

linen is not a good option because of the characteristics of the fabric, in a short while the clothes have a huge number of creases and it looks untidy. If you wear a cotton product, you are no different from any other guest at a wedding. People like to stand out in an occasion, especially a wedding. If you wear a cotton product, the other guests also wear cotton. Wearing clothes made out of pure silk fabric makes a person stand out at a wedding due to the fabric's sheen and richness. Art silk also known as polyester silk is a complete substitute for pure silk fabric, but since it's a manmade fibre it is very uncomfortable to wear.

PLEASE TELL US WHAT MAKES 'TATTVA' UNIQUE?

Tattva is known for its simplistic designs that highlight the fabric being used. We try and replicate the clothes that were worn for traditional events many years back but with a contemporary twist to it. A good example of this is our silk stitched dhotis. These were worn by many south Indians for weddings but since it was difficult to tie these dhotis the trend stopped and people started wearing other outfits for these occasions. We got these dhotis back in an easier avatar wherein the person need not tie the dhoti; they just need to wear it like a pant. This product has become very popular since the generation these days want to get back to their cultural roots.

HOW DO YOU PLAN TO TARGET A TURNOVER OF 100 CRORES OVER THE NEXT FIVE YEARS?

Apart from our silk wedding collection, which is worn only for the auspicious part of the wedding, we have also introduced another range of ethnic wear that is our fashion line. These products can be used for other wedding functions like the sangeet and haldi. We also



introduced a range of cotton kurtas which is the pre wedding wear and these kurtas can also be used for other occasions like pujas, temple visits and festivals. We introduced a collection of boys' ethnic wear in silk and cotton fabric six months back and it is getting popular. In May, we plan to launch our women's collection. In a short period of time we plan to launch our own exclusive stores with all the collections being showcased. With this, I think we can reach our target of 100 crores in five years.

HOW HAS THIS NEW VENTURE ENABLED YOU TO BE A ONE STOP SHOP FOR ETHNIC WEAR FOR THE ENTIRE FAMILY?

Tattva already has a wide variety of men's ethnic wear and we are constantly adding more collections. We have released a collection for boys ethnic wear recently and in May we will also launch our women's (it will include girls too) ethnic wear collection. Since silk is a fabric that can be used for men, women and kids apparel, we can defiantly be a one stop shop for the whole family. ■