



SABYASACHI

for

nilaya

furnishing by  asianpaints

SOOFAH



## Sabyasachi x Nilaya

What I design is the result of myriad inspirations – whether it's fashion or homes. And creating designs for Heartland was like stepping into a familiar world, textured by a variety of experiences, acquisitions, memories and stories that have stayed with me, knowingly and unknowingly: the skillfully painted fabrics that were born along the Coromandel Coast; embroideries from an ancient world; well-remembered motifs and patterns that continue to enchant; old-world Calcutta with its fading luxury; the traditions of miniaturists from colonial-era Murshidabad.

The Thar, Makhmal and Soofah collections that comprise Heartland celebrate the beauty of classical motifs reinterpreted and hand painted by artists from the Sabyasachi Art Foundation. They find expression through a reimagining of traditional patterns and a distinctive palette of colours I have evolved over time. These carefully crafted fabrics can transform spaces and perhaps your perspective as well. The patterns, designs and motifs that make up the fabric collections of Heartland is an endeavour to make this journey of transformation uncommon and unforgettable – as it should be.

After all, at the heart of every home is the story of the people who inhabit it, make it and shape it just the way they like it. Layer it with well-loved elements and their distinct styles. Heartland, I hope, serves as a reminder of the beauty that still remains, and endures, in an uncertain world.

# SOOFAH

The silence that celebrates the quietness  
in you dons a lovely shade of white.









RAM001



EKL003



SON001



MAR007



SNL002



SRI003



MAP007



KSH002



PAD001



MOP007



SHL002



PAP002



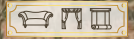
MAR004



MAP004



SNL001





Nature has the power  
to soothe the soul  
like nothing else







SRI001



EKM001



KSH003



RAL002



EKM002



SHL001



MAP002



PCL001



RAL001



KSH001



MAR005



EKL001



PAP001



PAP003



SON002





KSH004



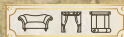
MAP006



PCL002



SRI002



CHA001



MAR006



EKL002



RAL003






## RABAT MOSLIN | RAM001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
345	Base-70% Viscose, 30% Linen Emb-100% Viscose	292.5 Emb-282	15.2	54079200


BACK



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“Every stranger’s face I see,  
reminds me that I long to be,  
**Homeward bound**”

– *‘Homeward Bound’,*  
*Simon and Garfunkel,*  
*Lyrics by Paul Simon*









## EKTAR LINEN | EKL003



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
76	Base-100% Polyester Emb-100% Viscose	31.7	22.2	53091910





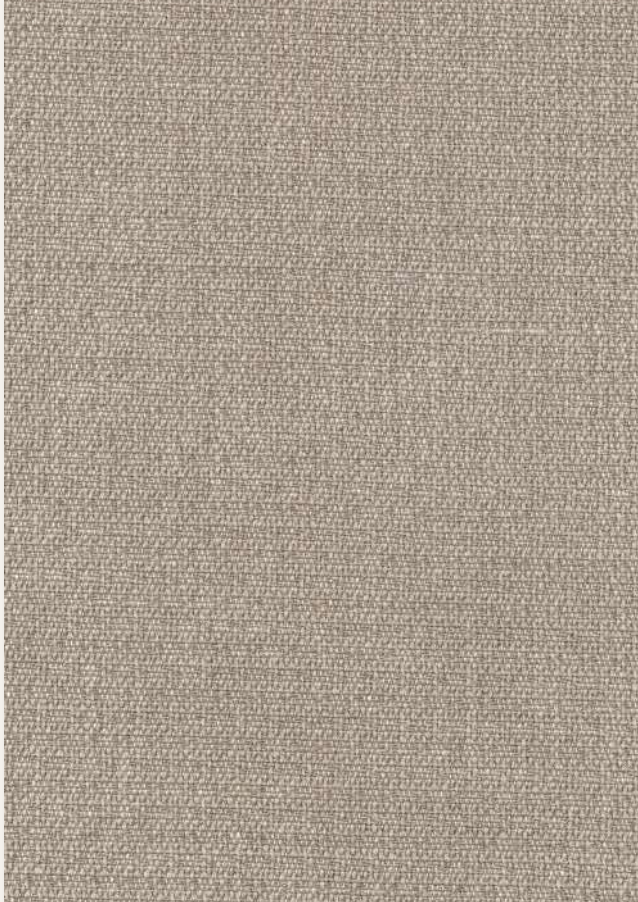
## SONCHADI LINEN | SON001



<b>GSM</b> 530	<b>MARTINDALE</b> 48000	<b>COMPOSITION</b> 45% Linen, 29% Jute, 22% Polyester, 4% Polyamide	<b>V. REPEAT</b> Stripe	<b>H. REPEAT</b> 3.4	<b>HSN CODE</b> 55169200
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BACK





## MARGAO LINEN | MAR007



GSM	MARTINDALE	COMPOSITION	HSN CODE
670	40000	63% Linen 37% Viscose	53092910

BACK





## SHANTINIKETAN LINEN | SNL002



GSM 420	MARTINDALE 20000	COMPOSITION 100% Linen	V. REPEAT 78.2	H. REPEAT 67.7	HSN CODE 53092910
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BACK



## SRINAGAR LINEN | SRI003



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
360	Base-100% Linen, Emb-60% Zari, 40% Cotton	31.5	45	53092910

BACK



## MAPUSA LINEN | MAP007



GSM	MARTINDALE	COMPOSITION	HSN CODE
428	15000	100% Linen	53091910

BACK



## KASHGHAR | KSH002



GSM	MARTINDALE	COMPOSITION	WIDTH	HSN CODE
124	7000	100% Silk	140	53091910

BACK





## PASHM DAMASK | PAD001



GSM	MARTINDALE	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
220	68000	56% Wool, 44% Polyamide	68	24	55151330

BACK



## MOCHI PAISLEY | MOP007



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
430	Base-70% Viscose, 30% Linen Emb-100% Cotton	90	34	55169200

BACK



## SHATRANJ LINEN | SHL002



GSM 700	MARTINDALE 27000	COMPOSITION Base-70% Viscose, 30% Linen Emb-50% Viscose, 50% Cotton	V. REPEAT 2.9	H. REPEAT 2.9	HSN CODE 55169200
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BACK



## PASHM PAISLEY | PAP002



GSM	MARTINDALE	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
220	68000	56% Wool, 44% Polyamide	68	24	55151330

BACK



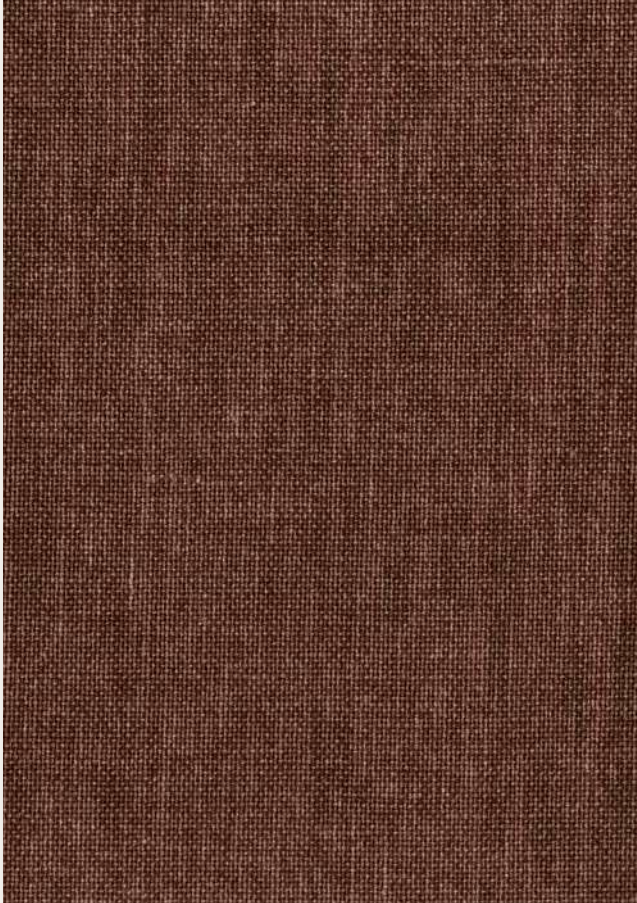


## MARGAO LINEN | MAR004



GSM	MARTINDALE	COMPOSITION	HSN CODE
670	40000	63% Linen 37% Viscose	53092910

BACK



## MAPUSA LINEN | MAP004



GSM	MARTINDALE	COMPOSITION	HSN CODE
428	15000	100% Linen	53091910

BACK



## SHANTINIKETAN LINEN | SNL001



GSM 420	MARTINDALE 20000	COMPOSITION 100% Linen	V. REPEAT 78.2	H. REPEAT 67.7	HSN CODE 53092910
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BACK



## SRINAGAR LINEN | SRI001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
360	Base-100% Linen, Emb-60% Zari, 40% Cotton	31.5	45	53092910

BACK





## EKTAR MOSLIN | EKM001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
76	Base-100% Polyester Emb-100% Viscose	31.7	22.2	55169200

BACK



## KASHGHAR | KSH003



GSM	MARTINDALE	COMPOSITION	HSN CODE
124	7000	100% Silk	53091910





## RABAT LINEN | RAL002



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
345	Base-70% Viscose, 30% Linen Emb-100% Viscose	292.5 Emb-282	15.2	54079200

BACK



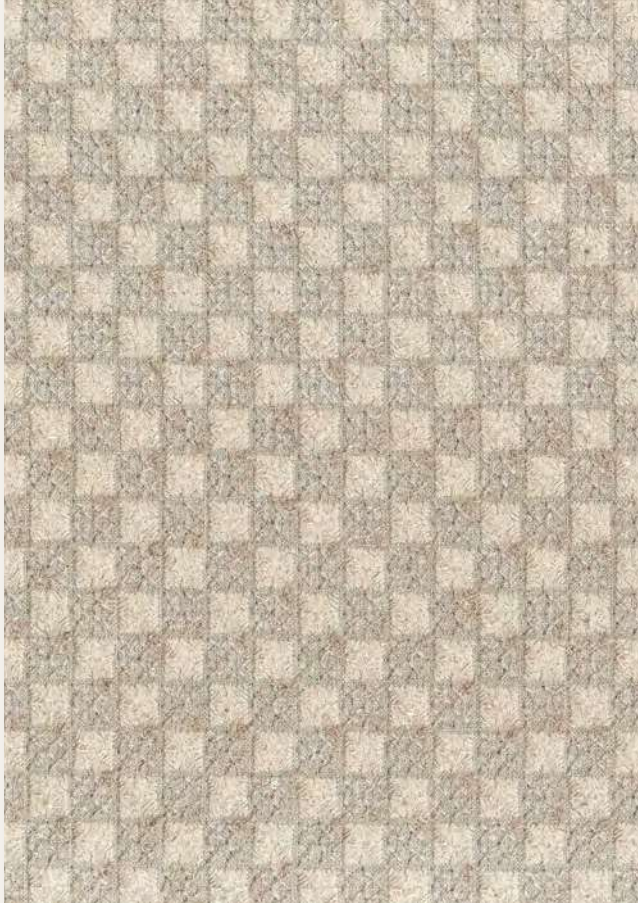
## EKTAR MOSLIN | EKM002



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
76	Base-100% Polyester Emb-100% Viscose	31.7	22.2	55169200







## SHATRANJ LINEN | SHL001



<b>GSM</b> 700	<b>MARTINDALE</b> 27000	<b>COMPOSITION</b> Base-70% Viscose, 30% Linen Emb-50% Viscose, 50% Cotton	<b>V. REPEAT</b> 2.9	<b>H. REPEAT</b> 2.9	<b>HSN CODE</b> 55169200
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BACK



## MAPUSA LINEN | MAP002



GSM	MARTINDALE	COMPOSITION	HSN CODE
428	15000	100% Linen	53091910

BACK

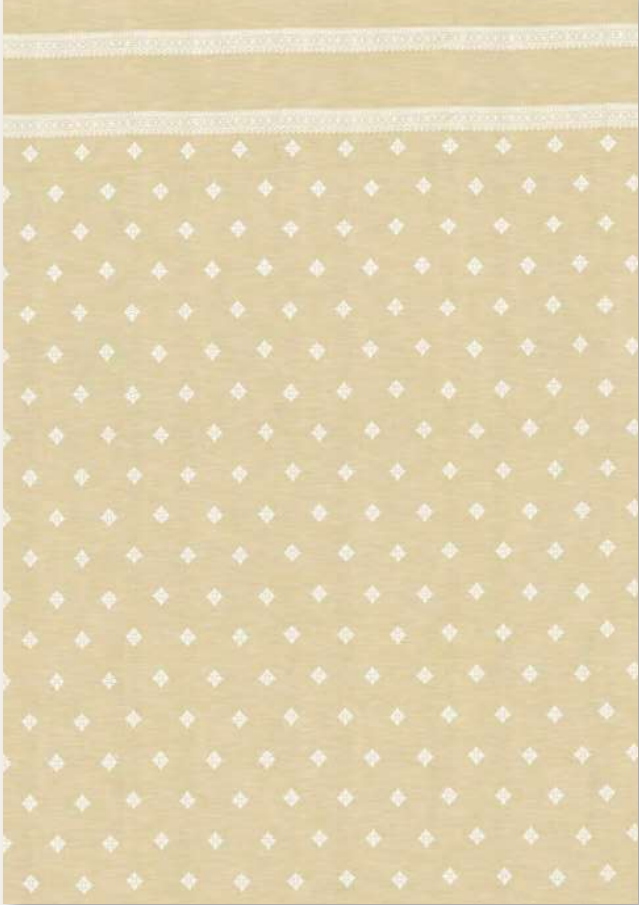


## PICHWAI LINEN | PCL001



GSM 420	MARTINDALE 20000	COMPOSITION 100% Linen	V. REPEAT 71	H. REPEAT 67.7	HSN CODE 53092910
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BACK



## RABAT LINEN | RAL001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
345	Base-70% Viscose, 30% Linen	292.5 Emb-282	15.2	54079200
	Emb-100% Viscose			

BACK



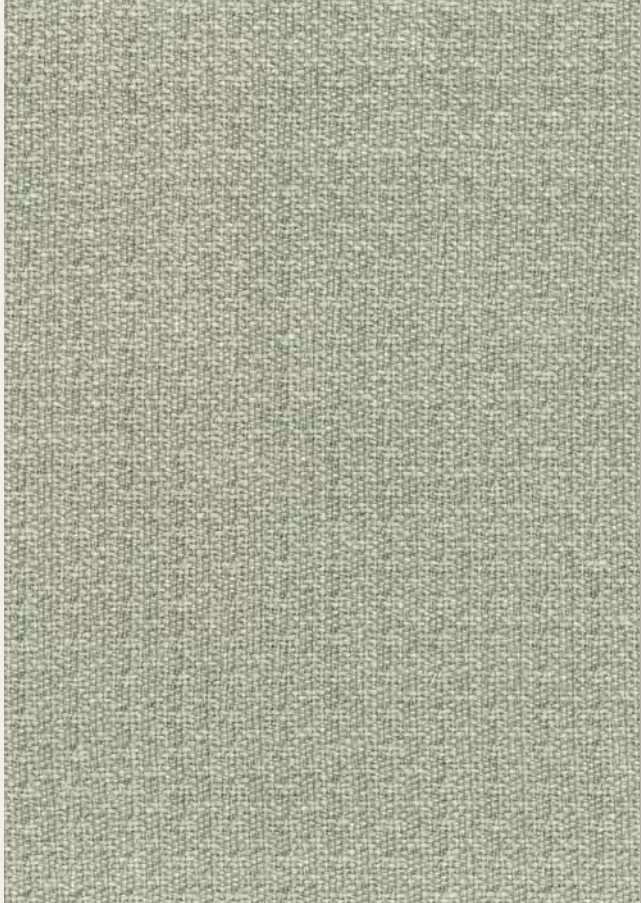


## KASHGHAR | KSH001



GSM	MARTINDALE	COMPOSITION	HSN CODE
124	7000	100%SILK	53091910

BACK



## MARGAO LINEN | MAR005



GSM	MARTINDALE	COMPOSITION	HSN CODE
670	40000	63% Linen, 37% Viscose	53092910

BACK



## EKTAR LINEN | EKL001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
76	Base-100% Polyester Emb-100% Viscose	31.7	22.2	53091910

BACK



## PASHM PAISLEY | PAP001



GSM	MARTINDALE	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
220	68000	56% Wool, 44% Polyamide	68	24	55151330

BACK



Sunlight filtered through gossamer  
drapes and pretty pastel shades  
invoke moments of  
utter tranquility.





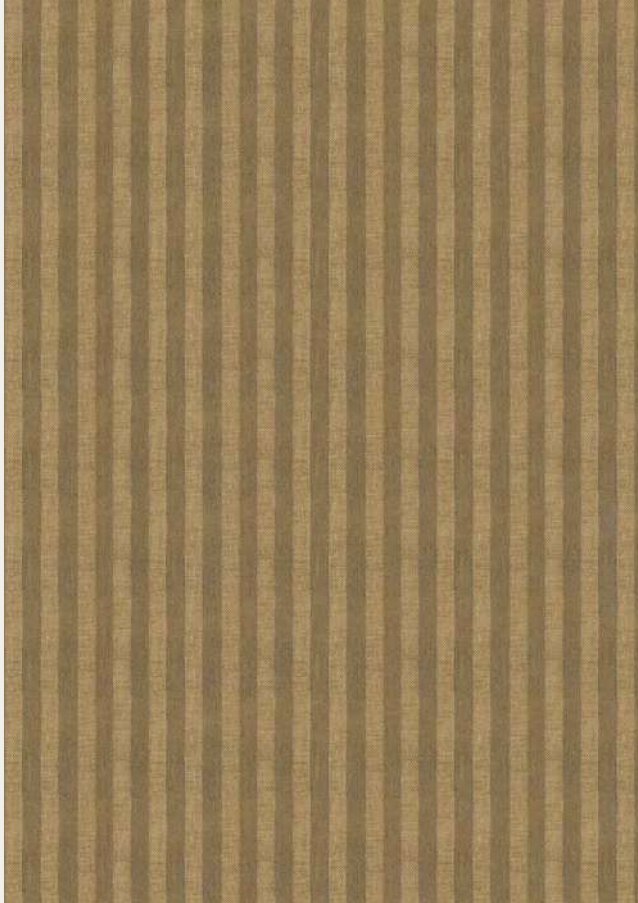


## PASHM PAISLEY | PAP003



GSM 220	MARTINDALE 68000	COMPOSITION 56% Wool, 44% Polyamide	V. REPEAT 68	H. REPEAT 24	HSN CODE 55151330
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BACK



## SONCHADI LINEN | SON002



GSM	MARTINDALE	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
530	48000	45% Linen, 29% Jute, 22% Polyester, 4% Polyamide	Stripe	3.4	55169200

BACK



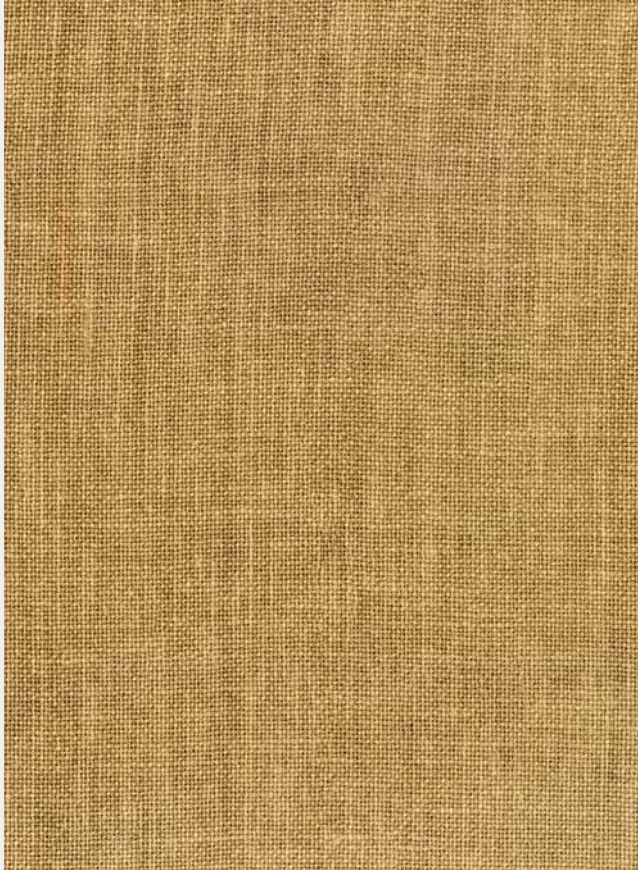


## KASHGHAR | KSH004



GSM	MARTINDALE	COMPOSITION	HSN CODE
124	7000	100% Silk	53091910

BACK



## MAPUSA LINEN | MAP006



GSM	MARTINDALE	COMPOSITION	HSN CODE
428	15000	100% Linen	53091910

BACK



## PICHWAI LINEN | PCL002



GSM	MARTINDALE	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
420	20000	100% Linen	71	67.7	53092910

BACK



## SRINAGAR LINEN | SRI002



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
360	Base-100% Linen, Emb-60% Zari, 40% Cotton	31.5	45	53092910

BACK





## CHAND MOSLIN | CHA001



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
82	Base-100% Polyester Emb-50% Viscose, 50% Cotton	32.2	26.2	54079200





## MARGAO LINEN | MAR006



GSM	MARTINDALE	COMPOSITION	HSN CODE
670	40000	63% Linen 37% Viscose	53092910

BACK



## EKTAR LINEN | EKL002



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
76	Base-100% Polyester Emb-100% Viscose	31.7	22.2	53091910

BACK



## RABAT LINEN | RAL003



GSM	COMPOSITION	V. REPEAT	H. REPEAT	HSN CODE
345	Base-70% Viscose, 30% Linen	292.5 Emb-282	15.2	54079200
	Emb-100% Viscose			

BACK



DESIGN	RABAT MOSLIN	EKTAR LINEN	SONCHADI LINEN	MARGAO LINEN
WIDTH	300	140	140	140
COMPOSITION	70% Viscose, 30% Linen, Emb-100% Viscose	Base- 100% Polyester, EMB-100% Viscose	45% Linen, 29% Jute, 22% Polyester, 4% Polyamide	63% Linen, 37% Viscose
HSN CODE	54079200	53091910	55169200	53091910
GSM	345	76	530	428
HORIZONTAL REPEAT	15.2	22.2	3.4	N/A
VERTICAL REPEAT	292.5 EMB-282	31.7	STRIPE	N/A
MARTINDALE	N/A	N/A	48000	40000
WASH CARE				
END USE				

#### WASH CARE



#### END USE



DESIGN	SHANTINIKETAN LINEN	SRINAGAR LINEN	MAPUSA LINEN	KASHGHAR
WIDTH	140	140	140	140
COMPOSITION	100% Linen	Base- 100% Linen, EMB-60% Zari, 40% Cotton	100% Linen	100% Silk
HSN CODE	53091910	53091910	53091910	52095990
GSM	420	360	428	124
HORIZONTAL REPEAT	67.7	45	N/A	N/A
VERTICAL REPEAT	78.2	31.5	N/A	N/A
MARTINDALE	20000	N/A	15000	7000
WASH CARE				
END USE				

#### WASH CARE



#### END USE



DESIGN	MOCHI PAISLEY	SHATRANJ LINEN	EKTAR MOSLIN	RABAT LINEN
WIDTH	140	140	140	300
COMPOSITION	Base- 70% Viscose, 30% Linen, EMB-100% Cotton	Base- 70% Viscose, 30% Linen, EMB-50% Cotton 50% Viscose	Base- 100% Polyester, EMB-100% Viscose	70% Viscose, 30% Linen, Emb-100% Viscose
HSN CODE	55169200	55169200	54079200	55169200
GSM	430	700	76	345
HORIZONTAL REPEAT	34	2.9	22.2	15.2
VERTICAL REPEAT	90	2.9	31.7	292.5 EMB-282
MARTINDALE	N/A	27000	N/A	7000
WASH CARE				
END USE				

#### WASH CARE



#### END USE



DESIGN	CHAND MOSLIN	PASHM DAMASK	PASHM PAISLEY	PICHWAI LINEN
WIDTH	140	140	140	300
COMPOSITION	Base- 100% Viscose, EMB-50% Cotton 50% Viscose	56% Wool, 44% Polyamide	56% Wool, 44% Polyamide	100% Linen
HSN CODE	54079200	55151330	55151330	53091910
GSM	82	220	220	420
HORIZONTAL REPEAT	26.2	24	24	67.7
VERTICAL REPEAT	32.2	68	68	71
MARTINDALE	N/A	68000	68000	20000
WASH CARE				
END USE				

#### WASH CARE



#### END USE





DESIGN	RRP (Without GST)	GST	RRP (With GST)
CHAND MOSLIN	3800	190	3990
EKTAR LINEN	6500	325	6825
EKTAR MOSLIN	4500	225	4725
KASHGHAR	5800	290	6090
MAPUSA LINEN	3045	152	3197
MARGAO LINEN	7500	375	7875
MOCHI PAISLEY	5800	290	6090
PASHM DAMASK	7000	350	7350
PASHM PAISLEY	7000	350	7350
PICHWAI LINEN	7000	350	7350
RABAT LINEN	6000	300	6300

DESIGN	RRP (Without GST)	GST	RRP (With GST)
RABAT MOSLIN	4000	200	4200
SHANTINIKETAN LINEN	7000	350	7350
SHATRAJ LINEN	6000	300	6300
SONCHADI LINEN	7500	375	7875
SRINAGAR LINEN	5800	290	6090

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