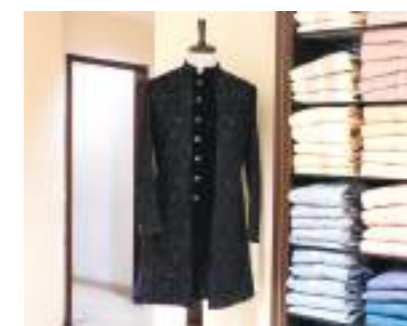
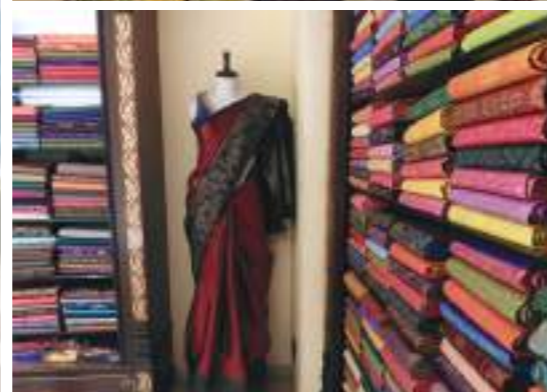


ONE-STOP SHOP FOR WEDDING TROUSSEAUS

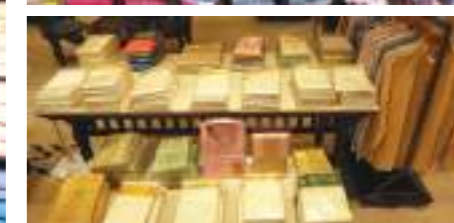
VRK Heritage in Bengaluru's Jayanagar is a four-storey space spread over 13000 square feet that offers complete bride-and-groom clothing solutions



wide range, offering choices for varied budgets and preferences.

FOR MORE DETAILS

Address: 46th Cross Road, besides Shell Petrol Bunk, opposite Metro Pillar No. 43, TMC Layout, 5th Block, Jayanagar, Bengaluru - 560041
Contact: 6301580075



the only store that has heritage weaves from 23 states under one roof offering collections from across the country – north, south, east, and west.”

TRADITION MEETS MODERNITY

While the brand is known for its traditional sarees, we have managed to engage the younger fashion-conscious audience with our unique designs. Youngsters prefer typical gold with Jamdani weaving was mentioned by the staff, both of which are available in varied choices. At the store we cater to brides and grooms from across the country, and most of our customers appreciate our craft-wise collections and weaving concepts,” explains the staff

The mainstay of the store is huge varieties of silk saris, especially the Kanjeevaram saris, that are still the first preference for all South Indian weddings. The saris here are unique – there is only one piece of each kind. And the best part is that each sari comes from a different source – all of which are clearly explained to customers.

SILK STORY

If you have wondered why silk saris come at different price points, a large part is based on the quality of silk & zari used in the sari. “We also have saris from Arani, a small village in Tamil Nadu whose designs are typically traditional with a Kuttu border that is woven separately and attached to the sari,” he adds. The current trend in wedding wear, especially for brides, is all about pastel shades with a contrasting blouse, and the store has plenty of options. The second level has saris classified by cluster – so you have separate sections for Paithani, Banarasi, and Ikat & more. There are also readymade blouses and occasional-wear salwar kameez available. The menswear collection includes suits, sherwanis & dhotis. Collections are refreshed once every two weeks, which means there is something new each time you visit. Across categories, price points span a

A store that celebrates Indian heritage textiles and history, VRK Heritage is a legacy store that is all about occasion wear with a difference. With an impressive facade, you will see an idol of Lord Ganesha on entering. The store showcases bridal finery. Adorned within solid wood panels with more than adequate seating arrangement for families to shop in a relaxed environment.

COLLECTIONS GALORE

Set over four floors, the ground level is dedicated to premium silk saris mainly for the wedding collection. The first floor has designer and handloom saris; the second floor has women's Indian wear, lehengas, and dress materials; the third floor is dedicated to men's wear. In conversation with the store staff they mentioned "What makes our store distinct is the fact that we are

