

MAMTA FOMRA, Since 1995: Crafted with passion, purpose, precision, and poise

MAMTA FOMRA is deeply grateful to the Home textile Exporters Welfare Association (HEWA) and its team for their inspirational support and guidance. HEWA's relentless commitment to take this delegation, explanations at every stage, clarifications of various documentations, endless consultations and numerous follow ups is worthy of mention. MAMTA FOMRA is very thankful to the Ministry of Micro small and Medium Enterprises (MSME), to the Government of India for entrusting this responsibility to HEWA, to represent the MSME sector at the High Point Market Fair, North Carolina, USA, to enable and empower women-led enterprising initiatives from women entrepreneurs.

MAMTA FOMRA, established in 1995 in the city of Madurai, South India, is a designer label that offers a range of sustainable handwoven fabrics, home furnishing, lifestyle products, handcrafted bespoke clothing, accessories and jewellery, created by rural artisans across India. The eco - friendly brand includes contemporary, Indo - Western, and traditional designs.

The brand's range of organic cotton in hand woven Khadi, linen and silk is much sought after by discerning clients. The vibrant artistic expressions are embellished with handmade block prints, patchwork, hand dyeing and printing, mirror work and hand embroidery. Every MAMTA FOMRA creation is passionately created and hand crafted. Stitch by stitch, snip by snip, one block imprint at a time, the warp and weft of the artisanal weaver's handloom creates a glorious tapestry that celebrates the artistic exuberance of the textile and handcraft traditions of India.

Over the years, MAMTA FOMRA has emerged as a fashion brand that symbolises empowerment of rural artisans and semi urban women by recognizing, reviving, and promoting handcrafted and hand-woven organic textile traditions that are on the brink of extinction, often eclipsed by mass production in the age of increasing industrialisation, mechanization, and modernization. In 2014, as part of the brand's commitment to social and economic empowerment of rural artisans and women, MAMTA FOMRA is engaged in impactful philanthropy.

Mamta Fomra

Founder & Creative Head at MAMTA FOMRA

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