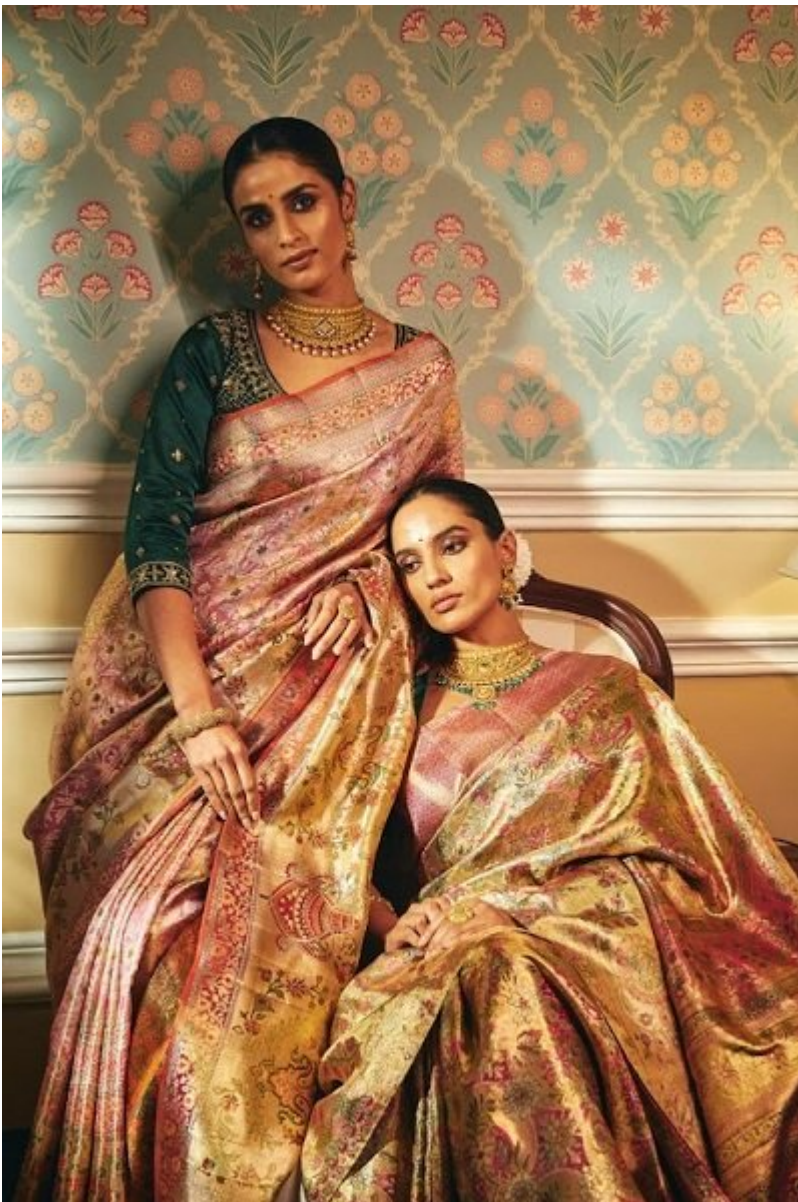


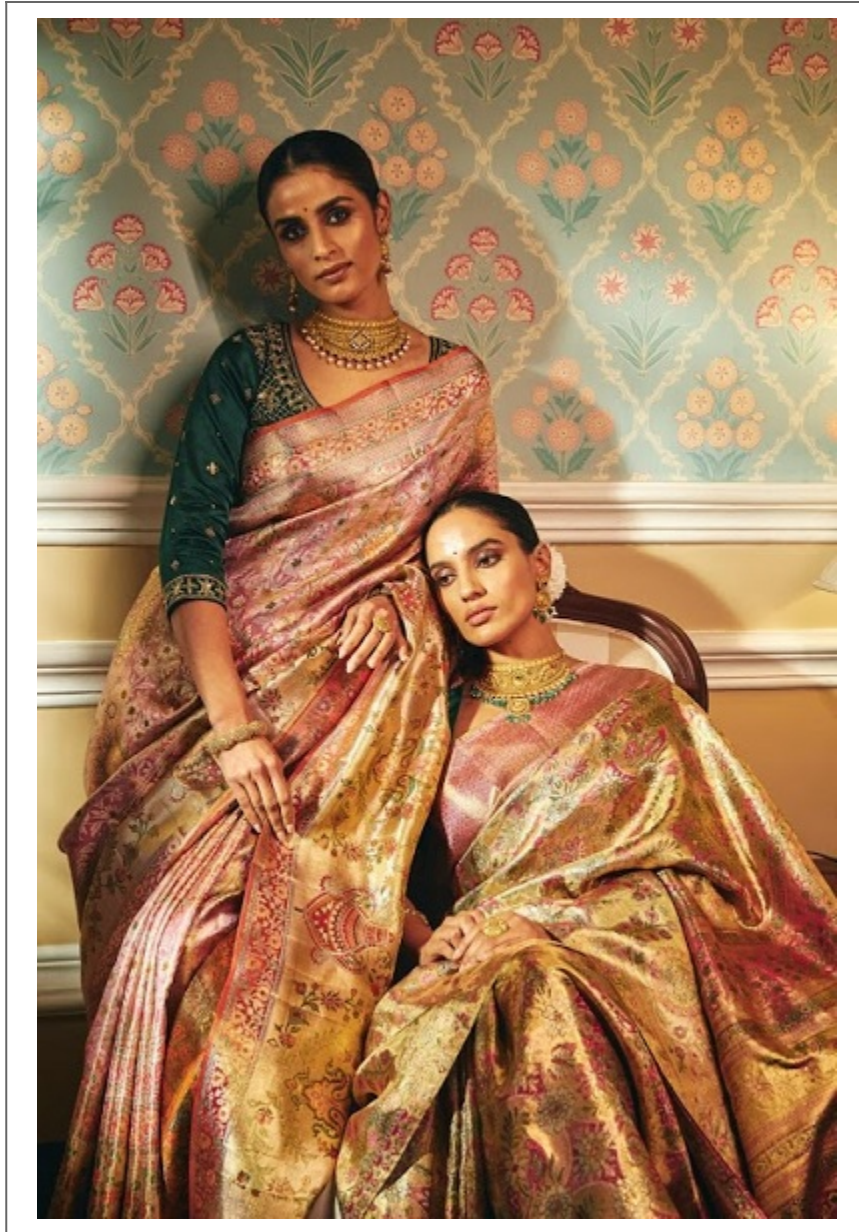
Surya Sarees Celebrates World Saree Day 2024: A Tribute to Tradition and Timeless Craftsmanship

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Surya Sarees, Delhi's renowned ethnic fashion house, celebrates World Saree Day 2024 with grandeur, grace, and an unwavering commitment to India's sartorial heritage.



Surya Sarees Celebrates World Saree Day 2024

The saree, an enduring symbol of elegance and craftsmanship, reflects centuries of artistry, woven into threads of tradition. Whether it's the vibrancy of red symbolizing celebration or the purity of white speaking of grace, it is not just a garment but a legacy passed down to women of yesterday, today, and tomorrow. As proud custodians of this timeless art, Surya Sarees continues to champion the beauty and legacy of the saree in its signature style.

Rekindling Tradition in a Modern World

In an era where Western fashion dominates wardrobes, the artistry of sarees and their creators often risks being

forgotten. From deep blues to festive yellows, Surya Sarees takes this responsibility to heart, striving to keep the magic of Indian craftsmanship alive and inspiring younger generations to embrace the saree in their own unique ways.

"It is our honour to showcase the splendour of sarees and ensure their place in contemporary fashion. Each saree tells a story, and we want every woman to experience this heritage," said **Mr. Raghav Mittal, COO of Surya Sarees.**

The Grand Celebration

To mark this significant day, Surya Sarees is hosting an exclusive showcase featuring a curated collection of their handpicked sarees-masterpieces that blend classic traditions with contemporary designs. The invite-only event promises an immersive experience, featuring:

- **Saree Styling Sessions:** Experts from Surya Sarees will guide attendees on ways to style sarees for every occasion-traditional or modern.
- **Saree Draping Workshop:** Led by Jesi from Chennai, a renowned saree drapist, the session will unravel the art of flawless draping, highlighting the beauty of each fabric.

A Legacy of Craftsmanship

The sarees showcased are treasures of India's rich textile heritage, encompassing both handloom and embroidered wonders:

- **Handloom Sarees:** Banarasi (Varanasi's golden weave), Kanjeevaram (Tamil Nadu's silk marvel), Bandhej (Gujarat's tie-dye art), Patan Patola (double ikat royalty), and Bhagalpur Tussar silks-each a masterpiece rooted in history.
- **Embroidered Classics:** Kashmiri Tila work, Lucknowi Chikankari, Dabka Zardozi, and Parsi Gara-each thread is

a testimony to intricate craftsmanship and tradition.

From the shimmering gold threads of a Kanjeevaram to the soft pink tones of a Lucknowi Chikankari, every creation at Surya Sarees reflects unparalleled artistry. Whether it's the Kashmiri embroidery that mirrors the green beauty of the valley or the subtle orange hues of Gujarat's Bandhej, these sarees pay homage to the artisans who keep these traditions alive.

A Commitment to Elegance

Surya Sarees stands as a beacon of India's cultural heritage, ensuring the saree remains a cherished symbol of grace. On World Saree Day 2024, the fashion house invites saree lovers to celebrate not just a garment but the stories, skills, and timeless beauty woven into every fold.

For Surya Sarees, World Saree Day isn't just a celebration—it's a pledge to honor the legacy of Indian craftsmanship and inspire every woman to drape herself in tradition, with flair, élan, and pride.

For more information, please visit www.houseofsurya.com.

