

## Titan Launches Raga Weaves

**October 20<sup>th</sup>, 2011:** Bring out the sensuous and beautiful you with the all new Raga Weaves collection from Titan Raga. Inspired by the traditional Indian art forms in textiles such as Kalamkari, Zardozi, Phulkari and Benarasi work, this collection is crafted to suit the evolved taste of contemporary Indian women. The collection, an ode to the vibrant Indian art form, is offered in a variety of colors, in leather, metal, gold, rose gold and steel.

Each timepiece in this collection forms an intrinsic part of every Indian woman's trousseau. Priced between **Rs. 1,750 to Rs. 11,000**, Titan Raga Weaves collection is available in World of Titan showrooms, leading multi-brand outlets and department stores across the country.

Straight from the heart of Punjab, Phulkari embroidery is the finest expression of floral splendor on fabric. This watch is inspired by timeless geometric pattern of Phulkari.



The Phulkari leaf motif is flows from the bracelet to the mother of pearl dial. A shaped crown and Swarovski crystals enhance the beauty of the beautiful wrist accessory. This watch is also available in steel, gold, rose gold, bi metal finish as well as fuchsia colour. Other

timepieces in this collection also have an embroidered fabric strap inspired by Phulkari work.

Inspired by the Persian art form of Zardozi, this regal watch personifies feminine styling of opulence with sophistication. Encased in Swarovski crystal, the turquoise stone studded bracelet is made with twisted wire look, a specialty of zardozi embroidery. The Zardozi patterns are emulated uniquely in press pattern to mark the indices.



Kalamkari form of textile, derived from the Persian words *kalam* (pen) and *kari* (craftsmanship), is a heavenly rendition of the most intricate designs. The quintessential peacock, leaf and floral motif of Kalamkari printing has been used extensively in this watch. The dial is printed with vintage peacock



motif. The floral pattern borders the accessory. This watch is available in steel, gold and rose gold finish as well as in leather and Kalamkari fabric straps.