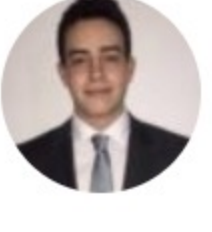


ENTERTAINMENT

Watch: Embroidery is an inherited profession in India that international fashion houses benefit from



By [mendez diego](#)

Posted on January 23, 2023



Four men, squatting in a seated position, bent over beads of golden thread on a piece of organza... This is how the Shanagarh embroidery atelier in Bombay creates haute couture wedding dresses by Julien Fournier, who is expected to present his collection in Paris on Tuesday.

The French designer, who denounces what he describes as "imperialism in designs", chose to highlight this season the "inherited" and "unique" Indian expertise in the field of embroidery, which the major fashion houses in the world benefit from.

Inside the beige-walled building, dozens of men in gray polo shirts and bare feet work on cushions on the floor, their heads bowed over a large piece of canvas stretched with metal frames.

INDIAN PROFESSION PRACTICED BY MEN

Embroidery in India is one of the professions practiced by men.

The operator is completely quiet, through which only the sounds of needles, beads and ceiling fans can be heard, while the noise of low-flying aircraft to and from the international airport of India's economic capital penetrates it.

Shanaghar, which means "decoration" in Sanskrit, has for decades played a key but unseen role in the completion of intricate embroidery for major fashion houses in Europe, the United States and Japan.

In India, workshops have been doing embroidery for centuries, with characteristics and techniques that differ according to each region.

"Indian ateliers adopt a range of technologies that we do not find in our country," says Jean-Paul Cauvan, director of Julien Fournier.

THE FIRST IN THE WORLD IN EMBROIDERY

Biswajit Batra, 31, an embroiderer at Shannagar atelier, has 15 years of experience. He says, "I learned the profession at home in my village in Calcutta because my father was an embroiderer, while my brother and sister worked in the same profession."

"It's an inherited profession," says Julien Fournet, adding, "While in Europe in the sixteenth century we used to wear long headdresses (hemen) and wear krakos shoes, the Maharajas wore gold-embroidered costumes."

He points out that "the Indians are very advanced in the field of embroidery, and India is the first in the world in it."

"Embroidery with golden threads and weaving threads into beads to obtain gradations of color are two techniques that Indians master more than others," he told AFP.

He points out that these two techniques produce a piece of clothing that has an "authentic and elegant" look, explaining that wedding dresses done in this way "sparkle, but in a limited way, because Haute Couture customers do not want their appearance to look like a Christmas tree."

And he continues, "I worked with prominent embroidery workshops in France, and the dealings were always complicated, as everyone wants to interfere with the work and the end result is not satisfactory to you."

GAUTHIER AND HOLLYWOOD

The 55-year-old Chetan Desai, whose father created the Shannagar Innovations workshop more than 60 years ago, has his absolute interest in fashion. The company got its start as a hand-weaving workshop and the manufacture of traditional embroidered saris. However, in the mid-nineties of the last century, he strengthened his ambition, heading towards France, and he entered into a partnership with the French fashion designer of Tunisian origin, Azzedine Alaïa, who wore prominent stars, including Naomi Campbell, whose designs were embroidered by Shannagar atelier.

Remaining discreet about his current partnerships, except for those with Julien Fournier, Desailly points to designs he has embroidered for Jean Paul Gaultier, Yohji Yamamoto and Donna Karan.

Even the Hollywood film industry hired his atelier, who embroidered the designs worn by actress Nicole Kidman in the 2001 musical "Moulin Rouge".

"I love working with Julien Fournier, he pushes all boundaries," Chetan Desai told AFP. "Working for him was challenging and very rewarding because some of his ideas surprised me."

Once the embroidered fabrics arrive in Paris, they are meticulously ironed by Julien Fournier himself, before the dress is assembled by his atelier.

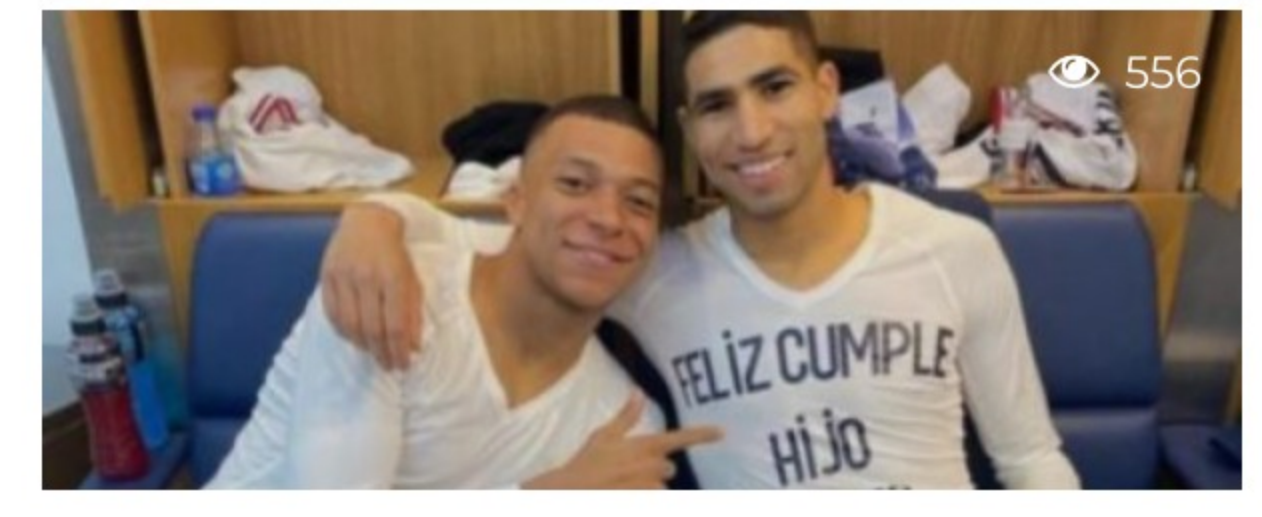
The collection, which will be shown Tuesday in Paris, includes designs entirely embroidered with beads and threads at the Shanagarh atelier, with the use of some new techniques such as embroidery made from pieces of tulle wrapped to create flowers.

RELATED ITEMS:



[CLICK TO COMMENT](#)

MOST POPULAR



LATEST

Mbappe and Hakimi.. a distinguished friendship separated by the World Cup final – Kuwora



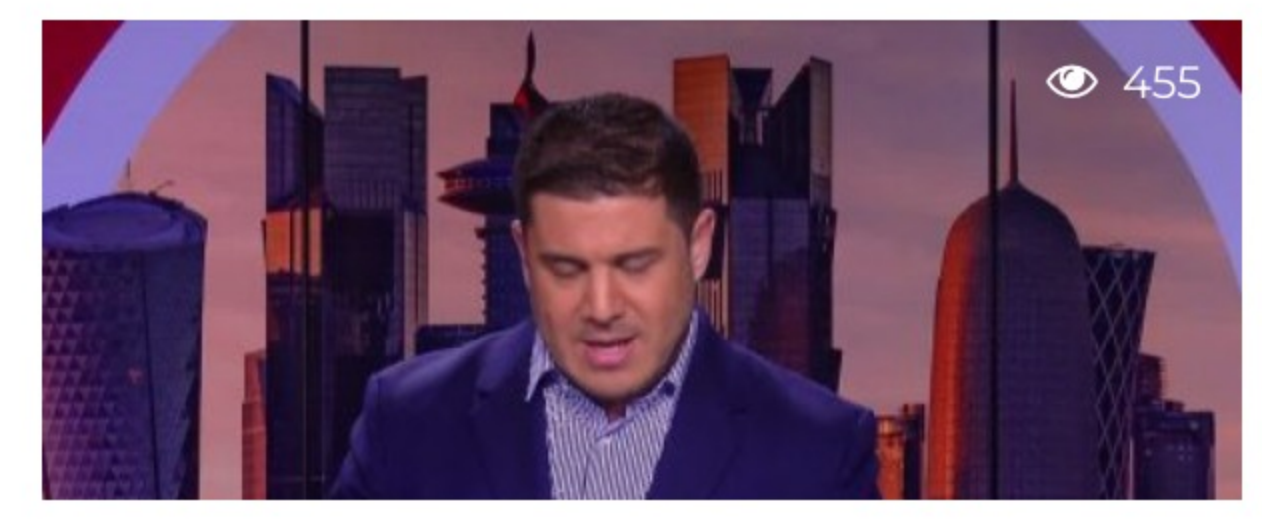
LATEST

Installing 4 giant screens to watch the match between Morocco and Portugal in the various arenas of Agadir – the Moroccan depth



LATEST

A historic record for stationed in the World Cup – Koura



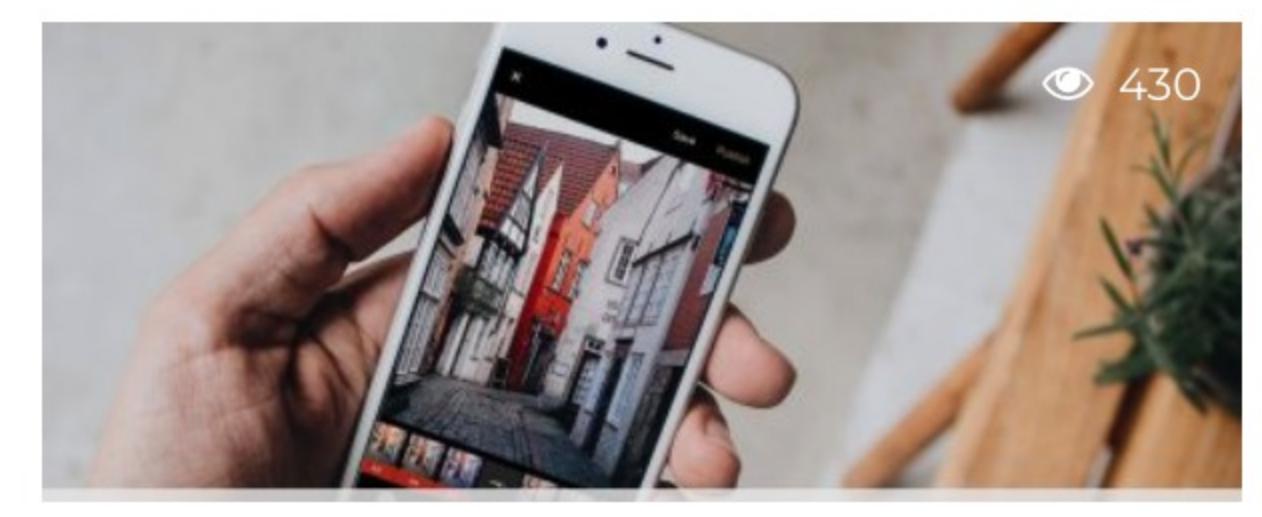
LATEST

World Cup 2022: An expected confrontation between France and Morocco .. and Argentina sets a date with Croatia • France 24 – France 24 / FRANCE 24 English



LATEST

Turki Al-Sheikh announces a huge financial prize for whoever predicts the winning team at the World Cup in Qatar



LATEST

These apps are best for editing photos/videos on iPhone



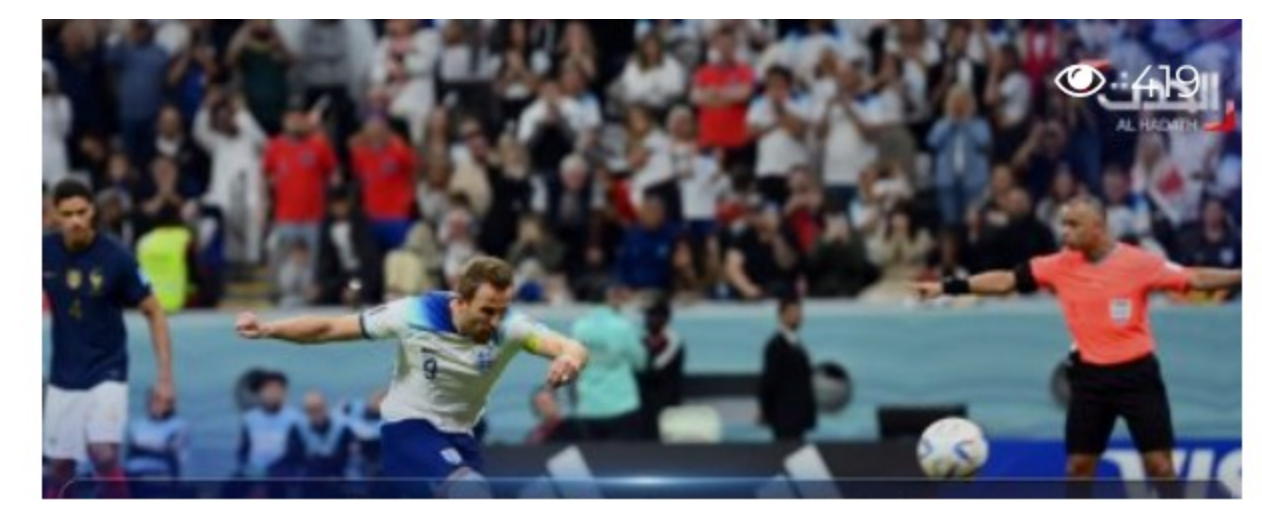
LATEST

Portugal players: "Messi's conspiracy" is the reason for our exit from the World Cup



LATEST

Moroccan street expectations for the outcome of the quarter-final match between Morocco and Portugal – Moroccan depth



LATEST

"all my life".. The first comment from Harry Kane on the missed penalty kick in the World Cup – AlHadath event



LATEST

Messi is in the eye of the storm.. "an expected decision" due to the events of the Netherlands match



The Miracle Tech Started as a Tech News website founded in 2019. We don't just serve our readers with Tech news; we treat them with unique insights that are not only engaging for tech news readers but also Changed into that era had migrated from the far fringes of the lifestyle to absolutely the center as cellular generation created a new era of digital consumers, casual tech geeks. The Miracle Tech is perfect for every Tech geek and non-tech geek out there!

CATEGORIES

ENTERTAINMENT
LATEST

CONTACT US

1612 Menlo Ave Los Angeles, CA 90006
Contact Number:
Phone: +(1) 721-205-3432

General, Editorial and Technical Enquiries:
Email: contact@themiracletech.com

