



# ROAD TO BARMER

CAMPAIGN 2020



## - ROAD TO BARMER -

Our journey 'Road to Barmer' is an escape embracing the grandeur of Rajasthan's rich craft and design.

Designing the finest quality handcrafted women's-wear whilst protecting the age-old heritage crafts of India and empowering our country's artisans. That's our story. Either in evocative ruins or restored to former splendor, the riot invoking colors, battle-scarred forts, breath-taking sand dunes, elegant beauty with pride is what makes Rajasthan. Nestled in its West, is the city of Barmer, forming a part of Thar and known for art, hand block printing and rich medieval traditions.

This season we weave a new sartorial tale as the grandeur and elegance of Rajasthan flawlessly come together with the bold and new-age tailored language of La Fuori. Feminine and chic, the confluence of sustainability and tradition presents a stunning collection for the woman of today. Foliage takes centre stage in this line. From endless tendrils of hand painted walls of the Samode Palace, to the intricate architecture that spiral around voluminous silhouettes to a dramatic revision of organic palette of fabrics that casts a spell on the designs. Drizzled crystal and gold hand embroidery accents the prints and petals.

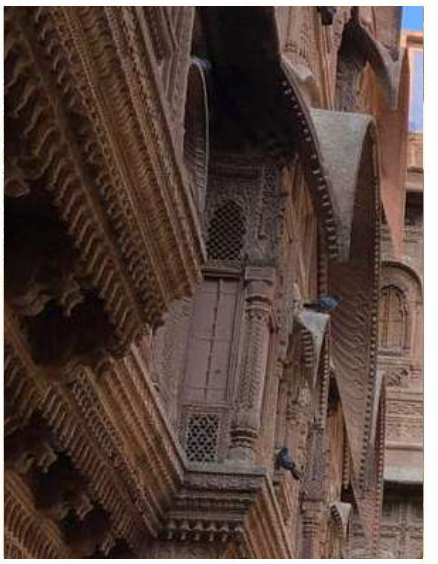
Resort is the essence of the color palette. While deep hues like rust and gulab, azure and deep green get you feeling festive, ethereal coconut cream and sand set the tone for a serene opulence. Thoughtfully designed and carefully hand crafted, the details by our Women Artisans from Barmer spin a dream. Hand blocked prints in organic dyes on novelty silks are enriched with pearly trim additions adding a soft drift to the designs; and where minimal forms set in, hand appliqué cotton silhouettes play out in all glory. Effortless styling leads the way with separates and sets to slip and slay. Think flounce edge tops with, full bodied high waist Kurabo denim skirts, stunning flair pants and premium swim wear that is a perfect cross between traditional and new.

The collection is a stylistic mélange of designs, perfect for any affair. Slim lines take the modern millennial through festive evening soirees: fresh and bold cuts for brunch outfits: and for a trousseau that is anything but vanilla, there's a host of floaty, flirtatious ensembles. Amid the silhouettes and colors, what steers the collection is Sustainable inclusivity and spirit of our artisan community. Finesse and handicraft brings out the purity of design from paper to cloth.

We believe in complete participation and care of our artisans who put their heart and soul in every inch of the fabric.

Age, body type, skin tone – the collection has something for every fashion-forward woman out there. Part bold, part timeless, it spells carefree sensuality.





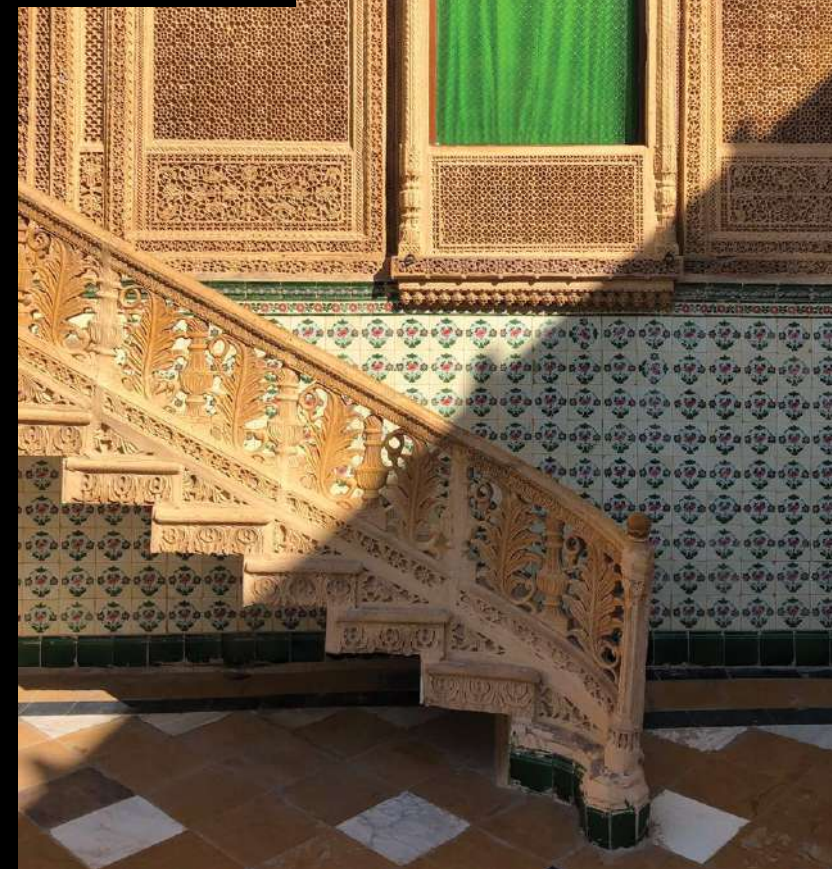
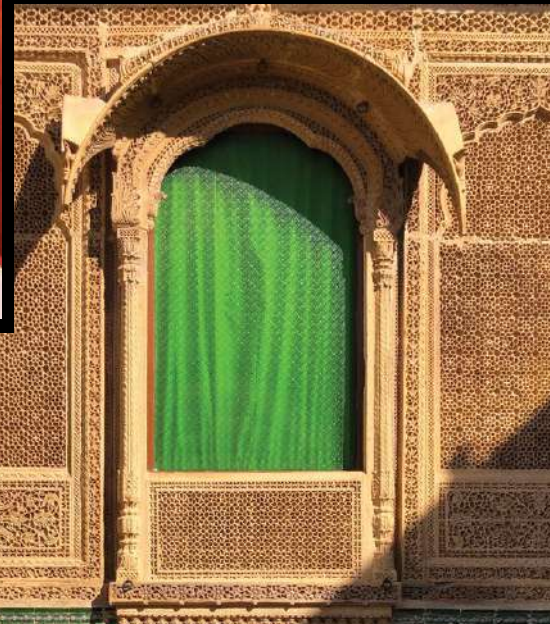








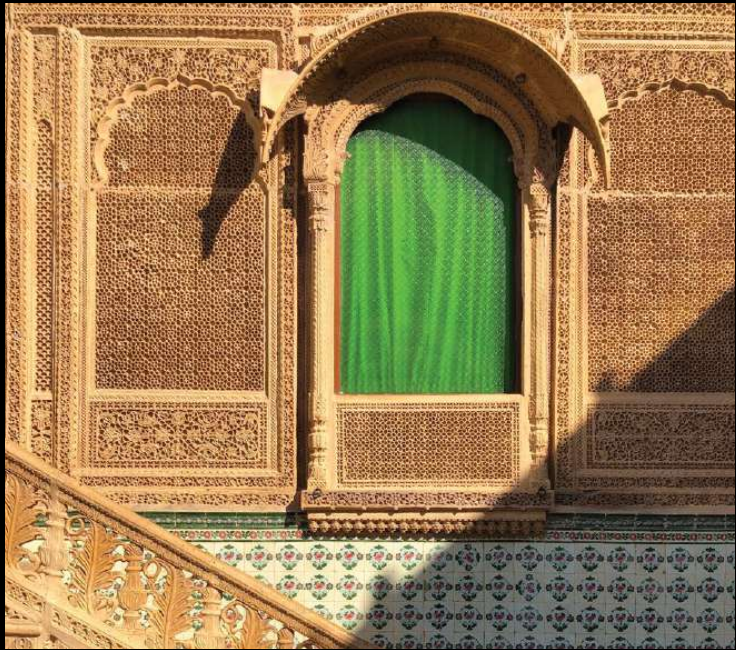




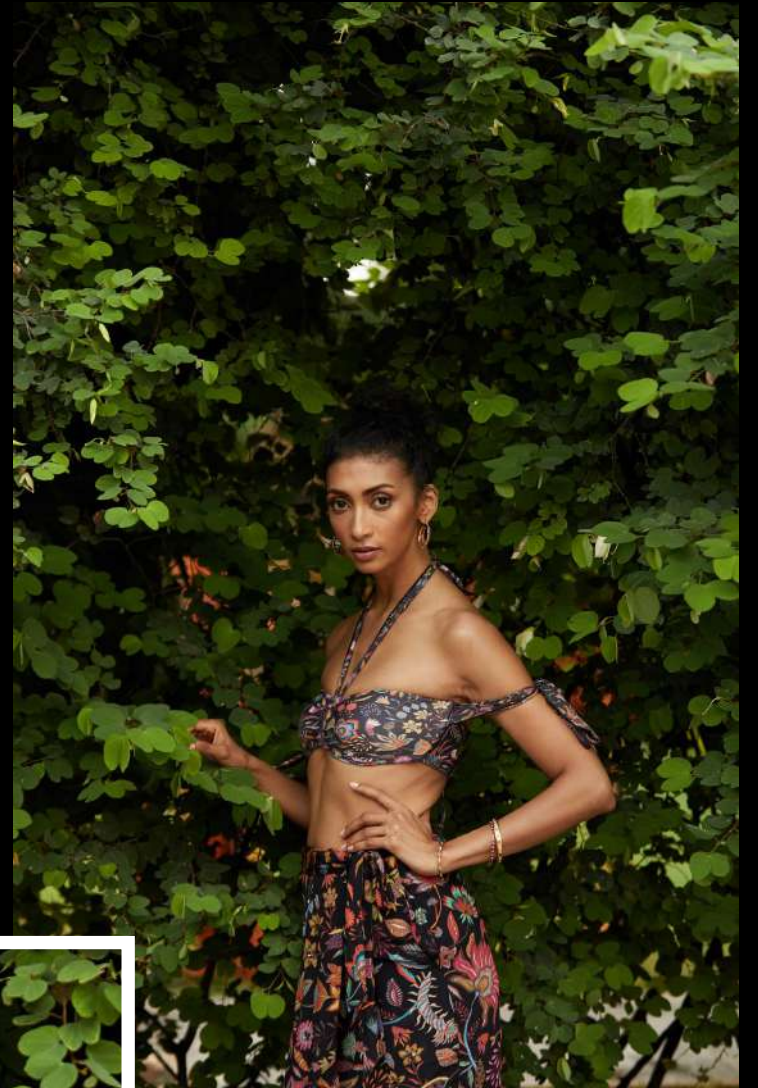








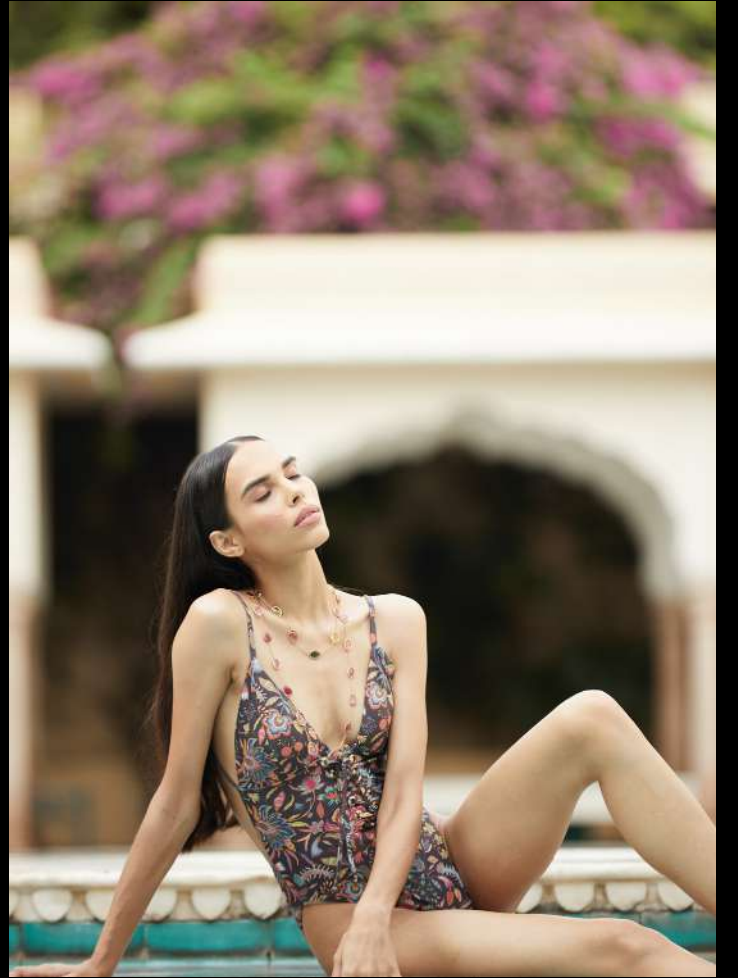








































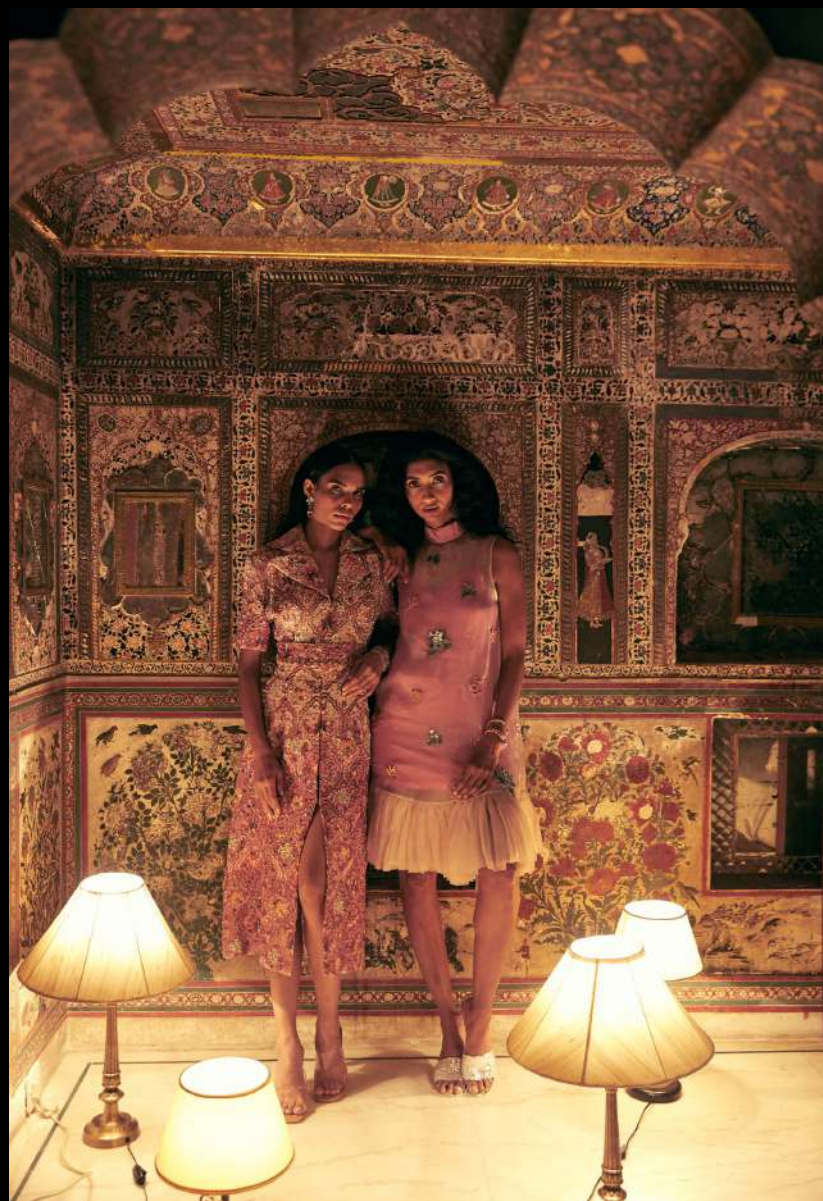




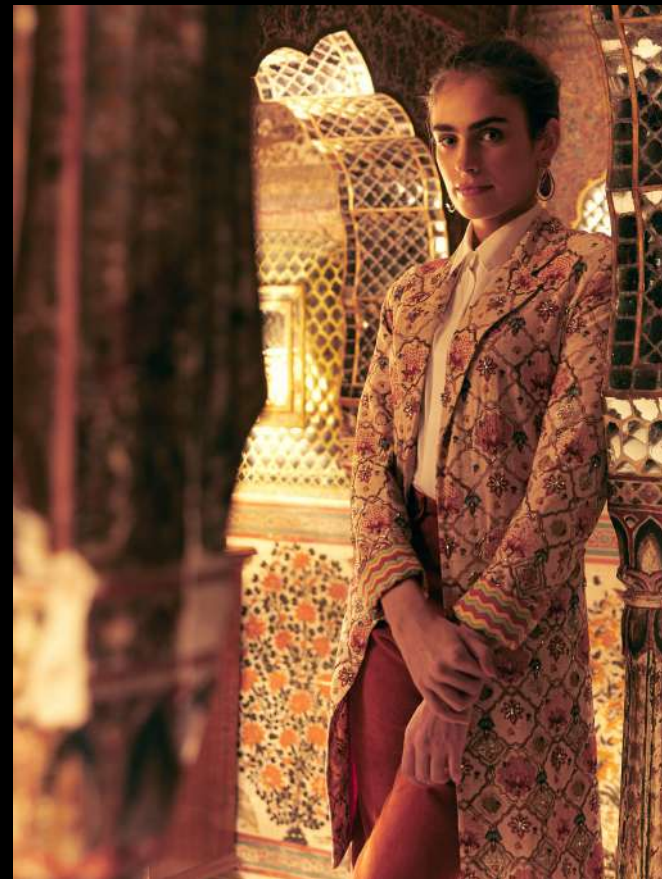
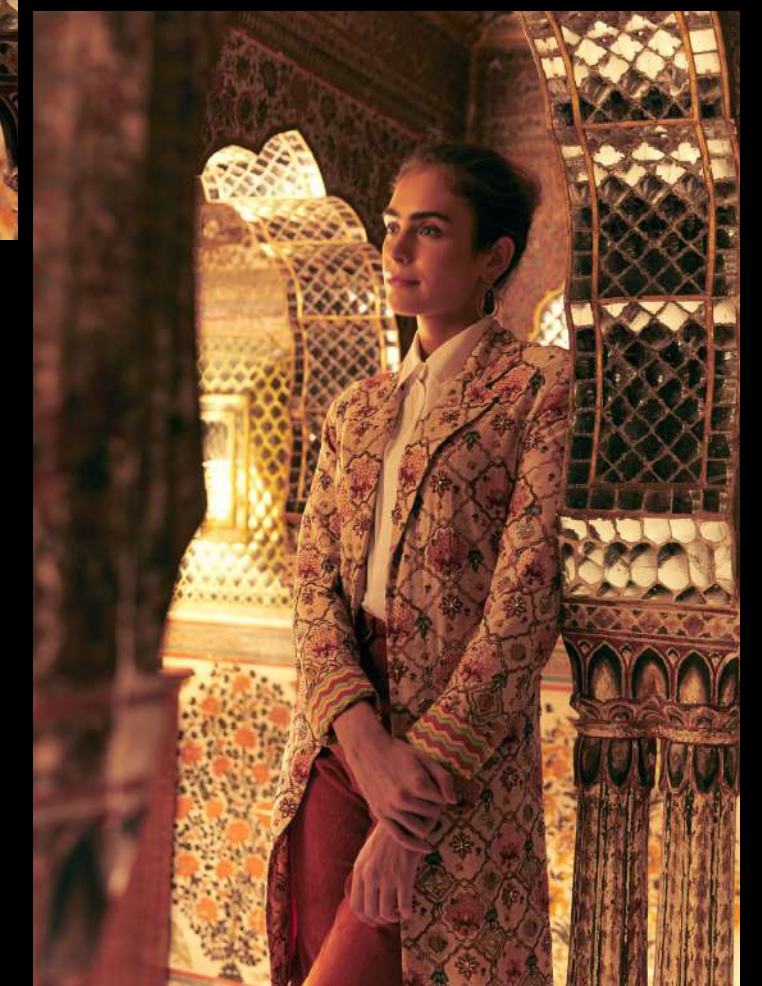


















# WOMEN OF BARMER



Join us  
as we take you to  
Road to Barmer.

