

‘Taavi’- Myntra’s multi-cultural lifestyle brand gives traditional Indian textile arts and crafts a modern avatar

The brand has connected with over 1300 artisans directly and indirectly through NGOs to support languishing crafts

Bengaluru, August 19, 2019: Taavi, a multi-cultural lifestyle brand, launched by Myntra with a vision to uplift traditional Indian textile crafts, has so far connected with over 1300 artisans from 7 states. The brand adapts traditional crafts into modern fashion sensibilities, making them more relevant to the Indian youth and brings the consumer closer to the bigger cause of revival of Indian crafts.

Taavi’s ideology is to provide solutions to individuals, who are modern, yet rooted to the traditions. The collection for women and men offers signature styles that range from unique textiles to traditional crafts of Indian heritage, allowing customers to make a lifestyle statement. As a concept, Taavi is aiding in the rejuvenation of the languishing form of traditional Indian fabric design and process by complementing it with a modern fashion identity and exposing it to a new and wider market, through Myntra’s unparalleled reach.

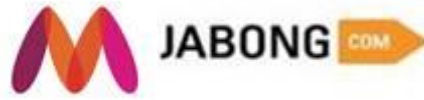
The brand has been working directly with local artisans and through NGO’s, from multiple states across the country. Key associations include the Jamdaani weavers and Kantha artisans in Kolkata and the Sambalpuri Ikkat artists from Orissa. Leading NGO’s include, *Industree Bangalore* – a women’s empowerment organization in Karnataka and *Diya Kumari Foundation* – a philanthropic social outreach initiative for the upliftment of the underprivileged women and girls, in Rajasthan. Some of the crafts that Taavi has already worked on, include, Indigo, Ajrakh, Kalamkari, Ikkat, Handloom, Bagru, Dabu, Gold Khadi, Kantha, Sanganeri Print, Lambani, Kasuti, Shibori and Kota Doria.

With an average selling price of INR 1200 – 1400, the brand currently provides over 400 options in apparel, for both men and women and plans to launch footwear and home category in the coming seasons. Major attractions in the women’s range include, hand block prints and handloom fabric garments, covering kurtas, dresses, skirts, salwar-kameez-dupatta and tops, while the men’s range includes, shirts and kurtas.

Amar Nagaram, Head, Myntra Jabong, said, “As a brand, Taavi, is an embodiment of the rich cultural history of India, especially our textile and handicrafts sector, that have for ages attracted and defined our legacy. By combining both, Indian and western traditions into a silhouette, the brand has given a new flavour, a new beginning, to our traditional art and craftwork, while providing opportunity to the artisans to revive their skills and nurture the industry. Myntra’s vast reach also enables their creation to reach a much wider market.”

In the next two seasons, the brand plans to launch Bujodi shawls, Kutchi work, Applique work, Bagh print, Lehariya, Bandhani, Madhubani, Chikankari, Phulkari embroidery and Toda work, while also working with more artisans in hand spun fabrics and block printing techniques.

About Myntra and Jabong:



Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.

CONTACT DETAILS:

Myntra: Priyanka Waghre | +91 9886729295 | priyanka.waghre@myntra.com

Torque Communications: Richa Sheth | +91 9986241443 | richa@torquemail.com