









## TABLE OF CONTENTS

BRAND BOOK

2024

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### INTRODUCTION OF THE COMPANY

Our odyssey of bringing the passion of handicraft, fashion and accessories began in 1992 when our founders were awestruck with the beauty of Kashmiri traditional arts, embroidery and designs. Retaining the essence and intricacy of heritage Kashmiri handicraft, we built the foundation of a new fashion with a fusion.

From Kashmiri Pashmina Shawls & Wraps including Kalamkari, Kani, Papier Mache, Jamawars, Sozni, Zari, Space Dye, Ombre, Reversible, we forayed in the ethnic world of Dresses, Designer Salwar Suits, Sarees, Capes, Embroidered Coats & Jackets. Our designs have marked the tradition of ethnic couture, infusing with it the contemporary hues of fashion.



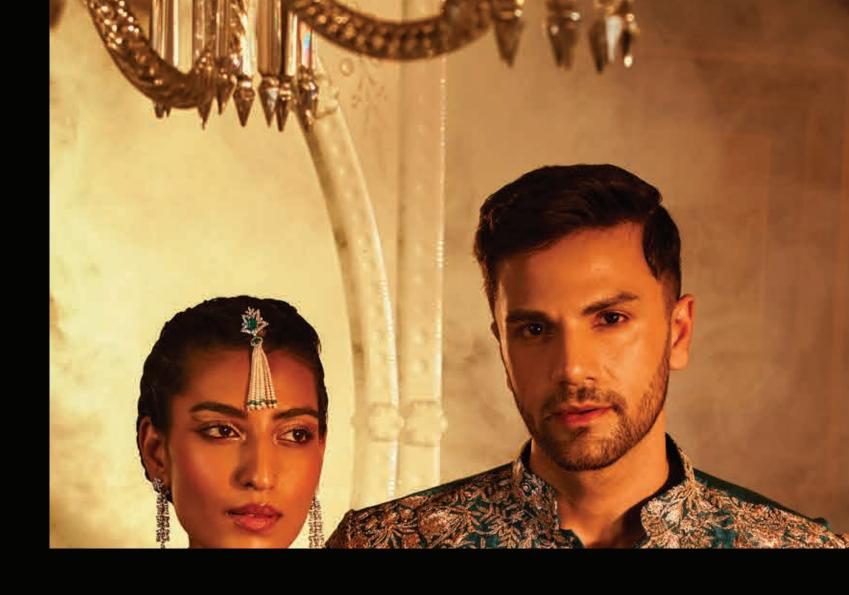
### MISSION

Our endeavor is to bridge the gap between the enduring authenticity of past and modernity of the present. From heirlooms that once enchanted the quaint life of the valley, we weave the threads that binds cultures and hearts together.

### VISION

We carry forward the legacy of authentic Kashmiri fashion that stands true to its roots, culture and ethos. The artistry of Kashmir with its intricate work, fusion of colours and elements that weave the story of its serene landscapes, pristine beauty and age old tradition finds its way into our designs. We are poised to bring the richness of true Kashmiri couture making it accessible to everyone.





### BRAND VALUES

We place our values in nurturing trust with the finest quality. We take immense pride in bringing the aesthetics and art of the artisans to you with our designs. We believe in sustainable growth of celebrated heritage with love.





BRAND Hony



Many decades ago our founder, Jaspreet Singh Bahri, visited a small village in Kashmir called Budgam. Witnessing the incredible talent and artistic skill of the indigenous people, he began a journey to bring the creativity of these artisans to the world while providing them with a sustainable livelihood.

In 1992, Angad Creations commenced business, founded on the principles of quality, integrity, compassion and built a brand on a passionate belief that each artisan's vision has value that is worthy of sharing the stage with that of the greatest world-renowned artiste. We are committed to bringing these amazing craftsmen from Jammu and Kashmir to a global scale providing a conduit which allows them to show their art to the world.



3



BRAND Hocus



Extolling beyond the surreal meadows and mountains lies a culture that is rich in beauty, tradition and aesthetics. A centuries old craft that stood the test of time. When Angad Creations began, the brand focused on discovering the powerhouse of talent that weaves magic with timeless elegance.

We are deeply committed to the cause of providing a dignified and sustainable livelihood to the handicraft artisans whilst preserving their legacy. Each of our designer piece is a hallmark of delicate skill, hours of labours and a rich tapestry of a culture embedded in excellence.

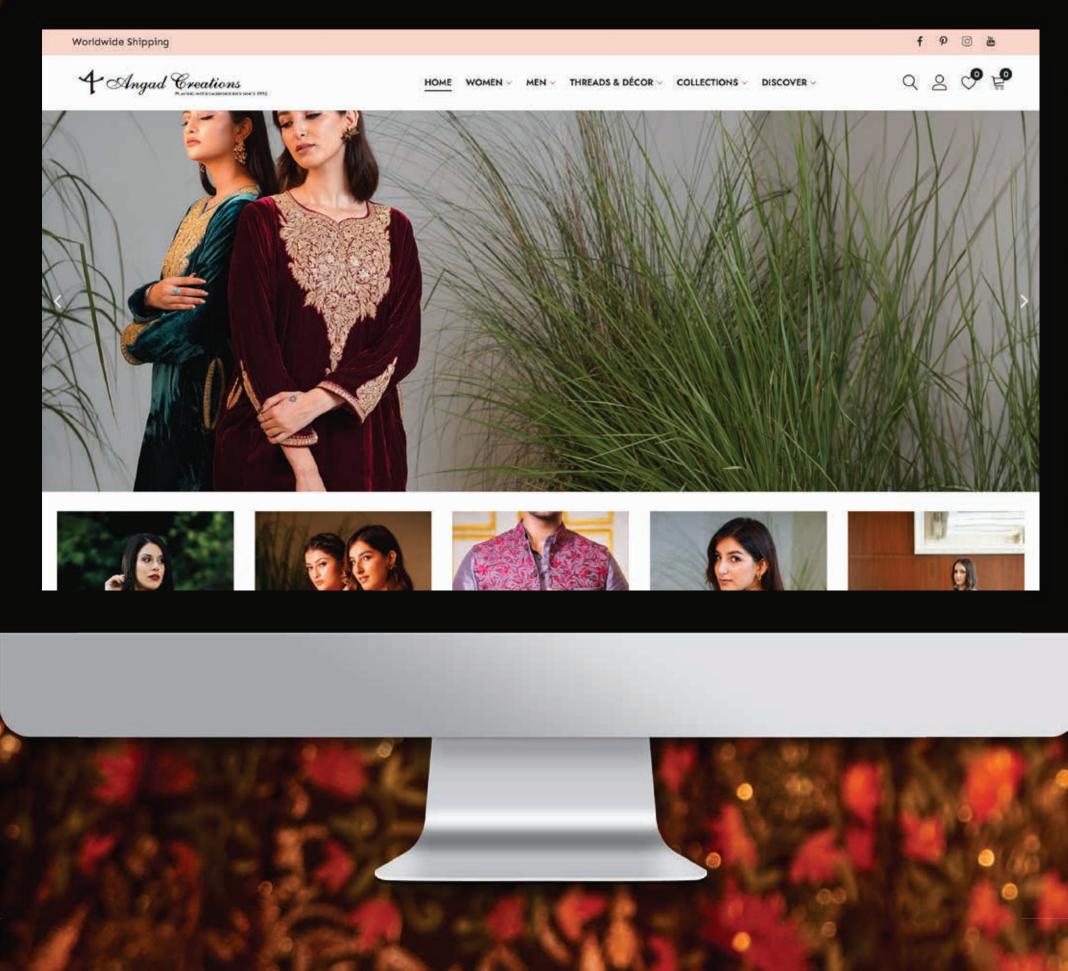
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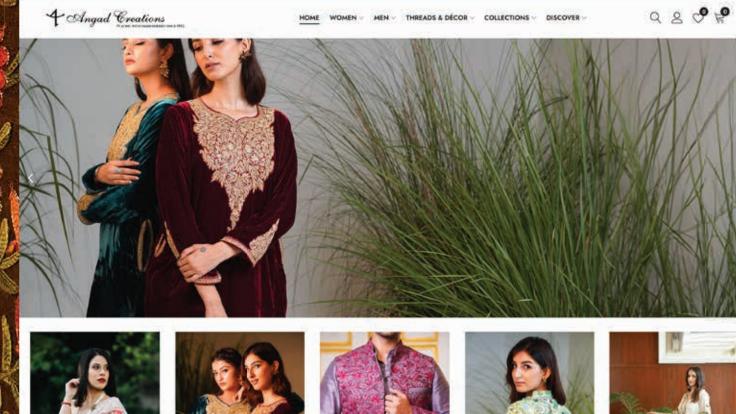


# WEBSITE

#### HTTPS://WWW.ANGADCREATIONS.COM/?V=C86EE0D9D7ED









Vorldwide Shipping









Kasperia Best Sellers Designer Suit Sets Nehru Jackets Jackets & Coats Copes & Ponchos Phirans



BRIDAL LEHENGAS, BRIDAL WEAR, KASPERIA, WOH ... ₹ 155,000



KASPERIA, MEN CLOTHING, HEN COLLECTION, ME... ₹ 18,500



Fusion Embroidered Bridal Lehenga for W... Linen Satin Kurta Pajama with Kashmiri Thr... Pure Raw Silk Kurta Pajama with Royal Kash... Designer Kashmiri Lehenga with Hand Wor... ₹ 28,500



BRIDAL LEHENGAS, BRIDAL WEAR, KASPERIA, WO ₹ 215,000



FORM - JANUARY 27, 2024 The Ultimate Guide to Caring for Your Pashmina and Woollen Shawls

In the world of fashion, few accessories evoke the timeless charm and warmth of Pashmina and woollen showls. Whether it's the delicate craftsmanship of a Kashmiri shawl or the luxurious

Sarabjit Singh

Continue Reading



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TRNSFORM - JANUARY 27, 2024 The Hottest Women's Coat and Jacket Trends of 2024

As we embark on a new year, the world of fashion continues to evolve, bringing forth a plethora of styles that redefine elegance and sophistication. Among the standout trends that

Continue Reading

Gurpreet

4

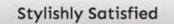


As winter wraps its chilly embrace around us, there's nothing quite like the cozy comfort of a traditional Kashmiri pheran (or phiran) to keep us warm and stylish The pheran,

# TRNSFORM - JANUARY 19, 2024

Winter Chic: 5 Ways to Style Your Authentic Kashmiri Pheran

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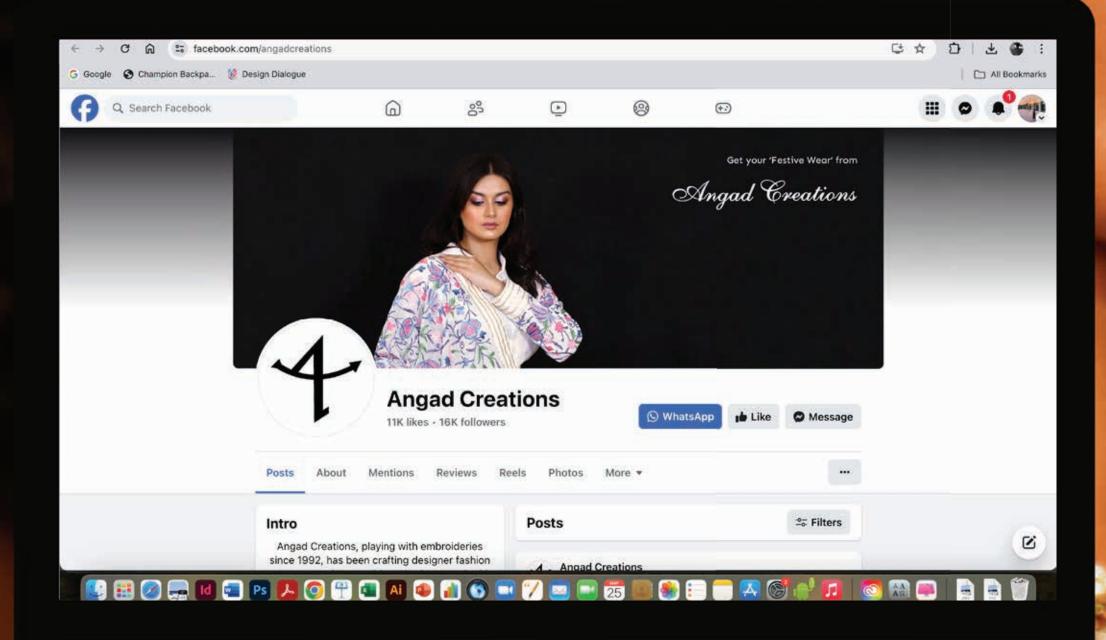


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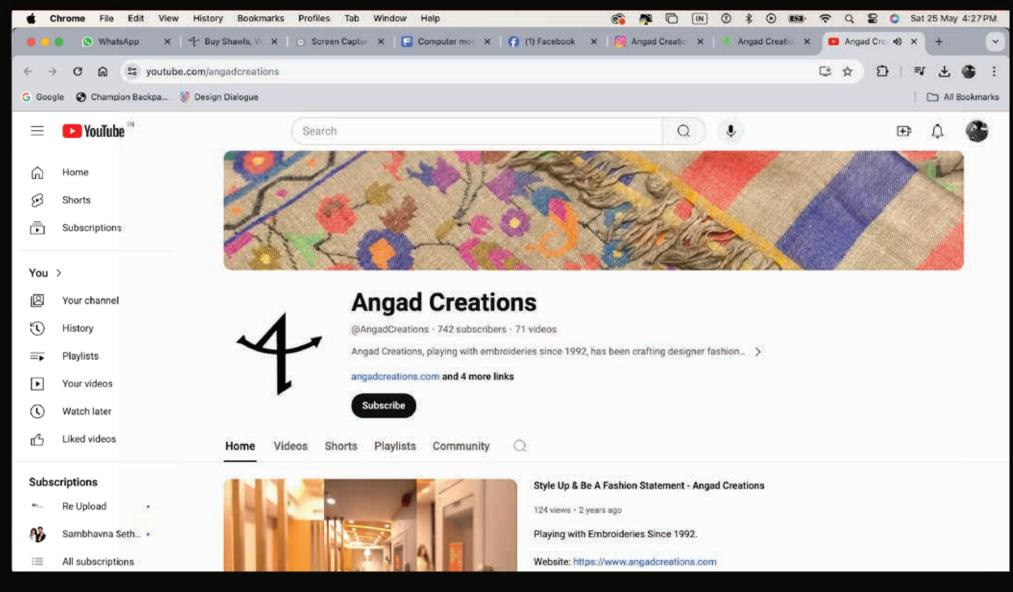


# FACEBOOK

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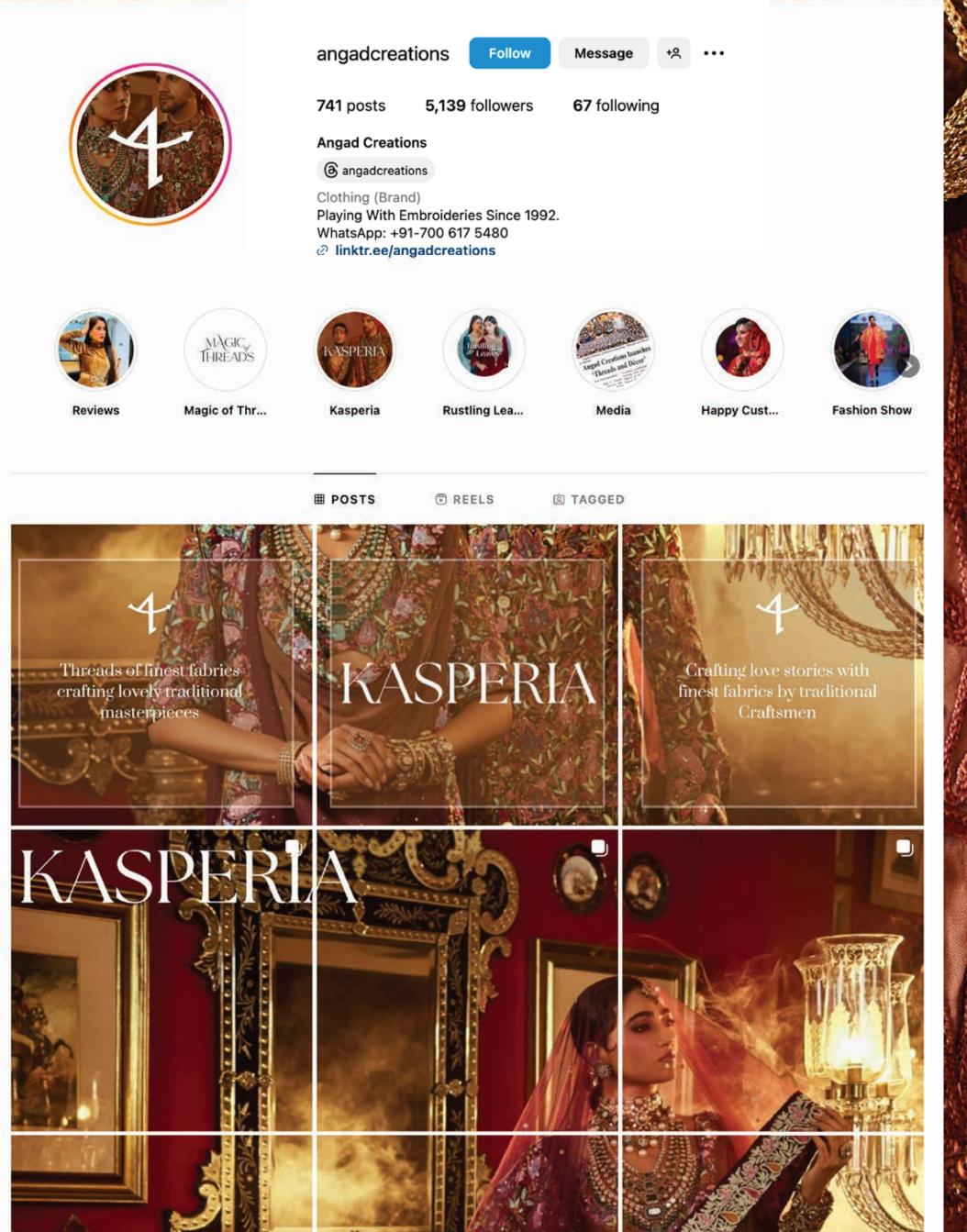




## INSTAGRAM

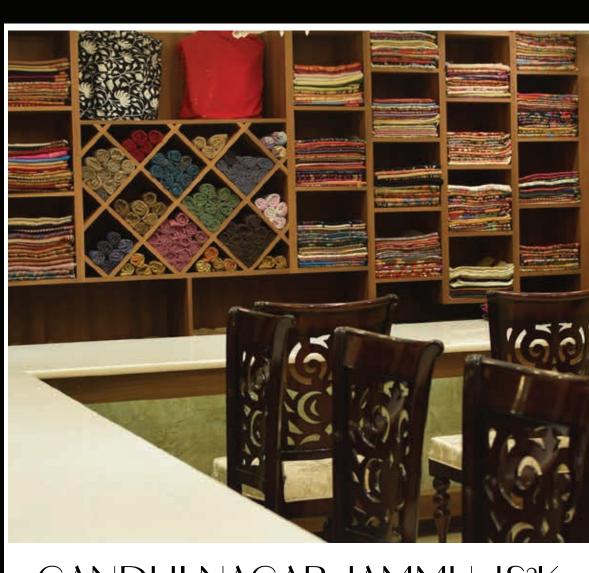
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# OFFLINE PRESENCE

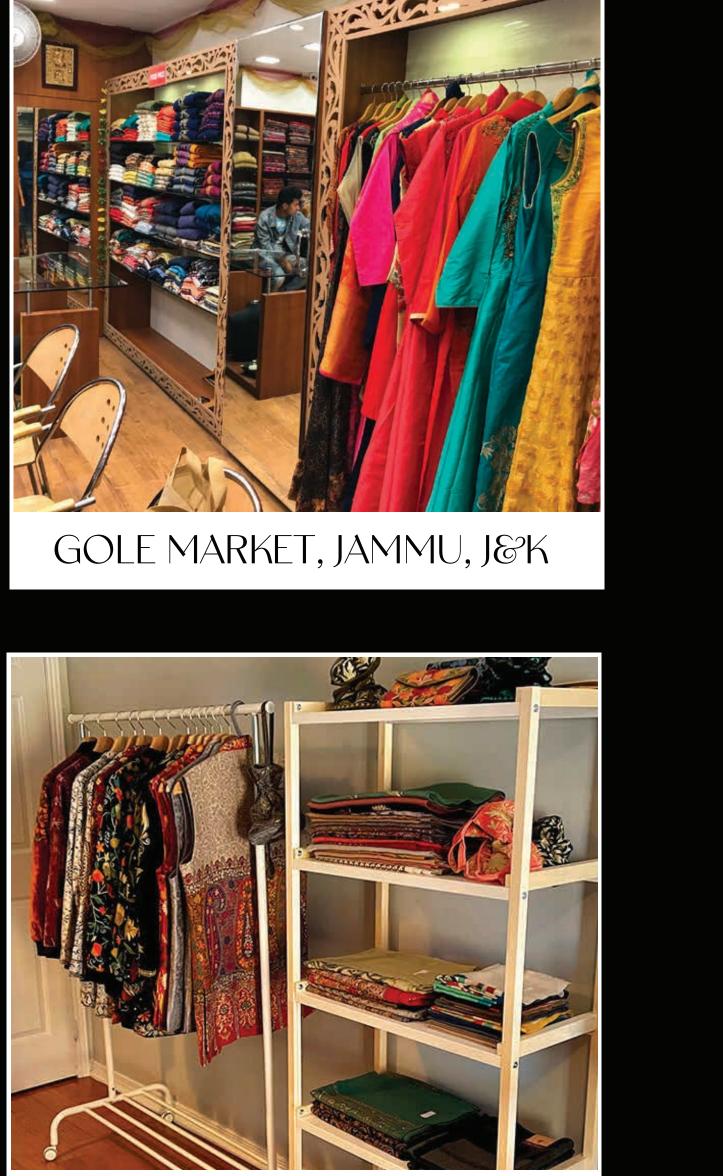




GANDHI NAGAR, JAMMU, J&K



JANIPUR, JAMMU, J&K

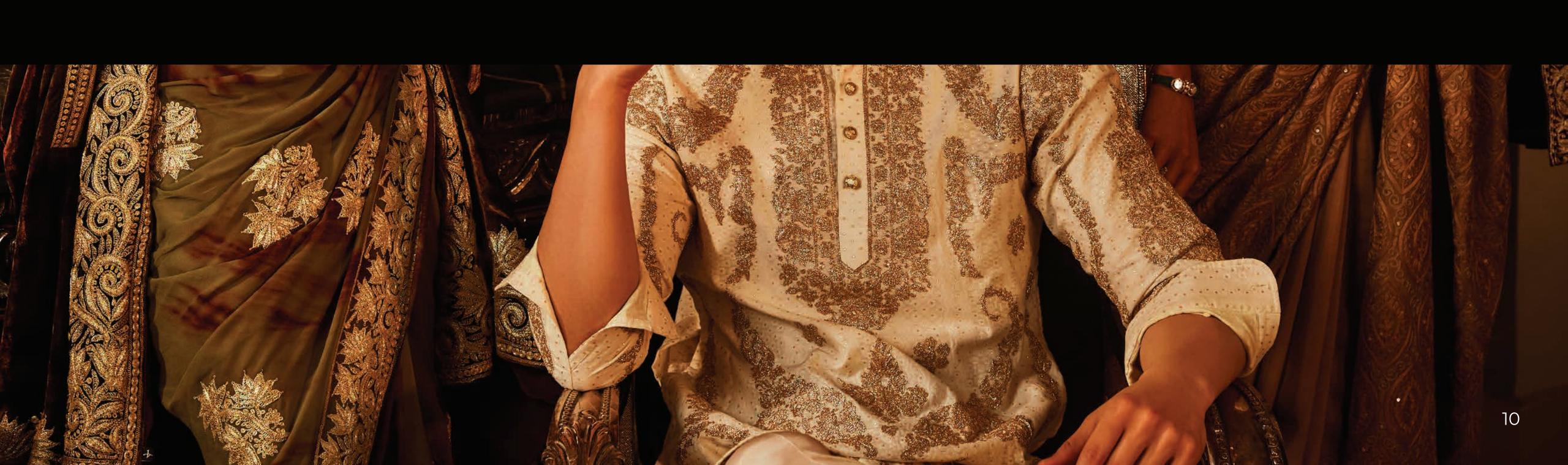


#### HAMILTON, CANADA









After the choice selection, we offer you customisation, tailored perfection by our team of in-house designers, test fit and easy tracking of the final product. We make sure that your selection reflects your unique signature mark.

# WOMEN







### PHIRAN









# WOMEN



### SUIT SETS







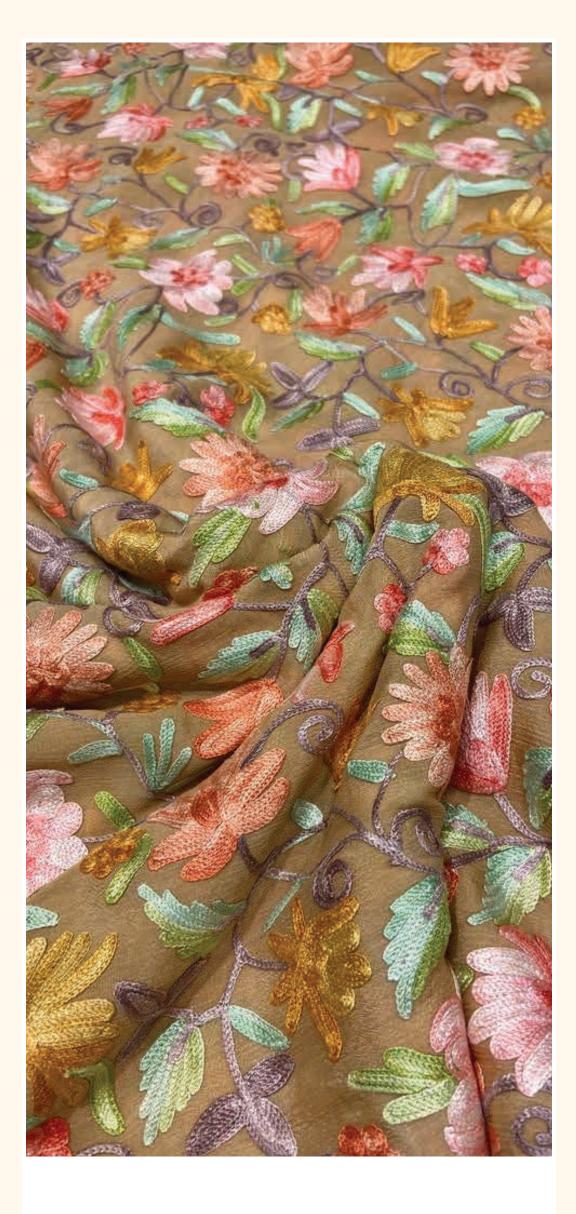
### KAFTANS



12

# WOMEN





### FABRICS

### DRESSES



# BRIDAL LEHENGAS

## BRIDAL SAREES



# COLLECTIONS



### KASPERIA





### RUSTLING LEAVES

### MAGIC OF THREADS







# INDIA DESIGNER SHOW

### FASHION SHOW 2021

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### CELEBRITY COLLECTION



# ACCESSORIES



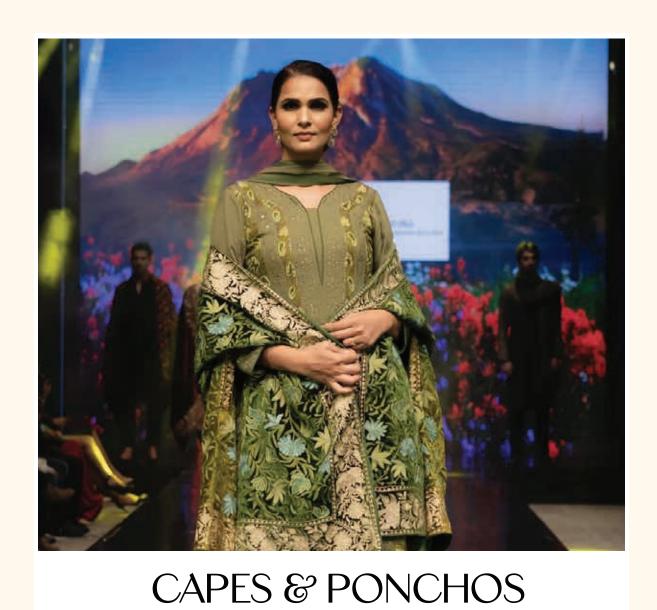


### DUPATTAS & ORNIS

# POTLIS & HANDBAGS



#### WOMEN'S SHAWLS & STOLES





# THREADS & DECOR



#### **BED COVERS**



### TABLE RUNNERS

CUSHION COVERS

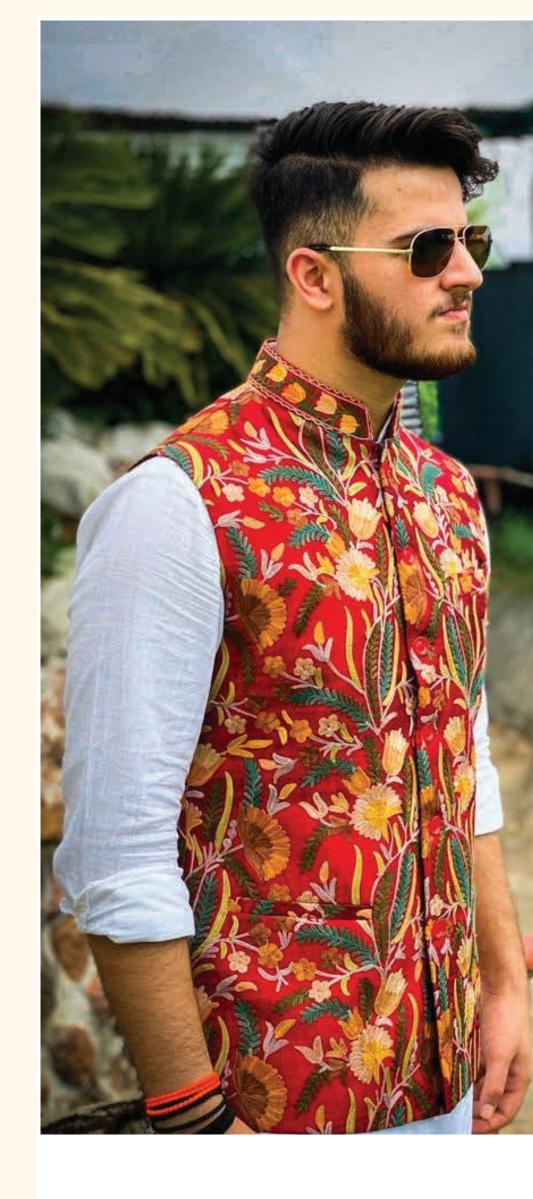


RUGS





# MEN'S



### NEHRU JACKETS





### KURTA PYJAMAS

### COATS & JACKETS



### MEN FABRICS

# SHERWANI



# MEN'S ACCESSORIES

### SHAWLS & SCARVES



# AWARDS & RECOGNITION





Share This News with Your Friends on Social Network

With the chill of winter approaching one promptly retrieves the woollens and shawts that spell 'Kashmir', lovingly stored in boxes with mothballs in summer.

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Kashmiri shawi weaving

tradition began with the

invote bothersbaad a o ing on the needlineark, is Pasimira which is an of of Karloniri identar. my triends and relations to the quoen's wardrobe.

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by biends and relatives

by her mother in law of royalty and headed straight a



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through a ring and hence the name, 'ring shaw!' Raftal is a popular and heat expension work. There are varies tickle of embedderies that above its work. The finer embraders in the convention and is generally overwall for expensive shoreds, be fore tartas, planna, skirts and jackets arevest or chain withch work is not been as the same shore the same set of the same





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iome > Entertainment News > Television News > Article > Bigg Boss 15 Umar Riazs traditional attire on Weekend Ka Vaar impresses Gauahar Khan and Kamya Panjabi

Updated on: 12 November 2021 07:48 PM IST | Mumbai



3/15/2020

Jammu Fashion Week conclude

Jammu Fashion Week concludes 03/12/2018 By Daily Excelsior



ants moving on ramp on concluding day of Jammu Fashion Week

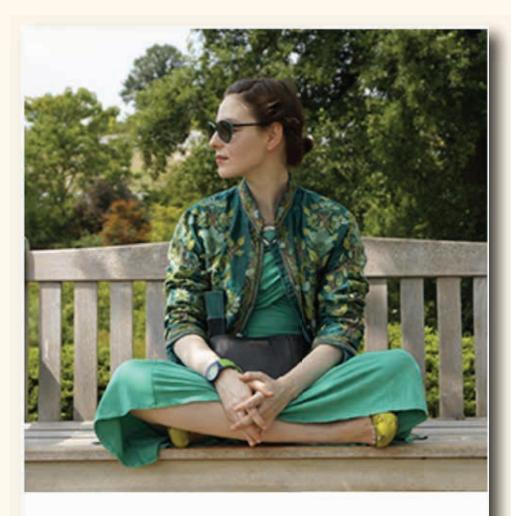
Excelsior Correspondent

JAMMU, Dec 2: The Jammu Fashion Week Season-I concluded at the high note here last evening. The event focused on promoting Fashion Tourism in the State and to revive culture of J&K and make an effort to put State on global fashion world. The JFW was rolled in, in association with Phytomo Clinical and United Colors of Benetton. It was conceptualized to give platform to young and innovative designers in the state. The event focused on promoting Fashion Tourism in the State and to revive the culture of J&K and an effort to put JK on global fashion





# TESTIMONIALS



#### Anna (Poland)

excellent quality, made well, fits perfectly, the embroidery is also fabulous. The communication with Mr Uday was perfect & very informative. Highly recommend this shop and for sure I will order from them again.

View Collection

**Original View** 



#### Nisar (United States)

the handwork, and the attention to detail were truly evident. Very well worth the price. Great quality, great customer service. I received the product well in advance of what the expected delivery date was. Highly recommended.

View Collection

**Original View** 



# Jeanette (United States)

never owned something so beautiful. Amazing detail and gorgeous colors. The owner is super nice and the coat fits perfectly. I am so grateful. Worth every penny and more. The owner of the shop is great at getting back to your emails and answering questions. I look forward to more purchases in the future from this amazing shop.

View Collection

Original View





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# LOGO





THANKYOU!

