



WE HAVE ONE
VISION, MISSION, JOB, PARAMETER, DELIVERABLE...

EMBROIDER THE WORLD



ANAND EXPORT HOUSE

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ANAND EXPORT HOUSE



ONCE UPON A TIME,

400 years to be precise, the royalty of India made a fashion statement with one word: Zardozi. It was a form of hand embroidery with magnificently flamboyant and deeply coated gold thread-work. Today, Zardozi and similar forms of hand embroidery are the darlings of fashion gurus and the hautest part of haute couture around the world.



HAND EMBROIDERY
NEEDS THE PAIN AND
PASSION OF ARTISTIC
GENIUSES TO BE ITSELF.

Anand Export House (A.E.H.) is a domain of masters of hand embroidery.

For four decades, our artists have created fine hand embroidery over fabrics, spending days on each expression and embellished them with beads, tassels, laces and glitters.

Zari (also known as Aari) is an embroidery technique that combines metal wire with metal pieces or glitters on a velvet, satin or a heavy silk base, with a special needle called Muthia. Zari and Zardozi are the two most powerful methods of embroidery and a part of A.E.H.'s core competence.

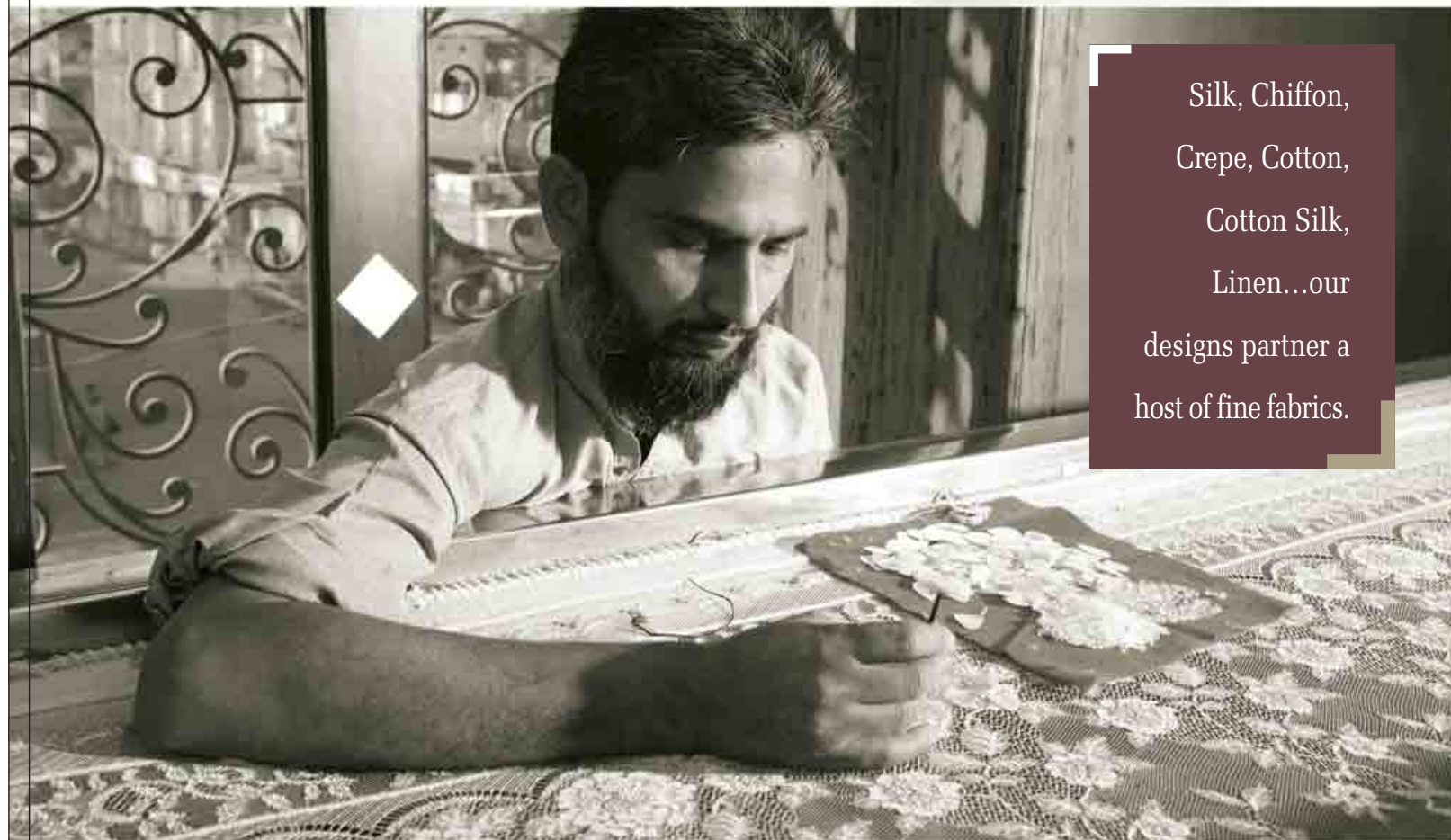
Women's Fashion,
Home Furnishings,
Footwear, Accessories,
Gifts... the world's
favourite labels trust
A.E.H to intricately
elevate fashion into a
connoisseur's romance!



ANAND IS A PROMISE.



ANAND EXPORT HOUSE
IS ACTUALLY A HOME,
NOT A WORKSHOP.



Silk, Chiffon,
Crepe, Cotton,
Cotton Silk,
Linen...our
designs partner a
host of fine fabrics.

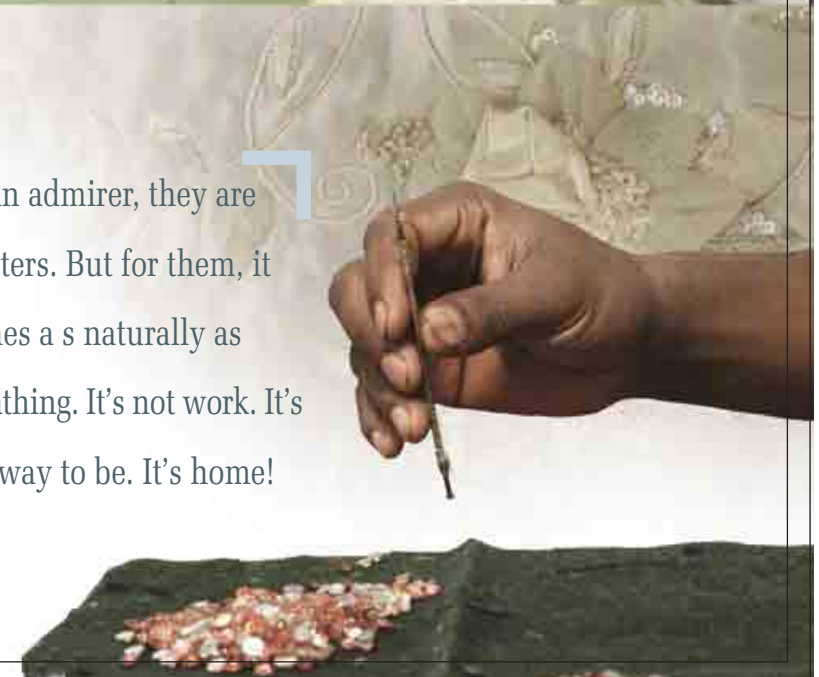


Sequences, stones and other embellishments are cut in a special facility to bring that rare effect. Across options of embroidery, lace, appliqué work, gold and stones, beads, crystals and silver zari, the accent is elegance. Mellow and intriguing. But A.E.H is just not just a custodian of a rare art... It's a promise, to deliver beyond the finest and yet, maintain a strict schedule and deliver on time. Whatever it takes!



At our facility, you will see rows of artisans treading the needle in a sync. Observe for a while... and a tender figure appears slowly on the fabric. The intricacy of the craftsmen sternly follows the intricacy of thoughts and ideas from a pool of trained designers. All bonded by a deep passion for the art of embroidery.

To an admirer, they are masters. But for them, it comes a s naturally as breathing. It's not work. It's the way to be. It's home!



EMBROIDERING THE EMBROIDERER.

Amarpal Singh Anand founded Anand Export House in 1962. An amateur designer with an in-depth knowledge of embroidery, he became reputed for wedding trousseaus in no time. In the next two decades, he took the magic of Zari and Zardozi across the world. Today, he is synonymous with the genre.

Sunmeet Singh Anand, a designer from IIFT, heads the operations at A.E.H.

He ensures that the barest nuance of a design is produced consistently and delivered in time.

Gundeep Singh Anand is the youngest member of the board. His hands-on passion for global styles is only rivalled by his instinctive fondness for the traditional arts.

