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Pune Times

Natural ethnicity

It's that time of the year when you dress up and head out shopping after a stressful day. With the exams over, Banjara's, the popular fabric store in Aurdh is having its annual midnight sale. Entrepreneur NEETA DESHPANDE, the brain behind Banjara's, is planning to have a multi-choice range of fabrics right from a Maheshwari to Mangalgiris. The whole place is going to be lit up and

tells us. "We are planning to have a multi-choice range of fabrics right from a Maheshwari to Mangalgiris. The whole place is going to be lit up and

to an Ikkat or block printed cottons to Mangalgiris. The whole place is going to be lit up and

it will be a typically post-Holi festive mood."

Banjara's is a store known for its diversity and individuality. Neeta explains that the fabric

is manufactured by over 200 craftsmen in 12 states all over the country, but not before heavy

research and travelling into the interiors. At any time, one has the option of choosing fabric

from over 50,000 meters of cloth. You could choose a Maheshwari from Madhya Pradesh or

block prints from Rajasthan. From Rs 70 per meter to Rs 200 per meter, the prices are afford-

able. Padmini Kolhapuri, Kimi Katkar and Anupam Kher are a few names who are regulars

in her list of clientele. Neeta attributes her success to the fact that she constantly updates her

clients. "India has a tropical climate, so I feel that natural fabrics will never be out of fashion,"

muses the designer. In the future, she plans to explore the eastern states to set up a base. "I aim

at promoting the handloom industry. A popular misconception is that the only natural fabric is

Khadi. You cannot compare Khadi to an exquisite Ikkat or an intricate Maheshwari. That is

probably why such handlooms have not been promoted to their potentials."

So if you're looking for some natural fabrics, Banjara's might be the

place to visit.

HORMAZD NARIELWALLA



PHOTO: HARPREET BACHHER, STYLIST: HORMAZD NARIELWALLA, MAKE-UP: SACHIN SAMANT, HAIR: KAIZEEN BUHARWALA, JEWELLERY: OM. MODEL: SHARI

RHAPSODY OF COLOURS: Fabric house Banjara's is all set to launch their annual mid-night sale. From khadi to maheshwari the store showcases a vibrant collection. See page 3



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