

At designer Shravan Kummar's studio, the story is in the weave

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In the heart of Hyderabad, the studio of designer Shravan Kummar stands not just as a workspace, but as a living archive of Indian textile heritage. His approach shows that fashion is more than silhouette—it's about the story which weaves into each thread. Kummar's body of work emphasises that the fabric carries the narrative just as much as the cut of a garment.

The weave as storyteller

Kummar's philosophy hinges on the idea that traditional crafts and hand-loom weaves are not relics to be preserved in amber, but living, evolving stories. He works with hand-loom clusters across India, adopting ancient techniques and reinvigorating them with contemporary design sensibilities. One source describes how “most of the hand-loom crafts that I revive are stories in the warp and weft that I want to explore.”

Craft, heritage and sustainability

Kummar's design practice runs on multiple intersecting axes: craft revival, sustainability, artisan-cluster support and design storytelling. For instance:

- He uses hand-powered looms, organic threads and natural dyes, rather than heavily automated processes.
- He engages with weaves from across India — such as Kalamkari, Mata Ni Pachedi, Ikat, Patola and silks from lesser documented clusters.
- He has recently developed a label (Old Soul Fashion) that explicitly frames craftsmanship for a global audience while rooted in Indian weaves.

Thus his studio is not simply about aesthetics—it is about values: identity, sustainability and heritage.

The studio: a space of revisiting & re-imagining

Inside Kummar's studio, the 'story in the weave' plays out in practical ways. The studio becomes a nexus where the past meets the present.

For example, lesser-known weaves such as those from Hampi or Solapur are being revived under his direction.

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