

2. 1ND Exp 29/7/05 Limelight

Ethnic Threads



Deshpande at her shop Banjaras Pret Sotoz

NEETA DESHPANDE, Banjaras

The 14-year-old clothing enterprise on FC Road, that gave Pune its first taste of cotton wear, 'Banjaras' moved to its current location in Aundh five years back due to heavy demand from residents of this suburb. "I like to work with natural fabrics and wanted to create a one-stop shop for cotton clothing," says Deshpande who introduced her men's line 'Just For Men' over two years ago. Her pret line 'Banjaras Pret Sotoz' was launched just six months back. On offer are kurtis, wrap-arounds, halter-tops, sarees and dress materials in cotton and silk cotton blends in cotton wear.

USP: Indian, western and kids western fusion wear in handcrafted cotton, silk-cotton and jute blends. Also offers value-addition on her pret line like mirror-work, zardosi, sequins, etc.

Hot picks: "There is a huge market for cotton wear and kurtis sell the most," says Deshpande.

Shell out: Kurtis-Rs.350-Rs.500, wraps- Rs.300-Rs.450, Rs.800 upwards, cotton sarees-Rs.60-Rs.300.

Current working on expanding her kids line and also introducing Indo-western formal wear post-Ganpati festival.