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Meet Mayank Bhutra: The Young Designer Reviving Erode's Iconic Jammakaalam Weave for the World

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Meet Mayank Bhutra: The Young Designer Championing Erode's Iconic Jammakaalam Weave

Though **Erode Clothing** remains a modest presence in India, its designs have quietly travelled far — finding admirers in the fashion capitals of **Paris, New York, and Milan**. At its helm is **25-year-old designer Mayank Bhutra**, whose mission goes beyond style — it's about survival, revival, and pride.

Rooted in Heritage, Inspired by Home

Born in **Rajasthan** and raised in **Erode, Tamil Nadu**, Mayank identifies deeply as a Tamilian at heart. His childhood soundtrack was the rhythmic clatter of handlooms — a sound that once felt like noise but now resonates as heritage.

"The weavers' looms were once a background hum," he recalls. "Today, they're music — the pulse of Erode's culture."

The son of a textile manufacturer, Mayank had no formal education in design or textile arts. What he did have was **passion** — and that, he insists, was enough.
"Sometimes, passion is all you need," he smiles. "My goal isn't just to design with jammakaalam, but to empower the people behind it."

Reviving a Dying Craft

The **Bhavani jammakaalam**, named after the river and the village on its banks, is a **GI-tagged** handwoven carpet steeped in Tamil history. Known for its thick weave, bold stripes, and unmatched durability, it's a household staple — used for weddings, prayers, or even afternoon naps.

Yet, this thousand-year-old craft is on the brink of extinction. As modern textiles flood the market, younger generations are abandoning weaving for more lucrative work.

Mayank's response was clear — to **preserve the soul of Erode's weaving tradition** and make the world fall in love with it again.

Erode Clothing: Where Tradition Meets Global Style

Founded during the pandemic, **Erode Clothing** was born out of empathy and urgency. "I saw how the pandemic devastated the weaver community," Mayank says. "Orders stopped coming in. Families struggled. That's when I decided

I couldn’t just watch — I had to act.”

His approach was simple yet powerful: take an ancient fabric and reinterpret it for a global audience. The results have been extraordinary.

In 2023, a jammakaalam shirt from Erode Clothing was spotted on **Tan France**, star of Netflix’s *Queer Eye*. Back home, **Sobhita Dhulipala** also lent her support by donning one of Mayank’s creations.

“Seeing someone like Tan France wear something handwoven in Erode—it wasn’t just a win for the brand, it was a win for every weaver whose hands brought that fabric to life,” Mayank reflects.

A Single Focus: The Weave That Speaks

Unlike many contemporary labels, Mayank isn’t chasing seasonal trends or experimenting with multiple textiles. His focus remains razor-sharp — **to spotlight one iconic weave and its makers**.

His latest collection, **“Co-rvai”**, pays homage to the **native cowboys of Erode**, reflecting their grounded resilience and untold stories. “The collection is raw, honest, and deeply connected to the land,” he says.

Beyond Fashion: A Movement for Conscious Design

At its core, **Erode Clothing** isn’t just about clothes — it’s a call to resist fast fashion and embrace **conscious craftsmanship**.
The brand stands as a reminder that every thread tells a story, and every weave carries generations of artistry and struggle.

“Erode has given me everything,” Mayank says. “Now it’s my turn to give back — to make sure the jammakaalam doesn’t just survive, but thrives.”

A Future Woven with Purpose

From the humble looms of Tamil Nadu to the glossy runways of Europe, **Mayank Bhutra’s journey** is proof that innovation doesn’t always mean invention — sometimes, it means **remembering where we came from**.

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