



NaytraTM

Luxury with Vision

100% mulberry silk tunics, tops & scarves handcrafted with intricate details inspired by centuries of vibrant tradition





Naytra™

Naytra

Translation (Hindi/ Sanskrit): Eyes

Pronunciation: "Neh-tra"



Naytra™

Naytra Couture designs 100% pure mulberry silk tunics, tops and scarves that are based on exclusive Madhubani artwork by Indian artisans.

Naytra is a female-founded female-run business that supports female artisans while creating keepsake pieces that will stay in your closet for generations.

With each purchase made a portion of proceeds goes towards eliminating curable blindness via Naytra's partnership with the Seva Foundation.

Please join Naytra's mission to support and empower female artists, practice slow fashion made by utilizing sustainable techniques and give the gift of eyesight!





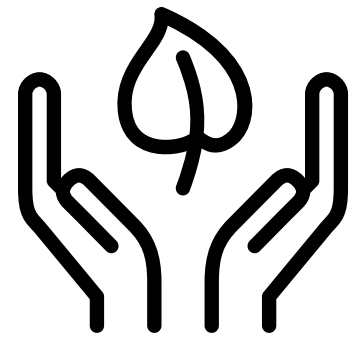
Naytra's mission runs deeper than creating vibrant keepsake pieces. Naytra's three founding principles are:

- 1. Women Supporting Women:** paying female artisans a fair wage by working with them directly and cutting out the middlemen.
- 2. Conscious Luxury:** creating keepsake pieces made by utilizing sustainable techniques and organic materials, and by implementing a no plastic policy.
- 3. Silk for Sight:** donating a portion of Naytra's proceeds to eliminate curable blindness via partnership with the Seva Foundation.

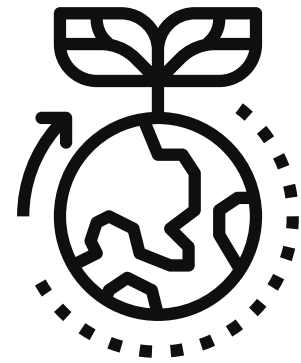
Mission



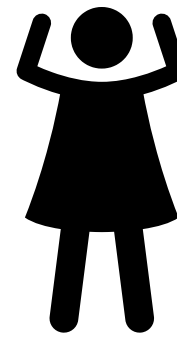
Naytra Couture is:



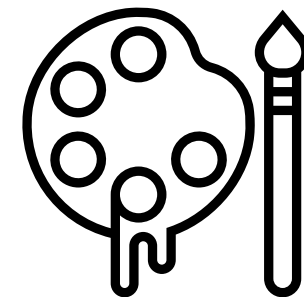
Sustainable
Slow Fashion
Brand



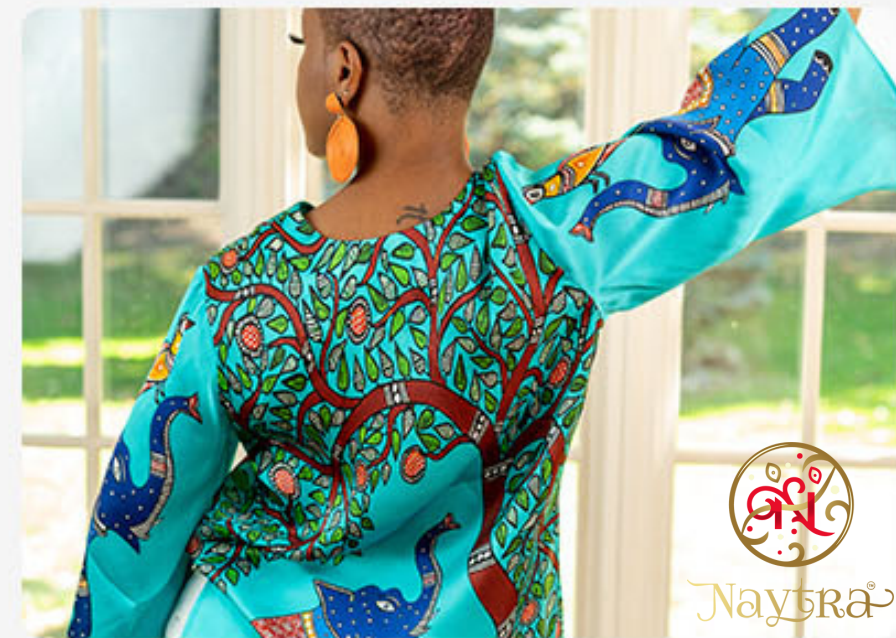
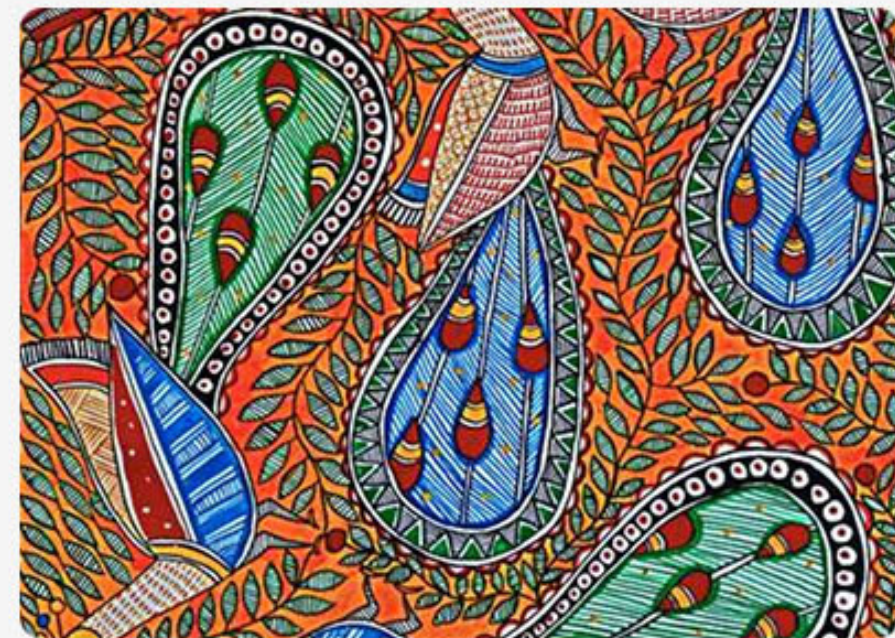
No plastic
policy



Run by women
who empower
women



Wearable art based
on artwork by
Indian artisans



Shagun Sharma founded Naytra in late 2020.

Her fascination with eyes began when she attended the National Institute of Fashion Technology in Delhi where she studied the influence of ancient Indian art on culture, textiles, apparel, and fashion.

In the spring of 2019, Shagun began by reaching out to female folk artists living in remote Indian villages. Two years later, Naytra was born.

These artists practice the centuries old art form of Madhubani, which is passed down generation to generation in these remote villages. Naytra's tunics are handcrafted, each a one-of-a-kind wearable piece of art that is truly unique and makes a fashion statement.



The Founder

Aarti Dotal Sharma

"I was so happy to get my Naytra tunic. I purchased Bhramati. The color is vibrant and the design so uniquely beautiful. It feels very soft and sensual. This silk is very high quality. The packaging and delivery was spot on. If you don't own this, you are missing out!"

Shalini Gupta Rohatgi

"I absolutely love all the tunics and the scarfs and it was hard to pick when ordering!!! The fabric is soft, comfortable, and drapes really well. I own two styles and both are true to size. The colors are more vibrant than the pictures and I am looking forward to building my own personal collection."

Ioana Economos

"I love my new scarf! The material is soft and beautiful, and I have already received so many compliments!"

What our customers say about us...



Let's get in touch!

Website

<https://naytracouture.com/>

Instagram

@naytracouture

Facebook

<https://www.facebook.com/NaytraCouture>



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