



TANGMARG HANDICRAFTS PRODUCER COMPANY LTD, KARGIL, UT LADAKH

ARI & CREWEL

A Detailed Hand-Embroidery Product Catalogue

Handcrafted Textiles • Home Furnishings • Lifestyle Products

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COLLECTION OVERVIEW

A Product-Led Collection

- Ari apparel and accessories: kurtis, suits, sarees, dupattas, stoles, shawls, bags, purses and pouches.
- Crewel home furnishings: curtains, cushions, pillow covers, bedspreads, upholstery, wall hangings, table runners and decorative pieces.
- Statement décor: pouffes, ottomans, bench and seat covers, decorative panels and gift/souvenir products.
- Design language: floral vines, foliage, paisley/buta, Chinar-inspired forms and garden compositions.
- Made-to-order options can include fabric, colourway, motif density and sizing according to the requirement.



HOME FURNISHINGS

Crewel Curtains



Decorative curtains featuring dense floral and vine compositions, designed to bring traditional embroidered character into interior spaces.

EMBROIDERY	Crewel surface embroidery with floral, foliage and vine motifs.
BASE	Suitable textile bases such as cotton and other furnishing fabrics.
FINISH	Completed, cleaned, pressed and checked before delivery.
CUSTOMISATION	Colourway, motif density and size can be discussed for made-to-order requirements.
APPLICATIONS	• Living rooms and drawing rooms • Hospitality interiors • Traditional and contemporary home décor

HOME DÉCOR

Cushion & Pillow Covers



Embroidered cushion and pillow covers that combine practical home use with detailed hand-crafted surface decoration.

EMBROIDERY Floral, foliage, paisley and decorative compositions.

STYLE Can be coordinated as individual pieces or sets.

USE Decorative cushions, bedroom styling and seating accents.

CUSTOMISATION Colourways and motif arrangements may be adapted to requirements.

APPLICATIONS

- Sofas and armchairs
- Beds and bedrooms
- Gift and décor sets

Hand embroidery means small variations between pieces are a natural part of the craft.

ACCESSORIES

Embroidered Bags & Pouches



Compact lifestyle accessories carrying richly embroidered surfaces, suitable for everyday use, gifting and craft-focused retail collections.

EMBROIDERY Dense floral, thread, bead or mixed decorative work depending on design.

FORMAT Handbags, clutches, purses and pouches.

FINISH Structured construction with embroidery treated as the principal decorative element.

CUSTOMISATION Motif, colourway and embellishment can be developed for collections.

APPLICATIONS

- Everyday accessories
- Gifting
- Boutique and exhibition collections

The source catalogue identifies handbags, clutches, purses and pouches as part of the Ari accessories range.

HOME DÉCOR

Decorative Wall Piece



A circular embroidered decorative piece designed as a statement accent, demonstrating the use of dense floral composition and ornamental detailing.

DESIGN All-over floral and ornamental arrangement.

TECHNIQUE Hand embroidery with closely worked decorative stitches.

DISPLAY Suitable as a framed or mounted decorative element.

POSITIONING Works as a statement craft piece for interiors and curated gifting.

APPLICATIONS

- Wall décor
- Craft exhibitions
- Statement interiors

BEDROOM COLLECTION

Crewel Bedspread / Bed Cover



Large-format textile featuring traditional floral embroidery, developed to create a coordinated and richly patterned bedroom setting.

EMBROIDERY Crewel floral and foliage compositions.

FORMAT Large surface designed for beds and bedroom interiors.

VISUAL STYLE Dense decorative patterning with traditional craft character.

CUSTOMISATION Colourway, dimensions and motif density can be planned for requirements.

APPLICATIONS

- Bedrooms
- Hospitality rooms
- Premium home furnishing

Wool Crewel pieces require careful maintenance; dry-cleaning is recommended in the source care guide.

UPHOLSTERY

Crewel Sofa / Armchair Cover



Upholstery textiles with bold floral Crewel embroidery, giving furniture a richly decorated, traditional handcrafted appearance.

EMBROIDERY Raised, textured Crewel surface.

DESIGN Bold florals, vines and foliage.

APPLICATION Sofa, armchair and other upholstered seating.

FINISH Edges and construction are completed according to the furniture format.

APPLICATIONS

- Living rooms
- Hospitality seating
- Statement furniture

HOME DÉCOR

Handcrafted Embroidered Rug



A beautifully crafted rug featuring traditional floral and decorative embroidery, adding warmth and character to interior spaces

PRODUCT Decorative floor covering designed for traditional and contemporary interiors.

EMBROIDERY Detailed handcrafted work with floral, foliage and traditional motifs

STYLING Suitable for living rooms, bedrooms, lounges and other interior spaces.

CUSTOMISATION Size, colour, design and motif arrangement can be customised for bulk orders..

APPLICATIONS

- Home décor
- Living & bedroom interiors
- Hospitality spaces
- Gifting & décor collections

HOME DÉCOR

Embroidered Table Runner



A handcrafted table runner featuring traditional Ari or Crewel embroidery with elegant floral and decorative motifs.

- PRODUCT** Decorative runner designed to enhance dining and table settings.
- EMBROIDERY** Detailed hand embroidery with floral, foliage and traditional
- STYLING** Suitable for dining tables, centre tables and festive settings.
- CUSTOMISATION** Size, colour, design and motif arrangement can be customised for bulk orders..
- APPLICATIONS**
- Dining & table décor
 - Festive settings
 - Hospitality interiors
 - Gifting & décor collections