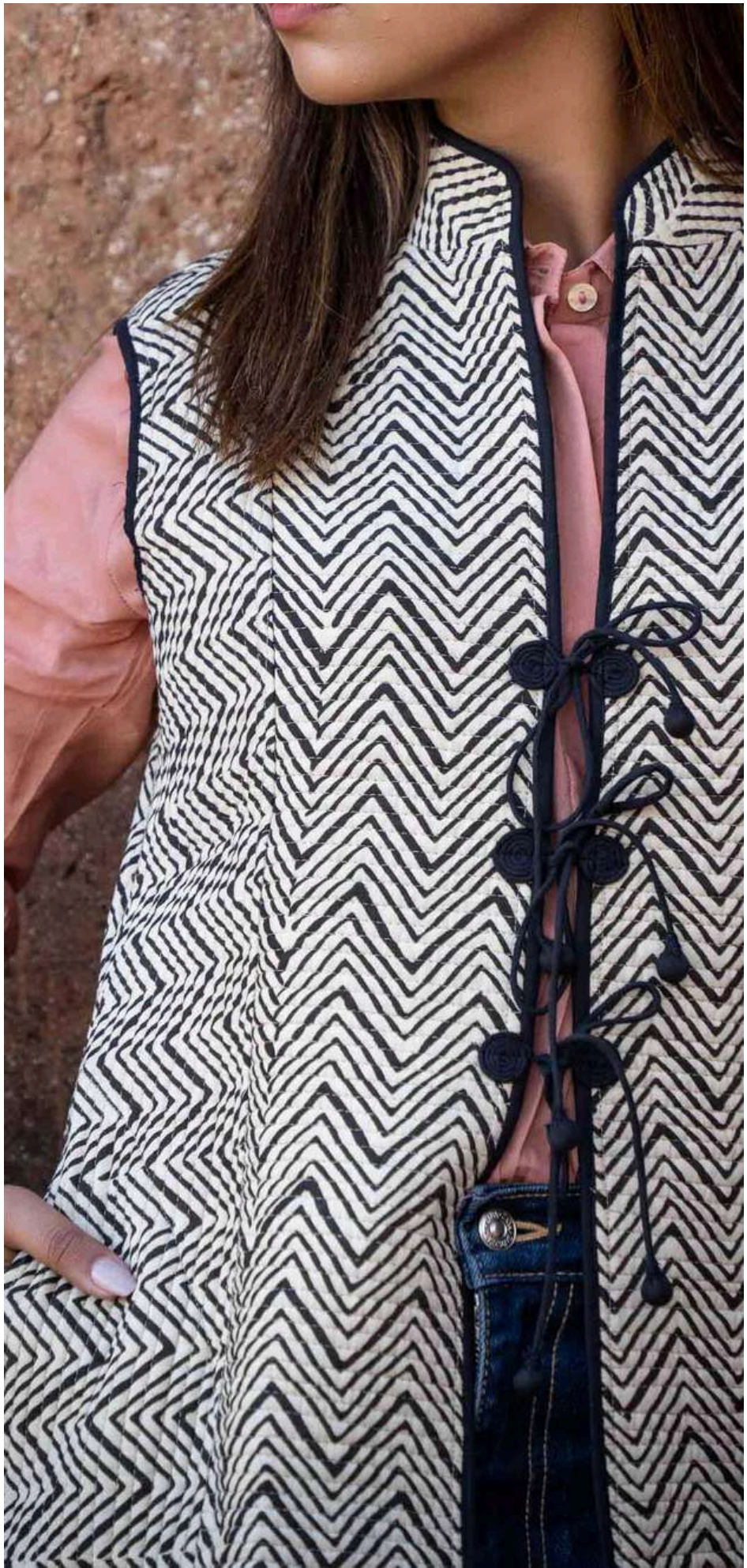
Silk

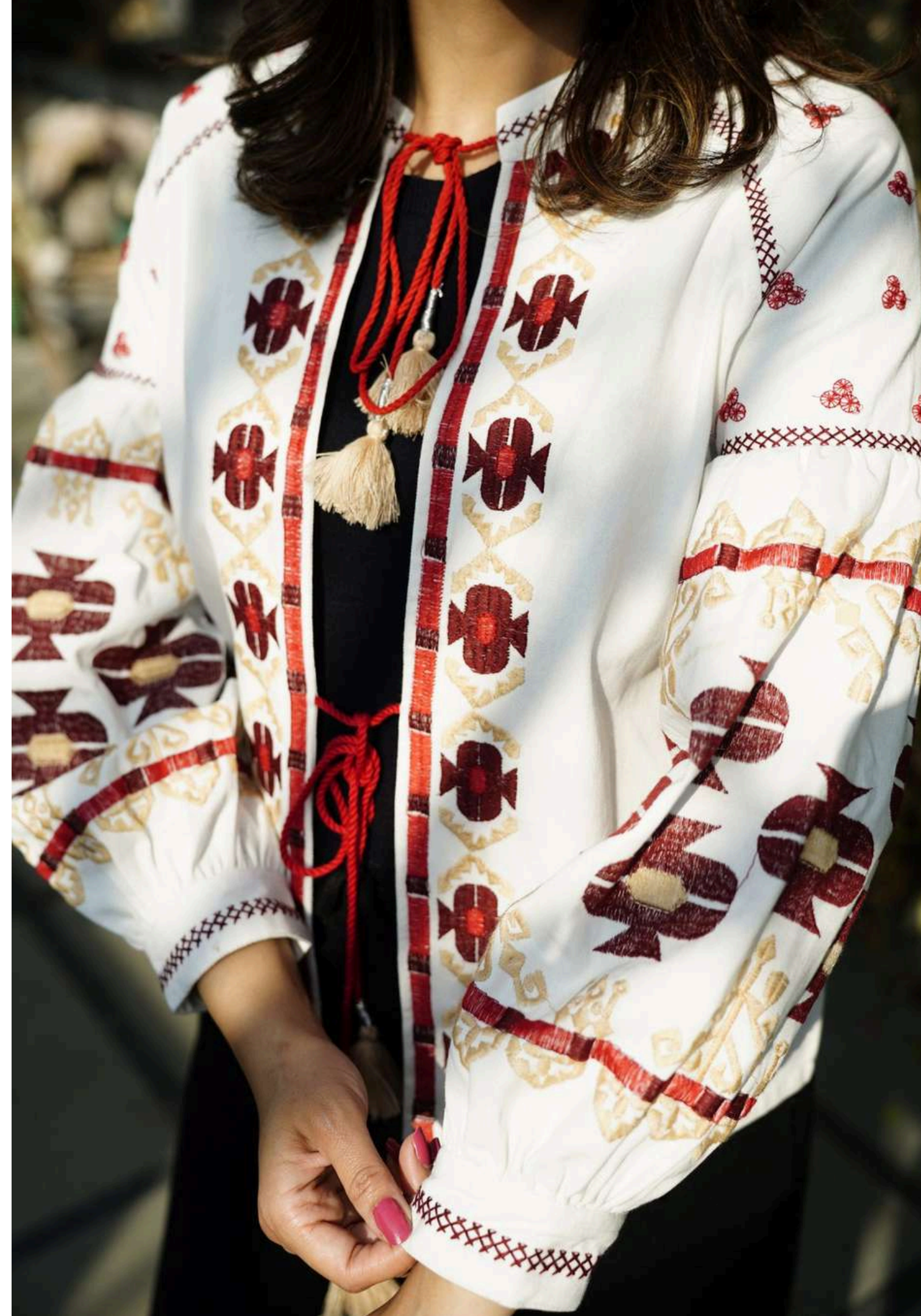


Banjara Embroidered Jackets - Available in different prints and colours



Kantha Embroidered Jackets - Available in different lengths, prints and colours







Kantha Embroidered - Available in different prints and colours

Suzani Embroidery - Available in different prints and colours





Banjara Embroidery - Available in different prints and colours



Suzani Embroidered Jackets - Available in different prints and colours

Note:

- **Prices Available on Request.**
- **These are just a few of our product designs if you are interested in seeing more designs in any particular category please let us know!**
- **All products are designed and crafted in India. There maybe minor imperfections in print, shape, size, and colour which are inherent to the process and what makes it unique. Actual colors may vary slightly due to your screen's resolution.**
- **Prints, colours and fabrics can be customised as per requirement depending on availability and style.**
- **Minimum Order Quantities apply.**
- **Delivery Time : Minimum 30 days depending on the product and quantity required.**



Thank You!

FOR MORE DETAILS

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