



ereena

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HOUSE OF ERI  
*A silk for the soul*



# STEEPED IN TRADITION THE SILK FOR THE FUTURE

*Eri is a one-of-a-kind, natural, peace silk with the luxurious touch of cashmere and the unmatched comfort of cotton.*

*High breathability, exceptional durability, subtle lustre, excellent drape and versatility are trademark qualities of eri.*

*After decades of innovation and discovery, we offer you a unique portfolio of exceptional eri fabrics produced in harmony with nature.*

*Come, venture with us into the future of real sustainable luxury.*



# THE TRUE PEACE SILK



Assam is home to eri silk, an ancient fabric considered so sacred that it used to be worn by monks



Eri silk comes from the cocoon of the *Samia Cynthia Ricini* silkworm which feeds on drought resistant castor plants.



The cocoon spun by these worms are open-ended, and the moth flies out once mature - so no silkworms are killed in the making of eri silk.

A wild silk found predominantly in the foothills of the Himalayas, eri production is allied with a rich, ancient tradition of rearing, spinning and weaving.

Unlike other silks, this silk comes from open-ended cocoons, made by the semi-domesticated silkworm *Samia Cynthia Ricini* that allows the moth to fly away.

Only empty cocoons are harvested to make eri yarn. Hence, eri silk is often referred to as the 'peace silk'. The harvested eri fibres are not continuous, as in mulberry and other natural silks, and need to be spun, not reeled.



The cocoons are then boiled in a solution of water and soap. The process is called degumming.



The cocoons are then dried and spun to make eri silk yarn



The yarn is then dyed and woven in a back strap loom to make eri silk fabric.

## KEY FEATURES OF OUR FABRICS



### UNIQUELY VERSATILE

Eri silk is an all-weather fabric with the cool comfort of cotton, the warmth of wool & the subtle elegant lustre of silk.

Eri silk yarn combines well with other yarns; enhancing the quality of blended fabrics with its unique drapability and feel.

Coarser counts give a wooly texture. The finer counts give a linen, cotton or silky texture depending on the weaving technique selected.



### BREATHABLE & COMFORTABLE

Eri silk's quality of good moisture absorption of 13% and high porosity makes it soft, durable, and extremely comfortable next to the skin.

Highly breathability

High moisture transport efficiency (sweat proof)

Low friction co-efficient

Low flame spread - stable at higher temperature upto 1400 C

Good UV protection factor - 15.99

Anti-fungal / bacterial

Hypoallergenic

Odourless

Easy care & quick dry (cold wash with soft soap)

Good crease recovery - 94° in warp & 96° in weft direction



## ISOTHERMAL

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Eri silk keeps you cool in summer and warm in winter.

*"This silk consists of a bio polymer with excellent thermal properties due to the high crystallinity of the fibroid. The level of crystalline conformation of the protein is directly correlated with the thermal conductivity. This kind of material is a result of a long biological evolution showing incomparable properties."*

- abstract from a test report of our eri yarn from INNOVHUB Milano, Italy.  
Collaborated internal reference study by Trudel AG, Kussnacht, Switzerland



## EARTH FRIENDLY

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The name eri has its roots in the Assamese word 'Era', which is the native name of the castor oil plant.

Eri worms feed on the leaves of the drought-resistant castor plant, requiring only an inch of water per week. Overall, our eri consumes at least 20% less water compared to other silks.

Its low carbon footprint makes eri a great choice for discerning designers, brands and consumers seeking intrinsic value.



## A HIDDEN TREASURE OF YORE



Despite its amazing properties, eri is as yet relatively unknown. Low productivity and inconsistent quality being the primary reason.

Our explorations and innovations with this traditional natural resource led us to increase its commercial viability and availability. Along the way, we created substantial employment opportunities for women, beginning with the first dedicated eri spun silk unit in 2009.

Ereena was launched in 2014, to bring to the world the finest of eri fabrics.

# EXPERIENCE, QUALITY & RELIABILITY



## OUR JOURNEY

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Our journey brought together an exceptional textile technologist and a team of dedicated personalities with complimentary abilities, Our team is now the undisputed leader in the knowledge and manufacture of eri yarns, eri fabrics and blends of eri silk.

## OUR GOALS

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1. Provide world-class quality and high productivity of eri silk
2. Harness traditional crafts and modern technology to create luxury textiles for the global conscious consumer.
3. Make this earth-friendly, natural peace silk a mainstay in international fashion & lifestyle markets.
4. Promote an ethos of sustainable living.
5. Create employment opportunities for unemployed and under-employed, especially women in rural North East India.

PRESERVING TRADITIONS  
ADDING NEW DIMENSIONS



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

We adapted India's rich heritage of weaving and surface techniques, with new perspectives, using eri as our medium.



# TAKING ERI GLOBAL



## SUSTAINABLE THINKING EXHIBITION

Salvatore Ferragamo Museum,  
Florence - 2019, 2020, 2021

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



## MADE IN TOWN

Paris  
2018

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



## INTERNATIONAL FOLK ART MARKET

Santa Fe  
2018, 2019, 2020

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



## SILK IN LYON

Paris  
Nov 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.

## WALK THE GREEN PATH



While at the crossroads of finding meaningful occupation, reimagining sustainability and finding our place in it, we found eri silk.

It inspired a purpose, fostered a goal of a carbon conscious world and we found the happy balance between beauty, comfort and ethical consumption.

# ENVIRONMENTAL POLICY STATEMENT



This Environmental Policy by Ereena reflects its intention towards environmental stewardship by leadership and employees for ensuring best possible care for planet and people

The Environmental Policy has been drawn on the vision and philosophy of Ereena which supports the environmental consideration, opportunities and challenges during the entire life cycle of its products

The Environmental policy is hereby declared through these salient points

1. Safeguard nature and human life through best practices
2. Ensure compliance of statutory and regulatory aspects
3. Sensitize stakeholders on environmental considerations applicable to Ereena products
4. Motivate and encourage good practices among employees and management for ensuring internal and external environmental conservation
5. Provide stakeholders information about the activities of Ereena with respect to environmental management.
6. Actively document our environmental impact as we build strategies for growth.

# ENVIRONMENTAL IMPACT

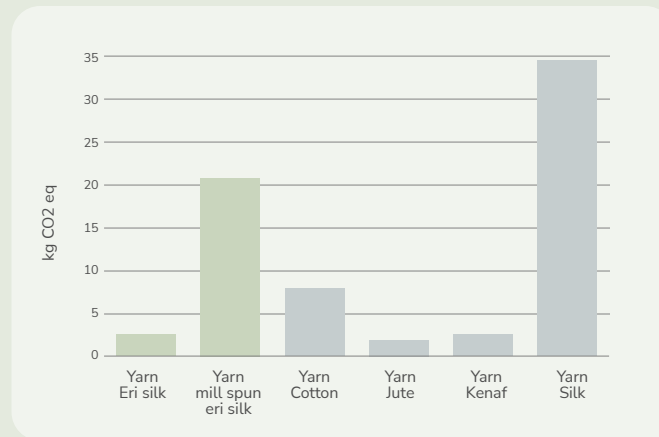


Awarded by ASSOCHAM GEM Green Building Council, the oldest industry association in India, accredited as an observer organization under UNFCCC - United Nations Framework Convention on Climate Change.

## Comparison of GHG Emissions of eri silk & other products\*

Hand spun eri yarn has a carbon footprint that is only one-tenth of other silk yarn, and one-third of cotton yarn, making it one of the most sustainable textiles available.

Mill spun eri yarn also has GHG emissions that are 40% less than other silk yarns.



\* Data sourced from Ecoinvent database and a comparative life cycle analysis study of the various qualities.

# SOCIO-ECONOMIC IMPACT



Ereena, has been very active in supporting the weaver communities across India, especially Telangana, Bengal and Assam through design intervention and sale of product.

Ereena was also involved in Covid relief operations.

There has been a 7-fold increase in productivity of eri yarn.

For every

3.22 kg  
of eri cocoon

one employment  
is created.

7 yards  
of eri fabric sold

one cocoon rearer  
family is benefitted  
for a month.

35 yards  
of eri fabric sold

one weaver family  
is benefitted.



120000 yards Eri fabrics sold by Ereena, since inception.



17142 Cocoon rearer families benefitted



3428 Weaver families benefitted

*This data was derived by using IPCC 2013 GWP 100a method in LCA.*

*The IPCC 2013 GWP 100a method, which is based on data published by the Intergovernmental Panel on Climate Change, was selected as the environmental assessment method. The method expresses the emissions of greenhouse gases generated, in kilograms of CO2 equivalent, over a time horizon of 100 years.*

# OUR PRODUCT PORTFOLIO

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

Having explored the promise of eri 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 this versatile silk for the future.



HANDSPUN  
HANDWOVEN ERI  
FABRIC IN NATURAL  
DYES



RFD FABRICS  
100% ERI & ERI SILK  
BLENDS



SPECIALTY ERI  
FABRICS FOR HAUTE  
COUTURE



ERI KNIT



CUSTOM ORDERS



## FOUNDER'S NOTE



Eri is a beautiful paradox. It does not shine like silk, and yet is a silk with a unique sophisticated, subtle sheen. It has the most luxurious touch of cashmere, and yet is as comfortable and breathable as cotton.

It comes from the cocoons of the *Samia Cynthia Ricini*, and yet leaves the moth completely unharmed.

My journey with eri has taken me from the discovery of its fascinating qualities to the endeavour to break away from its traditional mould and, finally, to the creation of innovative textiles that unite luxury, sustainability, design and comfort.

I realised, early on, that even a rare, beautiful and sustainable raw material brings value only when it can be transformed into an appealing product. The story mattered only if the product was attractive to the customer.

My task then, was to experiment with different heritage handlooms and surface techniques across India, to realise the true potential of this wonder silk. Arduous days spent convincing weavers to work with eri instead of mulberry, discussing unusual weaves and bringing design, technique & colour together in synergy, furthered this dream.

Slowly, but surely, our specially-created contemporary designs, and the unique colour palette and textures that emerged from eri yarn, became globally recognised and appreciated. Ereena created its own identity, and we continue to strive, carving our own niche in the world of sustainable luxury and fashion.

Jyoti Reddy,  
*Founder, Ereena*  
*Co founder, Fabric Plus*



ereena

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