

Tilfi launches 'Hunar', a saree embodying values of sustainability and harmony



Varanasi, Aug 23, 2020 ([Issuewire.com](https://www.issuewire.com)) - Tilfi Banaras launched the 'Hunar' saree last week to celebrate the unique talent and artistry of their craftsmen.

Hunar's simplicity and visual elegance are achieved through a plain body and an elaborate border, patterned with spinning wheels and bobbins, "Charkhas" and "Naris" - the simple tools of Tilfi's master artists in Banaras. Handwoven in lush double katan silk and meticulously detailed, Hunar employs the

painstaking kadhua weave and meenakari to create the saree's beautiful border.

The first colour launched in the Hunar saree is an elegant off-white with a beautiful gold zari border.

Embodying values of sustainability and harmony, Hunar promotes India's rich cultural heritage through the symbol of freedom, the 'Charkha' itself. The emblematic Charkha serves as a reminder of our country's freedom struggle and a symbol of the glorious heritage of our country.

Speaking on the launch of the saree, Ujjwal Khanna, Co-Founder, said, "the Hunar saree is an ode to the artisans, the cornerstone of Tilfi and also recognizes our interdependence on each other.

It is only because of our artists that not just Hunar, but all our products are woven meticulously with utmost attention to detail. In trying times, we have strived to support our master artists and the craft of Banarasi Weaving. With the collective effort from our patrons and artisans, our ambition is to put our handicraft heritage on the global map. With Hunar, we voice our love and support for local and strive to make it global.

Just like our iconic Kashi saree, with the ghats of Varanasi woven along the border, we believe our Hunar saree also furthers the design vocabulary of Banarasi handloom."

Since its launch, the saree has seen a tremendous response and gathered appreciation for its unique design and storytelling. Given the outsized demand, the waiting time for the next piece already stands at 16 weeks.



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Source : Tilfi Brands Pvt. Ltd.

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