

Indigo Handloom
Product Pitch
November 1, 2012

Indigo Handloom: Luxury Handwoven Scarves Are Sustainable and

In summer 2012, India suffered the worst blackout the world had ever seen, and yet, Indigo Handlooms' Indian weavers managed to fill an order of 6,000 scarves on time. Indigo Handloom is a company with a mission: to provide sustainable jobs to artisan hand-weavers in India, and to preserve the traditional art of handloom. Handloom, a cloth-producing art that absconds from the modern machine textile manufacturing, has an infinitesimally small carbon footprint—and provides jobs to many who would be struggling in a spiraling economy.

Amongst a burgeoning of emerging handloom companies, Indigo Handloom is an industry leader. Over the last five years, Indigo Handloom has supplied Eileen Fisher, a sustainable, socially conscious women's fashion house with beautiful, intricately executed scarves. In 2011, Eileen Fisher conducted a study of one of the villages of Indigo's weavers to more thoroughly grasp their working and living conditions—a social project aiming to better the communities of their workers.

Woven into Indigo Handloom's ethically crafted line of handloom scarves is tradition and luxury. The Khadi fabric, for example, is made from ultra-soft, hand-twisted yarn, and was a symbol of self-reliance promoted by Gandhi during India's struggle for independence from Britain—still today, most politicians in India only wear Khadi fabric. The **Caged Sequins** scarf, made from Khadi and available in Cream, Maroon, and Pewter, combines the delicate threading of handloom with a little bit of sparkle as well as warmth for the holidays. The Muga silk, distinctively different from the Khadi, is the only silk in the world that is naturally gold in color. Worn only by royalty for centuries, it is still very difficult to find—it only grows in one small valley in the Indian state of Assam. This fall's **Foliage** scarf, a collection standout, is gilded with leaves in a stunning ivory-toned jacquard print.

Indigo Handloom also features traditional intricate patterns in their scarves, including Ikat and Batik, which feature complex dyeing methods and a long history of fine texturing. The cotton and silk **Ikat Shadow Stripe**, for example, follows the traditional method of dyeing before weaving, to ensure a soft, delicate feel and an elegant striped grey scaled ombre look.

Indigo Handloom features a variety of textures, styles and colors in their 100% hand-crafted luxurious artisan pieces—all for a just cause: to keep artistic tradition thriving, and to help their artists maintain a fruitful life. Every scarf is produced with richness, from the history and culture of the weavers to each scarf's cloth and design. Indigo Handloom is committed to reviving this richness, thread by thread, for every season.