



SANGHAMITRA

PRESS RELEASE

London, 14 February 2014

Autumn Winter 2014/15 Collection Launch

SANGHAMITRA is a London based Indo-Italian ethical luxury brand, conceived around the essential concept of bringing together the ancient Indian hand weaving and tailoring traditions with contemporary European Fashion edits, maintaining a key focus on quality.

SANGHAMITRA aims to simplify and re-value sustainably:

- SIMPLIFY complex and intricate edits, to create clean and elegant design pieces.
- RE-VALUE ancient Indian tailoring traditions by respecting our artisans' labour and times, raising awareness about their work and cultural heritage.
- We produce all our collections through a SUSTAINABLE process, giving life to unique handmade garments using exclusively natural fabrics.

ABOUT THE DESIGNER & NEW COLLECTION

Sanghamitra Phukan's work is focused on women wear. She is inspired by both her Indian heritage and European history, art and fashion culture. Reinterpreting traditions and processing current trends through her uniquely peculiar taste, Sanghamitra creates simple and clean layouts, based on essentially elegant shapes and enriched, at times, by the finest touches of traditional hand embroidery.

AW 14/15: "I want SANGHAMITRA women to feel empowered, by wearing a well cut pant suit giving them the freedom to express their inner man, while at the same time not forgetting their feminine side, comfortably slipping into a classic tailored dress which exemplifies elegance and sophistication."

Main Refs – La Dolce Vita, Studio 54

Tweets & hashtags - @InfoSanghamitra #sanghamitra #sanghamitraphukan #ethical #sustainable #luxury #aesthetic #indoitalian #fashion #beautyinsimplicity

www.sanghamitraphukan.com
press@sanghamitraphukan.com