

Nerige Story: Where Indian Craft Meets Contemporary Cool

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Step into the world of **Nerige Story**, and you're instantly immersed in a space where **heritage and modernity** converse in colour, texture, and emotion. Founded in **2019 in Bengaluru** by the visionary husband-and-wife duo **Pooja Nadig and Shashank Sivapurapu**, the label transcends the idea of fashion — it is, at its heart, a **living narrative** of craft and character. Every piece feels like a personal story, lovingly shaped by hand and guided by instinct.

"We don't just design clothes — we breathe life into fabric," says Shashank. That philosophy is woven through every thread of the brand's aesthetic. From the humble salwars Pooja wore to college to now crafting statement **blouses, saris, and menswear**, Nerige Story's evolution has been organic, fearless, and deeply rooted in self-expression.

At first glance, **saris** were their natural canvas — fluid, timeless, and undeniably Indian. But as the brand matured, that reverence extended seamlessly to **shirts and kurtas** in their debut men's collection. The result? A line that's both versatile and visionary.

A Dialogue Between Fabric and Form

Every Nerige Story creation invites you to pause — to appreciate the artistry hidden in the details. **Playful flaps, contrast sleeves, unconventional pockets**, and fabric highlights turn each garment into a tactile experience. "We wanted to revive forgotten details — the drama of an '80s collar, the nostalgia of a hand-block motif — and reinterpret them for today," explains Shashank.

The collection merges **Ajrakh and Sanganeri block prints** with **handwoven ikat**, creating an unexpected harmony between textures. It's a dance of heritage and innovation — where traditional craft meets modern silhouette.

The Soul of Indian-ness, Reimagined

"Our Indian fabrics and their sheer versatility have been the heart of this collection," says Shashank. "Every fabric is **block-printed by hand** — touched, created, and perfected by real people. I wanted to bring that human connection to life while keeping the soul of Indian-ness intact."

This sentiment is what makes Nerige Story so special — it treats **craft as conversation**, not nostalgia. Through this men's edit, the label invites wearers to experience the warmth of Indian handwork in everyday fashion. "Our textiles shouldn't be reserved only for festivals or occasions," Shashank adds. "They can be as expressive, contemporary, and fashionable as anything in fast fashion — maybe even more so."

With its **vivid shirts, reimagined silhouettes**, and reverence for craftsmanship, Nerige Story's menswear debut celebrates individuality while staying firmly grounded in the legacy of Indian textiles.

It's not just clothing — it's a statement of cultural confidence.

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