

ADWITA

LOOMS

SLOW • SUSTAINABLE • HANDMADE

About Adwita Looms

Adwita Looms is a handloom brand rooted in Assam, celebrating the beauty of traditional textiles through a contemporary design perspective.

Working with cotton and Eri silk, the brand brings together the richness of regional textile traditions, the character of handwoven fabrics, and a thoughtful approach to design. Its collections span sarees, stoles, gamusa-inspired textiles, and selected home décor pieces.

At its heart, Adwita Looms is about more than the finished product. It is about the people, skills, materials, and cultural memories that give textiles meaning.

In a world that moves fast, the brand chooses to slow down—to value the handmade, make considered choices, and bring traditional textiles into contemporary life.



The Founder

Sally Singha is the founder of Adwita Looms and an HR professional with six years of experience across diverse industries, including retail fashion.

Her journey into handloom but began from her connection to textiles that rooted from her memories of Assam's weaving traditions and the attires of the women she grew up admiring.

During a period of transition into motherhood, Sally began developing Adwita Looms—bringing together her professional experience, personal interests, and connection to her roots.

Building a small independent brand has meant learning about textiles, product development, presentation, and the many decisions involved in bringing a piece from concept to the customer.



"For me, Adwita Looms is an ongoing exploration rather than a finished idea: a way to understand the heritage I grew up around, create a contemporary expression and include people in its richness"



The Story behind the Brand

Some stories begin with a business idea. Others begin with memories.

Adwita Looms was born from a combination of childhood memories, professional experiences and a desire to reconnect with one's roots.

Growing up, Sally remembers seeing gamusas and other textiles being woven in her neighbourhood. She also remembers the Eri silk shawls worn by women around her. These were not distant cultural symbols; they were familiar parts of the world she grew up in.

Over time, these memories took on a deeper significance. What once seemed ordinary began to reveal a story of craft, identity, skill, and continuity.

Adwita Looms grew from a desire to reconnect with that heritage and explore how traditional textiles could find a meaningful place in contemporary wardrobes and homes.

The brand's journey is personal, shaped by a connection to Assam and a belief that heritage does not have to remain confined to the past. It can evolve, adapt, and continue to be part of everyday life.



Design Philosophy

Here, at Adwita Looms, the design process begins with a deep respect for the traditional motifs and weaving practices of Assam.

Motifs such as the kingxap, jhapi, rhino, ful buta and tribal designs from Mising and Boro traditions are used in our handloom products to preserve their original character, simplicity and elegance.

We believe that too much fusion can sometimes take away from the charm of a traditional design, so our approach is to let the craft speak for itself.

Our Eri silk stoles are minimalist in terms of design, allowing the raw texture and natural beauty of the fabric to stand out.

Assam is home to many communities, each with its own rich textile traditions and distinctive motifs. We hope to explore these varied design traditions with care, while respecting their cultural roots, the communities they belong to and the artisans who keep these crafts alive.

The Craft, People and the Handwoven Process

At the heart of Adwita Looms are the women weavers whose skills and traditions have been a part of Assam for generations. Adwita Looms works with women weavers from Sarupathar in Golaghat district, as well as Dhemaji and Jorhat districts and artisans connected to Assam's textile traditions, including sources from different parts of the state.

Traditionally, these women have woven gamusas and mekhela chadars, the familiar textiles of Assamese life. Together, we are exploring new possibilities by bringing their weaving skills into sarees, stoles and textile frames, allowing more people to experience and appreciate their craft.

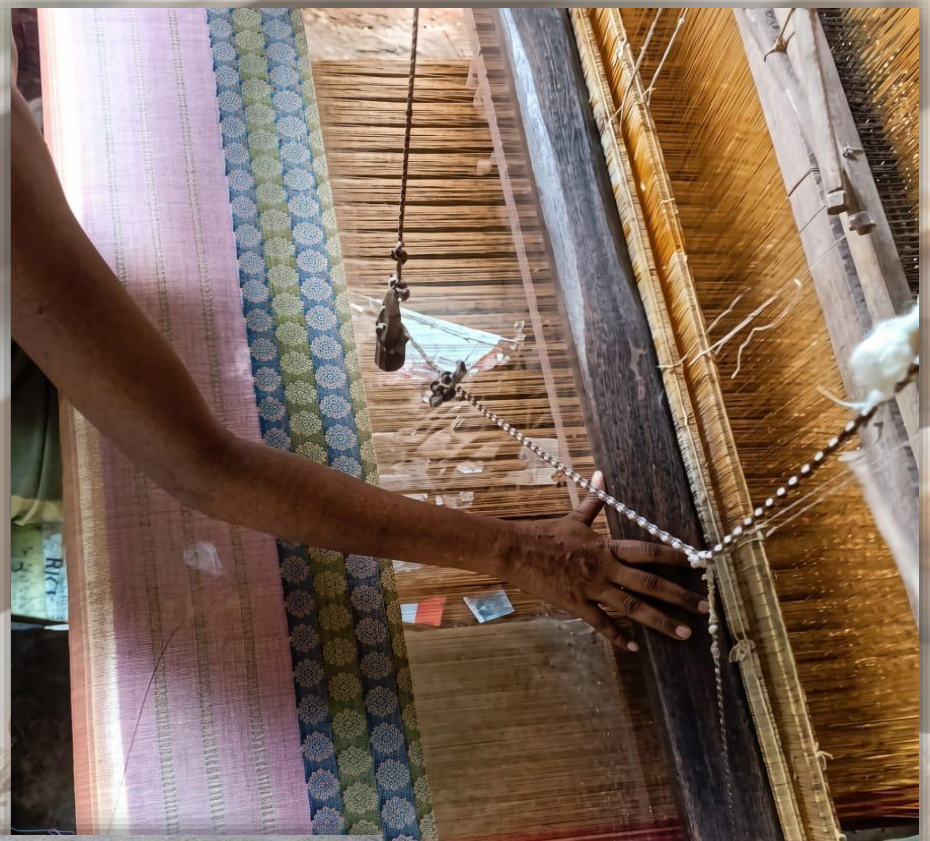
For us, this is not about changing a tradition, but about finding new ways for it to live on. Every new design is a learning process, guided by the weavers' knowledge and our shared respect for the craft.

The brand's commitment is to approach the craft with care and honesty, and build a collection that respects the work behind the weave.

Through Adwita Looms, we hope to celebrate not just the textiles they create, but also the people, the stories and generations of knowledge woven into every piece.









Eri Silk: Exploring Texture and Possibility

Eri silk holds a special place in Adwita Looms' material story.

Known for its distinctive texture and character, Eri offers a different experience from the smooth, high-sheen appearance often associated with silk. Depending on the yarn, weave, and finishing, it can have a soft, textured, and understated surface.

Its tactile quality and visual depth lend themselves to stoles and other textile forms, with scope for further exploration in future collections.

Adwita Looms sees Eri silk as an evolving creative direction — one that can connect regional heritage with modern preferences for thoughtful design, versatility, and understated elegance.

The brand hopes to explore more possibilities with Eri silk over time, extending its use into a wider range of textiles and lifestyle pieces as the collection develops.



Our Eri Silk Stoles: Minimalist & Timeless



& more…



Cotton Stoles: Simple yet Elegant










& more…

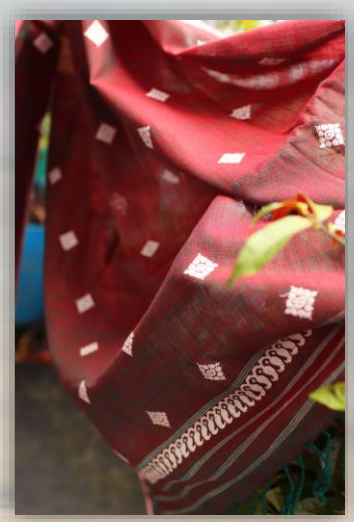
Cotton Weave Sarees: A Contemporary Expression





















Home Décor: A Piece of Assam at Your Home



Selected textile-based home pieces suitable for gifting, display, and commemorating meaningful occasions, including motif-led frames and cushion covers, that bring elements of Assam's textile heritage into living spaces.

Across the collections, the emphasis remains on the textile itself: its material, design, cultural context, and the work involved in making it.









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