

From Sarees to Global Runways: How Shravan Kumar Revived Indian Handlooms

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Shravan Kumar's journey began not in fashion, but in medicine. At 17, shortly after securing a medical college seat, a disillusioning first anatomy class pushed him to abandon the path. Instead, he followed a deep draw toward design — studying at the prestigious London School of Fashion Designing (along with further training at National Institute of Fashion Technology, Hyderabad) and launching his own label in 1993.

What started with just two tailors and a master weaver soon became a lifelong commitment to reviving India's rich heritage of handwoven textiles. Shravan treated "fashion as religion," weaving together tradition, craft and modern sensibilities.

Championing Weaves — Not Just Clothes

Shravan made it his mission to rescue fading crafts. He dove into vintage saris — some over a century old — studying their weaves, motifs, and craftsmanship. Then, working with skilled weavers, he recreated or reinvented them. In some cases, a single sari took **60–90 days and four weavers** to produce — emphasizing that these creations were not mass-produced fashion, but handcrafted heirlooms. Over time, his work included rare Indian handlooms from across the country — Narayanpet, Pochampally, Mangalagiri, Gadwal, Banarasi, Paithani, Ilkal and many more.

He also revived ancient crafts like the folk-art textile tradition Mata ni Pachedi from Gujarat, and infused traditional textiles with organic dyes and hand-loom weaving — championing sustainable, eco-friendly fashion long before it became a trend.

From Hyderabad to the World

Shravan's ambition wasn't limited to India. Over nearly three decades, his label gained international acclaim. He's showcased collections in global fashion weeks across New York, Dubai, London, Vancouver, Australia and more — bringing Indian handloom tradition to global runways.

In 2018, he earned a special honour — becoming the first Indian designer selected for the prestigious Cornell University Nixon Speaker Series. There, he spoke, lectured and hosted runway shows featuring hand-woven Indian textiles, underscoring his commitment to social responsibility, sustainable fashion and cultural heritage.

Reinvention with Every Collection

Shravan never treated handloom as a museum piece. Instead, he reimagined and re-interpreted traditional fabrics into contemporary silhouettes, while retaining their soul. Collections like Kanyaarthi (2025) celebrate femininity and Indian tradition with vivid hues, luxe hand-woven silks and modern design sensibilities — from festive saris to red-carpet worthy

gowns.

His recent womenswear collection, Bangalore to Belgium: Tassels, Threads and Tradition (2025), launched in Bengaluru, fused traditional Ilkal, Kalamkari, Mata ni Pachedi and Banarasi textiles with global ready-to-wear aesthetics — showing that Indian weaves can compete on a global contemporary fashion stage

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