

## Storyteller: Jahnvi Pananchikal



Dve lets women be. Our handmade clothes bring nature and age-old Indian artistic tradition together to celebrate women and their original, uninhibited styles. Prepared from natural fibers, Dve clothes are authentic and made with finesse. We like to pause and notice the little details. We make clothes for women to feel fashionably practical and comfortable every day.

For Dve, style is the sum of simplicity and intricacy. Our patterns breathe easily and we give every element our undivided attention. Whether its design and colours, stitches and buttons, or lines and textures, all are equally important to us. In subtle shades, our rural Indian artisans turn art into craft with meticulous weaving perfected through generations.

When we design, we envision a reality where beautiful clothes fit all women. A hundred different things inspire us in our waking hours. From minimalist films and scientific discoveries to sea shells and monochromatic objects, the motivations are limitless. Our creative urban designers and rural makers love what they do and innovate together at every stage with humility and faith. The thought of joy in the eyes of every woman wearing Dve brings out the best in us.

Through collaboration, Dve carries the relevance of textile handiwork, a form of art that nurtures innovation and individual uniqueness. The makers earn a sustainable income and help preserve an invaluable artistic gift of the Indian cultural heritage.

Dve makes it easy for women to make an inspired choice in clothing to feel comfortable in their own skin and appreciate the goodness of tradition with natural fabric.