

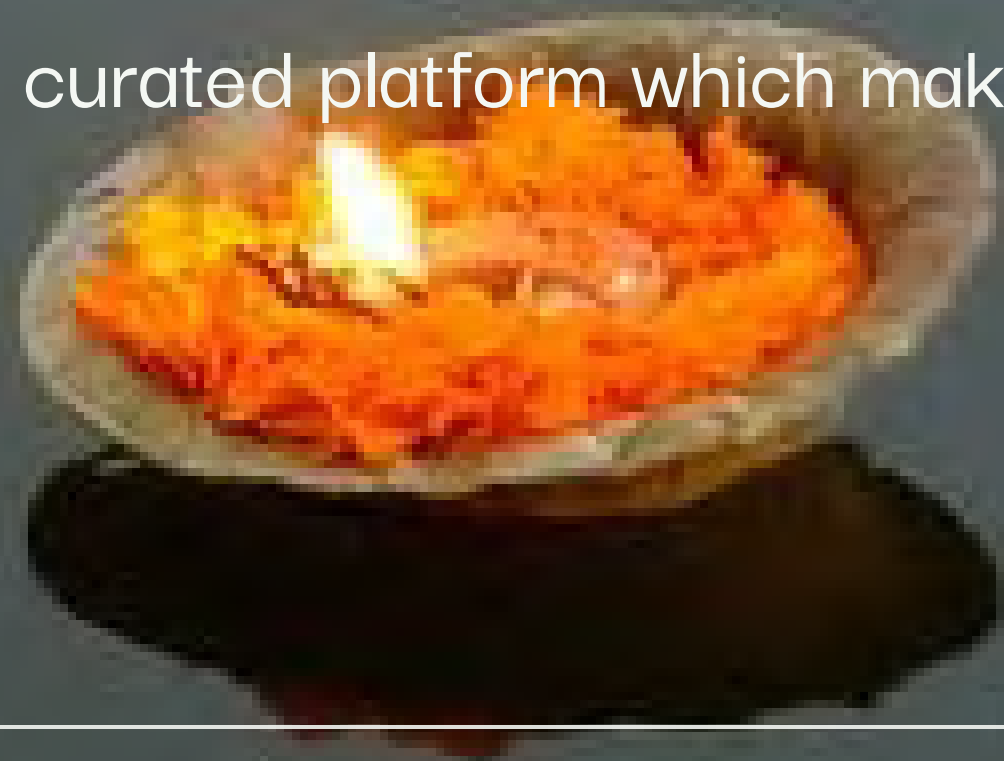
A photograph of two women from the waist down, holding hands. The woman on the left is wearing a light blue, long-sleeved, floor-length dress with a gathered waist and elasticated cuffs. The woman on the right is wearing a light green, long-sleeved, floor-length dress with a gathered waist and elasticated cuffs. The background is a solid, light blue color.

ESORAA

A SANCTUARY OF SLOW SHOPPING

ESORAA IS NOT A MARKETPLACE

a curated platform which makes South Asian culture and heritage accessible in Europe



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OUR FOUNDING STORY

What led to the birth of Esoraa and the philosophy behind it

THE BEGINNING



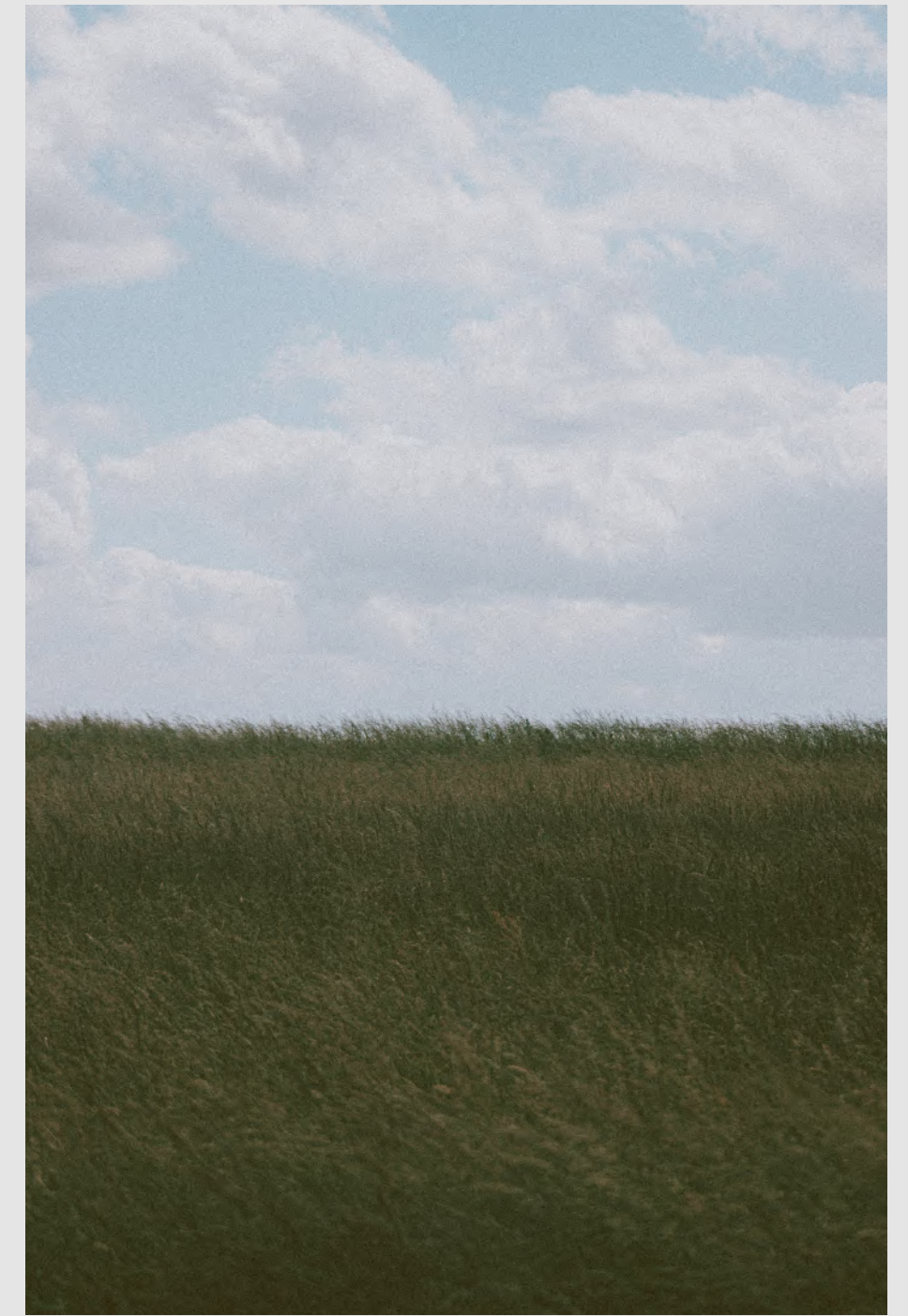
In 2021, after having lived in Europe for almost 5 years, our founder Karvishi realised that while certain facets of South Asian culture such as wellness, mindfulness and cuisine are highly regarded and easily available, fashion is misunderstood and inaccessible. There is no true representation of South Asian brands and products in Europe.

Goal: to understand the reason behind this.

Why do people enjoy South Asian cuisine, specifically different curries but have no clue about fashion from South Asia? She started interviewing people and carried out surveys with various questions: "What do you think about South Asian fashion?", "Do you know of any South Asian brand/designer?", "What comes to your mind when you hear the word India?", "What makes you hesitant to shop from South Asian brands?" She wasn't very surprised with the answers, more or less they were what she was expecting.

FOR THE LONGEST TIME, FASHION FROM INDIA AND NEIGHBOURING COUNTRIES WAS CONSIDERED BOHO CHIC OR HIPPIE

And whatever little understanding people had of it was from fast fashion retailers who would come up with these bohemian vibe collections inspired from the exotic lands, digitising the prints and embroidery onto cheap fabrics with the labels stating **Made in India, Made in Bangladesh, Made in Pakistan** which basically means "Made in Sweatshops".



REDEFINING THE WAY YOU SHOP

So shortly after this survey, she set out to talk to brands and designers and understand the difficulties they face when selling to European customers. The answer was always the same, **lack of trust and awareness.**

She wanted to **allow people to experience the real meaning of Made in India, Made in Bangladesh, Made in Pakistan** and hence in mid 2021 Esoraa came into existence. With Esoraa, we are **curating one-of-a-kind special pieces which blend the artistic cultural heritage of India with contemporary aesthetic.**

Today with Esoraa we are spreading the message that **South Asian Fashion is not just boho chic** through consumer education and unique, fun, vibrant, sustainably crafted product lines that speak for themselves.



ARTISANS AT THE FOREFRONT

THE INTENT BEHIND ESORAA

Esoraa is created with the intent of making South Asian products which are fairly produced, accessible to Europe while remaining true to our values which are deeply rooted in our cultural heritage of refurbishing, reuse, upcycling, handweaving. Every garment, every piece of jewellery, every product found on Esoraa has a story and emotion behind it. Each brand listed on Esoraa applies traditional artisanal skills into their designs and products by collaborating and working with local artisans who are at Indian fashion's forefront.







We encourage conscious consumption for beautiful mindfully made products that have minimal negative impact on our planet & its people. The word CARE lies at the very core of Esoraa! We care for the environment, for the people, for the future with a commitment to create a more sustainable and beautiful world.

OUR COMPANY ETHOS IS ALIGNING OURSELVES WITH FOUR KEY BELIEFS :

INCLUSIVE

Shopping can be an intimidating experience. **Esoraa offers customization to its customers.** Whatever your body type, whatever your requirements, we at Esoraa and our partner brands ensure that you feel beautiful when you use our products. Each clothing item is Made to order for you with love.

ENLIGHTNING

We provide the best possible resources to our customers to help them make informed choices by **cutting through the industry noise & equipping them with the key points that matter.**

ARTISANAL REVIVAL

Our products are **handcrafted with love.** The brands use the highest quality, ethically sourced materials and are created in close collaboration with artisans to **revive and save the generational old craft techniques,** to provide one of a kind products with a story.

BE KIND

Do good by the people and the planet. It's really important for us that the people involved in the production of the fashion items receive fair wages and greater protection. Our promise to you is that we exclusively work with brands matching these values.

OUR VISION

OUR vision for the future is for Esoraa to be more than just a marketplace. For it to be a truly sustainable business, it has to **have circularity**. We imagine Esoraa as a platform, where **a customer can resale the items they purchased**, for another customer to rent or even buy it again from Esoraa. This way a garment becomes truly valuable and timeless and once it no longer can be used in its original form, it will be upcycled into a new piece of clothing by the brand. It's a long way to go, but we truly hope we are able to achieve this soon.



“I WANT TO INTRODUCE OUR CUSTOMERS TO THE RICH CULTURAL HERITAGE OF SOUTH ASIA WHILE BUILDING A CIRCULAR FASHION MODEL”

Karvishi, founder Esoraa



CHANNELS

⁰¹ Shop



⁰² Journal



⁰³ Agoraa



SHOP

We personally select products that are unique and useful. The products range from clothing: dresses, jackets, shirts, to jewelery : earrings, necklaces etc. to accessories like scarves and stoles and lastly homeware textiles and items. We carefully audit our brands to ensure that they continue to meet our standards of authenticity and sustainability.



CLOTHING

madrasee
blazer

Crafted from bio degradable lyocell - satin tencel blend, this softly structured blazer is cut with a boxy fit. The digitally printed blazer features a wide lapel with rounded notch collar and patch pockets in contrast colors.



JEWELRY



HOMEWARE



JOURNAL

Culture is quite a sensitive topic. There is a very thin line between cultural appropriation and cultural appreciation. The lack of knowledge and understanding but moreover because of the lack of representation of South Asian culture in Europe, people often tend to end up on the wrong side of that line. With Esoraa we are trying to change the narrative, have the difficult conversation and have people know the historical relevance of things.

Through our journal we want to inspire ourselves and our customers to live a more conscious life through purposeful actions.



AGORAA

POWER LIES WITHIN THE
HANDS OF THE COMMUNITY

The word "agoraa" derives from the ancient Greek term ageirein, meaning "to gather together" which is the whole essence of Esoraa.

Agoraa is about maximising sustainable & mindful consumption & living's exposure. We want to do this by providing a space for conscious conversation through events, collaborations & by sharing stories.



FOUNDER



KARVISHI AGARWAL

I've always been fascinated by the world of fashion & design. So not surprisingly enough, I found myself working in the industry and yet it didn't feel the way I had expected it to feel. I was selling stories and working with people/brands who were using marketing buzzwords to sell their products but didn't really believe in it. Over time it became clear to me that I wanted to create a brand that aligns with my personal values and ethos.

FACT SHEET



2021

FOUNDED

15

BRANDS

BERLIN

HEADQUARTERS

DECE

MBER

LAUNCHED

03

EMPLOYEES

ONLINE &

POP UP

STORE



SOCIAL IMPACT

“

At Esoraa, we want to create a positive impact in a way, that one of the key reasons people shop with us – and continue to shop with us – is because they believe in our wider vision of artisanal revival and cultural sustainability goals as much as they do in the quality of our products.

Whether you're a journalist,
sustainability advocate,
creative, potential distributor,
or even a customer, we'd
love to hear from you and
know your opinion. Here's
how you can get in touch.

PRESS

press@esoraa.com

GENERAL

hello@esoraa.com

PARTNER/COLLABORATORS

partner@esoraa.com

SOCIALS

[Instagram](#)

[LinkedIn](#)

esoraa.com

