

## Aadyam Handwoven Launches New Sari and Home Décor Edits in Bengaluru

Published on 28 Aug 2025 | By IFI Correspondent



### Aadyam Handwoven Launches New Sari and Home Décor Edits in Bengaluru

In the ever-evolving world of luxury fashion, **Aadyam Handwoven** has carved a niche for itself by weaving together heritage, craftsmanship, and social impact. The Bengaluru-based not-for-profit label, founded in 2020, has just announced the release of **two exquisite new edits—a sari collection and a home décor line—set to launch this weekend in the city.**

### Keeping Tradition Alive with a Modern Lens

What makes Aadyam special is not just its aesthetic, but its commitment to artisan communities across India. By collaborating with weaving clusters—from the pashmina masters of Kashmir and ikkat specialists of Pochampally to the brocade artisans of Varanasi and looms of Bhuj—the brand ensures that looms run **365 days a year**, creating year-round employment and sustainable livelihoods for craftspeople.

The label has already caught the attention of discerning fashion lovers and celebrities alike, with **Shefali Shah, Tillotama Shome, and Kalki Koechlin** spotted in its elegant drapes.

### The New Sari Edit

The sari edit takes inspiration from **three culturally rich landscapes:**

- **Chandigarh:** Symmetric grids and architectural lines reinterpreted into woven patterns.
- **Sunderbans:** Tropical flora and fauna transformed into vibrant textile motifs.
- **Chettinad:** Spanish and French tiles from old Chettinad mansions brought alive through intricate designs.

Each sari is a blend of storytelling and craftsmanship, fusing India's cultural diversity into handwoven elegance.

### The Home Décor Edit

The home collection celebrates nostalgia and artistry through **table linen, cushions, runners, dhurries, and hand-knotted carpets**. Inspired by **vintage wallpaper motifs** and **'60s geometric patterns**, the line captures both tradition and modern comfort.

All products are crafted in **natural yarns**—cotton, silk, linen, pashmina, and merino wool—with occasional use of **Kutchi wool and brown cotton**, ensuring sustainability at the heart of design.

## A Brand with a Purpose

Led by **Manish Saxena**, who oversees both design and business direction, Aadyam continues to prove that **luxury fashion can drive social good**. With its latest launches, the label not only offers finely designed saris and homeware but also reinforces its mission to protect and promote India’s weaving heritage.

As Bengaluru gears up for this launch, fashion and design enthusiasts can expect a collection that is as much about **cultural storytelling** as it is about **luxury living**.

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.