

Gaurang Shah Creates a Living Museum for Indian Textiles

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Celebrated fashion designer Gaurang Shah has launched a monumental new store in the upscale Jubilee Hills area of Hyderabad — but this is no ordinary retail outlet. Sprawled across **22,000 square feet** and spread over three floors, the space doubles as a **living museum and boutique**, showcasing India's rich textile heritage alongside contemporary artisanal fashion.

Heritage Meets Modern Retail

From the moment visitors approach the store, they are greeted by design choices that honour India's craft traditions. The boundary wall — painted with a textured vermilion-cement mix using kumkum — sets a tone of artisanal intention. The façade blends indigo and turmeric hues, evoking natural-dye traditions, while a striking black-on-white “Tree of Life” mural — a recurring motif in Shah's work — adorns the exterior, signaling the store's deeper ethos.

Inside, each floor is carefully curated around a different aspect of Indian textiles and design:

- **First Floor:** Displays a collection of saris and fabrics — many suspended from nine-foot ceilings — as nearly pictorial murals. The showpiece: a grand **57 ft x 12 ft Kalamkari panel**, created by a single artisan over two years, featuring mythological scenes and floral motifs in traditional natural dyes.
- **Second Floor:** Dedicated to ready-to-wear womenswear, this level celebrates regional embroidery techniques — from petit point and mochi stitch to phulkari and kantha — reinterpreted for modern silhouettes.
- **Third Floor:** Focused on menswear and home décor, featuring a range of Jamdani weaves from different Indian regions, along with textile-inspired home furnishings and décor motifs drawn from Mughal architecture and nature.

Shah calls the space a “living museum” — a canvas that honours both traditional crafts and contemporary interpretations. Unlike typical museums, none of the textiles are behind glass: visitors are encouraged to touch, feel, and experience the fabrics firsthand. Everything displayed is also for sale — blending heritage respect with everyday accessibility.

Why This Store Matters

This ambitious store by Gaurang Shah isn't just about fashion — it's a cultural statement and a tribute to India's artisan communities. It shines light on weaving and embroidery traditions from across the country, many of which risk fading in the age of fast fashion. By bringing rare weaves and handmade craftsmanship to a modern retail context, the boutique encourages appreciation and support for India's textile heritage.

For customers and craft lovers alike, the store offers an immersive — visual, tactile, and aesthetic — experience. It transforms shopping into an exploration of India's textile legacy, presenting clothing, art, and home décor as wearable and livable heritage.

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