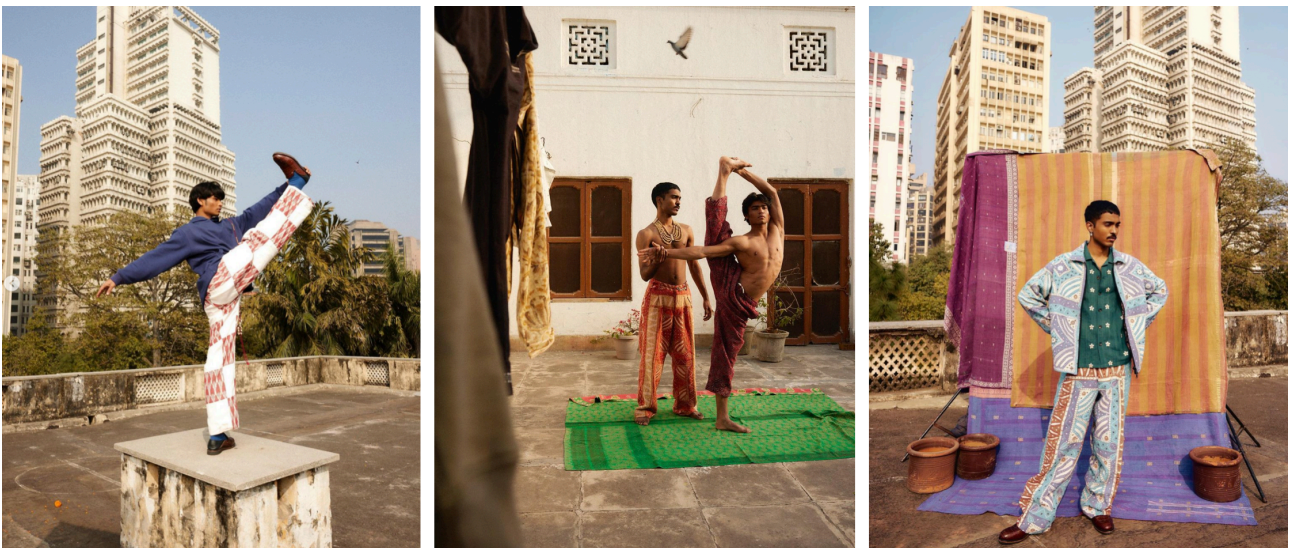


KARU

“Zindagi Chuno”

A clothing collection that is a tribute to the brands Indian heritage.



Titled 'Zindagi Chuno' which translates to 'Choose Life', the FW23 Karu collection takes philosophical inspiration from the Trainspotting monologue. This was the first collection founder Kartik Karu showed after graduating from university in December 2022. Karu had organically gone from a side project to something that had absorbed Kartik's college experience and now, the focus is on making it real, investing in something with staying power.

Kartik wanted to create a wardrobe for the important occasions that young people living in Delhi face, it's about capturing a sense of authenticity by engaging with the local community. It's buying your first Bajaj scooter with your first paycheck, it's playing in your Sunday cricket league, it's losing your friends to arranged marriages, it's the last flickering streetlight in Khan Market. It's clothes that reflect both the vibrance and the realities of modern India.

90% of the fabrics in the collection do not require any electricity in the fabric production process as they have been loomed by hand. 80% of the collection has been naturally dyed. Sustainability is inbuilt into the craft-oriented processes used. The majority of the fabrics in the collection have also been created for Karu from scratch.

Wool Silk Blends that have been crafted on 200-year-old looms in Kutch, Gujarat provide a wrinkled and lived in effect to the outerwear. This is the first time that Karu worked with Bandhani (a tie-dye process in the Western states) to provide a gradient effect to the handloom silks. The block printed silks are created with a technique developed by a partner artisan called diffusion printing, who trained his people for 10 years to get the recipes perfect, this level of dedication and

expertise is what the brand tries to reflect in the garments. The FW23 collection offers a range of styles including light suiting, separates and knits.

To view visual content from the Karu Research FW23 Collection - visit [here](#). The collection will be available to purchase in UK and International stockists including Mr Porter, SSENSE, Selfridges, Matches Fashion, END. amongst more.

Distributed by Village on behalf of Karu Research

For any additional information please contact: alice@wearevillage.com

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About Karu Research:

Founded by Kartik Kumra in 2020, Karu Research is an artisanal fashion brand based in New Delhi, India. The core tenet of Karu Research is to reintroduce humanness into clothing. Each item of clothing has some handmade element to it. The shirting and quilts are produced on handlooms and dyed with plants and herbs and the embroideries are done by hand. As a result, each piece that is produced has its own unique nature, embracing its imperfect character.

Each season Karu visits a subculture from India's heritage. Our debut collection explored the aesthetics of the 'Beat Music' scene that emerged from 1960s psychedelic rock's fascination with India. Later collections have gone on to answer questions about the aesthetics of aspiration. Why do we aspire to own certain things? In a banana fibre weaving village we work with in Karnataka, jewellery and home ornamentation is made from crocheting banana fibre. Is this a function of just being resourceful or is the community's value compass oriented towards their own heritage? This is a microcosm of the wider question Karu aims to solve by putting forgotten Indian crafts back on the global map.