

## **TRUECRAFTS**

### **NOBLY MADE SUSTAINABLY OBTAINED**



TRUE CRAFTS products are sustainably sourced and ethically made.

With an aim to provide a platform for our artisans to display their creativity and skills, we collaborate with small to medium size workshops exclusively and ensure the artisans are fairly paid for their expertise and celebrated for their creativity. We spent years searching for the best independent artisans in different cities and took the time to understand each artisan's expertise and passion.

Items by True Crafts are made with luxurious pashminas cashmere and gold plated paper machie art. The pashminas are made from Kashmiri Changthangi goat at the high plateaus of the Himalayas, where the goats roam free. We work with small suppliers who are committed to providing the goats with a cruelty-free life, treating them with respect and collecting the cashmere wool through hand-combing only at the right time of the year. The dyes, where possible, are always azo-free or plant-based.

Sustainably sourced material and ethical labor often come at a premium, yet as the stewards of the Earth, we are proud to bring back the appreciation of nature's finest and assume our responsibility towards the environment and people empowerment seriously.

### **VISION :**

Investing in artisans to bring most exclusive and authentic handmade luxury certified art products to the world.



We will deliver social impact through these products or services and actively managing environmental, social, and governance (ESG) risks, we seek to deliver more resilient, long-term out performance.

**Mission :**



- To provide a high technology embedded platform for our artisans to display their creativity and skills to royalties and to rest of the world.
- Focus on Pashmina and Paper Machie finest art which is on verge of extinction.
- **Planet, people and animals come before profit**, and we are dedicated to sustainably and ethically sourced materials.

**OUR METHODOLOGY**

**DIVINELY EXQUISITE**



Our product philosophy in which every piece serves a purpose and is made well to last. Our artisans lovingly craft each item with extra effort to ensure the finest details are covered to its aesthetic taste and made to stand the test of time.

True Crafts provides 100% authentic pashmina shawls, scarves, and wraps. Kashmiri pashmina scarf weaving is made by using the centuries-old processes and techniques by the Kashmiri artisans. The weaver is often called Wovur in Kashmir and the process of making Kashmiri cashmere shawl, scarf, and stole is called Wonun. Pashmina goats are called “Changthangi”, live at an altitude of approx 4000 meters above sea level.

True Crafts artisans take their time to bring the beautiful pieces to life with their years of know-how. The time they have devoted to their trade and their craft is a luxury. The artisans invest their knowledge and emotions into each project they work on with pride, and the intricacy creates a precious connection between the makers and you.

## LOVE FOR NATURE



**Planet, people and animals come before profit**, and we are dedicated to sustainably and ethically sourced materials.

True Crafts is dedicated to sustainability and ethically sourced materials. By nature, being ethical can be much costlier than taking the easy route and purchasing from the refiner or dealer with low prices and shady sourcing. Our cashmere and paper machie come from Kashmir, the high plateaus of the Himalayas where these goats dwell. We endeavor to maintain our quality keeping in mind the planet.

## Community & Product Development

### Community Development



True Carfts was created with the hope to empower artisans and bring positive impacts by connecting businesses with local communities.

We are passionate about increasing the recognition of ethical production, sustainable crafts, genuine top-quality paper Machie & pashmina (cashmere), the beauty of natural fabrics and handmade accessories by offering these charming accessories at an affordable price. Our partners share the same vision and passion, and we ensure our partners and artisans are fairly compensated and their livelihoods improved.

We also strive to make a positive contribution to society and communities by giving back – we work with a range of charities, with a focus on providing education to empower the female workforce, support underprivileged children for a better future.

We welcome all on our journey to celebrate sustainable luxury crafts and create positive social changes together.

### Product Development



Product planning has always been the development focus of True Crafts brand, and we continue to enrich our product types.

We focus purely on authentic **Pashmina** that comes from purest mountainous goats namely “Changthangi” without harming any animals.

Other product line is **Paper Machie** that is been crafted with gold and silver for finest outlook. The artisans are well versed with more than 40 years of experience and have received many recognition awards.

## Design & Fabric Concept

Design:



Most of us use the basic design style, simple atmosphere design style. Suitable for women of all shapes, showing the freedom and elegance of modern women. Plain and modest – a classic, easy-to-match throw-on staple. Versatility at its finest. giving you maximized comfort and easy wearability. Whether it is going out or staying at home is the best choice. The colors we have chosen are comfortable and relaxing colors, which correspond to our brand's high quality clothing texture.

**True Crafts scarf is purely handwoven over the traditional wooden handloom** where several skilled artisans work together and weave the luxury Pashm threads, acquired directly from Ladakh, in warps and wefts. Our Cashmere scarf, hence prepared is heavenly soft, light weight and carries an ultimate smoothness, which lends a blissful winter experience.

The Kashmir shawl has been an item of luxury consumption since the sixteenth century. Of these the Kani weave cashmere shawls hold a special value, as this craft is specific to the Kashmir valley, and there are few master craftsmen today capable of this delicate work. Like an impressionist painting, Kani weave shawls are beautiful recreations of nature inspired designs using a very fine twill tapestry technique, and it can take several years to produce just one piece

## **Fabric**



At True Crafts, we spend months sourcing the highest quality fabrics. In order to improve elegance, you must have excellent fabrics! Therefore, all our cashmere fabrics come from Ladakh the world-famous cashmere producing area. In order to correspond with luxurious cashmere fabrics, we are also very careful in the processing process. In order to achieve perfect workmanship standards, we have made many attempts and improvements to achieve the current quality. We are also constantly adding new fabrics. We have tried and innovated this fabric many times to find more suitable fabric production design products.

## **Handmade Cashmere Scarves**



The word 'Cashmere' is derived from Kashmir, the beautiful valley of India. Cashmere wool is made from a special variety of goats that reside in that valley only. This natural fabric is very soft and also has insulating properties.

Our fashionable range of Cashmere Scarves is exclusively crafted by the artisans of Kashmir, India. With their age-old traditions, they successfully design and weave the scarves with utmost care and passion. Each of the scarves receives nurture and warmth that can be felt when you wear them.

The weaving techniques the craftsmen follow are generation old. Our Cashmere scarves encompass tradition, the culture of the rich heritage of the land that imbibes in the crafting process. The premium quality handmade Cashmere Scarf of **True Crafts** has its own mark of quality.

Our decorous range of Cashmere shawls and scarves are specially handmade by the weaver in the manual loom. The manufacturing process of the accessory has a story itself. From the spinning of the wool to designing; every step is looked after by the experienced artisans who are gifted with traditional knowledge, aesthetic sense, and incomparable skills.

And most importantly, all the steps are carried out by their delicate love and passion for the art of weaving. Their dedication and ardor for the craft are reflected on the thread of the Cashmere Scarves. True Crafts is content to help those traditional weavers by preserving their heritage and time-honored technique by providing them the platform to showcase their art to the world.

We bring to you the opportunity to buy and treasure these handmade prized possessions online. You can buy the cashmere scarves and they will be delivered to your doorstep. Relish the warmth of the True Crafts Scarves and Shawls and ooze in a style that is elegant as well as classy.

**Gift**



When you think about Pashmina, we associate it with women's wear generally. However traditionally, Pashmina, made from the wool of goats found only in the high Himalayan altitude, has been associated with kings and royalties. Even today, you will find Hollywood A-listers like Brad Pitt rocking their look with a Pashmina scarf/stole.

Hence, if you have been on the fence about buying a Pashmina for yourself or the men in your life, here are some reasons why your Pashmina scarves are a must-have in any male wardrobe.

- A Pashmina scarf can jazz up even a summer dress or shorts, t-shirt, and flip flops. This most casual dress will have a dressy edge if you knot the scarf around your neck or just wrap it around. They are great to have in your travel bag as they can be folded down to a small size and are so soft that will fit even a crossbody bag. Plus, our men Pashmina come with their own carry bags just for this purpose. Not only casual clothes, but a good Pashmina shawl also goes well with evening and formal wear. They are great to have especially when summer starts turning into autumn and there is a slight chill in the evening air.
- A single Pashmina scarf can be worn in multiple ways; you will find many online videos that will show you how to style your scarf.

### Men's Pashmina scarves as a gift



This is the age of stylish men who can carry handcrafted pure Pashmina with class and elegance. The beautifully designed Pashmina is in the bucket list of men around the world. With summer weddings around the corner, Pashmina scarves and stoles can be your perfect gift for the groom, groomsmen, and parents.

We offer a huge variety of styles and color to suit all age groups and styles. If you are planning to give this as a gift to your groomsmen, gingham designs in colors like Camel Black, green fern, or light blue. For your father or father of the bride, you can go for kilt designs one with muted colors like nude colors like beige, white and light grey. Whatever is your need, you will find your Pashmina for men on our website.

### Social Responsibility:



**Maximizing profit is never our business priority.**

True Craft is created to make positive contributions to our society as well as connecting business with communities. Empower artisans, ethically made products, helping underprivileged women and Artisans to have better future.

## COMMUNITY DEVELOPMENT



True Crafts was created with the hope to empower artisans and bring positive impacts by connecting businesses with local communities.

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## PASHMINA INFO

*True Crafts powered by MAMS*

## Made In Paradise

*If there is a paradise upon earth, it is here, it is here, it is here.*

Believed to be an art indigenous to the paradise "Kashmir" and traced back to 3000 BC, it used to be a must have for Kings from Mughals to Ceasers.

**Pashmina is the traditional name for the very finest grade of cashmere wool. Because of its unique softness and comforting warmth, pashmina is also known as the "diamond fabric" and the "soft gold of high Asia." Put simply, it is the finest, softest and warmest wool available anywhere.**

### What is Pashmina ?

- It is obtained from Persian word meaning "Pashm"
- An Asset because it is getting extinct.
- It is the world's most Luxurious natural fabric
- It is called as soft gold

### Origination :

- Every Pashmina is cashmere but every cashmere is not pashmina.
- It is obtained from the fur shed by special goat "CAPRA HIRCUS LANIGER" found above an altitude of 13,000 feet in Ladak and Kashmir mountains
- This special breed of Goats constitute less than 0.1% of global cashmere production
- It is 1/10<sup>th</sup> width of Human Hair

### Method of Processing :

- Raw Pashmina is exported to Kashmir from Ladak
- All steps for combing such as removing impurities, guard hair, aligning fibers, spinning to weaving & finishing are traditionally carried out by hand by specialized craftsman & woman

### Handcrafting on Pashmina

- It is Purely made by hand
- Skilled and very expert artisans are involved.
- Takes minimum 2 or more years to make and every piece is Unique

### Misconception

- Today however, the word pashmina is used indiscriminately and many scarf made from natural or synthetic fiber are sold under the name pashmina and creating confusion in the market.
- The exorbitant price of a real pashmina shawl is due to the amount of expert craft man ship that goes into creating each shawl which usually takes more than 2 or more years and the rarity of the pashmina wool.

### No animal Killing & NO Shearing of Animals ?

- This special Goats used for pashmina shed their winter coat every spring which regrows in winter
- This undercoat is collected by combing the goat not by shearing as in other fine wools.

### STATUS SYMBOL :

- Pashmina have been worn by the royalty and the elites for centuries
- Pictures of Celebs and Royal Families

### PAPER MACHIE' INFO

### The Most Premier Hand Made Luxury Art In The World

## Papier Maché

Our love for striking Deccan motifs, inlaid into the rich ebony metal alloy used in Bidriware objects has inspired this small capsule of Papier Mache objects. Artisans works tirelessly to realize our design vision for these exquisite pieces. The intricate designs on each object are hand drawn and painted with great care and precision and from gold and silver as well.

- **Papier-mâché** is handicraft of Kashmir that was brought from Persia in the **14th century**.
- **A product of Mughal Era used by** Prince and Princess that shows their richness and extravaganza.
- **Papier Mache is the French Word for moulding paper pulps in various shapes and then decorating them with designs in various colors.**

### PROCESS

- The skilled artisans involved with this painstaking process are called sakhta makers.
- It is based primarily on paper pulp, and is a richly decorated, colorful artifact; generally in the form of vases, bowls, or cups (with and without metal rims), boxes, trays, bases of lamps, and many other small objects.
- This art form was called, *kar-i-qulamdan* as it was made as pen holders and a few other personal trinkets. Another term used for the art was *kar-i-munaqqash* as it was

crafted on smoothly finished surfaces created using paper pulp or on layers of polished paper.

- Even treated and stretched skin was used for the purpose.
- Starting with decorating jackets of books, the art covered many items such as tables, table ware, bangles, lamp stands, cups, plaques, panels, screens and cabinets.

## **DESIGN**

- Involves intricate painting of kingfishers, maple leaves and other designs, such as "Arabesque", "Yarkand" and "Hazara".
- Expert Artisans can make Wall Paintings, Samovar, Jewellery Boxes, Lamps, Vases etc.

## **CHALLENGES**

- With new technologies and manufacturing techniques, the art of paper papier-mâché is slowly dying.
- The economic viability of the art, has taken a hit due to machine carving and artisans preferring other jobs.
- The art and its products most cater to the premier luxury sector with the price range on the upper side.
- Lower quality, cheaper machine products have given a tough challenge to the sector, with artisans struggling to keep the sector going

## **PROUD OWNERS**

- These collector items are exhibited across the globe in museums
- Owend by Royalties.