

THE AMORTELA BRAND STORY

Chapter 1: Our Ideology

Amortela - a portmanteau that means love for fabric in Spanish - is a brand that believes that fashion is not just about following styles, but sensibilities. And we recognize that each person is built with a different one. The ability to understand how a woman truly feels about herself is our secret to offering her the best of products and possibilities. That's why Amortela lives and breathes like you and me. Its soul is meant to reside in its customers who are just as unique as the choices they choose to wear.

In our bid to create an eclectic yet exclusive experience ethos, we have devised **a concept store** that not only lets one explore lifestyle, but a way of living. Alongside our fashion female focus, we contrive aesthete localised events which will be open to one and all. Imagine as we do of affairs such as coffee brewing, artisanal cheese crafting, art exhibits, wine tasting, gastronomy and more. We are a retail store blended with the redefinist; a walk-in wardrobe wrapped with wonders for all its experiencers.

Amortela is thus an interwoven inspiration of fabrics, feelings and folks.

Chapter 2: Our Purpose

Amortela is established as a distinctive lifestyle brand that focuses on making 'the fashion lifestyle' accessible to all. Our purpose is to cater to or create 'fashionistas' by helping women either unleash or unearth their style statement while also creating culture connoisseurs with our suave shindigs.

On the fashion front, we offer you an array of aesthetic and authentic 'pret-a-porter' wear - the latest and largest collection of clothing across diverse designs and price points. Our endeavour is to extend the idea of tradition by curating clothes based on new-age parameters: sustainable fashion, anti-fit silhouettes and slow clothing - think corn and banana fabrics, vegetable dyes, and hand printing. Our clothing choice is meant not just to surpass your expectation but also uplift your emotion. We wish that you scintillate yourself and your life with our soul satisfying selections.

Chapter 3: Our Customers

We have a special something for every someone here – be it young or old; petite or plus-size, home-maker or career woman; old world charm seekers or haute couture cravers. Any woman who is looking to invest in fashion as a way of life to dress up every occasion - big or little - can find in us a distinctive doorway to crafted-in-style creations. Our women will treat every road - literal or metaphorical - as a ramp walk on which she strides with originality and individuality.

Chapter 4: Our Approach

Ours is an avant-garde model for collaboration between fashion creators, fashion connoisseurs and fashion consumers. We source our collection using the very best of designers - both upmarket and

upcoming. Although their influences are global, they take inspiration from the values of Indian traditions, nature and all things artistic. Amortela is thus a refined amalgamation of traditional techniques, rich textiles and progressive silhouettes – true traditions that weave into chic contemporary. More than that, it is a place where people of diverse sentimentalities can meet to experience something new.

Chapter 5: Our Foundation

We: **Tija** (founder), **Naina** (director) and **Nishtha** (designer): brainchilded the brand as a thoughtful trio of fashion conscious people. When we spoke to people and realized that many felt that their clothing options were limited in Chennai, we developed the concept of a collective store housing two brands - Amortela for western wear and Navalya for indo-western wear. What we do is travel around India - mainly Mumbai, Jaipur and Delhi - to select style bodegas to source and line-up myriad labels which are unavailable elsewhere.

Our wish is to redefine the shopping-fashion experience where there is no need for anyone to chase cross-country or beyond for extraordinary ensembles. Our main aim is to foster sustainability in clothing while also supporting the talent of emerging designers. Our other aim is to create a hotbed for high-profile lifestyle events that gives people access to more than everyday routines.

The end goal is to ensure that besides sticking to the basics, we enrich our collection and events every season with new trends- giving to the ever changing preference of our customers. We want people to have the opportunity and freedom to choose from a range of colours, styles, labels and experiences.