

Kachchi Mitti Brings India's Handloom & Craft Heritage to Chennai

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Kachchi Mitti Brings India's Rich Handloom and Craft Heritage to Chennai

Chennai / National – The city of Chennai is playing host to an extraordinary celebration of India's artisanal heritage, as **Kachchi Mitti** unveils a curated showcase of over **23 handpicked labels** featuring authentic weaves, timeless textiles, and handcrafted treasures from across the country. From handwoven saris and eco-printed apparel to bamboo jewellery, chikankari embroidery, and block-printed menswear—the exhibition is a living tribute to India's craft traditions.

A Tapestry of Craft Stories

"Kachchi Mitti has always aimed to take authentic Indian crafts beyond regional boundaries," says **Sanchita Ghosh**, founder and curator. "Chennai has a vibrant community that values handloom, sustainable fashion and artisanal work, making it the perfect city to showcase diverse textile traditions."

This edition draws from craft-rich regions such as **Bengal, Assam, Varanasi, Gujarat, Lucknow, Karnataka, and Rajasthan**, with highlights including Assamese weaves on pure muga, tussar, and cotton; Bengal jamdani on khadi and matka; ajrakh dresses, lambani tribal embroidery, Lucknowi chikankari, eco-prints, and much more.

More Than Just a Showcase

At its heart, Kachchi Mitti is rooted in a deeper philosophy of **sustainability and cultural preservation**. "Our vision is simple—celebrating authentic Indian crafts and heritage weaves. We curate handpicked brands and bring them together under one roof so visitors can connect directly with artisans, discover sustainable choices, and experience timeless, slow fashion," says Sanchita.

Visitors can explore not only apparel but also **hand-smocked kidswear, home linen, hand-dyed fabrics, and statement accessories**—all designed with tradition in mind, yet aligned with the needs of today's conscious consumer.

Highlights from the Showcase

Among the standout labels this season:

- **Hastkaar** – Ajrakh wear
- **Mahua** – Hand-painted saris
- **Red Ochre, Naksha, Soorih** – Contemporary handloom experiments
- **Sandur Kushalakala Kendra** – Lambani embroidery
- **Bambou & Bunch** – Bamboo jewellery and Kutchi jackets
- **Indikaari** – Block-printed menswear
- **Earth Route** – Jamdani dresses
- **Triparna** – Hand batik
- **Haider Handicrafts** – Lucknowi chikankari
- **Nira** – Eco-prints

A Cultural Immersion

For Chennai's handloom enthusiasts, the exhibition is **more than a shopping event—it's an immersion into India's living traditions**, offering a rare opportunity to connect with weavers, artisans, and craft stories that continue to define the country's cultural fabric.

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