

Styles that add craftsmanship to everyday wear

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There's something instantly more interesting about a piece that carries a little human touch—a line of beadwork, an unexpected embroidered detail, a playful motif or a neckline that clearly didn't come from the "keep it basic" department.

That's the beauty of craftsmanship in casual wear. It takes something as familiar as a T-shirt and gives it personality without making it difficult to wear.

You can still throw it on with a pair of jeans, wear it with relaxed trousers, dress it up for dinner. Honestly can live in it all day. The comfort stays familiar; the look doesn't.

And perhaps that's where style gets more interesting.

Not in owning more clothes, but in choosing pieces that have something worth noticing.

A little texture.

Some wit.

An unexpected detail.

Because "everyday" should describe how often you wear something—not how ordinary it has to look.

Sharing here below some dapper looks that celebrate artisanal work that is undeniably comfortable and wearable.

Embroidered Collars

More than an accessory, it is a versatile styling piece that allows you to reinvent your wardrobe again and again—making it a unique alternative to conventional necklaces, scarves, or fashion jewellery.

Rainbow Fringes

Whether styled over crisp whites, classic blacks, denim, linen, or vibrant colours, it brings an unmistakable statement while remaining lightweight and comfortable to wear.

Handcrafted on a soft cotton base and richly embellished with vibrant sequins, beads, crystals, and flowing fringe details, this piece celebrates colour, individuality, and craftsmanship in every stitch. Simply attach it around the neckline and create a fresh look within seconds.

Moon Beam Collar

Crafted with delicate crystal detailing, these elegant black top captures celestial beauty in every glance.

exquisitely detailed collar—adorned with delicate, shimmering crystals arranged in a graceful V-pattern. Perfect for festive gatherings, evening soirées, or elegant daytime occasions, it's the kind of piece that turns simplicity into sophistication. Effortlessly pairable with tailored pants, skirts, or high-waist jeans.

White Ferns Embroidered Collar

Embrace soft sophistication with the White Ferns Embroidered Col-



lar, a graceful creation designed for women who love timeless fashion with delicate detail. Inspired by the elegance of nature, this tee captures the beauty of white fern embroidery—perfectly balancing simplicity and charm.

Embroidered Tees and Weird Tee

This Tee is for both men and women. Created with hand-crafted patchwork-inspired embroidery with playful textures, vibrant colours, and bold lettering. The design features colourful patch-style embroidery with bold lettering that instantly brings energy to the tee. It has a playful street-style feel, but the detailed craftsmanship gives it a premium finish. Pair it with denims, cargos, shorts, or sneakers for an easy casual look that reflects you.

Luxe Bloom Tee

This premium black T-shirt is hand-embroidered using fine bugles, beads, and clear crystals in white and silver, creating a shimmering floral composition that glistens beautifully under light. The embroidery cascades from the neckline through the front, forming an elongated silhouette that feels regal, refined, and undeniably luxe. The result is couture-like elegance on comfort fabric, designed for women who love luxury in the everyday.

Soft. Rich. Opulent.

Luxe Bloom effortlessly transitions from intimate dinners to festive gatherings, and those days when you simply choose to stand tall and stand out in elegance. A wearable masterpiece—made to shine, made to be seen, made to be remembered.

Evil Eye Tee

Symbolic Charm Meets Everyday Comfort Empower positivity and repel negativity with the Evil Eye Plus Size T-Shirt—a tee for plus-size women who love meaningful style com-

bined with maximum comfort. With a strong and symbolic evil eye graphic, this tee makes a powerful fashion statement while bearing the heart of protection and positive energy.

Hang In Their Tee

Set against a vibrant red base, the design is elevated by a whimsical hanger motif that adds character and charm, making it perfect for those who love fashion with personality. Crafted from premium cotton for superior comfort and designed to stand out, this tee effortlessly combines craftsmanship, confidence, and contemporary style.

Aztec Tee

Aztec is made for men and women who like their style to carry a point of view. The tee features a bold vertical arrangement of colourful geometric embroidery inspired by traditional Aztec-style motifs, giving a familiar T-shirt silhouette a completely different energy.

Each embroidered element adds depth, colour, and character without turning the look into something costume-like. It is expressive, but still easy to wear—ideal for a brunch, travel day, casual evening, concert, or any setting where a plain tee just feels too predictable.

Embroidered Tee Dresses

The perfect blend of comfort and charm. Crafted with breathable, lightweight fabric, it offers a relaxed fit that drapes beautifully on your frame.

Floral Vines Tee Dress

Breathe elegance into your everyday style with the Plus Size Floral Vines Top—featuring graceful floral patterns, a flattering fit, and soft, breathable fabric designed to keep you comfortable and effortlessly chic. Crafted with breathable, lightweight fabric, it offers a relaxed fit that drapes beautifully on your frame, allowing you to move with ease and confi-



dence. The subtle design details evoke a sense of timeless femininity, making it a versatile choice for brunches, workdays, or relaxed weekends.

Mocha Bloom T-Shirt Dress

Grounded in warmth and grace, the Mocha Bloom T-Shirt Dress is your new wardrobe staple for effortless style. Crafted in a rich dark brown mocha hue and adorned with delicate floral accents, this dress brings a soft, nature-inspired touch to your everyday look. Celebrate effortless style and feminine charm.

The relaxed round neck t-shirt silhouette offers laid-back comfort, while the subtle floral details add just the right amount of feminine

charm. Whether you're grabbing coffee, heading to brunch, or enjoying a casual stroll, this dress keeps you looking put together with minimal effort.

Traditional Indian embroidery has seamlessly evolved from formal, ceremonial garments into contemporary everyday wardrobe staples. By fusing timeless handcrafted techniques with lightweight materials like breathable cotton, linen, and rayon, modern designers have transformed sustainable, slow-fashion artistry into functional clothing perfectly suited for the workplace or casual social gatherings.

(The writer is a founder, PAMELNORA)