

YAVI

ART. STORY. CRAFT.

A CONTEMPORARY FASHION LABEL
TRANSFORMING ORIGINAL ARTWORK
INTO WEARABLE NARRATIVES.



ABOUT YAVI

Founded by NID graduate and creative director Yadvī Agarwal, Yavi is a contemporary fashion label rooted in storytelling, artistic exploration and textile innovation.

Drawing inspiration from art, travel, nature, food, and everyday observations, the brand creates garments that function as moving canvases where colour, texture, and craftsmanship come together to tell a story.

Today, Yavi stands at the intersection of fashion, art and culture, creating pieces designed to be worn, collected, and remembered.



FOUNDER & CREATIVE DIRECTOR

A graduate of the National Institute of Design (NID), Yadvī Agarwal founded Yavi with the belief that clothing can be more than fashion it can be a medium for storytelling, self-expression, and artistic exploration.

Her creative practice is deeply influenced by Impressionist art, travel, nature, and everyday observations. A formative visit to France introduced her to the world of Monet and the Impressionist movement, shaping a visual language that continues to define Yavi today. Rather than focusing on realism, her work seeks to capture emotion, movement, and fleeting moments much like a painting translated onto fabric.

With a background in textile design and experience working closely with craft communities, Yadvī approaches every collection as a journey of experimentation. Prints begin as original artworks, textures are developed through layered techniques, and garments evolve as canvases that carry stories.

Under her creative direction, Yavi has grown into a globally recognised label retailed by leading museum stores and international concept boutiques, while remaining rooted in its core values of creativity, craftsmanship, and conscious design.

"I don't see clothing as a product. I see it as a canvas one that allows people to express who they are and the stories they want to tell."

— **Yadvī Agarwal**

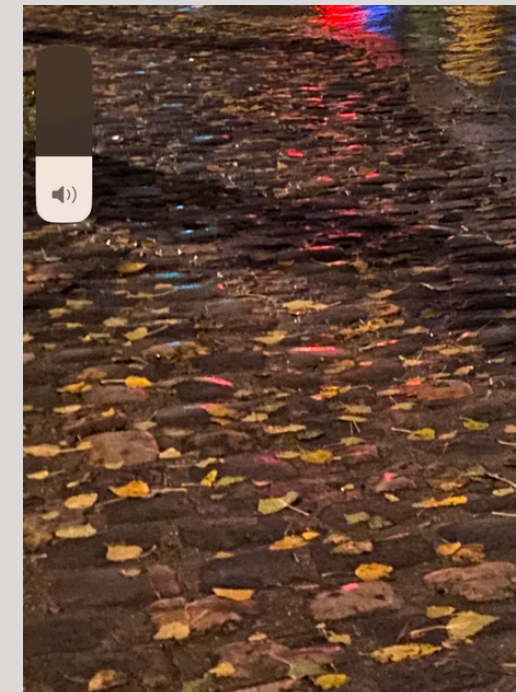
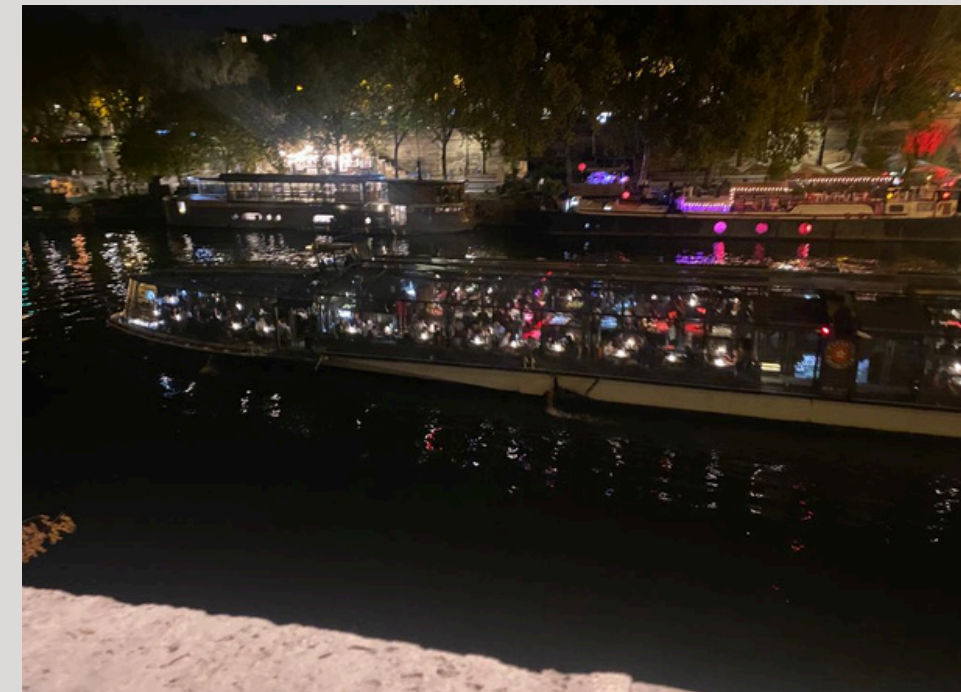


PARIS CHANGED EVERYTHING

A formative trip to France introduced Yadvī to Impressionism.

The streets of Paris, museum archives, Monet's gardens, architecture, subway musicians, flea markets and everyday observations became the foundation of her creative language.

Today that influence continues to appear across Yavi's collections through painterly prints, layered colour stories and emotional storytelling.



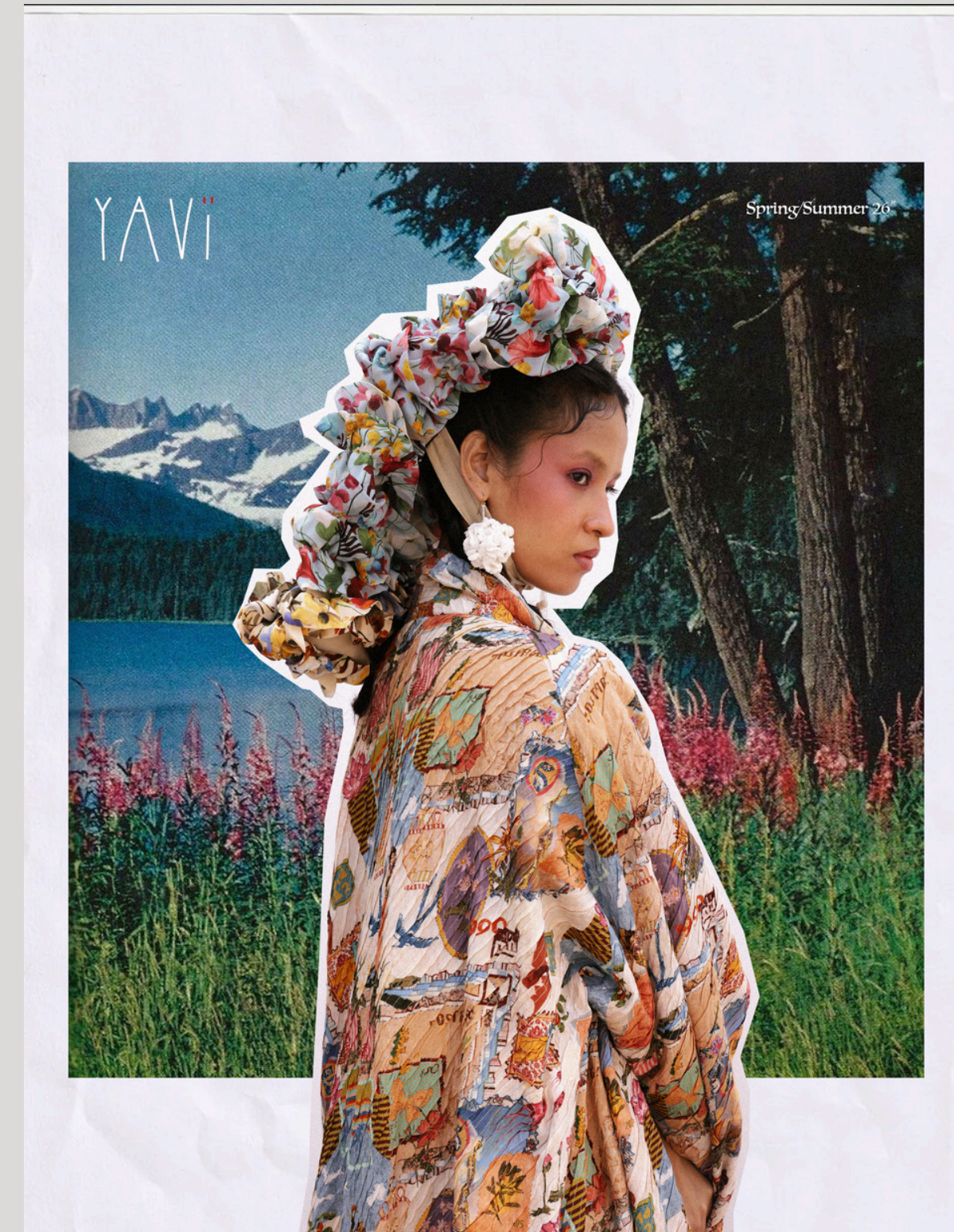
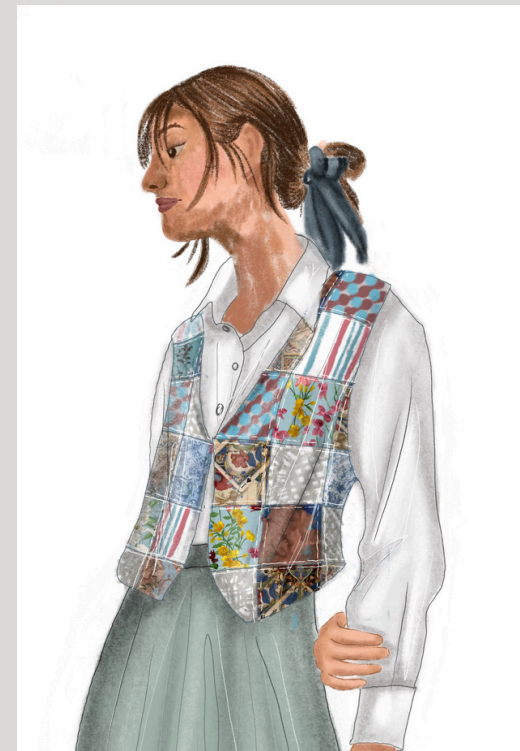
BRAND IDENTITY

Yavi belongs to a generation of Indian brands redefining contemporary fashion.

Rather than occasion-led dressing, the brand focuses on wearable art, functional separates, trans-seasonal silhouettes and narrative driven design. A distinctly Indian brand with a global visual language.



LATEST COLLECTION SS'26



STORIES THAT DEFINE YAVI

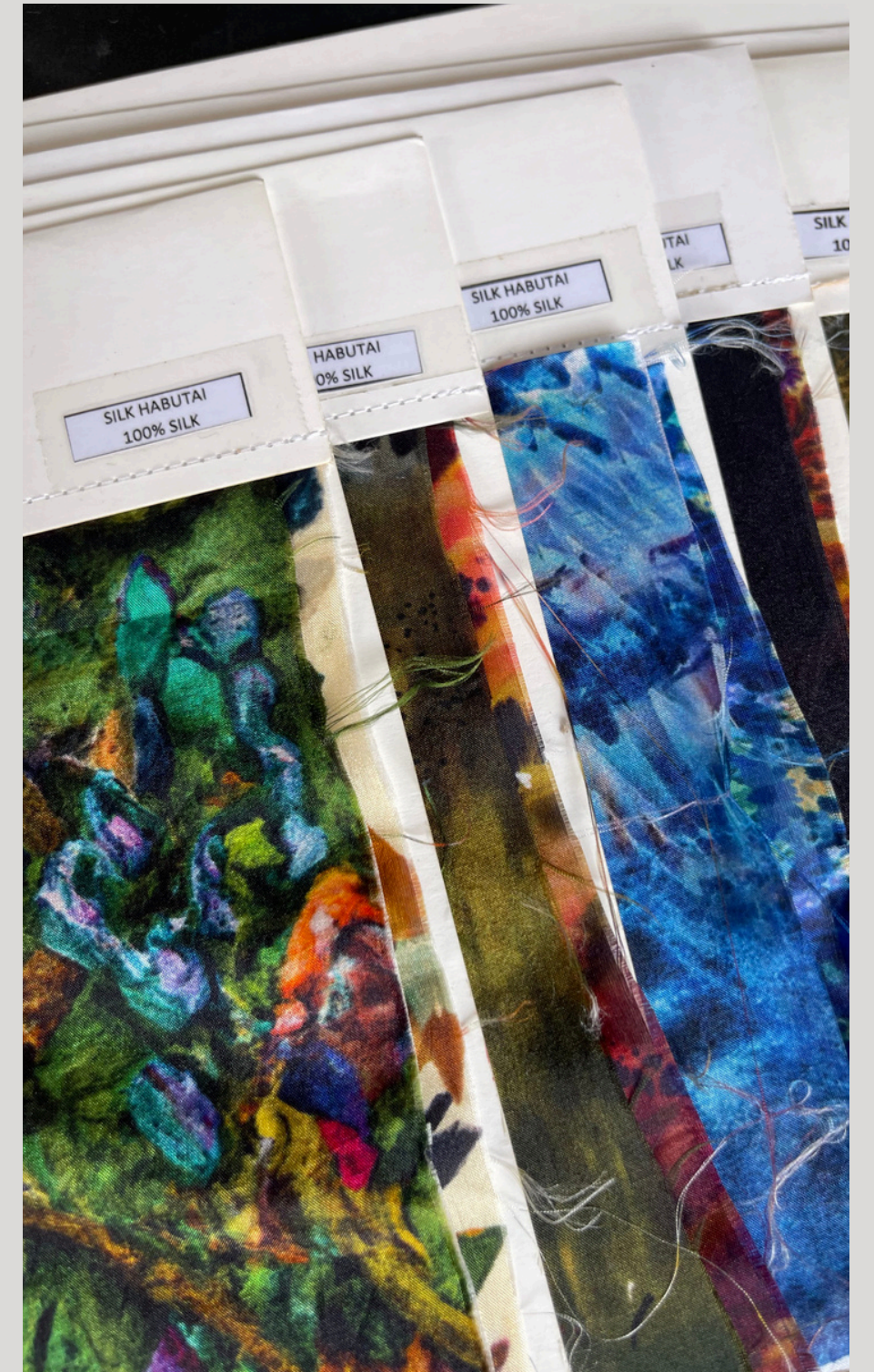
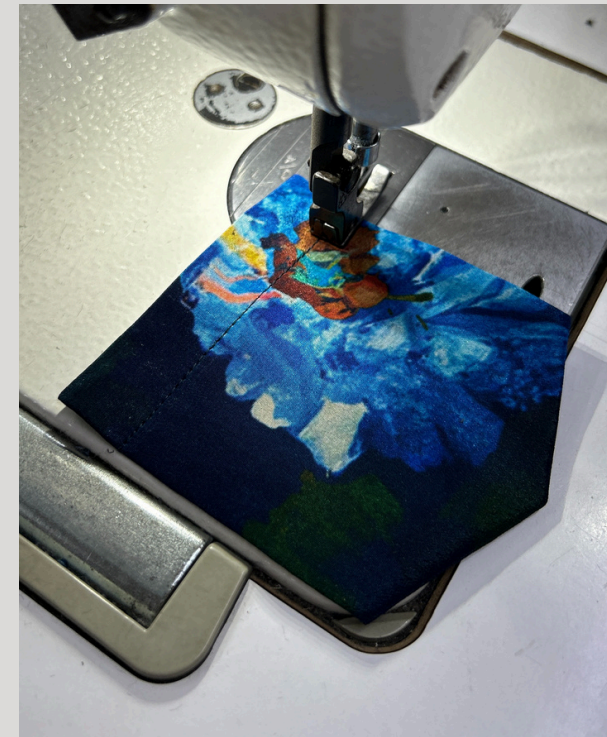
At Yavi, collections do not begin with trends or forecasts.

They begin with stories.

Each narrative emerges from an observation, memory, artwork, journey, object, or experience that captures Yadv's imagination. These ideas are then translated into original artworks, textile developments, prints, and handcrafted surfaces.

Over the years, Yavi has built a distinct visual universe through recurring themes inspired by Impressionist art, food and nature, travel, nostalgia, sustainability, and experimentation.

Rather than designing seasonal collections, Yavi creates worlds where every story becomes a canvas for artistic expression.



Signature Stories :

- Impressionist Story
- Food Art Story
- Kitchen Garden Delights
- Artificial Intelligence Art
- Up The Rabbit Hole
- Upcycled Story
- Vase Story
- Floral & Garden Narratives
- Travel-Inspired Narratives
- Single thread embroidery





ART OF TEXTILES

Yavi's signature lies in experimentation with textiles

- Layered block printing.
- Hand painting.
- Digital interventions.
- Surface development.
- Textural manipulation.
- Found-object printing.
- Each textile begins as an artistic exploration.



SPECIAL TECHNIQUE

THE ONE THREAD TECHNIQUE

A signature Yavi development.
Using a single thread as a drawing tool, intricate textures emerge across the fabric surface.
Creating movement, depth and painterly dimension.

An example of how Yavi approaches textile development as art rather than decoration.



IN THE COMPANY OF ART

Yavi's creations have been retailed by some of the world's most respected cultural institutions:

Victoria & Albert Museum London
The Royal Academy of the Arts UK
MoMA Design Store
Van Gogh Museum Store

**Positioning Yavi at the intersection of fashion,
design and art.**

CELEBRITIES & CULTURAL VOICES IN YAVI





WHAT SETS YAVI APART

- Original artwork at the heart of every collection.
- Fashion inspired by art rather than trends.
- Textile innovation through experimentation.
- A globally recognised contemporary design language.
- Storytelling that transcends seasons.



THE FUTURE OF YAVI

To continue building a world where fashion is experienced as art.

Where garments tell stories.

Where craft, technology and creativity coexist.

Where clothing becomes memory.

THANK YOU!

