ANAGHA ETHNIC WEAR · KAUSEYAM

The Festive Edit 2026 — 15 signature looks, built to sell at festive price points

A curated Chanderi and silk-blend collection priced Rs. 1,349–2,599, GST inclusive — a complete, ready-to-stock festive range for retail buyers and boutique partners.

15
CURATED DESIGNS

₹1,349–2,599
FESTIVE PRICE BAND

GST in
PRICES ALL-INCLUSIVE

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THE STOCKING DECISION

One edit covers the full festive floor — entry gifting to anchor-price statement pieces

The Festive Edit isn't fifteen scattered SKUs. It's a deliberate ladder: rayon and silk-blend kurtas that convert impulse shoppers, Chanderi three-piece sets at the festive sweet spot, and ethnic sets that carry the full ceremony look — all under a single brand story.

WHAT A BUYER GETS

A coherent range you can merchandise as one wall, not a bundle of unrelated styles to price and position individually.

- **Tradition, built for today** — rooted in Chanderi handloom, cut and priced for the modern festive shopper.
- **Every price gap filled** — a style at nearly every ₹100 step from ₹1,349 to ₹2,599.
- **GST-inclusive tickets** — the number on the tag is the number at the till; no margin surprises.
- **One brand, one shelf** — Anagha under Kauseyam Vermaverse OPC Pvt. Ltd.

Source: Anagha — The Festive Edit, Collection 2026 lookbook · Kauseyam Vermaverse OPC Private Limited

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WHY IT MOVES

Chanderi is the sell — a heritage weave your customer already asks for by name

Nine of the fifteen looks are built on Chanderi, the lightweight handloom prized for its sheer finish and woven zari border. It photographs beautifully, drapes for every body, and lets a boutique talk craft, not just colour.

- **Three-piece & ethnic sets** — complete festive looks, no separates to assemble.
- **Silk-blend, crepe silk & rayon** round out the range for everyday festive wear.
- **"Elegance in every celebration"** — a story that sells at the rail.

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RANGE COMPOSITION

Four fabrics, one festive logic — each earns its place on the floor

9

Chanderi

The hero weave — three-piece and ethnic sets at ₹1,999–2,599, the collection's anchor.

3

Silk-blend

Kurta and two-piece sets, ₹1,399–2,599 — elevated texture at accessible tickets.

2

Crepe & Rayon

Rayon kurta and crepe silk set, ₹1,349–1,499 — the impulse entry point.

1

Promo anchor

ANG-FC26-015: MRP ₹2,599 marked to ₹1,699 festive — a built-in markdown story.

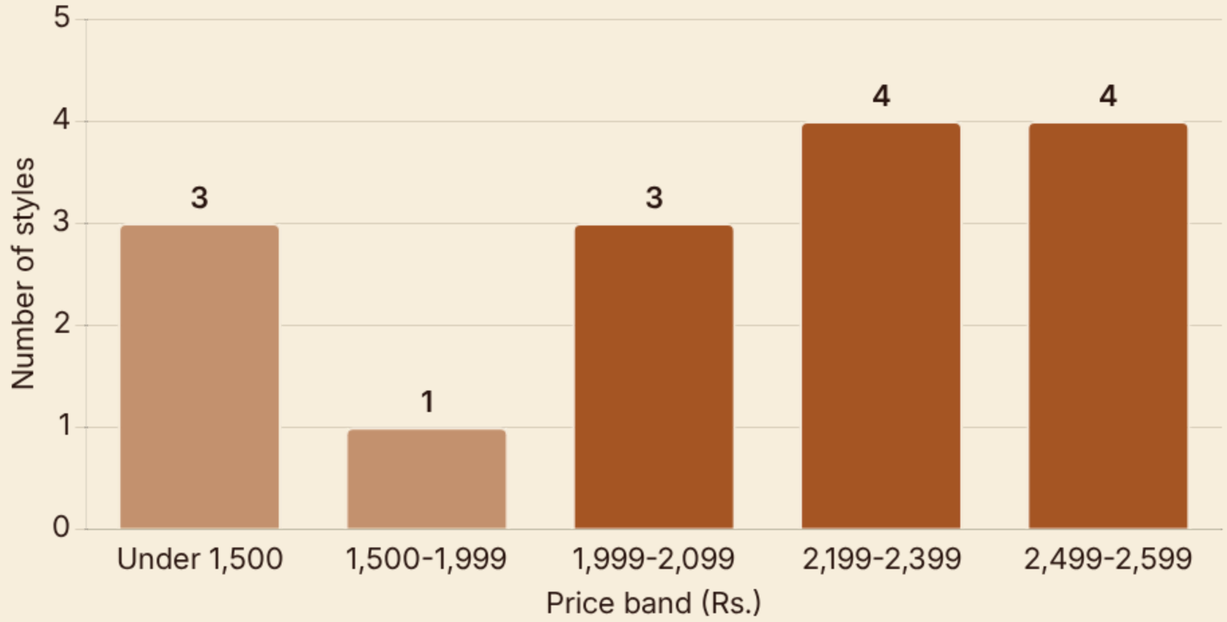
Counts derived from the 15 named style codes in the Anagha Festive Edit 2026 lookbook.

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PRICE ARCHITECTURE

The range stacks where festive shoppers spend — a dense ₹2,000 core

Festive styles by price band · count



One style at Rs. 1,699 sits between the entry and festive clusters.

₹1,349
LOWEST TICKET — RAYON KURTA, THE FLOOR

Read the shape

Most styles sit in the ₹1,999–2,599 festive sweet spot, so a boutique can run a tight, consistent wall. Three sub-₹1,500 pieces give you a gifting and impulse tier beneath it.

Ticket prices are GST inclusive, per the Anagha Festive Edit 2026 lookbook.

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THE MARKDOWN HOOK

A ready-made promo: the silk-blend set carries its own ₹900 festive saving

Festive markdown · style ANG-FC26-015

Price, style ANG-FC26-015

~~Rs. 2,599 MRP~~ →

Rs. 1,699 festive

ANG-FC26-015

Silk-Blend Two-Piece Set

MRP ₹2,599, marked to a ₹1,699 festive price. The strikethrough does the selling for you — a 35% visible saving on the shelf.

WHY IT MATTERS TO A BUYER

One style is pre-built for your festive window and sale signage. The other fourteen hold firm festive tickets, so you promote on one and protect margin on the rest.

Price pairing stated for style ANG-FC26-015 in the Anagha Festive Edit 2026 lookbook.

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HOW TO MERCHANDISE IT

Three tiers, one rail — a floor plan that merchandises itself

A — **Statement sets · ₹2,299–2,599** — 6 STYLES

Festive & Chanderi ethnic sets (ANG-FC26-008 to 011, 006, 015 MRP) — the aspirational front wall that sets the tone for the collection.

B — **Core Chanderi sets · ₹1,999–2,199** — 6 STYLES

Three-piece sets (ANG-FC26-001 to 005, 007) — the everyday-festive volume driver and the heart of the buy.

C — **Entry & gifting · ₹1,349–1,699** — 4 TICKETS

Rayon kurta, silk-blend kurta, crepe silk set, promo silk-blend set — the impulse tier that lifts basket count and footfall.

Tiering grouped from the 15 named style codes and GST-inclusive tickets in the Anagha Festive Edit 2026 lookbook.

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THE FULL 15 · STYLE OUTLINE

Anagha Festive Edit 2026 — every style, at a glance

CHANDERI THREE-PIECE SETS

ANG-FC26-001	Chanderi Three-Piece Set	₹1,999
ANG-FC26-002	Chanderi Three-Piece Set	₹2,199
ANG-FC26-003	Chanderi Three-Piece Set	₹2,099
ANG-FC26-004	Festive Three-Piece Set	₹2,199
ANG-FC26-005	Chanderi Three-Piece Set	₹1,999
ANG-FC26-007	Chanderi Three-Piece Set	₹2,399

CHANDERI ETHNIC SETS

ANG-FC26-006	Chanderi Three-Piece Set	₹2,499
ANG-FC26-008	Festive Ethnic Set	₹2,599
ANG-FC26-009	Festive Ethnic Set	₹2,499
ANG-FC26-010	Festive Ethnic Set	₹2,299
ANG-FC26-011	Festive Ethnic Set	₹2,499

ENTRY & GIFTING TIER

ANG-FC26-012	Silk-Blend Kurta	₹1,399
ANG-FC26-013	Rayon Kurta	₹1,349
ANG-FC26-014	Crepe Silk Two-Piece Set	₹1,499
ANG-FC26-015 · PROMO	Silk-Blend Two-Piece Set	~~₹2,599 MRP~~ ₹1,699

COLLECTION SUMMARY

15 styles · ₹1,349–2,599 · GST inclusive

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THE BUYER'S CASE

A complete festive floor from a single brand — stock once, sell the whole celebration

15

curated designs span every festive occasion — no range-building, no gaps to fill from a second supplier.

GST in

tickets are all-inclusive, so shelf price equals sell price — clean margin maths from day one.

1 promo

style ships with its own ₹900 markdown, giving your festive window a sale hook out of the box.

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PLACE THE OPENING BUY

15

signature looks, ready to merchandise as one festive wall this season.

NEXT STEP

Confirm the Festive Edit 2026 for your festive floor

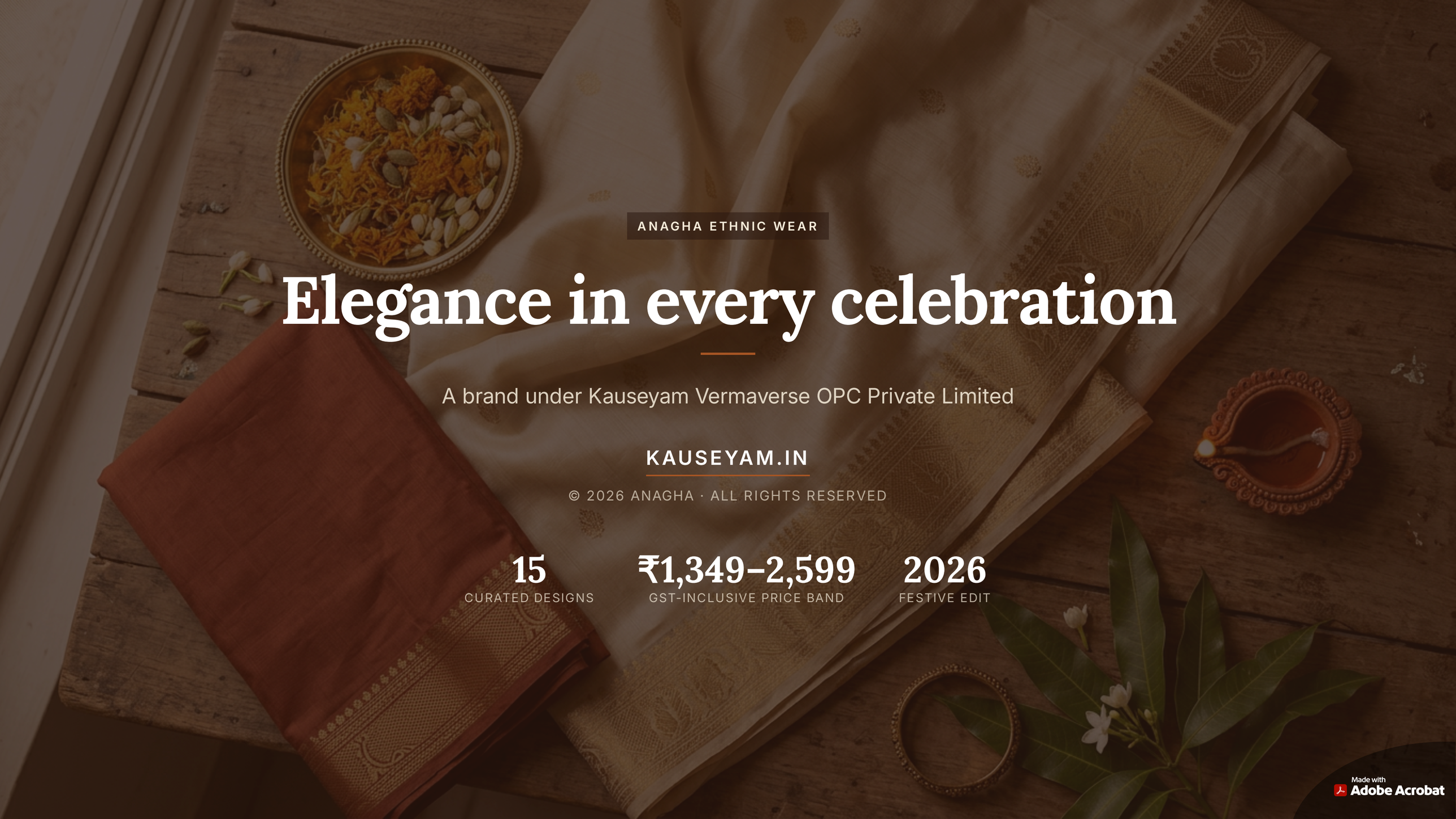
Take the full fifteen-style edit at GST-inclusive festive tickets from ₹1,349 to ₹2,599. One coherent Chanderi-led range, one supplier, one shelf story your customers already recognise.

THE DECISION IN FRONT OF YOU

Pass, and you rebuild a festive assortment piece by piece from scattered vendors. Stock it, and the celebration floor is set — rooted in tradition, created for today.

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ANAGHA ETHNIC WEAR

Elegance in every celebration

A brand under Kauseyam Vermaverse OPC Private Limited

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15	₹1,349–2,599	2026
CURATED DESIGNS	GST-INCLUSIVE PRICE BAND	FESTIVE EDIT

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FESTIVE ETHNIC WEAR SETS · 2026

Chanderi ethnic sets — the centrepiece of every festive floor

THREE-PIECE CHANDERI SETS

₹1,999–2,199

Kurta, dupatta & bottom — a complete festive look in one hanger. The volume heart of the buy.

CHANDERI ETHNIC SETS

₹2,299–2,599

Statement occasion wear with woven zari borders — the aspirational anchor of the festive wall.

SILK-BLEND & CREPE SETS

₹1,349–1,699

Elevated texture at entry tickets — the impulse and gifting tier that lifts basket count.

All prices GST-inclusive · Anagha Festive Edit 2026 · Kauseyam Vermaverse OPC Private Limited

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