

# Introducing **EARTHICA**

FEATURING HAND MADE FASHION FABRICS – DRESSES – SAREES & MORE

## **CLUSTERS OF INDIAN HANDLOOM UNDER ONE ROOF**

**Hyderabad, 3<sup>rd</sup> August 2019**

### **UN-MACHINE YOUR WARDROBE**

In this age of heavy urbanization, industrialization and mass production, many artisans are unwillingly taking to other forms of employment to earn their livelihood. When all their life, all what they have done is learning an art form and practicing it with pride, their lives become unimaginable when they have to abandon their art – an inherited yet hard earned identity. The reasons for this shift is either a decrease in demand for their art (due to mundane products / machine made copies) or exploitation by the trader. In such a scenario, Earthica travels to the interiors of the planet, understands the work of these artisans, provides them support in the form of contemporary designs, pays them a fair price, encourages them to practice their art and enables them stand for what they want to do.

We make sure we provide recognition to the artist we work with, in this process we have invited them to be our chief guests for the launch. They will have the opportunity to meet the customers, get media attention and understand the impact of their work. The word artisan has a greater meaning to it, than perceived to be and we want that to be understood even by our customers.

**Social entrepreneurs Priyanka Kondaveeti and Kondaveeti Sudhamshu** are the Founders of Earthica. Mentored by Handloom enthusiast and avid **sustainability protagonist, Manjula Reddy.**

Priyanka Kondaveeti is an MBA from XLRI and has foregone an escalating career in Corporate to follow her passion in enhancing the standards of Handloom and the fraternity associated with it. She heads Team Earthica, an enthusiastic team of Designers and Story tellers.

Priyanka “Recognizing the effort that goes into making each individual article or garment is something machines and mass manufactured products is the need of the hour”

“We are here to Unmachine the wardrobe of every individual who is aware of the difference it can create, while doing so we want to be equally trendy and fashionable”

**Sudhamshu** heads their Media and Marketing team.

Sudhamshu - "Team Earthica is a bunch of people passionate about bringing the stories associated with these handcrafted articles to the households they reach, In order to do that it is important that we create a sense of empathy towards these artists"

"Anything handmade for me, is as momentous as a mother feeding her child with her hands; Something like that is unparalleled"

Manjula Reddy, handles the production and procurement. She is an Organic farmer, who's passion towards nature is the key motivation for Earthica to be founded.

Manjula Reddy - " It is important for us to be aware of the footprint we create and to understand what kind of standards we set for our future generations. Clothing waste ranks second in the dumpsters of today's world, In order to change that we need organizations which strive towards sustainability"

### **About Earthica**

Earthica in Banjara Hills, is a store that draws you in with its modern colors in traditional and authentic fabrics. Our products, have a flavor of Indian contemporary, ranging from Sarees, Kurtis, Pants, Dresses, Dress materials and accessories, all of which highlight the essence of hand work done by artisan clusters from throughout the country. One can find a bright collection of Sarees in styles of Jamdhani, Ikat, Ajrakh, Dabu Tussar and Chanderi; Kurtis both short & long in handwoven pure cotton and Khadi stylized with embroidery and block prints in serene and earthy palette. What also draw attention are a huge array of accessories like handmade crochet and silver jewellery, bags and footwear that have beautiful Kutch patchwork and Lambani designs and silk & cotton dupattas/stoles with hand embroidery, Jamdhani and Ikat details.

Team Earthica has also worked with weavers in the interiors of Kota to bring to the shelf a range of handwoven luxury Kota sarees in lovely pastel shade combinations with handwoven Zari motifs on the saree and blouse . Also interesting are a range of ikat Telia rumaals in both silk and cotton. You should also not miss the Pooja sarees - a range of ancient silks from Karnataka on a mode of revival by Team Earthica.

Soon to be launched are a unique range of easy and simple silhouettes in handspun handwoven Khadi for women on the go. Also in store would be hand embroidered Khadi kurtas and pants to help women choose a range of conscious fashion and make a statement at their kitty parties or shopping strolls!

The store which is accentuated by natural jute ropes and greenery with a working loom prototype and charkha is a good place for handloom lovers to visit and meander.