



STC

CREATIVE ARTS

Aaryavrat

Original

Monochrome



Black & White

Mirrored

All images are also available in monochrome, greyscale and mirrored.

*There might be slight variation in colours in actual print.

Aaryavrat

The collection draws inspiration from the rich tapestry of Indian tradition, textiles, and heritage, celebrating the country's diverse cultural landscape. Each design in the collection is infused with the vibrancy, intricacy, and symbolism of Indian craftsmanship, reflecting centuries-old techniques passed down through generations.

Every design in the collection tells a story of artistry and cultural significance. Drawing from a kaleidoscope of influences—from the vibrant colors of Rajasthan to the delicate handloom weaves of West Bengal—the collection pays homage to India's rich textile heritage.

Incorporating elements such as paisley motifs, floral patterns, and geometric designs, the collection offers a contemporary reinterpretation of traditional styles, bridging the gap between past and present. Whether worn as fashion statements or displayed as decorative pieces, these treasures evoke a sense of nostalgia and pride, celebrating the timeless allure of Indian tradition and heritage.





UDYAAN



HARITAH

Indian miniature painting is a rich artistic tradition celebrated for its exquisite detail and vibrant imagery. These paintings often feature intricate leaves, flowers, and a diverse array of figures and animals. Depictions of beautiful Indian ladies and regal kings add to the allure of these artworks, capturing scenes of courtly life, mythological tales, and everyday moments with unparalleled grace. With meticulous attention to detail and a vibrant palette, Indian miniature paintings offer a window into the country's cultural heritage and artistic prowess, captivating viewers with their timeless beauty and narrative depth.



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BADAM

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Haritah Aadu Methi Slaty Badam Chaiti Mehndi





UDYAN



SLATY

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KUSUMAKAR



ARCTIC BLUE

Chinoiserie design, inspired by East Asian art and culture, is renowned for its elegant motifs of birds, leaves, and peonies. Originating in Europe in the 17th and 18th centuries, Chinoiserie reflects a fascination with the exotic and romanticized visions of the Far East.

Birds, often depicted in flight or perched amidst lush foliage, symbolize freedom, grace, and the natural world. Leaves, intricately rendered with delicate veins and vibrant colors, evoke the lushness of forests and gardens. Peonies, with their large, opulent blooms, symbolize prosperity, beauty, and good fortune in Chinese culture.

Together, these elements create a harmonious and enchanting composition, transporting viewers to a world of timeless elegance and whimsical charm. Whether adorning porcelain, textiles, or interiors, Chinoiserie design continues to captivate with its captivating imagery and enduring appeal.



Arctic Blue Florentine Mellow Coral Latte Rouge Wisteria Velour





KUSUMAKAR



FLORENTINE

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MELLOW CORAL

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KUSUMAKAR



VELOUR

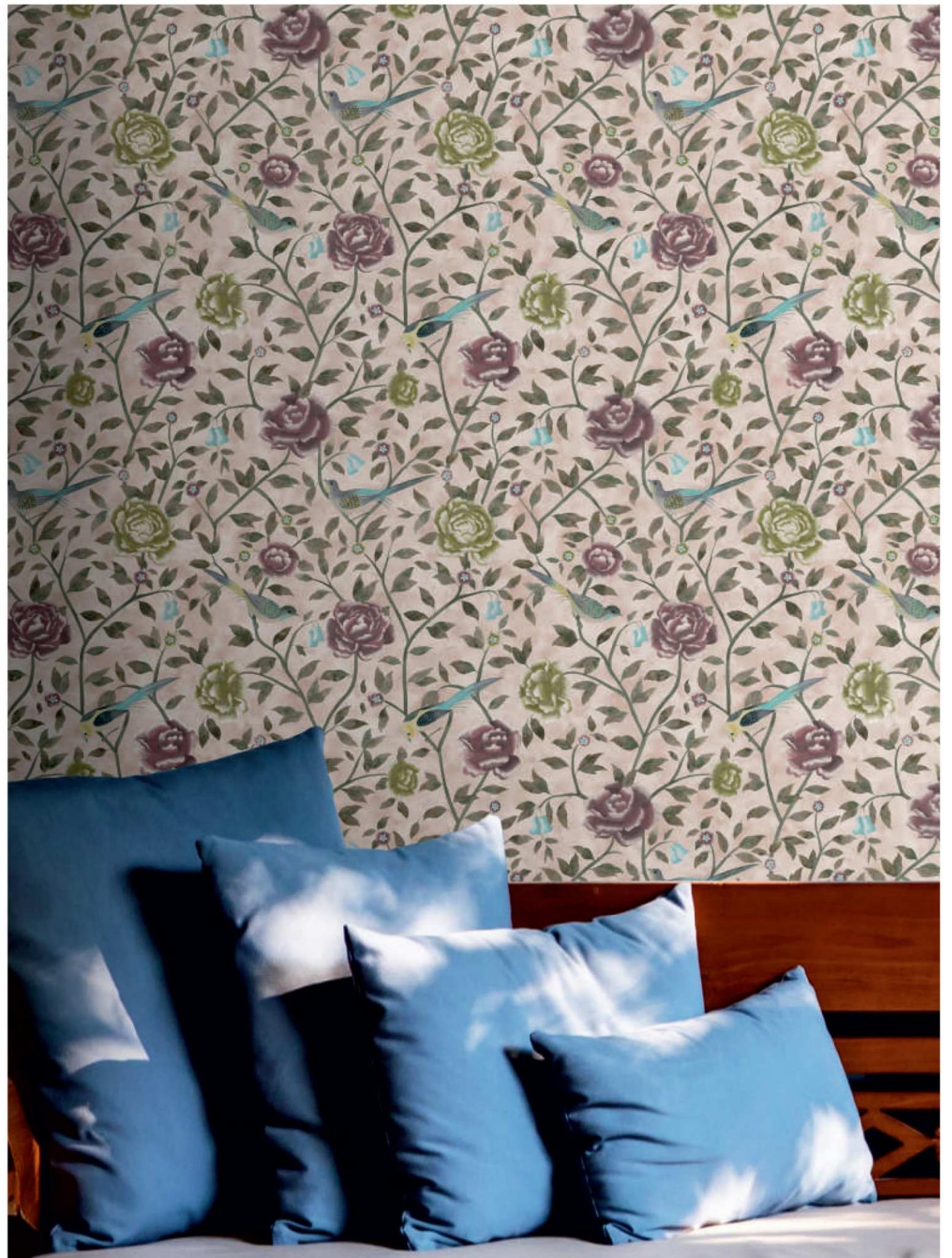
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AMBI



SPRUCE

The Indian paisley design, characterized by intricate flowers and leaves, holds deep cultural significance and aesthetic appeal. Originating in ancient Persia and flourishing in India, this motif symbolizes fertility, life, and eternity. Its elegant curves and vibrant colours adorn textiles, pottery, and architecture, reflecting India's rich artistic heritage and mastery of intricate craftsmanship. With its timeless beauty and symbolic meaning, the Indian paisley design continues to captivate hearts worldwide, bridging cultures and transcending time.



Spruce Punch Ruby Bronze Sepia Mulberry

A M B I



PUNCH

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KEER



AZURE

The parrot butta, adorned with mangoes, leaves, and manjar, is a delightful motif found in traditional Indian art and textiles. This intricate design celebrates the beauty of nature and the bounty of the mango tree, a revered symbol of fertility and abundance in Indian culture.

Mangoes, with their luscious fruit and vibrant colors, symbolize sweetness, prosperity, and the cycle of life. Leaves, intricately detailed and gracefully rendered, evoke the lush foliage of the mango tree, signifying growth, vitality, and renewal. Manjar, often depicted alongside mangoes, adds a touch of whimsy and charm to the composition, enhancing its visual appeal and narrative depth.

The parrot, a beloved bird in Indian folklore and mythology, adds another layer of symbolism to the butta, symbolizing love, fidelity, and communication. Together, these elements create a harmonious and enchanting motif, celebrating the beauty of nature and the timeless allure of traditional Indian art.



Azure Cerulean Ecu Flaxen Moss Sangria

KEER



CERULEAN

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KEER



SANGRIA

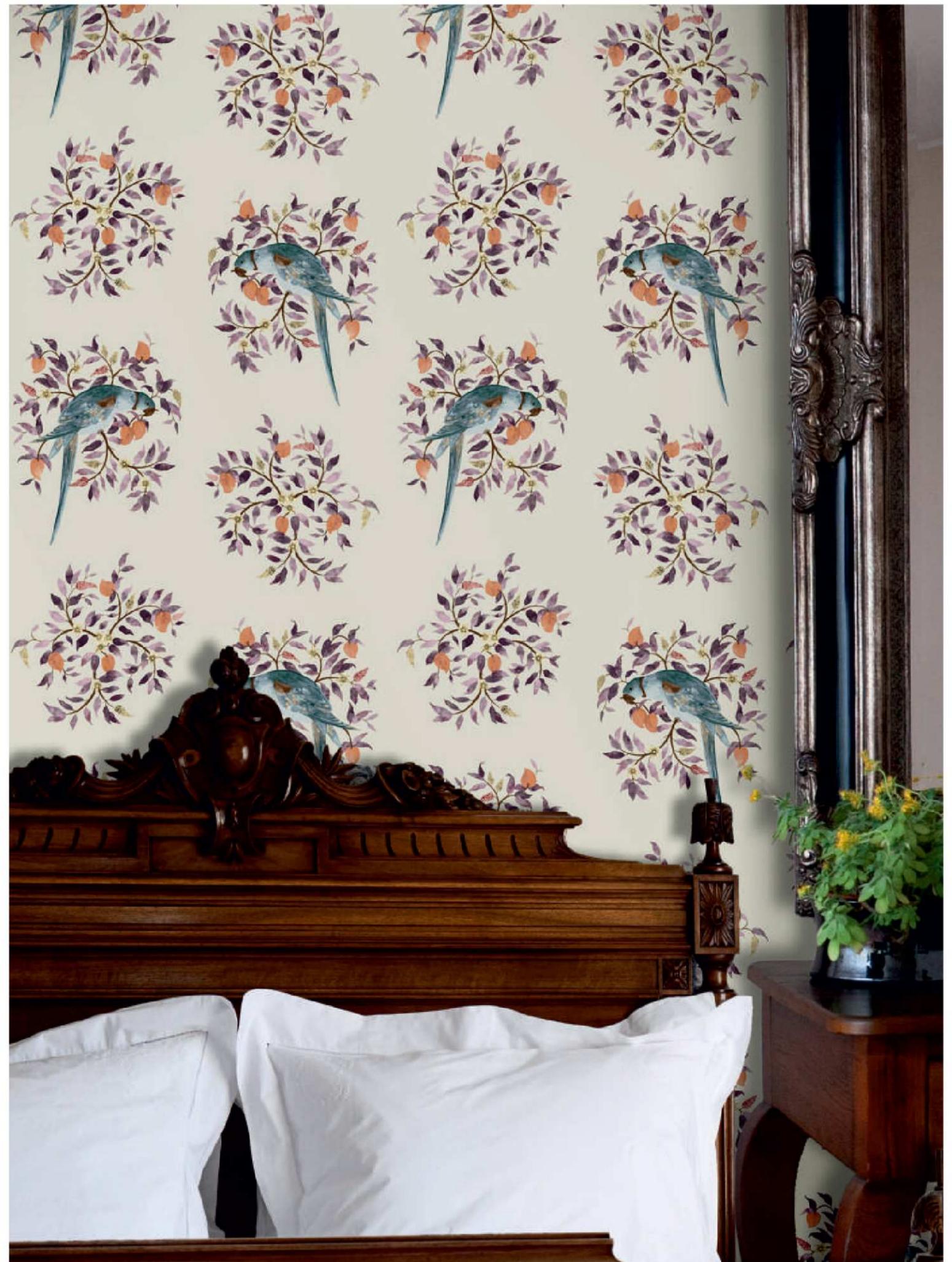
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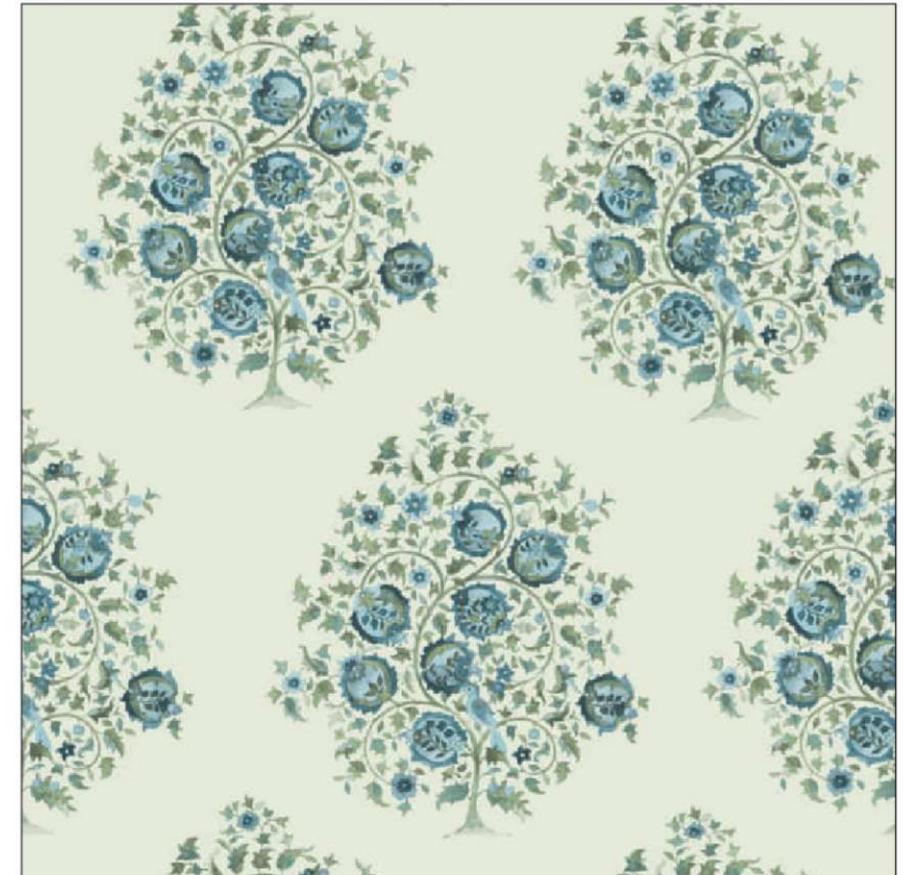


Azure Cerulean Ecu Flaxen Moss Sangria





ANAR



LAPIS

The Indian pomegranate butta, adorned with intricately crafted pomegranates, leaves, and birds, is a hallmark of traditional Indian design. Originating from various regions across India, this motif symbolizes fertility, abundance, and the vibrant beauty of nature. The lush pomegranates, with their rich red hues, are often surrounded by lush foliage, evoking a sense of lushness and vitality.

Incorporating birds into the design adds an element of liveliness and freedom, with their presence symbolizing harmony between the earth and sky. These elements come together to create a captivating visual narrative, celebrating the bounty of nature and the interconnectedness of all living beings.



Lapis

Rouge

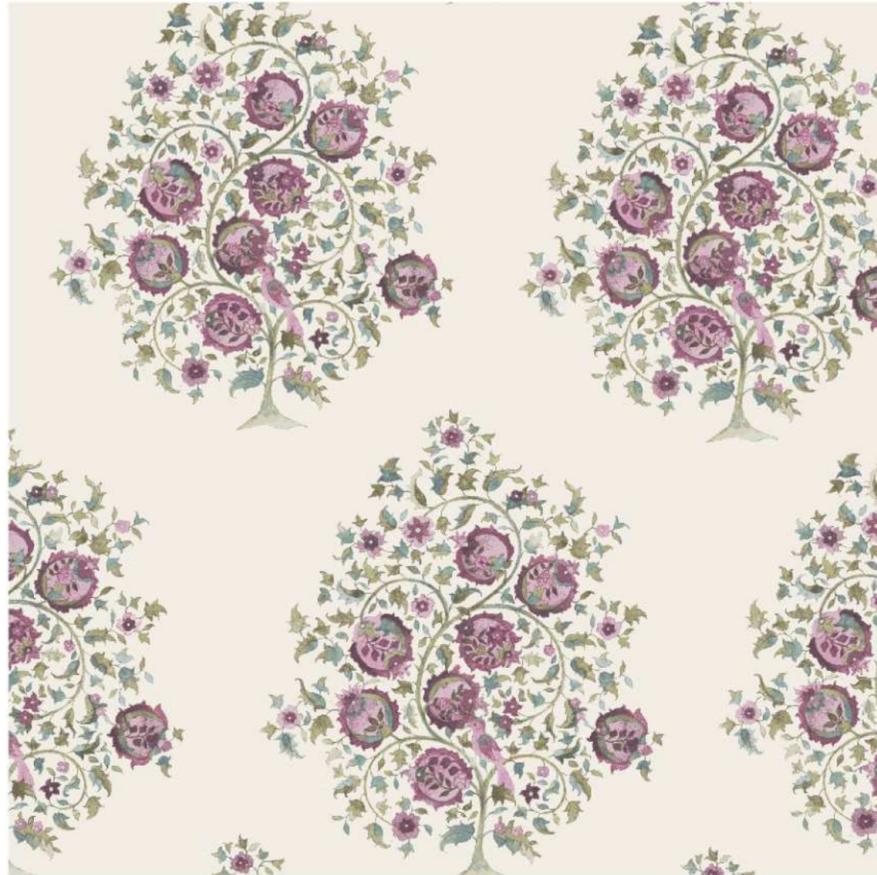
Fawn

Burgundy

Lilac

Artichoke

ANAR



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A N A R



F A W N

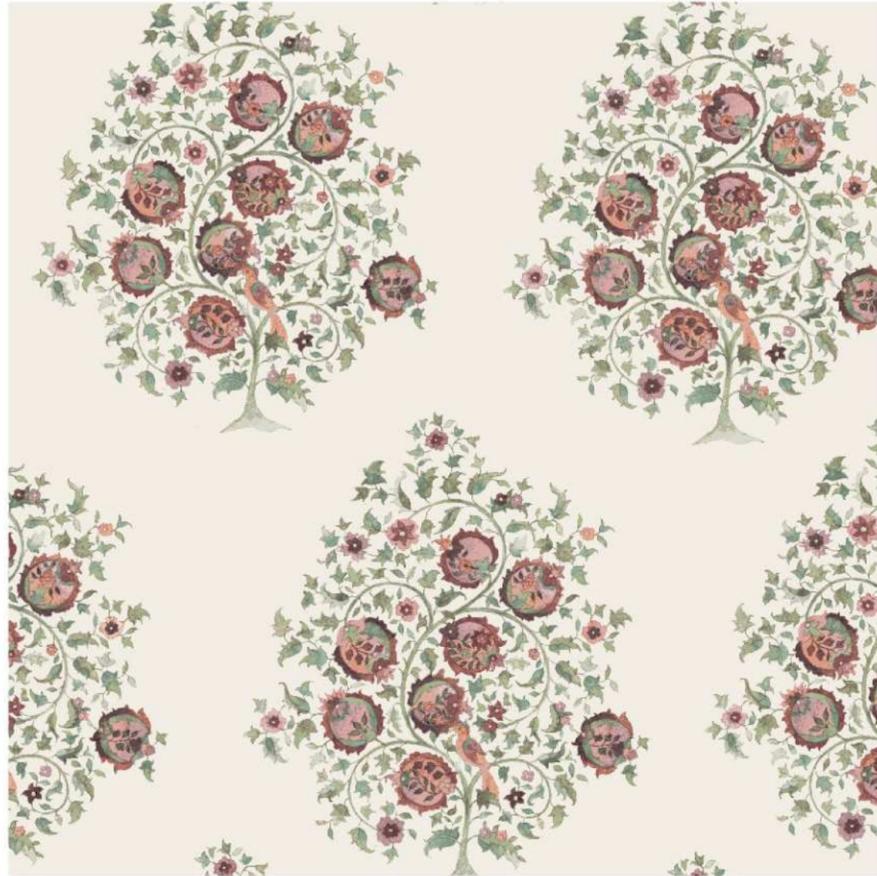
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Lapis Rouge Fawn Burgundy Lilac Artichoke

ANAR



BURGUNDY

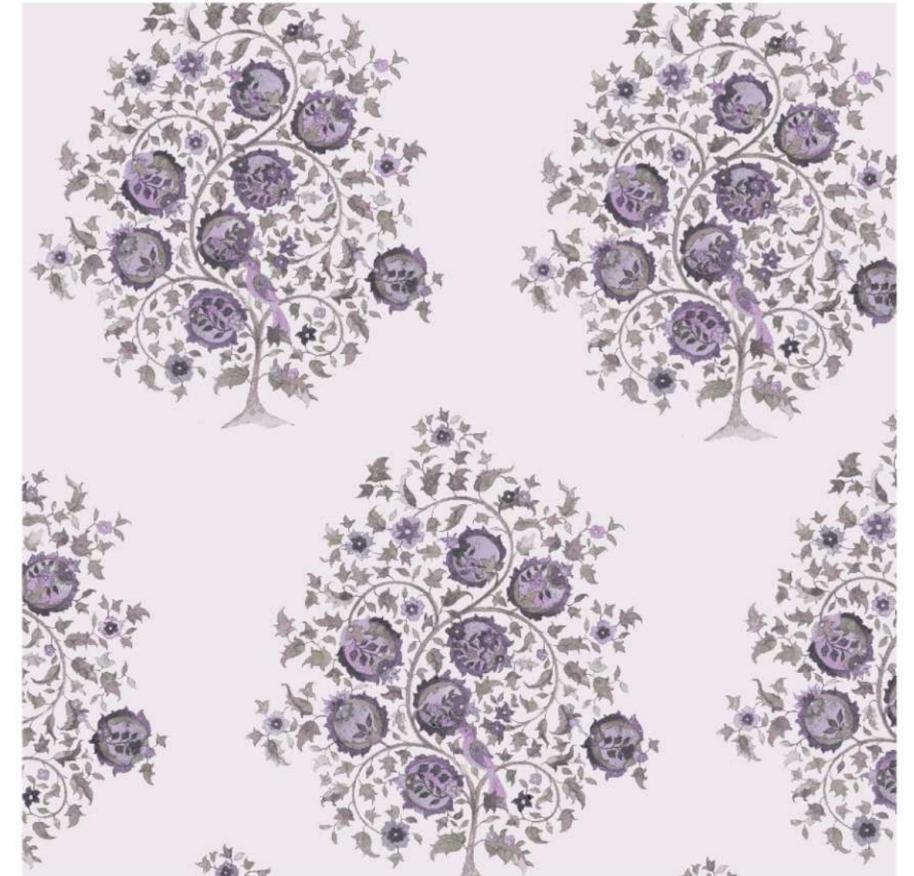
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Lapis

Rouge

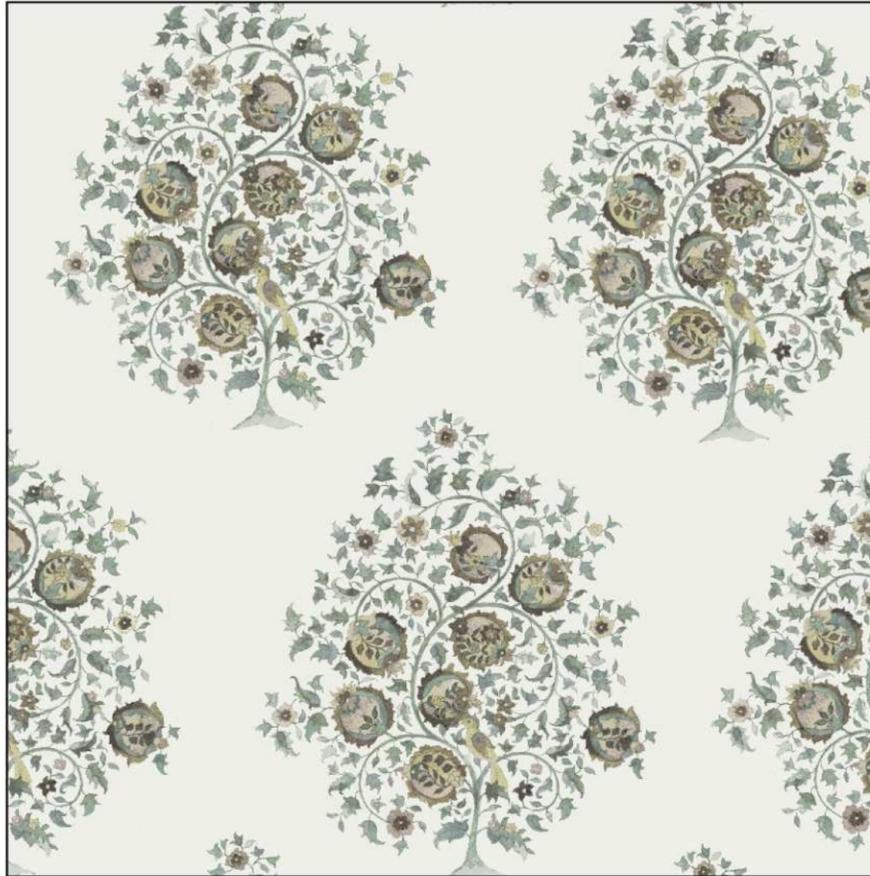
Fawn

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A N A R



ARTICHOKE

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GOPIKA



MALAI

Pichwai painting is a traditional form of Indian art that originated in the town of Nathdwara in Rajasthan, India. These paintings typically depict scenes from the life of Lord Krishna, particularly his childhood, known as "Balleela." Pichwai paintings are characterized by their intricate detailing, vibrant colors, and religious themes. They are usually created on large pieces of cloth, often depicting Krishna as the central figure surrounded by gopis (milkmaids), cows, peacocks, and other elements of rural life. The word "Pichwai" comes from the Sanskrit words "pich," meaning back, and "wais," meaning hanging.



Malai Gulabi Harda Indigo Baigani Hara Henna

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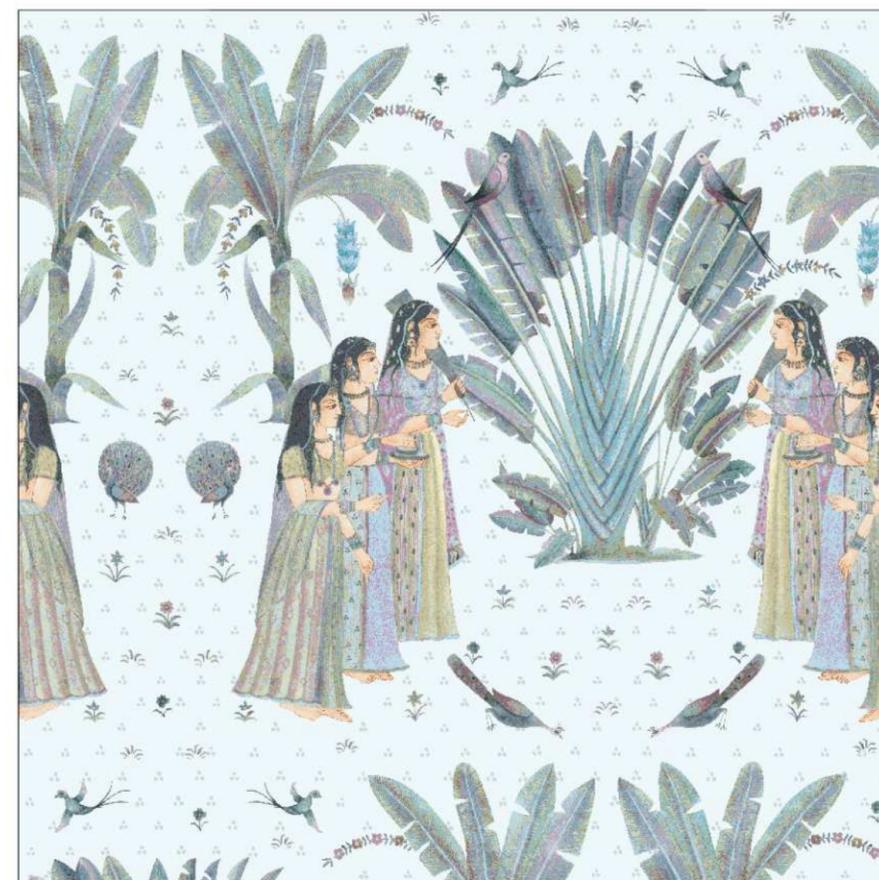


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GOPIKA

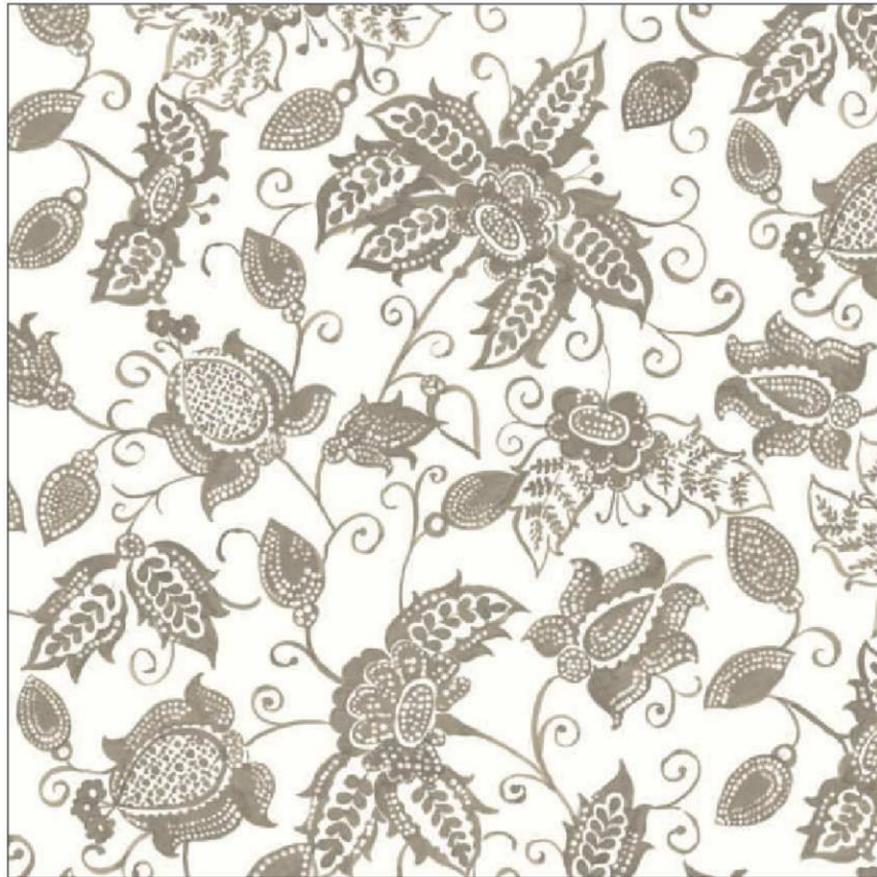


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AGAM



M A V A

The floral chintz pattern is a timeless classic known for its delicate beauty and intricate detailing. This elegant motif features delicate leaves, flowers, and buds, each adorned with intricate dot patterns that add depth and texture to the design. Originating from India and popularized in Europe during the 17th century, chintz patterns became synonymous with luxury and sophistication.

The combination of delicate foliage and blossoms, along with the meticulous dot patterns, creates a sense of natural beauty and charm. The floral chintz pattern adds a touch of grace and refinement to any space, evoking a sense of timeless elegance and understated luxury..



Mava

Chandni

Moti

Dhusar

Mitti

Pitah





AGAM



CHANDI

The floral chintz pattern is a timeless classic known for its delicate beauty and intricate detailing. This elegant motif features delicate leaves, flowers, and buds, each adorned with intricate dot patterns that add depth and texture to the design. Originating from India and popularized in Europe during the 17th century, chintz patterns became synonymous with luxury and sophistication.

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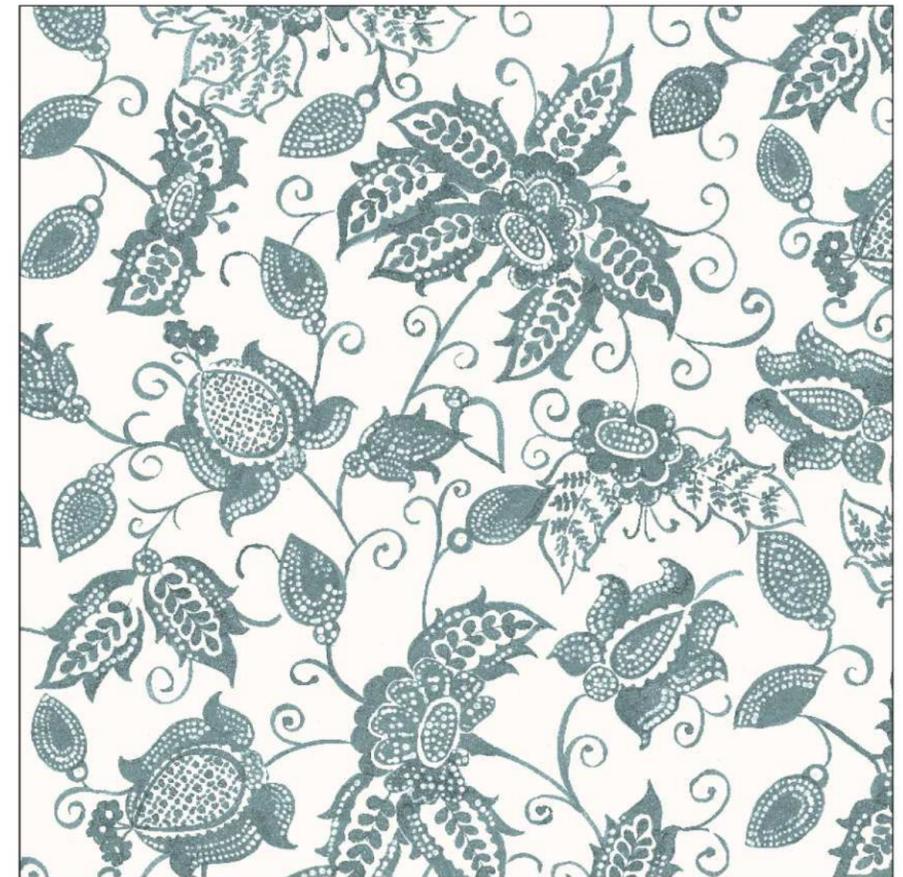
Mitti

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MITTI

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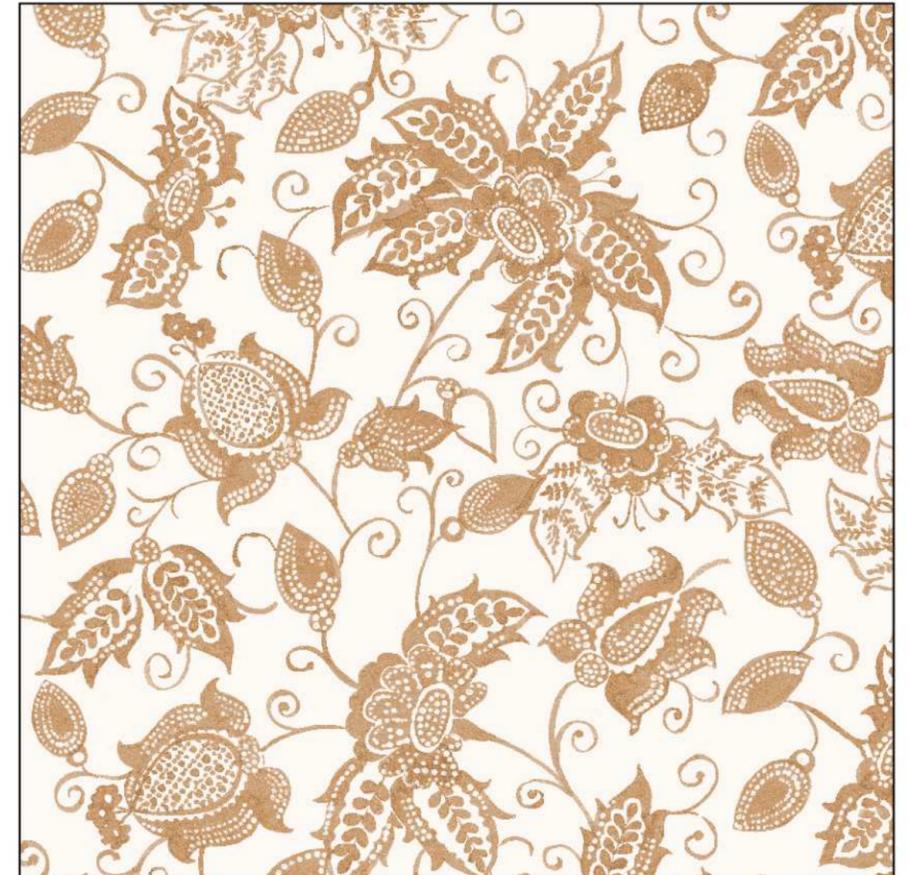
Mifti

Pitah





AGAM



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Mava

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Moti

Dhusar

Mitti

Pitah

PRASHUN



TERACOTTA

The small and delicate Indian flower butti, with its three petals and tiny leaves, is a charming motif commonly found in traditional Indian textiles and art. This simple yet elegant design captures the essence of nature's beauty in a minimalist form. The three petals symbolize purity, simplicity, and harmony, while the small leaves add a touch of freshness and vitality to the composition. The flower butti brings a sense of grace and delicacy to any design, infusing it with the timeless charm of Indian craftsmanship.





PRASHUN



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PRASHUN



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CREPE

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DIJON

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PLASTER

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PRASHUN

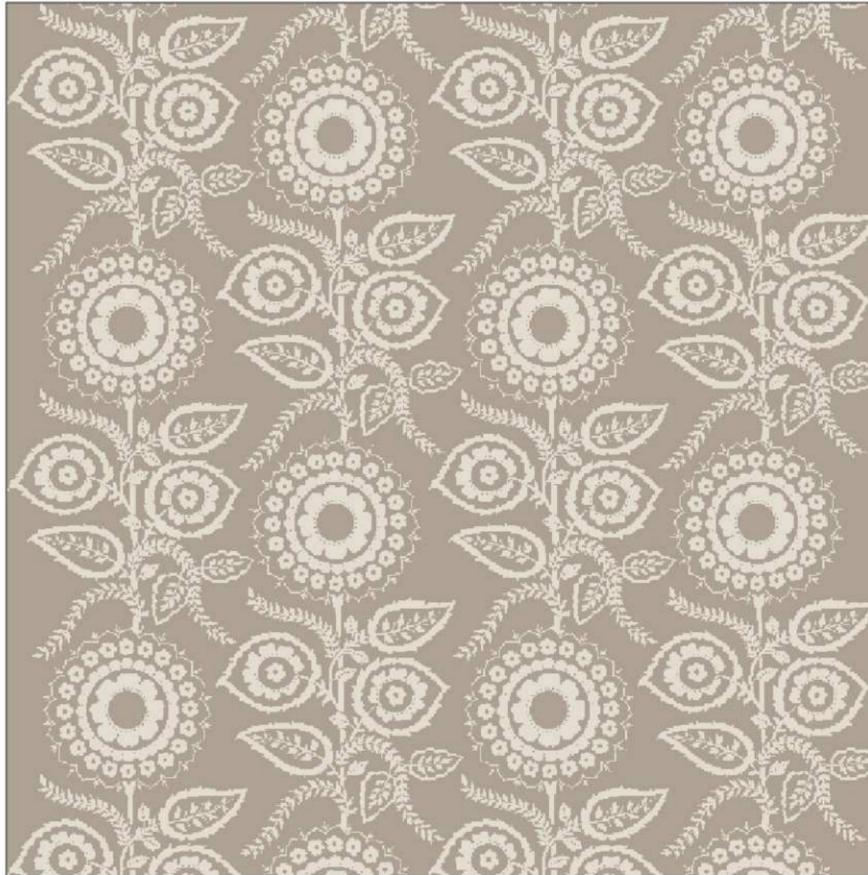


WENGE

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MANJARI



KHAKI

The big floral pattern, blending modern aesthetics with ornamental charm, embodies a distinct Indian style. With its bold and intricate floral motifs, this design captures the essence of traditional Indian craftsmanship while incorporating contemporary elements. The oversized blooms and elaborate detailing evoke a sense of grandeur and opulence, reminiscent of the rich textile heritage of India.

While embracing modern trends, the big floral pattern retains a quintessentially Indian look, exuding vibrancy, richness, and cultural significance.





MANJARI



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MANJARI



OYSTER

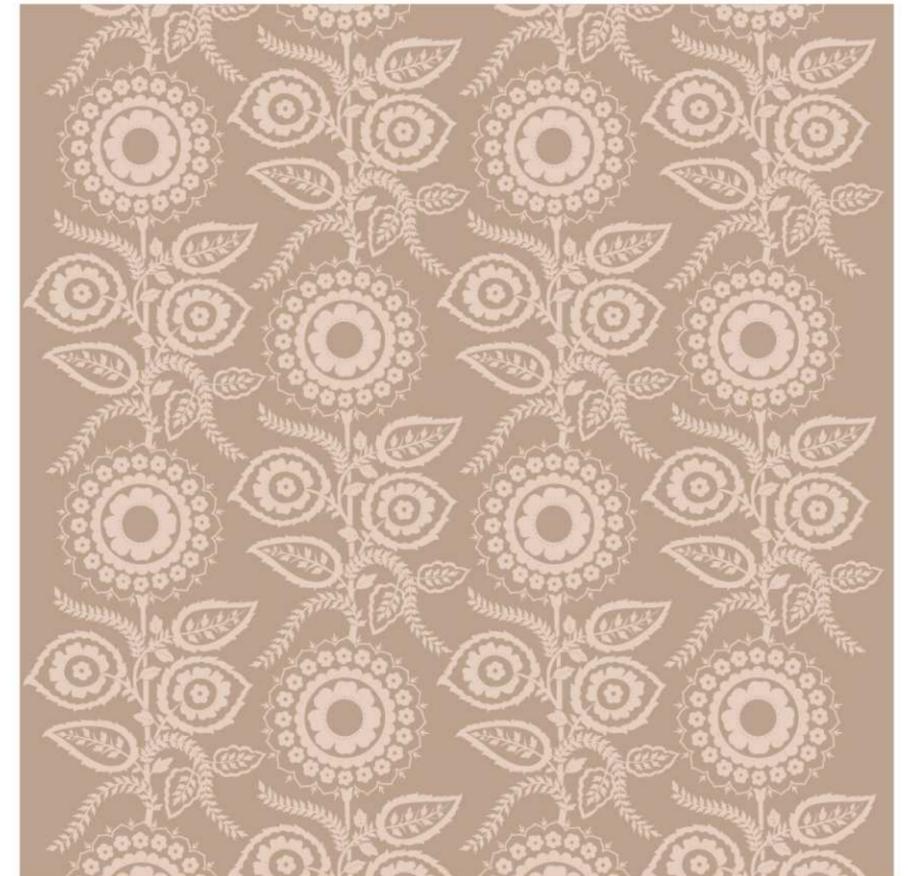
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MANJARI



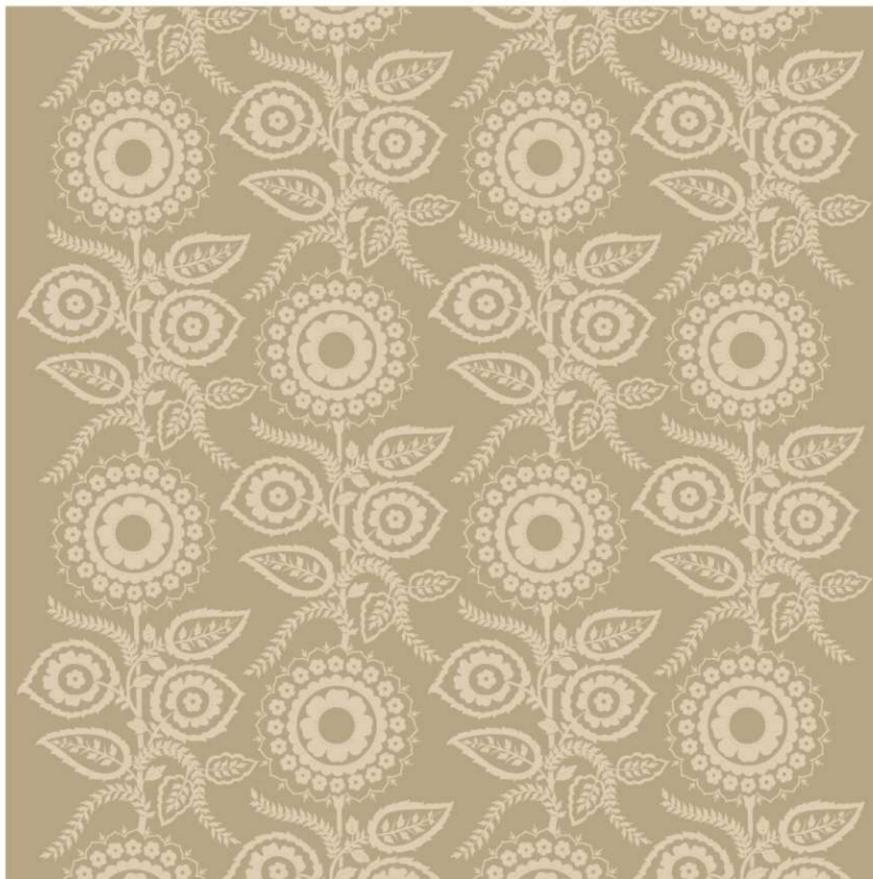
TAN

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MANJARI



HAZEL WOOD

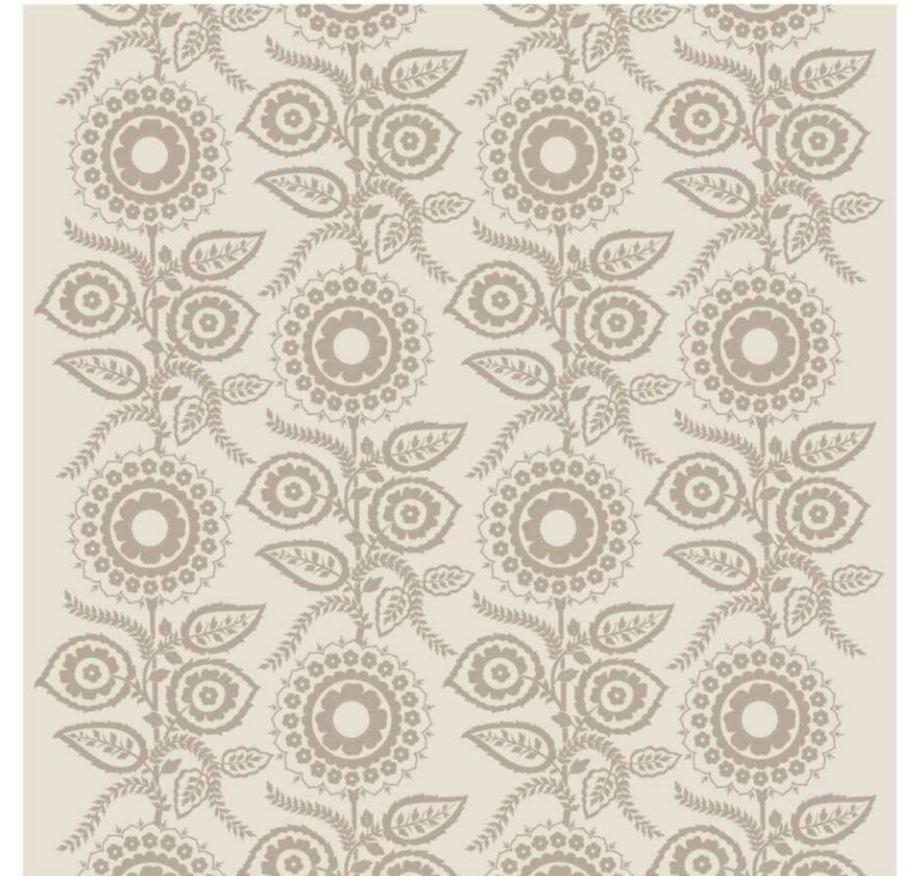
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MANJARI



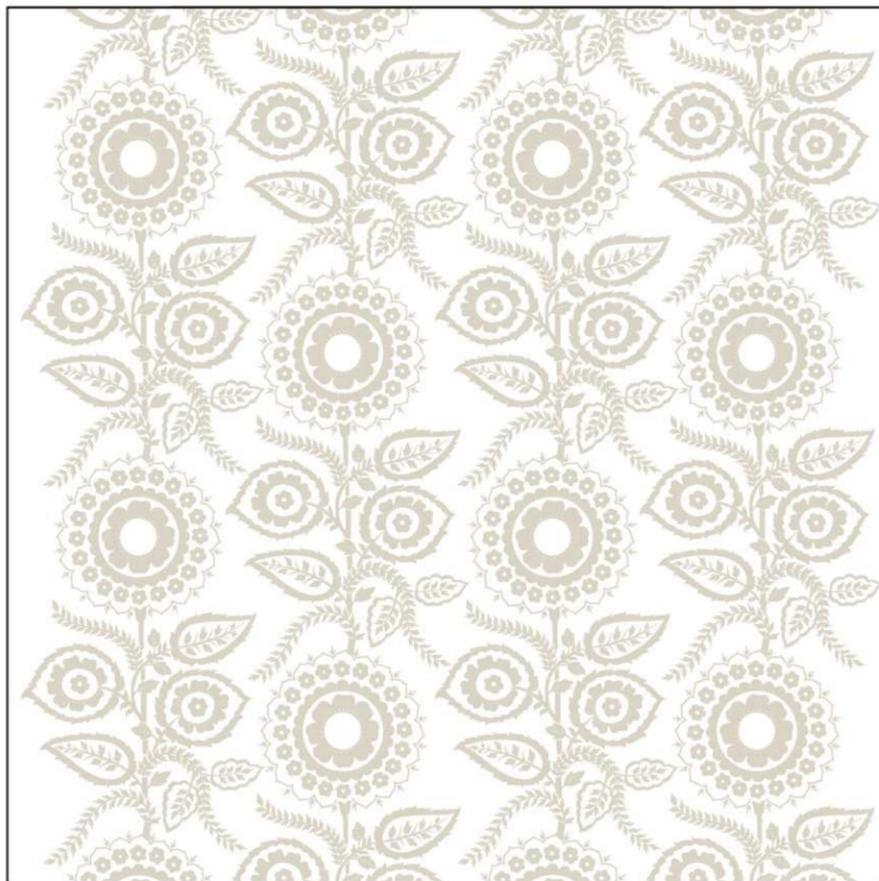
MERINO

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MANJARI



PEARL

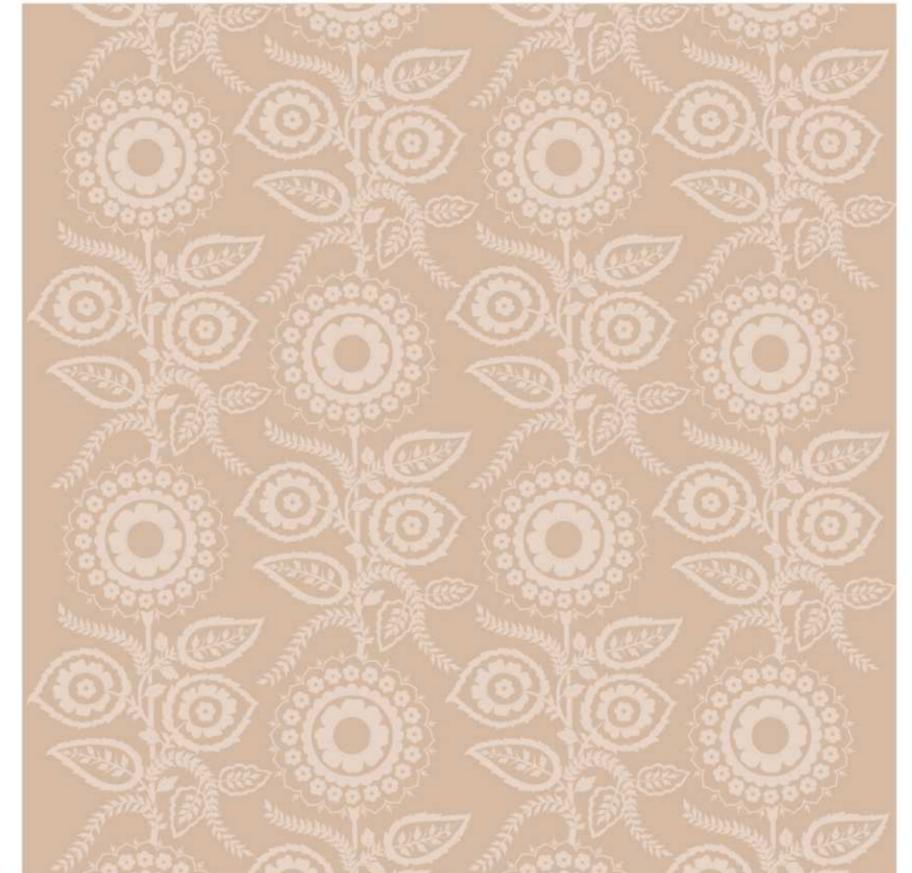
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MANJARI



SAND

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MITHILA



GRANOLA

Madhubani painting is a traditional art form originating from the Mithila region of Bihar, India. Renowned for its vibrant colours and intricate detailing, Madhubani paintings often depict various stories and motifs within a single composition. Each patch of the painting carries its own narrative, weaving together elements such as the sun, Radha Krishna, fish, peacocks, parrots, trees, and more.

These stories are deeply rooted in Hindu mythology, folklore, and everyday life, reflecting the cultural heritage and beliefs of the region. The sun symbolizes power and vitality, while Radha Krishna represents divine love and devotion. Fish are associated with fertility and abundance, while peacocks symbolize beauty and spirituality. Parrots often symbolize love and fidelity, while trees represent the interconnectedness of life.

Each patch within a Madhubani painting tells a unique story, often passed down through generations orally and visually. The intricate patterns and colours used in these paintings not only captivate the eye but also convey deeper meanings and cultural significance. Madhubani painting continues to be cherished as a form of artistic expression and cultural heritage, preserving stories and traditions for future generations to admire and appreciate.





MITHILLA



SPICE

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MITHILLA

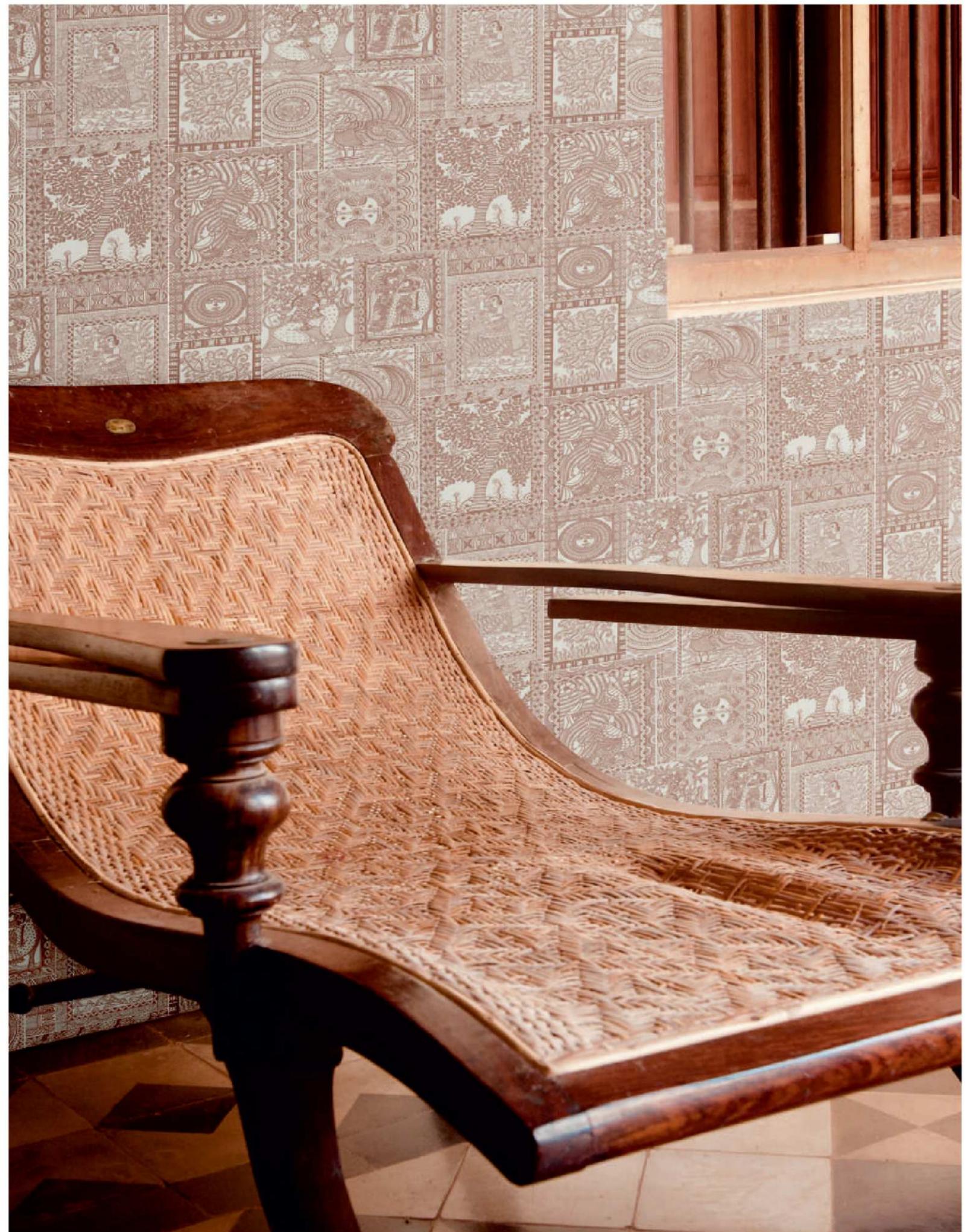


AMBER

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MITHILLA



CEDAR

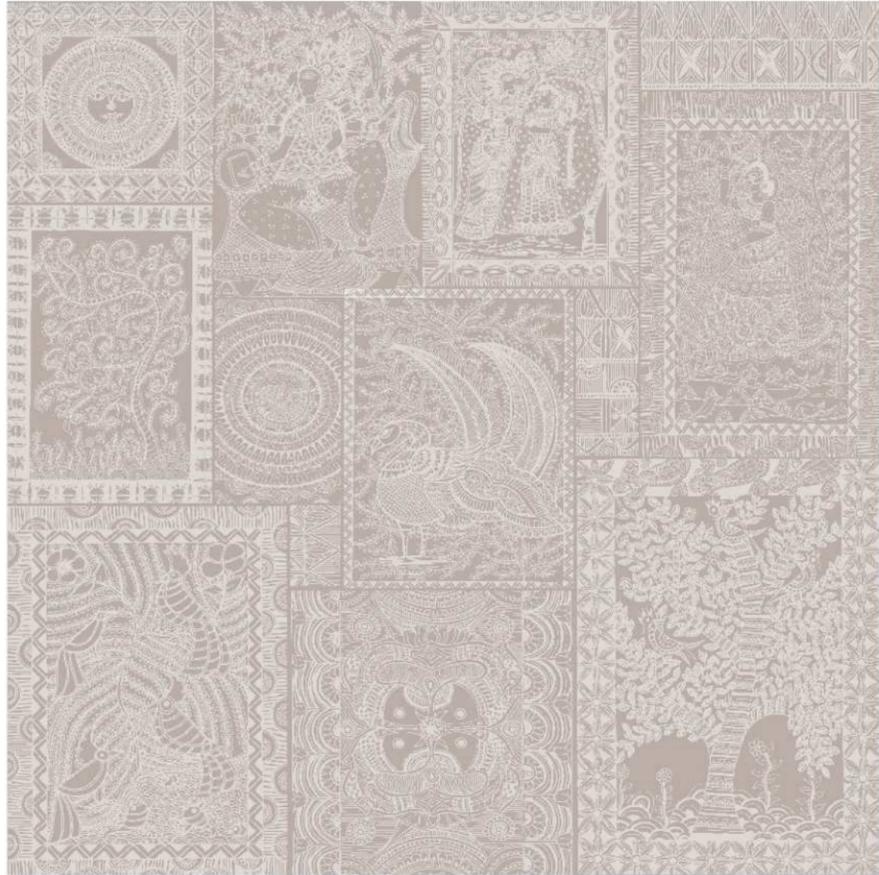
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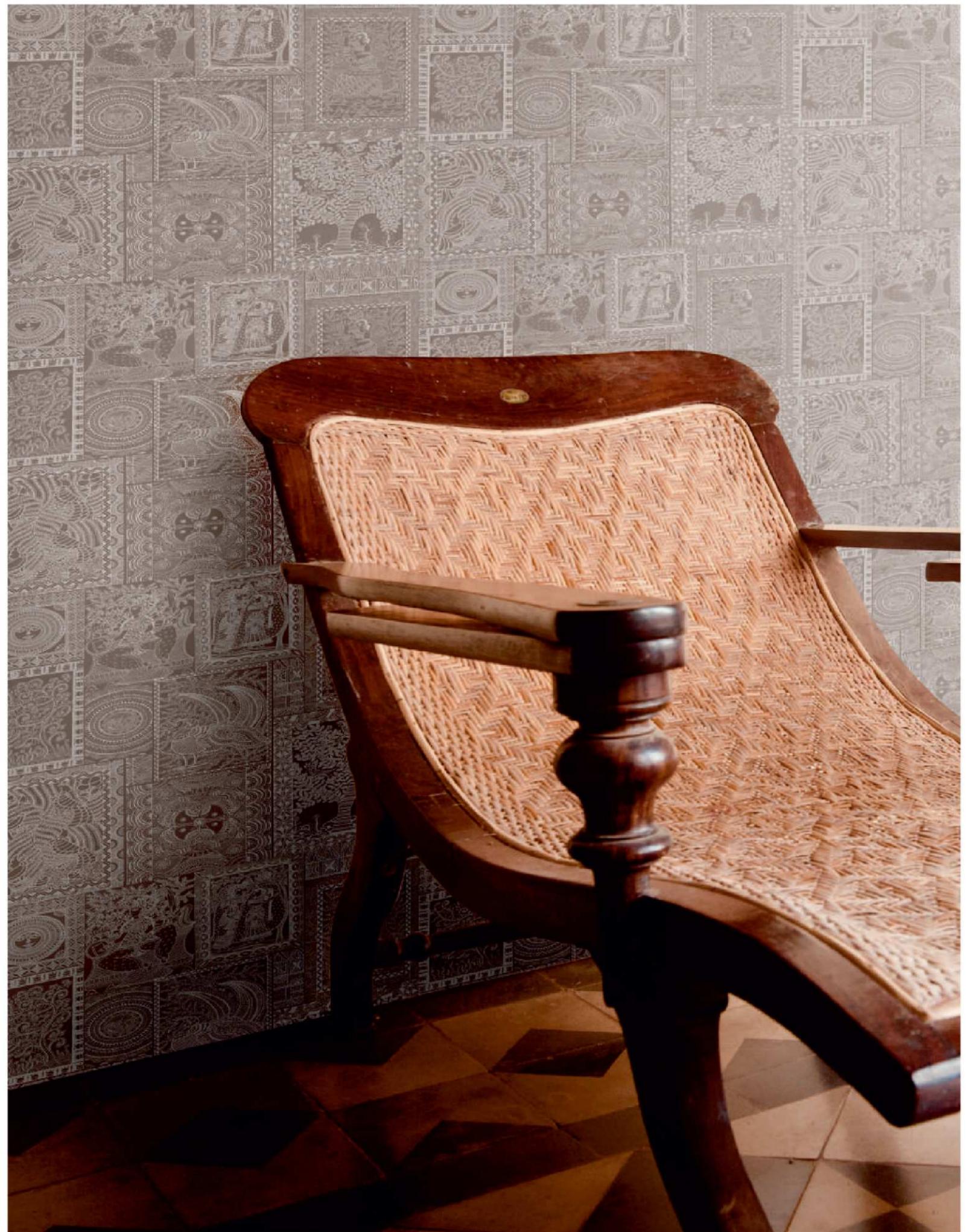


PARCHMENT

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MITHILLA



MOCHA

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Granola Spice Amber Cedar Parchment Mocha Tortilla

MITHILLA



TORTILLA

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Aaryavrat



UDYAAN



KUSUMAKAR



AMBI



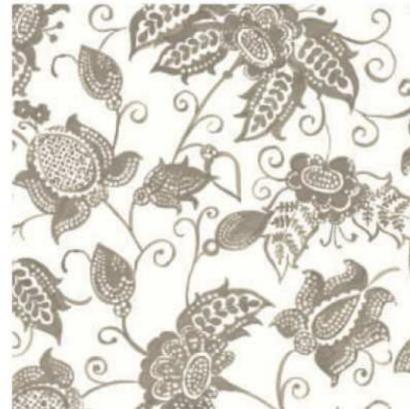
KEER



ANAR



GOPIKA



AGAM



PRASHUN



MANJARI



MITHILA

- Non Woven Material
- High Print Resolution
- PVC Free
- ECO Friendly
- Extra Washable
- Odorless (no smell), Ideal for residential, Office and health care environment.
- Fire Retardant
- Good Light Fastness

*This technical details is going to be applicable for all three base of media

1. Feather Textured CODE-H
2. Line Textured CODE-I
3. Smooth Non-Woven CODE-J

Note: you can print on any media of your choice, we recommend these above three media options for the best results



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