

SUNDAY-WEEKLY

28th JULY 2024

THREADS OF GOLD

SUTRĀ

DRAPE LIKE A
QUEEN:
5 ICONIC STYLES
FOR EVERY
OCCASION

"THE TIMELESS
WEAVES OF INDIA"

REVIVING THE
LEGACY OF SARI :
A TALE OF THREADS
& TRADITION

"HANDS BEHIND
THE HERITAGE: A
PAITHANI ARTISAN
SPEAKS"

FROM
BOLLYWOOD
TO NYC: THE
GLOBAL RISE
OF SARI

1
VOLUME



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SUTRĀ

Thread's of Gold

Who are we...

"Sutra" Fashion Magazine, as part of India's evolving fashion culture, has played a significant role in chronicling the country's sartorial heritage while pushing the boundaries of contemporary style. Rooted in the philosophy of storytelling through textiles, Sutra—named after the Sanskrit word for 'thread'—was conceptualized as a bridge between India's deep-seated textile traditions and the global fashion discourse.

Origins & Vision :

Sutra was founded with a vision to celebrate India's fashion identity beyond fleeting trends, focusing instead on the timeless beauty of its textiles, craftsmanship, and evolving draping styles. Launched in the early 2000s, when India's fashion industry was experiencing a shift—balancing heritage with modernity—the magazine emerged as a platform that not only covered haute couture and designer showcases but also delved into the cultural significance of clothing. It was one of the first fashion publications to feature in-depth

narratives on textile clusters, and the resurgence of slow fashion.

Legacy & Impact :

Over the years, Sutra has become more than just a magazine—it is a cultural archive of Indian fashion. It has influenced designers, researchers, and even consumers to view fashion as an extension of heritage rather than just seasonal trends. Today, it continues to shape the discourse around textile revival, ensuring that the saree and other traditional garments remain integral to India's evolving style identity.

Sutra Fashion Magazine is more than just a publication—it's a journey through the rich tapestry of Indian fashion, culture, and craftsmanship. With every issue, we bring our readers closer to the artistry behind textiles, and the evolving trends that shape the industry. Whether you're seeking inspiration for your wardrobe, insights into heritage weaves, or the latest in contemporary fashion, Sutra is your definitive guide.

A sari is more than just six yards of fabric—it is history, identity, and artistry woven into a single drape. From the looms of Varanasi to the graceful silhouettes on global runways, sari has transcended generations and styles.

In this issue, we unravel the timeless elegance of the sari, exploring its deep-rooted cultural significance, the artisans who keep its legacy alive. Whether passed down as an heirloom or styled with contemporary flair, the sari remains a symbol of grace.

We invite you to immerse yourself in these stories, rediscover traditions, and celebrate the magic of the sari with us.

Tanvra Vaidya
Editor, Sutra



*A vibrant hue, a bold design,
It drapes her form, a strength divine.
No longer veiled in shades of gray,
She shines in crimson, come what may.*

*The silken threads, a vibrant dance,
Reflect her spirit, her fierce trance.
A testament to freedom's call,
She wears her power, standing tall.*

*The whispers fade, the doubts retreat,
Her crimson sari, a bold feat.
A declaration, loud and clear,
She's here to conquer, banishing fear.*

Dr. Padmashree R P

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The word "sari" means "strip of cloth" in Sanskrit. But for the Indian woman—and a few men—who have been wrapping themselves in silk, cotton, or linen for millennia, these swaths of fabric are more than just simple garments. They're symbols of national pride, ambassadors for traditional design and craftsmanship, and a prime example of the rich differences in India's 29 states.

The first mention of sari (alternately spelled sarees) is in the Rig Veda, a Hindu book of hymns dating to 3,000 B.C.; draped garments show up on Indian sculptures from the first through sixth centuries, too. The "magical unstitched garment" is ideally suited to India's blazingly hot climate and the modest-dress customs of both Hindu and Muslim communities. India remains one of the last great handicraft cultures.

It's a powerhouse for dyeing, printing, and silk weaving, all represented in at least one of the estimated 30 regional varieties of sari. Still, globalization and competition for ever-cheaper merchandise have made machine-loomed saris prevalent in recent decades. Many bad copies of traditional garb are being shipped in from China. Long-time weaving families have found themselves out of work, their looms worthless.

Charu Suri



In India, with every mile you walk, you see a metre-long weave that represents the state's handloom legacy. The Sari Map of India showcases the diverse weaving traditions and draping styles across regions. From the luxurious Banarasi silk of Uttar Pradesh and the intricate Paithani of Maharashtra to the elegant Kanjivaram of Tamil Nadu and the golden-hued Muga silk of Assam, each sari reflects its region's cultural identity. Draping styles also vary, but the sari as a whole remains a symbol of tradition and evolving fashion, bridging India's past and present through its exquisite craftsmanship.

THE
SARI
MAP
OF
INDIA

5 STEPS

01

The process of saree-making begins with selecting the fabric, an essential aspect of the entire process. Fabrics used in saree-making range from cotton, silk, chiffon, and many others, each with its unique texture and feel. The choice of material depends on the type of saree being made and the occasion it is meant for.

02

Once the fabric has been chosen, the next step in the process is to prepare it for weaving. The fabric is washed and treated to remove any impurities and make it easier to work with. The process of preparing the fabric can take several days, depending on the type of fabric being used.

03

After the fabric has been prepared, it is time to begin the weaving process. The weaving process involves interlacing threads of different colours and textures to create intricate patterns and designs. The process is done manually, with each thread being carefully placed to ensure that the final product is of the highest quality.

04

Once the saree has been woven, it is time to add the finishing touches, which can include embroidery, sequins, and other decorative elements. The embroidery process involves adding intricate designs and patterns to the saree using a needle and thread.

05

Once the saree has been decorated, it is time to add the final touches, which include hemming and finishing the edges. The hemming process involves folding and stitching the edges of the saree to prevent them from fraying. The finishing process involves adding the final touches to the saree, such as adding tassels etc.





Weaver's diary

Weaving Heritage: An Interview with a Paithani Artisan.

Can you tell us about your journey as a Paithani weaver?
I was introduced to weaving as a child, watching my father work on the loom in our home in Yeola. It is a craft that has been passed down in my family for generations. I started weaving when I was 15, and now, after 30 years, it is not just my livelihood but my passion.

What makes Paithani sarees so special?
Every Paithani saree is woven by hand, with no use of machines. We use pure silk and real zari, which gives the saree its rich, timeless look. A single saree can take anywhere from a month to a year to complete, depending on the complexity.

How do you see the future of this craft?
There is a revival of interest in handwoven textiles. However, we need more support to sustain this art. I hope people continue to appreciate and wear handwoven sarees, keeping our heritage alive.



What message would you like to give to people who buy Paithani sarees?
When you wear a Paithani, you are wearing centuries of tradition and hard work. It is not just fabric—it is a story woven with care and devotion. Support handloom, and keep our craft alive!

How long does it take to weave a single Paithani?
It depends on the design. A simple Paithani takes about a month, while an elaborate one with detailed zari work can take up to a year. Every thread is carefully placed, and we work with immense patience. There are no shortcuts in this craft.

What do you feel when you see someone wearing a Paithani you have woven?
It fills my heart with pride! Seeing someone drape a saree that I have woven with my own hands makes all the effort worthwhile. It is like giving life to a piece of art, and when it is worn, the art comes alive.

*"The Paithani
allure is truly
Timeless"*

*"This craft
tradition
woven in silk
and zari"*

Designers spotlight



Sudathi, the most affordable saree brand in India, stands out from the rest. Known for its best quality at the lowest price, Sudathi offers a wide range of sarees that cater to various tastes and preferences.

Most Affordable Saree Brand

Sudathi began its journey from the heart of India's textile hub, Surat, with a dream to redefine affordable fashion. Launched in September 2023, we set out to bridge the gap between quality and affordability, making stylish and reliable clothing accessible to women across the country. The name "Sudathi" holds profound meaning—it translates to "a virtuous and beautiful woman" in Sanskrit. It reflects the spirit of every woman who embodies beauty, strength, and elegance in her unique way.

Our Goal

To be India's go-to destination for affordable fashion. We strive to empower women by offering beautiful, high-quality clothing that suits every occasion and makes every moment special.

Our Philosophy

At Sudathi, we believe fashion is more than clothing; it's an expression of individuality, culture, and confidence. We're committed to designing apparel that resonates with your emotions and fits seamlessly into your unique story.

What Makes Us Who We Are

Sudathi is not just a brand; it's a movement to celebrate every woman. Our focus on understanding your needs and delivering exceptional value sets us apart.



799/-



1199/-



The Heirloom stories

Heirloom sarees are timeless treasures, passed down through generations as symbols of heritage, love, and tradition. More than just garments, they carry the stories of those who wore them before—woven with memories of grandmothers' wisdom, mothers' grace, and daughters' anticipation. Each thread speaks of the craftsmanship of a bygone era, from intricate handwoven motifs to delicate embroidery that has withstood time. The softness of aged silk, the deepening hues of natural dyes, and the faint scent of nostalgia make these sarees irreplaceable. When draped, they become more than

just attire—they become a bridge between the past and present, a reminder of the beauty in continuity and cultural identity. Heirloom sarees are more than just fabric; they are woven legacies, passed down through generations, carrying the stories, traditions, and emotions of those who wore them before. Each fold holds the essence of time—grandmother's wisdom, mother's grace, and a daughter's anticipation. With intricate weaves, hand-embroidered motifs, and aged silk that only grows softer, these sarees are cherished treasures, embodying the beauty of heritage and the warmth of nostalgia.

#SariNotSorry:

Men in saris to be the new norm

MEN in SARI



They can tuck, fold and pleat as good as any woman. Meet the men who are challenging gender and clothing stereotypes, championing the aesthetic of everyone's favourite gender neutral garment the sari in all its glory. Delhi's Himanshu Verma aka the sari man, has been striving to reclaim the sari's gender fluidity for 16 years now. Not long ago, he was joined by Kolkata's Pushpak Sen. Men wearing sarees challenge conventional gender norms and highlight the fluidity of fashion. In contemporary times, men embrace sarees for various reasons—self-expression, cultural appreciation, or breaking rigid societal expectations. Whether worn as a bold fashion statement, a celebration of heritage, or an assertion of personal identity, the saree transcends gender boundaries. It represents grace, confidence, and the freedom to wear what one chooses, redefining elegance beyond traditional binaries.

The sari, often seen as the epitome of femininity, has long transcended gender norms. Historically, Indian men draped unstitched fabrics like dhotis and angavastrams, closely resembling the sari. Today, modern voices in fashion, from designers to influencers, are reclaiming the sari as a gender-neutral garment. Whether as a statement of personal identity, cultural revival, or artistic expression, men embracing the sari challenge stereotypes while celebrating its fluidity and elegance. Draped in tradition yet evolving with time, the sari belongs to anyone who chooses to wear it.

Shreyanka Mazumdar

“a piece of fabric cannot be gender specific”

Sari's in Art

"Sari transcends its role as mere clothing; it becomes a narrative device, telling stories of history, womanhood, and cultural evolution."



Raja Ravi Varma

one of India's most celebrated painters, played a pivotal role in portraying the sari as a symbol of grace, power, and divinity in his artworks. His paintings not only depicted the sari as an essential part of Indian culture but also influenced how it was draped and perceived in art and society.

Raja Ravi Varma's paintings immortalized the sari in Indian art, making it an enduring symbol of femininity, divinity, and cultural pride. His depictions of women in saris helped shape the popular imagination of Indian femininity. His paintings combined Indian traditions with European realism, creating an iconic representation of the

sari in art.



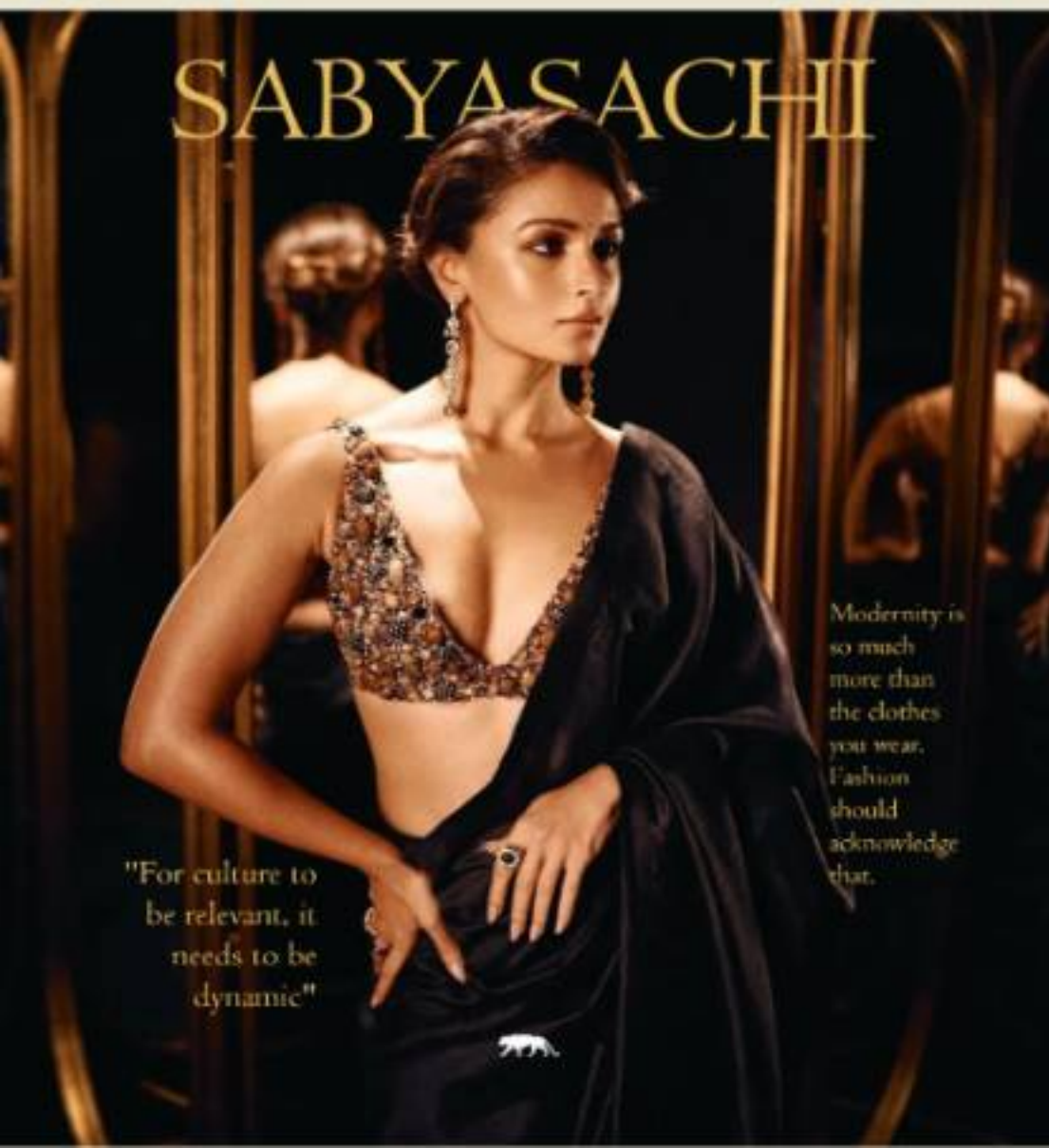


A strong example of the sari in art is **Amrita Sher-Gil's** paintings, particularly *Three Girls* (1935). This artwork portrays three women in saris, reflecting themes of melancholy, quiet resilience, and the inner lives of Indian women. Sher-Gil's use of color and expression captures both the beauty and emotional depth of the sari beyond its fabric.



Another striking example is **Jamini Roy's** paintings, where he stylized traditional Bengali women in saris with bold lines and earthy colors, merging folk aesthetics with modernist expression. His works highlight the sari as an essential symbol of identity and culture.

Sabyasachi



"For culture to be relevant, it needs to be dynamic"

Modernity is so much more than the clothes you wear. Fashion should acknowledge that.



Who is Sabyasachi?

Sabyasachi Mukherjee is one of India's most celebrated fashion designers, known for his deep-rooted connection to Indian heritage, intricate craftsmanship, and revival of traditional textiles. His eponymous label, Sabyasachi, is synonymous with regal aesthetics, vintage charm, and luxurious handwoven fabrics.



Early Life & Career

Born in Kolkata in 1974, Sabyasachi graduated from the National Institute of Fashion Technology (NIFT). His brand was launched in 1999 with a vision of reviving India's rich textile heritage while making it globally relevant.

Signature Style

Reviving handloom textiles, especially Banarasi, Kanjeevaram, and hand-painted sarees. Heavy use of zardozi, gota patti, and hand embroidery. Inspired by royalty, vintage nostalgia, and art from across India.

Global Influence

Beyond India, Sabyasachi has taken Indian craftsmanship worldwide, collaborating with brands like Christian Louboutin, H&M, and Bergdorf Goodman. His designs have graced international fashion weeks and red carpets.



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In next issue...





*"Timeless beauty wrapped in
tradition and culture."*

