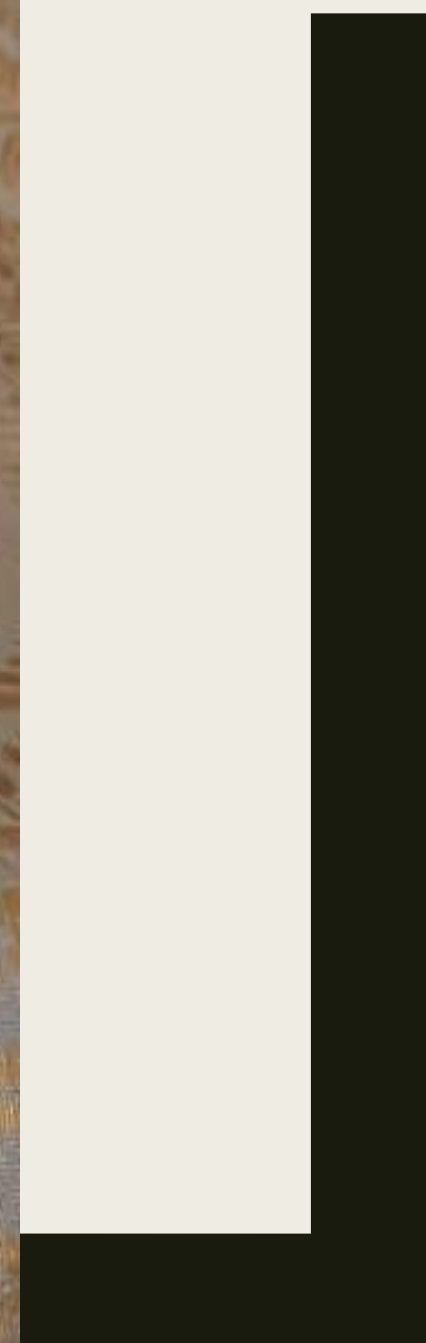


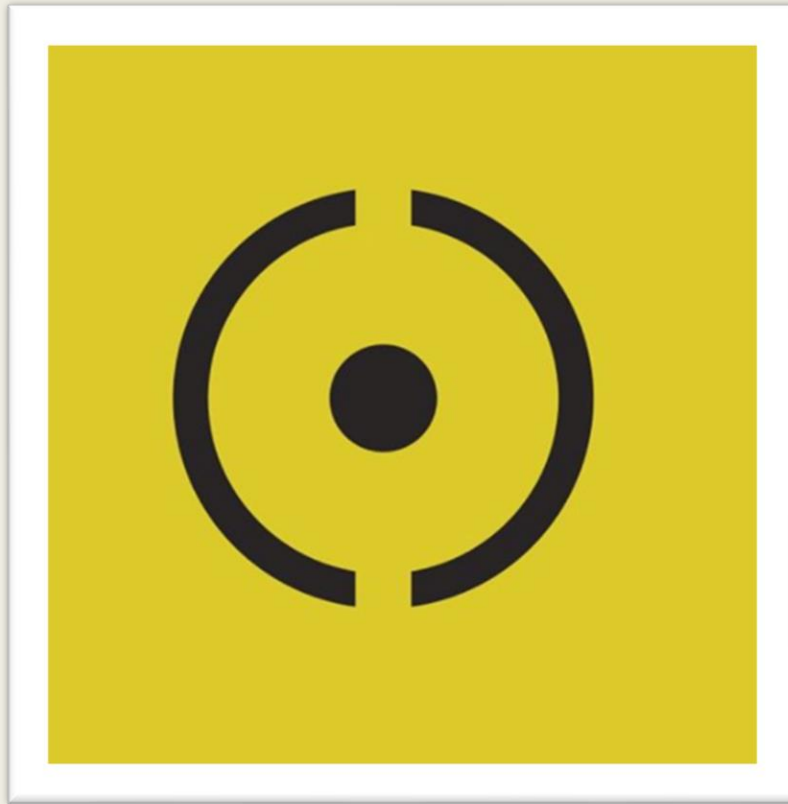
Handloom

Hues



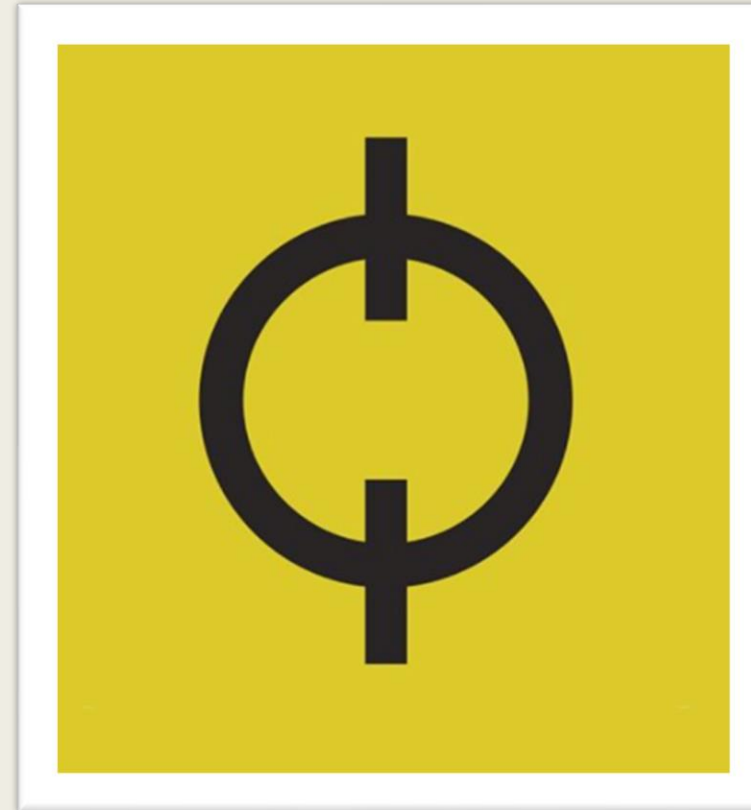
BY MEGHALI DAS





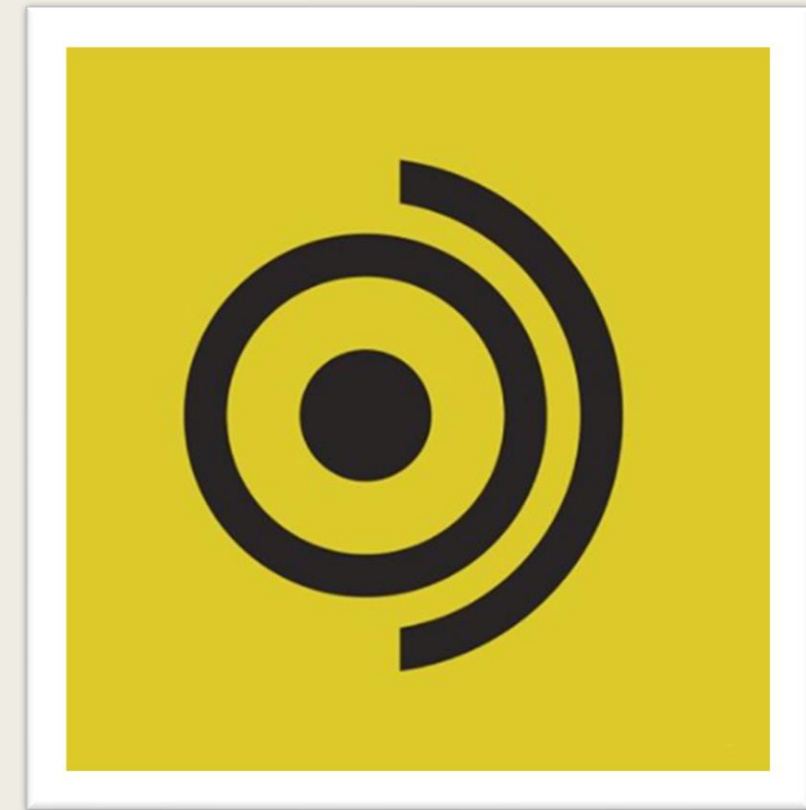
Relief

In the first three months, we aim to provide immediate assistance, cash, food & comfort to artisans in distress reaching the most vulnerable artisans to provide ration kits and support in identifying sale worthy stocks



Rehabilitation

From the 3- 12 months, we will seek to equip & prepare the artisan ecosystem for scale so that artisans can have stability in income



Rejuvenation

From 12 - 36 months, we aspire to drive sustainability and scale in the handicrafts industry to generate crafts industry growth twice that of the GDP growth

ABOUT THE CRAFT

Mekhela sador -

Mekhela sador (also spelled as Mekhela sador , Mekhla sador, Mekhlo sador), is type of Saree comprising two pieces of cloth, draped on the top and bottom, which is the traditional attire worn by the women of Assam.

The mekhela is folded into pleats to the right around the waist and is tucked in. The sador, on the other hand, is tucked into the mekhela's upper portion at one end and the other end is draped around the upper portion of the body, like a pallu . These days a fitted blouse is worn, unlike earlier times when another piece of cloth known as the *riha* used to be worn.

The Mekhela sador are usually found in three varieties and are differentiated on the basis of the silk being used in its manufacturing. The different varieties of Mekhela sador are:

- Muga Mekhela sador** : These Mekhela Chadors are the ones that are being made by using the Muga Silk and are believed to be so durable that they often outlive their owners.
- Eri Mekhela sador** : These Mekhela Chadors are the ones that are being made by using the Eri Silk and are usually soft and warm in nature.
- Mulberry silk** : These Mekhela sadors are the ones that are being made by using the Silk and are generally white in colour, ranging from brilliant white to off-white.

ABOUT THE BRAND



Handloom Hues is working towards upliftment of Assamese handloom weaves from our looms . We mainly weave mekhela sadors and cater to clients all over India and abroad . We also make dresses for all the Northeast states comprising their weaves into our motifs . We have our own handloom factory with 12 weavers , emphasizing as per Assam govt. guidance to promote only HANDLOOMS and not power looms . We always try to incorporate old designs with new hues . The brand promotes Vocal for Local through radio and social media.

Weaving is an ancient craft practiced in the North-Eastern part of India and especially in the state of Assam which is world-famed for its silks and silk weaving. One can experience the heritage silk route of Assam and witness live, the lustrous silk, the weavings, the textures, the age-old traditional motifs & patterns of ethnic tribes of North East India from three major types of silk produced in Assam -Golden Muga and Toss paat , White and coloured Pat and Eri Silk. We are keeping the intricate patterns that reflects simplicity of Assamese culture and blending it with Northeast states . We believe in SUSTAINABLE FASHION which will be an heirloom for years to come . Our Weaves and motifs can be transformed into Haute Couture like dresses , gowns , suits and skirts . We mainly encourage women weavers .This is towards our mission of Women Empowerment.



SHOP AND SUPPORT

Handloom Hues

ADDRESS – House no. 39 ,
Mother Teresa Road ,
Guwahati , Assam

Pincode - 781021

Mail id – info.handloomhues@gmail.com

Contact – 7005211399 / 9864022450

Brand owner

Meghali Das

meghalidas@gmail.com

CONTACT NUMBER

7005211399

9864022450

BANK DETAILS

Bank name – HDFC Bank

Branch – guwahati

Account holder – Handloom Hues

Account number –
50200035501759

IFSC Code – HDFC0009241

PRODUCT RANGE



Kaise Paat mekhela sador in white with multicolor Mina work and gold in kingkhâap design
price - 15100rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Sunshine yellow mekhela sador with area work. Price 16500rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Pink mekhela sador with side woven border in gold and Eri.. Price 19800rupeesWe are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Parakeet green mekhela sador in kesa paat with gold and green mina work . price 16200rupees We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Onion skin colour mekhela sador with Turquoise thread work
Price 14800 rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



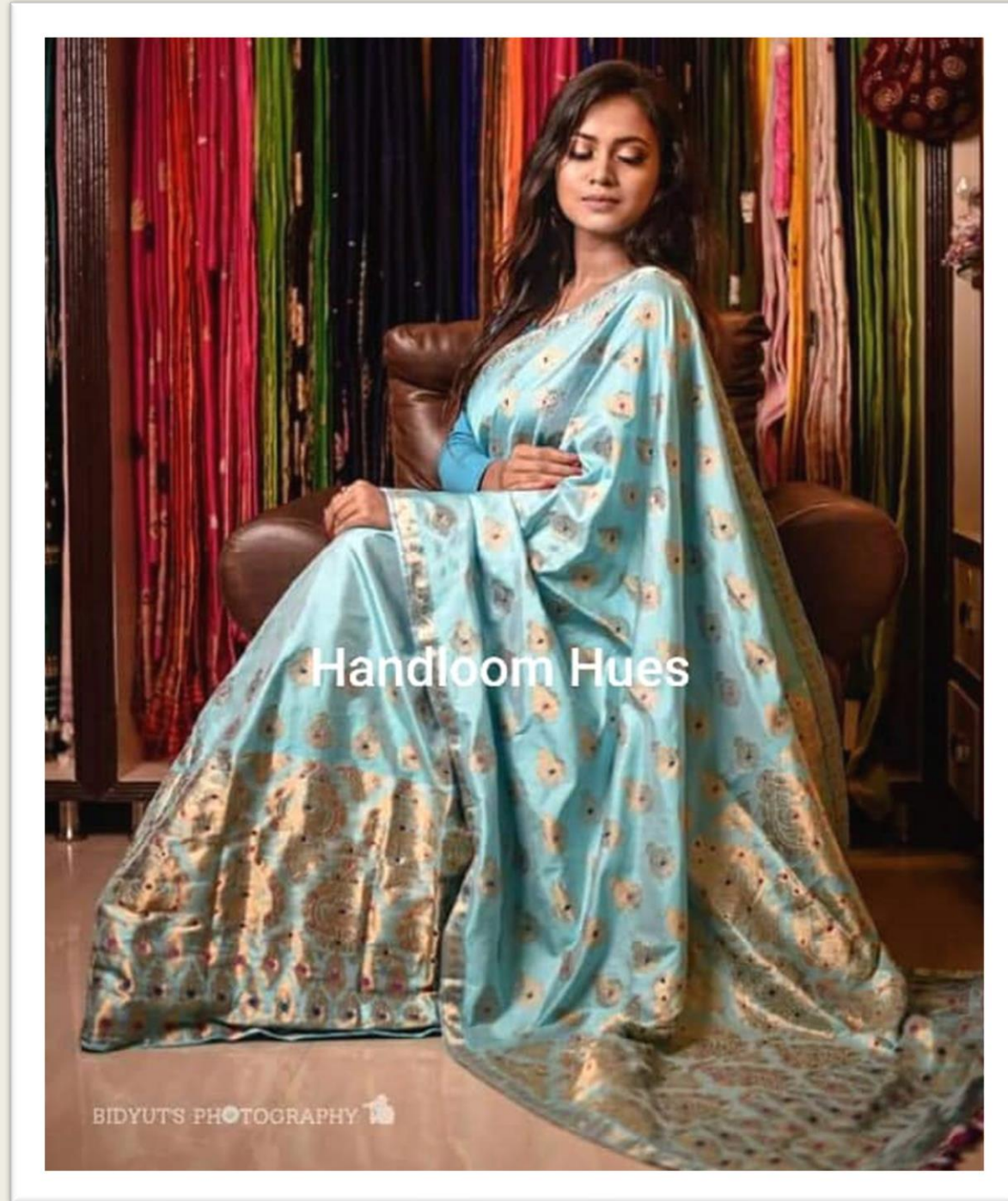
Post office red mekhela sador in kesa paat with Èri and red Paisley designs price 15900rupees . We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



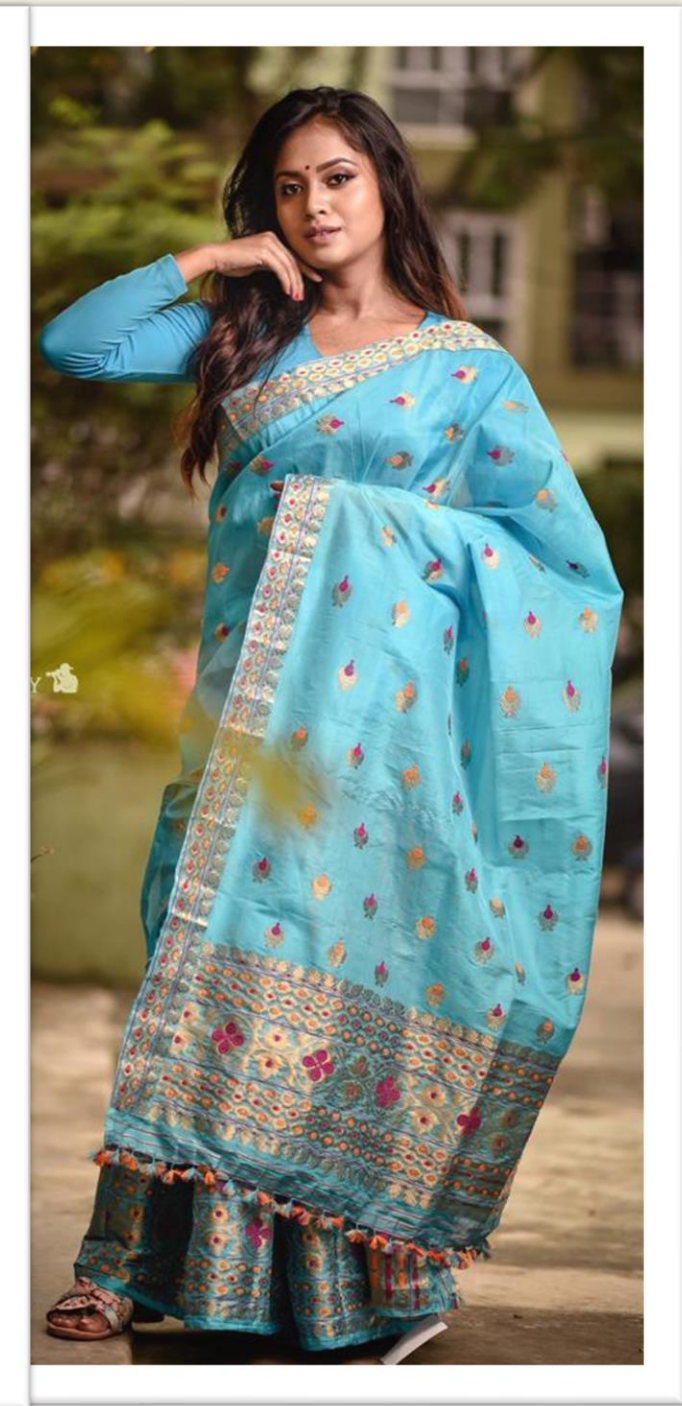
Bottle green mekhela sador with silver and green
mina...paisley designs
price 15200rupees
We are using only mulberry silk, Èri ,Toss and cotton
thread. Mekhela length 45 width 37 .Sador length 2.85
to 2.95 width 37



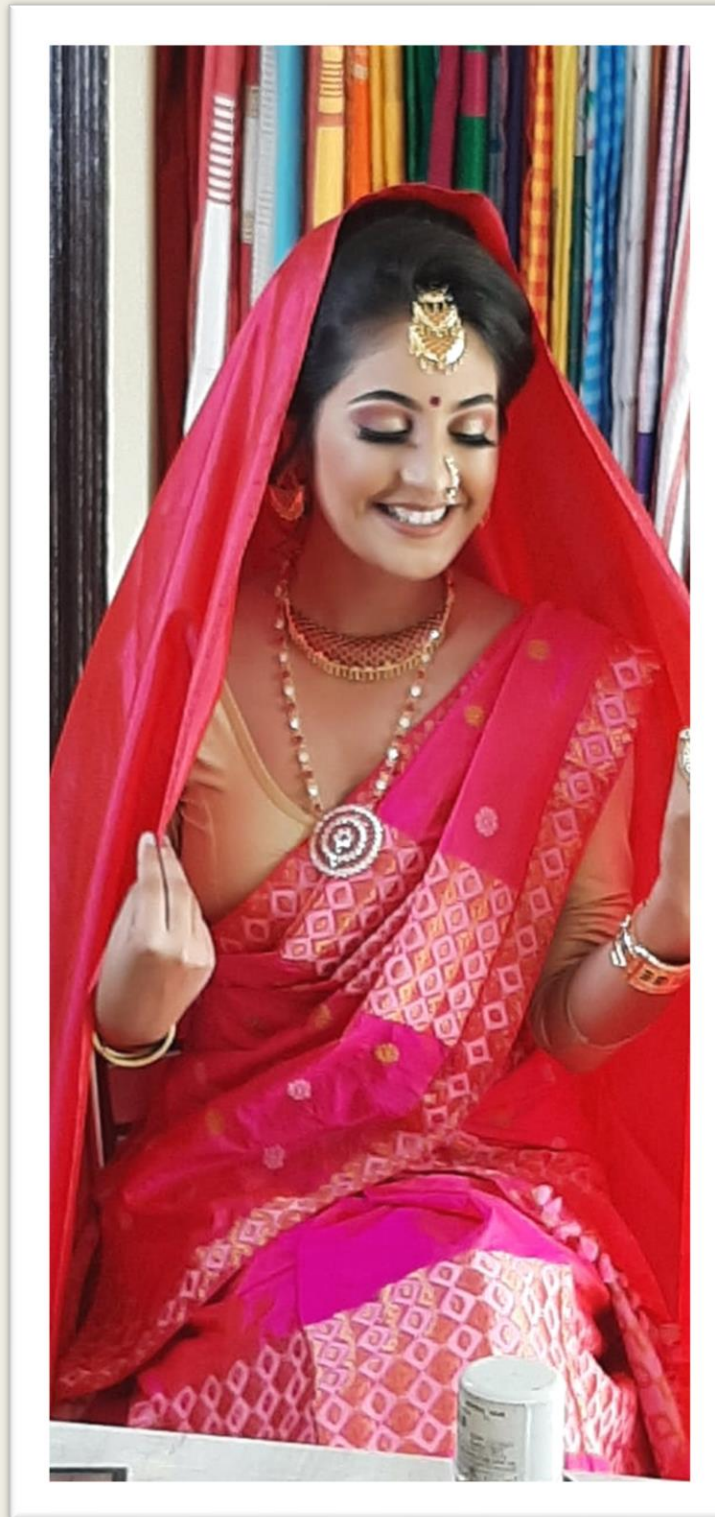
Bright Tangerine with gold and maroon coloured Mina
price 15500 rupees
We are using only mulberry silk, Èri ,Toss and cotton
thread. Mekhela length 45 width 37 .Sador length
2.85 to 2.95 width 37



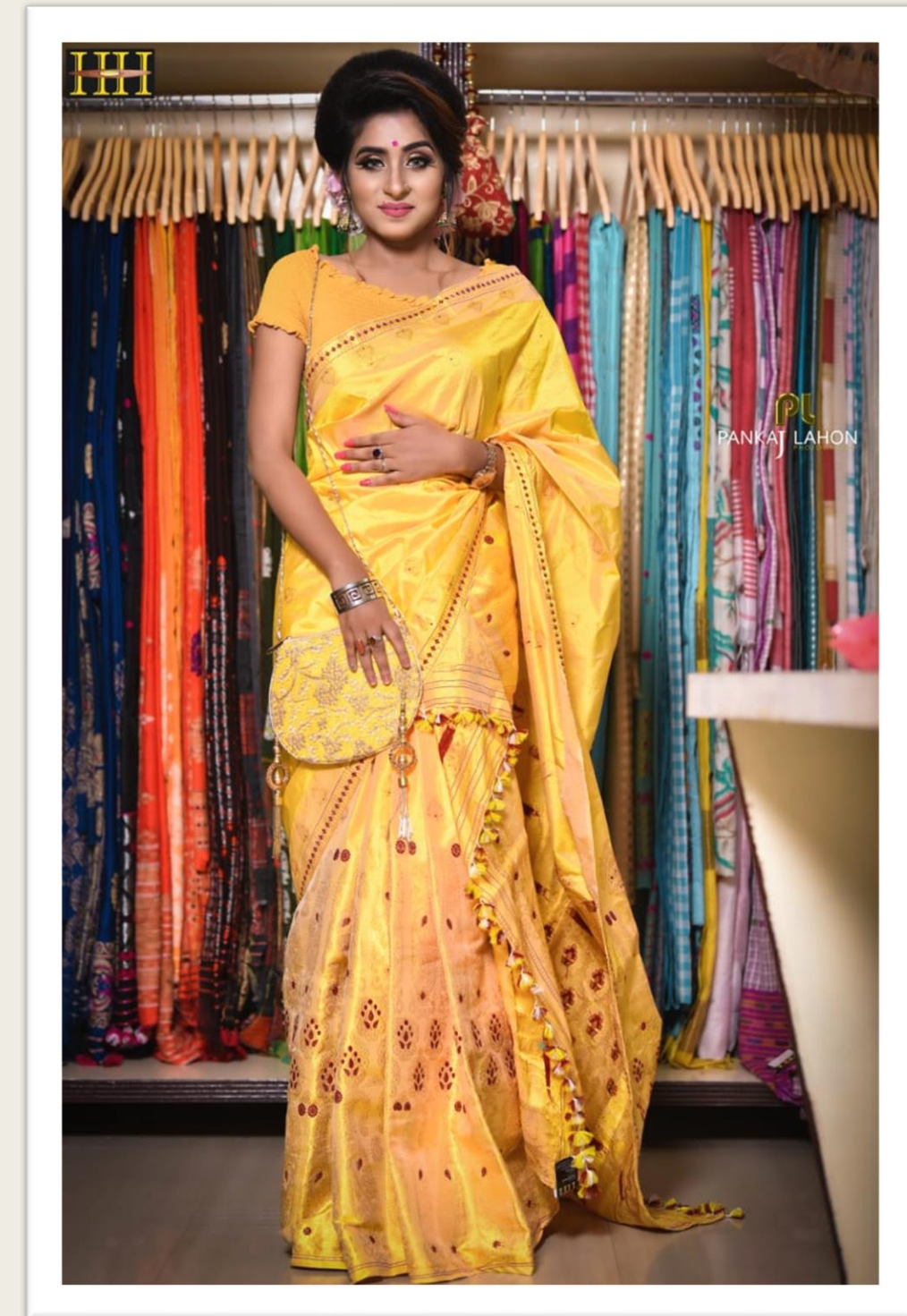
Light Turquoise blue mekhela sador with full work guna and Xingkhàáp design with multi coloured mina. Price 18900rupees
 We are using only mulberry silk, Èri ,Toss and cotton thread.
 Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Turquoise blue kesa paat with gold and multicolor mina price 14,800rupees
 We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



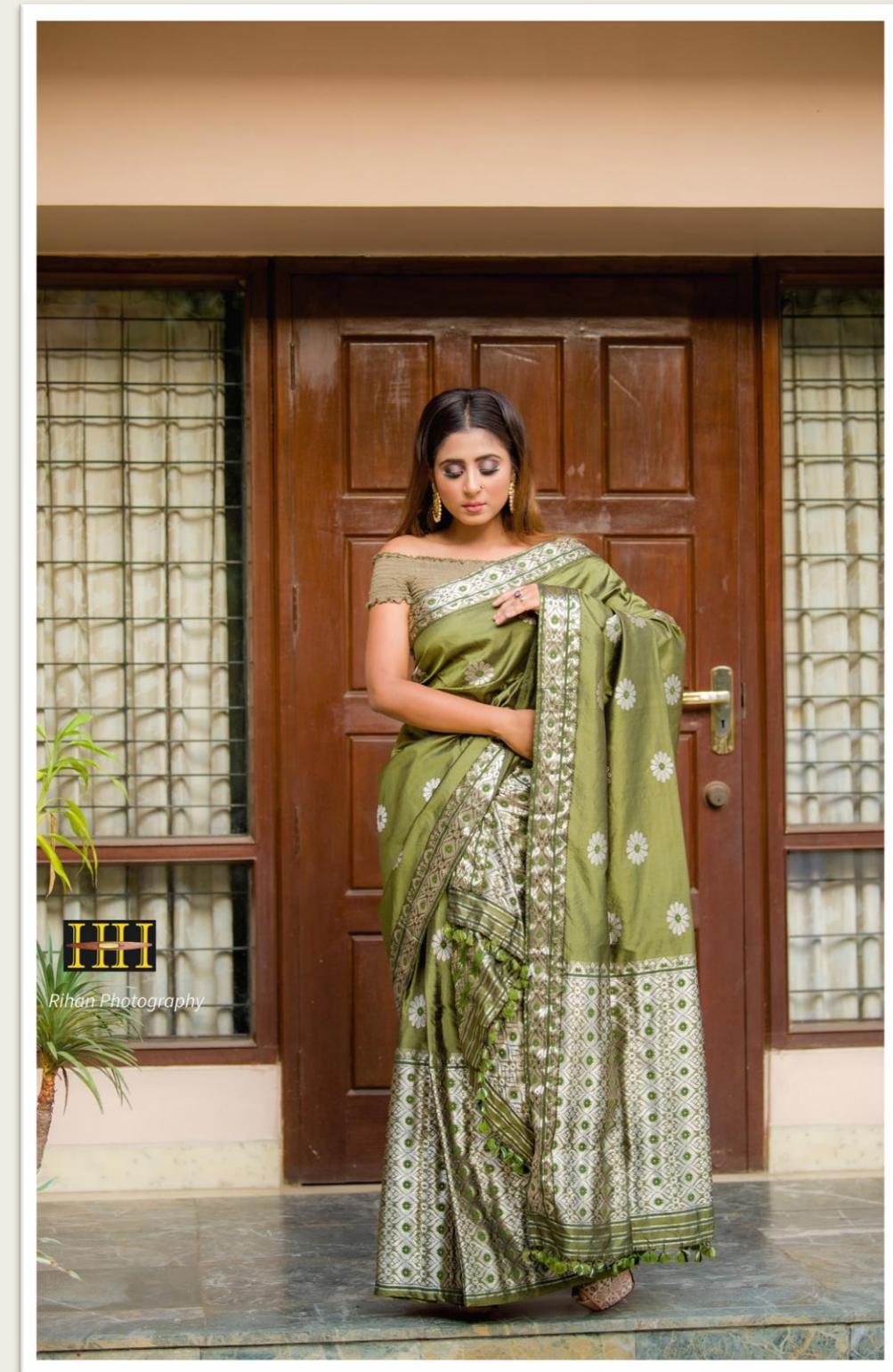
Bright Pink mekhela sador with Guna and thread work in Gero design .
price 14800rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Yellow mekhala sador with Guna and maroon Meena price 15800rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Brown colour mekhela sador with gold work
price 14800rupees
We are using only mulberry silk, Èri ,Toss and
cotton thread. Mekhela length 45 width 37
.Sador length 2.85 to 2.95 width 37

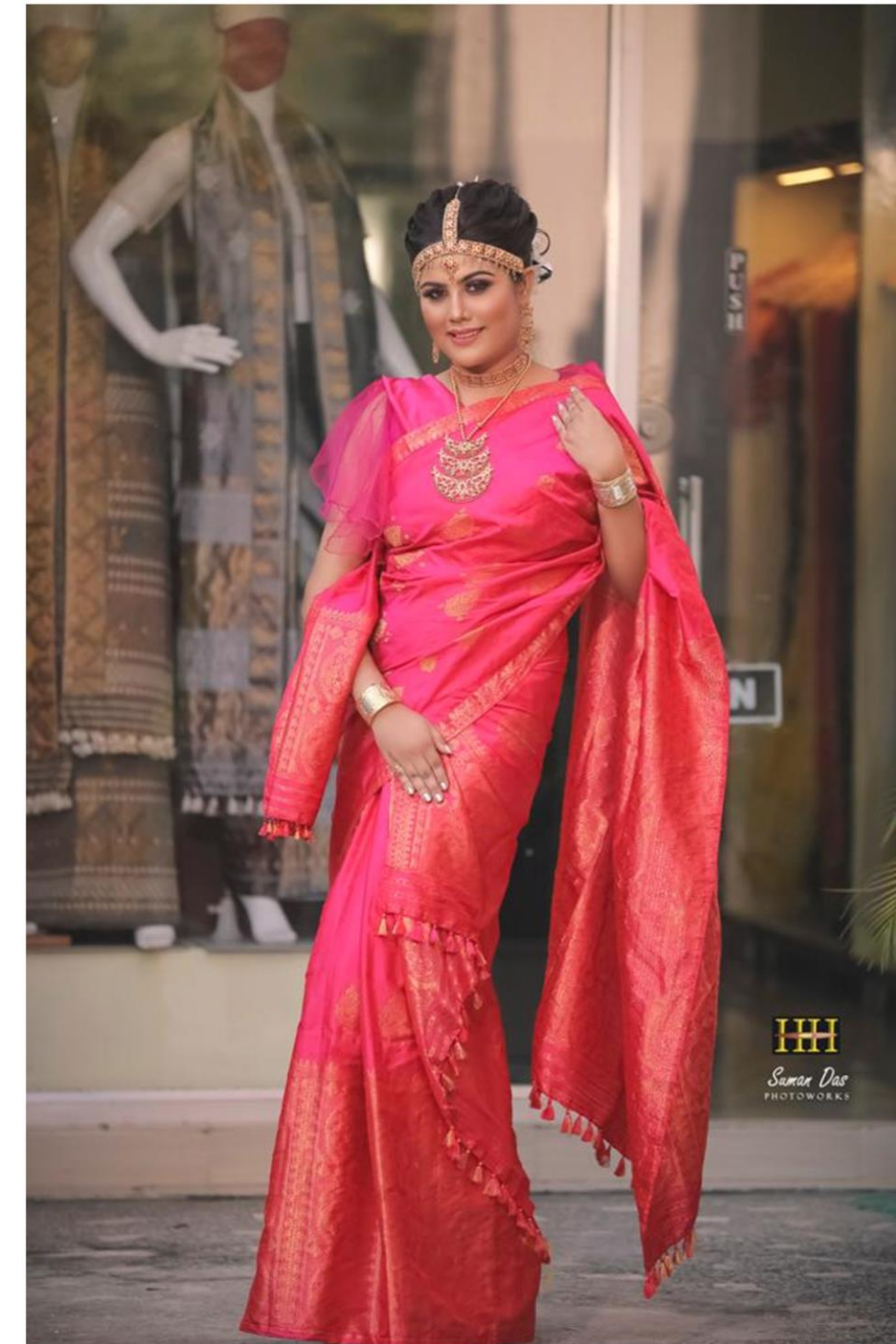


Army green mekhela sador with silver and green mina
work..
price 13800rupees
We are using only mulberry silk, Èri ,Toss and cotton
thread. Mekhela length 45 width 37 .Sador length 2.85
to 2.95 width 37

BRIDAL COLLECTION



Assamese bridal wear mekhela sador riha blouse and matching mask
price 28000 rupees
We are using only mulberry silk, Èri ,Toss and cotton thread.
Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



Assamese bridal wear mekhela sador riha and blouse hot pink with Guna work all over
price 26000rupees
We are using only mulberry silk, Èri ,Toss and cotton thread. Mekhela length 45 width 37 .Sador length 2.85 to 2.95 width 37



CREATIVE DIGNITY

This movement has been endorsed by (in alphabetical order):

Artisans' Center, Association of Designers of India, AIACA, AKFDStorey, AnanTaya, BlessdBuy, Craftizen, Crafts Council of India, Dastkar, Dastkaari Haat Samiti, Durga Venkataswamy, EcoTussar- Pradaan, EikiBeki, EPCH, Fair Trade Forum India, FORHEX, Go Coop, Indian Institute of Craft and Design, Industree, iTokri, JD Centre of Art (Odisha), Kadam Haat, Khamir, Kala Chaupal Trust, Malkha, Meera Goradia, National Federation for Handloom & Handicrafts, NID, NIFT, Potli, Rangsutra, SASHA, Schonfilt LLP, SEWA Bharat, Soolkaama, Srijani Foundation, 200 million artisans.

CONTACT:

Helpline: +91 9741654931

www.creativedignity.org

Facebook- @createdignity2020

#createdignity