

Dear Mom From Strangers: A Mother's Day Campaign That Touched Hearts

Ethnyk Dori celebrates Mother's Day through emotional public conversations, storytelling, and meaningful gifting.



New Delhi, Delhi May 21, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Dear Mom From Strangers: A Mother's Day Campaign That Touched Hearts

Ethnyk Dori turns heartfelt conversations with strangers into a beautiful tribute for mothers everywhere

This Mother's Day, Ethnyk Dori launched an emotional campaign titled "[Dear Mom From Strangers](#)", capturing real and unscripted conversations with people sharing their love, memories, and emotions for their mothers.

What started as a simple public interaction soon became a collection of heartfelt stories — daughters wanting to pamper their mothers, sons speaking about silent sacrifices, and strangers expressing feelings they had never said out loud before.

"We thought this would be just another campaign, but somewhere between the smiles and emotional pauses, we realised we weren't just recording videos — we were collecting stories," said [Monika Jain Motwani](#), **Co-Founder of Ethnyk Dori**.

As part of the campaign, Ethnyk Dori also introduced special Mother's Day gifting coupons to encourage meaningful gifting and celebration. The coupons are valid until **May 15, 2026** across selected collections.

Known for blending storytelling with fashion and experiences, Ethnyk Dori — a saree, jewellery, and events brand — continues to create campaigns that connect emotionally with people while celebrating culture, memories, and relationships.

The campaign beautifully reflects the brand's philosophy: **"Every Thread Tells Your Story."**

About Ethnyk Dori

[Ethnyk Dori](#) is an Indian saree, jewellery, and events brand focused on timeless elegance, emotional storytelling, and curated experiences that celebrate culture and meaningful moments.

Ethnyk Dori

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