

## Akola Entrepreneur Vandana Sarag Revives the Nauvari Saree

Published on 06 Nov 2025 | By IFI Correspondent



In the city of Akola, Maharashtra, Vandana Sarag founded her label, Samruddhi Creation, in 2007 after completing a diploma in dress-designing and manufacturing. The boutique was born not merely to sell clothes but to re-imagine the traditional Maharashtrian Nauvari saree—making it accessible, wearable and stylish for today’s women.

### Reinventing a Traditional Icon

Sarag and her team specialise in ready-to-wear Nauvari sarees—specially stitched versions of the nine-yard drape that preserve the look of draping while offering comfort, ease and modern appeal.

She says these stitched versions allow women to don the look of a master-draped saree without spending time or effort on complex pleats. The boutique also supplies a range of traditional Maharashtrian outfits, shawls, temple-jewellery and men’s attire.

### Impact & Women-Empowerment

By focusing on regional craft and traditional dress, Samruddhi Creation contributes to sustaining local textile culture and provides employment and tailoring opportunities—especially for women. Vandana often emphasises that building the team is as important as building the business.

### Looking Ahead

With craftsmanship, tradition and wearability at its core, the boutique is positioned to reach beyond its regional roots and appeal to a broader audience. The challenge ahead: balancing authenticity with scalability while preserving the cultural value of the Nauvari drape.

For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)