

Sheena Sood's Abacaxi: Craft, Regeneration & Everyday Elegance

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Sheena Sood's journey to founding *Abacaxi* began with her deep fascination for texture, colour and movement. What started as painting on fabric soon evolved into a profound exploration of fibre-to-fabric processes. Her artistic background continues to inform her design sensibility — she treats each garment like a living canvas, one that tells a story of identity and heritage.

Transitioning from surface art to full-fledged textile creation, Sheena immersed herself in the intricacies of material sourcing and traditional craftsmanship. Over time, she established collaborations with regenerative cotton farms in Tamil Nadu and artisans in Peru, ensuring that her work reflects both ecological consciousness and cross-cultural dialogue.

Weaving Sustainability into Style

At the heart of *Abacaxi*'s ethos lies an unwavering commitment to sustainability. However, Sheena resists using the term as a trend or label — for her, sustainability is simply a way of life. Every piece embodies mindful design, from the use of natural fibres to the integration of regenerative farming practices.

By combining handwoven textiles and ethical production techniques, Sheena ensures that the brand remains grounded in authenticity. Furthermore, her partnerships empower artisans and celebrate slow fashion, showing that beauty and responsibility can coexist harmoniously.

Fashion that Adapts and Transcends

One of Sheena's defining design philosophies is adaptability. Each *Abacaxi* garment is envisioned to transcend occasions and environments — seamlessly transitioning from city streets to temple ceremonies, from baby showers to vibrant club nights. This fluidity mirrors modern life, where fashion must be as dynamic as the people who wear it.

Additionally, Sheena explores concepts like *reversibility* and *up-cycling*, creating versatile pieces that can be worn in multiple ways. This design approach encourages conscious consumption, inviting wearers to cherish and reimagine their clothes instead of discarding them.

Honouring Heritage Without Exoticism

For Sheena Sood, Indian craft is not a relic of the past — it's a living, evolving language of expression. She draws inspiration from traditional forms, but her intention is never to exoticise them. Instead, she integrates heritage techniques into silhouettes that feel current, comfortable and global.

Her reverence for the sari exemplifies this balance. Calling it “the ultimate garment,” Sheena views the sari as a symbol of timeless adaptability — a single piece of fabric capable of infinite draping possibilities. Through *Abacaxi*, she extends

that philosophy to modern clothing, merging craftsmanship with versatility.

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