





OUR STORY

In the heart of **South India**, where vibrant culture and rich heritage intertwine, lies a tradition woven into the very knot of life. It's a story of resilience, passed down through generations, each creation and design holding within it the **essence of tradition and craftsmanship**. In every intricate knot, there's a tale of skillful hands crafting timeless pieces that transcend mere handbags they become symbols of identity, pride, and belonging.



www.knotsbag.com

## At Knotsbag - We create your forever bags

It's truly Knot Your Usual, we pay homage to this ageold tradition, celebrating the artistry and beauty of South Indian "Crafts". Our journey began with a vision to showcase the splendour of "knotting techniques", each telling a unique story of its origin and significance.

The knotting techniques that are Inspired by the rich cultural heritable and resources of Tamil Nadu form Our collection is a testament to the diversity and artistry of South India". But beyond the exquisite designs and vibrant hues, there's a deeper narrative woven into every knot. It's a story of empowerment, as we strive to support local artisans and preserve traditional craftsmanship in a rapidly changing world.



Scan to watch our Brand Story







## MEET THE FOUNDER Thanusheeya

Hi, I'm Thanusheeya, the founder and creative mind behind Knotsbag. As a graduate of the London College of Fashion, I envisioned revitalizing handcrafted Indian art with a global twist. My journey is fueled by a relentless flow of innovative ideas, and the thrill of transforming art into wearable fashion is what drives my passion. From conceiving unique designs to experimenting with a spectrum of colors and knots, each creation reflects my dedication.

At the heart of Knotsbag is a belief in purposeful fashion. Every design tells a story and serves a meaningful purpose. This philosophy guides me and my team, enabling us to bring our ideas to life and make a significant impact on the world.

## THE COLLECTION

Our wire bag collection is inspired by the rich cultural heritage and resources of Tamil Nadu, celebrating the diversity and artistry of South India. Each piece carries a deeper narrative of empowerment, supporting local artisans and preserving traditional craftsmanship. Beyond their exquisite designs and vibrant colors, these bags embody timeless elegance and cultural pride.







KAIPAI



**MINMINI** 

**LUNA** 

SHAKTI



**LUMINA** 



**MALAI** 





BESPOKE FOR KNOTBAGS

bespoke sizes and customizations for our wire bags are now available for orders of 50 bags per style!

Whether you're seeking a one-of-a-kind design or precise dimensions, we've got you covered. This is a fantastic opportunity for boutiques and businesses to offer their customers exclusive, tailor-made products.

Ready to elevate your collection with Knotsbag's bespoke wire bags? Let's create something extraordinary together!



- Global complimentary shipping services are accessible.
- The Knotsbag is crafted from LDPE FIBRE / recycled non-biodegradable plastic waste.
- Wirebags and Apple Skin items necessitate a 30-day dispatch period.
- Coconut/malai products entail an 8-week dispatch timeline.



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