

SOURCING GUIDE · INDIA 2026–28

India Textile and Craft Sourcing Guide

Where India's key weaves and hand-crafts come from, what they are like, what they suit, and where each one sits in the trend cycle.

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Fabrics and weaves

Handloom and silk lead the quiet-luxury direction. True handloom has longer lead times and minimums: use it for hero pieces.

NAME	ORIGIN / CLUSTER	CHARACTER	BEST FOR	FESTIVE 26	SOURCING NOTE
Chanderi	Chanderi, Madhya Pradesh	Light, sheer, with a subtle sheen; cotton, silk or silk-cotton.	Kurtas, sarees, dupattas, Nehru jackets	PEAKING	Handloom Chanderi carries a GI tag; powerloom Chanderi-look fabric works for value ranges.
Maheshwari	Maheshwar, Madhya Pradesh	Fine cotton-silk with distinctive reversible borders.	Sarees, kurta sets, dupattas	RISING	Small weaver clusters; plan for longer lead times.
Jamdani	West Bengal (and Bangladesh)	Fine cotton with motifs woven in by hand on the loom.	Sarees, kurtas, dupattas	RISING	Labour-intensive and slow; best for premium hero pieces.
Handspun khadi	Across India, through khadi institutions	Handspun, handwoven; now in cotton, silk, wool and linen.	Kurtas, shirts, jackets, everyday wear	EMERGING	Texture varies by batch; approve swatches per lot.

NAME	ORIGIN / CLUSTER	CHARACTER	BEST FOR	FESTIVE 26	SOURCING NOTE
Banarasi brocade	Varanasi, Uttar Pradesh	Rich woven brocade with zari patterns.	Wedding sarees, lehengas, Nehru jackets	PEAKING	GI-tagged; reworked vintage Banarasi is an emerging premium story.
Kanjeevaram silk	Kanchipuram, Tamil Nadu	Heavy mulberry silk with contrast borders.	Wedding sarees, and now menswear	PEAKING	GI-tagged; high cost, best for occasion and bridal.
Tussar silk	Bihar, Jharkhand, Chhattisgarh and Odisha	Textured wild silk with a natural gold tone.	Sarees, kurtas, menswear, jackets	RISING	Natural colour varies; good for quiet luxury.
Bhagalpur silk	Bhagalpur, Bihar	Soft, textured silk with a matte handle.	Structured gowns, sarees, stoles	EMERGING	An emerging premium story from Bihar.
Raw silk	Silk clusters across India	Textured, slubby silk with body.	Bandhgalas, lehengas, kurtas	PEAKING	Holds structure well for tailoring.
Organza	Varanasi and Surat mills	Sheer, crisp and photogenic.	Lehengas, dupattas, sarees, overlays	PEAKING	At its peak; plan to reduce from Festive 27.
Tissue	Varanasi and Surat mills	Metallic sheen woven with zari.	Evening sarees, lehengas, dupattas	RISING	Delivers shine without heavy embroidery.

NAME	ORIGIN / CLUSTER	CHARACTER	BEST FOR	FESTIVE 26	SOURCING NOTE
Cotton silk	Widely available	Comfortable, breathable, with a light sheen.	Everyday ethnic: kurtas, sarees, sets	PEAKING	A dependable value-to-mid base fabric.
Linen	Mills across India	Breathable, textured, crisp.	Summer kurtas, co-ords, shirts	RISING	Rises again for Summer weddings.
Natural-dyed fabrics	Craft clusters in Rajasthan, Gujarat and beyond	Plant-based dyes with soft, uneven colour.	Premium kurtas, sarees, scarves	EMERGING	Slow process; tell the story on the label.

Hand-crafts and surface

Placement work at necklines, cuffs and borders keeps cost and weight under control.

NAME	ORIGIN / CLUSTER	CHARACTER	BEST FOR	FESTIVE 26	SOURCING NOTE
Mirror work	Kutch, Gujarat and Rajasthan	Small mirrors (shisha) stitched onto fabric.	Kurtas, jackets, bags, footwear	RISING	Use flat-backed mirrors; keep away from friction areas.
Chikankari	Lucknow, Uttar Pradesh	Fine white-on-white shadow and knot embroidery.	Kurtas, sarees, menswear	PEAKING	GI-tagged; works best on fine cotton or georgette.
Zardozi	Lucknow, Agra and other centres	Heavy metallic thread embroidery.	Bridal and wedding wear	PEAKING	Use as placement work to control cost and weight.
Tone-on-tone embroidery	Machine and hand embroidery units	Embroidery in the same colour as the base.	Necklines, cuffs, yokes on kurtas and jackets	RISING	The quiet-luxury replacement for contrast work.
Rabari embroidery	Kutch, Gujarat	Bold chain stitch and mirror motifs from Rabari communities.	Jackets, kurtas, accessories	EMERGING	Partner with artisan groups and credit them.

NAME	ORIGIN / CLUSTER	CHARACTER	BEST FOR	FESTIVE 26	SOURCING NOTE
Kantha	West Bengal	Running-stitch embroidery, traditionally layered.	Jackets, sneakers, stoles	EMERGING	Moving onto sneakers and streetwear.
Gota patti	Rajasthan	Appliqué with gold or silver ribbon.	Lehengas, dupattas, festive kurtas	PEAKING	Lightweight shine for festive.
Block print	Bagru and Sanganer, Rajasthan	Hand-carved wooden blocks printed by hand.	Kurtas, co-ords, home and resort wear	PEAKING	Approve strike-offs; irregularity is part of the appeal.
Bandhani	Gujarat and Rajasthan	Tie-dye with tiny resist dots.	Dupattas, sarees, festive sets	RISING	Rising for Festive 26 and 27.
Ikat	Pochampally (Telangana), Odisha, Patan (Gujarat)	Yarns dyed before weaving for a blurred pattern.	Sarees, kurtas, shirts, jackets	RISING	A natural fit with the indigo colour story.

At a glance



Chanderi

PEAKING

Chanderi, Madhya Pradesh.

Light, sheer, with a subtle sheen; cotton, silk or silk-cotton.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking



Maheshwari

RISING

Maheshwar, Madhya Pradesh.

Fine cotton-silk with distinctive reversible borders.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Jamdani

RISING

West Bengal (and Bangladesh).

Fine cotton with motifs woven in by hand on the loom.

Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Handspun khadi

EMERGING

Across India, through khadi

institutions. Handspun, handwoven; now in cotton, silk, wool and linen.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Banarasi brocade PEAKING

Varanasi, Uttar Pradesh. Rich woven brocade with zari patterns.

Festive 26
Peaking

Summer 27
—

Festive 27
Peaking

Summer 28
—

Festive 28
Peaking



Kanjeevaram silk PEAKING

Kanchipuram, Tamil Nadu. Heavy mulberry silk with contrast borders.

Festive 26
Peaking

Summer 27
—

Festive 27
Peaking

Summer 28
—

Festive 28
Peaking



Tussar silk RISING

Bihar, Jharkhand, Chhattisgarh and Odisha. Textured wild silk with a natural gold tone.

Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Bhagalpur silk EMERGING

Bhagalpur, Bihar. Soft, textured silk with a matte handle.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Raw silk

PEAKING

Silk clusters across India.

Textured, slubby silk with body.

Festive 26
Peaking

Summer 27
—

Festive 27
Peaking

Summer 28
—

Festive 28
Peaking



Organza

PEAKING

Varanasi and Surat mills. Sheer, crisp and photogenic.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Fading

Summer 28
Fading

Festive 28
—



Tissue

RISING

Varanasi and Surat mills.

Metallic sheen woven with zari.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Cotton silk

PEAKING

Widely available. Comfortable, breathable, with a light sheen.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking



Linen

RISING

Mills across India. Breathable, textured, crisp.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Rising

Summer 28
Peaking

Festive 28
Rising



Natural-dyed fabrics

EMERGING

Craft clusters in Rajasthan, Gujarat and beyond. Plant-based dyes with soft, uneven colour.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Mirror work

RISING

Kutch, Gujarat and Rajasthan. Small mirrors (shisha) stitched onto fabric.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Chikankari

PEAKING

Lucknow, Uttar Pradesh. Fine white-on-white shadow and knot embroidery.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking



Zardozi

PEAKING

Lucknow, Agra and other centres. Heavy metallic thread embroidery.

Festive 26
Peaking

Summer 27
—

Festive 27
Peaking

Summer 28
—

Festive 28
Peaking



Tone-on-tone embroidery

RISING

Machine and hand embroidery units. Embroidery in the same colour as the base.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Rabari embroidery

EMERGING

Kutch, Gujarat. Bold chain stitch and mirror motifs from Rabari communities.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Kantha

EMERGING

West Bengal. Running-stitch embroidery, traditionally layered.

Festive 26
Emerging

Summer 27
Rising

Festive 27
Rising

Summer 28
Peaking

Festive 28
Peaking



Gota patti

PEAKING

Rajasthan. Appliqué with gold or silver ribbon.

Festive 26
Peaking

Summer 27
Rising

Festive 27
Peaking

Summer 28
Rising

Festive 28
Peaking



Block print

PEAKING

Bagru and Sanganer, Rajasthan. Hand-carved wooden blocks printed by hand.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Peaking



Bandhani

RISING

Gujarat and Rajasthan. Tie-dye with tiny resist dots.

Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Ikat

RISING

Pochampally (Telangana), Odisha, Patan (Gujarat). Yarns dyed before weaving for a blurred pattern.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading

Sourcing checklist

- Order handloom early and confirm minimums with the cluster.
- Ask for GI certification where it applies, such as Chanderi, Banarasi, Kanjeevaram and Kolhapuri.
- Approve strike-offs and lab dips before bulk.
- Credit the craft cluster or artisan group on labels and product pages.

Statuses are Forecut's forecast for India: Festive 26 (Oct 2026 – Feb 2027), Summer 27 (Mar – Jul 2027), Festive 27 (Aug – Dec 2027), and long-range outlooks for Summer 28 (Mar – Jul 2028) and Festive 28 (Aug – Dec 2028). Sources: India trends summarise public coverage of Lakmé Fashion Week x FDCI 2026 (Harper's Bazaar India, Free Press Journal), Aza Fashions festive and ethnic trend guides, Lashkaraa colour and silhouette trends 2026, Pearl Academy Gen Z trend reports, Gully Labs, Global Indian (Prada SS26 Kolhapuri-inspired sandals) and Outlook Business (Gen Z and e-retail).