



SPINNING A TALE

The vision is clear and compelling: To reimagine Bengal's storied *Jamdani* weave — a textile tradition honoured by UNESCO as an intangible cultural heritage — as a modern emblem of slow, conscious luxury. Elevating the fabric from an archival element to a symbol of iconic luxury, Katha transforms the narrative around the textile through sartorial storytelling. Each of their collections merges lineage with innovation to suit the evolving identity of the modern woman. The brand's debut lines — Imperial Calcutta *Jamdani*, a masterwork of cutwork artistry, and the Lal Paar Sada *Jamdani*, a bold reinterpretation of a cultural classic — showcase this ethos.

Jamdani has long carried its legacy in delicate florals, which Katha reincarnates in luxurious muslins, silks, and handwoven cottons. Inspired by nature's stillness and mythology's eternal



Suchandra Sengupta, co-founder of Katha

A DIGITAL-FIRST DREAM

What began as a passion project on social media quickly captured the imagination of mindful, style-conscious aesthetes around the world. Katha's digital storytelling shares behind-the-scenes glimpses of weavers at work, the evolution of motifs, and the philosophy behind every creation, fostering a loyal community drawn to

WOVEN HERITAGE

Championing the legacy of Bengal's *Jamdani* textile, Katha - A Tale of Weaves is rewriting the rules of slow luxury as a tribute to patient, purposeful fashion

In an era dominated by fast fashion and digital churn, Katha is a quiet yet resounding rebellion that celebrates heritage, mindfulness, and timeless elegance, all while preserving craftsmanship by reimagining it for today's discerning consumers. Co-founded in Kolkata by Suchandra Sengupta, a global technology leader and creative visionary, the brand promotes the rich heritage of Bengali handloom textiles, weaving a rare harmony of innovation and tradition into the landscape of contemporary fashion.



rhythm, motifs of paisleys, peacocks, *alponas* (a traditional Bengali folk art form), and striking geometrics tell a new story through the loom.

Working with over 100 weavers across West Bengal — including award-winning master weavers — Katha eschews the mechanical and mass-made approach for one that nurtures enduring relationships and creative collaboration. Their intricate works are woven entirely by hand on traditional pit looms. Each motif is delicately inlaid thread by thread, which not only demands time and patience, but an artistry passed down through generations.

fashion with meaning.

This momentum led to the creation of a curated e-commerce platform, followed by the much-anticipated launch of Katha's flagship studio in Kolkata in 2025. Today, Katha enjoys a place of pride in the wardrobes of discerning tastemakers across the globe — from New York to Melbourne and beyond — claiming its spot on the global stage of luxury fashion.

"Handloom is not meant to be locked away in nostalgia. It belongs on the global fashion stage," concludes Suchandra.

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