

The Scarves



"Embroidered emblems where Cartier's geometric elegance converges with India's artisanal poetry, crafted in ethically dyed silk-cotton alchemy."

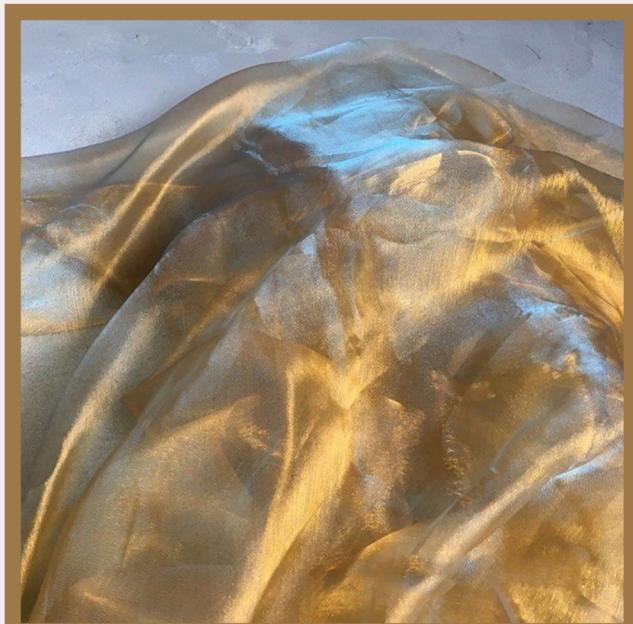


nira x cartier

The Sarees



"Heirloom silks interwoven with Cartier's iconic motifs, where French timelessness dances upon India's loom-loved legacy, ethically spun for centuries of storytelling."



nira x cartier

Journalist's Brief

Headline

Nira Sarees x Cartier:

"A Fusion of Heritage Luxury and Ethical Craftsmanship"

Key Announcement:

Nira, the Indian saree brand celebrated for its **ethical sourcing** and **comfort-driven** designs, announces a groundbreaking collaboration with French luxury maison Cartier. This limited-edition collection features three scarves and two sarees that blend Cartier's iconic design codes with Nira's commitment to India's textile legacy.

Collection Highlights:

Scarves: Subtle nods to Indian motifs reimagined in Cartier's signature color palette (emerald green, ruby red, sapphire blue). Crafted from ethically sourced silk-cotton blends.

Sarees: Cartier's Art Deco geometry and panther motifs delicately woven into Nira's heritage fabrics like Kalamkari, Ajrak, Dabu and Chanderi cotton.

Quotes for Context:

Sandhia, Founder of Nira: "*This collaboration is a dialogue between Parisian precision and Indian soul. We've woven Cartier's legacy into sarees that respect both the artisan and the Earth.*"

Cartier Representative: "*Nira's dedication to ethical craftsmanship aligns with our values. This partnership celebrates timeless beauty, responsibly made.*"

Suggested Angles for Coverage & media support:

Luxury Meets Sustainability
Craft Revival
Design Innovation

High-res images, B-roll of artisans at work, and interviews available upon request.

Press Contact: media@nirasarees.com

Launch Details:

- Release Date: **February 10, 2025**
- Availability: Exclusive pre-orders via Nira's website; limited in-store launches at Cartier boutiques in **Mumbai, Chennai, Paris, and New York.**

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Influencer's Brief

Headline:

Nira x Cartier:

Wear a Piece of History (and Look Iconic Doing It)"

Key Message:

Nira's collab with Cartier isn't just fashion—it's a revolution. Three scarves and two sarees that scream "I'm cultured, chic, and woke about my carbon footprint."

Why Your Audience Will Care:

Scarves: Think "Rajasthan meets Rue de la Paix"—perfect for elevating airport looks or draping over vintage denim.

Sarees: Cartier's colours and motifs on sarees? Yes, please.

Content Ideas:

Styled Shots: Pair the scarves with Cartier's Trinity jewelry or layer a saree with a leather jacket.

Behind-the-Scenes Reels: Share snippets of artisans hand-blocking Cartier's motifs.

Polls/Quizzes: "Which Nira x Cartier piece matches your vibe?" (Options: crimson coloured Saree, Paisley Princess Scarf, etc.)

Call to Action:

- Hashtags: **#NiraxCarter #LuxuryReborn #HeirloomAlert**
- Tag: @NiraSarees @Cartier + [Influencer's handle]
- Engagement Ask: Encourage followers to share how they'd style their favorite piece.

Perks for Influencers:

- Exclusive pre-launch access to the collection for content creation.
- Ready-to-post templates (carousels, stories) available in the media kit.

nira x cartier



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Nira x Cartier:

"Where Mughal Motifs Meet Parisian Panache Making Weaving Heritage into Tomorrow's Heirlooms"

"Scarves and Sarees That Stitch Centuries—and Continents—Together"

Chennai, India , January 28,2025 , Nira, the Indian saree brand reshaping heritage for contemporary life, and Cartier, the French luxury house celebrated for its design mastery, announce an unprecedented alliance. Launching February 10, 2025, the limited collection—three scarves and two sarees—unites Cartier’s iconic motifs with Nira’s devotion to ethical craft, marking Cartier’s first collaboration with a saree label.

In 2021, as the world retreated indoors, 21-year-old Sandhia founded Nira with a singular vision: to make India’s textile heritage relevant again. Two years later, her brand—built on meticulous research, ethical sourcing, and sarees that survive modern washing machines—has caught the eye of Cartier, a house synonymous with timeless elegance. The collaboration is rooted in shared values: Cartier’s relentless curiosity and mastery over excellence in craftsmanship harmonize with Nira’s “artisans come first” philosophy and its mission to preserve heritage while adapting to today’s lifestyles. The collection is a dialogue between cultures—three scarves subtly infuse Cartier’s geometric precision with Indian motifs like temple jaalis and peacock feathers, rendered in jewel tones of emerald, ruby, and sapphire. The two sarees reimagine Cartier’s iconic panther and Art Deco patterns on Nira’s signature Kanjivaram silk and Chanderi cotton, using zero-waste natural dyes.

“This isn’t just fabric—it’s a conversation,” says Sandhia, Founder of Nira. “Nira’s dedication to craft mirrors our own,” notes Pierre Rainero, Cartier’s Image, Style, and Heritage Director. “This collaboration is where Parisian precision meets Indian soul—a dialogue of excellence.”

Unveil the artistry at www.nira.com/cartier.

BOILERPLATE

About Nira

Launched in 2021 by Sandhia, Nira reimagines India’s textile legacy through ethical practices, empowering artisans and crafting sarees designed to transcend generations.

About Cartier

A beacon of luxury since 1847, Cartier marries audacious creativity with technical brilliance, crafting icons that define elegance across jewelry, watches, and objets d’art

MEDIA CONTACT

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