

Tharangini Celebrates Legacy with “Hand-Block Your Date” Campaign

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Tharangini Studio, one of India's oldest and most respected hand-block printing ateliers, has launched a new feature titled “Hand-Block Your Date,” showcasing its enduring commitment to sustainable craftsmanship and timeless textiles.

A Living Legacy of Craft and Conscious Fashion

Founded in 1977 by pioneer artisan Lakshmi Srivathsa and now helmed by her daughter Padmini Govind, Tharangini Studio remains a rare artefact of traditional block-printing in the rapidly modernizing city of Bengaluru. Over decades, it has preserved a vast archive of wooden printing blocks — among the largest in India — enabling a blend of heritage motifs and contemporary design expression.

The latest campaign emphasises the studio's roots in eco-friendly, slow textile production — using organic, GOTS-certified dyes, natural fibres, and water-conscious printing methods.

More Than Textiles — An Ethical Ecosystem

Tharangini is deeply committed to ethical labour practices and social impact. Its artisans — some working with the studio for over four decades — are acknowledged as part of an extended family. The studio offers fair wages, social security benefits, and even profit-sharing.

Beyond production, Tharangini engages in outreach: training underprivileged women, physically challenged individuals, and specially-abled artisans at autism centres — offering them skills in block-printing and contributing to livelihood opportunities.

Craft Meets Conscious Consumerism

Through “Hand-Block Your Date,” Tharangini seeks to connect with fashion- and environment-conscious consumers who value craftsmanship, sustainability, and authenticity over fast fashion. The studio maintains that each hand-printed piece is more than a garment — it's the result of hours of artisan skill, mindful materials, and a tradition that respects people and planet.

With a legacy of over four decades and a global clientele spanning fashion and home-textile brands, Tharangini stands as a living example of how traditional crafts can thrive even in today's fast-paced textile industry — without compromising ethics, sustainability, or aesthetic integrity.

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