

Hansiba adds 19 exclusive pieces to the premium 'Varakh' collection

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The exclusive pieces range from *black anarkali evening dress* to a uniquely crafted *mashruoo Persian blue corset*, from a sensuous *Indigo blue dress* to a *hand painted kalamkari saree*, from a *quilted kalamkari coat* to *Ajarak design saree*.

The 'Varakh' collection highlights the rich heritage of the rural artisan women - the exquisite hand embroideries, the minute and fine tie and dye, the detailed cut work and appliqué. The collection beautifully blends the traditional Gujarati embroideries with western attires making the collection stunning and desirable and giving it an international feel.

'Hansiba' strives to preserve and regenerate the nature while ensuring livelihood security. 'Hansiba' has developed a premium range with organic cotton and herbal dyes. It directly supports the education of girl child and helps in reducing compulsive migration of more than 10,000 rural women artisans.

Speaking on the occasion, Ms. Reema Nanavaty, Chairperson - STFC said " *Our aim is to empower the rural artisans. We are working towards improving the quality of life and creating livelihood opportunities for them. Hansiba is a brand created by the artisans, they are the owners of the brand and the profits earned will be spent on their betterment.* "

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About Hansiba

'Hansiba' the brand of rural women artisans is unique as the brand ensures livelihood security, access to education for girl children and addresses climate change issues. It has created a niche for itself by marrying age old embroidery techniques with modern designs and contemporary fashion. It signifies the rich embroideries, the traditional skill and heritage of the rural women artisans. The owners of Hansiba are these very rural women artisans themselves, who are the shareholders of STFC. Every Hansiba creation is painstakingly embroidered by the rural artisans of STFC for whom craft is the only source of income and livelihood.

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