

JASMINEBYSEBA



Timelessly Sustainable

Creating quintessentially Indian and labour-intensive textiles



Our Specialty

JASMINEBYSEBA LLP is an online artisanal luxury clothing brand that deals with handcrafted pure silk silhouettes such as long scarves a.k.a sarees in India, short scarves, coord sets and tunics that are made with 100% natural dyes using the ancient age old Indian handicraft of AJRAKH hand block printing that can be dated back to the Indus Valley civilisation

We follow a 'made to order' business model that not only helps in saving time, resources and energy but also creating custom made pieces for our clients sustainably, thereby reducing the carbon footprint at it's fullest and also making our clients feel luxurious at the same time



Art of Ajrakh hand block printing

Ajrakh, an exclusive hand block printing technique is said to be based on the theme of the universe, where natural dyes of red resembles the earth, black space, blue the sky, and oceans with geometric designs as stars on it. Truly bringing down the soul of the universe on a piece of cloth.



Story behind the name JASMINEBYSEBA

Meet Seba, our curator/founder, an Architect with masters in Urban planning has always had a keen interest in fashion with her educational background helping her gain an insight of how fashion can make a difference in the current world scenario where we face major issues such as pollution and global warming and the dire need to live and promote the essence of sustainable fashion without compromising style and quality.

Jasmine is the 'essence' of the brand - the mother of our founder and the true motivation behind all of our work. The brand has been named after her as she encapsulates the beauty of true selfless love much like all the mothers around the world

We stand for all women making a difference be it small or big on their own feet

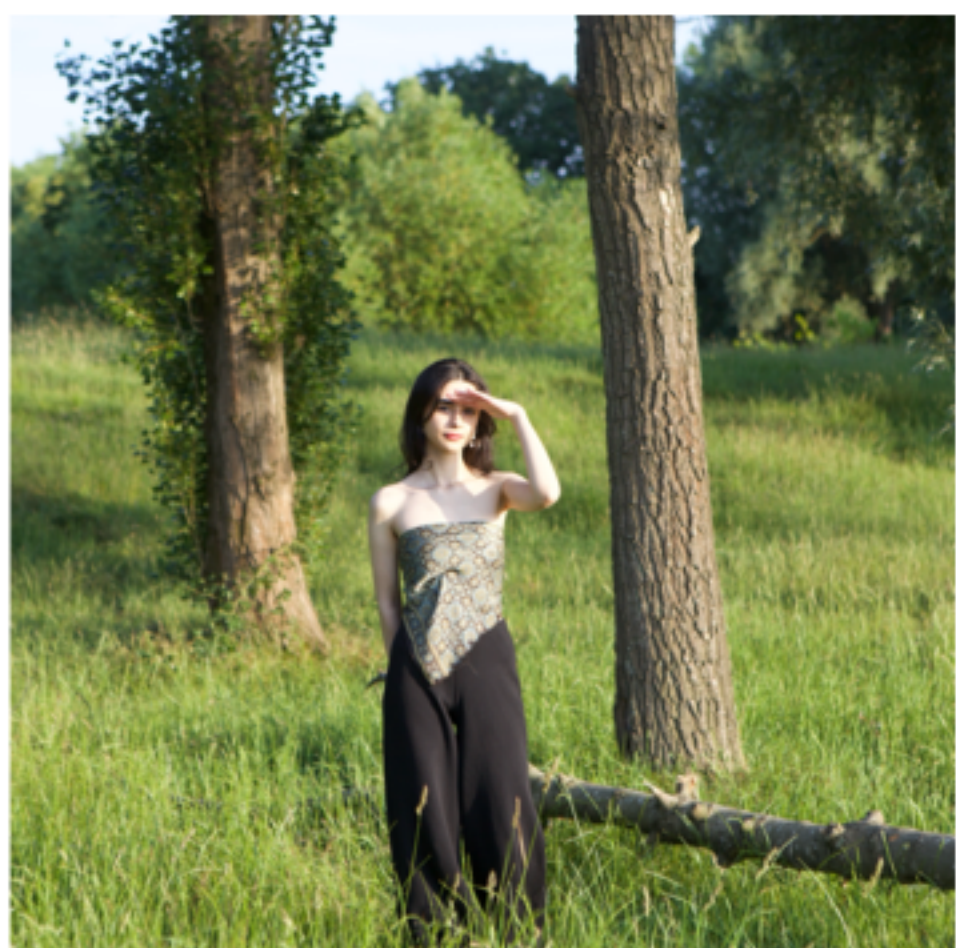
AJRAKH silk long scarves/ saree



AJRAKH silk coord set



AJRAKH Basics



Our Collection



Ajrakh handcrafted silk long scarves/ Saree

Our festive Ajrakh handcrafted pure silk long 6 yard scarves also known as sarees in India is exclusively handmade with handwork done throughout the saree that can paired with another long silk scarf also known as Dupatta.







Ajrakh handcrafted silk coord sets/ Indian salwar sets

Our festive Ajrakh handcrafted pure silk coord sets also known as salwar suits in India is exclusively handmade with handwork done on the top and scarf that comes with the coord set using cut beads, zari thread, sugar beads and sequence



Ajrakh handcrafted velvet silk coord sets/
Indian salwar sets





Ajrakh Basics

This collection in handcrafted ajrakh is completely chic and indo-western with pure silk and organic tunics, coord sets and scarves that can be worn on a daily basis.



As we grow 'an entire community' grows with us

Meet Ashraf Kumbhar, unlike the other Ajrakh Karigars who belong to the Khatri community, he belongs to the Kumbhar community, which is lower caste wise and whose designated occupation happens to be 'pot making' imposed on them right from their fore fathers.

Ashraf happens to be one of those strong resilient men, who instead of rebelling for belonging to not just a minority religion in India but also ranking lowly caste wise in their own village, has broken taboos by working under a Khatri maestro for over 10 years that has helped him build his own unit empowering and employing workers from his own community breaking barriers even being an illiterate.

Each dress bought from us has its own unique story told by each and every Karigar that works on it.

