



SABYASACHI

for

nilaya

furnishing by  asianpaints

THAR



Sabyasachi x Nilaya

What I design is the result of myriad inspirations – whether it's fashion or homes. And creating designs for Heartland was like stepping into a familiar world, textured by a variety of experiences, acquisitions, memories and stories that have stayed with me, knowingly and unknowingly: the skillfully painted fabrics that were born along the Coromandel Coast; embroideries from an ancient world; well-remembered motifs and patterns that continue to enchant; old-world Calcutta with its fading luxury; the traditions of miniaturists from colonial-era Murshidabad.

The Thar, Makhmal and Soofah collections that comprise Heartland celebrate the beauty of classical motifs reinterpreted and hand painted by artists from the Sabyasachi Art Foundation. They find expression through a reimagining of traditional patterns and a distinctive palette of colours I have evolved over time. These carefully crafted fabrics can transform spaces and perhaps your perspective as well. The patterns, designs and motifs that make up the fabric collections of Heartland is an endeavour to make this journey of transformation uncommon and unforgettable – as it should be.

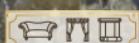
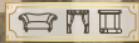
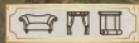


After all, at the heart of every home is the story of the people who inhabit it, make it and shape it just the way they like it. Layer it with well-loved elements and their distinct styles. Heartland, I hope, serves as a reminder of the beauty that still remains, and endures, in an uncertain world.

THAR

Simplicity is the
ultimate sophistication.

- Leonardo da Vinci





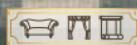
PAH002



MAR004



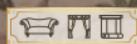
DAL002



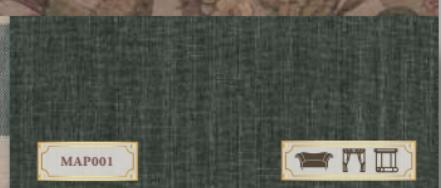
MOP002



COL002



MUS002



MAP001



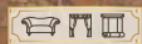
VIN001



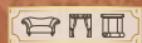




MAP002



MAR001



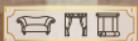




PEL001



DAL003



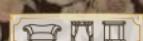
MAR001



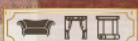
MOP005



COL003



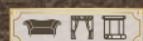
MUS003



MAP004



VIN002







COROMANDEL LINEN | COL001



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910



DALHOUSIE CHECKS | DAL001



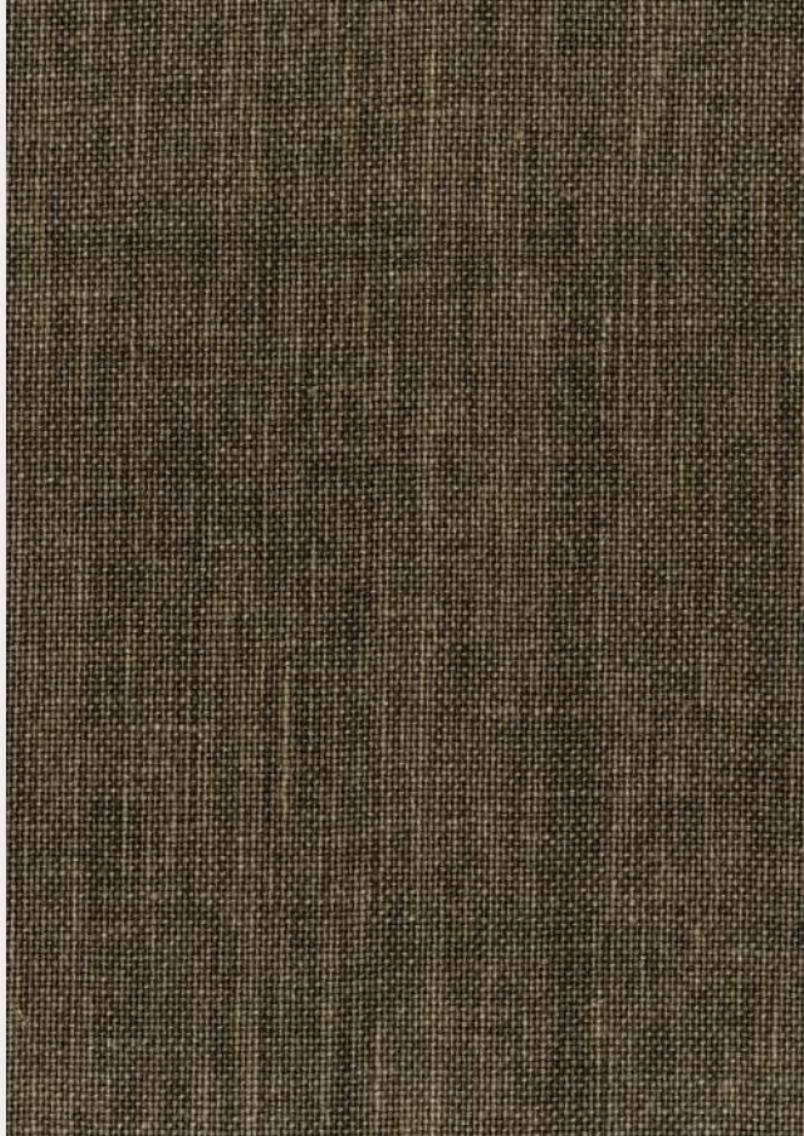
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MAPUSA LINEN | MAP002



GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910

BACK



SONCHADI LINEN | SON001



GSM
530

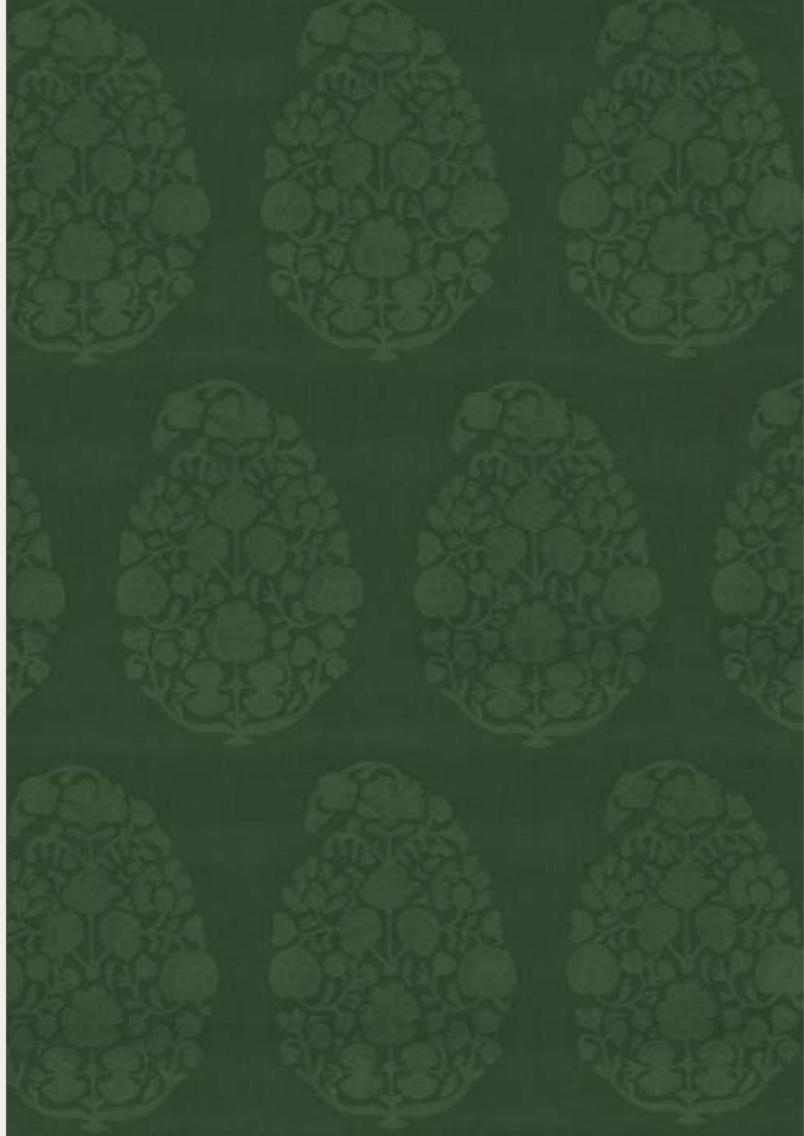
COMPOSITION
45% Linen, 29% Jute,
22% Polyester, 4% Polyamide

V. REPEAT
STRIPE

H. REPEAT
3.4

HSN CODE
55169200

BACK



MOCHI PAISLEY | MOP001



GSM

430

COMPOSITION

Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT

90

H. REPEAT

34

HSN CODE

55169200

BACK



MUSSOORIE CHECKS | MUS001



GSM
415

MARTINDALE
26000

COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



MARGAO LINEN | MAR010



GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910



PAHALGAM PAISLEY | PAH001



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

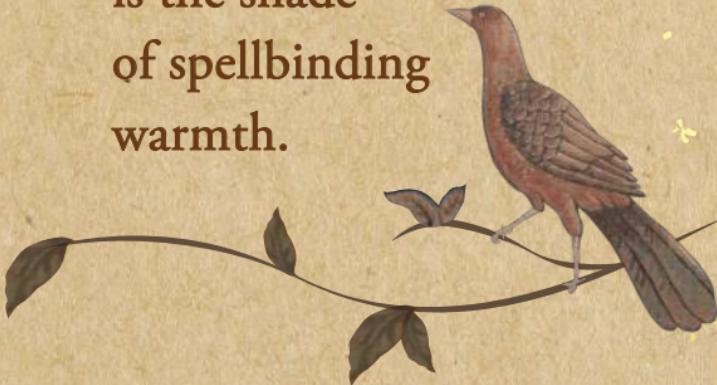
V. REPEAT
94.5

H. REPEAT
34

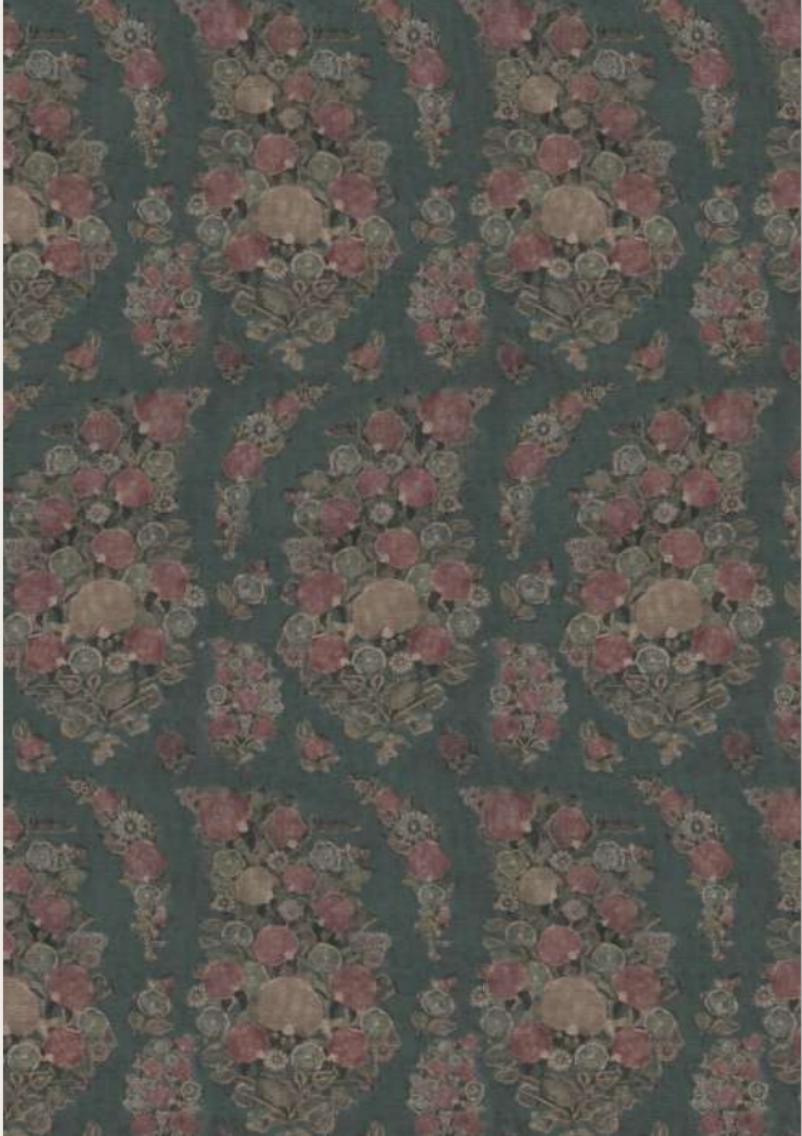
HSN CODE
53091910

BACK

It is the color of light,
the color of love,
the color of
sepia-tinged
nostalgia – haldi
is the shade
of spellbinding
warmth.







PAHALGAM PAISLEY | PAH002



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
94.5

H. REPEAT
34

HSN CODE
53091910

BACK



MARGAO LINEN | MAR004



GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910



DALHOUSIE CHECKS | DAL002



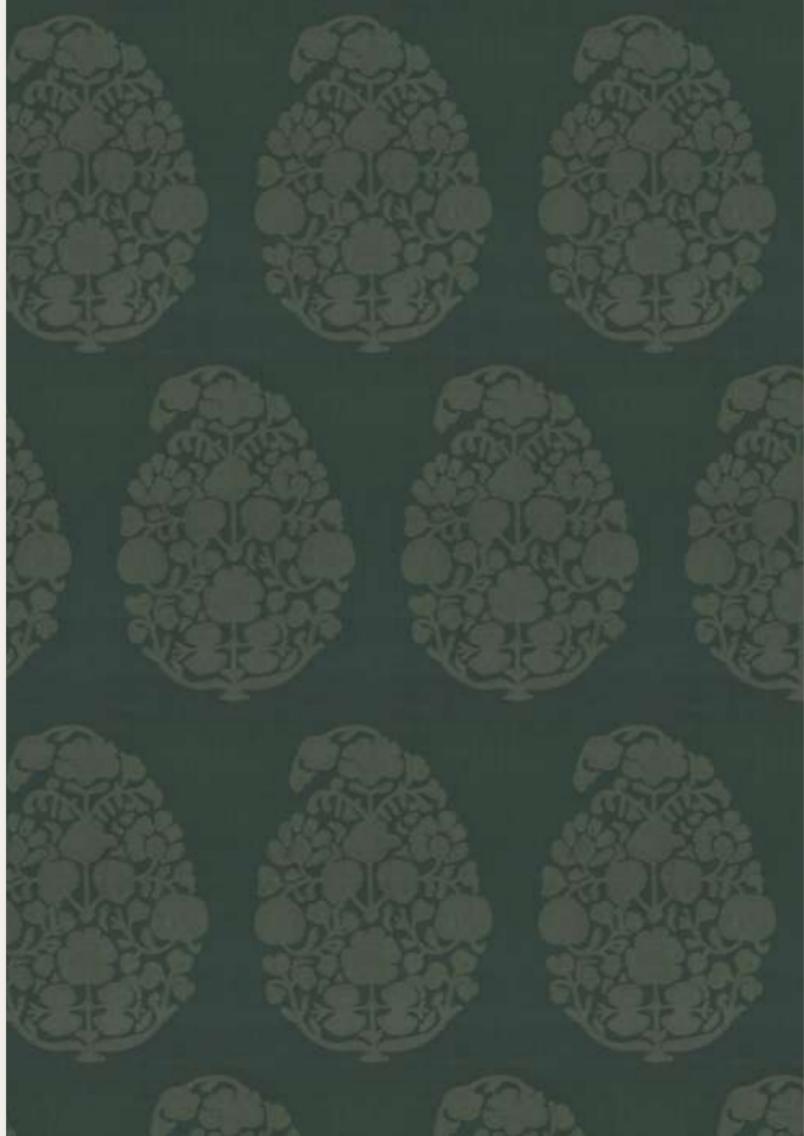
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MOCHI PAISLEY | MOP002



GSM

430

COMPOSITION

Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT

90

H. REPEAT

34

HSN CODE

55169200

BACK



COROMANDEL LINEN | COL002



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910



MUSSOORIE CHECKS | MUS002



GSM
415

MARTINDALE
26000

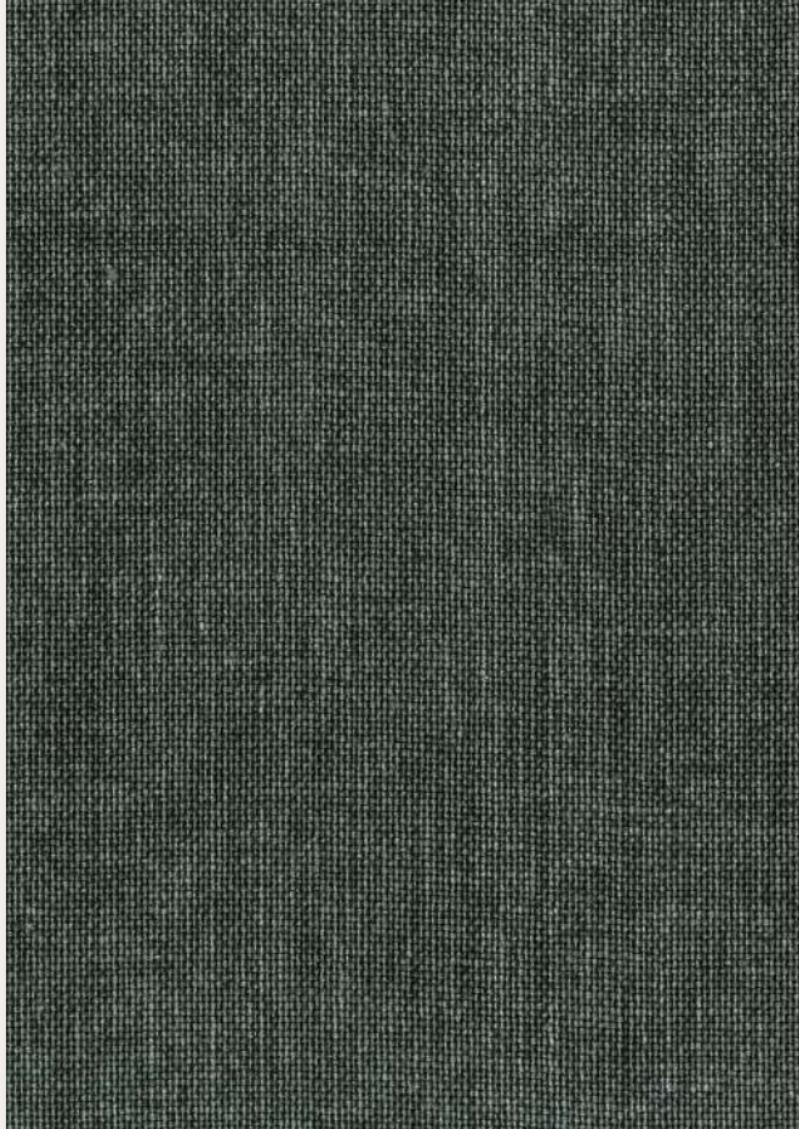
COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



MAPUSA LINEN | MAP001



GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910

BACK



VINTAGE SANGANER | VIN001



GSM
220

MARTINDALE
68000

COMPOSITION
56% Wool,
44% Polyamide

V. REPEAT
62

H. REPEAT
46.5

HSN CODE
58013690



Wanderlust
is panacea
for the soul.





KAMALIKA LINEN | KML001



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
19.4

H. REPEAT
11.5

HSN CODE
53091910



DALHOUSIE CHECKS | DAL001



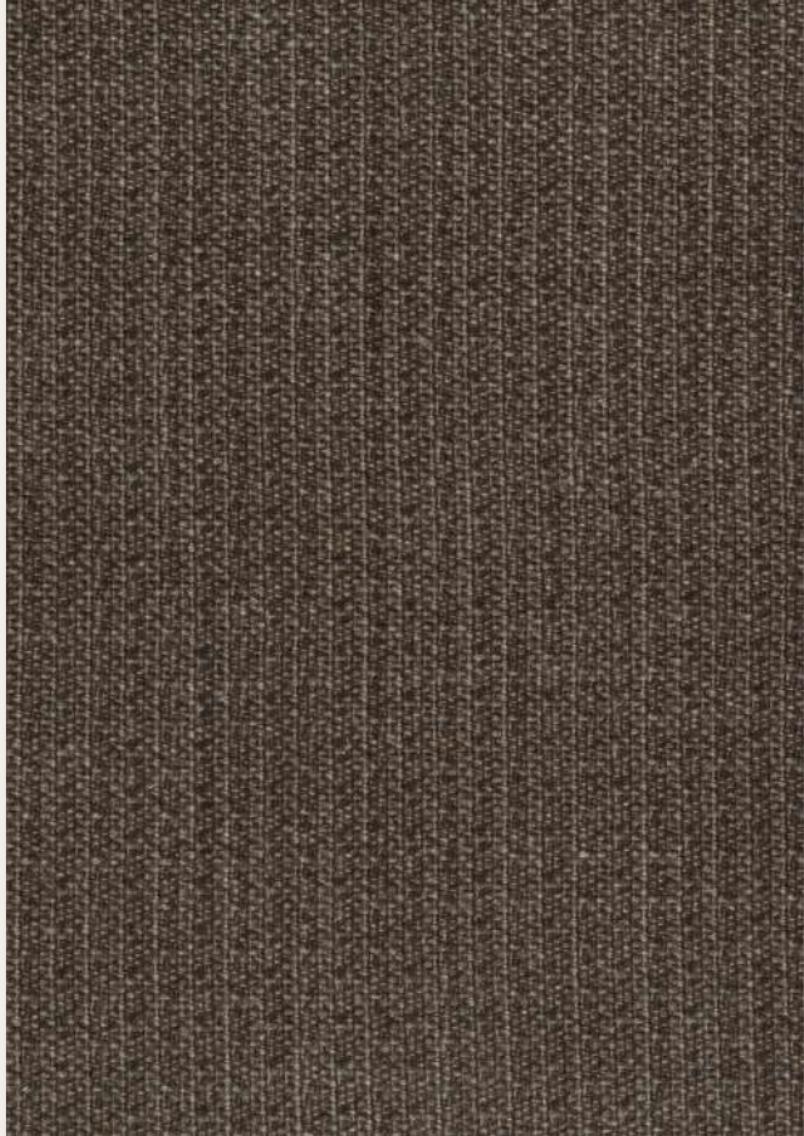
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MARGAO LINEN | MAR007

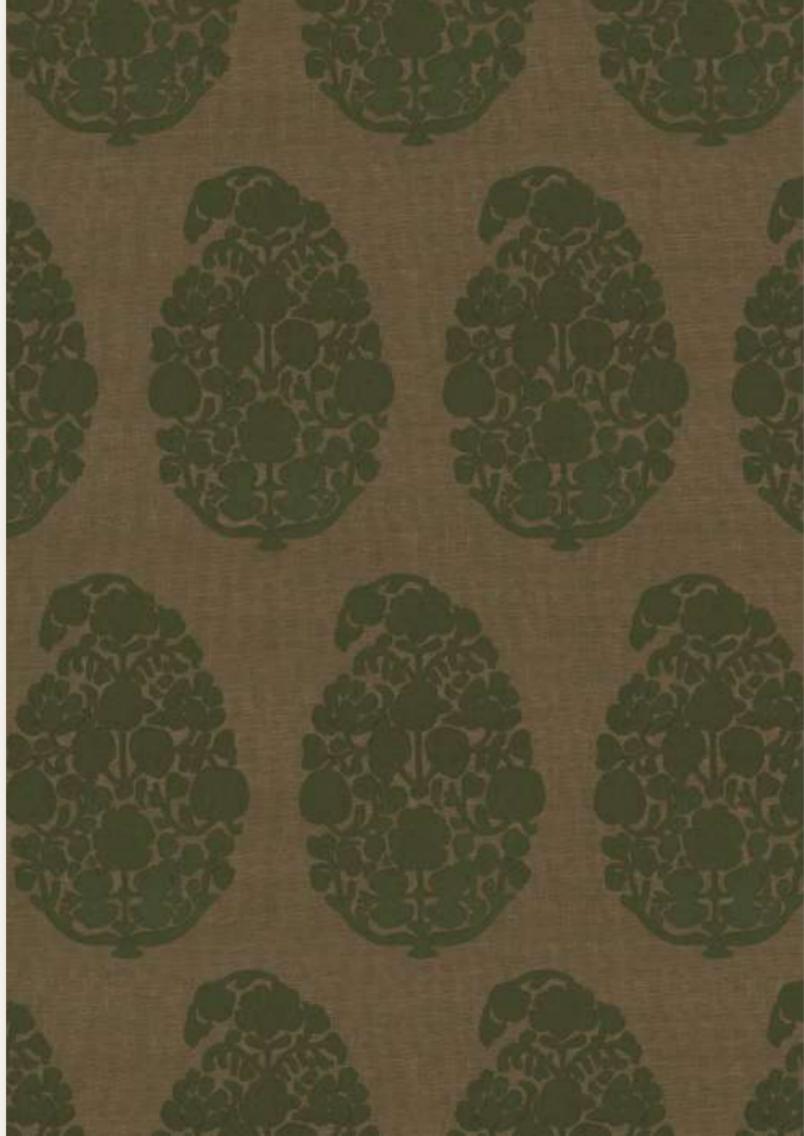


GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910



MOCHI PAISLEY | MOP004



GSM

430

COMPOSITION

Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT

90

H. REPEAT

34

HSN CODE

55169200

BACK



PERSIS LINEN | PEL002



GSM
520

MARTINDALE
45000

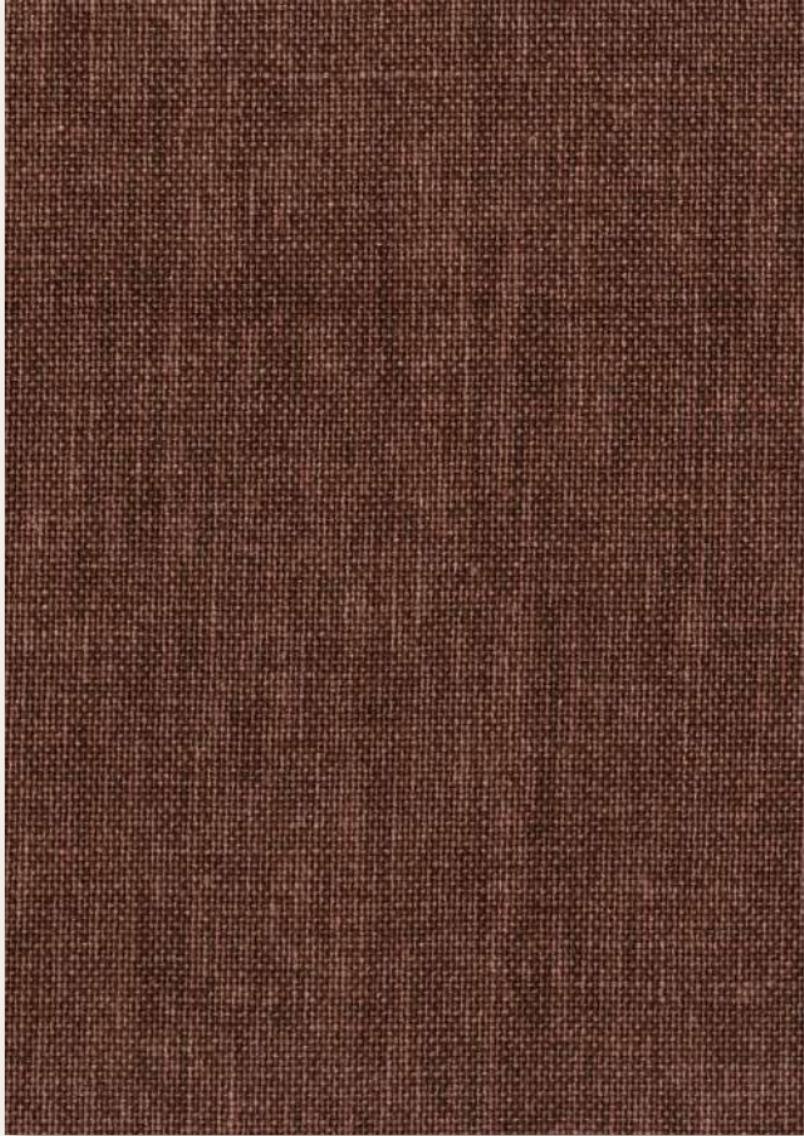
COMPOSITION
100% Cotton

V. REPEAT
79.2

H. REPEAT
69.5

HSN CODE
53091920

BACK



MAPUSA LINEN | MAP004



GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910

BACK



MUSSOORIE CHECKS | MUS001



GSM
415

MARTINDALE
26000

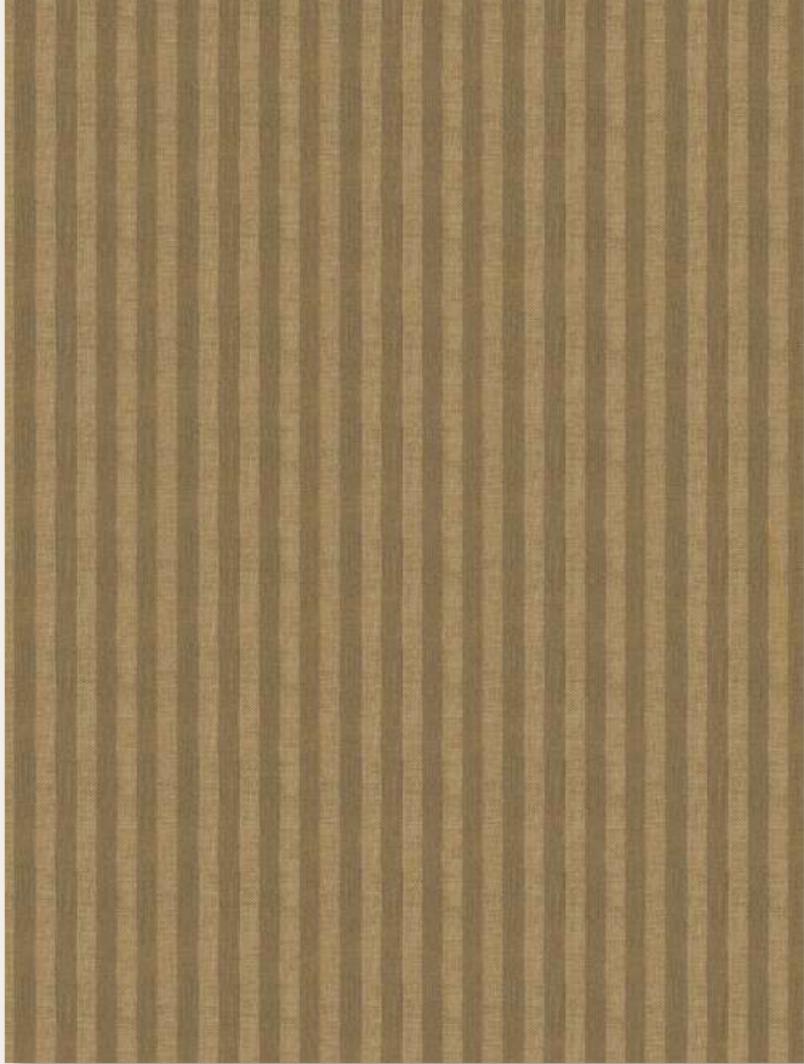
COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



SONCHADI LINEN | SON002



GSM
530

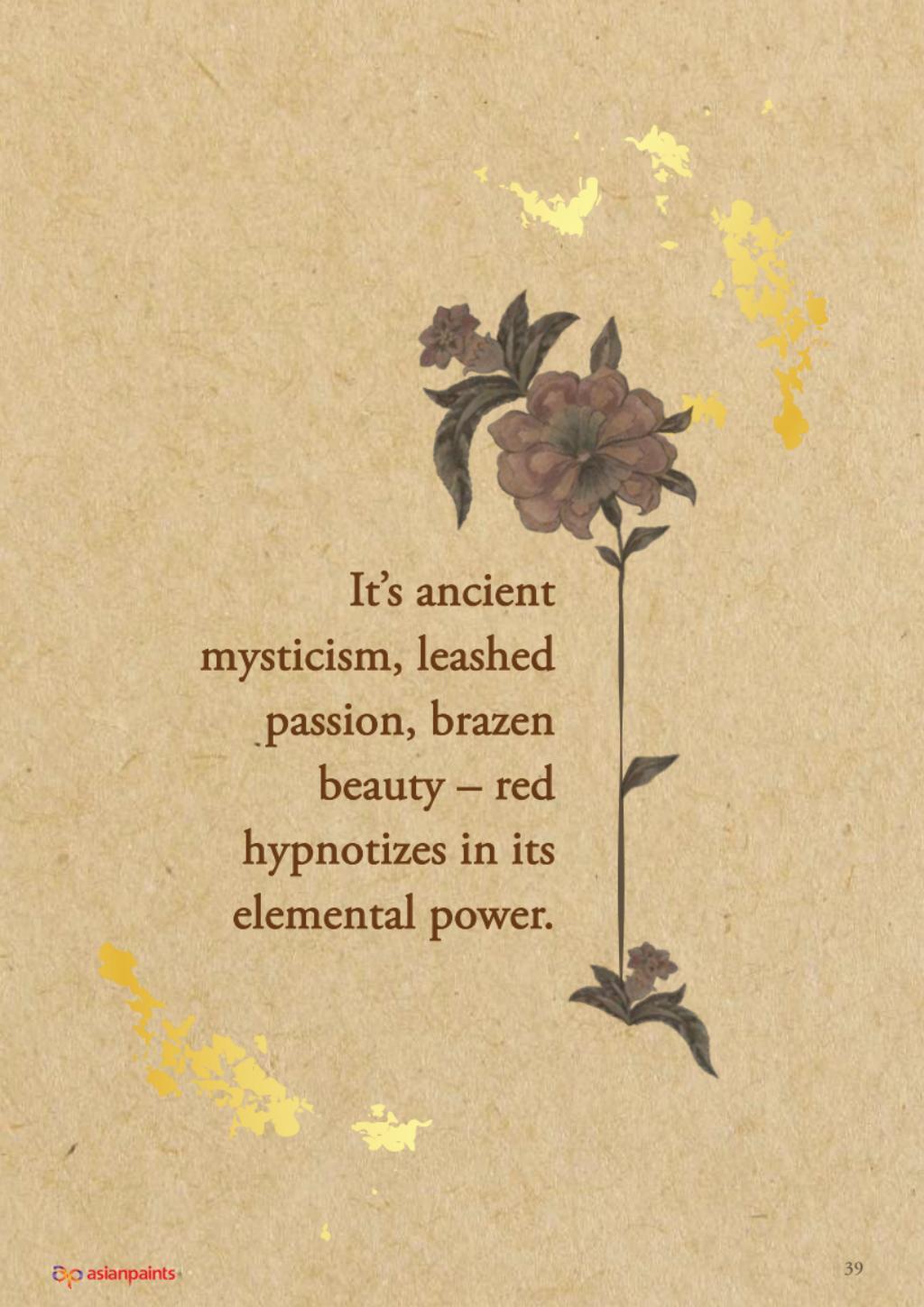
COMPOSITION
45% Linen, 29% Jute,
22% Polyester, 4% Polyamide

V. REPEAT
STRIPE

H. REPEAT
3.4

HSN CODE
55169200

BACK



It's ancient
mysticism, leashed
passion, brazen
beauty – red
hypnotizes in its
elemental power.





COROMANDEL LINEN | COL005



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910



MUSSOORIE CHECKS | MUS003



GSM
415

MARTINDALE
26000

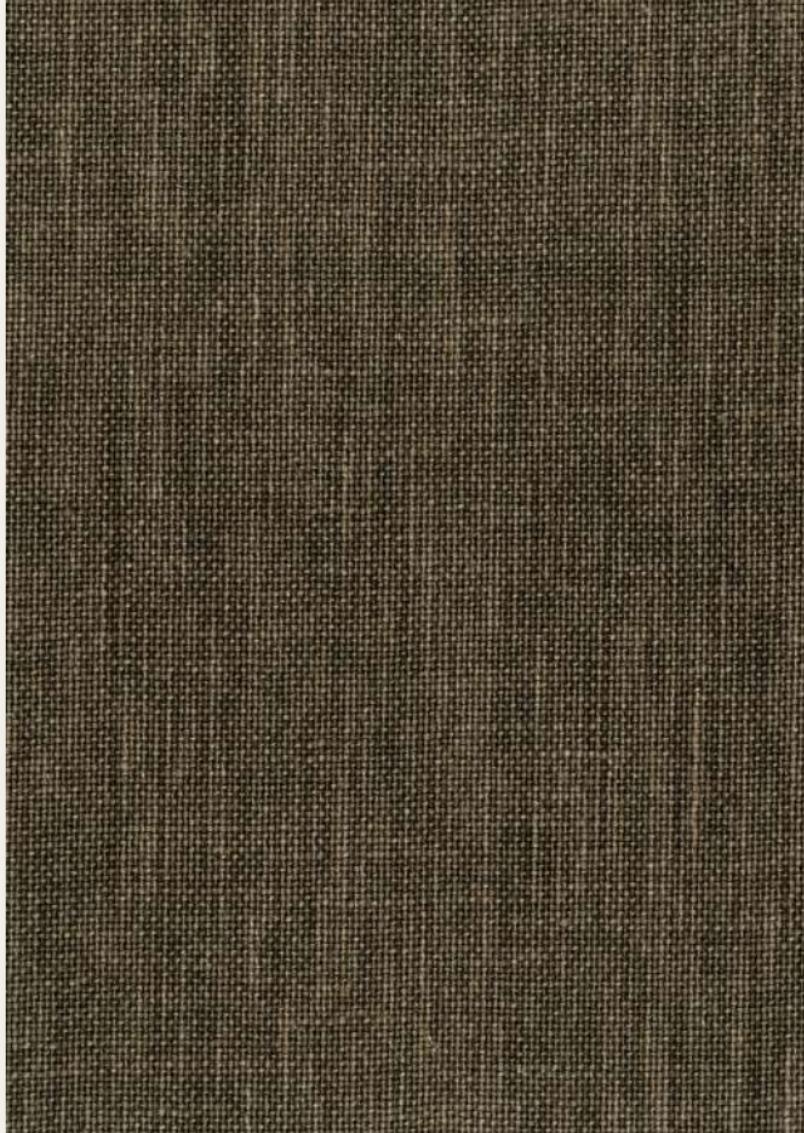
COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



MAPUSA LINEN | MAP002



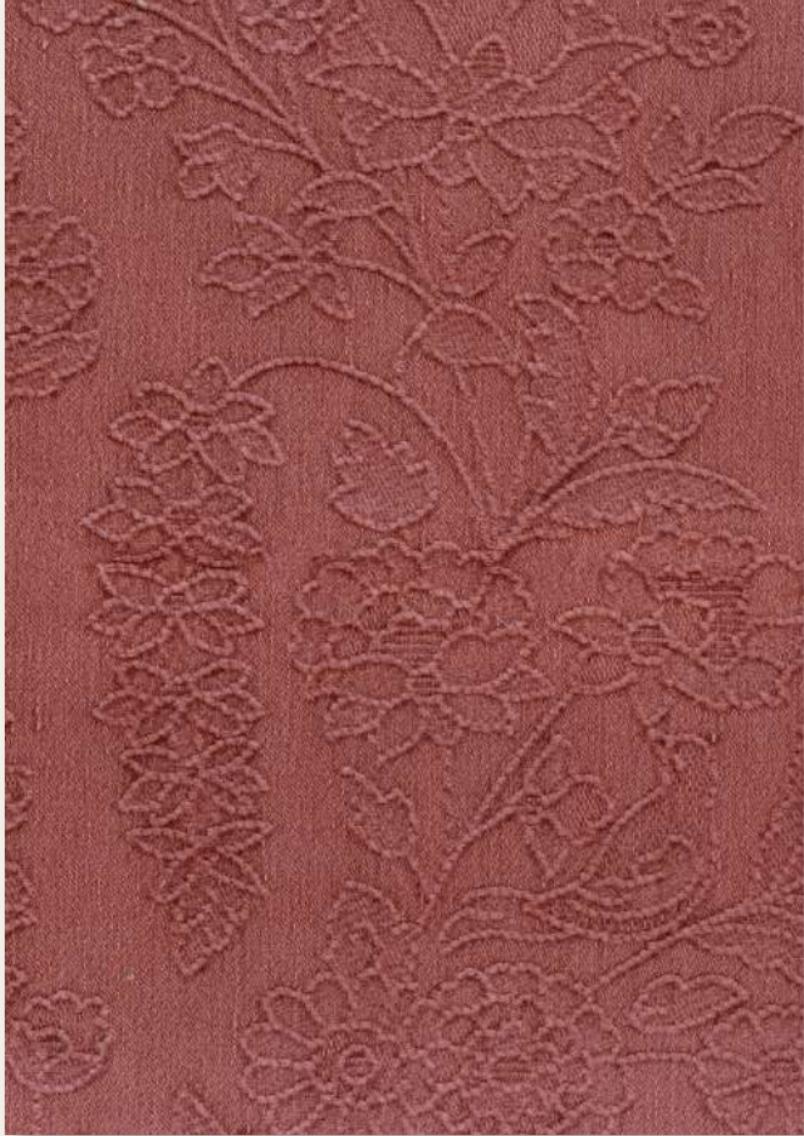
GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910

BACK



VINTAGE SANGANER | VIN004



GSM
220

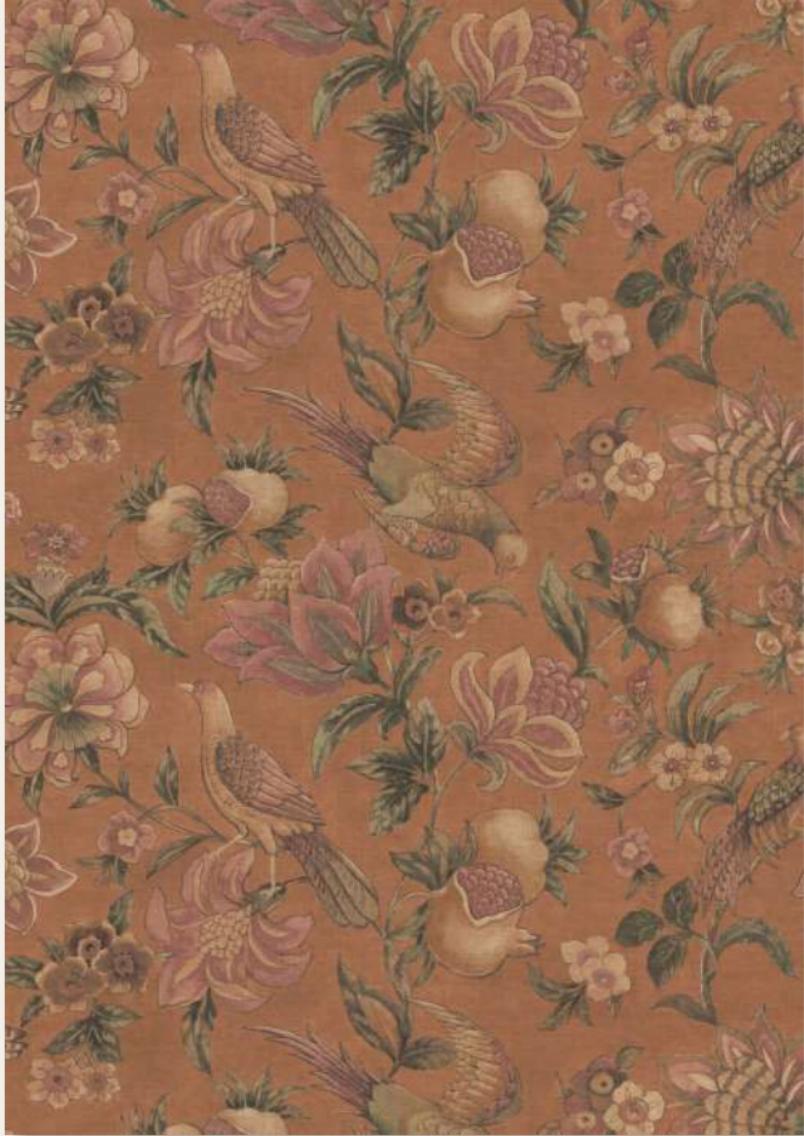
MARTINDALE
68000

COMPOSITION
56% Wool,
44% Polyamide

V. REPEAT
62

H. REPEAT
46.5

HSN CODE
58013690



COROMANDEL LINEN | COL006



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910



DALHOUSIE CHECKS | DAL003



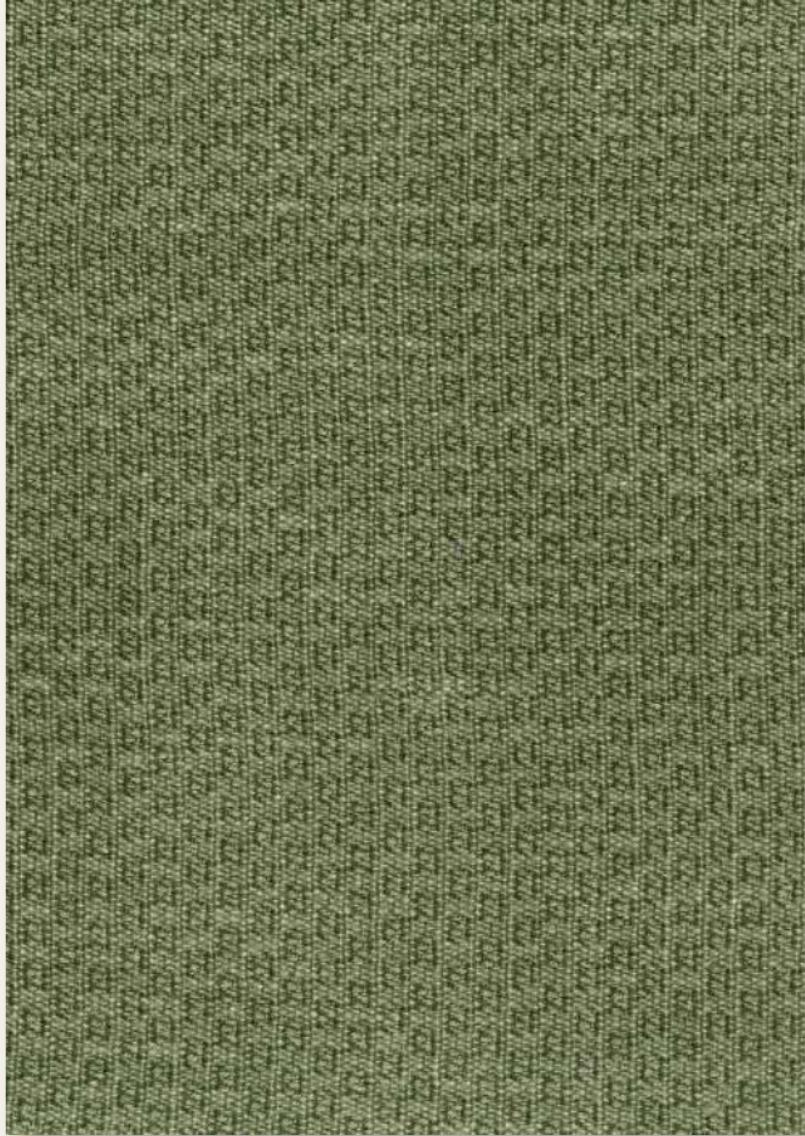
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MARGAO LINEN | MAR001



GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910



MOCHI PAISLEY | MOP006



GSM
430

COMPOSITION
Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT
90

H. REPEAT
34

HSN CODE
55169200



Chance discoveries,
whimsical souvenirs,
treasures stowed
in attics make the
magic in homes.





PERSIS LINEN | PEL003



GSM
520

MARTINDALE
45000

COMPOSITION
100% Cotton

V. REPEAT
79.2

H. REPEAT
69.5

HSN CODE
53091920

BACK



DALHOUSIE CHECKS | DAL004



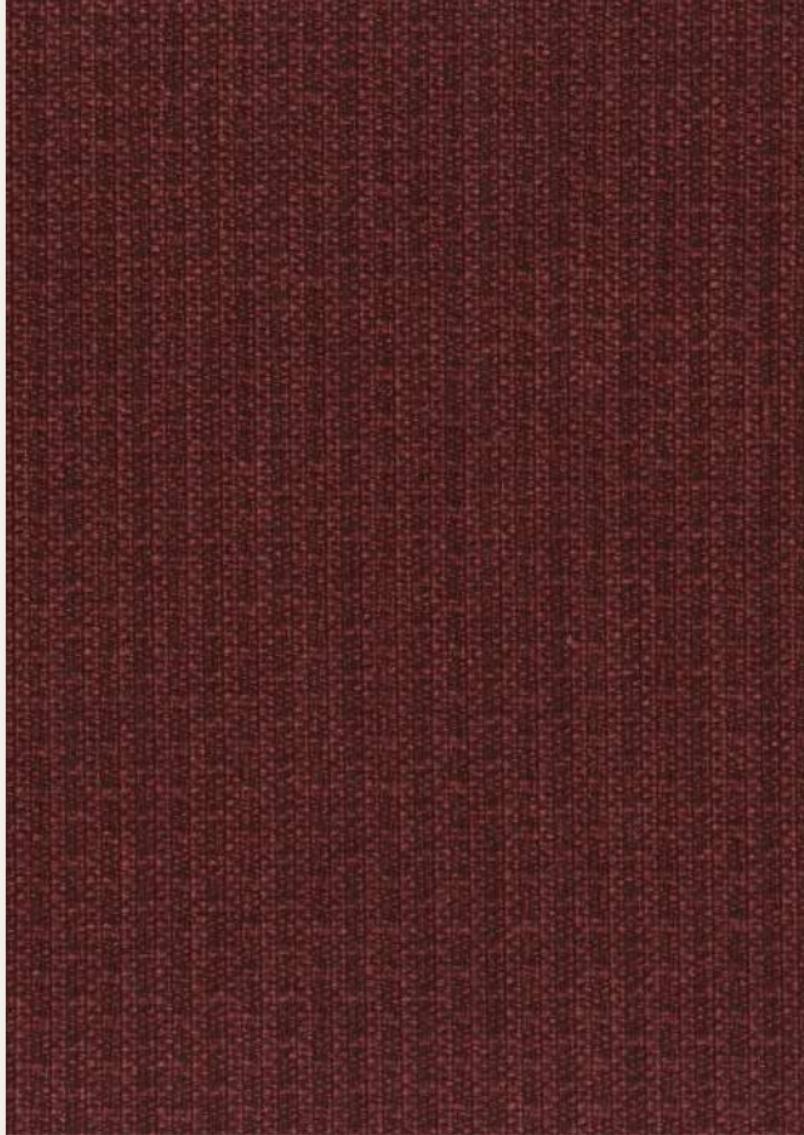
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MARGAO LINEN | MAR003



GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910

BACK



MOCHI PAISLEY | MOP003



GSM
430

COMPOSITION
Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT
90

H. REPEAT
34

HSN CODE
55169200



COROMANDEL LINEN | COL004



GSM
420

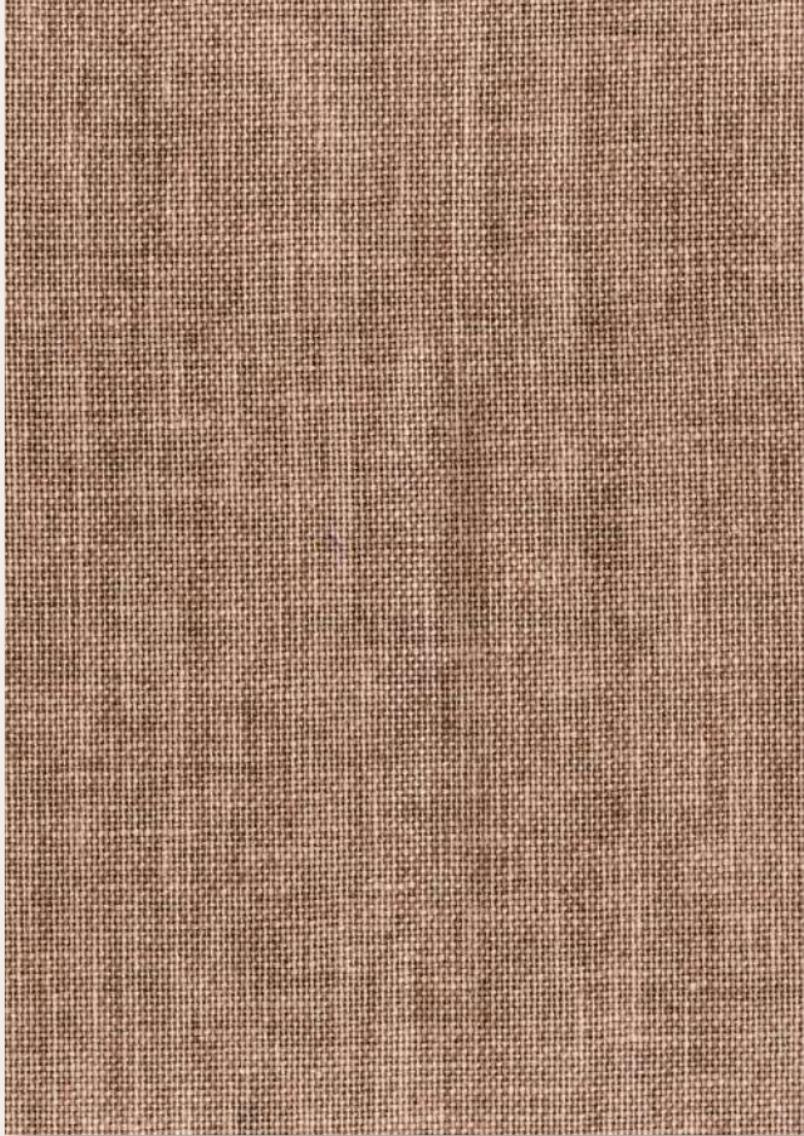
MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910



MAPUSA LINEN | MAP005



GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910



MUSSOORIE CHECKS | MUS004



GSM
415

MARTINDALE
26000

COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



VINTAGE SANGANER | VIN003



GSM
220

MARTINDALE
68000

COMPOSITION
56% Wool,
44% Polyamide

V. REPEAT
62

H. REPEAT
46.5

HSN CODE
58013690



Calcutta was
character, diversity,
romance, culture.
Calcutta was life
most intensely felt.





PERSIS LINEN | PEL001



GSM
520

MARTINDALE
45000

COMPOSITION
100% Cotton

V. REPEAT
79.2

H. REPEAT
69.5

HSN CODE
53091920

BACK



DALHOUSIE CHECKS | DAL003



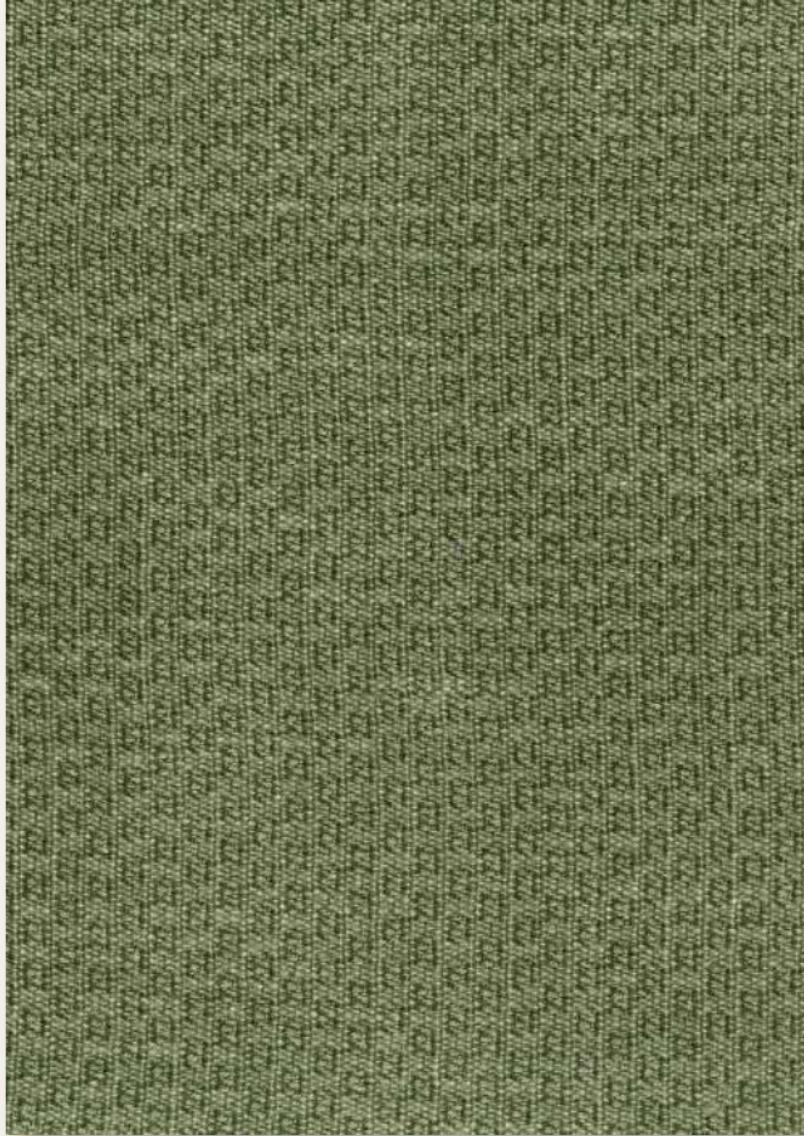
GSM
110

COMPOSITION
100% Linen

V. REPEAT
10.5

H. REPEAT
9.5

HSN CODE
53091910



MARGAO LINEN | MAR001

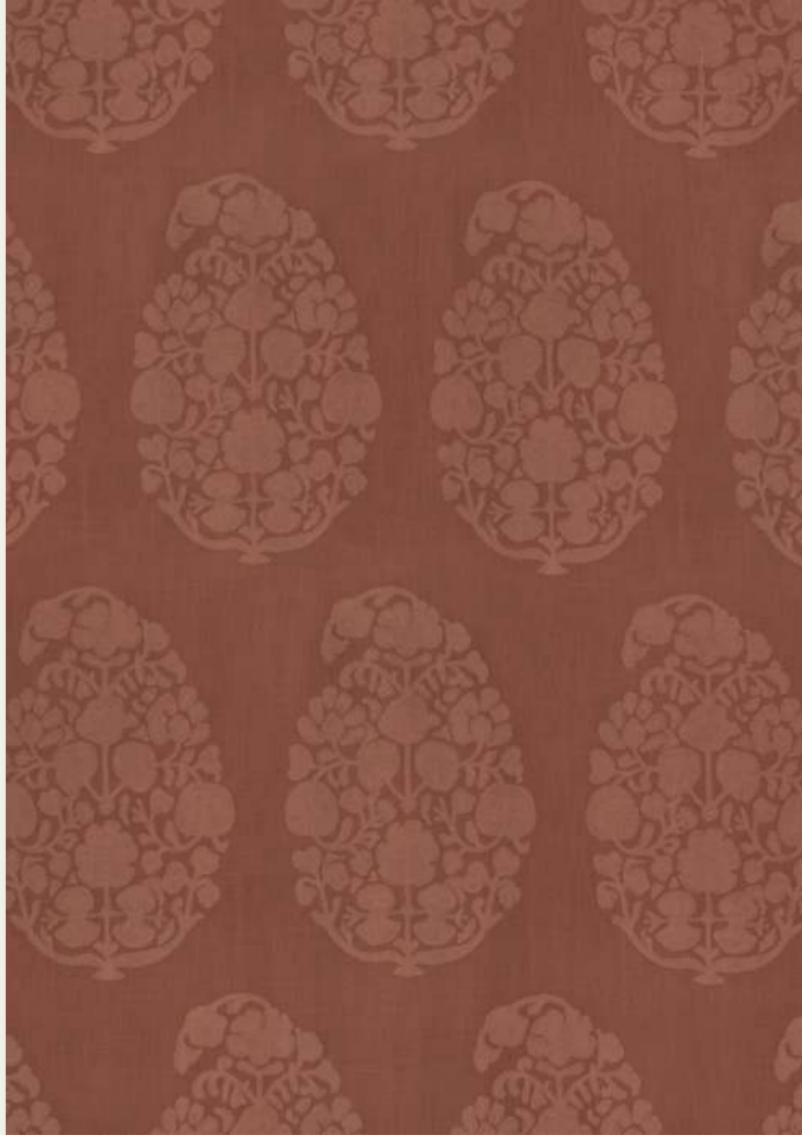


GSM
670

MARTINDALE
40000

COMPOSITION
63% Linen, 37% Viscose

HSN CODE
53091910



MOCHI PAISLEY | MOP005



GSM
430

COMPOSITION
Base- 70% Viscose, 30% Linen,
Emb- 100% Cotton

V. REPEAT
90

H. REPEAT
34

HSN CODE
55169200



COROMANDEL LINEN | COL003



GSM
420

MARTINDALE
20000

COMPOSITION
100% Linen

V. REPEAT
69.3

H. REPEAT
135.5

HSN CODE
53091910

BACK



MUSSOORIE CHECKS | MUS003



GSM
415

MARTINDALE
26000

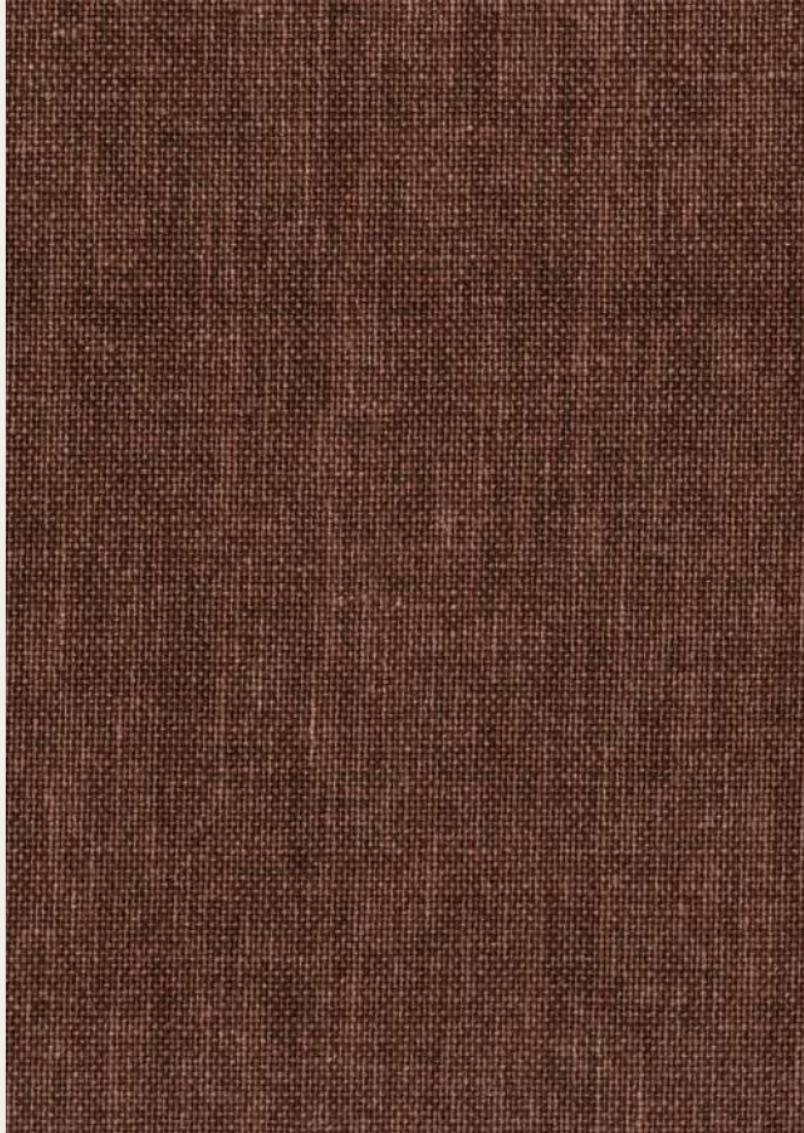
COMPOSITION
100% Linen

V. REPEAT
19.5

H. REPEAT
17.6

HSN CODE
53091910

BACK



MAPUSA LINEN | MAP004



GSM
428

MARTINDALE
15000

COMPOSITION
100% Linen

HSN CODE
53091910

BACK



VINTAGE SANGANER | VIN002



GSM
220

MARTINDALE
68000

COMPOSITION
56% Wool,
44% Polyamide

V. REPEAT
62

H. REPEAT
46.5

HSN CODE
58013690

DESIGN	COROMANDEL LINEN	DALHOUSIE CHECKS	KAMALIKA LINEN	MAPUSA LINEN
WIDTH	140.5	144.5	142	142.5
COMPOSITION	100% Linen	100% Linen	100% Linen	100% Linen
HSN CODE	53091910	53091910	53091910	53091910
GSM	420	110	420	428
HORIZONTAL REPEAT	135.5	9.5	11.5	N/A
VERTICAL REPEAT	69.3	10.5	19.4	N/A
MARTINDALE	20000	N/A	20000	15000
WASH CARE				
END USE				

WASH CARE

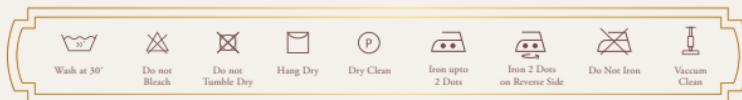


END USE



DESIGN	MARGAO LINEN	MOCHI PAISLEY	MUSSOORIE CHECKS	PAHALGAM PAISLEY
WIDTH	134	144	145	140
COMPOSITION	63% Linen, 37% Viscose	Base- 70% Viscose, 30% Linen, Emb- 100% Cotton	100% Linen	100% Linen
HSN CODE	53091910	55169200	53091910	53091910
GSM	670	430	415	420
HORIZONTAL REPEAT	N/A	34	17.6	34
VERTICAL REPEAT	N/A	90	19.5	94.5
MARTINDALE	40000	N/A	26000	20000
WASH CARE				
END USE				

WASH CARE



END USE



DESIGN	PERSIS LINEN	SONCHADI LINEN	VINTAGE SANGANER
WIDTH	144	141	143
COMPOSITION	100% Cotton	45% Linen, 29% Jute, 22% Polyester, 4% Polyamide	56% Wool, 44% Polyamide
HSN CODE	53091920	55169200	53091910
GSM	520	530	220
HORIZONTAL REPEAT	69.5	3.4	46.5
VERTICAL REPEAT	79.2	STRIPE	62
MARTINDALE	45000	N/A	68000
WASH CARE	      	   	   
END USE	  	  	  

WASH CARE



END USE





DESIGN	RRP (Without GST)	GST	RRP (With GST)
COROMANDEL LINEN	7000	350	7350
DALHOUSIE CHECKS	3800	190	3990
KAMALIKA LINEN	7000	350	7350
MAPUSA LINEN	3045	152	3197
MARGAO LINEN	7500	375	7875
MOCHI PAISLEY	5800	290	6090
MUSSOORIE CHECKS	5200	260	5460
PAHALGAM PAISLEY	7000	350	7350
PERSIS LINEN	6800	340	7140
SONCHADI LINEN	7500	375	7875
VINTAGE SANGANER	4700	235	4935

