

## WORD OF MOUTH



**Clockwise from far left:** Mother and daughter Sonal and Karnika Kisnadwala wearing stoles by Golden Parrot; the pair have a passion for South Asian textiles; a bun pin by Satat; Karnika in a tiered dress by Little Things Studio; earrings by Satat

# Subcontinental Style

Meet the mother-daughter duo behind Kaanji, which celebrates South Asian textiles with a global point of view

**W**hen Karnika Kisnadwala reflects on her love for South Asian fashion, she can trace it back to her childhood trips to the subcontinent – visits that were as much about connecting with local textiles and heritage crafts as they were about connecting with family. “From a young age, my mother took me on little excursions during our travels, to not only see the various markets where fabrics and clothes were traded, but to also meet the original artisans and designers,” she remembers. “Listening to their stories, I felt a deeper connection to the clothes I wore.”

Now, Karnika and her mother, Sonal, are bringing their passion for these textiles and traditions to the world through the launch of a new online boutique. With Kaanji ([kaanji.com](http://kaanji.com)), they showcase the work of some of the most exciting design talents emerging from India, Pakistan and Sri Lanka through a collection of classic fabrics that channel the pair’s global ethos. It’s an extension of their way of life: now

based in London but with stints in Mumbai, New York and Hong Kong under their belts, the Kisnadwalas are revealing the spoils of their cosmopolitan closet – virtually – with a jet-setting clientele that’s equally at home in Colombo and Cape Town. “Everything on Kaanji is a piece we either would or already do wear,” says Karnika. “It is a carefully curated collection of products from brands that we personally love and have in our own wardrobes.”

But why fling open the doors to their closet with the world? Despite the diversity and range of South Asia’s dynamic fashion scene, the designers that are widely available beyond the subcontinent are typically larger names that aren’t necessarily accessible. Thrilled to see the fashion world embrace a movement toward sustainable, ethically produced designs like the pieces they love, the Kisnadwalas saw an opportunity to champion on a global platform the smaller creators and artisans preserving generations-old crafts.



Some of their favourite finds include gilded earcuffs by Roma Narsinghani, Little Things Studio’s sculpted Capelin pants and a distressed bustier paired with high-waisted pants by denim brand Nece Gene. “Building a wardrobe with pieces to match every apparel and accessory need that you could possibly have, planned or unplanned, is a must,” says Sonal. “Kaanji really caters to every modern woman’s needs.” – SARAH KHAN  
[kaanji.com](http://kaanji.com)