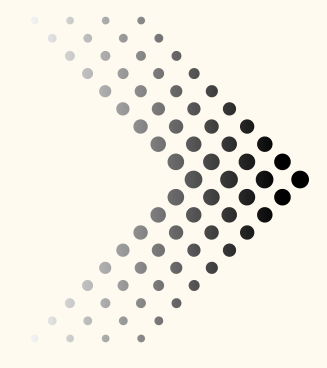


# LOOKBOOK



[www.tehzeebcollection.org](http://www.tehzeebcollection.org)



Fashion - Tradition - Celebration



# TEHZEEB COLLECTION

Tehzeeb is a Women owned contemporary clothing brand built on the pillars of heritage and sustainability.

We create unique garments that bridge the gap between past and present. Our designs are contemporary and stylish, yet deeply rooted in the rich history of our handloom and hand-woven textiles.



# OUR STORY

Founded in 2017, we celebrate the artistry of local artisans and the timeless beauty of traditional textiles. We create unique garments that bridge the gap between past and present.

[www.tehzeebcollection.org](http://www.tehzeebcollection.org)





# TASNEEM BUNGLOWALA

**Founder and Director**

Is an entrepreneur, fashion enthusiast, well-being coach, and software professional. Her diverse experiences and passions come together to shape Tehzeeb's unique identity, reflecting her dedication to preserving the beauty of India's rich cultural tapestry.

# PRESERVING TRADITION

We champion the artistry of local artisans and breathe new life into age-old textile traditions like Batik, Kalamkari, Dabu, Ikat, and Ajrak. These unique handloom and hand-woven textiles, colored with natural dyes, are the foundation of our stunning collections.





# SUSTAINABLE PRACTICES

We are committed to protecting our planet. Our garments are crafted from natural, biodegradable materials and colored with non-chemical, organic, eco-friendly vegetable dyes.

[www.tehzeebcollection.org](http://www.tehzeebcollection.org)

# EMPOWERING WOMEN

More than just fashion, Tehzeeb champions the work of women artisans. We proudly partner with women-run non-profit organizations, empowering these skilled individuals and ensuring fair wages.



# BATIK PRODUCTS

Batik is not just an art form; it represents a rich cultural heritage. In India, it is often seen during festivals, weddings, and other significant occasions. The process of creating batik is labor-intensive, requiring patience and skill, which adds to the value of each piece.





# KALAMKARI PRODUCTS

The term "Kalamkari" derives from the words "kalam," meaning pen, and "kari," meaning craftsmanship. This traditional art involves using natural dyes derived from plants and minerals, making each piece not only visually stunning but also environmentally friendly.





# IKAT PRODUCTS

Ikat, derived from the Malay word meaning "to tie," is a dyeing technique used to pattern textiles. The process involves binding sections of yarn before dyeing, allowing for intricate designs to emerge once the threads are woven together. The result is a stunning fabric rich in texture and storytelling.

[www.tehzeebcollection.org](http://www.tehzeebcollection.org)



# DABU PRODUCTS

Beyond its aesthetic appeal, Dabu represents a sustainable and eco-friendly approach to textile production. The use of natural materials and the minimal environmental impact of the process make it a commendable art form. Rooted in tradition, it involves a complex process of mud-resist dyeing, creating intricate and earthy patterns on fabric.



# AJRAK PRODUCTS

Ajrak finds its roots in the ancient crafts of the Indus Valley Civilization; this art of block-printing dating back over 4,500 years. The designs found on Ajrak are deeply symbolic, often reflecting the natural world, spirituality, and the cultural heritage of the Sindhi people. Common motifs include geometric shapes, floral patterns, and intricate scrollwork, each telling a story of its own.



# BAGH PRINT PRODUCTS

Bagh print has its roots in the Mughal era, with rich influences from Persian art and culture. The craft has been passed down through generations of artisans, who have perfected the art of block printing on fabric.

Traditionally, Bagh print was created using natural dyes derived from local plants, which not only enhance its beauty but also highlight the environmental consciousness of this craft.

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# A STORY WOVEN IN TRADITION

## Our Commitment

We are committed to creating a sustainable future that celebrates talent, fosters collaboration, and uplifts marginalized voices.

## Our Promise

When you choose Tehzeeb, you choose more than just clothing. You choose a story - a story of cultural preservation, environmental consciousness, sustainable practices, and the continued empowerment of women.





# CLIENT TESTIMONIAL

Tehzeeb's Indian print kurtas and dresses are beautiful, blending traditional patterns with contemporary styles. Each dress is well tailored, making me feel both elegant and unique. They already have a wonderful collection but were very accommodating and tailored a few pieces in designs and fabrics of my choice. I've received countless compliments and couldn't be happier with my purchase. Highly recommend for anyone looking to add a touch of cultural charm to their style!



# CLIENT TESTIMONIAL

I have been a happy Tehzeeb-ian for several years now. Love their ethnic collection made in unique designs and genuine good quality material. Have used all types of clothing from Tehzeeb - tops, skirts, salwar suits, jackets, sarees, etc. and have always received “wow” s from my friends. Lovely brand also working for a good cause!





# SADIA AMEEN

Fashion Marketing Manager

With a sharp eye for fashion and emerging trends, Sadia effectively blends traditional aesthetics with the latest styles, creating unique and captivating fashion narratives. Young and forward-thinking, Sadia is at the forefront of the fashion industry, continually pushing boundaries and redefining norms. Her expertise not only inspires creativity but also drives impactful marketing strategies in the ever-evolving fashion landscape.

# PRACHI VYAS

Operations Manager

Known for her versatile personality and keen attention to detail, Prachi is able to multitask efficiently, ensuring that every project is executed seamlessly. Prachi is not just smart; she is quick on her feet, adapting to challenges with ease and precision. With her at the helm, operations are bound to flourish!





# TRUPTI BHATNAGAR

Trusted IT Partner

An accomplished IT Specialist and Digital Partner with a remarkable aesthetic sense, Trupti seamlessly blends creativity with technical expertise. Her meticulous attention to the minutest details ensures that every project is executed with precision. Efficient and smart, Trupti is dedicated to driving innovation and excellence in the digital landscape.



# CONTACT US

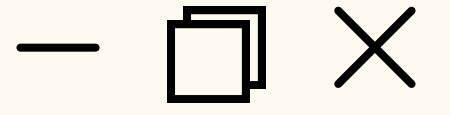
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Join us on a journey to celebrate tradition, embrace conscious fashion, and show your love for Mother Earth !

**THANK YOU**

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