



Sakkath

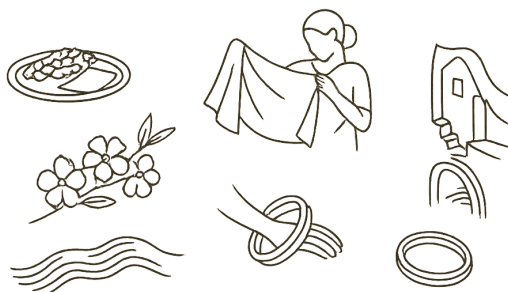


Insights Document

We began with questions, not answers. What does beauty feel like when it is lived, not just worn? What memories shape the way fabric moves in our hands? What does it mean to belong—to a place, to a story, to a gesture?

This document gathers the reflections, stories, and prompts that have guided Sakkath so far. It is not a manual. It is more like a map of feeling—something we return to when we need to remember why we began.

These insights distill the values, inspirations, and cultural sensibilities that shape our work. They serve as both a record of process and a compass for what lies ahead.



First Fabric

Internal

First memory: chiffon saris (teachers, mother, grandmother).

Saree-wala = trust, warmth, emotional economy.

Fabric tied to gesture, smell, summer heat, laughter, doors open.

Ethos: intimacy > fashion; memory > trend.

External

The first memory is chiffon.

Your teacher's sari. Your mother's folds. Your grandmother's warmth.

It wasn't fashion. It was intimacy. Care. Belonging.

Every fold carried trust — a laugh shared, the saree-wala at the door.

Fabric became memory.

Touch: Light chiffon, airy and intimate

Smell: Tobacco, attar, fabric stores in the North

Sound: Laughter, trees outside, calm summer breeze

Season: North Indian summer, doors open, saris unfurled

Emotion: Warmth, tenderness, curiosity

What it sparked: Connection over transaction. A memory of care.

A quiet entrepreneurial dream.



Memory as material

Internal

- * Sarees as living archives.
- * Gestures: pleats without mirrors, coconut oil on braids, heirlooms in trunks.
- * Collaboration > transaction: artisans as co-creators.
- * Each weave = memory in motion.

External

A sari is never just cloth. It carries cupboards scented with incense, pleats folded without mirrors, coconut oil on a mother's braid. Through Sakkath, these gestures continue. Every sari remembers where it came from. Every garment is memory in motion.

- * Sarees = living archives of memory.
- * Gestures: pleats without mirrors, coconut oil on braids, heirlooms in trunks.
- * Artisan relationships = collaboration, not transaction.
- * Core Insight: garments as "memory in motion."



Sakkath's room

Internal

- * Brand personality: quiet, grounded, sensory.
- * Rituals: rose water, kajal, cotton on rainy days, jasmine at dawn.
- * Luxury = restraint ("luxury whispers").
- * Sensory feel: cool, smooth, matte with oily softness.

External

If Sakkath were a person, this would be her room.

She wakes with rose water on her wrists.

Collects jasmine and love letters.

Laughs when her saree slips. Cries when no one notices her strength.

She believes in slow beauty — in boiling tea, in smudged kajal, in quiet detail

Her beauty whispers.

- * Brand feels: quiet, grounded, sensory.
- * Rituals: rose water, jasmine, cotton on rainy days, kajal smudges.
- * Beauty = restraint ("luxury whispers").
- * Sensory anchors: cool, smooth, matte fabric with oily softness.
- * Core Insight: slow beauty, everyday intimacy.



Who are we speaking to

Internal

- * Audience: deep-feeling woman.
- * Need: to be held, not admired.
- * Beauty: natural, unperformed (braided hair, jasmine in ear, quiet rose).
- * Positioning: memory-led, in dialogue with Raw Mango, Karu.
- * Role: anchor, mirror, slowness.

External

She's not for everyone. She's for the one who remembers.

She dresses to remember, not to impress.

Her beauty lives in coconut oil on a braid, jasmine tucked behind her ear, a rose pinned quietly for herself.

Sakkath speaks to her — the woman who feels deeply.

- * Audience: deep-feeling women.
- * Emotional need: to be understood, not admired.
- * Beauty = natural, embodied, unperformed.
- * Positioning: memory-led, in dialogue with Raw Mango/Karu, but distinct through "slowness + remembering."
- * Core Insight: dressing the version of yourself that remembers.



World of Sakkath

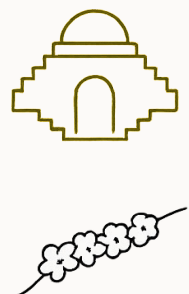
Internal

- * Objects: incense stick, embroidered handkerchief, diya, brooch, stepwells, heirlooms.
- * Colors: regal purple, paan green, peacock blue, lotus pink, copper.
- * Light + photography: natural + theatrical.
- * Campaign anchors: inheritance, rituals, lost textiles, garments as memory.
- * Positioning: "heritage without nostalgia."

External

A quiet world made of fragments.
Half-burnt incense sticks.
Rooftop diyas flickering.
A brooch pinned by generations.
A saree held to sunlight.
Stepwells. Heirloom jewellery.
Jasmine at dawn.
Not nostalgia. Not noise.
A living heritage.

- * Objects: incense, handkerchief, brooch, stepwells, heirlooms, jasmine at dawn.
- * Colors: regal purple, copper, peacock blue, lotus pink, paan green.
- * Photography: quiet, textured, natural + theatrical light.
- * Campaign anchors: memory, ritual, poetic cartography
- * Visual language: intimate, layered, tactile
- * Differentiator: heritage that moves, breathes, and belongs to today
- * Core Insight: heritage without nostalgia.



Sakkath's Compass

Internal

Cultural integrity → honoring craft, recontextualizing it
Emotional minimalism → bold visuals, restrained detail
Storytelling through textiles → each weave carries a narrative
In a market filled with noise, Veena chooses stillness.
Sakkath makes heritage personal, enduring, alive.

External

Not trend. Not nostalgia. Something that stays.
Born from passion and fire, moving with rhythm and breath.
Carrying jasmine, sandalwood, coconut oil, wet earth.
Sakkath believes in integrity, restraint, and story.
It stands against noise, against cliché.
Every garment is built to last, to breathe, to remember.

- * Personal gift: empathy, listening, safe presence.
- * Energy: freedom, ease, movement (beach, music, solitude).
- * Rediscovered strengths: adaptability, beauty in ordinary detail.
- * Lesson from failure: follow the heart, not expectation.
- * Design process: material-first, loom decides, slow trust with weavers.
- * DNA manifesto: passion, rhythm, jasmine, sandalwood, wet earth, moves like water.
- * Beliefs: integrity, restraint, storytelling. Opposes clichés + superficiality.
- * Brand promise: textiles as living culture
- * Competitive space: dialogue, not competition
- * Long-term vision: quiet, slow, lasting relevance
- * Core Insight: heritage that breathes, garments that last, memory that moves.



Brand Overview

Sakkath by Veena Derick

Introduction

We began with a question: What does beauty feel like when it is lived, not just worn?

Sakkath was born from the unfolding of fabric in the hands — the way silk remembers the shoulder it drapes over. We see textiles as landscapes: maps of places, rituals, and gestures that shape our world. At its core, Sakkath is about belonging: to our story, to our gestures, to our world.

2. Vision, Mission, Purpose

Vision: To preserve and reinterpret Indian textiles as vessels of memory and belonging.

Mission: To create sarees that are more than garments — second skins that carry gestures, scents, and textures of everyday beauty.

Purpose: To hold memory through fabric, offering women a way to feel seen, grounded, and connected.

3. Core Beliefs & Differentiators

Cultural Integrity — honoring craft not as nostalgia, but as continuity.

Visual Boldness with Emotional Restraint — bold palettes, minimal forms, quiet confidence.

Emotional Storytelling — every saree as a narrative of people, places, rituals, and scents.

What Sakkath Opposes

Superficial ornamentation.

Cliché “fusion” or algorithmic design.

The noise of over-styled heritage without substance.

4. Audience Archetype

Profile: To the woman who feels deeply.

Emotional Needs: To be remembered in the small ways. To be held, not just admired.

Her Idea of Beauty: The shine of oil in freshly braided hair. Fresh jasmine tucked into a braid.

The comfort of how fabric feels against her skin.

Her Silence: The space between tradition and trend — a longing for depth.

5. Brand Voice & Tone

Tone: Soft-spoken authority. Lingers, whispers, doesn't shout.

Keywords: Stillness, Memory, Intuition, Grace, Substance.

Style: Reflective, grounded, human.

6. Visual Language

Palette: Regal purples, copper, peacock blue, lotus pink, paan green.

Textures: Raw silk at dawn. Hand-pressed folds. Oil-sheened patches of sheen.

Moodboard Directions: Stepwells at dusk, diya light on terraces, half-burnt incense, embroidered handkerchiefs, cotton blouses.

7. Product Philosophy

Second Skin: Garments designed to move with the body, to be lived in, not just admired.

Intuition-Led Process: Veena's design begins with touch, with what the fabric wants to become.

Utility: Freedom to wear heritage on your terms.

8. Design DNA Statements

"Sakkath is a saree made of memory, mastery, and meaning."

"In every weave, we remember where we come from — and what we carry forward."

9. Key Campaign Anchors

Saree as Landscape: Maps of places, gestures, rituals.

Themes: Inheritance, Family, Rituals, Attic scents.

Visual Storytelling: Memory Pebbles, Clay Ritual, Morning Light.

10. Letter to the World

Dear World,

Sakkath is not just a saree but a memory you can wear.

I want you to feel seen — between strength and softness.

To feel what your body already knew before your mind did.

To know that luxury doesn't shout, it whispers.

That every thread carries the hand of an artisan.

That a saree can be your second skin.

What you wear isn't just fashion, it's memory in motion.

— Veena Derick

11. Collaborator Guidelines

Expectations from Vendors & Collaborators:

Trust and slowness.

Relationships over transactions.

Shared risk and respect.

Language Guidelines:

Avoid clichés like "fusion," "revival," "modern twist."

Speak of continuity, integrity, memory, and presence.