

#FASHION & BEAUTY

KARUTANTRA

Where fusion fashion finds a PLACE WITH JAMDANI SARIS



When the term sari pops up in our conversations, we are usually speaking about a particular draped and untailored textile of about 6-yards in length, worn mostly by women in our region. But when this conversation delves into the stretch of the elegant Jamdani that's when the conversations truly become interesting because there's so much more to revel in. Jamdani craftsmanship is one of the most unique works by our local fabric artisans. It has a rich history complete with worthy stories, and Nusrat Marzia, the Founder and CEO of Karutantra specialises in just that – churning out magnificent pieces of Jamdani for her clients!



Star LIFE Style

Karutantra and its endeavours

The story of the Jamdani, however regal it maybe, has been unable to reach the height of its former glory in the 21st century. And Marzia, mostly blames a handful dishonest tradesmen for the descent in the trade.

According to the entrepreneur, unscrupulous salesmen have been misleading their clients regarding the quality of their end products, in order to earn some quick cash up-front. Marzia wants to be 'the knight in the shining armour,' to put perspectives back into their rightful place by teaching the masses about real Jamdani, its high-quality finishing, intrinsic value and sophistication.

"Dishonesty regarding the trade has off put interested clients from seeking-out authenticity in the craft. My determination is to change all that and introduce the trustworthy, high-quality pieces back to our clients. Jamdani is no less of an exclusive art piece and I want everyone to realise that," she said.

Based on her confidence, one might easily presume that Marzia has already achieved strong alignments with the world of entrepreneurship. We were only surprised to find out that it was on the contrary! Marzia delved into the trade, only a year back in September 2020, when the pandemic was at its peak. This she did solitarily out of her intense love for the unique fabric, its craftsmanship and enthralling past legacies.

"My journey with Karutantra has been very short so far. I started working with the brand only after the pandemic hit. Even though my passion was mostly behind the

basis they still prefer fusion wear over the traditional sari. My idea is to bring back the legacy of the Jamdani in the fusion form so that it is more attractive to the current generation and they can easily relate to the fabric," she said of her vision.

And this practical decision making perhaps doesn't come as a surprise from a brand that already plays with attractive and modern colours on its traditional pieces.

All is well that ends well

After speaking to Nusrat Marzia, we were confirmed on at least one fact, that no matter what the future held for the business or the brand, the initiatives were certainly praise-worthy.

And we can only hope that it helps the masses fall back in love with the regal Jamdani and support the trade on its 'way back' to regaining its formal glory.

Essentials:

To view exclusive pieces interested individuals are encouraged to contact Karutantra at 01311357317

Email: karutantra@gmail.com

Social Media Link: www.facebook.com/karutantra

By Fashion Police

Photo: Tanvir Ali Photography

Models: Antara Sarker Arthi, Anamika Sarker Sanchary, Synthia Afreen

Wardrobe: Karutantra

Jewelry: 6 Yards Story

Makeup and Hair: Shareef Artistry by Safa Shareef



initiation of the business, there was also the knowledge that Jamdani artisans were struggling, which encouraged me to put an extra effort behind the project. I wanted to help the Jamdani artisans earn their livelihoods for themselves instead of living their lives completely dependent on charity," said Marzia.

That's how the business began, and Marzia didn't find herself alone in the initiative because her family including her two brothers helped her actively with Karutantra.

"I could never make it this far without their support and I am proud to inform everyone that both my brothers Tasnimul Khalid Khan and M Shoaib Kamal are directly involved with the brand as Co-founders," informed the budding entrepreneur.

A futuristic approach

We have mostly seen the Jamdani motifs on saris, or the exquisite 84 count cotton pieces in the form of the seamless six yards of fabric. Marzia being her usual self, a bold and innovative entrepreneur, wants to take the attempt at innovation to make the fabric more attractive to the Gen Z.

"Let's be honest here; today's generation love the sari but maybe just as an exclusive wear. On a day-to-day

