



EREENA HOME

WONDERFUL WEAVES

Eri, Muga & Ikat



*Innovative textiles that embody
prosperity, peace, partnership, planet and people.*



PRESERVING TRADITIONS ADDING NEW DIMENSIONS

Exemplar International, founded by Jyoti Reddy, is a designer, producer and marketer of Ereena brand home furnishings made from the rare, environment friendly Eri and Muga natural silks, found only in India.

Growing in unison with weavers & artisans from across India, we have innovated extensively from hand-spinning to machine spun, handloom to power loom, crochet to knits and surface techniques.

*"After having sold embroidered cushion covers and bedlinen to small private label companies in USA, France, Sweden and Muscat since the year 1996 and home furnishings to Schumacher USA, 2003-2007, I began focussing on the fascinating origins of eri and muga silks and their unique 'inherently smart' properties."
- Jyoti Reddy*

ERI

Most Sustainable & Versatile Silk



SILK FOR THE SOUL

A rare silk found predominantly in the foothills of the Himalayas, eri production is allied with a rich, ancient tradition of rearing, spinning and weaving. Eri silk is considered sacred and is a way of life for the indigenous people of the regions.

Unlike other silks, eri is spun only from empty cocoons and hence known as peace silk. The eri silkworm *Samia Cynthia Ricini* eats the leaves of the drought resistant castor plant. Eri silk is an eco-friendly choice, requiring significantly less water than other silk varieties, making it a sustainable fabric option.

Eri silk has a unique comforting softness. High breathability, exceptional durability, subtle lustre, excellent drape and versatility are trademark qualities of eri. These qualities lend itself beautifully to make great throws, pillows, draperies and bedding.



PEACE
SILK



UNIQUELY
VERSATILE



TOUCH OF
CASHMERE



EARTH
FRIENDLY

MUGA

Most Durable Silk



RAW & NATURAL LUXURY

Muga silk, a rare and exquisite variety from the northeastern part of India, and known for its naturally shimmering soft gold colour, was reserved for the Ahom kings (1228- 1826) of the region.

The Muga silkworm *Anthaerea Assama* are reared outdoors on Som and Sualu trees. Muga's striking natural golden hue, which deepens with age and wear, gives it a unique charm. Both ancient and amazingly contemporary, muga silk is not only prized for its luxurious appearance but also its remarkable strength.

- Highest tensile strength among all natural fibers
- 80% UV resistance
- Eco-friendly; inherently organic as no dyes and chemicals are used to achieve its naturally gold colour.
- GI status

Muga's neutral golden hue and amazing durability make it the perfect silk for exquisite draperies that do not get frayed by sunlight, effortlessly complementing any decor style.



80% UV
RESISTANCE



HIGH
TENSILE
STRENGTH



NEUTRAL
GOLD



EARTH
FRIENDLY

IKAT

Pride of Telangana



MAGIC OF IKAT IN ERI YARN

The earliest reference to Ikat dates back to the 5th century, and can be seen in the frescoes of the Ajanta Caves and the Deccan.

Ikat weaving involves a painstaking and laborious process of graphing a design, marking it on the yarn, tying & untying the yarn, after dyeing each color separately. And then weaving to match all the marked dots.

Our ikat weaves are a beautiful synergy of design intervention and the ikat weavers' skill in dyeing and weaving complex designs.

The play of our yarns adds a unique dimension and a soft feel to the our eri ikat fabrics.

EXPERIENCE, QUALITY & RELIABILITY



FROM YARN TO FABRIC

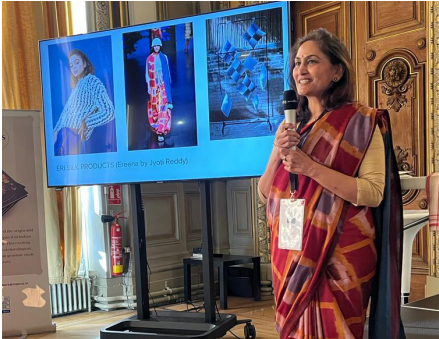
The team at Ereena is deeply involved, at every stage of creation - from drawing the yarn in the foothills of the Himalayas, to designing, dyeing & weaving of fabric, to the sewing of the final product - employing and empowering local communities all the way.

We adapted India's rich heritage of weaving and surface techniques, with new perspectives.

Having explored the promise of eri and muga for more than a decade, from the fibre stage to end products, we are now poised to offer you unmatched technical know-how and unique products of these versatile silks.

MAKING WAVES GLOBALLY

Our fabrics have travelled the world and won accolades.



SILK IN LYON, Paris 2022

New directions for an ancient living fibre. Member of the Indian delegation with the Central Silk Board to promote eri silk on invitation from the Lyon Metropole France. Responsible and traceable production processes, and each delegates impression of the meaning of silk through an image was shared.



SUSTAINABLE THINKING EXHIBITION

Salvatore Ferragamo Museum, Florence 2019-21

Ereena woven fabric made with natural dyed yarns was selected as one of the exhibits displayed.



NYNOW, New York 2015-17

'Best New Product Candidate' and 'Best Sustainable Product Candidate' - 3 years consecutively



IFAM, Sante Fe 2018-2020

Showcased in 'Innovation' category. Ereena was one of the 151 invitees selected from 640 applications from 53 countries.



MADE IN TOWN, Paris 2018

Displayed a new range of fabrics we created combining different heritage artisanal techniques like jacquard, extra weft jamdani with ikat & hand cutting



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