

## Women's Shirts | Hand painted Women's dresses | Women's Clothing – Kalaloom



## Why Kalaloom?

<u>Kalaloom</u> has expertise in creating wearable art. An absolute place, where style meets art to make something never seen before. Enabling you a unique dress up by providing designs made by using fabric as a canvas to express emotions.

HAND PAINTED EDITION

Giving life to the characters from your routine stories. An uncommon yet creative practice of transferring curated illustrations from sketchbook to fabric, alike Chulbuli - our most loved, hand painted character.

Curate your stories into garments. KalaLoom, where art awaits to be dressed up! The inspiration for chulbuli goes back to college days where I use to meet these chulbulis daily. Each had individual set of ideas, notions, lifestyle and problems. Trying to portray there aura through this collection.

## **Kalaloom**

An elite combination of কলা - art and construction-in significance to the loom, is owned by Mrs. Pratiksha Jain Raka. An alumni of MSU University of Baroda (bachelors degree) and NIFT Mumbai (Masters degree), started her creative label in the year 2019.

As the name suggests, the brand has expertise in creating wearable art. An absolute place, where style meets art to make something never seen before. Enabling you a unique dress up by providing designs made by using fabric as a canvas to express emotions. Giving life to the characters from your routine stories. An uncommon yet creative practice of transferring curated illustrations from sketchbook to fabric, alike Chulbuli - our most loved, hand painted character. Curate your stories into garments. KalaLoom, where art awaits to be dressed up!