

PRESS RELEASE

Of interest to editors and journalists covering:
Fashion/Clothing, Women's Interests, Textiles/Fabric, NY Business News

Kalpana's Collection Launches Luxurious, Innovative, Indian-Inspired Apparel Line - Custom, Hand-Woven Brocades Hallmark Of New Line

NEW YORK, NY - May 11, 2004 /Send2Press Newswire/ -- New York-based Ajay's Collection announces the launch of its latest venture, Kalpana's Collection (www.kalpanacollection.com). An innovative and luxurious line designed for women, Kalpana's Collection premieres with authentic handcrafted India brocades, silks, and accessories. The company's name, Kalpana, literally translates from Hindi as idea imagination fancy, all of which are clearly embodied in this luxurious new apparel and accessories line.

Unique in their use of custom brocade designs, Kalpana's Collection joins the ranks of the elite design houses by utilizing these elegant, ancient textiles. The brocades used in the Kalpana line are not sourced from large machine-woven lots (as is common practice), but instead are specifically designed for this collection by artisans who are carrying on an ancient weaving tradition of many generations in India. With the successful run of Bombay Dreams on the London stage and its corresponding opening season on Broadway, Indian fashion and culture promise to explode onto the fashion forefront. Kalpana's Collection is leading the way by articulating this sumptuous and colorful culture into ready-to-wear career and fashion apparel and accessories.

Kalpana Jaggi, the company's namesake and founder stated, "Brocade once symbolized wealth and royalty in India -- it is luxury in its purest form and we are making it available to women everywhere."

Kalpana and her husband (and company co-founder), Ajay Bir Jaggi have complete oversight in the Kalpana's Collection garment-creation process, from selection of fabric, threads, trimmings, buttons, and interfacings to the final garments' construction.

In addition to the line's signature brocades, blouses and stoles, the Jaggi's have included traditional Indian jewelry in the collection such as silver anklets and key rings. "We chose the most traditional and feminine accessories from Indian culture which also symbolize a women's sensuality and power," says Ms. Jaggi.

"We are excited about the future of our line and confident that women will embrace us for our unique and exotic clothing and apparel. Kalpana and I want to build an enduring brand, not just a clothing line," said Ajay Bir Jaggi.

Ms. Jaggi added, "Building a long term brand -- that is our dream."

Retail prices range from \$59 for accessories to \$225 for jeweled, brocade blouses. The line will be sold exclusively on the company's retail website: <http://www.kalpanacollection.com>.

Kalpana's Collection is a subsidiary of Ajay's Collection, Woodside, NY. The company is an online retailer of unique Indian-inspired women's apparel and accessories.

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/Note to editors: example blouse image from collection:
http://www.kalpanascollection.com/blouses/images/catalog_images/020101.jpg /

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[source of news = Kalpana's Collection (Ajay's Collection)]
ref: <http://www.send2press.com/2archive/2004/04-051101-kalpanas.txt>
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