



ereena

*ereena home A/W 2017:*

# *KASHI KASHI*

made with nature's most sustainable fiber - eri silk  
[ natural + organic + peaceful ]



Ereena is a lifestyle brand from India that designs and produces eri silk products - for you & your home. Our product range includes pillows, throws, scarves, & garments.

## *What is eri silk?*

Eri silk is the fabric of peace - the silk drawn from pierced, open-ended cocoons without harming the silkworms.

Natural and sustainable, Ereena's eri silk is organic, and earth-friendly, with a low carbon foot print.

Eri silk is uniquely versatile; an all-weather fabric with the softness of cotton, the texture of linen, the warmth of wool and the subtle sheen of silk.

## The Collection: Kashi Kashi

Our A/W 2017 collection Kashi Kashi is artisanal; the processes and techniques steeped in tradition. The weavers in south India refer to random dyeing as Kashi Kashi.

Our Kashi Kashi collection of pillows and throws draws and expands on this idea through random unfinished lines and blurred squares. We have embraced color and scale organically - where Eastern Zen meets Nordic minimalism.

The designs are simple and pure; conversation pieces that will infuse elegance in any setting,



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# Shibumi

FABRIC: ERI SILK & COTTON BLEND

Modern design meets traditional craft to create a bold collection. A piece of abstract art that will redefine your living space.

[www.ereena.co](http://www.ereena.co) / [jyoti@ereena.co](mailto: jyoti@ereena.co)



SHIBUMI A  
SLATE  
18" X 18"



SHIBUMI B  
SLATE & BLUE-GREY  
18" X 18"



SHIBUMI C  
BLUE & INDIGO  
18" X 18"



SHIBUMI D  
SLATE, BLUE & INDIGO  
18" X 18"



SHIBUMI E  
INDIGO & FERN  
18" X 18"



SHIBUMI F  
INDIGO & FERN  
18" X 18"



SHIBUMI G  
SLATE & FERN  
18" X 18"



SHIBUMI H  
SLATE, INDIGO & FERN  
18" X 18"



SHIBUMI J  
INDIGO & MELON  
18" X 18"



SHIBUMI K  
INDIGO & MELON  
18" X 18"

## COLOR OPTIONS FOR PILLOW BACK



BACK A  
SLATE



BACK B  
INDIGO



BACK C  
BLUE-GREY



BACK D  
FERN



BACK E  
ECRU



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# Masa

FABRIC: ERI SILK & COTTON BLEND

Here we find that fine balance to give you poetry in unfinished lines. This reinvented tie and dye pattern reveals vibrant stripes on an ecru base.

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MASA A1  
INDIGO & FERN  
18" X 18"



MASA A2  
INDIGO & FERN  
12" X 24"



MASA A3  
INDIGO & FERN  
12" X 48"



MASA B1  
BLUE & SLATE  
18" X 18"



MASA B2  
BLUE & SLATE  
12" X 24"



MASA B3  
BLUE & SLATE  
12" X 48"



MASA C1  
INDIGO & MELON  
18" X 18"



MASA C2  
INDIGO & MELON  
12" X 24"



MASA C3  
INDIGO & MELON  
12" X 48"



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# Shiro

FABRIC: ERI SILK & COTTON BLEND

The Shiro pillow finds its place effortlessly in any space. Uniquely powerful in a quiet way, its simplicity elevates it. Handwoven in the very beautiful tie and dye Ikat process, the Shiro is a versatile pillow.

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SHIRO A2  
INDIGO & SLATE  
12" X 24"



SHIRO A3  
INDIGO & SLATE  
12" X 48"



SHIRO B1  
MELON & SLATE  
12" X 12"



SHIRO B2  
MELON & SLATE  
12" X 24"



SHIRO B3  
MELON & SLATE  
12" X 48"



SHIRO C1  
FERN & SLATE  
18" X 18"



SHIRO C2  
FERN & SLATE  
12" X 24"



SHIRO C3  
FERN & SLATE  
12" X 48"



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# *Shibui*

FABRIC: ERI SILK & COTTON BLEND

Elegant simplicity from the magic of randomly twisted colored and natural eri yarns. Our Shibui pillows radiate beautiful dynamic imperfection to blend harmoniously in elegant interiors.

[www.ereena.co](http://www.ereena.co) / [jyoti@ereena.co](mailto:jyoti@ereena.co)



SHIBUI A  
SLATE & ECRU  
18" X 18"



SHIBUI B  
INDIGO & ECRU  
18" X 18"



SHIBUI C  
BLUE & ECRU  
18" X 18"



SHIBUI D  
MELON & ECRU  
18" X 18"



SHIBUI E  
FERN & ECRU  
18" X 18"



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# Aiiro

FABRIC: 100% ERI SILK

The Aiiro jacquard throws made with 100% organic eri silk yarn will embrace you in luxurious comfort. Envelop yourself in the kindest, most peaceful silk - nature's most sustainable fiber.

[www.ereena.co](http://www.ereena.co) / [jyoti@ereena.co](mailto:jyoti@ereena.co)



AIIRO A  
INDIGO  
50" X 70"



AIIRO B  
INDIGO & BLUE  
50" X 70"



AIIRO C  
INDIGO & GREY  
50" X 70"



AIIRO D  
INDIGO & MELON  
50" X 70"



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# *Kokoro*

FABRIC: 100% ERI SILK THROWS ,  
ERI SILK & COTTON BLEND PILLOWS

Kokoro signifies the unity of body, mind and spirit. Simplicity and tranquility are exemplified in our Kokoro range made with natural yarn.

[www.ereena.co](http://www.ereena.co) / [jyoti@ereena.co](mailto:jyoti@ereena.co)



KOKORO A  
50" X 70"



KOKORO B  
18" X 18"



KOKORO C  
12" X 12"



KOKORO D  
12" X 24"



KOKORO E  
12" X 48"





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# *Daburu*

FABRIC: 100% ERI SILK

This soft double cloth throw is enticingly soft and comforting. The Daburu jacquard throw can be adapted to custom sizes and custom designs, for your lounging comfort.

[www.ereena.co](http://www.ereena.co) / [jyoti@ereena.co](mailto:jyoti@ereena.co)



DABURU A  
GREY & ECRU  
50" X 70"



DABURU B  
BLUE & ECRU  
50" X 70"



DABURU C  
INDIGO & ECRU  
50" X 70"



DABURU D  
MELON & ECRU  
50" X 70"



DABURU E  
FERN & ECRU  
50" X 70"

## *A little more about Ereena.*

**Artisanal products rooted in tradition:** Traditionally, rearing, spinning and weaving eri was just a way of life in the north east of India. The textile engineers at Ereena, pioneered innovation in ancient eri spinning techniques, to make eri silk consistent and commercially viable. This enabled the creation of unique products with intrinsic value - natural, environment friendly, comfortable, and timeless.

**Focus on quality:** The team at Ereena is deeply involved at every stage of creation - from drawing the yarn in the foothills of the Himalayas, to designing, dyeing & weaving of fabric, to the sewing of the final product - employing and empowering local communities all the way.

**Mission:** Our mission is to positively impact more than one hundred thousand families in underdeveloped Assam, through the power of our innovative products and mutually beneficial collaborations.

**Experience of over 30 years:** We have the experience & the expertise - to supply larger quantities of our existing designs or custom-make eri silk products with your designs.

# *www.ereena.co*

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