

Sruti Dalmia

PRESS RELEASE 2021-22



GRAZIA INDIA'S BEST INDULGE THE VOICE OF FASHION VOGUE INDIA'S BEST

an Indian EXPRESS BAZAAR



At the London Fashion Week (Autumn/Winter '21)
Sruti Dalmia showcased artisanry that's intrinsic
to the design language of the East and yet,
enormously underrepresented on the global front.

—Ujjainee Roy | Indulge Express



The recognition of her unique
vision has ensured that hers is a
name to look out for.

—Bazaar Style Grand Debut | Harper's Bazaar



Emerging, Kolkata-born designer, her eponymous
label has been making great strides in sustainable and
ethical fashion, and getting the recognition it deserves for
showcasing traditional artisanry from northeast India
and neighbouring Myanmar.

—Perna Mitra | The Indian Express



Imbibing cultural influences from North-East India and South-East Asia, designer Sruti Dalmia's self-titled fashion label is at the forefront of blending modernity and culture.

—Meghna Mathew | Homegrown.co.in

VOGUE

The London Fashion Week debutante traverses South Asian borders with craftspeople spread across Myanmar and north-east India.

THE VOICE OF FASHION

Dalmia's design language gains inspiration from her immersive travels through Myanmar and the Northeastern states of India.

—Darshita Goyal | [The Voice of Fashion](#)

marie claire

The 43 Best Sustainable Fashion Brands in 2022

Your clothing choices shouldn't cause irreversible damage. These are the brands that are stepping up and changing the fashion industry for good.

Designer Sruti Dalmia partners with weavers and craftsmen from North-East India and South-East Asia: while 70 percent of the workforce are women weavers from remote villages. The brand has collaborated with two upcycling centers in India. The fabric waste is reintroduced into future collections as new yarn, to promote lower waste. Sruti Dalmia often works under the pre-order model that significantly reduces overproduction.



GRAZIA

**Sruti Dalmia Nominated For Grazia Young Fashion
Designer Award 2021**



FASHION LABEL SRUTI DALMIA IS MODERN IN NATURE & ROOTED IN TRADITION

Many aspects of the world, and life in general, have an impact on how the strong modern woman tackles each day. What one wears apart from what one thinks, hears and says, too, seems to be of immense importance -- it holds the capacity to change the way we feel about ourselves.

Imbibing cultural influences from North-East India and South-East Asia, designer Sruti Dalmia's self-titled fashion label is at the forefront of blending modernity and culture. Having lived in India, England, Singapore and Myanmar, Sruti has bagged enough cultural knowledge to be able to aptly represent it through her garments.



Sruti Dalmia brought her Bengali heritage to London Fashion Week 2021

The fashion designer debuted the third part of her 'Gemini' series, inspired by her Kolkata childhood, few weeks ago

BLAIRICE ROY | PUBLISHED 25 FEB 2021, 09:00 PM



Fashion designer Sruti Dalmia (L) showcased pieces from her 'Homecoming' line (R) at the London Fashion Week recently.

When we spoke to Sruti Dalmia last, in April this year, the designer had just presented the first part of her aspirational *Gemini* series at a digital showcase for the London Fashion Week 2021 (LFW). The line titled *The Unsung Melody* explored native weaves of Northeast India and Myanmar. The pieces de résistance were made from lotus silk, sourced via a one-of-a-kind production indigenous to Vietnam and Myanmar.

my
KOLKATA

The ethical route

Cultivating an ethical value chain is at the core of Dalmia's brand, which also deploys a carefully developed ecosystem to promote ethical sourcing and labour development. In a way, it updates the idea of how luxury and ethical consumption can seamlessly coexist.

"We as a brand have a very conscious approach to responsible production. All our assemblages are produced respecting the weavers' time and capacity. We always work directly with weavers to produce our fabrics. For the Homecoming line, we have used a host of handmade sustainable weaves, including our favoured cotton silk. Yarn-dyed fabrics have been produced responsibly to form vibrant assemblages," the designer says.

Next up

Dalmia is planning the official India launch of her label in early 2022 with a capsule line. "One has to understand that luxury fashion is not about heavy materials or opulence, but about time and effort. We are now planning a special capsule collection for our launch in India and also preparing for our Autumn/Winter 2022 collection," Dalmia signs off.

THE <OICE OF FASHION



The label underwent a rigorous selection process involving concept notes, collection previews and campaigns, and was then shortlisted by the LFW Emerging Designer platform, created to scout upcoming talent.



A campaign image from The Unsung Melody for LFW

Designer Sruti Dalmia's collection made of lotus stem fibre from Myanmar. Silken stripes created using lotus stem- an age-old technique used in Myanmar.





- PV Sindhu - Olympic badminton champion wearing Sruti Dalmia for Vogue India cover Story October 2021
- Lisa Mishra - Chicago based Bollywood singer wearing Sruti Dalmia for Reverie Magazine cover story - October 2021
- Tillotama Shome - International award-winning actress
- Anna Ben - South Indian Actress



Sruti Dalmia



GRANDEBUT

Delhi- and Rangoon-based designer Sruti Dalmia presented her ready-to-wear range at the digitally-held, London Fashion Week 2021 last month.

And the recognition of her unique vision has ensured that her is a name to look out for. The Fall collection, Gemini Series, marries traditional craftsmanship from North-East India with the artistry of Myanmar to create contemporary silhouettes. In an exclusive with Bazaar, the 36-year-old designer shares, "We fused Assamese and Naga weaves with ancient Burmese craftsmanship, which I fondly term as 'Indo-Burmese' to develop an entirely new weaving technique. We included organic silk made from dried lotus stems, and yarn made from recycled silk waste."

Enquiries at sales@srutidalmia.com and [Instagram/sruti_dalmia](https://www.instagram.com/sruti_dalmia)

Designs from the Gemini Series that was showcased at Lakmé Fashion Week Fall 2021



LONDON FASHION WEEK



At the [London Fashion Week](#) (Autumn/Winter '21) Sruti Dalmia showcased artisanry that's intrinsic to the design language of the East and yet, enormously underrepresented on the global front. "I was born in Kolkata and I still have a home there, and I spent many years in Myanmar. I've experienced so many design heritages. But not many of them have found representation internationally. I showcased the first part of my Gemini Series', The Unsung Melody, at this year's London Fashion Week, that is dedicated to exploring the stunning workmanship and indigenous weaves of North-East India and Myanmar. It's targeted at a global audience and has an effortless minimalism and ecological consciousness since responsible production is a big focus for me," Dalmia shares over the phone from Delhi, days after her digital showcase at LFW.

new edit/jewellery

buy



Tops from the Gemini collection

culture code



EASTWARD AHYOY

Sruti Dalmia's Gemini series celebrates emancipation and heritage

AT THE LONDON Fashion Week (Autumn/Winter '21) Sruti Dalmia showcased artisanry that is intrinsic to the design language of the East and yet, enormously underrepresented on the global front. "I was born in Kolkata and I still have a house there. I spent many years in Myanmar and I've experienced so many design heritages. But not many of them have found representation internationally. I showcased the first part of my Gemini Series' *The Unsung Melody*, at this year's London Fashion Week, which is dedicated to exploring the stunning workmanship and indigenous weaves of North-East India and Myanmar. It's targeted at a global audience and has effortless mini-

malism and ecological consciousness since responsible production is a big focus for me," Sruti shares over the phone from Delhi, days after her digital showcase at LFW. Though traditional Burmese craftsmanship and silks of yore anchor the designer's winning series, Dalmia's work is rooted in cultural exchange, which is also a major driving force in fashion at the moment. The piece de résistance in her series is made from lotus silk that is produced using lotus stem fibres — a production route that is indigenous to Vietnam and Myanmar. "One has to understand that luxury fashion is not about heavy materials or opulence,



Ensembles from the edit

luxury is about time and effort. I have worked with weavers from Myanmar, Nagaland and several parts of North East India using upcycled and recycled fabrics. We're also upcycling all silk wastage into fresh yarn at our weaving centre to produce new pieces. My idea was to move away from what we've seen in the Indian market. It's about originating a new look, so it may not look mainstream Indian but hey, it definitely is!" Sruti remarks.

Sruti was born into a Bengali family in Kolkata and moved to New Delhi a few years later. The designer picked up a good amount of her design skills from her spouse's

grandmother — the family runs a boutique in Lucknow, India, specialising in *chikan-kari* embroidery. But it was only in 2017 that she realised her vision and launched her eponymous label and flagship store in Yangon, Myanmar. She produced her first collection in January 2018, which was sold out in 20 days.

Sruti's line-up features drawing-shirts, A-line numbers, blazer and shorts, puff-sleeved tops and trousers in breezy silks, warm earthy tones and fresh winter colours alongside artwork that depicts the confluence of Asian cultures. The power pieces are deconstructable and have a transitional quality. "For so long, fashion in India has moved around the wedding spectrum; fashion needs to exist independent of the wedding industry. My line almost marks emancipation from that, it's about liberty and conscious luxury," Sruti says.



Sruti Dalmia

The tensions between digital and physical showcase in fashion has been unmissable — Sruti, who presented an eclectic fashion film for the London Fashion Week and seems to have broadly aced the physical spectrum, misses the days of the power-packed runway sets. "There are good and bad sides to the digital shift, of course. While it has its perks, I miss the energy of a live show and the personal connect. I do hope to get back to doing live shows soon," Sruti says.

The Gemini series is available online. Price on request.
 — **Ujjainee Roy**
 @ujjaineeroy@newsindianexpress.com
 @UjjaineeRoy



2. SRUTI DALMIA

The London Fashion Week debutante traverses South Asian borders with craftspeople spread across Myanmar and north-east India.

@sruti_dalmia