« Every piece is unique as unique is the woman who wears it »

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Revisiting Indian Saris - up cycled or handmade by artisans

Aneesha is a women's fashion brand, that revisits **traditional** Indian saris in a **contemporary** key.

The long-time Indian textile tradition blends with the Italian sartorial know-how in Aneesha's dresses, which are all **one-of-a-kind pieces**. Fine silks, cottons and colored organza - all exclusively **handmade** or of **vintage** provenance - are the types of fabrics that Lavinia, designer and founder of the brand, chooses carefully during her travels in India, making **sustainability** and **upcycling** of textiles key elements of the process.

Sari = Tradional Indian women dress, consisting of max 6 meters of lightweight cloth with unique patterns and designs.

It is in the way of dressing of Indian women, so gracefully wrapped in their Saris, that Lavinia found the expression of a **sacred femininity** that became the main inspiration of her creations.

Aneesha gives life to a **feminine**, **minimal** yet **sensual** style, while combining tradition and innovation into unique pieces with a delicately exotic flavor.

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The values of the brand

1.UNIQUENESS

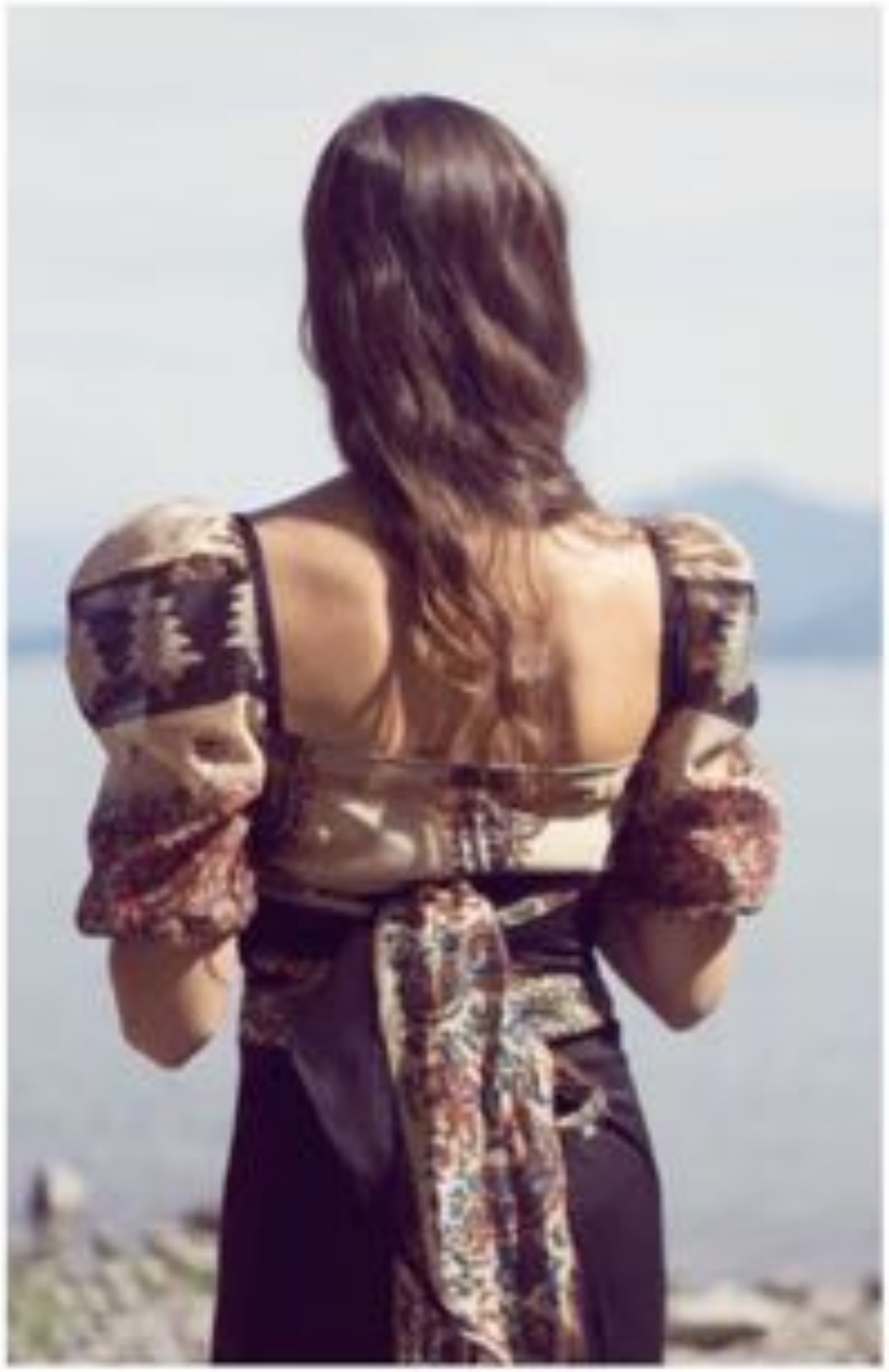
-few-of-a-kind pieces, both ready-made and made-to-measure/order
-new patterns of saris, new handcrafts every season
-unique and very personalized selling way: every client is unique and treated as such

2.SUSTAINABILITY

-Handmade textiles: supporting traditional techniques and communities of artisans
-Upcycling of Vintage saris

3.QUALITY

-Design and sartorial production made in Milan, Italy or in atelier with dedicated seamstress



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Textiles are carefully sourced in India with selected artisans

Aneesha

1

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5

6

1+2: Blockprinting with the artisans in Ajrakpur, Gujarat, India
3: Mud-blockprinting in Bagru, Rajasthan, India
4: Washing mud from saris after indigo printing, Bagru, Rajasthan, India
5: Bandhani tie&dye on sari, Bhuj, Gujarat, India
6: Shibori tying and clamp dyeing, Bhuj, Gujarat, India

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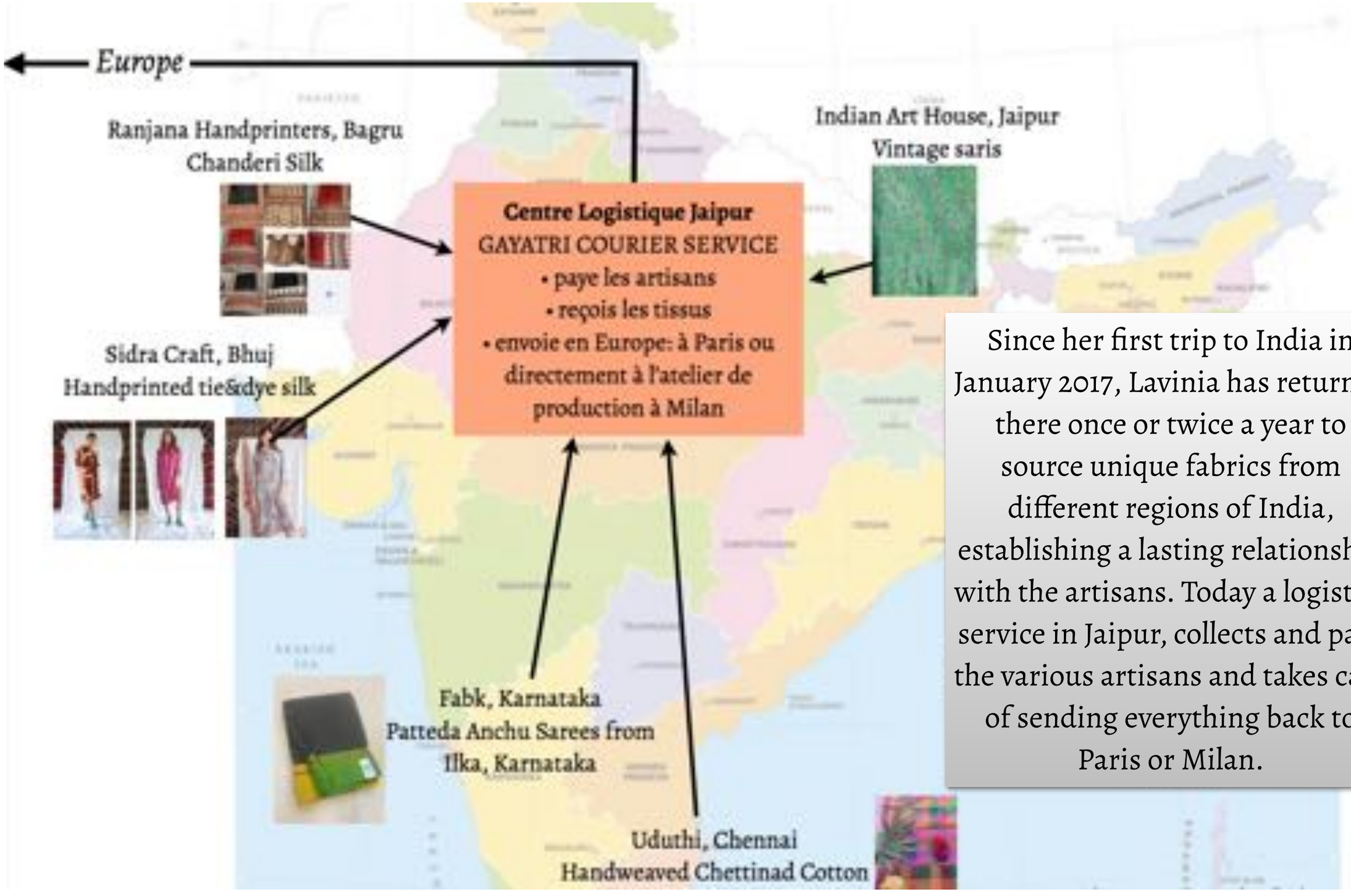
A sourcing and logistics built over the years



Since her first trip to India in January 2017, Lavinia has returned there once or twice a year to source unique fabrics from different regions of India, establishing a lasting relationship with the artisans. Today a logistics service in Jaipur, collects and pays the various artisans and takes care of sending everything back to Paris or Milan.

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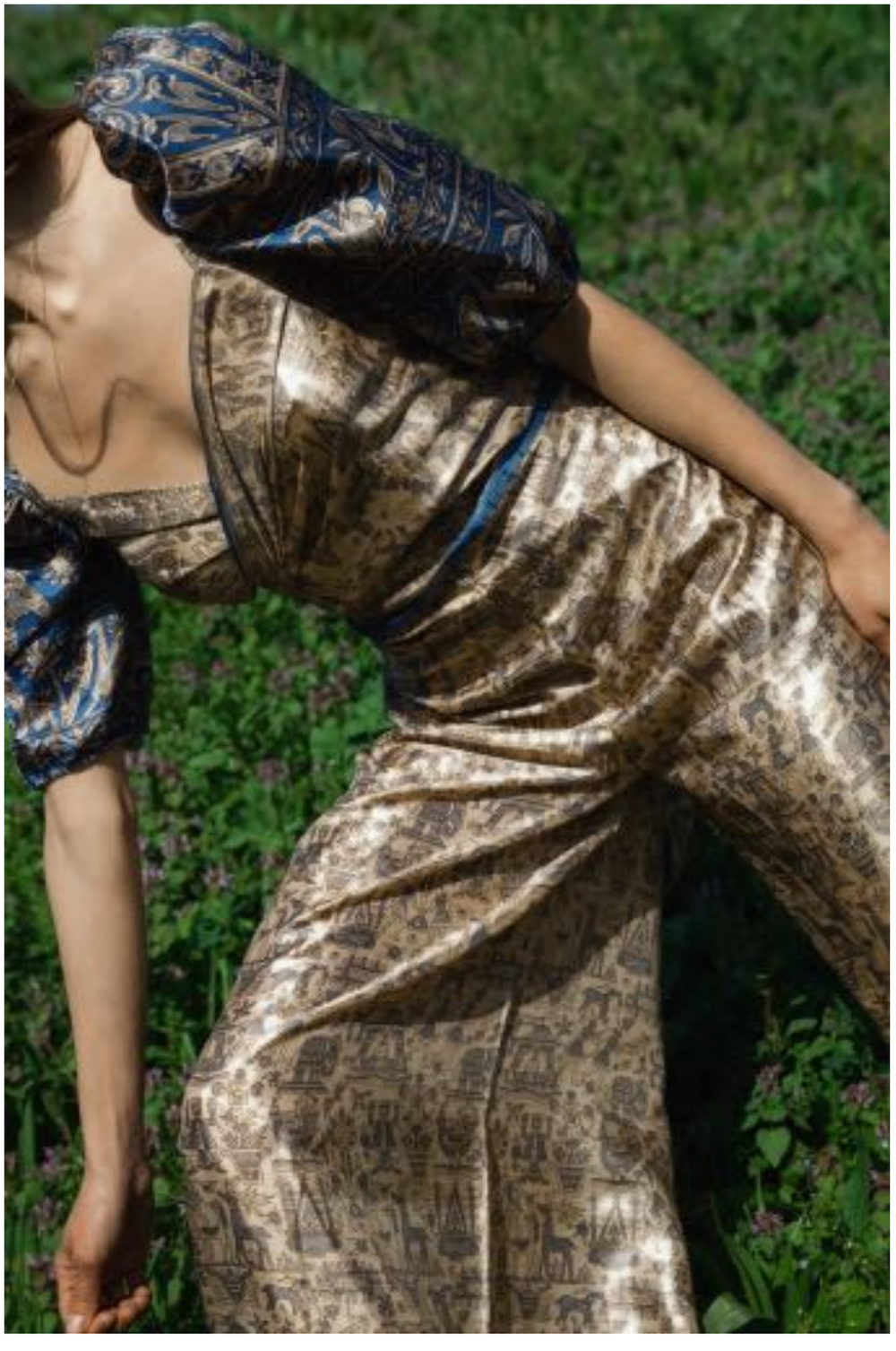
Aneesha - Upcycled vintage silk saris



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Aneesha - Revisited Handloom Chettinad Cotton Sarees

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Bagru Traditional HandBlockprints and Handwoven Patteda Anchu Sarees

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First results on the press

Aneesha

VOGUE

ITALIA ABBONAMENTI

FASHION BEAUTY NEWS FASHION SHOWS TALENTS PHOTOGRAPHY VOGUE COLLECTION SHOP OROSCOPO

SUSTAINABILITY

Abiti estate 2021: un brand emergente e sostenibile da conoscere

DI CECILIA MUSMECI

21 MAGGIO 2021

ELLE ENTERTAINMENT MODA BEAUTY VIVERE MEGLIO ATTUALITÀ ABBONATI NEWSLETTER IT

#ElleGreenWeekly 10 - Tutte le news a tema sostenibilità da segnare in agenda questo mese

— Da Elle non abbiamo dubbi: il futuro (della moda e non solo) può e deve far rima con sostenibilità #gettingreener

DI VALENTINA NUZZI 03/06/2021

I Saari sostenibili di Aneesha

Aneesha è un nuovo brand di moda sostenibile che crea abiti a partire da Saari indiani tradizionali. Nato dalla passione della fondatrice Lavinia Cottafavi per l'India e i suoi costumi, si propone di unire etica ed estetica utilizzando ogni parte del tessuto e trasformando gli scarti in elastici per capelli e tote bag in cui vengono consegnati i pezzi quando vengono acquistati. La campagna è stata realizzata in una fattoria biologica di permacolture gestita dalla modella e attivista Lila Cadorna, che è stata anche la musa della collezione.

Vogue India

ANEESHA

The France-based label with Indian roots, founded by Italian designer **Lavinia Cottafavi**, is a study in multitasking style. She fuses handmade saris with dress shapes to create a collision of cultures in clothing

"The sari is designed with freedom"
When I came to India in 2017, I fell in love with the sari. As an artist, I connected with its use of colour, and the freedom with which it is designed. I think that in the West we are much more impacted by structures and ideas. To me, Indian artisans create from a different space, a more humble place that is less related to ideas and structures, but more in line with tradition.

"Every year I visit a region to discover its craft"
I choose a region and a typology of technique or sari that inspires me, and then I go there and search for artisans, makers, weavers. I source vintage silk saris or traditional artisans' handmade saris. This year was all about Chettinad saris and handwoven South Indian cotton saris. I have worked on some traditional Benarasi saris too after having gone there on a trip, as well as tie and dye and bandhani techniques of Gujarat.

"Aneesha is a direct expression of different influences and cultures"
I'm Italian, hence naturally influenced by Italy's strong design and artistic culture and taste. However, I have lived in many different countries and was brought up in places like Pakistan and Senegal, always living in a strongly multicultural environment.
Aneeshadesigns.com

THE I

Elle Talents Italia

TERRA MADRE

Etica senza frontiere ed estetica inclusiva. Lavinia Cottafavi ha avuto la sua epifania nelle terre dell'India e del Pakistan, tra stoffe e colori ancestrali. Così ha deciso di creare, con la sua moda sostenibile, un ponte tra Oriente e Occidente, con capi upcycled e tessuti ricavati dai sari tradizionali. Mistico reloaded.

Rotelli

CHIEMOTION

I'VE Milano

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Today's challenges

1.DEVELOP SOURCING

>new partnerships with artisans across India

2. IMPROVE QUALITY AND SUSTAINABILITY OF TEXTILES

> quality of raw materials, reduce waste of natural resources all along production etc.

3. MORE CONTROL OVER SUPPLY CHAIN

> need indian partner to better manage logistics with all providers

4. DEVELOP AN INDIAN LINE ?

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Thank you.

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