



Wani - Weaving Since 1960

Brand LookBook

WANI BY J I INTERNATIONAL



CATALOGUE



About Pashmina

Pashmina, known as “soft gold” or the “king of fibers,” is a luxurious material prized for its softness, warmth, and delicate texture. Originating from Kashmir, it is made from the fine undercoat of the Changthangi goat, native to the Himalayas. The term “pashmina” comes from the Persian word “pashm,” meaning high-grade cashmere wool.

Creating pashmina shawls involves skilled artisans and meticulous steps. The wool is combed from the goat in spring, cleaned, de-haired, hand-spun into yarn, and woven on handlooms. The fabric is then dyed and sometimes embroidered with traditional techniques.

Pashmina’s exclusivity comes from the rarity of the raw material and the craftsmanship involved. The limited wool production and the labor-intensive process contribute to its high value. Historically favored by royalty, pashmina shawls remain a symbol of elegance and quality, blending nature’s finest fibers with human artistry.



About Our Brand

Welcome to Wani by J I International, where tradition and luxury meet to offer you the finest pashmina shawls. Rooted in Kashmir, we preserve the age-old art of pashmina weaving to create masterpieces of exceptional quality and beauty.

We start with the purest pashmina fibers from the Himalayas, known for their softness and warmth. Skilled Kashmiri artisans, perfecting their craft over generations, spin and weave these fibers into luxurious shawls that embody Kashmir's rich cultural heritage.

At J I International, each shawl is more than an accessory; it's a timeless piece of art. Our collection reflects meticulous craftsmanship and enduring elegance, featuring intricate patterns and designs inspired by Kashmiri artistry.

Perfect for any occasion, our pashmina shawls offer luxury and versatility, balancing comfort and sophistication. Experience true craftsmanship and the legacy of Kashmiri artistry. Welcome to a world where tradition meets luxury.



Making of Pashmina Shawls

Kashmir Pashmina, renowned as the finest of its kind, is sourced exclusively from the Changthangi or Pashmina goat breed native to the high-altitude regions of the Kashmir Valley. These goats endure harsh winters, developing an exceptionally soft undercoat, which is carefully collected through combing during the spring molting season. The painstaking process involves meticulous hand-sorting to select the finest fibers.

Skilled artisans in Kashmir then hand-spin and weave these delicate fibers into exquisite shawls, scarves, and wraps, known for their unparalleled softness, warmth, and lightweight feel. Throughout the weaving process, artisans may incorporate intricate patterns or designs, often inspired by Kashmiri motifs or nature, using techniques such as embroidery. These artisans, often belonging to generations-old weaving families, preserve and pass down their craftsmanship, ensuring the continuation of this centuries-old tradition.



Making of Kaani Shawls

Kani shawl making is a traditional Kashmiri weaving technique using a special “Kani loom.” Known for intricate designs and fine craftsmanship, these shawls typically use fine wool or pashmina. The process is labor-intensive and requires skilled artisans.

The creation begins with a detailed pattern inspired by nature, Persian motifs, or geometric shapes. The Kani loom is set up with vertical warp threads of pashmina. Artisans use thin wooden sticks, each representing a colored thread, to weave the design row by row, ensuring precise placement. Thicker weft threads secure the design and create texture.

After weaving, the shawl undergoes finishing processes like washing, drying, brushing, or pressing for enhanced softness. Decorative borders and fringes are often added. Each shawl is quality checked before being packaged for sale or export.

The making of a Kani shawl is a testament to Kashmiri artisans’ rich cultural heritage and craftsmanship, preserving this art form for centuries.



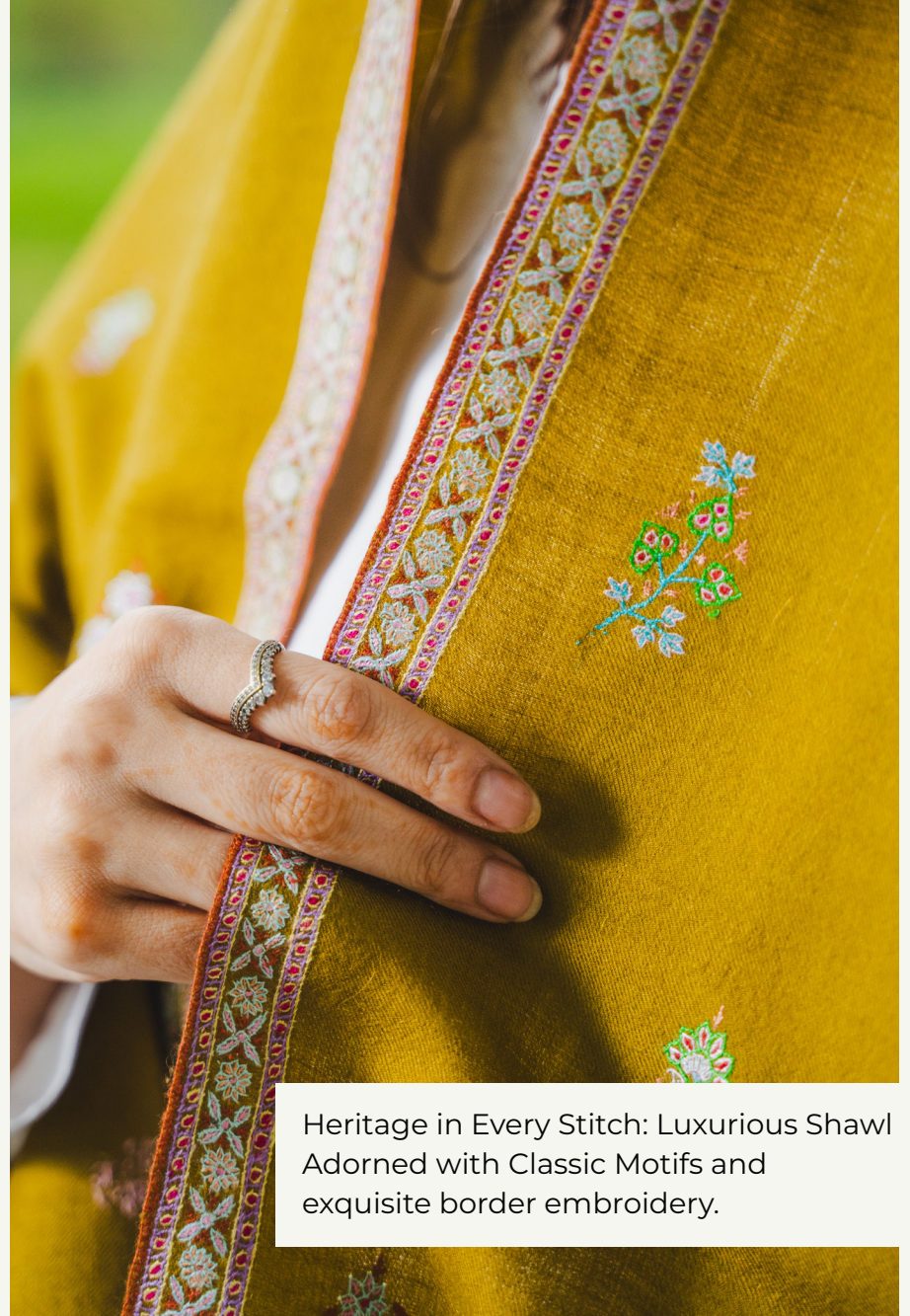
Our Shawls

Indulge in the sheer luxury and unparalleled craftsmanship of our Pashmina shawls. Each thread is infused with the expertise of Kashmiri artisans, who delicately blend centuries-old techniques with contemporary designs to create timeless masterpieces. From intricate paisley patterns to delicate floral motifs, our shawls are a testament to the artistic finesse and attention to detail that define Kashmiri craftsmanship. Whether draped casually over the shoulders or elegantly styled for a special occasion, our Pashmina shawls exude an aura of refinement and grace, elevating any ensemble with their unmatched beauty.

WANI



"Natural White Jamawar" The Essence of Classic Sophistication.



Heritage in Every Stitch: Luxurious Shawl Adorned with Classic Motifs and exquisite border embroidery.

WANI



Ombre Pashmina: Where Colors Flow in Harmony



Masterful Artistry: Tilla Embroidery
Enchants Pashmina Shawl



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